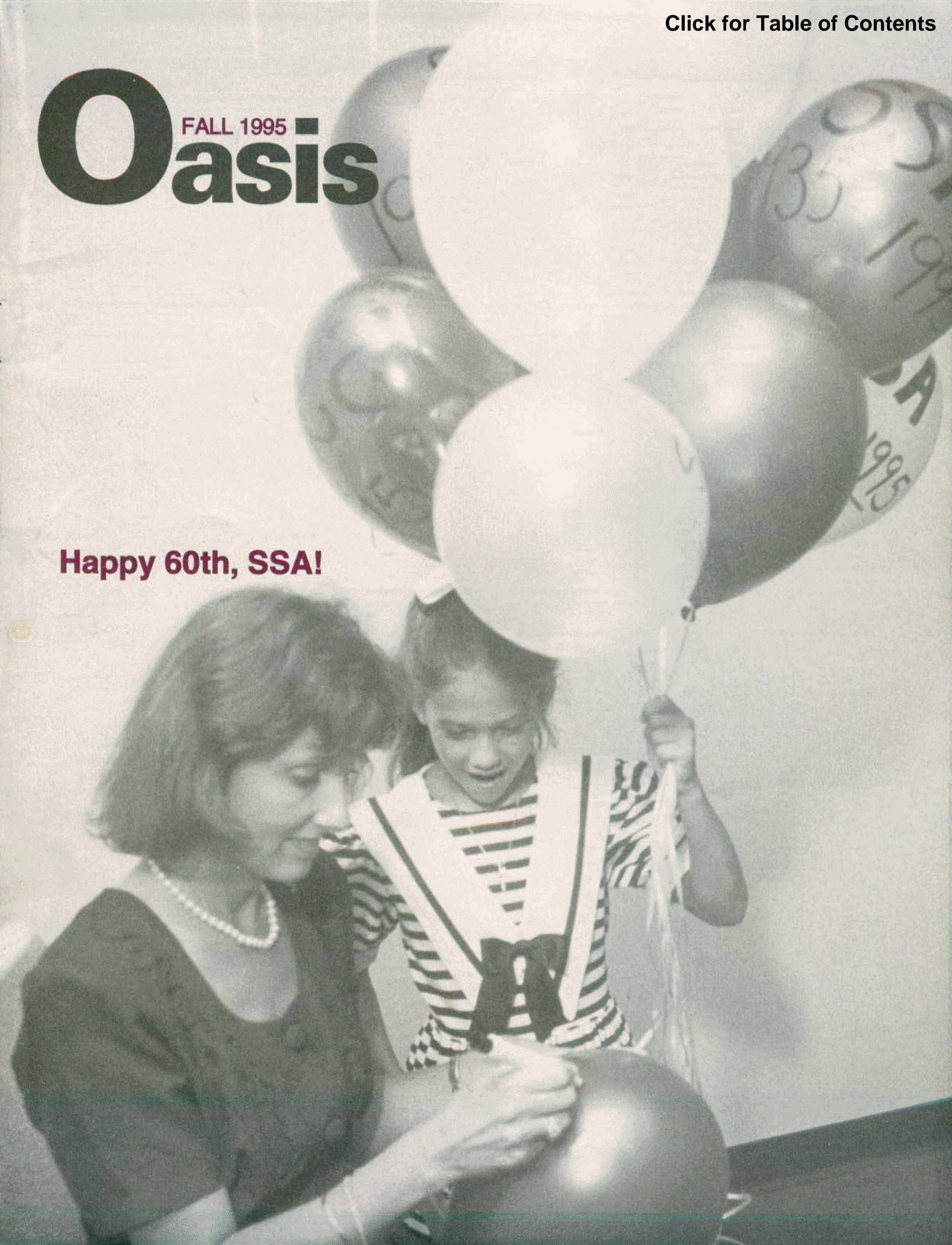


# Oasis

FALL 1995

**Happy 60th, SSA!**





SOCIAL SECURITY  
**60<sup>th</sup>**  
ANNIVERSARY  
Social Security...

OF SERVICE

**60<sup>th</sup>**  
ANNIVERSARY



# Our 60th

*Celebrating six decades of public service*

**O**n August 14, SSA turned 60 in grand style. Across the country employees celebrated the anniversary with a wide variety of festivities ranging from gala open houses to historical exhibits to PEBES request form distribution campaigns.

