

May 16, 1996

Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Dear Mrs. Clinton:

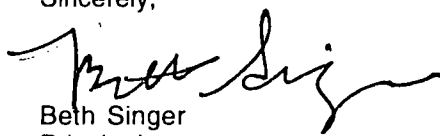
Thank you for inviting me to join you at the White House on April 26, 1996, to celebrate the role of the arts and humanities in the lives of children and youth at risk. You were an incredibly gracious host and made me and my staff feel privileged and honored to be included. The event itself was a huge success and I hope that it serves to draw attention to the report prepared by the President's Committee on the Arts and Humanities and, more importantly, to the special programs which the report details.

As you may recall, we had an opportunity to speak briefly following the ceremony and I introduced myself as the designer of the report, "Coming Up Taller." While I recognize the constraints of your schedule, I wonder if I could impose upon you to write a few words, either in the enclosed publication or under separate cover, commenting upon the design of the report. Your remarks would be greatly appreciated, on both a personal and professional level.

Beth Singer Design is a Washington-based communications design firm serving industry and government for the past sixteen years. If any of the other projects on which you or your husband are working require design services such as we offer, or you have the opportunity to recommend such a firm to other organizations, I would appreciate the reference.

Thank you in advance for your time and your consideration for my request.

Sincerely,



Beth Singer
Principal

enclosures

Beth Singer Design Company Overview

Beth Singer Design is a full-service design studio, producing print, exhibit communication and marketing materials. Since 1981, the firm has worked closely with associations, corporations, government agencies, educational institutions, non-profit organizations and small businesses. We have conceptualized, designed and produced marketing brochures, posters, books, corporate identity programs, annual reports and educational materials.

Some of our clients and recent projects include:

- **CBS** – development of identity program for week-long special entitled "Project Education" with application to booklets, posters, set design, signs, press kits and video animation for the broadcast;
- **Embassy of Israel** – creation of educators' video packaging with poster/guide and large map graphic; development of books, brochures, newsletters, and educational materials for the Office of Public Affairs;
- **Harman International (Fortune 500)** the largest manufacturer of audio speakers in the U.S. – production of annual reports and quarterlies for seven years, development of identity program and ongoing corporate marketing materials, exhibits for trade shows and dealer conference packages;
- **The Kennedy Center** – development of program identity with applications to poster, direct-mail promotion, catalogue, shirts, give-aways and auxiliary materials for "Women Make Movies" festival;
- **National Institutes of Health** – design of ongoing identity program and information booklets for the National Institute on Aging;
- **National Trust for Historic Preservation** – development of identity program for National Trust Historic Sites, with application to rack cards, handbook, exhibits, and on-site signage; also creation of TRUSTKIDS, a 16-page tabloid magazine on the subject of preservation and architecture, targeted at children ages 8 - 12;
- **U.S. Memorial Holocaust Museum** – study guides for Learning Center and mini-tour brochures for museum-going public.

The studio consists of Beth Singer, principal designer and client liaison; two designers; and an account supervisor and office manager. Because it is a small design studio, Beth Singer Design provides personal attention to clients' needs while working as a team to produce solutions with a high degree of creativity and in a variety of styles. To achieve this variety, the studio regularly works with a wealth of freelance designers, photographers and illustrators on a per-project basis. We manage our projects beginning with concepts that are appropriate, creative and unique, through final delivery of printed materials.

Beth Singer is a past president of the Washington, D.C., chapter of The American Institute of Graphic Arts and has served on its Board of Directors for over eight years in several capacities. Beth served on the board of International Design for Electronics Association (IDEA) and is a member of the Art Directors Club of Metropolitan Washington, American Center for Design, National Association of Women Business Owners (NAWBO) and the Rhode Island School of Design Alumni Council.

Beth Singer Design Company Overview

page 2

An area of particular concern to Beth is involving young people in professional relationships with established members of the design community. To that end, she originated a "Mentor Program" between design studios in Washington, DC and youths at risk from the magnet, public school Duke Ellington School for the Arts. It is in its third year of existence and has become a model for other AIGA chapters around the country.

Beth has conducted numerous panel discussions and has lectured at Maryland Institute of Art, Baltimore, MD; Sheperdstown University, Sheperdstown, WV; Virginia Commonwealth University, Richmond, VA; and in Washington, D.C.: The Corcoran School of Art; The American University; AIGA Washington; and National Association of Women Business Owners.

Beth Singer Design's work has received awards of excellence from the New York Art Directors Club, The Art Directors Club of Metropolitan Washington, *Print Magazine*, Graphic Design USA (DESI) and The Printing Industries of America, among others, on a consistent basis since 1981. Her work has been featured in *Graphis*, *Communications Arts*, *Print*, *The AIGA Journal* and *Graphic Design in Japan* 6.

