A Survey of the National Metric Speakers Bureau
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1 Headquarters and Laboratories at Gaithersburg, Maryland, unless otherwise noted; mailing address Washington, D.C. 20234.
2 Located at Boulder, Colorado 80302.
A Survey of the National Metric Speakers Bureau

John M. Tascher

Institute for Applied Technology
National Bureau of Standards
Washington, D.C. 20234

Issued November 1977
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SUMMARY

The National Metric Speakers Bureau was established by the Metric Information Office of the National Bureau of Standards (NBS) in January 1976 in response to the rapidly growing interest in the metric system and metrication. The number of speakers at the end of 1976 was 273 with at least one in every State. NBS supplied a script and other materials to each speaker. A survey of all of the speakers was conducted during November and December 1976. The purpose of the survey was to determine how the Speakers Bureau is working, and how it can be made to work better.

Of the 273 registered speakers, 197 replied (a rate of return of 72.2 percent). About 1580 requests were made to the responding metric speakers; of these, the speakers accepted about 1330 invitations for a rate of acceptance of about 85 percent. About 40 percent of the speakers reported that they are reimbursed for their expenses (usually travel expenses when they go out of the local area). Additional speakers were thought by 18 speakers to be needed in their areas. Of the 197 respondents, 164 (or 83 percent) were satisfied with the materials provided by NBS for their presentations, 22 (or 11 percent) were not satisfied, and 11 (or 6 percent) were uncertain.

The speakers described numerous ways in which NBS can be of further assistance. These included such suggestions as developing programs in specific technical areas, preparing training materials, publishing journals, issuing new press releases telling the news media about the Speakers Bureau, and providing supplies of NBS publications. It is anticipated that many of the activities suggested will be undertaken by the U.S. Metric Board, after it is established.

This Technical Note gives a survey of the sources of information on the metric system and metrication in those areas where the speakers asked for additional information. Most of the information sought by the speakers falls into four general areas: Metric System, Education, Business and Industry, and Consumer.

Finally, all except five of the respondents indicated that they wanted to continue as metric speakers. Of the five, four did not want to continue and one was uncertain. This is an indication that the majority of the speakers believe that the National Metric Speakers Bureau is serving a worthwhile function.
The National Metric Speakers Bureau was established by the Metric Information Office of the National Bureau of Standards (NBS) in January 1976 in response to the rapidly growing interest in the metric system and metrication. The number of speakers at the end of 1976 was 273 with at least one in every State. NBS supplied a script and other materials to each speaker. A survey of all of the speakers was conducted during November and December 1976. The purpose of the survey was to determine how the Speakers Bureau is working, and how it can be made to work better. NBS wanted to know, for example, what the speakers thought of the speaker materials supplied by NBS, where additional speakers may be needed, what types of expertise the speakers have, and how NBS could further assist the speakers. This report summarizes the findings of the survey. The report also gives a survey of the sources of information on the metric system and metrication. A roster of speakers of the National Metric Speakers Bureau, dated July 1977, appears in an appendix.

Key words: Metric information, sources of; metric speakers; Metric Speakers Bureau; National; National Metric Speakers Bureau
A SURVEY OF THE
NATIONAL METRIC SPEAKERS BUREAU

John M. Tascher

INTRODUCTION

1. Background

The National Metric Speakers Bureau was established by the Metric Information Office of the National Bureau of Standards (NBS) in January 1976. This was in response to the rapidly growing interest in the metric system and metric conversion, caused in part by the signing of the Metric Conversion Act of 1975. NBS was getting a very large number of inquiries about securing metric speakers for seminars, conferences, classes, service clubs, and training sessions. As a result, the Metric Information Office invited, through personal contact and metric-related national organizations, persons knowledgeable about the metric system to become speakers with the Speakers Bureau. The number of speakers at the end of 1976 was 273, with at least one in every State.

Each speaker was supplied with a basic set of talks and 35-mm transparencies which were keyed into the talks. The speakers were told that they did not have to use these talks verbatim unless they chose to do so. What was asked was that certain key points be emphasized and that no conflicting ideas or viewpoints be presented. NBS has occasionally sent copies of a newsletter, "Current Metric Activity," to the speakers to serve as updates on metric developments in order that presentations be kept current.

After each appointment to the Speakers Bureau, a press release was sent to the broadcast and news media in the speaker's area to publicize the speaker in order that local groups could contact the speaker directly. The NBS also publicized the program through the media and said it would refer interested groups seeking metric speakers to the local speaker(s). Speakers were told that they were free to solicit any speaking engagements on their own.

The speakers agreed to serve in the Speakers Bureau as a public service. It was understood that each speaker would make a reasonable effort to accept requests for speaking, but was under no obligation to do so. Any details concerning expenses had to be resolved between the speaker and the requesting group.

2. Survey of Speakers

A survey of all the registered members of the National Metric Speakers Bureau was conducted during November and December 1976. A copy of the letter and questionnaire sent to the speakers, dated November 5, 1976, is reproduced in appendix A.
The purpose of the questionnaire was to determine how the Speakers Bureau has been working, and how it can be made to work better. The National Bureau of Standards wanted to know, for example, what the speakers thought of the speaking materials supplied by NBS, where additional speakers may be needed, what types of expertise the speakers have, and how NBS could further assist the speakers. The National Metric Speakers Bureau may be transferred to the U.S. Metric Board when the Board becomes operational.

ANALYSIS OF RESPONSE TO QUESTIONNAIRE

Of the 273 registered speakers, 197 replied (a rate of return of 72.2 percent). Of the 197 respondents, 24 failed to put their name on the questionnaire. A list of respondents is provided in appendix B.

1. Speaker Profiles (Questions 1 through 4)

The purpose of the first four questions of the questionnaire was to obtain information to help NBS provide referrals to groups seeking speakers. These questions sought information about: (1) groups the speakers felt qualified to address, (2) special areas of expertise, (3) when speakers are available, and (4) willingness to travel outside their local areas.