Via newspapers, radio and television stations, many offices heralded SSA's 60th anniversary and disseminated a wealth of information to the public about Social Security programs.

"Social Security: We're here for your benefit" was the anniversary theme, and, in keeping with that theme, most offices involved the public in their birthday celebrations. SSA retirees, beneficiaries, claimants, local businesses and advocacy groups all shared in SSA's special day.

Several mayors and governors proclaimed August 14 as "Social Security Day." And, until the end of the year, SSA mail will carry a special 60th anniversary postage cancellation marking.

SSA's distinguished 60th birthday will not soon be forgotten. Following is a sampling of office celebrations.

## Up, up and away

Employees in the Clarksdale, Miss., Branch Office gathered on the rooftop of the five-story federal building and released 60 multi-colored helium balloons. With the help of a northwest wind, the balloons scattered across the Mississippi River towards northern Arkansas.

Notes were attached to the balloons requesting the finders to contact the Clarksdale BO. The office intends to send each responder a letter of thanks along with a copy of the "Brief History of Social Security" pamphlet and art SSA bookmark.

## 60 is a lucky number

A warm reception and a bundle of gifts were given to the 60th customer to enter the Lenox Hill,

N.Y., BO on August 14. That person received:

- an SSA "Gold Key" with the inscription "SSA 60th anniversary;"
- a Lenox Hill VIP "immediate service" coupon good for one office visit; and
- an SSA information packet that included a 60th anniversary pamphlet, SS-5, SSA-7004 and an anniversary poster.

Employees in the Long Beach, Calif.; Palm Springs, Calif.; and the San Antonio (Dwtn.), Texas, District Offices and the Compton, Calif., BO also presented their 60th visitors with special gifts.

## Visiting a centenarian

As part of the Raleigh, N.C., DO's 60th anniversary celebration, District Manager Bill Greenwald and Claims Reps Kim Strong and Doris Hughes visited with Vera Musser, a centenarian who celebrated her 100th birthday in February. When asked if she

Opposite page: clockwise, from bottom left, singer Pete Seeger and Poughkeepsie, N.Y., DO Field Rep June Gillespie; San Antonio (Dwtn.) DO Field Rep Gloria Munoz (l) and District Manager Sally de La Garza (r) with claimant Consuelo Martinez; Metropolitan Public Affairs Specialists Larry Holt (l) and Steve Potter in Denver; message board at Riverfront Stadium in Cincinnati; Mew Kensington, Pa., District Manager Michi Weger; and staff members of the Plaquemine, La., BO.

At right: from left, San Juan TSC Supervisor Awilda Cintron, TSC Manager Nivia Crespo, First Lady of Puerto Rico Irma Nevarez de Rosello, and TSC Supervisors Pedro Vazquez and Lillian Oquendo.



remembered when President Roosevelt signed the Social Security Act in 1935, Mrs. Musser laughed and replied, "Of course I do. I almost remember George Washington!"

### SSA at the stadium

At Yankee Stadium, the message "Social Security 60th Anniversary: 1935-1995" flashed across the electronic scoreboard on August 14. The message could be seen by fans in the stadium as well as thousands of fans watching the game on television. Also in New York, the huge 23-by-32-foot Sony Jumbotron at the New York Times Tower in Times Square flashed the 60th anniversary theme for one minute and 45 seconds at the top of each hour during the month of August. The estimated viewing audience was 1.5 million people daily.

And, from the Plaza Level Message Board at Riverfront Stadium,

home of the Cincinnati Reds, the 60th anniversary theme was seen by travelers on I-72, a major interstate running through the city.

A special birthday message also flashed on the stadium scoreboard in Atlanta, Ga., during the August 14 game between the Atlanta Braves and the Florida Marlins.

### Learning office history.

The Baton Rouge, La., DO developed a special SSA history lesson to help staff members understand how the field office's role in taking claims has changed over the years. Instead of a traditional "facts and figures" history lesson, "old timers" on the staff and retired employees recounted their work experiences during the "old days" to illustrate the changes that have taken place in the office.

