Originally Processed With FOIA(s): S

FOIA Number: S

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

Record Group/Collection:	George H.W. Bush Presidential Records
Collection/Office of Origin:	Speechwriting, White House Office of
Series:	Speech File Backup Files
Subseries:	Chron File, 1989-1993

OA/ID Number:	13696
Folder ID Number:	13696-013

Folder Title:
Commercial Appeal Volunteerism Event 11/22/89 [OA 6344] [1]

Stack:	Row:	Section:	Shelf:	Position:
G	26	19	5	2

To S.B.

Date 11/20 Time 5:20

WHILE YOU WERE OUT

M Mary Alice Quinn

of Comberc Appeal

Phone (901) 529-2375
Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	
RETURNED YOUR CALL	X		

Message

Operator

AMPAD EFFICIENCY® 23-023 CARBONLESS

To S.B.

Date 11/20 Time 2:05

WHILE YOU WERE OUT

M Henry Stokes

of

Phone (901) 529-2703
Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	
RETURNED YOUR CALL	X		

Message again.

Operator

AMPAD EFFICIENCY® 23-023 CARBONLESS

The President. How many of your parents were into drugs and made that problem horrible for the home front? Almost everybody. You didn't have it. You escaped that.

Reverend Ritter. Or alcohol.

The President. Substance abuse.

Reverend Ritter. That would be almost everybody.

Resident. Alcohol's a drug.

Reverend Ritter. That would be everybody. There's no mystery, Mr. President, why a kid leaves home.

The President. In other words, there's nothing—I mean, it's just the environment in the home.

Reverend Ritter. It's too painful to stay.

Dr. Lee. Father Ritter, could I just say one thing? I want the President and Mrs. Bush to come away with this: My one thought is that no kid in this room and no kid in Covenant House wants to be here. Not one kid ran to this life; they are running from another life. And the last thing is: Whose children are they? Well, they're Father Ritter's, and I feel they belong to me. And I know what President and Mrs. Bush feel like.

Reverend Ritter. I'm getting all sorts of signals to sort of wrap this up and so forth. But let me just conclude by saying that my kids have a number of things in common. And that's how good they are and how brave they are and how beautiful they are and how much they really want to make it back off the streets. Not many do unless they receive the help that they need.

And the fact that you and the First Lady came here today—you have no idea of how much hope you create in these kids. I can only say that to a street kid, hope is sort of a hand grenade in their heart. It's a very dangerous thing; they've been disappointed so many times.

Resident. All we need is for someone to help us. All we need is unity, because everybody is all for themselves. I think the world would be a much better place to live in if we just help each other out and love one another.

Resident. Be treated like human beings.

Reverend Ritter. I'd like the President and the First Lady to go upstairs for just a moment and meet a couple of our really special kids with AIDS. I know they're very anxious to greet you briefly.

The President. Well, listen. Good luck to all of you.

Resident. I'd like to say thank you for taking the time out of your busy schedule.

Resident. Yes.

Resident. Yes.

Resident. Nobody believed us when we called home to tell—[*laughter*]—President Bush is coming to Covenant House in New York. They never believed this. And I really appreciate that you took time.

The President. I just admire Father Ritter and what he's doing, and you guys for fighting——

Resident. We're doing the best we can.

The President. ——and trying to do something. I hope you make it, all of you.

Note: The exchange began at 11:35 a.m. Rev. Bruce Ritter is the executive director of Covenant House. Dr. Burton Lee III is the Physician to the President.

Remarks at a Luncheon Hosted by the New York Partnership and the Association for a Better New York in New York City

June 22, 1989

Distinguished guests and ladies and gentlemen, Barbara and I appreciate this wonderful turnout, this generous reception; and let me salute that magnificent film. And thank you, Ray, for putting it together. I just stopped choking up coming from Covenant House, and now I had to go through it again here at lunch. But it was a moving call to action.

What a few weeks it's been. Things are moving on a lot of fronts. NATO—moving in the right direction. China—we're all very concerned about that. As I say, I just came from Covenant House, so I feel uplifted by that. And yesterday—if I might make a very personal observation before addressing myself to the subject at hand, I want to comment on the Supreme Court decision about our flag. I understand the legal basis for that decision, and I respect the Supreme Court. And as President of the United States, I will see that the law of the land is fully supported. But I have to give you my

personal, emotional response. Flag-burning is wrong—dead wrong—and the flag of the United States is very, very special.

It is indeed an honor to address the members and guests of the New York Partnership and also the Association for a Better New York. For already you've enriched fields from business and labor to education and the media. And we meet today to go still further, to join hands and link hearts, as the film said, to light the American sky.

I begin with a single, simple statement: There is no problem in America that is not being solved somewhere. There is no problem in America that is not being solved somewhere—think of that. Today millions of Americans, the quiet Americans, the selfless Americans, are giving of their time and themselves. And they work at day-care centers and inner-city schools, homes for the elderly, anywhere there's a need, anytime they are needed, making a difference in the lives of those for whom the American dream seems an impossible dream.

And already, this involvement, what we term national or community service, has helped countless Americans find self-respect and dignity. But the job is far from complete. Too many Americans still endure a living nightmare of want, a living nightmare of isolation. And that must stop. Ladies and gentlemen, we must bring back those who feel unwelcome. We must reawaken their hope for the future.

We know that government can't rebuild a family or reclaim a sense of neighborhood. We know that during the past two decades we've spent more money on more social programs than at any time in our history, and some problems aren't better. In fact, some are worse. Most Americans understand that the key to constructive change is building relationships, not bureaucracies. And they know that those who say, "It's government's problem," are really part of the problem themselves.

All my life I've believed that government could not substitute for "do unto others." Barbara and I, like I told Lew and David and Jim Robinson—it's like preaching to the choir here today—that Barbara and I, like all of you here, have tried to pitch in, in some way do our small part. Midland, Texas—I'll never forget it. It was starting a YMCA working with the United Way, coaching a little league ball team, helping to build a community theater. And dating back to—way back to my days in New Haven, raising funds for the United Negro College Fund. And I'm not going to give you equal time because so many of you have done so much more.

We've all done these things, and as we participated, we fulfilled ourselves, learning that we are not what we drive or where we live or what kind of clothes we wear; rather, learning that America's greatness rests on the goodness of her people. And these beliefs are beyond any individual; they're timeless. Today more than ever, we need community service to help dropouts, pregnant teens, drug abusers, the homeless, AIDS victims, the hungry and illiterate. Often they are disadvantaged, and as their communities disintegrate around them, they become disconnected from society.

Our challenge, then, is to raise their spirits and their expectations by engaging each citizen, school and business and church, synagogue and service organization and civic group. For this is what I mean when I talked about "a thousand points of light": that vast galaxy of people and institutions working together to solve problems in their own backyard.

I am here today to ask that both sectors, private and public, and all branches of all levels of government: Join this great movement to extend national service into every corner of America. For it's a movement, bold and unprecedented. This is not a program, not another bureaucracy.

Let me tell you the strategy of this movement: first, to issue a call to action and to claim problems as your own; second, to identify, enlarge, and recreate what is working; and third, to discover and encourage new leaders.

First, our call to action—It is individual, and yet collective. And it begins this afternoon with you. So, today I ask all Americans and all institutions, large and small, to make service central to your life and work. I urge all business leaders to consider community service in hiring, compensation, and promotion decisions. I call upon nonprofit and service groups to open your doors to all those who want to help, irrespective of age, background, or level of experience. And

leaders of high schools and colleges, I urge you to uphold the values of community service and to encourage students, faculty, and personnel to serve others. To every corporation, large and small, I say: Begin a literacy program that teaches each employee how to read. And to every member of a body of higher learning: Start a Big Brother or Big Sister program for kids in your neighborhood. Of every church and synagogue, I ask: Become an around-the-clock community center. And of every restaurant and grocery store: Distribute surplus food to soup kitchens and local shelters.

And to the youth of America, I issue a special appeal. Yesterday on the South Lawn of the White House, we held a kickoff rally for a key element of our strategy: the YES Initiative, or Youth Engaged In Service to America. It was attended by thousands of kids, some of those points of light I like to talk about. And I challenged every young American to fight against self-absorption and to emulate those leaders who have shown that there is no problem in America that is not being solved somewhere.

Their presence reminded me of the saying; "Life is not a state of time; life is a state of mind." So is our call to community service. It summons the young and the old. I believe Americans will listen to that call. Emerson once said, "The greatest gift is a portion of thyself." Well, today, across our 50 States, groups and individuals are giving of, not to, themselves. Americans like these are missionaries, and they're heroes. And our mission is to achieve nationally what they're doing locally.

To complete it will require a catalyst. And so, that brings me to the second part of our strategy, and I am proud to announce it now: a new effort to identify service programs that work and then carry them to America. We call this catalyst the Points of Light Initiative, a foundation of which I will serve as honorary chairman and that will help make our movement a reality.

I will soon ask Congress for $25 million annually to support this initiative, which in turn will seek matching funds from the private sector. But I will also name an advisory committee to report to me within 45 days of its first meeting on the structure, composition, and legislation needed to achieve the foundation's goals. And I am very pleased and proud to announce today that Governor Tom Kean of New Jersey, one of this nation's most dedicated and caring public servants, has agreed to head this committee. Tom, thank you very much.

But look, a Federal effort alone cannot succeed. And therefore, today we invite each Governor, and through them the mayors of all municipalities, to join our movement by forming State and local Points of Light Working Groups composed of outstanding leaders. These individuals will become a vehicle to solve problems locally and to help solve problems nationally. The Points of Light Initiative will be a magnet for the best ideas and brightest programs in community service. For while countless service initiatives are already working successfully, they're too often isolated, too often unknown to others. Our foundation will change all that. By bringing success stories to other communities, we will repeat them across the Nation.

We will repeat them through a foundation initiative to be called the ServNet Project. Professional firms, corporations, unions, schools, religious, civic, and not-for-profit groups will be asked to donate the services of some of their most important, talented, and promising people for a period of time. These extraordinary individuals will form and lead peer-to-peer working groups. For example, lawyers going to fellow lawyers, teachers to fellow teachers, union members to fellow union members. ServNet will provide training and technical assistance, showing what works and what doesn't.

But we also have to improve current methods of matching people with meaningful service opportunities. Volunteers centers should be directly accessible to all Americans in their neighborhoods. Such contact points may be in a place of worship or union hall or library or fire station, a business building, service group headquarters, neighborhood home—you name it.

Over time, through an initiative called the ServLink Project, the foundation will stimulate the development through private sector resources of technology links between those who wish to serve and those needing service in the inquirer's own community. And in addition, we will ask banks,

credit card users, telephone and utility companies to include in statement envelopes information about how people and their institutions can become engaged in serving others.

And like the foundation itself, these efforts can help individuals and institutions provide new hope to America. And so can the third part of our movement's strategy: our initiative to discover and encourage new leaders of every age in every town and city, and to inspire them to devote their talents and energies to national service, and then to honor those who excel.

Through the foundation, the YES Initiative will annually select two college-aged youth from each State as President's National Service Youth Representatives. And they'll spend 1 year traveling through their regions as service ambassadors, urging other young Americans to get involved. And Points of Light will convene youth and regional Presidential Leadership Forums, uniting young people, educators, and community activists.

From such action will come achievement. And such achievement should be rewarded. And so, we'll ask media from small-town weeklies to network television to profile the brightest stars of community service. And our foundation will also recognize successful community initiatives and outstanding leaders through two new Presidential awards: the National Service Youth Leadership Awards, given each year to individuals, and the Build A Community Award, honoring partnerships which work together to strengthen families and decaying neighborhoods in America.

All of this will help fulfill us as Americans by asking us to combat problems like loneliness and poverty and drug abuse and homelessness. We cannot afford to fail, and we won't. For as Americans, we know what is at stake. We know that voluntarism can help those free-falling through society. We know that as citizens and institutions we can use one-to-one caring to truly love thy neighbor. And we know, finally, that from now on any definition of a successful life must include serving others. And we must resolve to carry this belief to every person in the land.

Two centuries ago just last year, Alexander Hamilton sent a letter urging General Washington to seek the Presidency. And he wrote him: "The point of light in which you stand will make an infinite difference." My friends, national service will succeed. It can make an infinite difference in the life of these United States, for a thousand points can light the lives of a people and a nation. Remember, there is no problem that is not being solved somewhere in America. You—you in this room who have already done so much—can prove that statement a thousand times over. It is in our hands.

God bless you. We need your help. And God bless our great country. Thank you.

Note: The President spoke at 1:35 p.m. in the Grand Ballroom of the New York Hilton Hotel. In his remarks, he referred to Ray Chambers, chairman of WESRAY Capital Corp.; Lewis Rudin, chairman of the Association for a Better New York; David Rockefeller and James D. Robinson III, founder and chairman of the New York Partnership, respectively. Prior to the President's remarks, a video on voluntarism was shown.

White House Fact Sheet on the Points of Light Initiative

June 22, 1989

Challenge

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, we still have work to do. As long as millions of Americans are illiterates, dropouts, drug abusers, pregnant teens, delinquent or suicidal young people, AIDS victims, and among the homeless and hungry, America has not yet fulfilled its promise. Our challenge is to overcome the disintegration of communities, large and small. While the Government's role is critical, government cannot overcome this challenge alone.

Mission

The President believes in the readiness and ability of every individual and every institution in America to initiate action as "a point of light." Meaningful one-to-one engagement in the lives of others is now

required to overcome our most serious national problems. The growth and magnification of "points of light" must now become an American mission.

STRATEGY

I. CLAIM PROBLEMS AS YOUR OWN

A. The President's Call for Action

The President calls on all Americans and all American institutions, large and small, to make service of central value in our daily life and work. The President calls on the heads of businesses and professional firms to include community service among the factors considered in making hiring, compensation, and promotion decisions. The President calls on newspapers, magazines, radio and television stations, cable systems, and other media institutions to identify service opportunities, spotlight successful service initiatives, and profile outstanding community leaders regularly. The President calls on State and local education boards to uphold the value of service and to encourage students, faculty, and personnel to serve others. The President calls on college and university presidents to recognize the value of community service in considering applicants; to uphold the value of community service; and to encourage students, faculty, and personnel to serve others. The President calls on not-for-profit service organizations to build the capacity to absorb increasing numbers of volunteers in purposeful roles. The President challenges all young people to lead the nation in this movement of community service through the "YES (Youth Engaged in Service) to America" initiative. The President will call all young people to help overcome society's challenges by serving others through existing organizations or new initiatives.

He will also challenge:

- leaders from all institutions to engage their organizations in the development of young people;
- community leaders and students to reach out to alienated young people and develop community service opportunities which redirect their lives in a positive way;
- community service organizations to build the capacity to absorb large numbers of young people in purposeful community service.

Through the foundation, the President will:

- select the President's National Service Youth Representatives, who will lead other young people in community service in their regions, suggest ways that other young people can engage in community service, and assist in developing and implementing local programs;
- initiate the President's National Service Youth Leadership Forums; and
- present the President's National Service Youth Leadership Awards to honor outstanding youth community leaders.

YES to America is not a Federal Government program, but a nationwide service movement. It is:

- a movement that is grassroots and community-based rather than devised in and imposed from Washington;
- a movement that does not compensate people with Federal dollars for what should be an obligation of citizenship;
- a movement that integrates service into young people's normal life and career pattern, developing in them a lifelong commitment to service rather than a temporary, 1- or 2-year involvement.

B. One-to-One Problem Solving

Every individual should "connect" with his or her institution—businesses, professional firms, the media, labor, education, religion, civic groups, associations of all kinds, and not-for-profit service organizations—and engage in the lives of others in need on a one-to-one basis. Examples of the kinds of engagement the President calls for include:

- starting a literacy program to teach every employee or member who wants to learn to read;
- adopting a school, class, or single student, providing tutoring, computers and other learning aids, food, clothing, or shelter for each student who needs them;
- adopting a nursing home, offering comfort and cheer;
- starting a one-to-one mentoring program for needy young people;

- forming a consortium to make decent, affordable housing available to the homeless;
- contributing and distributing surplus food to soup kitchens each day to feed the hungry.

Individuals wishing to help another in any of the above ways independently of an institution are encouraged to establish a one-to-one relationship with an individual in need.

II. IDENTIFY, ENLARGE AND REPLICATE WHAT IS WORKING

The President will serve as Honorary Chairman of a foundation called the Points of Light Initiative. The President will convene an advisory committee to make recommendations (within 45 days of its first meeting) on the structure and composition of the foundation and the legislation most appropriate to accomplish the purpose of the President's national service initiative.

The President will seek a congressional appropriation of $25 million annually for the foundation, which will, in turn, seek to match that amount from private sector contributions.

The President will challenge each Governor to replicate this initiative in each State and encourage State and local leaders to develop Points of Light Working Groups composed of community leaders. These groups will marshal resources within their communities and deploy them to overcome local problems.

The President believes that virtually every problem in America is being solved somewhere. There are already countless service initiatives working successfully throughout America. However, these successful initiatives are too often isolated and unknown to others. These initiatives must be replicated over and over again by individuals and teams until everyone is connected to someone, one-to-one.

A. Peer-to-Peer Working Groups

Through a foundation initiative to be called the ServNet Project, corporations, professional firms, unions, schools, religious groups, civic groups, and not-for-profit service organizations will be asked to donate the services of some of their most talented and promising people for a period of time. These extraordinary individuals will form and lead peer-to-peer working groups, e.g., lawyers going to fellow lawyers, teachers to fellow teachers, union members to fellow union members, bringing examples of successful initiatives and providing training, technical assistance, and other support to enable other institutions to devise similar initiatives.

B. Linking Servers to Needs

One of the foundation's objectives is to help to improve existing methods of matching would-be volunteers with purposeful service opportunities. Over time, through an initiative called the ServLink Project, the foundation will stimulate the development through private-sector resources of technology links between those who wish to serve and those who need service, e.g., telephone calls, interactive computers, etc.

Volunteer centers should be easily accessible to all Americans in their neighborhoods, matching people with service opportunities. Such contact points may be in a place of worship, union hall, library, fire station, business building, service group headquarters or neighborhood home. In addition, every bank, credit card issuer, telephone and utility company will be asked to include in billing and statement envelopes printed information about how people and their institutions can become engaged in serving others.

C. Recognition and Awards

In order to encourage others to engage in service, every newspaper, magazine, radio and television station will be asked to identify service opportunities, spotlight successful service initiatives and profile outstanding community leaders regularly.

The President's Build a Community Awards will honor those people and institutions who have worked together to rebuild families or to revitalize communities. Through the foundation, the President will recognize and present awards and other forms of commendation to talented community leaders and successful initiatives that are solving the Nation's most critical social problems.

III. DISCOVER AND ENCOURAGE NEW LEADERS

America's community service movement must have the strongest, most creative leadership, nationally and locally. Such leadership must be constantly recruited. The foundation, with the help of existing organizations, will identify the most promising new leaders in all walks of life who are not now engaged in community service and encourage them to devote part of their talent and energy to community service. The foundation will give special attention to young people and to those who have not had the opportunity to fulfill their leadership potential.