The information collected has been added to each speaker's file in the NBS Speakers Bureau records.

2. Requests for Speakers (Questions 5 through 7)

About 1580 requests were made to the responding metric speakers; of these, the speakers accepted about 1330 invitations for a rate of acceptance of about 85 percent. Reasons for turning down requests to speak were:

- Scheduling conflicts: 162
- Outside of local area: 37
- Lack of expertise: 30
- Inconvenience: 15
- Other: 7
- TOTAL: 251

A list of the number of requests made to, and the number of acceptances by, each of the speakers is tabulated in appendix B.

3. Reimbursement of Speaker's Expenses (Question 8)

Of the 197 respondents, 79 or about 40 percent reported that they normally are reimbursed for their expenses (usually travel expenses when they go out of the local area).
4. **Need for Additional Speakers** (Question 9)

At the time the survey was undertaken, it was considered desirable to find out whether and where additional speakers may be needed. The questionnaire asked the speakers whether and/or how many additional speakers would be needed. In response 18 speakers felt that additional speakers were needed as follows:

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Area</th>
<th>Number of Additional Speakers Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gawronski</td>
<td>San Diego, California</td>
<td>2</td>
</tr>
<tr>
<td>Hoffman</td>
<td>Sacramento, California</td>
<td>1</td>
</tr>
<tr>
<td>Freier</td>
<td>Los Angeles, California</td>
<td>100</td>
</tr>
<tr>
<td>Geppert</td>
<td>Delaware</td>
<td>4</td>
</tr>
<tr>
<td>Andrews</td>
<td>Florida</td>
<td>10</td>
</tr>
<tr>
<td>Collier</td>
<td>Marietta, Georgia</td>
<td>12</td>
</tr>
<tr>
<td>Magee</td>
<td>Idaho</td>
<td>Uncertain</td>
</tr>
<tr>
<td>Star</td>
<td>Mt. Prospect, Illinois</td>
<td>About 10</td>
</tr>
<tr>
<td>Faulkner</td>
<td>Maine</td>
<td>2-3 for general needs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6-8 for school needs</td>
</tr>
<tr>
<td>Malone</td>
<td>Nebraska</td>
<td>Several in Western Nebraska</td>
</tr>
<tr>
<td>Prevost</td>
<td>New Hampshire</td>
<td>3-5</td>
</tr>
<tr>
<td>Reeder</td>
<td>Buffalo, New York</td>
<td>Uncertain</td>
</tr>
<tr>
<td>Diener</td>
<td>Research Triangle Area of North Carolina</td>
<td>1</td>
</tr>
<tr>
<td>Pangle</td>
<td>North Carolina</td>
<td>Uncertain</td>
</tr>
<tr>
<td>Murray</td>
<td>Scranton, Pennsylvania</td>
<td>Uncertain</td>
</tr>
<tr>
<td>Guerrero</td>
<td>Houston, Texas</td>
<td>2</td>
</tr>
<tr>
<td>Holman</td>
<td>Houston, Texas</td>
<td>Speakers Who Can Talk</td>
</tr>
<tr>
<td>Mitchell</td>
<td>Seattle, Washington</td>
<td>During the Day</td>
</tr>
</tbody>
</table>

The operation of the Speakers Bureau will probably be transferred to the U.S. Metric Board when the Board is established. For this reason, no new speakers will be appointed at this time, unless a clear need exists.

5. **Speakers Evaluation of NBS Materials** (Question 10)

Of the 197 respondents, 164 or 83 percent were satisfied with the materials provided by NBS for their presentations, 22 or 11 percent indicated that they were not satisfied, and 11 or 6 percent were uncertain.

The chief complaint from the 22 speakers centered on the 35-mm transparencies. A number of speakers said that the slides were not pertinent to practical uses. One respondent said that the script was good, but the slides were not. Another said that the slides had practically no metric education or information value. On the other hand, several speakers said the slides are "very good" or "excellent" or "great."
Another complaint was that the materials were too general. One speaker said, "Many technical groups seem dissatisfied with the general nature of the talk and would ask questions of a very specific nature which I was not knowledgeable enough to answer." (It must be pointed out, however, that it was intentional that the materials be "general." They have to be supplemented with more specialized materials for talks to specialized technical groups.)

6. Additional Information Needed by Speakers (Question 11)

The purpose of question 11 was to determine what additional information the speakers needed. Most of the information being sought by the speakers falls into four general categories: Metric System; Education; Business and Industry; and Consumer.

It is important to make a distinction between the metric system and metrication. For purposes of this report, the metric system refers to the International System of Units (SI) as established by the General Conference on Weights and Measures since 1960, how it was developed, what it is, and how it is interpreted and modified. Section 4(4) of the Metric Conversion Act of 1975 gives responsibility to the Secretary of Commerce for interpreting or modifying SI for the United States. The National Bureau of Standards has expertise in the area and will continue to maintain it. Metrication refers to the "application" of the metric system, whether in education, business and industry, government operations, or daily living. By and large, these are areas outside the expertise of the metric information activities of the National Bureau of Standards, except for providing knowledgeable sources of information.

a. Metric System and Metrication - there are several sources of information which provide broad coverage on the metric system and metrication. These are listed in section 1 of appendix C.

b. Metric System - The important sources which define and describe the metric system are listed in section 2 of appendix C.