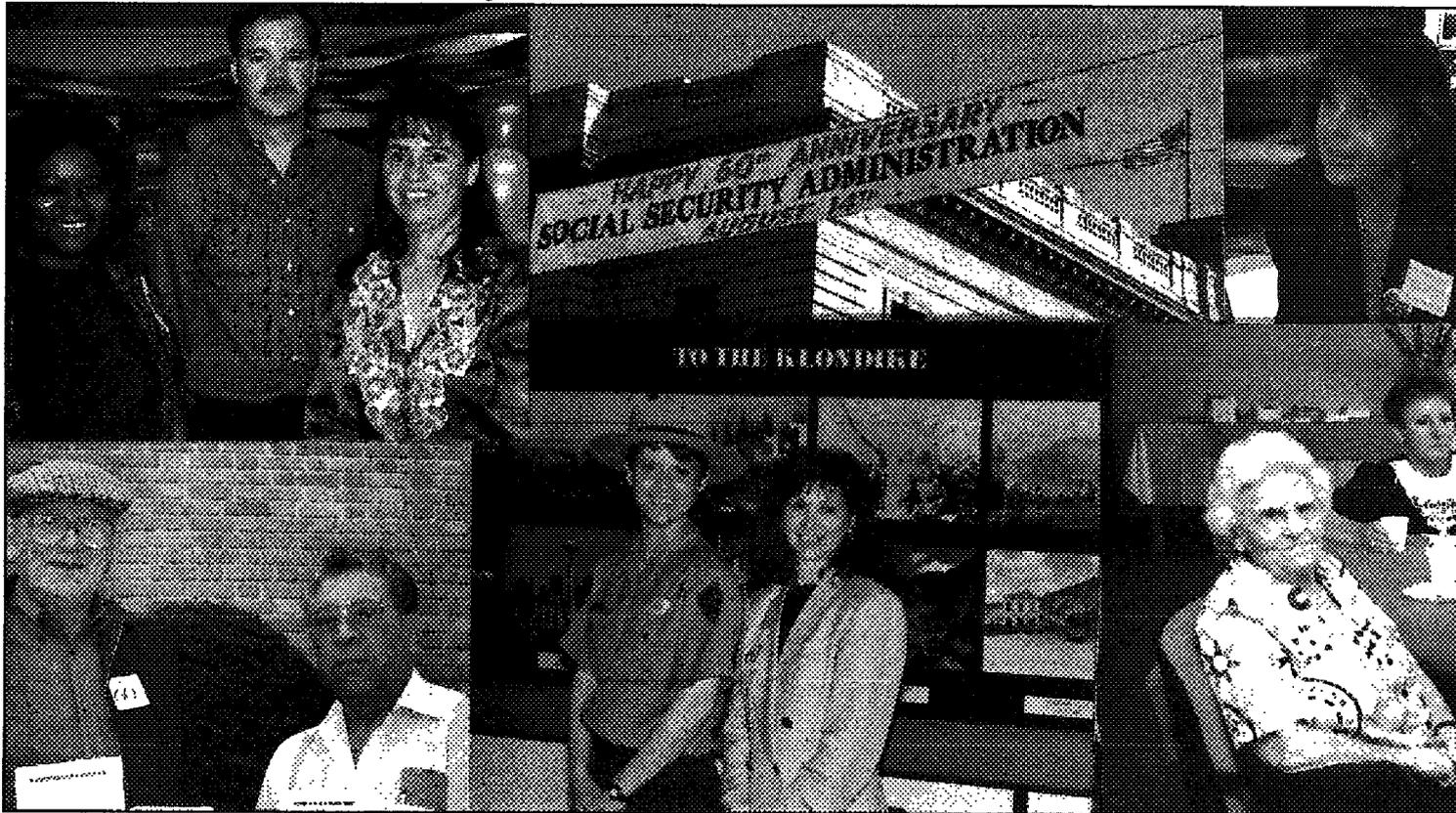
### Spanning the decades

San Francisco Regional Office employees sponsored a special

program, "Social Security-This is Our Life," to highlight the development of the Social Security program during the last six decades. Several retirees, including former Regional Commissioner John McConnachie, participated in the program.

A staff member or retiree was selected to depict Social Security's six decades in a unique way. To represent the early years, for example, San Francisco RO retiree John Olxey portrayed "first beneficiary" Ida Fuller and talked about what it was like to receive Social Security benefits when the program was new. And for the '70s era, a staff member performed a humorous skit on the birth of SSI based on personal experiences with the program during its inception. At the end of the commemorative program, a staff member dressed as a fortune teller gave predictions about the future of Social Security.

