



Hunt Institute for Botanical Documentation
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About the Institute

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

Dear Dr. Reitz:

P. O. Box 70

Mayaguez PR 00709

I was hoping a scholarship
or similar Memorial would be
set up in memory of Dr. Muller,
affectionately known to many
of us as "Doc". We'll certainly
miss him.

Please accept the enclosed check
as my contribution to such fund.

You don't mention it but I
understood that 'Doc' began his
career in Latin America by
coming down with his major professor
to help set up an Ag. curriculum
here in Mayaguez.

Best regards,
George Freytag



From the desk of

M. A. BROOKER

June 15

Wayne =

We have just
returned after two months
in the mountains - I am
glad of the opportunity
to contribute to Bertie
Memorial -

Regards

Warren

J. Wayne Reitz
Secretary
Escuela Agricola Panamericana
P. O. Box 14425
Gainesville, Florida 32604

19 July, 1982

Dear Dr. Reitz:

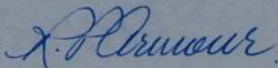
Thank you for your June 23 letter concerning the scholarship fund to be established in memory of Dr. Muller.

We have kept abreast of news of the Mullers through the years, largely through regular correspondence between Rie and Margaret Muller and occasional phone calls when Bert, Margaret, Rie and I would all visit. For a number of years Margaret spent her annual vacation here in Reston with us.

We do wish to contribute to the Memorial Scholarship Fund and enclose our check for \$300.00 (Three-hundred dollars). Perhaps final details of the scholarship have not been worked out as yet, but, we are assuming that the recipients would be Latin American students attending either EAP, or, perhaps, EAP students studying at a U. S. university.

This is a well deserved recognition of Bert's contributions to agricultural education in Latin America. Rie joins me in the hope that establishment of the scholarship will soon be a reality.

Sincerely,



R. P. Armour

RPA/rma

Copy: 1 File

JOHN W. SITES

1819 SW 35th Ave

32608

July 19, 1982

Dr. J. Wayne Reitz
P.O. Box 14425
Gainesville, Fla.

Dear Wayne:

Thank you for your letter about the Bert Muller memorial, I appreciate your advising me of this and am enclosing a small check.

Bert was in my opinion an especially fine person and we will all miss him.

Hope you and Francis are having a good summer.

Sincerely,
John

2515 NW 21st Avenue
Gainesville, FL 32605
July 26, 1982

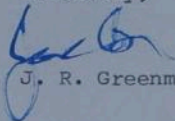
Dr. J. Wayne Reitz
Escuela Agricola Panamericana
P.O.Box 14425
Gainesville, Florida 32604

Dear Wayne:

Enclosed you will find my check for \$50.00, payable to Escuela Agricola Panamericana, for a scholarship in memory of Bert Muller.

As you know, I am very high on EAP and Bert Muller, and I think that a scholarship fund in Bert's name is very appropriate.

Sincerely,



J. R. Greenman

July 24, 1982

Dear Mr. Reitz,

I was so pleased to hear from you regarding the responses from my two cousins, Charles L. Handers and David Kreidler, as well as my nephew Donald Miller, and others whose names I had given to you.

We know how much this would have meant to Bert and it is indeed a great tribute to his memory. Bert had great concern for the students at EAP and we are so grateful to you for your contribution to this memorial.

Sincerely,
Margaret.

Mr. Charles L. Flanders
"Horseshoe Hill"
Kewick, VA 22947

4 July
To: J. Wayne Best
From: C. L. Flanders

In reply to your letter of 23 June, I am enclosing a modest contribution for Best's memorial scholarship.

I am delighted to be a part of this splendid idea and I shall be interested in your progress.

Best wishes,
Charles L. Flanders

MRS. DONALD R. MILLER

68-10 108th Street - Forest Hills, N. Y. 11375

July 6, 1982

Dear Mr. Keitz,

Enclosed is our contribution
in loving memory of
Albert S. Muller.