Several speakers asked about the proper spelling of units, particularly meter (metre) and liter (litre). Each organization or sector will decide for itself which spelling it prefers. The U.S. Department of Commerce, by a directive from the Assistant Secretary of Commerce for Science and Technology dated July 24, 1975, uses the "er" spelling in correspondence, reports, and publications. This spelling has been reaffirmed by Dr. Jordan J. Baruch, the new Assistant Secretary for Science and Technology, in a memorandum dated May 6, 1977, to Dr. Ernest Ambler, Acting Director of the National Bureau of Standards. It is uncertain whether the U.S. Metric Board will take a stand on the spelling of meter and liter.
One speaker asked for an explanation of the distinction between weight and mass. Considerable confusion exists in the use of the term weight as a quantity to mean either force or mass. The Federal Register Notice dated December 10, 1976, simply says that "weight" is the commonly used term for "mass." Following is a quote from the *Standard for Metric Practice:

"In commercial and everyday use, the term weight nearly always means mass; thus, when one speaks of a person's weight, the quantity referred to is mass. This nontechnical use of the term weight in everyday life will probably persist. In science and technology, the term weight of a body has usually meant the force that, if applied to the body, would give it an acceleration equal to the local acceleration of free fall. The adjective "local" in the phrase "local acceleration of free fall" has usually meant a location on the surface of the earth; in this context, the "local acceleration of free fall" has the symbol \( g \) (sometimes referred to as "acceleration of gravity") with observed values of \( g \) differing by over 0.5% at various points on the earth's surface. The use of force of gravity (mass times acceleration of gravity) instead of weight with this meaning is recommended. Because of the dual use of the term weight as a quantity, this term should be avoided in technical practice except under circumstances in which its meaning is completely clear. When the term is used, it is important to know whether mass or force is intended and to use SI units properly as described in 3.4.1.1 (of the Standard for Metric Practice), by using kilograms for mass or newtons for force."

Several speakers asked which units will be used within such areas as viscosities, heat transfer, etc. Each area of interest will eventually establish its own system of preferred units to use in describing the phenomena with which they work. For example, the meteorology sector will decide which units it prefers for measurements such as wind speed (probably km/h), and solar radiation (probably Wh/m²).

c. Education - Section 3 of appendix C lists several references which will provide information about the metric system in education.

d. Business and Industry - There were numerous questions about industrial conversion and timetables for metrification in industry. The great bulk of information available on conversion in industry is referenced in the general sources of information listed in section 1 of appendix C.

The group that is in the forefront on metrification in industry is the American National Metric Council (ANMC), whose address is 1625 Massachusetts Avenue, NW., Washington, D.C. 20036, and whose telephone is (202) 232-4545. ANMC is a nongovernment, nonprofit body

* See reference in Appendix C, Section 2, paragraph b on page 22.
supported by business and industry to plan and coordinate metric conversion, particularly in the business and industry sector.

Answers to specific questions on industrial conversion can be obtained from the sources listed in appendix C, section 4.

e. **Consumer** - Several speakers had questions in the consumer area. Much information on metrication and the consumer is referenced in the general sources of information referred to in appendix C, section 1. Other sources of information are listed in appendix C, section 5.

f. **Miscellaneous Areas** - For information on weights and measures departments at the Federal, State, and local levels, how metrication will affect weights and measures activities, and where to obtain weights and measures equipment, contact:

Jeffrey V. Odom  
Metric Coordinator  
Office of Weights and Measures  
National Bureau of Standards  
Washington, D.C. 20234

Until the U.S. Metric Board is established, status of the nominations to the Board can be obtained by contacting:

Presidential Personnel Office  
Old Executive Office Building  
Washington, D.C. 20500

For information on metric standards, obtain *A Bibliography of Metric Standards* which is available from the American National Standards Institute, 1430 Broadway, New York, New York 10018. Only a few metric standards have as yet been adopted as American National Standards, but a wider range of metric standards and recommendations have been adopted by the international standards organizations. Included in the Bibliography are:

i. American National Standards  
ii. International Organization for Standardization (ISO) Standards and Recommendations  
iii. International Electrotechnical Commission (IEC) Recommendations  

The bibliography is designed to provide guidance on the availability of standards which should be useful as introductory material for metrication.

For information on metrication in hospitals see: (1) *Metric Handbook for Hospitals* published by the U.S. Metric Association, Inc., Sugarloaf Star Route, Boulder, Colorado 80302, in 1975; (2) *SI Metric Conversion Kit for Hospitals (U.S. Edition)* published by the Canadian
Hospital Association, 25 Imperial Street, Toronto, Ontario, M5P 1C1, Canada; (3) Medicine and Metrication available for $1.75 from Dr. Howard Faulkner, Technology Department, University of Maine, Gorham, Maine 04038. For answers to specific questions, contact:

Mr. Bernard Korn  
Staff Specialist  
Department of Health Facilities and Standards  
American Hospital Association  
840 North Lake Shore Drive  
Chicago, Illinois  60611

For information on the other miscellaneous areas which the speakers asked about (e.g., metric impact on secretaries, gas station attendants, etc.; costs of metric conversion; political and economic aspects of metrication; and the Renard Series of Preferred Numbers), the best source of information is the NASA Technical Memorandum listed in appendix C, section 1.

There is no known bibliography of Government metric publications for internal Government use.

7. Assistance Requested from NBS Metric Information Program (Question 12)

Numerous speakers responded to question 12 by describing ways in which the NBS Metric Information Program can be of further assistance. Most of the suggestions were for activities that NBS is not likely to be able to undertake.

With the establishment of the U.S. Metric Board, the NBS role in metric information and metrication may be more limited. For example, NBS will be responsible for the interpretation and modification of the SI for use in the United States as specified in Section 4 (4) of the Metric Conversion Act of 1975 (Public Law 94-168). It is most likely that the Board, whenever it becomes functional, will take over the bulk of metric activities suggested by many of the speakers. Thus, NBS cannot undertake such things as issuing motion pictures, developing slide programs dealing with specific topics such as procurement and machine shop operation, printing proceedings of meetings or conferences dealing with metric, supplying transparencies for overhead projection in place of the 35-millimeter transparencies previously issued. This office will not be developing teaching tools, slide rule type conversion tables, or other training materials. There are many nongovernment efforts in these areas (consult the NASA bibliography cited in section 1, appendix C).