Below: clockwise, from bottom left, beneficiaries Lew Parks (l.) and Albert Garcia distribute PEBES request forms in southern Michigan; Golden, Cob., TSC Teleservice Reps Le Brooks (l.), Tracy Tweten and Laura Kraus; banner over Market Street in Youngstown, Ohio; St. Paul, Minn., Metropolitan Public Affairs Specialist Anne Lewandowski; a visitor to the Greeley, Cob., DO; and Seattle (Dwtn.) DO Operations Supervisor Billie Fosnaugh (r.) with National Park Service Ranger Lisa Midlam.



Going "live" in Puerto Rico  
The Aguadilla, Puerto Rico, BO sponsored a one-and-a-half-hour live call-in radio program to celebrate SSA's 60th anniversary. The broadcast focused on the birth of Social Security, the changes in the program over the years and the solvency of the program.

And during a four-hour "mini-marathon" on the island-wide radio program "Noti-Uno," Arecibo, Puerto Rico, District Manager Francisco Siaca addressed questions and concerns about various Social Security issues.

### Meeting the press

Bud Nolker, Acting Regional Public Affairs Officer, Kansas City, was interviewed by an NBC television network affiliate. During the interview, Bud addressed several topics which included Social Security's survivors and

disability programs and the PEBES request form process.

In Seattle, Regional Public Affairs Officer Dan Ferrell discussed SSA's new public information campaign during a live television broadcast.

In addition, a recorded segment of Commissioner Chater's National Press Club press conference, featuring First Lady Hillary Clinton, and the new 15-second public service announcement on survivor's benefits were aired during the broadcast.

### A letter from Ida

A copy of Ida Fuller's letter to an East Texas State University professor in October 1965 was on display in the lobby of the Dallas RO building along with other historical artifacts. Ida closed her letter with this anonymous quote: "If youth but knew what age would crave, many a penny youth would save."

