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Subject: Scannable Document - sent from Scannable
Date: September 24, 2020 at 10:13 AM
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Norbert R. Berg
Senior Vice President
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& Assistant to the Chief
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December 1, 1977

Mr. Malcolm S. Forbes
Forbes Magazine
Forbes Building
60 Fifth Avenue
New York, New York 10011

Dear Mr. Forbes:

When I was arranging the meeting between you and Bill Norris with your secretary, I mentioned to her that Mr. Norris is extremely frugal about how he spends his time. He always likes to kill several birds with one stone. At the meeting with you he would like to take the opportunity to get your thoughts on several societal issues of strong current interest to him to which he has devoted a great deal of thought and time. These include addressing the problem of unemployment in a much more meaningful way than has ever been done before in this country. Not unrelated is the subject of unfriendly takeovers which is much more insidious in some of its destructive effects than is generally perceived.

You may or may not have seen Mr. Norris' guest editorial in the Wall Street Journal on May 11, 1976 on the subject of unwanted takeovers.

To help articulate his thoughts to stimulate discussion and action on several social issues, he has made many speeches and has been working with members of Congress and others with expertise and responsibilities in these areas.

Enclosed is a copy of a recent speech to thirty-five Minneapolis chief executives at the Spring Hill Conference which addresses both the subject of unwanted takeovers and doing more about solving unemployment. After you have read this speech, if your interest has been kindled, you might want to read some additional material. One is a paper on unfriendly takeovers and the other is self-explanatory.

I am planning to accompany Mr. Norris on his visit. We will arrive at your offices at 12:00 noon, December 19, and can spend as much as 2-2½ hours with you.

Sincerely yours,

Norbert R. Berg
Assistant to the Chief
Executive Officer

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11/17/76

- Enclosures
1. Wall Street Journal Article May 11, 1976
 2. Spring Hill Conference Speech "Technology for Improving the Image of Business"
 3. Paper "The Social Injustice of Unwanted Takeovers"
 4. No. 4 "Technology and Full Employment"