NBS will not be publishing newsletters or journals in competition with such publications as the Metric Reporter or the U.S. Metric Association Newsletter. The Metrication Subcommittee of the Interagency Committee on Standards Policy plans to write an occasional Federal Agency
Metric Newsletter to keep the Federal agency metric coordinators informed of the metrification activities within the Federal Government. NBS will probably send out an occasional "Current Metric Activity" until the U.S. Metric Board is established. It is not possible for NBS to supply each speaker with a subscription to newsletters such as the Metric Reporter, as suggested by one speaker.

Several speakers suggested that there should be slides explaining SI and there should be updated slides (slides explaining the Metric Board, for example). NBS is preparing 35-millimeter transparencies concerning the SI base and supplementary units, SI derived units with special names, and SI prefixes. Copies of these slides will be sent to each speaker. NBS will not be preparing slides describing the U.S. Metric Board. The Board will have its own ideas in this area.

One speaker suggested reissuing the Question and Answer supplement to the script. Several of the speakers did not receive the revised March 1976 "Questions and Answers on Metric." A copy of this revised version can be provided. It is up-to-date for virtually all the questions.

There were many requests for a list of available NBS metric publications. NBS LC 1070 "Some References on Metric Information" lists the NBS metric publications and their availability. See section 9 on page 10.

Some of the speakers wanted a more technical handout for engineers, industry, or science students. One handout which could be used for this purpose is the Federal Register Notice dated December 10, 1976, entitled the "Metric System of Measurement."* Another is NBS Special Publication 304A, "Brief History of Measurement Systems," which includes a chart explaining the seven base units and the two supplementary units.

Many speakers thought that more publicity should be given to the metric speakers, mainly through the issuance of another press release, that the press release should include telephone numbers of the speakers, and that the press release should make clear that travel expenses and financial assistance should be provided by the groups requesting the speaker.

It is not desirable to issue another press release at this time pending a determination of the future status of the Speakers Bureau by the U.S. Metric Board. The Board may want to make changes in its operation and may also want to develop new materials for the speakers. (It is, of course, possible that the Metric Board may not want to continue the Metric Speakers Bureau, in which event it would probably be disbanded.)

An up-to-date roster of the members of the National Metric Speakers Bureau appears in appendix D.

*See reference in appendix C section 2, paragraph a.
8. **Publications Needed** (Question 13)

Question 13 asked each speaker to estimate the number of copies he would need of NBS LC 1052, "All You Will Need to Know About Metric (For Your Everyday Life)" for 1977. The total requested was about 130,000 copies. This did not include those speakers who were uncertain or who indicated "as many as possible." Though NBS will respond to a request for a reasonable number, the need for larger quantities can easily be met by local reproduction.

9. **Other NBS Metric Materials** (Question 14)

The responses to question 14 concerning the need for other NBS materials indicated that the speakers desire a substantial number of other NBS publications as well. The total needed, including only those who gave specific numbers, was as follows:

<table>
<thead>
<tr>
<th>Publication Number</th>
<th>Title</th>
<th>Total Number Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP 410</td>
<td>NBS Metric Kit</td>
<td>74</td>
</tr>
<tr>
<td>SP 304</td>
<td>The Modernized Metric System (Wall Chart)</td>
<td>142</td>
</tr>
<tr>
<td>SP 304A</td>
<td>Brief History of Measurement Systems (with a chart)</td>
<td>2225</td>
</tr>
<tr>
<td>SP 330</td>
<td>The International System of Units (SI)</td>
<td>1265</td>
</tr>
<tr>
<td>SP 365</td>
<td>Metric Conversion Card</td>
<td>7650</td>
</tr>
<tr>
<td>SP 376</td>
<td>For Good Measure (15-cm ruler)</td>
<td>3000</td>
</tr>
<tr>
<td>SP 389 *</td>
<td>Some References on Metric Information</td>
<td>1400</td>
</tr>
<tr>
<td>SP 430</td>
<td>Household Weights and Measures</td>
<td>950</td>
</tr>
<tr>
<td>LC 1051</td>
<td>Metric Conversion Factors</td>
<td>200</td>
</tr>
<tr>
<td>LC 1056</td>
<td>NBS Guidelines for Use of the Metric System</td>
<td>2200</td>
</tr>
<tr>
<td>LC 1069</td>
<td>Metric Style Guide for the News Media</td>
<td>100</td>
</tr>
<tr>
<td>LC 1071</td>
<td>Factors for High-Precision Conversion</td>
<td>550</td>
</tr>
<tr>
<td>CIS-7</td>
<td>What About Metric?</td>
<td>1375</td>
</tr>
</tbody>
</table>

(Several speakers specified various non-NBS publications which NBS could not supply.) About half of the speakers either said they needed no materials or were uncertain.

NBS can provide single copies of these publications upon request. An order blank for the publications listed above is in NBS LC 1070, "Some References on Metric Information."

* SP 389 is now out of print. The replacement is LC 1070, "Some References on Metric Information."
10. **Continuation as a Metric Speaker** (Question 15)

Of the total number of speakers responding, three indicated that they did not want to continue as metric speakers. Two of these speakers were in California, and one was in Massachusetts. One additional speaker, who did not give a name on the questionnaire, was uncertain. In addition, three months or so after he sent in his questionnaire, another speaker decided to withdraw as a speaker. Of the 197 respondents, 192 want to continue. This is an indication that the majority of the speakers believe that the National Metric Speakers Bureau is serving a worthwhile function.
November 5, 1976

Dear Metric Speaker:

The National Metric Speakers Bureau has been in operation now for almost ten months. We are interested in knowing how the system is working, whether additional speakers are needed in your area, and how the Metric Information Program of the National Bureau of Standards can be of further assistance to you.