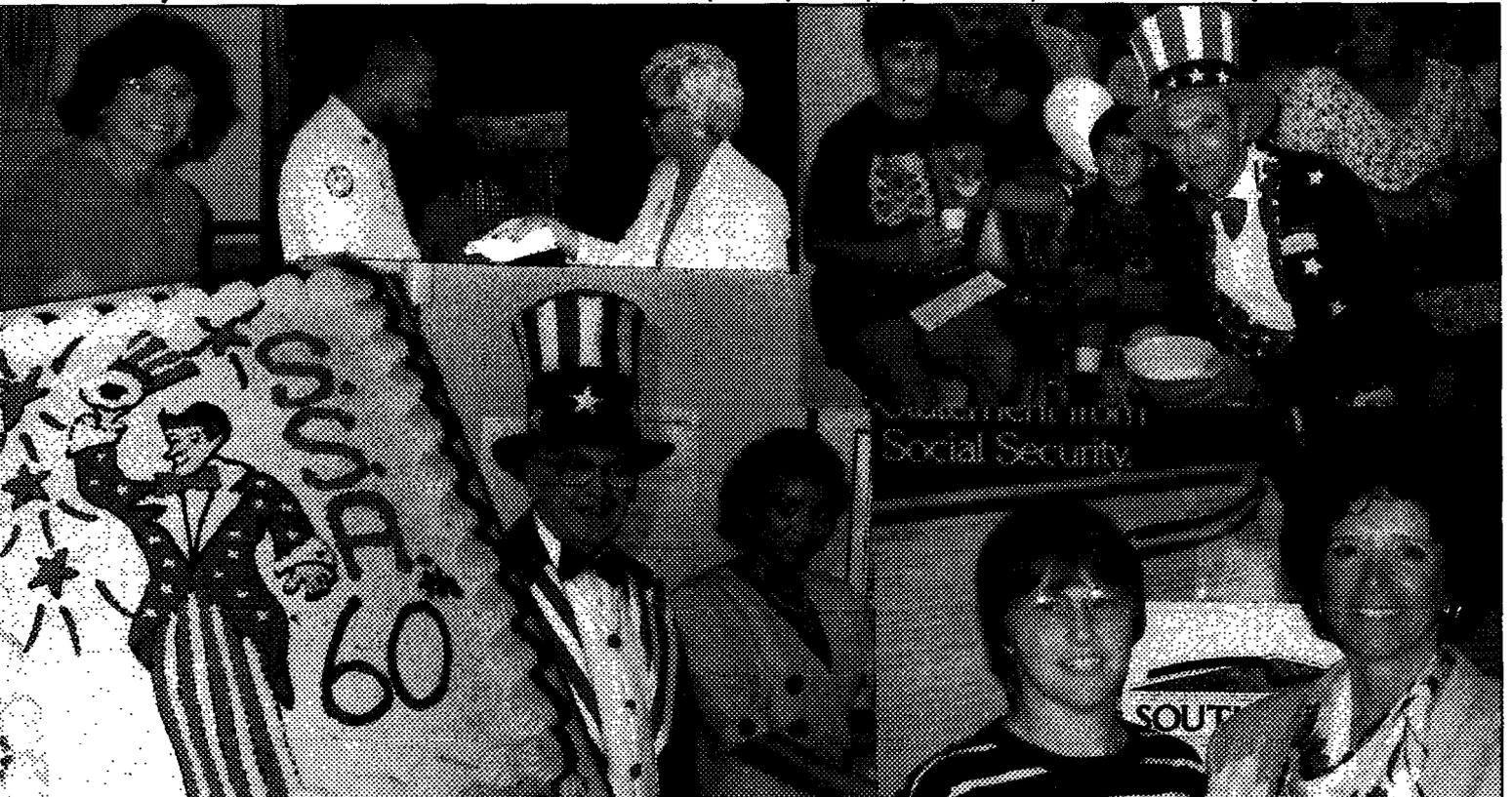
### Singing in the park

More than 200 people came together at the Franklin Delano Roosevelt estate in Hyde Park, N.Y., with folk singer and activist Pete Seeger for an old-fashioned sing-a-long. In addition, Congressman Maurice Hinchey and U.S. Treasury Secretary Robert Rubin spoke to the group in support of the Social Security and Medicare programs. Judy Chesser, Deputy Commissioner for Congressional and Legislative Affairs, presented Rep. Hinchey with a proclamation commemorating the 60th anniversary celebration.

### Pictures worth 1,000 words

Employees in the Cleveland, Tenn., BO buried a time capsule to be opened on the 100th anniversary of Social Security in 2035. The capsule contains a picture of the Cleveland staff on duty when

Below: clockwise from bottom left, cake enjoyed by visitors to the Kinston, NC., 80; New Kensington, Pa., DO Claims Rep Lupe Martinez; OComm Program Affairs Specialist Rozena Knox distributes PEBES request forms in Silver Spring, Md.; New Kensington Assistant District Manager "Uncle" Sam Burt entertains visitors; Elkhart, Ind., Assistant District Manager Sue Schneider (l.) and Boston RO Program Specialist Brenda Simon; Social Security Alumni Association member Arnold "Uncle Sam" Wilson (Philadelphia chapter) and Philadelphia Area Director Ginny Flowers.



the office first opened and a picture of the current staff.

### And the winners are...

Employees in the Clinton, Okla., BO directed visitors to a Barge bowl and asked them to guess the number of jelly beans inside. The 1,272 jelly beans represented the number of claims processed at the BO during the first half of the year. The visitor who guessed closest to the correct number of jelly beans received a limited edition Route 66 Museum T-shirt. The youngest visitor to the office—a 6-day-old infant—was given a Disney stuffed animal donated by a local cable television office.

The Denver region sponsored an in-house contest to see which field office could come up with the most interesting way of celebrating SSA's 60th anniversary. Two offices, the Salt Lake City Utah, DO and the Golden, Colo.,

Teleservice Center tied for first place.

In the Salt Lake City DO, Summer Aide Jennifer Smalley dressed as Uncle Sam and handed out PEBES request forms and cookies to visitors. Visitors to the Golden, Colo., TSC learned the history of SSA as they watched *The Evolution of Social Security* videotape and munched on tasty homemade treats. The staff also offered tours of the TSC.

### Welcoming visitors

SSA offices around the country "rolled out the red carpet" to the public on August 14. Visitors received delicious treats, prizes, office tours, information packets and much more. Red, white and blue decorations adorned SSA offices in addition to anniversary banners and posters. Many employees wore T-shirts bearing the SSA logo, and "Uncle Sam" made guest appearances at several offices.