IV. CONCLUSION

The President's national service initiative focuses on the most critical domestic challenges facing the Nation today. These problems were long in coming and cannot be solved overnight. But if each American citizen and each American institution responds to the President's call to engage "one-to-one" in the life of another person in need, this initiative will be the most comprehensive and inclusive movement of our time. This movement can dramatically reverse negative trends on many fronts and ensure the fulfillment of America's promise.

Remarks at a Republican Party Fundraising Dinner in New York City

June 22, 1989

I am just delighted. Thank you all for that warm welcome. I look around this room, and I think to myself, Okay, I'm President of the United States. But I know how I got here, and I see many, many people in this room to whom I will always feel indebted for that long-ago political action, and then when we all came together in the fall of 1988 for the election.

And so, I'm delighted to be here at this major political event. I want to thank Pat Barrett; my brother John and Joe Fogg; outgoing chairman, my friend Tony Colavita. And it's always great to be back in New York. It's the first place I've ever come to that they named a dessert for my wife. Just look at your program. I don't know what Bombe a la Barbara means—[*laughter*]—but nevertheless, we don't take that as a slight at all. We're pleased that you named it that. [*Laughter*] Maybe she does take it as—no, no. [*Laughter*]

No, it's great to be back in New York. Where else can you find newspapers with headlines like "Picked Pot Packed In Pickled Peppers." That was out there. Or my personal favorite from the New York Daily News, a headline that accompanied before and after pictures of a famous actor that read, "Brando Expando." [*Laughter*]

You're wondering why we're all dressed up. We're off to the Wall Street Journal 100th anniversary here in a few minutes. And the Wall Street Journal maintains a more dignified air with its no-photos policy. If they were ever to run a swimsuit issue, it would be Lee Iacocca in thongs. [*Laughter*]

I am here today to celebrate a new fact in American politics: the emergence of a strong, united New York State Republican Party. And we've had good times and bad, but this is due in no small measure to the leadership of our outgoing chairman, Tony Colavita. I'd like to give some credit, also, to my brother, John, who fought the financial side of the equation.

And to the promise of success from your new cofinance chairman, Joe Fogg, an outstanding man who did a marvelous job on this dinner, and of course, to our new able Chairman Pat Barrett. Pat. He's a friend to many here, and Barbara and I consider him a friend. He has everything in the world going for him upstate, and now he's taken on this major job. He's shown the proven ability to reach out and attract new voters to the Republican party. Pat, you've worked wonders as the county chairman up there in Onondaga County, and we look forward to your work and this Barrett magic all across New York State, and every single one of you ought to help him every way you possibly can.

It is no surprise to me that New Yorkers, in particular minority and ethnic voters, are shifting. They are shifting from automatic loyalty to the other party and voting Republican more and more. And it was, after all, the Republican party that was the original party of civil rights, equal opportunity. It was the Republican party that first attracted immigrants and the sons and daugh-

THE WHITE HOUSE
WASHINGTON

November 15, 1989

MEMORANDUM TO: CHRISS WINSTON
MARK LANGE
STEPHANIE BLESSEY

FROM: KRISTEN GEAR KG

SUBJECT: MEMPHIS COMMERCIAL APPEAL
WEDNESDAY, NOVEMBER 22, 1889

The Memphis Commercial Appeal Newspaper started a series on July 2, 1989 to highlight 1,000 people in their community who participate in volunteer activities. They were inspired by the President's points of light initiative. The series began as a search that was facilitated through the readers nominations of people from within the tri-state area (Tennessee, Arkansas, Mississippi). At the time of this pre-advance trip they had done profiles on 745, and planned to make the 1,000 mark by the time of the President's visit.

They have run theme pieces on the following five groups - the military, labor leaders, youth, professional volunteers, and those who volunteer around the holidays. There are several contacts you can use at the paper. Mary Alice Quinn is an Assistant Managing Editor and has worked extensively with the Office of National Service setting up the event. Henry Stokes is also an A.M.E. and is the person who sent me all the information on the series up to this date (see attached articles). Ginny Everett is the newspaper librarian for research purposes.

I am not sure what senior staff has decided, but advance was thinking about using this speech to give a Thanksgiving message. I will try to get a feel from Dave on this idea. The speech will be held on the front lawn of the paper, at noon time to draw as many people as possible. They expect all of the 1,000 honorees to attend as well as another 4,000 from the surrounding area. I recommend that this speech be teleprompted.

- Last June when I launched the "Points of Light initiative", I said that my goal was to make community service central to the life and work of every individual and institution in America.

- Not only did I call upon every institution, from General Motors to a neighborhood softball team, to begin a community service initiative in which every single member could participate, I also called upon every institution to decide what it can distinctively contribute to the evolving community service movement and to make that commitment.

- To illustrate the notion of "distinctive competence", I called upon every credit card issuer, bank, telephone and utility company to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others.

- I called upon real estate developers, building contractors, architects and mortgage lending institutions to form consortiums to build decent, affordable housing for the homeless.

- I called upon every restaurant, grocery and convenience store and farm to make surplus food available to the hungry each day.

- To the news media, I issued a special appeal.

- No other institution in America is better able to appeal to public opinion, shape public attitudes, heighten awareness and mobilize people for action than the news media.

- And, of course, changing attitudes and affecting behavior is that on which the success of the growing nationwide community service movement ultimately depends.

- We must convince all Americans that illiteracy, drug abuse, homelessness, AIDS, hunger and other social ills are not somebody else's problem; they're everyone's problem.

- Each of us can and must begin to play a direct and consequential role in solving them.

- And all across the country Americans are responding to this appeal. All across the country we are witnessing a new engagement in the lives of those in need.

- That is why I am here today to applaud <u>The Commercial Appeal</u>, for perhaps more than any other newspaper in the country, <u>The Commercial Appeal</u> has taken to heart my call to each institution to make a distinctive contribution to community service.

- By identifying 1000 individual and institutional "points of light", those making a difference in communities across the

Tenn - the volunteer state

you are casting the bright spotlight that belongs uniquely to the media on those who are quite simply "the best of us".

- And by recognizing these outstanding examples of "points of light", you are encouraging untold numbers of other Americans to follow their lead.

- By this recognition program, you are demonstrating that it can be done, that individuals and institutions can make a difference.

- By pointing to solutions rather than problems, you are giving not just the Memphis community, but communities all across the country confidence in themselves and hope for the future.

- For I believe in the innate desire and ability of every individual and every institution in America to be "a point of light", to serve others with whatever means and skills are available to them.

- For those millions who wish to help others in need, you are showing that they are not alone and that there are countless ways to lead others out of darkness.

- I challenge every news medium in America to follow the lead of The Commercial Appeal.

- I call upon every publication and broadcast in America to feature and applaud those who are doing outstanding work in the field of community service.

- Imagine the impact if every newspaper, magazine, television and radio station and cable system identified and recognized 1000 "points of light".

- And this is an appeal not just to newspapers; every institution can and should seek out those within their midst who are "points of light" and find a way to honor them prominently as our greatest heroes.

- I have often said, "From now on in America, any definition of a successful life must include serving others."

- If every instituion were to begin a recognition program like that of The Commercial Appeal, it would redefine success in America.

- A lot has been written lately about the lack of heroes in America. Some say that we have no giants among us anymore.

- But I say that each one of the 1000 recognized by The Commercial Appeal is a giant, a true American hero.

launching this magnificent recognition program, The Commercial Appeal is proving to be a most successful publication.

- By following your lead, other institutions can become successful too.

- Thank you, God bless you and God bless the United States of America.

Spirit of Thanksgiving Day

History of the paper

History:

A Tradition of Courage and Service

Search the history of American journalism for a story to parallel The Commercial Appeal's. You'll find few to equal its color and character.

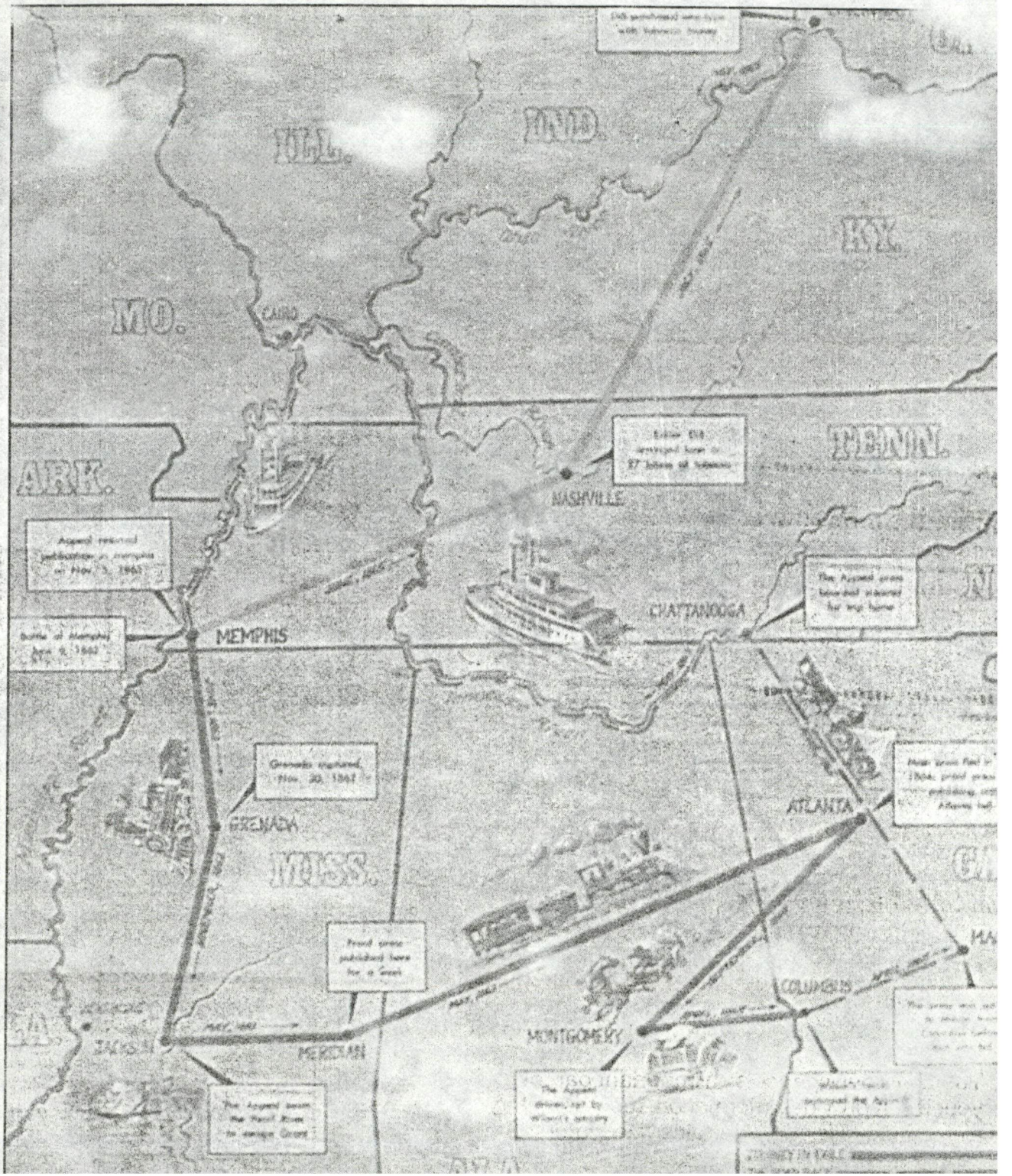
The ancestor of The Commercial Appeal of today was begun by Col. Henry Van Pelt in 1839. It was only a two-page weekly printed from a hand-operated press in a wooden building overlooking the Wolf River, but, it was enough to ably service the struggling river town.

Van Pelt called his newspaper The Western World and The Memphis Banner of The Constitution. In 1840, Gen. William Henry Harrison, a Whig, was elected president. Van Pelt, a Democrat, immediately changed the name to The Memphis Appeal in an "appeal to the sober second thoughts of the people" to elect a Democratic president in the next election.

The town and its newspaper continued to grow. But the Civil War presented their first trial. Choosing to voice its pro-Confederacy opinions in exile rather than endure silence during the Union occupation of Memphis, Editor Benjamin Dill, with his wife, America, and pressman, John McClanahan, packed up and moved the newspaper to safety in Grenada, MS. There they published The Memphis Appeal until again chased out by the Northern troops.

Over and over again, they followed the same routine, that of packing up the press, boiler, engine, type cases and stands to flee from the hotly pursuing Federal troops. After Grenada, The Memphis Appeal traveled to Jackson and on to Vicksburg, where Grant's troops fought diligently. Traveling by wagon to Atlanta, they ran off its final edition while the Battle of Peachtree raged. As Sherman approached Atlanta from one direction, McClanahan and Dill exited out another and made their way to Montgomery, AL.

General Wilson roared on through Alabama to capture



...e Memphis Appeal traveled to Jackson and ...5 Vicksburg, where Grant's troops fought diligently. ...aveling by wagon to Atlanta, they ran off its final edition ...hile the Battle of Peachtree raged. As Sherman ...proached Atlanta from one direction, McClanahan and ...ll exited out a... ...and made their way to Montgomery, ...L.

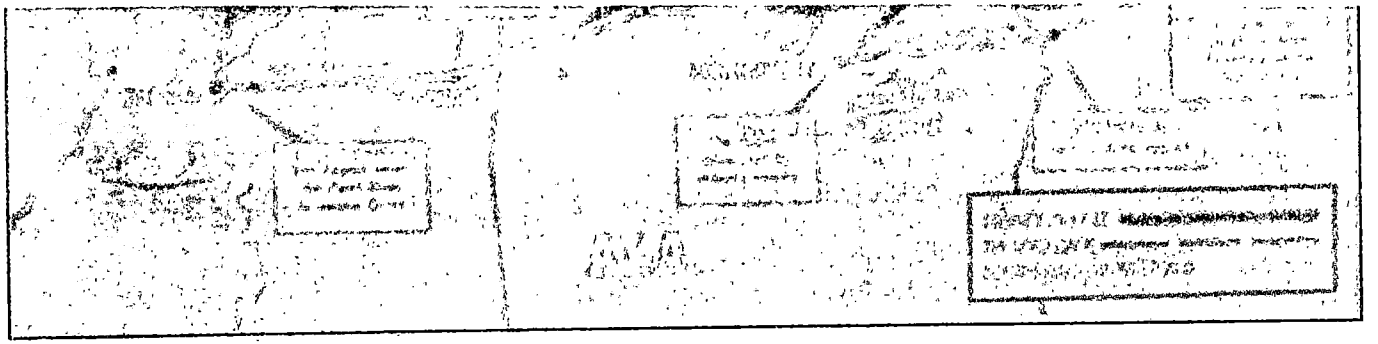
...eneral Wilson roared on through Alabama to capture ...lontgomery on the very day Robert E. Lee handed his ...ord to General Grant — but The Memphis Appeal was ...one. In a scene much like one from Gone With The Wind, ...cClanahan drove a mule-drawn wagon, which held the ...e-cylinder press, its boiler and the newspaper's library of ...os, to Macon, GA.

...their attack of the small Georgia town, the Yankee ...oldiers took time to smash the newspaper's stands, type ...ases, and proof press and to scatter type in the streets. ...he courageous Mrs. Dill pleaded with Wilson's staff ...fficers and managed to save a handful of papers and ...dgers from the flames.

...he war was over and, to all appearances, so was The ...lemphis Appeal, as all that remained was the printing ...ress. But what use was a press with no type, stands, ...aper or ink?

...ditor Dill smiled to himself as he planned for the future. ...With the press safe, he planned to use the 27 boxes of fine ...irginia tobacco he had bought in Atlanta to exchange for ...he supplies the Union forces had destroyed. His ...upposition was right.

...Within weeks of their return to Memphis, via the Mississippi ...River, McClanahan died in his bachelor's quarters at the ...Gayoso House. Six months later, Dill died as well, but not ...before his dream became a reality. On Nov. 5, 1865, Mrs. ...Dill, acting publisher, and Jesse McMahon, editor, ...delivered the first copy of the revitalized newspaper to ...Dill's sickbed at the Gayoso House.



Yellow Fever Epidemic Hits Memphis

It took courage for Dill to leave Memphis so that the people, wherever they might be, could be kept abreast of the news. It also took courage for editor John McLeod Keating to remain in Memphis during the Yellow Fever Epidemic of 1878.

With the first case diagnosed, fear spread as quickly as the epidemic. Many tried to leave the city. But, even though the disease had reduced the entire staff to only Keating and one pressman, The Memphis Daily Appeal continued to publish.

By the time winter arrived and killed the carrier mosquitos, Memphis had lost its charter and become a state taxing district. But it began to rebuild, as did the courageous newspaper that had kept printing during the crisis.

The Memphis Daily Appeal purchased a rival newspaper in 1890 and became The Appeal-Avalanche. After another merger, the July 1, 1894, edition was the first to display the name it carries today — The Commercial Appeal.

During the 1900's The Commercial Appeal's reputation for quality and honest reporting was nurtured. Editor C.P.J. Mooney campaigned for diversified farming in the South to lessen dependence on the unreliable one-crop cotton system. He also began the battle against the political machine of "Boss" Crump.