An area of increasing concern to us is that we often get requests for metric speakers who are knowledgeable in certain specialized areas; for example, metrication in such areas as procurement, machine shops, education at various levels, hospital administration, retail trades, and various types of manufacturing industries. If you have expertise in any of the above or other areas, please so indicate under question 2 of the questionnaire. We may refer groups seeking such experts to you even though this would mean travelling outside your region of the country. Before we make such referrals, however, we would like to know your willingness and availability to travel. Please indicate by answering question 4.

Please return the questionnaire, in the envelope provided, by December 1, 1976. A revised list of the metric speakers will be sent to you after the survey is completed.

Sincerely,

John M. Tascher
Metric Coordinator

Enclosures
NATIONAL METRIC SPEAKERS BUREAU
QUESTIONNAIRE

1. Please indicate which of the following group(s) you feel qualified to address based on your knowledge of and experience with the metric system:
   ___ Students
   ___ Adults/PTA
   ___ Consumer/Homemaker
   ___ Teachers
   ___ Technical Society
   ___ Industrial
   ___ Other (specify) ____________________________

2. What are your special areas of metric expertise--professional or otherwise--that may be of interest to groups requesting speakers?

3. Are you available:   Daytime (working hours)   Yes____ No____
                         Evenings                   Yes____ No____
                         Weekends                   Yes____ No____

4. Are you willing to travel outside your region of the country if there is a request from a group requesting a speaker with your special areas of expertise (assume that, generally speaking, the requesting group would pay your travel expenses)? Yes_____ No____

5. Approximately how many requests to speak have you received since becoming a Speakers Bureau participant? ______

6. How many of these requests have you accepted? ______

7. How many requests have you not accepted? Please indicate the approximate number of requests you have not accepted for each of the following reasons:
   a. ____ scheduling conflicts
   b. ____ lack of expertise in subject area to be addressed
   c. ____ inconvenience
   d. ____ too many requests for talks
   e. ____ other
8. Do groups normally reimburse you for your expenses? Yes____ No____

9. Is there a need for more metric speakers in your area? Yes____ No____

If "Yes," how many more do you believe are needed? __________

10. Have you generally been satisfied with the materials provided by NBS for your presentations? Yes____ No____

If "No," please explain:

11. Are there any subject areas for which you need more information?

Yes____ No____

If "Yes," please explain:

12. Please describe any ways in which the NBS Metric Information Program can be of further assistance:

13. How many copies of the leaflet "All You Will Need to Know About Metric" do you estimate you will need in 1977? __________

14. Are there any other NBS metric materials which you would like to receive in quantity to use as handouts? Yes____ No____

If "Yes," list the materials and estimated quantities needed below:

15. Are you interested in continuing to be a metric speaker? Yes____ No____

16. Other comments:
**APPENDIX B**

Number of Speakers in State,  
Names of Speakers Who Responded to Survey,  
Number of Requests Received by Speaker, and  
Number of Requests Accepted

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<th>Number of Requests</th>
<th>Number of Acceptances</th>
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<td><strong>Alabama (9 Speakers)</strong>*</td>
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<td>Jules Perot</td>
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<td>Zac Perry</td>
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<td>Jeff C. Jeffers</td>
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<td>Joseph Hoffman</td>
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* Figure in parentheses after each State refers to total number of speakers in that State (including any alternates).
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<td>Charles Willard</td>
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<td>South Dakota</td>
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<tr>
<td>Charles Eicher</td>
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<tr>
<td>Terry Richardson</td>
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<td>State</td>
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<td>Number of Acceptances</td>
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<tr>
<td>Tennessee (9 speakers)</td>
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<tr>
<td>J. F. Crabtree</td>
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<tr>
<td>Uri Gat</td>
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<tr>
<td>Eugene H. Holeman</td>
<td>about 18</td>
<td>17</td>
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<tr>
<td>Roland McDaniel</td>
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<tr>
<td>Texas (8 speakers)</td>
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<tr>
<td>Jim Bezdek</td>
<td>16</td>
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<tr>
<td>Ronald Exley</td>
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<tr>
<td>Felix C. Guerrero</td>
<td>15</td>
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<tr>
<td>David N. Holman</td>
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<tr>
<td>Cathy Rahlfs</td>
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<tr>
<td>Charles W. Tillerson</td>
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<tr>
<td>Jean Woodward Wilson</td>
<td>6</td>
<td>3</td>
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<tr>
<td>Utah (2 speakers)</td>
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<td>Vermont (2 speakers)</td>
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<tr>
<td>Richard E. Higgins</td>
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<td>3</td>
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<tr>
<td>Virginia (3 speakers)</td>
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<tr>
<td>Edgar L. Edwards, Jr.</td>
<td>about 25</td>
<td>about 20</td>
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<tr>
<td>Robert M. Todd</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Washington (5 speakers)</td>
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<tr>
<td>J. T. Kimbrell</td>
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<tr>
<td>John H. Lewis</td>
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<tr>
<td>Sam E. Mitchell</td>
<td>19</td>
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<tr>
<td>David J. Vargas</td>
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<td>West Virginia (2 speakers)</td>
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<tr>
<td>Wisconsin (11 speakers)</td>
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<tr>
<td>William E. Burkhardt</td>
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<tr>
<td>William Cable</td>
<td>12</td>
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<tr>
<td>Paul J. Grogan</td>
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<tr>
<td>Henry Kroze</td>
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<td>Patricia Laux</td>
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<td>Chester P. Olson</td>
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<td>Robert Probst</td>
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<td>Norman Schein</td>
<td>15</td>
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<td>Wyoming (3 speakers)</td>
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<tr>
<td>Robert J. Kansky</td>
<td>about 15</td>
<td>about 15</td>
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<td>Elvin R. Leeman</td>
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</tbody>
</table>

Total Speakers (273)
Total Number of Requests (approx. 1580)
Total Number of Acceptances (approx. 1330)
APPENDIX C