We think that a scholar-
ship in Bert's memory is
a fine and lasting memorial.

Kindly acknowledge
to Miss Margaret Muller,
2043 N. W. 7th Lane, Gainesville,
Florida 32603.

Sincerely,

Don and Janet Miller

712 WOODCREST CIRCLE
RADNOR, PA 19087

7-8-82
Escuela Agrícola Panamericano
Sanasillb,

Enclosed is a check for
\$25 for the Bert Muller
Scholarship Fund.

His services were of
lasting value

R. P. Muller



UNIVERSITY OF FLORIDA

Gainesville, 32611

Department of Geography
904-392-0494

July 7, '82

Dear Wayne —

Great hearing from you, and
am enclosing check for this Memorial
Scholarship in Bert's name. I first
met Bert in '46 and we had a grand
relationship over the years.

Leaving for the Mauro-Ardes Border
area in Colombia and Venezuela this
coming Monday.

Hope you continue well and busy.

Saludos cordiales,

Ray

July 26, 1982

Dr. Marvin A. Brooker
2244 N. W. 6th Place
Gainesville, FL 32603

Dear Marvin:

Your generous contribution of \$25 to help provide a scholarship in memory of Bert Muller is appreciated greatly. I have been involved in a number of fund-raising projects in my time, but never have I had such a positive response as this one in which we honor the memory of Bert. It confirms my belief that he was not only held in esteem, but his friends and associates, but engendered a sense of great loyalty.

The Board of Trustees will use your contributions and those of others as a basis for taking the necessary steps to assure one full scholarship each year for a student at Zamorano.

Again thanks for your generosity.

Sincerely,

J. Wayne Reitz

26 July 1982

Mr. Austin S. Ashley
Bingham, Dana & Gould
100 Federal Street
Boston, MA 02110

Dear Austin:

Enclosed please find checks for the Bert Muller fund
from the following:

Mr. & Mrs. Robert P. Armqur 11817 Riders Lane Reston, VA 22091	\$300.00
Dr. George F. Freytag P. O. Box 70 Mayaguez, Puerto Rico 00709	\$100.00
Dr. Marvin A. Brooker 2244 N. W. 6th Place Gainesville, FL 32603	\$ 25.00

All have been properly acknowledged and Margaret Muller
has been notified. You need only record and deposit.

Sincerely,

J. Wayne Reitz

JWR/ak
enc. 3

July 24, 1982

Mr. R. P. Armour
11817 Riders Lane
Reston, VA 22091

Dear Mr. Armour:

Your generous contribution of \$300 to provide a scholarship in memory of Bert Muller is appreciated greatly. I have been involved in a number of fund-raising projects in my time, but never have I had such a positive response as this one in which we honor the memory of Bert. It confirms my belief that he was not only held in esteem by his friends and associates, but engendered a sense of great loyalty.

The Board of Trustees will use your contributions and those of others as a basis for taking the necessary steps to assure one full scholarship each year for a student at Zamorano.

It was good to have your letter of July 19 and to know that you and Rie are well. Fran and I may be in Washington sometime after the middle of August and I hope we can get together.

Again thanks for your generosity.

Sincerely,

J. Wayne Reitz

July 24, 1982

Dr. George F. Freytag
Post Office Box 70
Mayaguez, P.R. 00709

Dear Dr. Freytag:

Your generous contribution of \$100 to provide a scholarship in memory of Bert Muller is appreciated greatly. I have been involved in a number of fund-raising projects in my time, but never have I had such a positive response as this one in which we honor the memory of Bert. It confirms my belief that he was not only held in esteem by his friends and associates, but engendered a sense of great loyalty.

The Board of Trustees will use your contribution and those of others as a basis for taking the necessary steps to assure one full scholarship each year for a student at Zamorano.

Again thanks for your generosity.