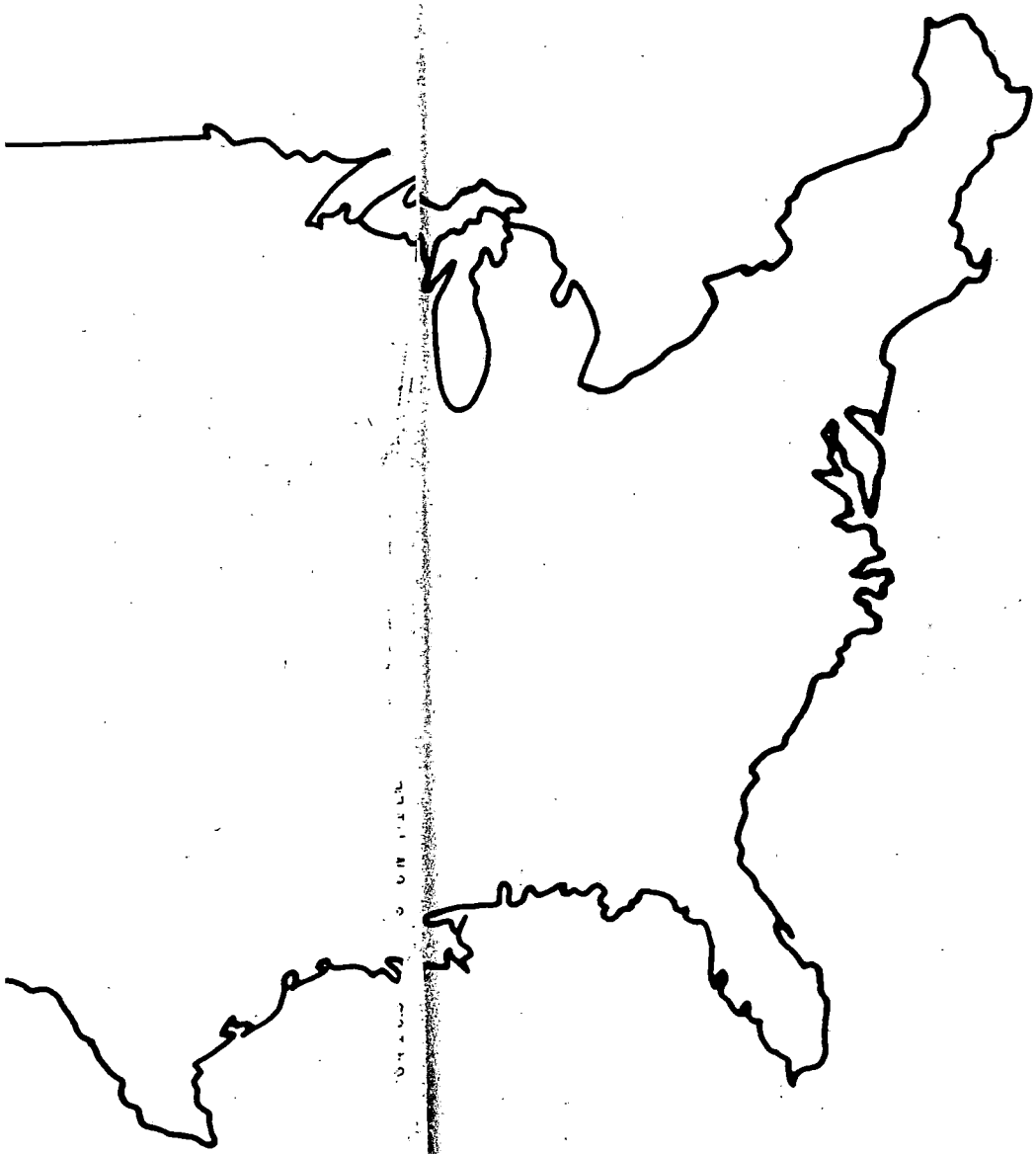
In 1923, The Commercial Appeal was awarded the Pulitzer Prize, journalism's highest award, for "meritorious public service" in coverage of the Ku Klux Klan. Its opposition was expressed through Mooney's editorials and the cartoons of J.P. Alley.

With these and other achievements, The Commercial Appeal became the prominent newspaper for the Tennessee, Mississippi and Arkansas region. At the same time, it was attracting the attention of the Scripps Howard newspaper organization which purchased the paper in 1936.

Through the modern years, The Commercial Appeal continued its fight to improve the Mid-South and smooth the road into the future. It led effective battles for the establishment of the Tennessee Valley Authority to control flooding and for the improvement of the Port of Memphis to provide industry and agriculture with a quicker and cheaper transportation/distribution system. It also campaigned for tax-incentives and renovations toward downtown re-development and pushed for higher teacher pay in an attempt to upgrade our educational system.

AMERICA THE QUOTABLE

Mike Edelhart and
James Tinen



Facts On File Publications
460 Park Avenue South
New York, N.Y. 10016

ages and ages of time showing the working-out of well-laid plans with no human being to help or interfere."

Cleophas C. O'Harra
Quoted by Champ Clark
The Badlands
1974

* * *

"It [the Badlands] was the greatest game country that I ever saw."

Charles Sackett, trapper, circa 1880
Quoted by Champ Clark
The Badlands
1974

* * *

"I was not prepared for the Badlands. They deserve this name. They are like the work of an evil child. Such a place the fallen angels might have built as a spite to heaven, dry and sharp, desolate and dangerous. . . ."

John Steinbeck
Travels with Charley
1962

Mt. Rushmore

"About one thing there was never any doubt: the sculpture [Mt. Rushmore] was going to be tremendous. Although Borglum [the sculptor] later was annoyed by tourists whose only reaction to the monument was open-mouthed wonder at its size, he fully intended from the beginning that its proportions should be stunning. They should be determined, he said, 'by the importance to civilization of the events commemorated' and he told Senator Norbeck that his mission was 'to get the American people to look at art in a big way and to get away from this petty stuff.' "

E.M. Halliday
American Heritage
June, 1977

* * *

"Carved upon the mighty mountain,
The heroes' faces, pale
In the misty moonlight."

Emiko Takase Matsumoto
(Tr. from Japanese by Beverly C.W. White)
Kugenuma
1961

* * *

". . . I would rather see a good Brady photograph than Mount Rushmore. For it is my opinion that we enclose and celebrate the freaks of our nation and of our civilization. Yellowstone National Park is no more representative of America than is Disneyland."

John Steinbeck
Travels with Charley
1962

Other Cities and Places

Pierre:

"No American [state] capital is as much disdained by the people of its state as Pierre (pronounced 'Peer'), a drab prairie town of 9,699 souls settled between mustard-colored buttes along the Missouri River valley. Centrality is apparently Pierre's main virtue; if you take an official South Dakota map and fold it so that the eastern and western borders are lined up evenly, the center crease will barely miss Pierre."

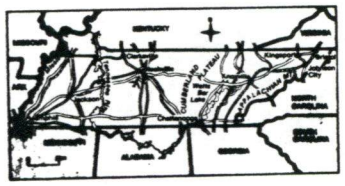
Neal R. Peirce
The Great Plains States of America
1973

The Wakpala Indian Village:

". . . the Indian village of Wakpala in the Standing Rock reservation—a place of futility, where tomorrow will be no different from today and yesterday."

Erskine Caldwell
Afternoons in Mid-America
1976

TENNESSEE



Capital: Nashville
Entered the union (with rank): June 1, 1796 (16)
State motto: Tennessee—America at its best
State flower: Iris
State bird: Mockingbird
State song: "The Tennessee Waltz"
State tree: Tulip poplar
Nickname: Volunteer State
Origin of state name: A Cherokee word, the precise meaning of which is no longer known

9-28-89

VIEWPOINT

(#9)

Volunteering is family affair

THE Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts.

Today's points of light:

Members of the **John Kingsley Sr. family** devote 20 to 30 hours a week at the Special Olympics Fitness Club at Central Church. Their son, Johnny, has Down's Syndrome, so the family is aware of the difficulties handicapped people face. **John**, 51, an employee at Shulton, Inc., and his wife, **Lilly**, 46, are parent coordinators and "we do whatever is needed," she says. This may range from taking 11 young adults on a trip to setting up tents and transporting athletes. Son **Danny** is a weightlifting coach and events director for the olympics and his wife, **Tammy**, is equestrian event director. High school student **Mark** coaches soccer and softball. "The work is an important part of our lives," Mrs. Kingsley says. "We can see how much it has done for our son and all the others. Some don't have anybody to work with them." The effort has also made the family, who reside in Hickory Hill, closer. "It's rewarding to see how much the kids get out of it. But then they give you so much more than you give them," Mrs. Kingsley says.

A Thousand POINTS of Light

"I'm lucky to have so many opportunities to serve," says **Marilyn Muklevicz**, 45, of her long list of activities. A coordinator for Christian Outreach, Ms. Muklevicz organizes many programs at her church, Bartlett United Methodist. She organized "Pennies for Tennies" in which 5th and 6th graders sold lemonade and used the profits to buy shoes for needy children. Two or three times a month the Bartlett resident makes sack lunches for the homeless at United Methodist Neighborhood Center and she also helps staff a soup kitchen at St. John's United Methodist Church. With a team of eight Ms. Muklevicz organizes trips to the grocery store for residents of Northlake apartments every Monday. Working with the Metropolitan Inter-Faith Association she coordinated a program in which young people repair homes and do handy work for the less fortunate three or four times yearly. "We have a million chances to do the little things," Ms. Muklevicz believes. "Combined they can make a difference."

Although she's retired from the staff at Whitehaven United Methodist Church, **Mary Lib Hayes** finds she spends as much time with the volunteers now as when she was working full time. The 62-year-old teaches at the church and is the chairman of the church and society committee that operates the outreach and blood life programs. In charge of the Whitehaven food pantry, Mrs. Hayes sees to it that food is obtained, volunteers recruited and everything runs smoothly. With her husband, **Dick**, she delivers Meals on Wheels and is on the board of the Memphis Food Bank. Through her church's Women's Group, Mrs. Hayes is key woman at the United Methodist Neighborhood Center. "I do whatever the center needs." In addition, she's a member of the Whitehaven People Helping People Committee. "There's just such a great need in the world. Those of us who are blessed are compelled to help the less fortunate."

Her work as international traffic and documentation manager at Plough is hectic enough, yet **Lynn Dunwoody** finds time to put in more than 40 hours a week helping others. "I do it because we all have to give something back to feel good about ourselves," the Raleigh resident says. Her outlet for doing good is as a probation officer and Division 10 chief with Juvenile Court. Ms. Dunwoody works in the Court Appointed Special Advocate (CASA) program. "I speak up for a child in court, often for neglected and abused kids. Once a month I'm on the Foster Care Review Board."

To suggest people for this feature, please write us with the nominee's name, address, phone number and a brief description of the nominee's volunteer work. Mail to: A Thousand Points of Light, The Commercial Appeal, Box 364, Memphis, Tenn. 38101.

A9

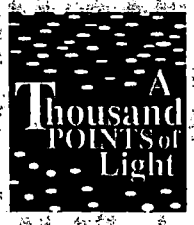
Soup-kitchen work aids the homeless and hungry

THE Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts.

Today's points of light:

The plight of the homeless and hungry has touched the heart of **Donna Fortson**, 47.

Since 1987 she has been chairman of First Presbyterian Church's Urban Outreach Committee, working hard for the church's soup kitchen. This summer the group served as many as 200 homeless meals on Sunday.



"It's the only meal served to them on the weekend," says Ms. Fortson, who works in the investment division at National Bank of Commerce.

She also works on getting caps, gloves and blankets for the homeless for winter, plans special monthly and holiday meals, plus tries to get funding grants. Another pet project is a reading program for children, which the Summer-Grahamwood resident hopes to start.

"So many people need help, I feel like it's necessary," she says of her many hours of volunteer work.

"I find the time" is the motto for **Lata Surpuriya**, 38.

Two years ago she began delivering Meals On Wheels for the Metropolitan Inter-Faith Association, then would spend any available afternoon there helping with mailings. Currently she makes soup for the Memphis Day Shelter for Fridays, donating the food and making enough for 100 people. The East Memphian also washes and dyes donated clothes for MIFA and collects canned and dried goods for food baskets for the needy.

Last year Mrs. Surpuriya, who works part-time as a cooking teacher and at a jewelry shop, was a guide for MIFA's downtown home tour. She also finds time to help the Girls Scouts with fund-raising

"You feel good," Mrs. Surpuriya says of her work, adding that her husband and two daughters like to help her.

It's not unusual for **Brenda Hargrove**, 37, to have as many as 18 cats and kittens in her Memphis State area home and garage.

Ms. Hargrove, an employee at Brown's Optical, has always loved animals and expresses it by fostering felines who need special care for the Memphis Humane Society. She has been doing it since 1975, spending her own money on food for them. She has been taking classes at Lichterman Nature Center and has begun her required 15 hours work there. If she can get rabies shots, she will work with skunks and foxes, too.

"Animals accept you as you are if you've good to them," says Ms. Hargrove of her love for them.

After he was in a wreck and lay in a hospital, **Billy Meharg**, 69, remembered a long-forgotten promise.

"I went through four campaigns," says the Marine Corps veteran, "and in each one I asked God to get me through. I promised I'd help others, but then I'd forget. After the wreck and after I became involved in my church, it all fell in place."

Now the Blytheville, Ark., resident spends time working with the Boy Scouts and four Cub packs and the American Legion, which he has been in since 1946. Every Memorial Day he takes the Scouts to place flags on the graves of veterans to show them how many have died for our country.

"Last year we placed 1,165 flags on graves," he said proudly. Meharg also finds time to teach Sunday school and is a deacon in his church, Trinity Baptist.

Terrie Kirksey, 30, devotes her life to helping the elderly.

A year ago, she founded Co-Carers, an auxiliary of Alzheimer's Day Care, Inc. The 25-member group helps raise funds for people who need care but can't afford it.

A social worker, Ms. Kirksey directs the Josephine K. Lewis Center for Senior Citizens, a multipurpose daytime center that offers recreational, social, educational and nutritional services for the elderly. Co-Carers and Alzheimer's Day Care both originated from the Lewis Center.

"If I can make someone's eyes sparkle or someone smile, I've improved the quality of his or her life," she said. "I enjoy bringing that little bit of pleasure to this special group of people."

Ms. Kirksey serves on Alzheimer's board, is a member of the Memphis/Shelby County Council on Aging and has worked with RSVP, the Retired Senior Volunteer Program.

To suggest people for this feature, please write us with the nominee's name, address, phone number and a brief description of the nominee's volunteer work. Mail to: A Thousand Points of Light, The Commercial Appeal, Box 364, Memphis, Tenn. 38101.

THE WHITE HOUSE
WASHINGTON

November 15, 1989

MEMORANDUM TO: CHRISS WINSTON
MARK LANGE
STEPHANIE BLESSEY

FROM: KRISTEN GEAR KG

SUBJECT: MEMPHIS COMMERCIAL APPEAL
WEDNESDAY, NOVEMBER 22, 1889

The Memphis Commercial Appeal Newspaper started a series on July 2, 1989 to highlight 1,000 people in their community who participate in volunteer activities. They were inspired by the President's points of light initiative. The series began as a search that was facilitated through the readers nominations of people from within the tri-state area (Tennessee, Arkansas, Mississippi). At the time of this pre-advance trip they had done profiles on 745, and planned to make the 1,000 mark by the time of the President's visit.

They have run theme pieces on the following five groups - the military, labor leaders, youth, professional volunteers, and those who volunteer around the holidays. There are several contacts you can use at the paper. Mary Alice Quinn is an Assistant Managing Editor and has worked extensively with the Office of National Service setting up the event. Henry Stokes is also an A.M.E. and is the person who sent me all the information on the series up to this date (see attached articles). Ginny Everett is the newspaper librarian for research purposes.

I am not sure what senior staff has decided, but advance was thinking about using this speech to give a Thanksgiving message. I will try to get a feel from Dave on this idea. The speech will be held on the front lawn of the paper, at noon time to draw as many people as possible. They expect all of the 1,000 honorees to attend as well as another 4,000 from the surrounding area. I recommend that this speech be teleprompted.

495 UNION AVENUE
MEMPHIS, TENNESSEE 38103
901 529-2703

HENRY A. STOKES
ASSISTANT MANAGING EDITOR/PROJECTS

THE COMMERCIAL APPEAL

November 10, 1989

Ms. Kristen M. Gear
Special Assistant to the
Deputy Director
Office of Communications
The White House
Washington, DC 20500

Dear Kristen:

We are thrilled at the prospect of the President's visit. What a wonderful way to honor the volunteers we have been featuring in our stories.

Enclosed is a photocopy set of our Thousand Points of Light stories published to date. We will send others as they are published. Next week we will send manuscript printouts of the rest of the batch.

Another set of the photocopies has been sent to Don Iloff in the Office of National Services.

With best regards,

Henry

Henry A. Stokes

HAS/JC

Enclosures

THE COMMERCIAL APPEAL INTER-OFFICE MEMO

FAX TRANSMISSION COVER SHEET: First of FIVE sheets

TO:
FOR: Kristen M. Gear, Office of Communications

FROM:
FROM: Henry Stokes, 901-529-2703

DATE:
Nov. 13, 1989

SUBJECT:

Kristen: Here are the last four days Points of Lights. You should have received the July 2-Nov. 9 set this morning via Federal Express.

Will send the rest of the series as it comes available.

Fax copy also sent to Don Iloff

Science Fairs

Children's Pet Parade

To encourage children to have pride in their pets and to be responsible owners, The Commercial Appeal sponsors the Pet Parade each year in Overton Park. It is held in conjunction with the Great River Festival.

Adopt-A-School

Newspaper in Education

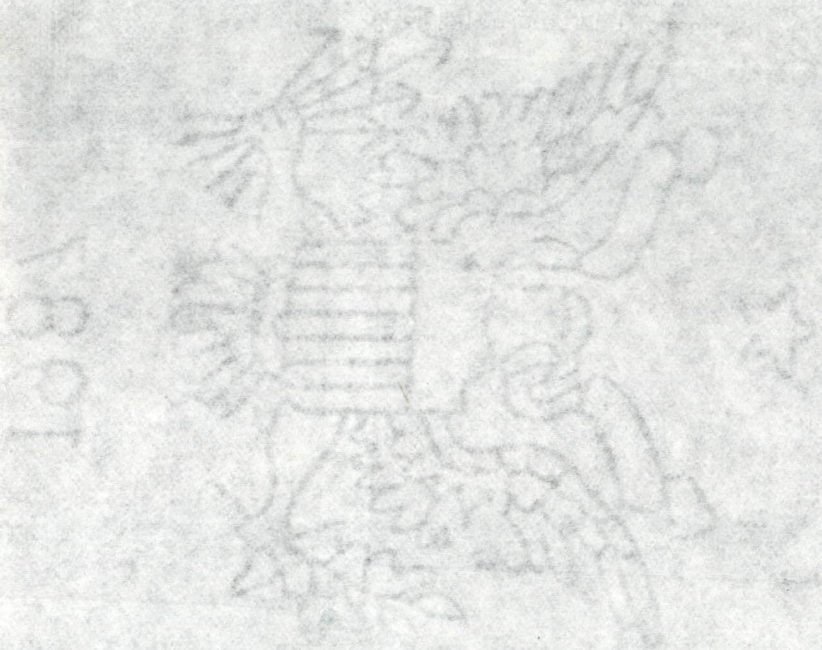
Helping children learn to read is the focus of the Newspaper In Education program (NIE). It supplements textbooks and provides up-to-date relevance to encourage students to apply their knowledge and be curious about their world.

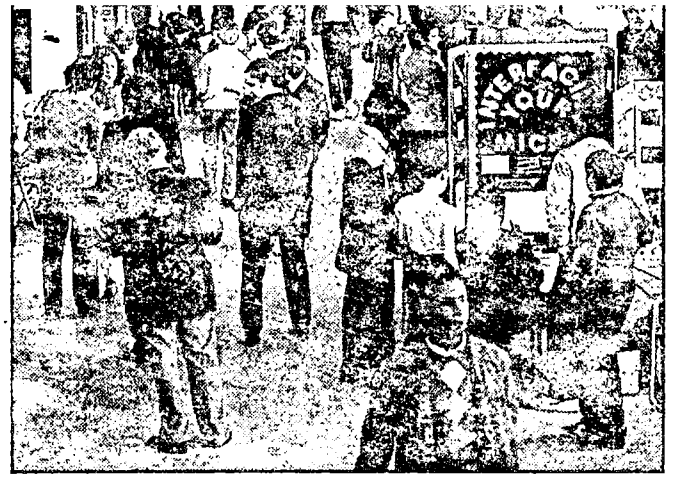
School students in Memphis, West Tennessee, East Arkansas, Southern Missouri, Southeastern Kentucky an North Mississippi use The Commercial Appeal's NIE program each year. More than 500 newspapers offer NIE programs across the country, in Canada, Sweden, Japar Great Britain and even South Africa.

