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2005-0336-F

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Gift Unit, White House
Series: Free, Charles, Files
Subseries:

OA/ID Number: 08378
Folder ID Number: 08378-012

Folder Title:
Gift Unit Presidential Staff Gifts Received 1989: Bromley, D. Allen (DAB)

Stack:	Row:	Section:	Shelf:	Position:
G	14	22	4	1

**WHITE HOUSE
STAFF GIFT RECORD**

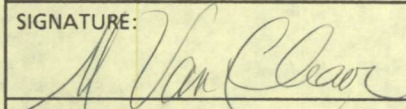
Send completed Form and Gift to Gift Unit, ext. 7133

[DO NOT DETACH COPIES]

To be Completed by Staff Member

STAFF MEMBER		DONOR	
NAME (First, Middle, Last): D. Allan Bromley		NAME (First, Middle, Last): Richard M. Friedhoff	
TITLE: Asst. to the President for Science and Technology; Director, OSTP		TITLE:	
GIFT INTENDED FOR (mark <input checked="" type="checkbox"/> in appropriate box): <input type="checkbox"/> White House Staff Member (W) <input type="checkbox"/> Other (O) (e.g., family)		ADDRESS (Street, City, State, Zip & Country): Visicom Corporation 3325 Wilshire Boulevard Suite 700 Los Angeles, CA 90010	
RECEIVED BY (mark <input checked="" type="checkbox"/> in appropriate box): <input type="checkbox"/> Mail Room (M) <input type="checkbox"/> Presented Personally (P) <input type="checkbox"/> Staff (S) <input type="checkbox"/> Other (O) (Specify)		ORGANIZATION/BUSINESS OF DONOR (Specify): As above; private industry	
DATE ACCEPTED AND CIRCUMSTANCES OF PRESENTATION: 12/18/89; sent via mail			
REASON FOR NOT RETURNING TO DONOR: would be an embarrassment to both Mr. Friedhoff and Dr. Bromley		DONOR CATEGORY (mark <input checked="" type="checkbox"/> in appropriate box):	
		<input checked="" type="checkbox"/> Personal Friend (F)	<input type="checkbox"/> General Public (P)
		<input type="checkbox"/> Foreign Official (H)	<input type="checkbox"/> VIP (V)
DESCRIPTION OF GIFT: The Second Computer Revolution: VISUALIZATION by Richard Mark Friedhoff and William Benzon. New York: Harry N. Abrams, 1989, 9x11" w/color and b/w photos, 215 pages.			
REPORT PREPARED BY: Damar Hawkins	DATE: 4/16/90	ROOM NO.: 360	EXT.: 6272

To be Completed by Gift Unit and Counsel

ID: 8960079	DATE: 4-23-90	GSA #:	DISPOSITION (mark <input checked="" type="checkbox"/> in appropriate box):	
CATEGORY CODE: 0499	APPRAISED VALUE: \$ 49.50	ARCHIVE BOX #:	<input checked="" type="checkbox"/> Presidential Staff—Personal (PP)	<input type="checkbox"/> Archives (AS)
COUNSEL'S OFFICE DECISION: <input checked="" type="checkbox"/> APPROVE <input type="checkbox"/> DISAPPROVE			<input type="checkbox"/> Returned to Sender, Commercial (RA)	<input type="checkbox"/> Destroyed (DS)
SIGNATURE: 			<input type="checkbox"/> Returned to Sender, Other (RC)	<input type="checkbox"/> Other (OH)
COMMENTS: Appraisal per White House Library.			<input type="checkbox"/> Returned to Sender, Over Minimal Value (RB)	
			<input type="checkbox"/> GSA Surplus, Turn Over to Government (GS)	
			<input type="checkbox"/> Presidential Staff—for official display/use (PS)	

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December 12, 1989

The Honorable D. Allan Bromley
Assistant to the President for Science and Technology
Old Executive Office Building
17th Street and Pennsylvania Avenue N.W.
Washington, DC 20506

Dear Professor Bromley:

I do not think you will remember me but we met some years ago at an AAAS dinner, when I was a fellow of that organization, and you were most kind in talking with me about my career interests and in encouraging me. I was also a student at Yale when you were there as a professor.

May I now take this opportunity to send you a copy of my book which has been published this month? As a Media Fellow of AAAS, working at CBS News for Walter Cronkite, I met Edwin Land of Polaroid and eventually went to work there. At Polaroid, I became very interested in what I felt were the tremendous implications of visual computing. Two or three years ago, Harry N. Abrams Publishers asked me to do a book on the subject and I have had the most marvelous time trying to develop a fresh perspective on this unbelievably rapid technological revolution. I feel very strongly that the visual interface has eliminated a fundamental barrier to human understanding and modeling of complex phenomena and will transform American science and technology. I am currently endeavoring to spread the word in talks and public appearances including, in April, a lecture at the Smithsonian.

In any case, I was profoundly encouraged by your words at a formative time in my career and I have been very much looking forward to the publication of my book so ~~that~~ I could send you a copy.

With best wishes for the holidays,


Richard M. Friedhoff

mh:RMF

Rec'd. 12/18/89, The Second Computer Revolution: VISUALIZATION
by Richard Mark Friedhoff and William Benzon. New York: Harry
N. Abrams, 1989. Dedicated "For Edwin H. Land," 9 X 11" with
color and b/w photos, 215 pages.