Sincerely,

J. Wayne Reitz

BLYTH EASTMAN PAINE WEBBER

INCORPORATED

100 FEDERAL STREET

BOSTON, MASSACHUSETTS 02110

(617) 423-8200

GEORGE P. GARDNER, JR.
MANAGING DIRECTOR

July 17, 1980

Mr. John G. Smith
Agropecuaria La Laguna S.A.
Apartado 432
Guatemala City, Guatemala, C.A.

Dear John:

In my letter of May 7 addressed to Hugh Popenoe, I tried to make a few observations about the possibility of memorializing particularly significant acts of support by friends of the E.A.P. You will recall those comments related mainly to "bricks and mortar" and professorships or scholarships -- and hence represented recognition at the very highest level.

My understanding is that you and the other Trustees would like to probe a bit further, but this time in the direction of recognizing support at considerably lower levels. There are obviously many different ways in which other institutions have addressed themselves to this whole area -- one which is, of course, tightly bound up in the whole fund raising process. However, let's not allow ourselves to think only in terms of recognizing financial support. E.A.P. is in need of help on many fronts in many ways -- and I would certainly urge any recognition plans be flexible.

Let's assume that the naming of physical facilities is reserved for acts of outstanding generosity (one-time or cumulative), high degrees of sustained loyalty or some other unusual input directly affecting the quality and stability of life at Zamorano and/or the usefulness of the E.A.P. program. What are the E.A.P. constituencies which one would seek to motivate through recognition towards greater efforts on behalf of the School and what forms might this recognition take?

STUDENTS

It is critically important, early on, to make them aware of the way the School operates and on what sources it must draw to be able to continue. They must be made aware of the degree to which their own education has been paid for by the unselfish work and generosity of others. And they must not be allowed to graduate without clearly understanding their very real obligation to contribute both work and money over the coming years to satisfy this obligation. Carrying this message is not easy but I'm pleased to see a good start has been made. Just the three graduations

alone provide an excellent setting and a fine opportunity. E.A.P. already does this in various subtle ways beginning with the special awards to members of other than just the graduating class. Simon is also seeing to it that some awards are carrying the donor's name (company or individual) and thus creating a feeling of involvement by many. But the student must somehow be "hooked" before he leaves -- while in the euphoria of the last few days of his life at E.A.P. Some schools have tried to formalize this "future bond" through some demonstrable act by the whole graduating class -- some pledge or affirmation in front of the entire school. In this way the idea is "institutionalized" and becomes tradition.

GRADUATES AND NON-GRADUATES

Graduates certainly offer a great resource to be cultivated. Here again I am pleased to note that new life is being breathed into the AGEAP. My hope is that each country will ultimately activate an effective unit -- drawing on successful experiences elsewhere. Recognition can be given in the form of AGEAP news items, releases to the various papers about the activities and involvement of these graduates in their own countries. Once the Development Fund record keeping and card system is improved we can stay on top of this important constituency much better.

But more can be done to stimulate the graduate and bind him closer to the school. The ultimate recognition we have in our power to give is membership on the Board of Trustees. The present size and balance of the Board, however, makes possible such recognition only infrequently. We might well consider creation of a new and considerably larger entity to include outstanding individuals be they graduates, parents of graduates, distinguished citizens, educators and business men with or without agricultural backgrounds. Such a group might be limited to, say, 50 persons at the outset. Ground rules would have to be set to insure that representation by category and country of origin would remain in some sort of balance. I would envision the publication of this list of names (with affiliations) in certain of our published material. The trick is, of course, to find some way to maintain the interest and involvement of such people once the group is formalized. It may be that in the case of the E.A.P. we need such a group anyway as evidence of importance to the outside world.

Some institutions have made good use of some sort of gift to an individual who has done something special in one way or another. For instance, Harvard sends out a leather cigarette box with initials and "in appreciation of service to Harvard". A small thing -- but the recipient does keep it -- and is proud of it. I could see that some such recognition could be given -- and I visualize that the recipient might or might not be in the suggested new group.