In the Mid-South it is used from kindergarten through jun college, and in classes that range from vocational to distributive education: English; social studies; math; reading; career counseling; science and current events.

Through credit workshops available at six area universiti teachers are taught how to use the program in their classes. In addition, the NIE staff provides in-service assistance to teachers. For example, NIE provides

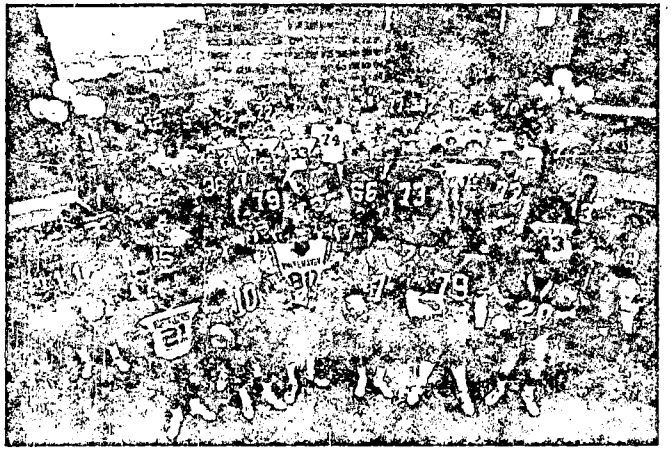
The papers other volunteer projects



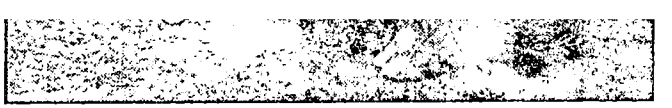


In participation with the International Science Fair network, The Commercial Appeal sponsors the local competition. City and county school students present their best efforts for the right to advance to further competition. Federal Express and Christian Brothers College co-sponsor this event.

Best of the Preps

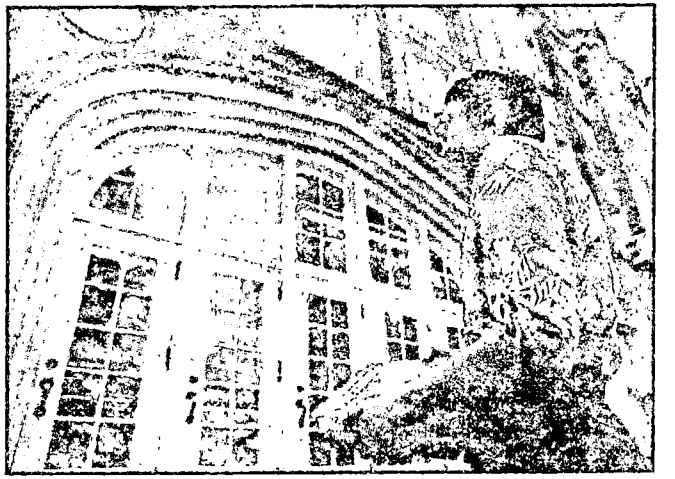


The Sports department is in charge of this event and the selection of the best high school players and coaches from both the city and county schools. It recognizes excellence in a variety of sports.



To encourage children to have pride in their pets and to be responsible owners, The Commercial Appeal sponsors the Pet Parade each year in Overton Park. It is held in conjunction with the Great River Festival.

Adopt-A-School



The newspaper is connected to Northside High School in the Adopt-A-School program for area businesses. We aid the school and its students by providing speakers, assisting in production of the various school publications, and recognizing superior students.

For more than a century, this newspaper has earned high marks as a good corporate citizen. In many and varied ways it has helped lead the way to growth and development of commerce and to a better life for its people.

Our employes are also encouraged to give of their personal time to support those civic organizations which aid and guide the young and underprivileged, or contribute to the growth and enrichment of our city.

If you would like to become involved with any of the special projects listed above or need information, please call our Editorial Promotions department at 901/529-2490.

North Mississippi use The Commercial Appeal' program each year. More than 500 newspapers offer NIE programs across the country, in Canada, Sweden, Japan Great Britain and even South Africa.

In the Mid-South it is used from kindergarten through juni college, and in classes that range from vocational to distributive education: English; social studies; math; reading; career counseling; science and current events.

Through credit workshops available at six area universitie teachers are taught how to use the program in their classes. In addition, the NIE staff provides in-service assistance to teachers. For example, NIE provides classroom programs on newspaper production, editorial cartoons, critical thinking and gathering the news. NIE prepares and conducts a 10-week stock market game which provides a hands on understanding of investing in the stock market.

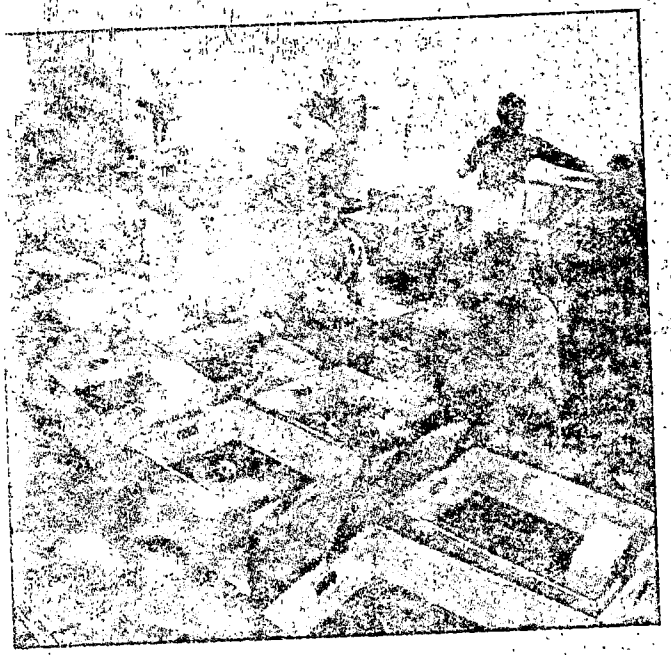
Another advantage of being in the NIE program is receivi special tabloids which are used in the newspaper. Teachers enrolled in the program automatically receive these as they are issued. These special sections have dea with such subjects as career education, black history, the yellow fever epidemic, the honored countries for the Memphis in May festivals and complete newspaper production. Of course, daily editions of The Commercial Appeal are provided at substantial savings.

If you would like to take advantage of this program offere free by The Commercial Appeal or would like to have further information, call our NIE department at 901/529-2571.

Serving the Community

The Commercial Appeal serves the Mid-South each day with the latest news, features, trends and opinions relevant to our lives. But beyond the printed columns, the newspaper serves to better the community with dozens of special projects. These major among them:

Mid-O-Plenty

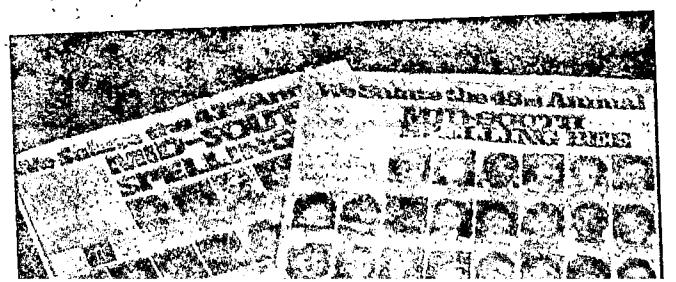


Since the Depression of the 1930's, contributions from readers have provided Christmas-season meals for hundreds of thousands of needy families. The dollars solicited during the holiday season each year are applied to purchasing, packing and delivering food throughout the Mid-South. Hundreds of volunteers from government and other agencies help get the job done.

Crime-Stoppers

The newspaper helped launch this community-wide program of rewards for information leading to arrests and indictments in puzzling crimes. Each week we cooperate with local law enforcement agencies to spotlight a special case in this front page feature. Through this effort to make Memphis a safer place, numerous crimes have been solved and thousands of dollars distributed to information sources.

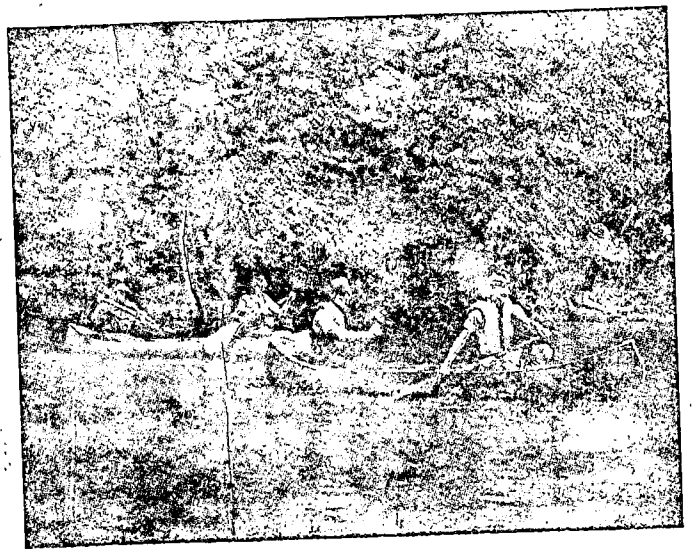
Mid-South Spelling Bee



Mid-South Fair Youth Talent Contest

Local talent contest winners from across the region come together to compete for $1,000 and a Hollywood audition.

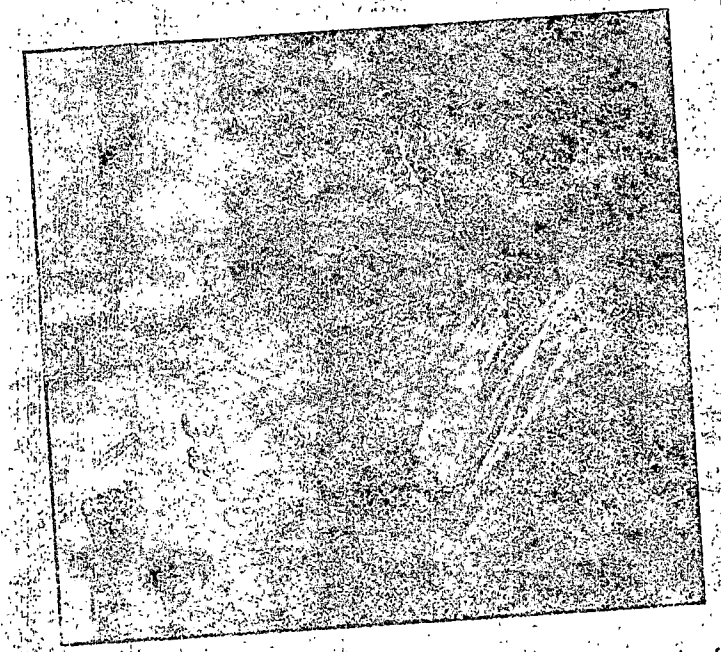
Man-For-Boy Camp



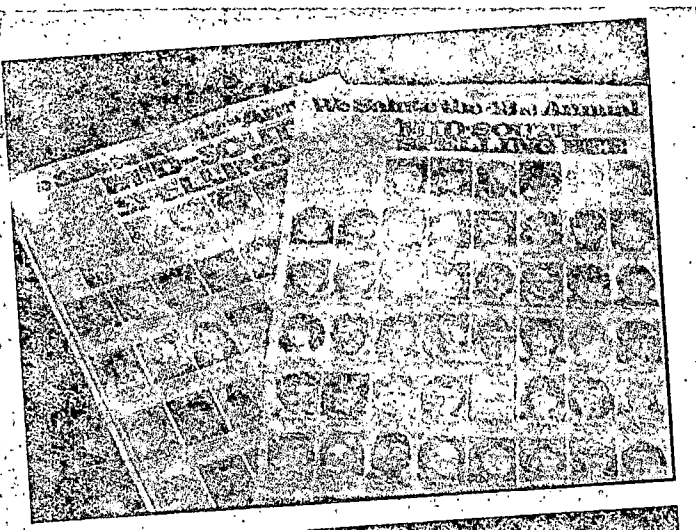
Co-sponsored with the Kiwanis Club, The Commercial Appeal raises funds to send deserving boys to summer camp.

Since the Depression of the 1930's, contributions from Commercial Appeal readers have provided Christmas-season meals for hundreds of thousands of needy families. The dollars solicited during the holiday season each year are applied to purchasing, packing and delivering food throughout the Mid-South. Hundreds of volunteers from government and other agencies help get the job done.

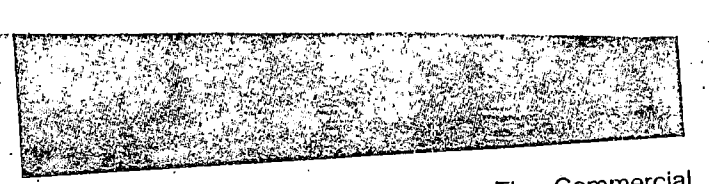
Cynthia Milk Fund



In 1914, reporter Cynthia Grey discovered that the lack of fresh milk in the diets of babies born to poverty stricken families was the cause of the high infant death rate in Memphis. Her series of touching articles caused readers to contribute money to buy milk for these newborns, so, the Cynthia Milk Fund was created. Each June, The Commercial Appeal publicizes this worthy cause so that thousands of Mid-South children will receive a healthy start.

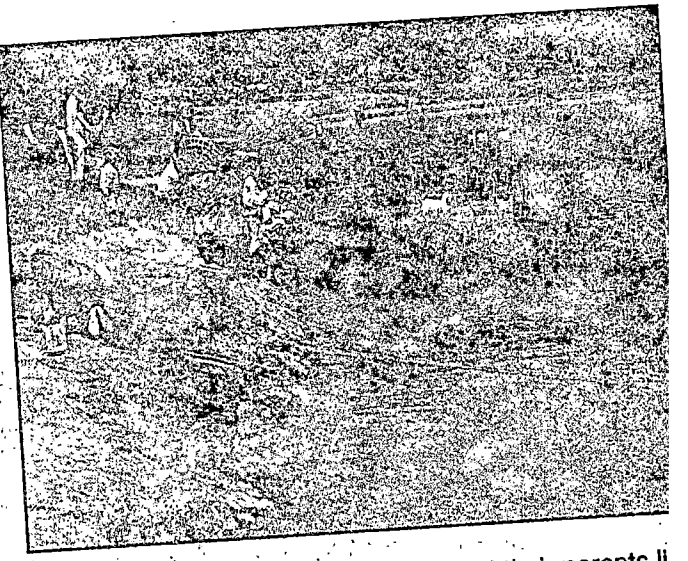


Every year since 1926, the newspaper has sponsored the Mid-South Spelling Bee to encourage young students to be better spellers and readers. Every school in the area is invited to have a spelling bee and vie for the right to advance to local, regional and national spelling bees.



Co-sponsored with the Kiwanis Club, The Commercial Appeal raises funds to send deserving boys to summer camp.

Junior Fishing Rodeo



Each June, nearly 2,000 youngsters and their parents li the banks of Ray Deaton Lake in Audubon Park participate in this annual fun and learning event. Ar outdoor and fishing organizations volunteer servic supplies and equipment to help these young people le how to fish and enjoy nature activities.

...reputation for ...novations toward ...re-development and pushed for higher teacher pay in an attempt to upgrade our educational system.

THE WHITE HOUSE
WASHINGTON

Date: 11/11/98

TO: Chriss Winston

FROM: CLARK KENT ERVIN
Office of National Service
x6266

- [x] Action
- [ ] Your Comment
- [ ] Let's Talk
- [ ] FYI

Gregg: I would very much appreciate your seeing to it that the attached comments are inserted into the remarks to be prepared for the President's upcoming speech in Memphis to recognize the efforts of The Commercial Appeal

ATTACHMENT C
Sample DPOL Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release November 22, 1989

WHITE HOUSE RECOGNIZES
DAILY POINTS OF LIGHT

The White House today begins a practice of recognizing daily "Points of Light". "Points of Light" are individuals, institutions, and initiatives across the country exemplifying the President's commitment to making community service central to the life and work of every American.

Each day the White House will recognize one individual or institution who has successfully addressed our most dire social problems by engaging in community service.

As there are millions of Americans who would be worthy recipients, it is impossible to select the "best" exemplars of community service or to recognize each example individually. However, the entire "Points of Light" recognition program is intended by the President as a national tribute of the highest order to every single American who makes a difference in the life of someone in need.

END

ATTACHMENT D
Sample Press Release

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release _____, 1989

PRESIDENT NAMES HALES
AS SECOND "POINT OF LIGHT"

The President today named the husband and wife team of Drs. William and Sandy Hale as his second "Daily Point of Light." The recipients, a doctor and nurse, operate a free medical clinic, despite their own serious medical problems. Both have multiple sclerosis.

Dr. Hale is the driving force behind a free medical clinic in Oklahoma City. The clinic has operated from a Baptist mission center for the past 15 years. The free clinic has treated nearly 43,000 indigent people, dispensing medication and providing referrals when necessary. It is an all-volunteer clinic that accepts no government funding.

The Hales have founded a network of medical and lay volunteers. Specialists and dentists are available for referral and two hospitals have each donated services for patients. After learning that his patients could not afford to buy prescriptions, the doctors arranged for donations of medicine as well.

The President extends his deepest appreciation to the Hales for their outstanding work on behalf of indigents in need of health care in Oklahoma City. By showing that any definition of a successful life must include serving others, the Hales are a true American success story.

END

Memphis Commercial Appeal - Memphis, TN

The largest newspaper in Tennessee, the Memphis Commercial Appeal on Sunday, July 2, 1989, began a series designed to highlight 1000 individuals in the Mid-South "whose volunteer efforts help improve the lives of others." The series, which is entitled "A Thousand Points of Light," is scheduled to feature its one-thousandth volunteer around Thanksgiving. **Recognition, Media.**

Dr. & Mrs. William Hale - Oklahoma City, OK

Dr. Hale and his wife, a nurse, operate a free medical clinic, despite the fact that both are stricken with multiple sclerosis. Since the clinic opened 10 years ago, the Hales and other volunteer medical personnel have treated over 42,000 people. Dr. Hale has also arranged for free medication and hospitalization in some cases, and has established a network of medical specialists willing to donate their services for referrals from his clinic. This is an entirely non-governmental program.
Medical care.

