Reston Black Focus was formed in 1969 by black Restonians who were concerned that black people participate in every phase of Reston’s development and that black culture and life styles thrive.

Festival ’74 will continue from August 31 through September 2. Other activities planned include:

- The traditional festival dance
- Black feature films at the Reston Twin Cinema
- Commercial, arts, and crafts exhibits
- A tennis tournament
- Free live entertainment for the whole family
- A fashion show featuring the work of black designers
- A tour of black Reston homes

The new town of Reston is special to its black residents. Here is the challenge and opportunity to shape a community where all kinds of people can flourish and contribute—a place where everyone can grow, where the basic humanity and intrinsic worth of each individual is implicit in all the community’s institutions. Reston Black Focus’ annual Black Arts Festival is an essential element of the program for meeting this challenge. The festival focuses the public’s attention on the contributions that black people have made and continue to make to the culture and commerce of our society. The festival also serves as an example to established communities of the positive impact that black people can have on the character of an urban community.

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ADVANCE REGISTRATION FORM

Complete this form and return with the applicable fee in the enclosed pre-addressed envelope. Make checks payable to Reston Black Focus.

NAME ____________________________________________

ORGANIZATION ___________________________ BUSINESS ADDRESS ____________________________

HOME ADDRESS __________________________ PHONE __________________________

________________________________________

________________________________________
NEW TOWN AGENDA—CONCEPTS AND REALITIES

This one day conference will begin a resident initiated forum for substantive dialog on new town living. The subject will be approached from the viewpoints of the developer, the professional planner, governing authorities, and the consumer.

The morning workshops will be devoted to the concepts of new towns, the afternoon workshops will deal with the realities of new town living. The conference luncheon will feature guest speaker, Floyd McKissick. As the first black developer of a new town, Soul City, N.C., Mr. McKissick will bring a unique perspective to the discussions.

PRELIMINARY PROGRAM

8:00 A.M.  REGISTRATION

9:00 A.M.  CONFERENCE OPENING
Elias Blake, Jr., President, Institute for Services to Education

KEYNOTE PANEL—NEW TOWN PERSPECTIVES

Sarah Short Austin, Vice President, Field Operations, National Urban Coalition
Robert Traynham Coles, Deputy Vice President for Minority Affairs, American Institute of Architects
Albert L. Horley, Director, Office of Telecommunications Policy, Office of the Secretary, Department of Health, Education and Welfare
Howard T. Robinson, General Chairman, 1974 Reston Black Focus Arts Festival Committee
Alene Smith, Instructor, Adult Education, Employment Training Center, Public Relations Consultant
James W. Todd, President, Gulf-Reston, Inc.

Concepts of New Towns

10:30 A.M.  WHAT IS A NEW TOWN?
Edward G. Sharp, MITRE Corporation

WORKSHOP—PLANNERS AND DEVELOPERS

Carlos C. Campbell, Urban Planning Consultant
Scott Ditch, Vice President, Public Affairs, The Rouse Company, Columbia, Maryland
Philip M. Gary, Research Associate, Center for the Study of New Communities, Virginia Polytechnic Institute and State University
Patrick F. Kane, Former Director, Reston Virginia Foundation for Community Programs

REGISTRATION FEES:

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<td>Full Conference</td>
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<td>Couples*</td>
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<td>Luncheon (only)</td>
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*includes luncheon, morning coffee, and afternoon refreshment.

A fashion show will also be held during the festival.
If you will require hotel accommodations, return the enclosed reservation card to the Sheraton Inn, Reston, Va.
Concepts of New Towns (Continued)

Lloyd Slater, Former Director, Reston Virginia Foundation for Community Programs
James W. Todd, President, Gulf-Reston, Inc.
Maxine T. Wallace, Associate Professor, Howard University; Associate, Reg Griffith Associates

ISSUES: What is a new town □ Are new towns necessary □ What does a new town provide □ How are new towns different □ Are new towns new rhetoric □ What design concepts are important in new town planning □ How are community needs determined □ What percent of all housing units will be high rises, garden apartments (sale or rent), townhouses, clusters, and detached single family □ What percent of each of these housing units will be for upper, middle and low income persons □ What attention is given to cultural and social needs □ How are facilities and services determined and planned □ What environmental factors are included in the planning process □ What plans are there for attracting industry □ What job opportunities will be available □ What types of jobs and levels of skills will be required □ Can the people who work in the new town live in the new town □ Is economic diversity needed and important in new towns □ How are new towns promoting minority diversity and why is it important □

WORKSHOP--COMMUNITY FACILITIES & SERVICES

Kathleen S. Davis, Manager of Publications Marketing, American Institute of Architects
Robert M. Dawson, Editor and General Manager, The Reston Times
William Johnston, Property Manager, Residential Apartments, Gulf-Reston, Inc.
Robert Perce, Attorney, Gulf Oil Real Estate Development Corporation; President, Reston Community Players, Inc.
Marion Secundy, Medical School, Howard University; Reston Employment Service
Ted Salazar, Professor of Art, Gallaudet College
James A. Welch, Book-Art, Ltd., Reston, Virginia
Meredythe Holmes, Reston Employment Service, Inc.
Ernest Yancy, Owner, Fin Factory, Reston, Virginia

