

Fall

Weekly

# Reader

Volume 9, Issue 12, October 6, 2011

The Plano Rotary Club

[www.PlanoRotary.com](http://www.PlanoRotary.com)



## Bush Center

### UPCOMING MEETINGS

- 10/6 Bill Boyd - Past Rotary International President
- 10/13 Kathleen Cunningham - Dallas Arboretum: "The Diamond in Dallas"
- 10/20 Oscar Morales - Visiting Fellow, Human Freedom, George W. Bush Institute
- 10/27 Sarika Pride — Principal of Memorial Elementary School

### SEPTEMBER BIRTHDAYS

- 10/5 ... Richard Maucieri
- 10/8 ..... Rick Horne
- 10/18... Jeffrey Butcher
- 10/20 ..... Robert Botts
- 10/20 ..... Walter Meyer
- 10/26... Jessica Jackson
- 10/27... J. Marc Lewis
- 10/31... Casey Stewart

Our club's **Sainted Editor Chris Parr** was frolicking around Nairobi Kenya when the Rotary meeting convened, leaving the Weekly Reader in the hands of volunteers and draftees. Chris was not the only absentee, as the meeting was convened by Vice President **Karla Oliver** in the absence of President Brad Shanklin and President Elect Lynn Schwartz. **Ean Sullivan** was called upon to pray, and he appropriately included a note of thanks for the beautiful weather. **Keith Stockwell** led the pledge of allegiance. No grateful notice was taken of any greeter, but then there may have been no greeters.



Secretary **Kirk Bell** was called upon to substitute as Sergeant at Arms, and he called upon Ray Huffines to introduce his guest, Scott Sams. Then Kirk, disregarding previous disasters, allowed Ean Sullivan to introduce his lovely wife and guest, Jan Sullivan, causing trepidation to the assembled crowd. Kirk then introduced visiting rotarians Shirley Hu (Park Cities) and Randy Sandifes (Allen.)



**Johnny Lewis** was called to the podium to receive his 24-year perfect attendance award. Presiding Vice President Karla then made note of the approaching birthdays of Marty Murff (9/24) and

Hugo Esparza (9/28.)

Karla then turned to announcements, yielding the podium to the trio of **Randy Wright**, **Earnest Burke** and **Kirk Bell** who were continuing to promote the Hendrick Foundation 20<sup>th</sup> Anniversary Golf Tournament and Dinner. They happily announced that the desired participation quota had been exceeded by the membership which now stands at 121 points over the desired minimum goal. We were advised that over 650 man hours has been

devoted to the planning and preparation for the annual event. Alan Feigenbaum is still slaving away to prepare for the tournament, and he still has opportunities for last minute volunteers. The members were reminded that they still had the opportunity to invite their friends with big bucks to attend the dinner and bid in the auction on September 29. Earnest reminded us again of the online silent auction on which we may enthusiastically bid. Take a look at auction items at [www.hendrickscholarship.org](http://www.hendrickscholarship.org).

**Kirk** called our attention to the Golf Super Packages with considerable confusion. He pointed out that one lonely \$40 package remained, but eventually it emerged that an unlimited number of \$40 packages was available to us. The \$40 package, valued at \$220, includes a Free Lob Wedge valued at \$135, a Free Round of Golf at Tour 18 or Bear Creek valued at \$50, a Golfsmith Gift Card valued at \$10, a sleeve of Bridgestone Golf Balls valued at \$5, participation in the 300 yard drive, and 2 mulligans valued at \$20. After whipping up our enthusiasm for this opportunity, Kirk then revealed that buying three Golf Super Packages at the bargain price of only \$100 would get the lucky purchaser three times everything in the \$40 package plus a "Buy One Get One Free Round" at Prestonwood Country Club valued at \$150.

**Alan Feigenbaum** joined the announcement party to let us know he was still accepting volunteers to work the event, including a chance to be a hole-sitter judging the hole-in-one contest. Alan promised to guard the exit after the meeting to prevent any member overlooking these opportunities.

Pink slips were available on each table for Rotarians to complete and give to Lynette to document their contributions to the Hendrick Scholarship Foundation event so that everyone's contributions could be noted.