William Warner Johnson -- Washington, DC

A D.C. police officer assigned to the drug-plagued Woodson Jr. High School in Northeast Washington, Johnson gives young people a positive alternative to drugs. With his own funds, he established a weight lifting room in the school, and is currently in the process of constructing a "mini-mall" for the students. Following his 8-hour work shift at the school, he volunteers there an additional 8 hours a day.
Drugs, Youth, Education, Systemic Change.

Richard Andrew McDonough -- Wichita, KS

McDonough, 22, is founder and president of "Hotels/Motels in Partnership, Inc." He plays matchmaker between social-service agencies whose clients need emergency shelter and hotels that are willing to donate empty rooms. In the seven years since its founding, the program has grown to include more than 700 hotels in over 300 communities in 45 states. Since 1986, more than 14,000 battered women, homeless people, disaster victims and others have been lodged free.
Partnership, Battered Women, Homeless, Disaster Victims.

Helen VerDuin Palit -- New York, NY

Founder and executive director of City Harvest, a New York food distribution network which collects surplus food from wholesale markets, restaurants, stores and offices to distribute to soup kitchens and shelters. Founder of a similar program in New Haven, CT. Costs are covered by private contributions.
Food distribution.

The Volunteer Project -- San Diego, CA

A very successful center, operated by non-profit agencies and funded entirely by the private sector, which recruits and trains volunteers to work on various social service projects throughout Southern California. From September, 1988 to July, 1989, The Volunteer Project recruited, trained, and assigned 374 volunteers, who so far have collectively performed over **209,000** hours of community service.

Volunteer training.

Aja Henderson -- Baton Rouge, LA

Aja, 14, created her own home-based library to promote literacy in her Baton Rouge community. She runs the library for peers who cannot get to the public library because of a lack of transportation. Additionally, she participates in a literacy program run by her local church.

Youth involvement, Literacy.

Amy Geren -- Polk County, TN

A divorced mother of two small children, Geren is on welfare but wants to put something back into the community. She volunteers with HEADSTART, her church, and a literacy program at the local Senior Center, where she is teaching a 65 year-old woman to read.

Claim problems as your own, education, literacy, elderly.

Drop-A-Dime -- Boston, MA

A 24-hour anonymous hotline which connects residents with local law enforcement officials, this program combats the growing drug and gang problem in Boston and has been credited with several felony arrests. Officials of the program also lecture about the dangers of drugs and firearms in elementary schools and community centers and have sponsored a forum on gang violence.

Crime, Drugs, Gang Violence.

The Citizens of Hope, New Mexico.

Residents of Hope, NM (pop. 300) volunteered their time to turn an abandoned school into a new Community Center. The new Hope Community Center now houses a library, senior citizens center, and the Hope Police Department (1 person), among other things. Residents raised part of the money for the renovation themselves. The remainder was provided by the county and a federal grant.

Community Action, Using existing resources.

Shaheed Watson -- Trenton, NJ

Shaheed is the founder of the Grassroots Movement anti-drug campaign. The Grassroots Movement is "a community-based mobilization effort to take back the streets from crack cocaine dealers." He has helped to organize a "camp out" in a drug-infested neighborhood in which community leaders actually slept in tents and intervened in an on-going drug war in the community. Watson also serves on Gov. Kean's Council on Physical Fitness and Sports as coordinator of anti-drug efforts.

Drugs, personal involvement.

Adopt-a-School -- Orange Park, FL

A partnership between Navy Patrol Squadron 45 and the Penney Farms Retirement Community who have collectively adopted Green Cove Springs Elementary School. Members of the groups have served as tutors for at-risk, talented, and non-English speaking students, supervised field trips, and provided inspirational talks. When Patrol Squadron 45 goes on rotation, each child will be adopted by a member of the Squadron who will correspond with him or her from the ship. The wives of Patrol Squadron 45 will continue the tutoring work, as will the retirement community.

Partnership, Education, One-to-One engagement, Elderly, Patrol Squadron provides an unusual example of an "institution".

REACH, Inc. Detroit -- Detroit, MI

This neighborhood initiative is fighting to reclaim the streets of Pilgrim Village, a residential neighborhood in Detroit, from crack dealers. Under the program crack houses are purchased by the community, renovated using unemployed workers trained and supervised by construction engineers from the community, and sold to drug-free families using "sweat equity" as a down payment. In addition, Reach has recently renovated a restaurant to raise operating funds and staged marches against drug dealers.

Systemic Change, Drugs, Neighborhood Revitalization,

The Shoulder - Houston, TX

A "non-profit...250-bed, free/low-cost, residential, long-term, drug/alcohol abuse treatment program" combats chemical dependency. Its facilities include a detoxification center. The program seems widely supported among the business community in Houston.

Drugs, Private Sector Initiatives.

WWOR-TV A+ for Kids -- Seacaucus, NJ
This is a "total station project" by WWOR-TV to improve the quality of education in local schools. The project includes news segments, PSAs, and prime-time specials on various issues related to education, a program designed to honor outstanding teachers and disseminate excellent teaching ideas through workshops, adoption of one of Jersey City's most troubled high schools, frequent school appearances by on-air talent, and class tours of the station.
Media involvement, Education, Targeted at most serious problems.

Edward Castor - Tipton County, IN
Formerly illiterate, this blue collar worker learned to read and now gives lectures on illiteracy. He also volunteers his time teaching other to read and has served on the Governor's Commission on Illiteracy.
Illiteracy.

South Seattle Community and Police Partnership -- Seattle, WA
A formal partnership between the Seattle Police Department and residents, businesses, and civic groups to pool resources and jointly attack the area's drug and gang problem. The program targets the worst areas and groups, and includes property trespassing and urban revitalization schemes as well as law enforcement. The Mayor of Seattle has directed all city government agencies to designate a liaison with the program.
Drugs, Crime, Gangs, Urban Redevelopment, Partnership.

Carolyn Jackson - Wilmington, DE
Jackson founded and participates in Delaware's 4-H Therapeutic Riding Program. This program allows handicapped children to learn to ride horses, an action which also stimulates muscle development. She donates at least 30 hours/week to the program, supervising a volunteer staff of at least 20.
Handicapped Children.

G.D. Searle and Company - Chicago, IL
This pharmaceutical company gives free heart medication to people suffering from high blood pressure and angina. It encourages other pharmaceutical companies to do the same. People receiving free medication must first be cleared by their physicians.
Free Medication, Corporate Philanthropy.

Lawrence Eagle-Tribune - North Andover, MA
This Massachusetts newspaper recognizes a volunteer in its community every day. They serve as an inspiring example of what the media can do to encourage volunteerism.
Media, Recognition.

Tony Valle - La Hahra, CA
Valle volunteers his time to a program designed to keep kids out of gangs and trouble. He also helps the elderly in his community.
Gangs, Youth, Anti-Gang.

Duke Power Company - Charlotte, NC
2300 Duke Power employees volunteered in schools. Drop-out prevention programs -- professional development classes.
Corporate Philanthropy.

Anchorage Neighborhood Housing Services - Anchorage, AK
700 Citizen Volunteers painted 70 homes in the Anchorage community to benefit the elderly, disabled, financially disadvantaged, and single parents.
Citizen Volunteers.

The I Have A Dream Foundation - San Antonio, CA
Provides volunteer tutors to work with disadvantaged students, encouraging them to stay in school. This foundation also provides tuition aid for college-bound students.
Tutoring, Youth, College Aid.

Jack L. Powell - Salisbury, MD
Powell organized a neighborhood food drive in conjunction with several local organizations which collected 10 tons of food and clothes for needy families.
Private citizen, excellent results.

Clara Hale - New York, NY
Founder of the Hale House Center, this 84-year old cares for children born to drug addicts and AIDS patients. She has provided care for over 600 infants. Hale has been featured in TIME magazine.
Children, Senior Citizens, AIDS Babies, Health Care.

Ewing Kauffman - Kansas City, MO
The co-owner of the Kansas City Royals, Kauffman established Project STAR (Students Taught Awareness and Resistance), a comprehensive program combining community-based initiatives and a school curriculum which teaches a social skills approach to drug and alcohol abuse prevention.
Youth, Sports, Drugs & Alcohol.

The Glencastle Project - Atlanta, GA
This project is designed to convert an historic Atlanta jail into a housing development for the homeless. Homeless laborers, volunteer professionals (architects, supervisors, etc.), and major companies are working together to complete this project.
Systemic Change, Homeless, Using existing resources.

Little Ceaser's Love Kitchen - Farmington Hills, MI (nationwide)
This nationwide food chain took pizza on wheels to soup kitchens around the country. The "Love Kitchen" has fed nearly 400,000 people across the U.S. and Canada.
Corporate Philanthropy, Hungry, well-known chain.

Bertha Gilkey -- Chicago, IL
President of the Cochran Gardens Resident Management Corporation, a tenant management operation in Chicago, Gilkey also lectures other tenant management projects throughout the nation. She has been featured twice on CBS's "60 Minutes".
Resident management, anti-drugs.

ATTACHMENT E
Draft Letter from the President

DATE

Dear <insert>:

I have called upon every individual and institution in America to make community service central to their life and work. By your active engagement in the lives of those in need, it is clear that you have heard and responded to this call.

That is why I am pleased to congratulate you and recognize your outstanding efforts. You have accepted a responsibility toward your community that must be seen by the rest of the Nation so that the rest of us may follow your example.

As a people, we must not allow ourselves to be measured by the sum of our possessions or the size of our bank accounts. Instead, we must insist that our individual prosperity be measured in such a way as to include the well being of our neighbors. From now on in America, any definition of a successful life must include serving others. You are a shining example of this new standard of success.

Barbara joins me in sending our warmest regards and best wishes to you. For being a "point of light," you deserve the heartfelt thanks of this Nation.

Sincerely,

G.B.

THE WHITE HOUSE
WASHINGTON

POINTS OF LIGHT INITIATIVE:
COMMUNITY SERVICE AS NATIONAL POLICY

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light Initiative is a movement to engage all individuals and "institutions" in America in direct and consequential action to solve community problems.

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American "institution" to engage in solving our most critical social problems in whatever way they can and with whatever means and skills are available to them.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals and "institutions" who are "points of light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

CHALLENGE

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, **we still have work to do.** Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is free falling through society, as their communities, small as families and large as neighborhoods, disintegrate all around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. **For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.**

MISSION

The nation's mission must be to solve our most critical social problems. To accomplish this mission, each individual and institution must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need. To be a "point of light" is to serve others with whatever means and skills one has available.

The President believes in the innate desire of every single American and American "institution" (formal and informal) to be a "point of light." As we enter the new century, the multiplication and magnification of "points of light" across the nation must be America's mission.

STRATEGY

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

> **"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."**
>
> **President George Bush**
> **June 22, 1989**

A. **Every single "institution" in America should develop a community service initiative (or a family of initiatives) that every employee or member finds inviting. Every single person in America should participate in at least one community service initiative, through any one of the "institutions" of which he or she is a part or as an individual.** By "institution" we mean every family, corporation, firm, school, place of worship, union, club, group or association, as large as General Motors and as small as a bowling team. Larger "institutions" are urged to create service opportunities in each chapter, group, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- **Targeted at those problems that seem most difficult;**
- **Focused on systemic reform;**
- **Structured as a partnership among several "institutions" with complementary resources** so as to respond simultaneously to the multiple problems affecting an individual in need.

Examples of "points of light" initiatives or projects that may be designed to meet these criteria include:

- A project like the partnership in Atlanta between a hotel chain, Days Inn of America, Inc., and a social service center, that provides mentoring and child care, housing, meals, job training and employment for the homeless.
- A project like that of Brother Bruce Earl in Detroit who has mobilized his parishioners to march on community crack houses every Sunday and, through a mortgage partnership between the local bank and the church, buys vacant crack houses and makes these properties available to parishioners.

B. **The distinctive capabilities of "institutions" and the unique skills of individuals should be engaged** in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual and "institution" has and will encourage the giving of that "gift." For example:

- **Every television and radio station, newspaper, magazine, cable system and other media "institution"** is encouraged to awaken all individuals and all "institutions" to their ability to solve problems, by relentlessly promoting community service as a national

ethic, spotlighting successful service initiatives, profiling outstanding community leaders and "institutions" and informing the public of how to get involved in community service;

- **Every credit card issuer, bank, telephone and utility company** is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;

- **Every place of worship** is encouraged to make community service central to the life of their congregations;

- **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing for the homeless;

- **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day.

C. **Every "institution" should create an ethic that places paramount importance on community service and instills in each individual and "institution" the conviction that any definition of a successful life must include serving others.** To accomplish this attitudinal change and "institutional" restructuring:

- **Every family** is asked to make community service a regular family activity of premium importance;

- **Every "institution"** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their work in the field of community service;

- **Every "institution"** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their work in the field of community service;

- **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;

- **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;

- **Every college and university** is urged not only to uphold the value of community service, but also to

weigh an applicant's community service record in admissions decisions;

- **Every not-for-profit service organization** is asked to:

  (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities; (ii) serve as "coaches," bringing their expertise and insights to those individuals and "institutions" new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles.

- **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service. They are asked to persuade adults and "institutions" to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

  Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989,

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

President George Bush
June 22, 1989

A. Matching Solutions with Problems

- **Every problem in America is being solved somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, AIDS, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by millions of individuals and "institutions," until the best ideas and approaches are made known to every

community. In order to show how such ideas may be found and disseminated by any "institution" or anyone, a foundation, "The Points of Light Initiative Foundation," will be established, of which the President will serve as Honorary Chairman.

- **Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and/or access to resources.** These ideas will be spread throughout the nation by: (i) the individuals and "institutions" who conceive them; (ii) other individuals and "institutions" who have accepted the challenge to find solutions and match them to problems; and (iii) the Foundation itself. Local leaders must then adapt these tested or promising ideas to fit the particular needs and conditions of their own localities.

- **Every community will be asked to form or to reinvigorate "Points of Light Action Groups,"** teams as small as a band of committed citizens, and as large as a partnership among neighborhood leaders, corporate chief executives, local management, business associations, community activists, not-for-profit groups, educational institutions, media organizations, civic associations, minority groups, religious denominations and/or local political leaders. These groups will identify community problems, marshal community resources and apply tested or promising solutions to community problems.

- **Every kind of "institution," from large and small corporations and professional firms, to neighborhood associations, to Boy and Girl Scout troops, will be asked to donate, either to the Foundation or to local "Points of Light Action Groups" the services of some of their most talented and promising people for a period of time.** These extraordinary individuals will form and lead "peer-to-peer pressure groups," with, for example, union members going to fellow union members, teachers going to fellow teachers, lawyers going to fellow lawyers, bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable institutions without such initiatives to devise and implement them. This undertaking will be known as the "ServNet" project.

B. Matching Servers with Needs

- **Every method for matching potential servers with community needs will be explored** and adapted for the use of the community service movement.

- **Every "high-technology" company will be urged to harness the latest technological advances and apply them to the success of the evolving community service movement.** Over time, the nation should build a comprehensive nationwide telephone hotline system, an interactive computer data base program and an electronic bulletin board, that would permit people all across the country to learn of volunteer opportunities in their own communities and/or about approaches that are succeeding in their own communities or elsewhere. These mechanisms will be known as "ServLink."

- **Every neighborhood will be urged to establish its own volunteer center where residents may go to learn of volunteer opportunities and community needs.** Such centers may be in specifically designated places, or even in church or synagogue basements, union halls, libraries, fire stations, post offices, service organization headquarters or neighborhood homes.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- **Every "institution" and every community contains dynamic, creative and visionary leaders.** If this community service movement is to succeed, each of these leaders must be identified and persuaded to devote their leadership skills, at least on a part-time basis, to the challenging and rewarding field of community service.

- **Every community must give special attention to identifying and developing new leaders in the field of community service among young people and older Americans.** The energy and idealism of youth and the

experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

- **Every "institution" and community will be challenged to discover, develop and encourage leaders, who have either demonstrated such achievement or hold the promise of extraordinary achievement in the field of community service.**

- **Every community contains ordinary people who have extraordinary leadership potential** in the field of community service that must be called forth and applied to the solution of community problems.

B. Recognition and Awards

- **Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives** that are solving the nation's most critical social problems.

- **Every "institution" in America will be urged to follow the Foundation's example by regularly and prominently recognizing and conspicuously honoring its own "points of light."**

IV. ROLE OF THE OFFICE OF NATIONAL SERVICE

The Office of National Service will perform the following key functions:

- **Activate the innate desire and ability** of people and "institutions" to solve community problems;

- **Identify exemplary community service initiatives** for purposes of replication and recognition;

- **Attract to community service** and develop those with leadership potential;

- **Participate in the formulation of policies** to address problems like drug abuse, education reform and others whose solution is largely dependent on community action;

- **Recommend government policy reforms** to strengthen a nationwide community service movement.

V. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. But though our problems are great, our resources are far greater and far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual and "institution" in America, the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs, groups and associations, been joined with those of government and the not-for-profit sector to attack our problems systemically. Brightened by millions of points of light across the nation, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise.

11/89

November 15, 1989

MEMORANDUM TO: CHRISS WINSTON
MARK LANGE
STEPHANIE BLESSEY

FROM: KRISTEN GEAR KG

SUBJECT: MEMPHIS COMMERCIAL APPEAL

I just received a call from Mary Alice Quinn, from the paper, concerning some additional information we might want to use in the speech. Sam Cooper, who was featured in one of their first articles, has just been named the Outstanding Volunteer Fundraiser of 1989. This award is given by the National Society of Fundraising Executives, and is presented in March of 1990. Mr. Cooper already knows he has been chosen. Their idea is to have the President announce this in his remarks next Wednesday. There will be ten people on the dias with the President and Mr. Cooper will be one of them, names of the others will follow. They are planning on a speech approx. ten minutes in length, I told them as far as I knew that was what we were planning as well.

SEB -
Sam Cooper?

Sign-In

Name	Affiliation	Phone #
Kris Goodwin	WH Advance	202/456-7565
Terry Carmack	WH Political	202-456-6511
Kelley Gannon	WH Advance	202-456-7565
Kristen Grear	WH Speechwriting	202-456-2930
PATRICK SMITH	WH COMMUNICATIONS AGENCY	202-395-5290
DON ILOFF	WH OFFICE of NATIONAL SERVICE	202/456 6266
Mary Alice Quinn	Ame-The Commercial Appeal	901-529231
Colleen Conant	M.E. The Commercial Appeal	901-529-2301
Henry Stokes	Asst. M.E., The Commercial Appeal	901-529-2703
Lionel Linden,	Editor, The Commercial Appeal	901-529-2390
David Greenigan	Marketing Dir. The C.A.	901-529-2527
Dave Bowit	Marine Corps Aide to the President	202-456-2150
Dan Petrole	USSS	202-395-4011
BOB YOUNG	WH COMMO	202-395-4040
Ginny Everett	Comm. Appeal Librarian	901-529-2782

HENRY A. STOKES
ASSISTANT MANAGING EDITOR/PROJECTS

THE COMMERCIAL APPEAL

495 UNION AVENUE
MEMPHIS, TENNESSEE 38103
901 529-2703

A SCRIPPS HOWARD NEWSPAPER

Please note: there have been three or four minor corrections to items in Points of Light since July. If you decide to feature specific individuals from here, I'll be pleased to run a corrections search to make sure we are not overlooking an inaccuracy.