At a higher level, I suggest the possibility of a specially struck "medal", with the proliferation of individual mints these days my guess is that a commemorative "medal" could be made very attractively with the Learning by Doing motto on one side perhaps and the Tower or Zamorano Valley on the other. Done in something other than gold (!) we should be able to find a way to underwrite the design and manufacture. If awarded cautiously, I could see such a medal becoming something quite desirable. If only a few (perhaps 4-5 per year), were given out and properly publicized, the recipient would indeed be very proud. Hopefully he would treasure it and boast about it to his friends.

I also think it is useful to maintain and formally publish a list of all donors each year. I don't think I am too enthusiastic about recognizing a complicated hierarchy of nomenclature for a whole series of dollar amounts for gifts but we should perhaps create two categories of financial giving. One would be for gifts of \$2,000 in any given year -- another would be a very broad sort of "membership" category -- maybe called AMIGOS -- which would be specified somewhere in the \$50-\$100 range. In recognition of very large gifts either singly or cumulatively where a bricks-and-mortar approach was not considered suitable, one might consider a tablet where such names could be permanently inscribed. Annual gifts from business corporations could be recorded on a special board by annually posting a tag or label with no reference to the size of the gift. Such an exhibit would be scrutinized by the School population and by visitors. It is a device to attract additional business participation.

FACULTY

Although few from this group will be likely to participate heavily in the fund-raising activity, there certainly are (and have been) members of this constituency who deserve recognition. The most straight forward and direct way to accomplish this, it would seem, is through the naming of a chair, course program, or even classroom facility.

Another idea is to work with the faculty to set up a single annual award in which they have some participation. The idea would be to select a single person from any one of the countries served by E.A.P. who has demonstrated extraordinary aptitude in agricultural related activities. This could presumably include a person in government -- unless that was deemed too dicey. It would be a selection by a special panel (including faculty). The award would be accompanied by a cheque and the award would be made at a dinner held expressly for the purpose. Publication of the remarks of the recipient afterwards would help publicize the event. I believe I have mentioned this type of theory before -- even so far as suggesting such an award might be named after Dr. Wilson Popenoe.

As you suggested -- I have talked with Austin Ashley and others in an effort to bring in some new ideas. The universal reactions seem to be: (1) the E.A.P. should find as others have found, that various forms of recognition can be useful in the development process; (2) search for ways to recognize work, enthusiasm, guidance and accomplishment -- not just dollars and cents; (3) keep everything as simple and flexible as possible or the trouble and follow-up detail will be greater than the reward.

Help and ideas will be needed in coming to grips with the specifics of such a program -- and much will depend on what our Central and Latin American friends think is appropriate. I do not pretend to be attuned to the nuances of what they believe might be particularly appealing.

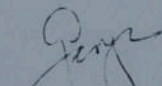
Mr. John G. Smith

-4-

July 17, 1980

I hope that these two letters will serve as a useful beginning to a more specific program. The letter can only really be put together by the Director and the Chairman.

Always sincerely,



George P. Gardner, Jr.

GPG/dl

BLYTH EASTMAN PAINE WEBBER
INCORPORATED
100 FEDERAL STREET
BOSTON, MASSACHUSETTS 02110
(617) 423-8200

GEORGE P. GARDNER, JR.
MANAGING DIRECTOR

May 7, 1980

Dr. Hugh L. Popenoe
University of Florida
Center for Tropical Agriculture
McCarty Hall 2001
Gainesville, Florida 32601

Dear Hugh:

You asked me to give some thought to the ways in which larger contributions and/or special personages might be memorialized in name at the E.A.P.

I have tried to inform myself about how some other institutions have gone about this general problem. So far, I've found the area rather unpublicized and unrecorded as to policy. People at M.I.T. and Harvard have helped fill me in on their current views of this matter - but it appears that most institutions "do their own thing" pretty much on an ad-hoc basis. There seems little question, however, that named facilities continue to play an important role in fund raising.