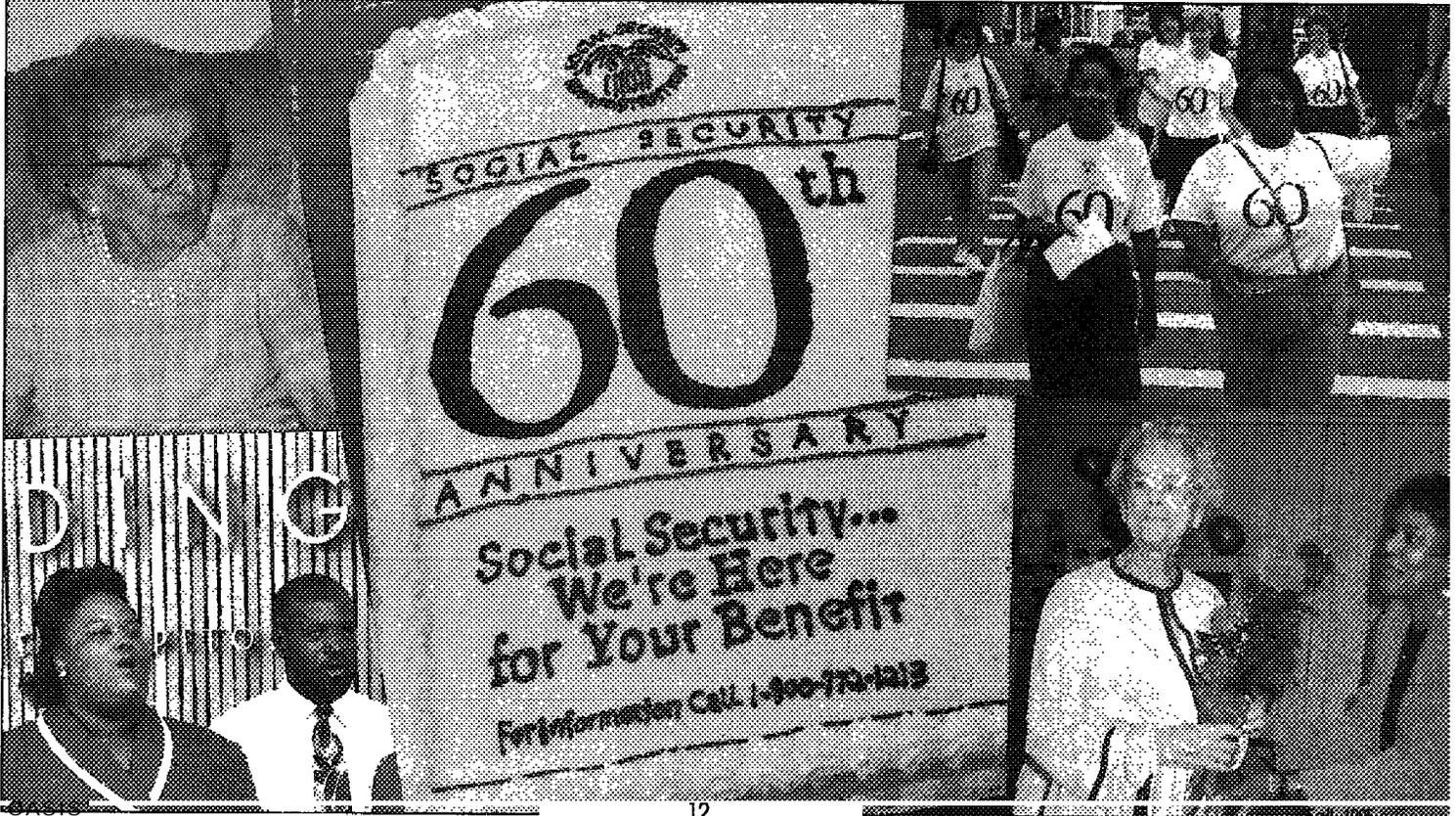
Employees in the Youngstown, Ohio, DO baked more than 1,200 cookies for visitors and displayed a 36-by-40-inch 60th anniversary banner across Memorial Bridge at the entrance to the city.

Elizabeth Duter, a disabled office volunteer, was honored by the Framingham, Mass., DO during a special awards ceremony. Representatives from local social service organizations, city government and members of the community attended the office's open house.

In Texas, Houston (Southwest) DO employees hosted an all-day open house for the community. Customers in the reception area enjoyed cookies and punch and watched the videotape, *The Evolution of Social Security*. Before office hours, staff members brushed up on their SSA history with a competitive round of trivia similar to the style of the "Jeopardy" game.