11/16/89

M.C.A.

Talk w/ Gregg & Clark

Every co. can do something
ought to look for a way to
recognize someone in their chap

"regularly name" pts. of light until we
reach 1,000

everyone has something to contribute
M.C.A. has exemplified what ~~#~~ 1,000
individuals have done

Natl. Assoc. of Publ. } on AT 1
" " " Editors }
Scipps Howar }

not the best but ex. of those who are
giving

THE WHITE HOUSE

WASHINGTON

POINTS OF LIGHT INITIATIVE:
COMMUNITY SERVICE AS NATIONAL POLICY

"From now on in America, any definition of a successful life must include serving others."

President George Bush
June 22, 1989

OVERVIEW

Objective: A Nation Transformed by Service

The Points of Light Initiative is a movement to engage all individuals and "institutions" in America in direct and consequential action to solve community problems.

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

To call every American and every American "institution" to engage in solving our most critical social problems in whatever way they can and with whatever means and skills are available to them.

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

To identify successful and promising community service projects and initiatives, bring news of their existence to other communities and multiply them throughout the nation.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

To discover, encourage and develop individuals and "institutions" who are "points of light" and to convince all Americans that a life that includes serving others is a meaningful, adventurous and successful life.

CHALLENGE

Though America is at peace and more Americans are enjoying a greater degree of prosperity than ever before in our history, **we still have work to do.** Illiterates, drop-outs, drug abusers, unwed pregnant teens, delinquent or suicidal young people, AIDS victims, homeless, hungry, unemployed and lonely, millions of essentially good people are enduring a waking nightmare of want and isolation. Each one of these desperate individuals is free falling through society, as their communities, small as families and large as neighborhoods, disintegrate all around them. We must take action, not only because it is morally right, but because America's continued economic, political and military strength and global competitiveness demand it. While government's role is critical, government alone can never meet this challenge. **For what millions of Americans need most is not another government program, but a set of meaningful relationships that results in the conviction that their future is not limited by their present circumstances.**

MISSION

The nation's mission must be to solve our most critical social problems. To accomplish this mission, each individual and institution must begin to play a direct and consequential role in community problem solving. The capabilities of communities must be pooled and channeled to attack comprehensively the multiple problems of individuals in need. To be a "point of light" is to serve others with whatever means and skills one has available.

The President believes in the innate desire of every single American and American "institution" (formal and informal) to be a "point of light." As we enter the new century, the multiplication and magnification of "points of light" across the nation must be America's mission.

STRATEGY

I. CLAIM SOCIETY'S PROBLEMS AS YOUR OWN

> **"Our challenge, then, is to [engage] each citizen, school and business, church and synagogue, service organization and civic group. For this is what I mean when I talk of a 'thousand points of light' -- that vast galaxy of people and institutions working together to solve problems in their own back yard."**
>
> **President George Bush**
> **June 22, 1989**

A. **Every single "institution" in America should develop a community service initiative (or a family of initiatives) that every employee or member finds inviting. Every single person in America should participate in at least one community service initiative, through any one of the "institutions" of which he or she is a part or as an individual.** By "institution" we mean every family, corporation, firm, school, place of worship, union, club, group or association, as large as General Motors and as small as a bowling team. Larger "institutions" are urged to create service opportunities in each chapter, group, division, department or other unit, in order to facilitate participation by everyone.

Community service initiatives should ideally be:

- **Targeted at those problems that seem most difficult;**
- **Focused on systemic reform;**
- **Structured as a partnership among several "institutions" with complementary resources** so as to respond simultaneously to the multiple problems affecting an individual in need.

Examples of "points of light" initiatives or projects that may be designed to meet these criteria include:

- A project like the partnership in Atlanta between a hotel chain, Days Inn of America, Inc., and a social service center, that provides mentoring and child care, housing, meals, job training and employment for the homeless.
- A project like that of Brother Bruce Earl in Detroit who has mobilized his parishioners to march on community crack houses every Sunday and, through a mortgage partnership between the local bank and the church, buys vacant crack houses and makes these properties available to parishioners.

B. **The distinctive capabilities of "institutions" and the unique skills of individuals should be engaged** in overcoming the nation's social problems. This initiative will seek out the "gift" that each individual and "institution" has and will encourage the giving of that "gift." For example:

- **Every television and radio station, newspaper, magazine, cable system and other media "institution"** is encouraged to awaken all individuals and all "institutions" to their ability to solve problems, by relentlessly promoting community service as a national

ethic, spotlighting successful service initiatives, profiling outstanding community leaders and "institutions" and informing the public of how to get involved in community service;

- **Every credit card issuer, bank, telephone and utility company** is encouraged to include in billing and statement envelopes printed information about how and where individuals and institutions can serve others;

- **Every place of worship** is encouraged to make community service central to the life of their congregations;

- **Every real estate developer, building contractor, architect and financial institution** is encouraged to form consortiums to build decent, affordable housing for the homeless;

- **Every restaurant, grocery and convenience store and farm** is encouraged to make surplus food available to the hungry each day.

C. **Every "institution" should create an ethic that places paramount importance on community service and instills in each individual and "institution" the conviction that any definition of a successful life must include serving others.** To accomplish this attitudinal change and "institutional" restructuring:

- **Every family** is asked to make community service a regular family activity of premium importance;

- **Every "institution"** is asked to identify and prominently honor as heroes individual members most deserving of recognition for their work in the field of community service;

- **Every "institution"** is asked to identify and prominently honor as heroes those outside the institution but within the community who deserve recognition for their work in the field of community service;

- **Every employer** is encouraged to include community service among the factors considered in making hiring, compensation and promotion decisions;

- **Every state and local education board** is urged to uphold the value of community service in primary and secondary schools;

- **Every college and university** is urged not only to uphold the value of community service, but also to

weigh an applicant's community service record in admissions decisions;

- **Every not-for-profit service organization** is asked to:

  (i) work with one another in a coordinated and cooperative manner to address more effectively the multiplicity of problems affecting communities; (ii) serve as "coaches," bringing their expertise and insights to those individuals and "institutions" new to the business of community service; and (iii) build the capacity to absorb increasing numbers of volunteers in meaningful roles.

- **Every young American**, age 5 - 25, is challenged to lead this effort and make community service part of their daily pattern of living. Through an initiative entitled "Youth Engaged in Service (YES) to America," young people are called to engage in community service. They are asked to persuade adults and "institutions" to contribute to youth leadership by devising projects and initiatives that address the particular needs of young people and by involving young people in community service projects that help others.

  Like the overall "Points of Light" initiative, YES to America is not a federal government program, but a nationwide service movement led by young Americans and others who are interested in young Americans. As the President said in an address on June 21, 1989,

"Regardless of the life that you are living, there is something special about each and every one of you . . . your gifts are all different. But you each have a gift that America needs and I'm asking you to give that gift now."

II. IDENTIFY, ENLARGE AND MULTIPLY WHAT IS WORKING

"There is no problem in America that is not being solved somewhere."

President George Bush
June 22, 1989

A. Matching Solutions with Problems

- **Every problem in America is being solved somewhere.** But successful approaches to drug abuse, homelessness, illiteracy, AIDS, hunger and other social problems are too often isolated and unknown to others. Successful ideas and approaches must be moved across the nation by millions of individuals and "institutions," until the best ideas and approaches are made known to every

community. In order to show how such ideas may be found and disseminated by any "institution" or anyone, a foundation, "The Points of Light Initiative Foundation," will be established, of which the President will serve as Honorary Chairman.

- **Every successful approach to our most dire social problems must be identified and those who have put such ideas into action must go to other communities in search of new leaders with initiative, the will to succeed and/or access to resources.** These ideas will be spread throughout the nation by: (i) the individuals and "institutions" who conceive them; (ii) other individuals and "institutions" who have accepted the challenge to find solutions and match them to problems; and (iii) the Foundation itself. Local leaders must then adapt these tested or promising ideas to fit the particular needs and conditions of their own localities.

- **Every community will be asked to form or to reinvigorate "Points of Light Action Groups,"** teams as small as a band of committed citizens, and as large as a partnership among neighborhood leaders, corporate chief executives, local management, business associations, community activists, not-for-profit groups, educational institutions, media organizations, civic associations, minority groups, religious denominations and/or local political leaders. These groups will identify community problems, marshal community resources and apply tested or promising solutions to community problems.

- **Every kind of "institution," from large and small corporations and professional firms, to neighborhood associations, to Boy and Girl Scout troops, will be asked to donate, either to the Foundation or to local "Points of Light Action Groups" the services of some of their most talented and promising people for a period of time.** These extraordinary individuals will form and lead "peer-to-peer pressure groups," with, for example, union members going to fellow union members, teachers going to fellow teachers, lawyers going to fellow lawyers, bringing examples of successful initiatives within their particular area of expertise to others in the same field and providing training, technical assistance and other support to enable institutions without such initiatives to devise and implement them. This undertaking will be known as the "ServNet" project.

B. Matching Servers with Needs

- **Every method for matching potential servers with community needs will be explored** and adapted for the use of the community service movement.

- **Every "high-technology" company will be urged to harness the latest technological advances and apply them to the success of the evolving community service movement.** Over time, the nation should build a comprehensive nationwide telephone hotline system, an interactive computer data base program and an electronic bulletin board, that would permit people all across the country to learn of volunteer opportunities in their own communities and/or about approaches that are succeeding in their own communities or elsewhere. These mechanisms will be known as "ServLink."

- **Every neighborhood will be urged to establish its own volunteer center where residents may go to learn of volunteer opportunities and community needs.** Such centers may be in specifically designated places, or even in church or synagogue basements, union halls, libraries, fire stations, post offices, service organization headquarters or neighborhood homes.

III. DISCOVER, ENCOURAGE AND DEVELOP LEADERS

"You can find what you are looking for in helping others. When it comes right down to it . . . what all of us want out of life are two things: meaning and adventure . . . If you walk this path with me, I can promise you a life full of meaning and adventure."

President George Bush
June 21, 1989

A. Identify Strong and Creative Leaders

- **Every "institution" and every community contains dynamic, creative and visionary leaders.** If this community service movement is to succeed, each of these leaders must be identified and persuaded to devote their leadership skills, at least on a part-time basis, to the challenging and rewarding field of community service.

- **Every community must give special attention to identifying and developing new leaders in the field of community service among young people and older Americans.** The energy and idealism of youth and the

experience of age can combine to contribute much to the aim of making community service national policy of the highest priority.

- **Every "institution" and community will be challenged to discover, develop and encourage leaders, who have either demonstrated such achievement or hold the promise of extraordinary achievement in the field of community service.**

- **Every community contains ordinary people who have extraordinary leadership potential** in the field of community service that must be called forth and applied to the solution of community problems.

B. Recognition and Awards

- **Every step must be taken by the Foundation to recognize and reward talented community service leaders and successful initiatives** that are solving the nation's most critical social problems.

- **Every "institution" in America will be urged to follow the Foundation's example by regularly and prominently recognizing and conspicuously honoring its own "points of light."**

IV. ROLE OF THE OFFICE OF NATIONAL SERVICE

The Office of National Service will perform the following key functions:

- **Activate the innate desire and ability** of people and "institutions" to solve community problems;

- **Identify exemplary community service initiatives** for purposes of replication and recognition;

- **Attract to community service** and develop those with leadership potential;

- **Participate in the formulation of policies** to address problems like drug abuse, education reform and others whose solution is largely dependent on community action;

- **Recommend government policy reforms** to strengthen a nationwide community service movement.

V. CONCLUSION

America's most critical social problems were long in coming and cannot be solved overnight. But though our problems are great, our resources are far greater and far greater than we have ever been led to believe. While there is a critical role for money and programs, the poet Emerson was right when he said, "The greatest gift is a portion of thyself."

Never before have the gifts of every individual and "institution" in America, the galaxy of resources controlled by businesses, firms, unions, places of worship, clubs, groups and associations, been joined with those of government and the not-for-profit sector to attack our problems systemically. Brightened by millions of points of light across the nation, this initiative can become the most inclusive movement of our time, dramatically reversing negative trends on many fronts and ensuring the fulfillment of America's promise.

11/89

C ★ ★ ★ ★ ★ OCT 05 1989

CORRECTION

Newspaper moved throughout South to keep publishing

PERRE MAGNESS
Past Times

"Old Reliable." The nickname was first used about the Memphis Daily Appeal in the 1850s to connote the newspaper's fidelity to the Democratic Party. But never was the phrase more valid than during the Civil War, when, despite the disruptions of war, the newspaper continued to publish while its staff and presses were refugees from Memphis.

In the first half of the 19th Century, newspapers made no pretense of unbiased journalism; instead, their proprietors and editors saw them as organs of opinion, whose sole purpose was to promote causes. From its founding in 1841, the Appeal hoped that the Union could be preserved, and editorialized about the Lincoln-Douglas election, "However much we may deprecate the election of a sectional candidate, we ought at least to give his administration a trial."

But by 1861, five southern states had seceded, and the Appeal editors had decided that the future of Tennessee lay with the South. The newspaper became as strong for secession as it had been against it the year before. As war fever heated up, the newspaper canceled its traditional Christmas and New Year's holidays, and sent a correspondent to Montgomery to report on the founding of the Confederacy. On June 8, 1861, the popular vote for secession in Memphis was 5,608 to five, and the majority of the rest of the state agreed. Soon the war was in full swing.

In the fall of 1861, fighting in the Mississippi Valley brought the realities of war close to home. Fort Henry and Fort Donelson fell in the winter of 1862, and the battle of Shiloh was fought in April. The city of Memphis was defenseless, with Union gunboats to the north and an army to the east. The editors, knowing that Andrew Johnson, Lincoln's war governor in Nashville, had surpressed the pro-Confederate newspapers there, made plans for the eventual Union occupation of Memphis.

On June 6, 1862, the Union navy destroyed the Confederate fleet at Memphis in less than an hour. The night before, the Appeal had published a two-page tabloid that was to be the la edition in its home city for mo that three years. Then, the sta loaded the press, boiler and typ on a boxcar and headed sout into Mississippi. Three days la er, the newspaper reappeare with a Grenada, Miss., dateline publishing an account of the ba tle at Memphis, an editorial sta ing the paper's reasons for lea ing and its undying faith in th Southern cause.

The fate of the newspapers le in Memphis justified the depa ture. Some were closed and oth ers driven into submission b occupying forces. But copies o the Appeal circulated freely i Memphis, irritating the Unio commanders, and acting as clearinghouse for news of fo mer residents scattered throug the South. Much of the paper' news of what was happening i Memphis came through Senato bia, where items were collecte from travelers, refugees an northern newspapers.

Soon Federal troops advance into northern Mississippi, an the Appeal moved again at th end of November, this tim south to Jackson. True to th doctrine of states' rights, the edi tors pledged, as mere visitors, t abstain from participating i state politics. But the time i Jackson was limited, too. The last Jackson edition was pub lished on May 14, 1863, and th newspaper fled once again jus as Union troops entered the city

The press was six feet high eight feet wide, and 20 feet long so the exodus was quite a pro duction. Crossing the Pearl Riv er on a flat with mules, the staf loaded onto a train and headed for Atlanta. One year to the da after leaving Memphis, the firs edition from Atlanta was pub lished. The Appeal was not alone

38111

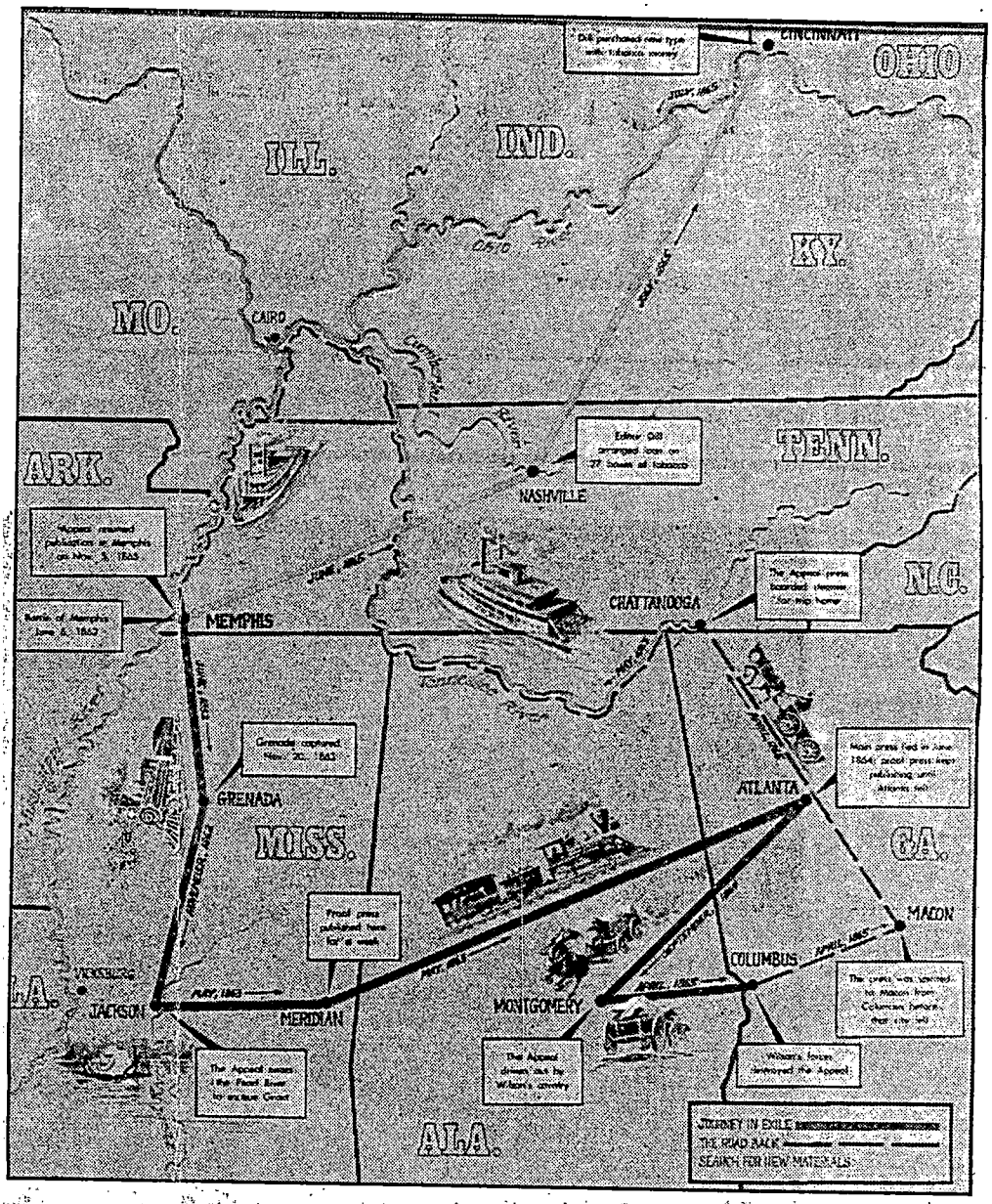
CORRECTIONS & AMPLIFICATIONS

Lonnie Briscoe, 78, of Orange Mound has two daughters and a son. A story in Neighbors last Thursday incorrectly said he has three daughters.