Some points which may be useful to think about are:

- (1) There should be some relevance between the name and the facility.
- (2) The naming should be in recognition of some unusual or continuing contribution either financial or other (or both).
- (3) If naming is in recognition of a financial contribution there should be some ratio between the particular contributor and the total amount allocated to the facility (be it new or existing). For instance, if only private funds are used, about one half of the price-tag should have been provided by the namee. If loan funds are used with gift funds, then the criterion might be 1/2 the gift funds. If a project draws on support from a very wide and diverse base, then the criterion might be the largest single private gift.

May 7, 1980

(4) Naming of more than one facility for a single individual is probably a mistake.

(5) Naming facilities for an organization rather than an individual is probably a mistake (unless, of course, it were a class graduate project for example).

(6) Use care not to specify in the naming the exact use of the facility. (This is in recognition of the changing nature of things and the difficulties of redesignation.)

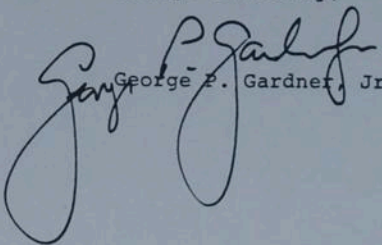
(7) Physical markings of facilities should be "harmonious." Probably limited to inside rather than outside. (Esthetically maybe cut in stone or wood rather than bronze plaques - but this is a matter of personal taste.)

(8) Go slow on the whole naming process. There's only so much that can be done so make each naming count.

As we move towards a better orchestrated fund raising campaign which must reach beyond the very creditable head start George Putnam has given us - I hope we can focus part of the effort on raising funds for endowment. Remember, a chair or professorship or scholarship, all are highly desirable in that they provide money which relieves the Endowment Fund of certain necessary operating expenses. What's more - each is an excellent candidate for a naming. Simon Malo has put together a list of named and unnamed buildings and facilities (see attached) I'm sure other opportunities exist or can be created.

This is only a start, Hugh, but I think we can make good use of the naming possibilities and at the same time honor those who clearly should be honored. It may be that you will wish to pursue this further with the Trustees and see how they respond. I'll be interested in their reactions. Should you wish me to pursue this whole matter further, I will be glad to do so and will welcome the help of others.

Always sincerely,


George P. Gardner, Jr.

GPGjr:
Enclosure



ESCUELA AGRICOLA PANAMERICANA
 APARTADO POSTAL 93
 TEGUCIGALPA, HONDURAS

29 February 1980

Mr. George P. Gardner, Jr.
 Paine, Webber, Jackson & Curtis, Inc.
 100 Federal Street
 Boston, Mass. 02101

Dear George:

It was nice seeing you recently and having an opportunity to talk to you. Enclosed please find a list of buildings at EAP that have been named after someone:

1. Main building auditorium: Zemurray Hall
2. Library: Biblioteca Wilson Popenoe
3. Herbarium: Paul Standley
4. Casa Popenoe
5. Elementary School: Alison Bixby Stone
6. Dorm. #1 = Francisco Morazan
7. Dorm. #2 = J. T. Cabañas
8. Dorm. #3 = J. R. Mora
9. Dorm. #4 = J. R. Barrios
10. Dorm. #5 = J. M. Delgado

Important buildings which have not been named after a person are the following facilities:

1. Biology building
2. Chemistry and Farm Engineering building
3. Horticulture Department building
4. Agronomy department facility
5. Animal Science Building
6. "La Quince", Bldg. for Short courses

As far as I can find out the Guest House has not received a specific name. A commemorative "Bell" was set up after Mr. Thomas Jefferson Coolidge.

This, I hope, includes all the information you requested.

Best regards,

Simón E. Malo
 Director

SEM/aml

cc: H. Popenoe
 J. Weeks

RECEIVED

MAR 10 1980

29 February 1980

Mr. George P. Gardner, Jr.
Paine, Webber, Jackson & Curtis, Inc.
100 Federal Street
Boston, Mass. 02101

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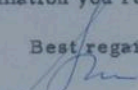
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Simón E. Malo
Director

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