



UNITED STATES PAVILION NEWS

HEMISFAIR '68

U.S. Department of Commerce/U.S. Expositions Staff

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Information Officer

Biography: JOHN E. ORCHARD

John E. Orchard, director of the U.S. Expositions Staff, U.S. Department of Commerce, is responsible for the planning, development, and operations of the United States Pavilion at HemisFair '68.

He has headed the U.S. Expositions Staff since it was set up in April, 1966 to direct U.S. Government participation in international expositions in the United States. The unit was created to promote greater continuity and efficiency of activity in the international exposition field than the previous arrangement, under which special machinery was provided for each project.

As part of the Commerce Department's Office of Administration for Domestic and International Business, the U.S. Expositions Staff operates under the policy direction of Lawrence C. McQuade, Assistant Secretary of Commerce for Domestic and International Business.

In addition to organizing and coordinating the Federal exposition at HemisFair, Mr. Orchard and his staff coordinated the exhibit aspects of Federal participation in the Alaskan Purchase Centennial Celebration, staged in five Alaskan cities in 1967.

They have prepared a feasibility study for U.S. Government participation in the Pan American cultural and educational center-- Interama--at Miami. Another feasibility study is now being conducted by this staff on the matter of an exposition as a commemorative event for the American Bicentennial Celebration.

Mr. Orchard, 54, joined the Commerce Department six years ago as director of the Office of International Trade Fairs. He was special assistant to the director of the Bureau of International Commerce when he was appointed to his present position two years ago.

For 20 years before Mr. Orchard entered the Federal service, he held executive management positions in various fields. He also was a member of the Young Presidents' Organization.

A native of Trenton, New Jersey, he is a graduate of the Massachusetts Institute of Technology and the Harvard Law School.

He and Mrs. Orchard have six children. They live in Silver Spring, Maryland.