The Appeal newspaper was founded in 1840. An incorrect date was given in last Thursday's Past Times.

Neighbors tries to correct promptly any error in fact or clarify any misleading information appearing in news articles. To report any error or need for clarification, please call 529-2490.

A Story on the paper during the Civil War.



This map of the route taken by the Appeal during the Civil War hangs just outside The Commercial Appeal's newsroom.

in Atlanta: the Knoxville Daily Register and the Chattanooga Daily Rebel were also refugees. The Appeal settled there for more than a year, with a staff of 16 to 18, only slightly fewer than the prewar staff. Ink and paper became scarce as the war wore on, and a strike for higher wages by the compositers of Atlanta disrupted operation for about a week. To conserve paper, a smaller size of type was used, and the daily edition was a two-page sheet.

Advertising dropped during the war, but circulation swelled, from less than 2,000 in 1860 to 14,000 in Atlanta. In spite of the difficulties, the news coverage was surprisingly complete. Editorial comment dropped off, as readers wanted straight news: accounts of battles, casualty lists and political news. The telegraph was the major source, and the Appeal was one of the founders of the Confederate Press Association, a syndicate which collected news from all over the South. Letters from Memphians scattered across the area were also printed.

As Sherman drew closer to Atlanta, the newspaper prepared to move again, and on July 20, 1864, the equipment was shipped to Montgomery. By Sept. 20, the staff had reassembled and was publishing. There was one final move to avoid capture. In April 1865, as Union forces neared, the large press went to Macon and a smaller press to Columbus, where it was captured. By this time the staff had broken up and the equipment stored in a warehouse in Columbus was burned by an Iowa calvary regiment. "One of the most gratifying incidents of the fall of Columbus was the capture of a notorious Southern newspaper, known as the Memphis Appeal," said Gen. James Wilson. Benjamin Dill, editor of the Memphis-Jackson-Atlanta-Montgomery-Columbus Appeal was arrested.

J. M. Keating wrote of the Appeal's survival, "It was one of the greatest of the useful agencies in the life of the Confederacy, a constant inspiration to officers and men alike, and a daily appeal to the people to stand by the Confederate government."

After two years and 10 months as a refugee, all that was left to the newspaper was in a Macon warehouse: the large press and boiler, a small lot of type, and 37 boxes of tobacco that had been taken in payment for a debt. Dill returned to Memphis to join his partner John R. McClanahan in the difficult task of re-establishing the Appeal, which had little more than its name left. That, and the loyalty of readers who had found it to be truly "Old Reliable."

Sources: Thomas Harrison Baker, *The Memphis Commercial Appeal; The History of a Southern Newspaper* (Louisiana State University Press, 1971). J. M. Keating, *History of Memphis, Tennessee (1888).*

Ex. of Media Pts. of Light

ABC - Unsung Heros (PSA)

CBS News - The Best of Us

ABC News - American Agenda
not always on nat'l service

NYT - editorial 4 Pts of Lt.
In the Heartland -- Pts of Lt.

NBC - Assignment America - not always
on nat'l service

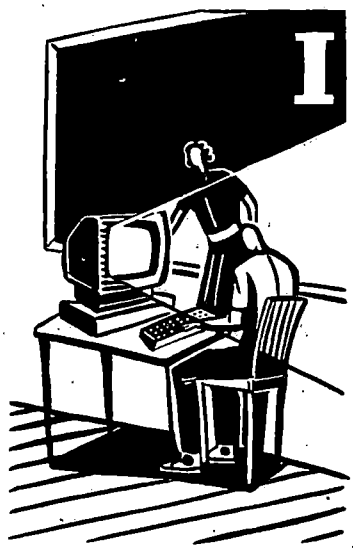
(717) 828-9240

The New York Times
TUESDAY, AUGUST 1, 1989

Four Points of Light

Students Are Trained To Tackle Wall Street

By James D. Robinson 3d



IN 1982, working with the New York City Board of Education, American Express created a two-year program to prepare high school juniors and seniors for jobs in the financial services industry that did not require a college education. The program, called the Academy of Finance, started with 35 students at John Dewey High School in Brooklyn. Today, it enrolls more than 2,000 students at 40 schools in 16 cities across the nation. More than 150 companies have joined us in funding and sponsoring the program.

The Academy of Finance resulted from an unexpected hiring problem. In the early 80's, American Express, growing rapidly, was having difficulty finding enough qualified young people to fill entry-level jobs.

This remains a problem today for many companies. Often, young adults lack fundamental skills and knowledge. They can't write, let alone operate word processors. They lack mathematical skills: According to a recent study, 43.8 percent of the students in New York City cannot do math problems at their grade level. They can barely find the U.S. on a map. They don't understand the fundamentals of teamwork, simple problem-solving or working in an office.

American Express's program combines classroom instruction with on-the-job experience. Students are taught in their own schools, by regular teachers trained in the academy's curriculum. Classes cover banking and credit, securities and global finance, accounting, computer literacy and computer science.

Outside the classroom, students visit stock exchanges, banks and insurance companies. They attend seminars with leading financial industry experts. They work as paid summer interns at American Express and other companies.

In 1986, American Express extended the academy approach from finance to the travel and tourism industry by creating an Academy of Travel and Tourism in Britain and, a year later, one in the U.S.

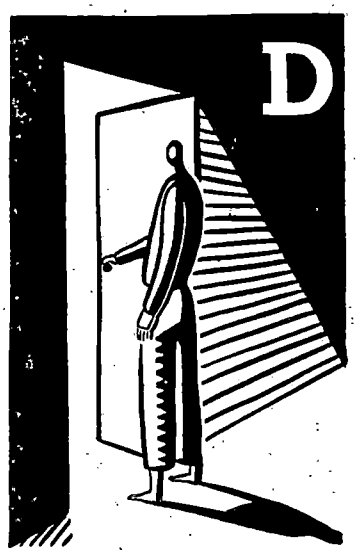
The program works; it might even be argued that it works too well. Although most students start with no thought of higher education, 90 percent of them choose college instead of jobs. We hope they come back to us after graduation. In the meantime, we can name several thousand youngsters who will never be considered incompetent or unemployable.

If the academy concept can work for two industries, it should work for many others. The unique resources and expertise of American business can be applied to prepare students for all kinds of career opportunities in many other areas.

James D. Robinson 3d is chairman and chief executive officer of American Express

For the Homeless, A Room and a Job

By Michael A. Leven



ATLANTA DAYS INNS of America has changed the lives of 25 homeless Atlantans over the past 18 months through a program that provides jobs and housing until they can afford their own.

We are not giving homeless people a handout, and we are not taking the easy road of a corporate contribution to a shelter for the homeless.

Homeless people are hired to serve as reservations sales agents at our national reservations center in Atlanta. They are paid a fair wage of $4.80 to $5.50 an hour and offered housing at a nearby hotel. The job, we hope, is permanent; the housing, we hope, is not.

At the suggestion of experts, homeless employees pay rent of $5, which we match, to meet the hotel's $10-a-day rate for the employees' rooms. We furnish the rooms with microwave ovens and refrigerators, helping the homeless to become as self-sufficient as possible.

Each homeless employee signs a covenant stating that he or she will not bring drugs or alcohol into the hotel and will have no more than one visitor at a time.

At the beginning, the program was well-intentioned but unsuccessful. The first three employees, recruited without prior screening from homeless shelters, did not work out. One violated the room covenant, another never showed up for work and the third left without giving us notice.

Though we didn't realize it at the time, there are two kinds of homeless people: those who want to break their cycle of desperation, and those who do not want to work and want to remain homeless.

We recognized that we needed assistance from social service professionals, so we teamed up with the Achor Center, a rehabilitation center for homeless women and their children. The center offers job screening, a job training and placement program, and provides child care, meals and lodging.

Five of our employees are from the Achor Center and, by using the center's screening suggestions, we have been able effectively to recruit homeless individuals from other sources.

Any company could set up a similar program provided that three components are present: a job to offer and a patient staff to conduct training; a shelter for the homeless that has a rehabilitation program to screen and recommend employees; and a nearby hotel that is willing to negotiate a reasonable rate.

While setting up the program was a lot of work, it was worth it. As employees have said, "You've saved my life," and "You've helped me get back on my feet."

Michael A. Leven is president and chief operating officer of Days Inns of America.

Rescuing Young Lives From Rough Streets

By C. R. Weaver

OAKLAND, Calif.

THE EAST Oakland Youth Development Center, sponsored by The Clorox Company in the neighborhood where the business got started, helps disadvantaged children and young adults navigate the thin line between making it and failure.

Take Charlene, a dropout at 16 who was convinced that having a baby was the ticket out of an abusive home situation; she also considered suicide. The counseling program helped her decide that a high school diploma was a better ticket to freedom, and she returned to school.

John, 22, is a high school dropout with no entry-level skills who flirted with drugs and crime. He came to the center for basketball. He got into the jobs program, learned how to fill out an application, got practice interviewing and advice about how to find a job. Today, he's a department store warehouseman.

Today, 1,000 young people are enrolled in the various programs. Since 1978, more than 5,000 have come through the doors.

Clorox executives defined the center's goals partly by talking with kids in the neighborhood, which was beset by crime, poverty, unwed child-mothers, latch-key kids and drugs. More than half complained, "There's nothing to do." Community groups suggested other needs: counseling, tutoring, cultural programs.

The core of the center's five-part curriculum is career education and job development, which aids 16- to 24-year-olds. About 40 percent of the kids are enrolled in this program and learn basic skills, office decorum and job-search techniques. They also develop self-confidence, self-esteem and self-worth by finding and keeping jobs.

After-school tutoring helps youngsters 8 to 18 improve reading and math skills so they can function in school. Is it working? More than 80 percent of parents and school administrators surveyed said yes.

The arts program exposes children to a variety of art forms — for example, painting, drama, photography — and enables them to develop salable skills in graphic, photo studios, etc.

The counseling program helps children and families in crisis and enables them to avoid crises. The 10-week, teenage parenting program helps young mothers learn proper child care.

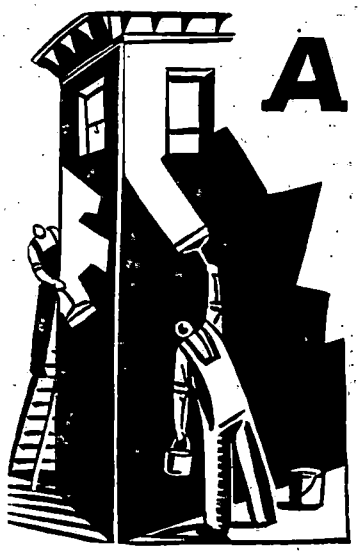
Finally, the physical development program offers activities that develop teamwork and promote healthy exercise.

While the East Oakland Youth Development Center isn't a panacea for neighborhood problems, it's a starting point for helping young people become productive, self-sufficient, properly motivated adults.

C.R. Weaver is chairman and chief executive officer of The Clorox Company.

Affordable Insurance Revitalizes Neighborhoods

By Wayne Hedien



NORTHBROOK, Ill.

ALLSTATE Insurance Company wanted to find a way to make homeowner's insurance affordable and available to people in Chicago's deteriorating neighborhoods. Providing such insurance is a vital part of neighborhood revitalization efforts because it sends a clear signal to lending institutions and businesses that the neighborhood offers a healthy, acceptable risk environment in which to invest.

In 1979, Allstate, along with 13 other insurances companies, created a full partnership program with Neighborhood Housing Services. This national organization, based in Washington, rebuilds neighborhoods by pooling the resources of residents, business and government and making loans available to residents.

Insurers agreed not only to provide financial support for Neighborhood Housing Services, but also to serve on the organization's boards and committees. Many Allstate employees have joined both their national and local boards and serve at all levels.

By offering insurance advice through referral services to neighborhood residents, the partnership program has made it easier for companies to provide — and for homeowners to afford — coverage in areas where it had been difficult to obtain.

In a largely Hispanic neighborhood on Chicago's southwest side, the percentage of homes insured by private companies increased from 76 to 87 percent between 1981 and 1987. This not only made the neighborhood less risky and more attractive to investors and new business, it also renewed residents' commitment to stay there and become part of the revitalization process.

The full partnership concept has spread to 18 of the 139 cities across the country where Neighborhood Housing Services has programs. In 1988, Allstate launched a $10 million investment program for neighborhood revitalization efforts nationwide.

Last year, in addition to serving on boards and committees, company volunteers in Chicago and throughout the country helped residents give a face lift to their neighborhoods by adding a new coat of paint to their homes. In fact, three out of four Allstate employees volunteer for similar programs.

A new, more cooperative spirit between public and private institutions is emerging. This spirit will continue to grow if businesses become involved at all possible levels. Executives can provide leadership. Employees, volunteering their time, can lend physical support. Through financial contributions and lending programs, corporate America can ease the burden of revitalizing neighborhoods.

Wayne Hedien is chairman and chief executive officer of the Allstate Insurance Company.

Illustrations by Alison Seiffer

SUNDAY, OCTOBER 29, 1989

In the Heartland, Points of Light

Janusz Kapusta

Providing Mentors As Role Models

By John E. Pepper

CINCINNATI

In 1987, Procter & Gamble joined with a local Cincinnati school, Woodward High, to establish Project Aspire, a program that matches students with volunteer "mentors" drawn from the company's ranks.

Woodward has an enrollment of 2,000 in grades 9 through 12, 85 percent of whom are minorities. Like many schools across the nation, it struggles with attendance problems, tardiness, disciplinary troubles and an unacceptable dropout rate. Project Aspire aims to reverse these trends by providing mentors to serve as role models. The mentors, much like coaches or guides, work with a program coordinator and the student's parents and teachers.

Project Aspire tries to address the special needs of three groups of students. With students at high risk of dropping out, the goal is simply to keep them in school through graduation. For students who are planning to seek a job after high school, the aim is to keep them on a career track. For potential college students, the goal is to help them select the right preparatory courses, consider appropriate colleges and obtain financial counseling.

Currently, 150 Procter & Gamble mentors serve students at Woodward. The mentors help their assigned student for five years, from the ninth grade through the year after graduation. Mentors help the students in a wide range of areas, going far beyond academic tutoring. Thus, a mentor may help with something as basic as improving attendance, getting to class on time, developing good study habits and thinking more positively about themselves and school.

At a more advanced level, they may show students how to develop time-management skills, get involved in community activities, set career goals, complete job applications and write resumes, prepare for job interviews and develop critical thinking skills. They guide the college bound through the maze of entrance examinations, applications, college visits and financial aid.

While the program is just beginning its third year, there is abundant evidence of success. It's premature to tell how many Project Aspire students will graduate, but early results clearly illustrate the difference a mentor can make.

For example, only 10 percent of the participating students were cited at least once in the preceding year for disciplinary problems, compared with 78 percent of the non-participants. Just one percent of the students with mentors drop out, compared with 12 percent of those without mentors. And participants in Project Aspire have a 93 percent daily attendance record, as opposed to 87 percent for non-participants. On average, participating students earn one whole letter grade higher than non-participants. Most important, 98 percent of the participants are promoted to the next grade level, compared with only 42 percent of non-participants.

Why should Procter & Gamble care greatly about the success of this program? First, it's important simply to help meet human development needs.

Further, by helping individual students reach their full potential, Project Aspire may very well benefit Procter & Gamble. The continued success of the company's business rests on the quality and skills of its employees, present and future.

Procter & Gamble will need an educated, dedicated and employable pool of young people in the years to come. Project Aspire can help supply that need while giving young people a foundation for meaningful and productive lives.

John E. Pepper is president of The Procter & Gamble Company.

Advertising the Importance of School

By John Hall

ASHLAND, Ky.

Just a few years ago, students in Pennsylvania's Monongahela Valley could count on following a generation-old tradition of working in the area's steel mills. But the decline in the steel industry, once the backbone of the greater Pittsburgh area's economy, has changed all that. The area's economy has become more diverse and largely information-based, and the chance for students to go on from school to work in the mills no longer exists.

To help schools prepare students for careers in this changing economy, Ashland Oil is working jointly with the Mon Valley Education Consortium, an action group established in 1987 to increase educational opportunities. The group serves approximately 40,000 students in 20 area school districts.

To help students identify careers and the skills needed to get them, Ashland has developed a videotaped program that is shown in the elementary schools. The program has two purposes. First, it helps students understand the relevance of academic subjects to future career opportunities. Second, it emphasizes the importance of getting on a college track at an early age.

The tape uses television advertising to illustrate how proficiency in basic reading, writing and math skills is crucial, not only to the production of a commercial, but to a successful career. Ashland has produced 100 of these tapes for the Monongahela Valley and has distributed more than 3,000 of them to schools in Ohio, West Virginia and Kentucky since we started our video program in early 1988.

We believe that presenting the importance of basic skills in an entertaining and informative format will be an effective tool in keeping students from dropping out of high school. And although the program hasn't existed long enough for us to see what effect it has on students' career paths, after seeing the video, many of them have indicated for the first time a desire to attend college.

The partnership with the Mon Valley Education Consortium is one of several education programs Ashland Oil sponsors in the region. We have devoted our entire corporate regional advertising budget to promoting education. In four states where we have operations, Ashland runs television, print and radio commercials that emphasize to students the importance of staying in school.

These commercials also recognize the role of teachers. Studies have shown that teachers are second only to parents in keeping students in school. Ashland believes teachers' critical role needs to be recognized and reinforced.

Ashland also places more than 10,000 students on college campuses for a day, as a way of encouraging them to stay in school. These students, from grades 4 to 8, often don't know what college is about. An enjoyable experience with campus life encourages them early on to make college their goal.

The reason for our strong support of education is simple: It's good business. Only strong educational systems can provide the highly skilled and well-educated employees Ashland needs to move into the next century. At the same time, only quality educational systems will produce people with enough disposable income to purchase our products and the goods — like cars and houses — that contain our products.

Ashland Oil strongly believes that business-education partnerships must be formed if our nation is going to compete. Helping schools in one of our primary business regions keep pace with changes is a start.

John Hall is chairman and chief executive officer of Ashland Oil, Inc.

January 10, 1988

MEMORANDUM

RE: 1,000 Points of Light

The following is a list of people NBC News covered on their Assignment America segment. I selected the few that I thought would be interesting to the Administration.