Sources of Information on the Metric System and Metrication

Section 1. General Sources of Information

a. A complete compilation of sources of information about the metric system and the application of the metric system is a NASA Technical Memorandum (TM X-3449) entitled "Information on the Metric System and Related Fields." It was compiled by Ernst Lange of the George C. Marshall Space Flight Center in cooperation with Louis F. Sokol and Valorie Antoine, President and Vice President of the U.S. Metric Association. This document, published in November 1976, contains references to all known documents on the metric system as of December 1975. This bibliography includes books, reports, articles, presentations, periodicals, legislation, motion pictures, TV series, film strips, slides, posters, wall charts, education and training courses, addresses for information, and sources for metric materials and services. The bibliography is comprehensively indexed for quick retrieval. It is for sale at a cost of $13.25 by the National Technical Information Service, Springfield, Virginia 22161.

b. The Metric Reporter, published biweekly by the American National Metric Council, 1625 Massachusetts Avenue, NW., Washington, D.C. 20036, provides coverage on metric activities in business, industry, government, and education, and contains reviews of new metric publications, materials, and visual aids, plus listings of upcoming metric conferences, workshops, seminars, and meetings. Subscription rate is $25 per year.

c. The Annual Report of the ANMC (copies available free from ANMC) contains a good status report of metrication for 1975 and for 1976 activities, particularly in business and industry. The ANMC does not plan to issue annual reports in the future.

d. U.S. Metric Association Newsletter, published quarterly by the U.S. Metric Association, Inc., Sugarloaf Star Route, Boulder, Colorado 80302, has many items of current interest in business, industry, education, and government. The Newsletter is sent to members of the Association. (Current annual membership fee is $4.)

e. Metric Yearbook, published annually by J.J. Keller and Associates, Inc., 145 West Wisconsin Avenue, Neenah, Wisconsin 54956, telephone (toll-free 800-558-5011), gives a review of metric progress in the United States for the year covered. The volume covers a representative sample of activities in broad areas, such as metric legislation, education, industrial and business conversion, and metrication in Government agencies. Much attention is given to activities in trade and professional associations where metrication activities in industrial areas often begin. Metric Yearbook is available at $4 each for subscribers* and $10 for first copy ($5 for

*Subscribers to the Metric System Guide Library

21
each additional copy) for nonsubscribers. J.J. Keller and Associates also publishes a monthly Metric Bulletin, which is available at $5 a month subscription rate.


Section 2. Metric System

a. The Federal Register Notice dated December 10, 1976, entitled "The Metric System of Measurement; Interpretation and Modification of the International System of Units for the United States" lists the units, symbols, and prefixes which are acceptable for use in the U.S. Several non-SI units are listed as acceptable for use. Any units not listed on this notice should not be used. This notice is available from the National Bureau of Standards. (A copy of the notice was sent to each speaker under a letter dated January 31, 1977.)

b. Another principal document is the Standard for Metric Practice, which has been designated an American National Standard. There are two versions of this document: *

IEEE Std. 268-1976
ASTM E 380-1976

The Standard for Metric Practice is the "last word" regarding metric practice in the United States. It contains guidance on the application of the metric system (such as which prefixes to use), rules for conversion and rounding, and a comprehensive list of conversion factors from non-SI to SI units. The Department of Defense directive on metric usage [Number 4120.18 from ASD (I and L) dated December 10, 1976] specifies that the Standard for Metric Practice shall be the guide for the use of SI by the Department.

c. International Standard ISO 1000, "SI Units and Recommendations for the Use of their Multiples and of Certain Other Units," published by the International Standards Organization (ISO) in Geneva, Switzerland, is available from the American National Standards Institute, 1430 Broadway, New York, New York 10018, telephone: (212) 868-1270, for $1.50. Generally speaking, all metric practice throughout the world will take place within the boundaries laid out by this publication.

d. NBS Special Publication 330, "The International System of Units (SI)," is a translation of the French "Le Système International d'Unités," which is the authoritative description of SI published by the International Bureau of Weights and Measures. Single copies of this are available to speakers from the National Bureau of Standards; others may order the 1977 Edition from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, for $1.60.

Section 3. Education

a. "Some References on Metric Information," published by the National Bureau of Standards in August 1975 as Special Publication 389, lists some of the basic publications on the metric system, organizations which market metric materials for educators, and the names of organizations within the United States and elsewhere which can provide metric information. This publication is out of print and no more copies are available. A copy of the successor publication "Some References on Metric Information" (NBS LC-1070) can be requested from the National Bureau of Standards.

b. Two bibliographies have been prepared to date by a joint committee of the American Association of School Librarians and the National Council of Teachers of Mathematics in consultation with the National Bureau of Standards. The first is "One to Get Ready," and the second is "2 to Get Set." The first is available at the cost of five for $1 and the second at a cost of 60 cents each from the American Library Association, 50 East Huron Street, Chicago, Illinois 60611. These bibliographies were prepared to provide teachers and librarians with a guide to materials for effective teaching of the metric system. Included in the bibliographies are print and non-print items.

c. An annotated bibliography entitled "The Metric Education Bibliography" published in 1975 by the Center for Vocational Education at Ohio State University, 1960 Kenny Road, Columbus, Ohio 43210, contains 369 citations of instructional and reference materials for use in secondary, post-secondary, and teacher education in vocational and technical education and adult basic education. The cost of the Bibliography is $10.
d. The U.S. Office of Education is authorized to fund special projects dealing with metric education, under section 403 of Public Law 93-380, "Amendments to the Elementary and Secondary Education Act of 1965." A list of the Metric Education Program grantees by State can be obtained from:

Dr. Floyd A. Davis  
U.S. Office of Education  
Metric Education Program  
R.O.B. 3/Room 5640  
Washington, D.C. 20202

e. The Metric Yearbook, referred to under section 1.e. above, describes activities in the various State Departments of Education and in a number of other metric programs such as the Five-State Consortium on Metric Education, Kent State's Metric Assistance Center, Northeast Metric Resource Center, the Minnesota Metric Center, Ohio State Metric Education Project, and Center for Metric Education of Western Michigan University.