Karla then called on Kirk Bell to conduct the initiation of new member **David McWhorter** into the Flagship Rotary Club of Rotary District 5810. David's classification is insurance. Ean Sullivan sponsored David, so David was pinned by Ean. Unfortunately



EVERY  
ROTARIAN  
EVERY  
YEAR

*continued on page 2*

# Bush Center *continued...*



the club's old tradition of moving candlelight ceremonies is currently in abeyance, and we did not experience that added touch to the ceremony.

Chuck Morgan was called upon to introduce our speaker, **James K. Glassman**, Bush Institute Executive Director.

Ambassador James K. Glassman is the founding executive director of the George W. Bush Institute, part of the George W. Bush Presidential Center that is currently under construction on the campus of Southern Methodist University in Dallas. Jim was a senior fellow at the American Enterprise Institute for over twelve years. In 2007, he was

appointed chairman of the Broadcasting Board of Governors by then Secretary of State Condoleezza Rice, and in 2008, he went to work for Dr. Rice as the Under Secretary of State for Public Diplomacy and Public Affairs.

Jim Glassman began his career as a journalist and publisher. He was managing editor of *The Crimson* while a student at Harvard, and after graduating, began a weekly newspaper in New Orleans called *Figaro*. Since then, he has served as president of the *Atlantic Monthly*, publisher of the *New Republic*, executive vice president of *U. S. News & World Report*, and editor and co-owner of *Roll Call*, the Congressional newspaper. He was a columnist for *Readers Digest* and the *Washington Post*, and his articles on finance, economics, and foreign policy have appeared in the *New York Times*, *The Wall Street Journal*, *Kiplinger's Personal Finance*, and various other publications. Jim Glassman has written three books on investing, including *Safety Net: The Strategy for De-Risking Your Investments In a Time of Turbulence*, published by Corwin this past February.

In addition to his duties at the Bush Institute, Jim Glassman is moderator of the weekly television series *Ideas in Action*, which is aired on public television stations, The Right Network, and Roku.

Jim was accompanied by his wife, Beth Ourisman Glassman, and by his associate Ashley Pitts, Regional Director of Donor Relations, who competently operated the audio visual presentation.

He thanked the club for inviting him to speak, noting that this was the 40<sup>th</sup> anniversary of his first speech to a Rotary club at age eleven.

He reported that the construction site of the Bush Center would be topping out in one to two weeks. A 225,000 square foot building is being constructed on a 24-acre site that is owned by Southern Methodist University and leased to the Bush Center on a 300 year lease. Ground breaking took place on November 16, 2010, and completion of the Center is expected in 2012 with a grand opening the first week of April, 2013. It is expected that all of the living former presidents will attend the grand opening.

The Bush Center consists of three major areas, the library (the contents of which technically belongs to the federal government), the museum which constitutes the main public area and is organized like Bush's *Decision Points* book, and the Bush Institute which seeks solutions to pressing problems and is dedicated to results. Glassman is the executive director of the Bush Institute.

**The George W. Bush Institute** seeks to improve

the human condition through education reform, global health, human freedom and economic growth. Across all its programming, the Bush Institute works to empower women through its Women's Initiative. The Institute supports Social Enterprise to inspire and serve people around the world. Guided by the vision of President and Mrs. Bush, the Bush Institute develops solutions to pressing issues and leads a network of partners to achieve lasting results.

In the area of **education reform**, the institute focuses on principals to improve leadership. There are 100,000 principals and 4,000,000 teachers, so working through principals makes the numbers more manageable. Programs will be developed to change the selection, evaluation and empowerment of principals. Doug Otto is one of the advisors involved in this process. Plano people have participated in this program from the start. **AREL**, The Alliance to Reform Education Leadership, is intended to enhance and empower the performance of America's school principals as a means to impact student achievement. **Middle School Matters** is a program to overhaul the traditional middle school model to reduce the drop out rate at that especially critical time in the educational process.

In the area of **Human Freedom**, the institute seeks to extend the reach of freedom around the world by emboldening today's freedom advocates with education, moral support and practical tools for networking. The Freedom Collection is to present stories of struggle and achievement as told by the men and women who led freedom movements around the world.

The **Global Health** area will concentrate on cost-effective disease prevention and treatment services. It will build on pioneering initiatives such as the President's Emergency Plan for AIDS Relief (PEPFAR), extending to other diseases such as cervical cancer. The Institute is partnering with other companies such as Merck. Hillary Clinton and President Bush both spoke to inaugurate this program last week.