ISSUES: How well are facilities and services planned □ What are the needs □ Are they adequate □ Are they convenient □ Can recreational facilities be afforded by all residents □ Are they reasonably priced □ How can residents have an input to the planning effort □ What opportunities are there for minority enterprise □ What cultural, entertainment and recreational activities are available to residents □ Why do so few minorities participate in RHOA and RHOA programs □ What kind of RHOA programs would attract larger minority participation □

WORKSHOP--GOVERNANCE: Federal, State, County and the Reston Homeowners' Association

ArDee Ames, Acting Director for Office of Management, Information and Field Support, Housing Management, Department of Housing and Development
Joyce Bowen, Vice President, Reston Community Association
David B. Budd, Sr., Citizen, Alexandria, Virginia
Mary Cahill, Democratic State Central Committee, First Vice Chairman—10th Congressional District, Democratic Committee
Ronald R. Davenport, Dean, Law School, Duquesne University, Pittsburgh, Pennsylvania
Frederick Fresh, MITRE Corporation
Diana Hasuly, President, Reston Community Association
Michael S. Horwatt, Horwatt, Kenny, Glennon and Goodman
Herbert S. Miller, Co-Director, Institute of Criminal Law, Georgetown Law Center

ISSUES: How does the community work □ How do we regulate ourselves □ How are community goals, objectives and needs determined □ Are community covenants necessary and feasible □ Are they consistently administered □ What are the desirable relationships between the community and the county and state □

12:30 P.M. Luncheon Address
Soul City—the Interdynamics of a New Town
Floyd B. McKissick, President, The Soul City Company
Realities of New Town Living

2:30 P.M.  HAVE NEW TOWNS ACHIEVED THEIR PROMISES?
Cecil B. Thompson, Federal Energy Commission

WORKSHOP—SOCIAL AND POLITICAL PLANNING

Vernon George, Senior Vice President, Hammer, Siler, George Associates
Robert I. Gould, Robert I. Gould & Associate, Community Planning
James F. Grady, Former Director, Community Industrial Surveys—Wallace, Clark & Company
American University
DeSota S. Jordan, Arthur D. Little, Inc.
Phyllis A. Wallace, Visiting Lecturer, Sloan School of Management, The Massachusetts Institute of Technology

ISSUES: How are new towns different □ Should new towns be built around existing towns □ How does the community meet the needs of youth, singles, couples, elderly and minorities □ Are new towns meeting community needs and commitments □ Are residents satisfied □ Are social structures really different in new towns □

WORKSHOP—EDUCATIONAL OPPORTUNITIES

Shiela K. Bender, Unit Leader, Dogwood Elementary School
Gene S. Bergoffen, Director of Legislative Affairs, Forest Service, Department of Agriculture
Former School Board Member, 1971-1973
Patricia M. Harbour, Principal, Timberland Elementary School, Falls Church, Virginia
Elam K. Hertzler, Special Assistant to the U.S. Commissioner of Education
Pearl Jones, Teacher, Lake Anne Elementary School
John L. Tozzi, Teacher, Lake Anne Elementary School
Taylor M. Williams, Area Superintendant, Fairfax County, Virginia

ISSUES: How does teaching and learning in a new town differ from an older town □ How can I be assured of the best learning opportunities for my children □ Are courses for adults adequate □ How are new innovations used in new town schools □ What informal learning experiences are offered □ Have local educational programs kept pace with community needs □ Does the educational program develop an awareness and appreciation of ethnic values among teachers and students □ How are teachers informed and trained of new teaching methodologies □ Are teachers participating in community leadership roles □ Are black teachers participating □

WORKSHOP—PEOPLE INTERACTION

Sammie Campbell, Human Relation Specialist, Fairfax County Public Schools
Willard Fraize, MITRE Corporation
Constance LaFerriere, Human Relations Staff, Fairfax County Public Schools
Lee Libman, Chairman, Lake Anne Village Council; Economist, Retired
Edward E. Mitchell, Director, Office of Civil Rights, General Services Administration
Brad Shipp, Student, Former School Board Member, 1971-1973, Centerville District, Fairfax County, Virginia
Leon West, Director, Black Affairs Center

ISSUES: What did I expect and want from my new town □ What was offered □ What are my impressions of what I got □ Why have I stayed □ Would I recommend my new town to a friend □ If so, why □ Or, why not □ Do new towns facilitate people interaction □ How □ How did you meet your new close friends □

4:30 P.M.  Plenary—A Critical Conference Appraisal

Michael J. Healy, President, Better Impressions, Inc.
John Hope, III, Assistant Staff Director, U.S. Civil Rights Commission; Head, Office of Program and Policy Review
Dorothy S. Williams, Director, Policy Research and Planning, Department of Housing and Urban Development

ADJOURNMENT