f. J.J. Keller Associates published Metrication—Education Takes the Lead in 1975. This publication presents: (1) an overview of progress toward metrification on the State level, and provides copies of State Board of Education metric resolutions, position papers, etc.; (2) reports on special metric education programs and workshops around the country; and (3) coverage of their consortium-type projects of interstate concern. This volume is available for $5 each for subscribers and $12 for first copy ($6 per additional copy) for nonsubscribers. (Subscribers to the Metric System Guide Library).

g. The National Bureau of Standards held a conference on May 20-21, 1975, where more than 300 educators had an opportunity to share metric education experiences. The texts of the presentations are in a publication entitled Successful Experiences in Teaching Metric. The reference and availability of this document is given in NBS LC 1070, Some References on Metric Information.

Section 4. Business and Industry

a. Automotive industry -

Motor Vehicle Manufacturers Association  
320 New Center Building  
Detroit, Michigan 48202

b. Computer industry and management systems -

Stephan Vastagh  
American National Metric Council  
1625 Massachusetts Avenue, NW.  
Washington, D.C. 20036
c. Construction (codes and standards) -

Office of Building Standards and Codes Services
Center for Building Technology
National Bureau of Standards
Washington, D.C. 20234

The Center for Building Technology has recently published three publications concerning metrification in the construction industry:

i. NBS Technical Note 915, "Metrification Problems in the Construction Codes and Standards Sector";

ii. NBS Technical Note 938, "Recommended Practice for the Use of Metric (SI) Units in Building Design and Construction";

iii. NBS Special Publication 458, "Metrification and Dimensional Coordination - A Selected Bibliography."
d. Building contractors (including home builders) -

Associated General Contractors of America
1957 E Street, NW.
Washington, D.C. 20006

e. Building products manufacturers, including lumber sizes -

National Forest Products Association
1619 Massachusetts Avenue, NW.
Washington, D.C. 20036

f. Real estate -

Department of Education
National Association of Realtors
155 East Superior Street
Chicago, Illinois 60611

g. Architecture -

Anna Halpin
1221 Avenue of the Americas
New York, New York 10020

(Ms. Halpin serves as the convener for the Designers Sector of the ANMC.)

h. Retail industry and sales problems -

Michael Thompson
American National Metric Council
1625 Massachusetts Avenue, NW.
Washington, D.C. 20036

i. Small business - The best source of information concerning metrication effects on small business is the industry with which the small business is associated rather than any one source on small business. Any of the sources listed pertain to small business in those areas. Some helpful information may be available from the Small Business
Administration. For specific questions, contact the metric coordinator for the Small Business Administration:

Robert J. Moffitt  
Industrial Support Services Division  
Office of Procurement Assistance  
Small Business Administration  
Washington, D.C. 20416

j. Metric fasteners - B1 Report, ISO Metric Screw Threads, available from the American National Standards Institute, Inc., 1430 Broadway, New York, New York 10018, contains dimensional information on ISO metric screw threads. It lists thread classes (tolerances) and provides tables of limiting dimensions for screws, bolts, and nuts. The report was developed by American National Standards Committee B1 as an interpretive report to meet the needs of U.S. industry.

k. Metric Fastener Standards, available from the Industrial Fasteners Institute, 1505 East Ohio Building, Cleveland, Ohio 44114, for $35, describes the first total system for metric fasteners. It covers screw threads, materials, bolts, screws, nuts, and nonthreaded fasteners. This publication will be useful to U.S. companies who will be using the metric system until national and international fasteners are established through the normal standards-writing bodies.

l. Training programs -

American National Metric Council  
1625 Massachusetts Avenue, NW.  
Washington, D.C. 20036

The ANMC has established an Education and Industrial Training Coordinating Committee. Under this coordinating committee are the following ANMC sector committees: In-service Training, General/Academic Education, Vocational Education, and Consumer/Home Economics.

m. Aerospace -  

Aerospace Industries Association  
1725 DeSales Street, NW.  
Washington, D.C. 20036

n. Railroads -  

Research and Test Department  
Association of American Railroads  
American Railroads Building  
1920 L Street, NW.  
Washington, D.C. 20036
o. Agricultural equipment -

Farm and Industrial Equipment Institute
410 N. Michigan Avenue
Chicago, Illinois 60611

p. Metrication activities in the U.S. Department of Agriculture -

Robert A. Owen
Director, Special Projects Division
Foreign Agricultural Service
U.S. Department of Agriculture
Room 6535, South Building
Washington, D.C. 20250

q. Sources of procurement of specialized equipment, gages, tools, fasteners, hardware, etc. -

See Section J, "Sources of Metric Materials" of Information on the Metric System and Related Fields referenced in section 1.a. of this appendix.

Section 5. Consumer


b. Consumer/home economics information -

American Home Economics Association
2010 Massachusetts Avenue, NW.
Washington, D.C. 20036

c. Food and grocery products -

Food Marketing Institute
1750 K Street, NW.
Washington, D.C. 20006

d. Textiles and apparel -

American Apparel Manufacturers Association
1611 N. Kent Street
Arlington, Virginia 22209
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Mr. Harry Atkins
1206 Briar Hollow Trail, SE.
Huntsville, Alabama 35802
205-453-0108 (office)
205-881-6996 (home)

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University of Alabama
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University, Alabama 35486

Dr. Jules Perot
3106 W. Brookline Drive
Mobile, Alabama 36609
205-661-1121 (school)
205-661-2275 (home)

Dr. Zac Perry
Mathematics Specialist
State Dept. of Education
111 Colisium Blvd.
Montgomery, Alabama 36109
205-832-5850