The **Economic Growth** area recognizes that free market capitalism is the engine of social mobility. Spending reduction and increasing employment depend on economic growth. The 4% Project seeks to achieve a national economic growth rate of 4%.

Mrs. Bush chairs the **women's initiative**. Twenty Egyptian women are coming to Dallas soon to build leadership skills. The institute recognizes that women must be assisted to lead the way to transform their countries.

The Institute plans a **Military Service Initiative** to honor sacrifices troops and their families make for freedom. Although this initiative has not yet been launched, it is intended to help active duty military families and veterans. George Bush has participated in the Warrior 100K ride, and 80 wounded warriors will be coming to a golf tournament at Las Colinas on October 10 and 11 in which Bush will play.

Upon the completion of his prepared remarks, Glassman opened the floor to questions, blissfully unaware of the storm of controversy that offer had brought upon Mark Sadowski, last week's speaker. Fortunately the Bush Institute did not generate the same level of emotion that the Texas Association of Business had produced.

John Ernst asked whether other presidential libraries function as advocates. Glassman responded that the first library had been that of Franklin Roosevelt, and the papers are owned by the federal government. Jimmy Carter really started the



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# Bush Center *continued...*

advocacy with his project to cure river blindness in Africa. That led to building a policy institute, a think tank, and other components. Bill Clinton was also quite active with his library. But the Bush Institute will be unique in its organization.

**Scary Bob** Epstein asked what additional capital requirements would be needed, and how the presidential library will assist North Texas. Glassman reported that the Bush Center had already raised three hundred million dollars. From those funds, the building will be built and the institute will get off the ground. Fund raising will continue as projects are undertaken. So far donations have come from over 200,000 donors with amounts as small as \$25 and donations into seven figures. Memberships will be offered to raise funds with accompanying benefits. The pilot schools for the AREF project will probably come from North Texas. Glassman stated that he did not know the total impact on North Texas, but that it would likely be substantial. Presidential libraries typically draw about 300,000 annual visitors, and the Bush Center may do better since it is the first to really be situated in a major urban area. The Bush Center just had a visit from the Dalai Lama, and the center expects to continue to bring interesting people to North Texas.

Gary Base asked about the involvement of Laura Bush in the center, wondering how her librarian background might affect access to information of materials, such as on-line access. Glassman stated that the library would make an effort to use electronic media, but that might be limited somewhat by the federal government, since the government owns and operates the archives. The Bush Center does plan to use social media.

Glassman was asked about the names of his largest donors, but he promptly dodged that question, stating that he could not reveal names of individual donors. He did say that the first \$300,000,000 had all been raised

domestically from a total of 200,000 donors.

Glassman attempted to make his escape from the podium as Karla Oliver assured him that a donation to *Shoes for Orphan Souls* would be made in his name.

Tickled with successfully pulling off the meeting, Karla attempted to bell us into adjournment without reciting the Four Way Test, but numerous members raised vociferous objections while a more effective group began the recitation on their own and pulled the membership along in their wake.



## Rotary Football Challenge

### Week 4:

#### NFC Division

John Ernst	4-0
Nathan Barbera	3-1
Ean Sullivan	2-2
Mark Johnson	2-2
Martin Jackson	0-4

#### AFC Division

Gary Basham	3-1
Kyle Walters	2-2
Gerald Brence	2-2
Mark Waterbury	1-3
Octavio Ortiz	1-3

## Guests & Visiting Rotarians

### GUEST:

Scott Sams  
Jan Sullivan

### GUEST OF:

Ray Huffines  
Ean Sullivan

### VISITING ROTARIAN

Shirley Hu  
Randy Sandiford

### HOME CLUB

Park Cities  
Allen

## Member NEWS

### AWARDS:

**Harold Sullivan Award**  
Randy Wright

### Athena Award

Rebecca Caso

### Fred Moses Award

Richard Butterfly

### Business Executive of the Year

Gary Base

**Kersey Can Holder:**  
Vance Bryson

### Citizen of the Year:

Beth and Duncan Webb

### Rotary Make Up Website:

[www.rotaryclubone.org](http://www.rotaryclubone.org)

### New Member Proposals:

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**Know someone who would  
make a great Rotarian?**

**Invite them to be your guest  
at Rotary!**

### The 4 Way Test:

*Of the things we think, say, and do:*

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill & better friendships?
4. Will it be beneficial to all concerned?



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