Small token giveaways flowed freely at the open house celebrations. Employees in the Hunts

Below: clockwise, from bottom left, Little Rock, Ark., DO Claims Rep Lisa Shavers-Morris and Operations Supervisor Hubert Brown; centenarian Vera Musser in Raleigh, N.C.; cake enjoyed by visitors to the Blytheville, Ark., DO; RO employees distribute PEBES request forms in downtown Atlanta; and 105-year-old Estelle Eaton (l.) with Greensboro, N.C., DO Service Rep Beverly Small.



Point, N.Y., BO distributed metal USA flag pins to adult visitors and USA flag erasers to the children. And, in the Jamaica, N.Y., DO, employees handed out 100 commemorative ballpoint pens to the first 100 people to sign up for direct deposit.

At the San Antonio (Northwest) and the Dallas (Oak Cliff), Texas, DO open houses, centenarians were the honored guests. The four honorees, who were between 100 and 102 years old, received lifetime achievement certificates and a small gift. The reception for the three Dallas centenarians was covered on a local television news program.

Employees in the West Philadelphia, Pa., DO also honored four beneficiaries age 100 and older at their open house celebration.

### Remembering the '30s

Several offices decided to turn back the hands of time and remember the era that surrounded the birth of Social Security

Below: clockwise, from bottom left, cake enjoyed by visitors to the Houston (Southeast) BO; Steubenville, Ohio, Mayor Dominic Mucci (l.) with District Manager Frankie Myles and Assistant District Manager Shannon Patrick; El Cajon, Calif., DO Operations Supervisor Sheri Kidder with granddaughter; Cincinnati (North) DO staff members; and Chicago (West) DO Claims Rep Charleen Harrison (r.) and student Juan Herrera distribute PEBES request forms.

At the Southeastern Program Service Center, artifacts from the '30s, such as a pad and pencil, were on display at the "Yester-years of SSA" exhibit.

A 29-piece historical exhibit of Social Security memorabilia was on display in the Altmeyer Building at headquarters. The display included the original pen used by President Roosevelt to sign the Social Security Act. At the far end of the lobby was a photo exhibit depicting scenes from American life during the 1930s.

In the Indianapolis, Ind., DO, employees sponsored a "soup kitchen" luncheon in remembrance of the Great Depression. Employees shared soups, vegetables and breads reminiscent of the 1930s and decorated their reception area with clothing and pictures from that period in history.

During their open home, employees in the Cincinnati (North), Ohio, DO dressed in various fashions from the past 60 years and entertained customers in their re-

ception area with a classic 1930s film.

### Educating the community

Many offices sponsored information campaigns at local stores and malls to help the public learn more about the Social Security program.

Employees at the Greensboro, NC., DO were on hand at a local K-mart to offer the public general information, benefit estimates, assistance in obtaining direct deposit and applying for Social Security cards.

McMinnville, Tenn., BO employees took turns working hour long shifts at a local mall to answer shoppers' questions about Social Security and pass out information brochures. The staff highlighted the benefits of direct deposit and encouraged the use of PEBES.

Several regional offices made all-out efforts to distribute PEBES request forms in the community.



Seattle's Klondike Gold Rush National Historic Park offered a scenic backdrop for some public information activities. Several Seattle IX3 and RO employees distributed PEBES request forms, the SSA history booklet and the new "Basic Facts" booklet to visitors.

Atlanta RO staff and volunteers from the local chapter of the Social Security Alumni Association handed out more than 5,000 PEBES request forms in several downtown Atlanta locations and at Hartsfield International Airport and Metropolitan Rapid Transit stations.

Chicago Deputy Regional Commissioner Armando Gonzalez, local field office employees and alumni distributed 3,000 PEBES request forms, bookmarks and pamphlets to commuters at the Northwestern Train Station.

And at one of the major commuter rail stations in Boston, regional staff members handed out more than 2,500 PEBES request forms and more than 1,000 copies

of the "Understanding Social Security" pamphlet. Employees in the Hattiesburg, Miss., DO; Riverhead, N.Y., BO; and North Highlands, Calif., Area Office also distributed more than 1,000 PEBES request forms to the public.

### More celebrations

- Teleservice reps across the country answered the phone on August 14 with the greeting "Social Security Administration... celebrating 60 years of world-class service. This is --- How may I help you?" Employees in the Southeastern PSC also carried the anniversary greeting.