Mrs. Sharon Pitts
Consumer Sciences Department
School of Home Economics
University of Alabama
Tuscaloosa, Alabama 35401
205-348-6178

Mr. John R. Rabb, Metrologist
2445 Federal Drive
P.O. Box 3336
Montgomery, Alabama 36109
205-832-6766

Also available from Montgomery:
(Same address as Mr. Rabb)
Aubrey Dismukes (for Montgomery)
Hubert G. Cryer (for Huntsville)
James H. Sellers (for Southeast Alabama)
ALASKA

Mr. Franklin W. Butte
Engineering Specialist, Media Services
University of Alaska
3211 Providence Drive
Anchorage, Alaska 99504
907-272-5522, x350

Mr. Don Greenberg
R.R. 5, Box 5560
Juneau, Alaska 99803

Mr. Jeff C. Jeffers
Alaska Department of Education
Office of the Commissioner
Pouch F - Alaska Office Building
Juneau, Alaska 99811
907-465-2800

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Mr. Richard F. Harris
Weights and Measures Division
10202 North 19th Avenue
Phoenix, Arizona 85021
602-271-5211

Also available at above address:
Raymond H. Helmick
LaVonne A. Chambers

Miss Esther Milne
P.O. Box 4040
Tucson, Arizona 85717

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Mr. Sam F. Hindsman, Director
Weights and Measures Division
4608 West 61st Street
Little Rock, Arkansas 72209
501-371-1759

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Fort Smith, Arkansas 72901
501-785-2501

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4608 West 61st Street
Little Rock, Arkansas 72209
501-371-1759

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Specialist in Mathematics
State Dept. of Education
Little Rock, Arkansas 72201
501-371-1961
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38 Shady Oaks Drive
Folsom, CA 95630
916-322-3284

Mr. Richard E. Meyers
930 Monte Verde Drive
Pacifica, CA 94044
415-359-1558

Ms. Frederica Parks
U.S. Dept. of Commerce
450 Golden Gate Ave., Box 36013
San Francisco, CA 94115

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P.O. Box 808 - Code L-140
Livermore, CA 94550

Ms. Ruth L. Riley
3132 East Fairmont
Fresno, CA 93726
209-224-4350, x78

Robert Robinson
IBM Corporation
Monterey & Cottle Roads
San Jose, CA 95193
408-227-7100

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4535 E. Hamilton
Fresno, CA 93702

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or
Miss Jo Ann Sharp
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San Jose, CA 95125
408-264-3967

Ed Sheldon
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Monterey & Cottle Roads
San Jose, CA 95193
408-227-7100

Mr. Ronald S. Andrade
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San Diego, CA 92111

Mr. Charles H. Beardsley
8500 Fruitridge Road
Sacramento, CA 95826
916-445-7001 or
916-322-4080

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of the U.S. Metric Association
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Cupertino, California 95014

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15618 Chadron Avenue
Gardena, CA 90249
213-625-6417

Mr. Bruce Grant
6255 Chabot Road
Oakland, CA 94618
415-835-3000, x232

Mr. Joseph Hoffman
Calif. State Dept. of Education
721 Capitol Mall
Sacramento, CA 95814

Mr. Robert A. Hopkins
or
Mr. Vincent R. Hopkins
Polymetric Services, Inc.
P.O. Box 847
Tarzana, CA 91356
213-881-2227 or
213-345-9305

Mr. Henry C. Kahrmann, Jr.
GTE Sylvania
P.O. Box 188
Mountain View, CA 94042
415-966-3084

Gerald A. La Focca
Paramount Unified School District
15110 California Avenue
Paramount, CA 90723
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671 Hazelwood Drive
Lemoore, California 93245

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Manager, Math Unit
California State Dept. of Education
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Sacramento, CA 95814
916-322-3284

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Pueblo, Colorado 81001
303-549-2693

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Division 270
National Bureau of Standards
Boulder, Colorado 80302

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Mesa College
1175 Texas Avenue
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Denver, Colorado 80211
303-892-2845

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303-447-1900

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Avon, Conn. 06010

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Willimantic, Conn. 06267
203-456-2231
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John G. Townsend Building
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Mr. William J. Geppert
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Florida Department of Agriculture
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904-488-0645

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305-644-5692 (home)

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Marietta, GA 30063
404-424-3728

Douglas Groce
IBM Corporation
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Atlanta, GA 30301
404-256-7000

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305-989-4107 (home)
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Atlanta, GA  30334  
404-656-3605

Mr. John Peacock  
Department of Agriculture  
Fuel and Measures Div.  
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Atlanta, GA  30334  
404-656-3605

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Mr. Ronald E. Arbuckle  
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Honolulu, Hawaii  96816  
808-521-5311

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Mr. Lyman D. Holloway, Chief  
Bureau of Weights and Measures  
2126 Warm Springs Avenue  
Boise, Idaho  83702  
208-384-2345

Also available at above address:  
Mr. Kenneth Magee  
Mr. Allen D. Hurd

Ms. Gwen Kelly & Dr. Joe Kelly  
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University of Idaho  
Moscow, Idaho  83843  
208-885-6586

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The National Metric Speakers Bureau was established by the Metric Information Office of the National Bureau of Standards (NBS) in January 1976 in response to the rapidly growing interest in the metric system and metrication. The number of speakers at the end of 1976 was 273 with at least one in every State. NBS supplied a script and other materials to each speaker. A survey of all the speakers was conducted during November and December 1976. The purpose of the survey was to determine how the Speakers Bureau is working, and how it can be made to work better. NBS wanted to know, for example, what the speakers thought of the speaker materials supplied by NBS, where additional speakers may be needed, what types of expertise the speakers have, and how NBS could further assist the speakers. This report summarizes the findings of the survey. The report also gives a survey of the sources of information on the metric system and metrication. A roster of speakers of the National Metric Speakers Bureau, dated July 1977, appears in an appendix.

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