Beth Singer Design Client List

Corporate

- Armstrong Industries
- Bell Atlantic
- Chevy Chase Savings and Loan
- Covington & Burling
- Deloitte & Touche
- Edmondson & Gallagher
- General Electric
- IBM
- ICF Kaiser International, Ltd
- TriCon Capital Leasing
- U.S. Olympic Committee
- The World Bank

Communications

- ABC (American Broadcast Company)
- A&E (Arts and Entertainment Network)
- CBS
- Corporation for Public Broadcasting
- Discovery Channel
- HBO (Home Box Office)
- KIDSNET
- National Cable Television Association
- NBC (National Broadcast Company)
- PBS (Public Broadcasting Station)

Social Service/Museum

- American Association of Retired Persons
- American Council on Education
- Chesapeake Bay Maritime Museum
- The Funding Exchange
- Hillel: The Foundation for Jewish Campus Life
- The Kennedy Center
- Learning Systems Group
- Lutheran Social Services
- Miranda Associates
- The National Gallery of Art
- National Network of Women's Funds
- National Trust for Historic Preservation
- Partners of the Americas
- The United States Holocaust Memorial Museum
- Very Special Arts
- Women in Film and Video
- Women's Legal Defense Fund

Electronics

- Harman International Industries
- Harman/Kardon
- JBL
- Pyle Industries

Government

- American Israel Public Affairs Committee
- Embassy of Israel
- Government of Saudi Arabia
- Congresswoman Jane Harman
- Institute of Museum Services
- Internal Revenue Service
- National Council on the Handicapped
- National Endowment for the Arts
- National Institutes of Health
- Office of Special Education and Rehabilitation
- President's Committee on the Arts and the Humanities
- U.S. Department of Education
- United States Information Agency

Health Care/Medical

- Alzheimer's Disease Education & Referral Center
- Genesis Health Care Systems
- The Genome Project
- Group Health Association of America
- Harmony Health Plan
- Health Industry Distributors Association
- Maryland Orthopedic Rehabilitation
- Molecular Tool (Biotech)
- National Institute on Aging
- National Rehabilitation Information Center
- National Retail Druggist Association

5/22/96

Dear Ms. Singer -

Karen tells me that
you were kind enough to offer
to take this to the First
Lady's office and make
sure it gets in the right
hands.

Our staff was lucky
enough to be invited to
the White House last
month. This package
is a follow-up letter to
Mrs. Clinton regarding
the subject of our con-
versation. It would mean
so much to everyone at
Beth Singer Design
if she were to respond
personally. We'll leave
it in your capable hands!

Thanks ever so much.
Sincerely,

~~Beth Singer~~ 202-483-3967

BETH SINGER DESIGN

Mrs. Hillary Rodham Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

1910 1/2 17TH STREET, NW
WASHINGTON, DC 20009
TEL 202.483.3967

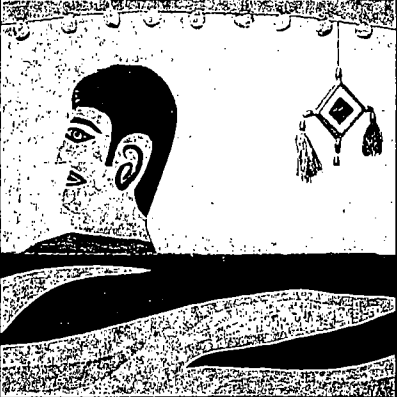
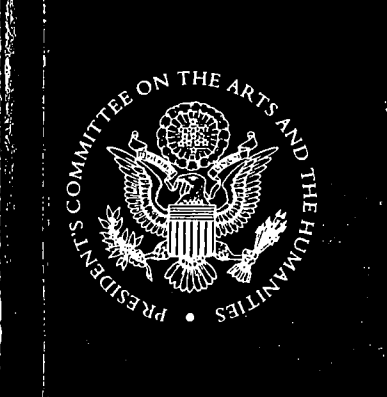
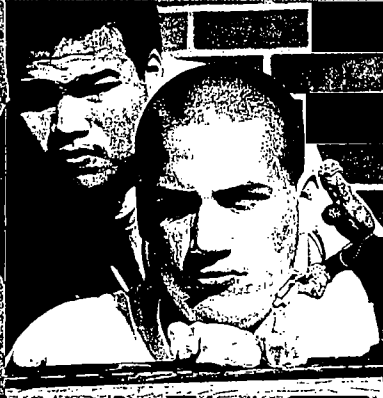
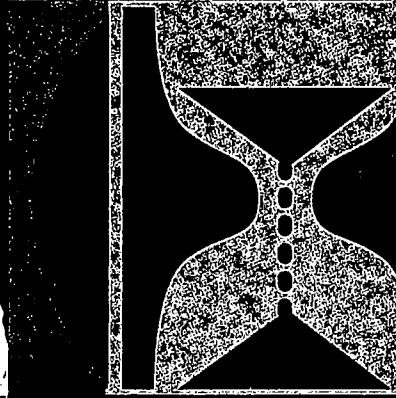
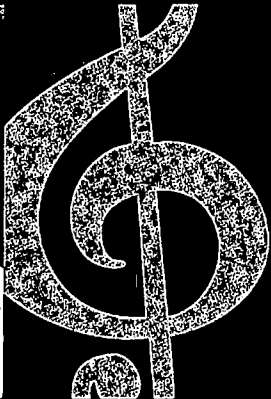
PHOTOCOPY
PRESERVATION

President's Committee on the Arts and the Humanities



Coming Up Taller

Arts and Humanities Programs
for Children and Youth At Risk



Clinton Presidential Records Digital Records Marker

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