- With the help of the Philadelphia National Archives, the Philadelphia region featured an historical exhibit in the federal building across the street from Independence Hall.

- Employees in the Corning, N.Y., BO handed out anniversary posters and booklets at a Senior Citizens Expo in Wellsboro, Pa. Representatives from more than

45 agencies and businesses participated.

- Employees in the Eureka, Calif., DO sponsored a contest to see which staff member could produce the oldest SSA item. The contest winner identified a file cabinet that had been the property of the Social Security Board in 1946,

- A Union, Mo, newspaper published an eight-page supplement entitled "Social Security celebrates 60th anniversary" &at employees in the DO had prepared. The supplement covered a wide range of topics including Me&-care, direct deposit of Social Security benefits, solvency of the trust funds and Social Security number application procedures.

- Employees in the Wenatchee, Wash.; Lorrain, Ohio; and Stuebenville, Ohio, DOs celebrated SSA's 60th anniversary with commemorative breakfasts.

- San Francisco RO employees featured a memorabilia room which included a 1948 award certificate, an OAC-1 retirement

Below: clockwise, from bottom left, West Seneca, N.Y., BO Development Clerk Barb "Uncle Sam" Mamrod; Hunts Point, N.Y., BO Claims Rep William "Uncle Sam" Brodeur; Times Square sign; Yankee Stadium sign; and cake enjoyed by visitors to the Hunts Point, N.Y., BO.



application and photos chronicling SSA nationally and regionally

- Bricktown, N. J., BO Field Rep Carl Robinson talked to a group of men at a local adult community about the way the country has benefited from Social Security during the past 60 years.

- Employees in the Santa Barbara, Calif., DO used the Internet to showcase an article on the value of Social Security and an interactive SSA history quiz.

- Employees in the Pocatello, Idaho, DO received a lot of media attention for their 60th anniversary commemorative activities. Their open house celebration on August 14 was covered by local television, and several radio stations aired anniversary messages throughout the day. In addition, a local public access channel and the Pocatello public library showed **The Evolution of Social Security** videotape.

- The morale committee for the metropolitan Wash., D.C., offices contracted with a local sheltered

workshop to make T-shirts with the 60th anniversary logo. Proceeds from the sale of the shirts will help fund the area's annual employee appreciation day picnic.

- Employees in the Patchogue, N.Y., DO set up an information display at the New York State Office Building in Hauppauge, N.Y.

- Employees in the North Adams, Mass., BO published six articles in one of the 'local newspapers about the Social Security program. The topics of the articles ranged from Social Security number application procedures to the future of Social Security.

- Employees in the San Sebastian, Puerto Rico, BO raffled gifts to claimants. The gifts were donated by a local merchant.

- Employees in the Caguas, Puerto Rico, DO sponsored a Hypertension/Diabetes Chic and the Rio Grande, NJ., BO sponsored a "Health Awareness Day." Cholesterol, blood sugar and blood pressure screenings were available to the community

- Employees in the Oklahoma City Okla., Hearing Office celebrated SSA's birthday with an old-fashioned ice cream social.

- During the Little Rock, Ark., DO commemorative ceremony, Area Director Richard Allen paid tribute to all SSA employees for their support to Oklahoma City employees following the bombing of the Murrah Federal Building.

- Employees in the Wichita Falls, Texas, DO dedicated a tree and granite marker to the memory of the employees who lost their lives in the Oklahoma City bombing.

- Employees in the Worcester, Mass., DO presented the mayor of the city with a plaque that contained an engraving by Franklin D. Roosevelt's Secretary of Labor Frances Perkins.

OASIS would like to thank all of the employees who submitted contributions to the 60th anniversary wrap-up we regret not having space to include each and every office's celebration. ♦

Below: clockwise, from left, North Sacramento, Calif., BO Claims Rep Maxirle Brown; San Francisco RO display; Stockton, Calif., DC Service Rep Somaly Tan and Aug. 14-born daughter Melissa; guests Mary-Brenda Arnold and daughter Brianna at Worcester, Mass., DO; Salt Lake City DO's Summer Aide Jennifer Smalley with Manager Richard Esquibel; and El Cajon, Calif., DO Clerk Neil Lord (l.), Claims Rep Elga Chlaramonte and Clerk Patricia Davis.