"Christmas Spirit" -- Wayne and Joy Davis have opened their hearts and home to dozens of people this year. They started doing this after Wayne fell 40 feet, while putting on a new roof. He broke his back, crushed his leg and was unable to work for 8 years. He was told he would never walk again. When Wayne got strong enough to return to work he vowed to open their home to those who have none (12/23/88).

"Mean and Clean" -- a group of bikers in Saugus, Massachusetts go around counseling high school kids about the dangers of alcohol and drugs. At first the townspeople distrusted the bikers, but they soon realized they had a message for the young (6/17/88).

"Doc Thomas" -- Dr. Fred C. Thomas, a black physician, who is treating people in a county that years ago ran blacks out of town or lynched them. He decided to stay in Lafayette, Tennessee because of an injury to his sister. He just wants to heal people (7/1/88).

"Finding their Way" -- Dani Marshall, a case manager with Horizon House in Philadelphia, who works with people who are homeless and mentally ill (8/26/88).

"Reach for the Sky" -- A summer camp in Julian, California for children who have cancer or had cancer at one time (9/2/88).

"Higher Education" -- Julianne Barry, a young Californian woman, who went to college and dreamed of a good job, etc. after school. She went to Tecate, New Mexico and worked at Rancho San Juan Bosco, a school for boys. It was here that she learned of her life's direction (10/28/88).

"Protection Island" -- Bill and Suzanne Sterling have fought to save Protection Island, Washington for some 60-thousand sea birds in Puget Sound. After a ten year fight, Congress and the President made the island a national refuge and the Sterlings are volunteer caretakers (11/11/88).

"Cranks Creek" -- Becky and Bob Simpson have helped their neighbors in Cranks Creek, Kentucky, eventhough they live the same hard life that they do (11/23/88).

"Winning and Losing" -- Camp Kilpatrick in Los Angeles is a way station for street kids, etc. who are not quite old enough to go to jail. Henry Vargas and other counsellors at this camp got the idea that these kids could learn something from football. They got into the playoffs and eventually lost, but they learned a lot about the game of life (12/2/88).

Bank president counsels teens

Don Stone was full of good intentions in 1984.

After hearing a presentation about the Jonesboro, Ark., public school's alternative program for students at risk, he intended to stop by. Maybe even volunteer.

Stone

He didn't.

It was a year later, another luncheon and similar speech by the same woman. "She was giving a talk and she said several of you said you were coming down, including Don Stone, and you never did," Stone recalled. Embarrassed by his previous failure, he said, "I was out there at 1:15 that day."

That was four years ago and Stone, who is president of Simmons First National Bank of Jonesboro, is still giving his time to help convince teenagers to stay in school. "No one has gone to college yet, but we have one or two who have the real potential to go," he said.

The other day, Stone said he noticed that one of the students was washing the windows across the street. "I just walked over to hug him. He's been drug-free for about two weeks. We do a lot of hugging here."

The children and teenagers Stone counsels are society's disposable children — ones who have been abandoned or who have never known the comforts of having a real home or ones who have little or no care because their parents are alcoholics or drug addicts. "I get tears in my eyes just talking to you about it," he said.

While Stone was nudged into volunteering, he has no regrets in spending time with those teenagers who are starved for affection and attention: "We ought to contribute to the community that contributes to us."

On-the-go retiree not growing old

A good man is hard to find, and David Balkin especially so.

Sitting by the phone he is not.

On a given day, one might catch Balkin, 71, pitching in at the Crisis Center, going to the grocery for shut-ins, or delivering Meals on Wheels.

For example, he's a mainstay in the Compeer program, the matching service offered by the Mental Health Society of Memphis and Shelby County, which pairs mental health clients with individuals trained to help and care. Balkin and his 58-year-old friend have been together two years.

Balkin

"I usually see him every week. We'll go and get a snack or go to the zoo or to a ball game. We get along real well. He forgets recent things, but he can tell you in detail anything that happened 50 years ago," Balkin said.

Other times, he's at the Crisis Center, listening to callers in crisis. No doubt, he got his background as a government personnel director for 36 years.

"We counsel people by telephone. Whatever their crisis might be, we don't tell them what to do. We just suggest two or three things they might do to get out of their crisis. A lot of people who call and say they're going to commit suicide aren't going to do it. They're seeking sympathy," he said.

Then there's his MIFA meal route on Wednesday, when he delivers anywhere from 16 to 21 meals on wheels.

In his spare time, he reads mail and balances checkbooks for two elderly friends.

And all this, he says, takes up only 14 hours a week. Pshaw.

"I'll do anything to keep busy," Balkin explained. "The most important thing for a retired person is to keep the upstairs busy. You grow older, but you don't grow old."

Blindness no bar to a complete life

A major metropolitan bus system is difficult enough to figure out with all five senses at one's command. But it doesn't intimidate Mary Dettor of Whitehaven, even though she is blind.

"I always go to the Alliance for the Blind office that way, and I take it to go uptown," she said.

Not only is she fearless about what she'll take on — she has been snow skiing and would like to try hot-air ballooning — but she also feels strongly about sharing her experience and strength with others who are losing their sight.

Mrs. Dettor, 72, is credited with starting the Alliance for the Blind's first peer counseling group. "The object was to give them support in how things could be done with loss of vision, and to demonstrate the idea that you could still socialize," Mrs. Dettor said.

Group philosophy focuses on staying in the solution, not the problem. In addition to picnics and Christmas parties, the support group has visited several tactile exhibits, including Dr. John Hughes' reproductions of art works for the visually impaired.

"Mary works with other blind people to share her skills and to ease them through the loss of vision," said Greta Tyler, executive director of the Alliance for the Blind.

"To be honest, it does seem to make an impression on them that I still could function," Mrs. Dettor said. "I have a guard dog and can walk most places I need to go on a daily basis. I get my own groceries; I just go often because I can't take much home in one arm. Once every couple of months I ask a friend to go with me for the heavy shopping."

Mrs. Dettor, who is married and the mother of one, is also a volunteer in the Mental Health Society's Compeer calling program, a supplement to their Compeer program. Mrs. Dettor calls two elderly clients several times a month, and for at least one, it may be the only time her phone rings all week.

"Compeer calling is just to keep in touch until they can find a permanent friend for them," she said.

- By launching this magnificent recognition program, The Commercial Appeal is proving to be a most successful publication.

- By following your lead, other institutions can become successful too.

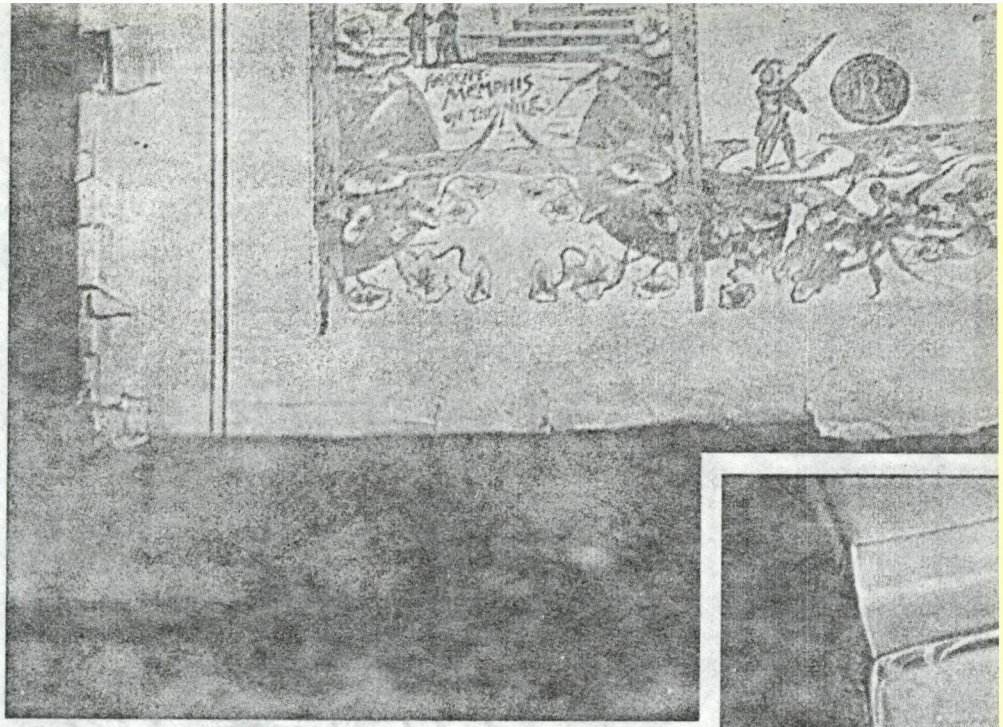
- Thank you, God bless you and God bless the United States of America.

spirit of Thanksgiving day

offered hands

some can only thank you with their eyes. Some are too angry, or too young, too old, too sick to thank you.

praising God through good works



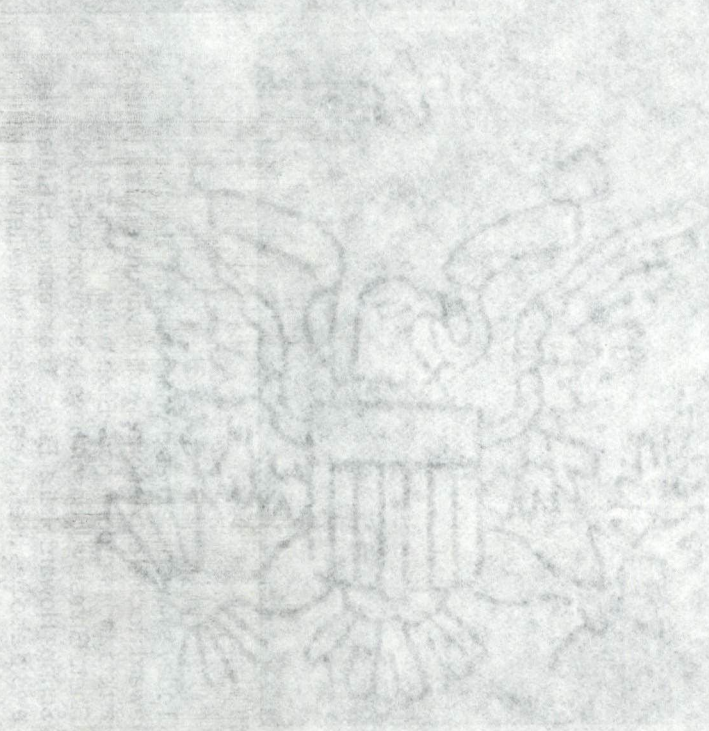
A little newspaper background

Today's newspaper has garnered scores of individual awards for the exceptional work of various editors, writers, artists and photographers. Both William Thomas and Rheta Grimsley Johnson have been inducted into the Scripps Howard Hall of Fame. The prestigious Ernie Pyle award also has been given to these two writers for their outstanding human interest reporting.

The Commercial Appeal was the 1986 first-place winner of the Edward Willis Scripps Award for "outstanding public services in the cause of the First Amendment guarantee of a free press," based on their efforts to keep public records open.

Today's challenges are more complex for a newspaper serving a metropolitan area of nearly one million in population as compared to the muddy river town of 1,700 in Van Pelt's day. But the desire to inform and appeal to the conscience of its hundreds of thousands of readers throughout the region who look to it for news, information, entertainment and opinion each day hasn't changed.

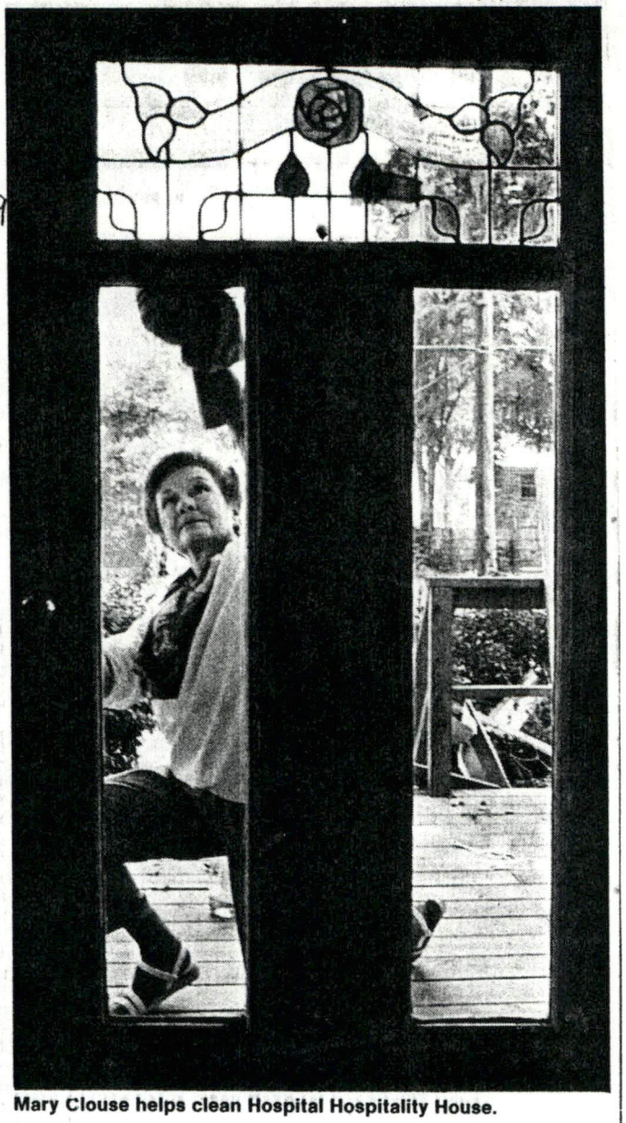
Champion of the public's interest in the Mid-South. That's been The Commercial Appeal's position for nearly a century and a half. And so shall it be in the future.



Open doors help visitors feel at home

By Jim Terrell 7/9/89

By Lynn Saunders



Mary Clouse helps clean Hospital Hospitality House.

A Thousand POINTS of Light

MARY Clouse, 63, has put up enough out-of-town people for the night to join the ranks of local legends in lodging.

With two La Sertoma Club friends who have since left Memphis, she founded a center in 1984 to provide accommodations for relatives of patients hospitalized here for extended stays.

The Hospital Hospitality Center at St. Peter Village on Poplar has since housed 3,200 individuals from 40 states and 22 countries. Renamed the Hospital Hospitality House, it is scheduled to move Monday to its own building, a two-story house at 1169 Linden.

Mary, who lives in East Memphis, and her friends discovered the need for the facility after they started the Organ Transplant Fund Inc. in 1983 to help pay for transplant medical expenses. "We found there were relatives of patients who were staying for months in intensive care waiting rooms," says the former public relations-advertising woman. "A lot of them, we took home with us."

After her friends moved — Elyse Waldheim to Maumelle, Ark., and Liz Hull to Milan, Tenn., Mary, who spent 20-40 hours per week on the project, turned to finding a permanent home for the hospitality center.

In 1985, the Somerville native was chosen La Sertoma International's Woman of the Year and in 1987 she and her husband Jim Clouse were co-recipients of the Memphis Exchange Club's Golden Deeds award for their work with the two programs she helped launch.

During the Vietnam War, she organized the local Marine Reserve Officers' Wives to assist the Marine Corps Civic Action Program in Vietnam. Later she handled public relations and worked with families in Arkansas for VIVA, the organization that used the bracelet program to keep the public aware of prisoners of war in North Vietnam.

Other points of light in the Mid-South:

Stephen L. Lunsford and 424 other officers are the 'legs' of the juvenile court system. If a youngster is placed on supervised probation, it's Lunsford — not the paid probation officers — who visits the boy or girl at home or at school. By day, Lunsford, 45, works for First Tennessee Bank. After hours, he's the deputy chief of the auxiliary probation service, overseeing the training and volunteer work of 425 officers. The volunteers also are going a step further with two programs: Probation Plus and BYPASS. Probation Plus continues checking on a youngster's progress six months after probation. BYPASS helps children who are on the borderline of trouble. The volunteers are hoping their efforts will help kids bypass a juvenile record if they can work with them before — instead of after the fact. "We require a high commitment from our officers," said Lunsford, who has been with the program for 15 years.

Elizabeth 'Betty' and Ed Donahue spend Monday mornings reading highlights from local newspapers through a special radio broadcast for the blind from the public library. On Tuesdays the couple delivers meals for MIFA to senior citizens who are less fortunate than they. Donahue, 77, is a retired traveling hardware salesman. His wife, 74, retired after raising seven children. Mrs. Donahue said she and her husband volunteer because they are "blessed with age and are able."

Truckdriver Tommy Smith, 50, of Paragould never thought of himself as a hero, but last August, he pulled two people from a burning car in Ohio. Even though he burned his arm and singed his beard, Smith's heroism wasn't over. The man he pulled from the wreckage stopped breathing. "I told him, 'Now, you can't die on me, not after all this,' " Smith said. Even though he had never been trained in mouth-to-mouth resuscitation, Smith revived the man before the paramedics arrived. Goodyear Tire and Rubber Co. named him America's National Highway Hero for 1988.

truckdriver saved 2 from car burning

Retired telephone operator **Louise Chipley**, 81, spent 41 years working at the telephone company. Now, every Saturday Miss Chipley volunteers as a receptionist at the St. Peter Manor where she also distributes the home's newsletter and the birthday cards to residents. She's also active in the Epworth United Methodist Church where she has taught Sunday School for 40 years.

L. J. Witherspoon, 70, can't stay off the telephone. As a government contract administrator in Jackson, Miss., he spent much of his job doing business by telephone — and retirement finds him still on the horn. In the past 4½ years, he has logged 2,000 hours on the information desk at Jackson's University Medical Center in what hospital officials describe as a most stressful job. "I accepted right away. It was a natural for me," he says of the call for volunteer service that came first for his wife Billye. "I think it's the greatest thing that ever happened. I wish more people would do it."

Jim Terrell is a staff reporter for The Commercial Appeal. The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary ef-

A Thousand Points of Light

The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please fill out this coupon and send it to:

A Thousand Points of Light
The Commercial Appeal
Box 364
Memphis, TN 38101

Name of nominee: _____

His or her address: _____

Nominee's phone: home (___) _____ work (___) _____

Here's what this person does to help others: _____

_____

_____

_____

_____

Your name: _____ phone: (___) _____

Animals have own advocate

Like a bloodhound on a scent, Ginny Bozeman sniffs out homes for animals in custody of the Memphis Humane Society.

She usually gets her human.

Mrs. Bozeman

First, she gives the prospective owners the third degree: "I assess the general attitude of the person and try to determine if they really want a dog, and if they want it for the right purpose."

If they pass that test, she grills them a little more: "If they have a little child, they don't need a tiny puppy. They need a dog that's a little older and more tolerant. The same goes for baby kittens they can haul around; an older cat is better. If they want a dog that's over 30 or 35 pounds, you've got to have a fenced yard."

And with one wrong move, they end up right back where they started, injured, neglected or abused.

If 10 years as a volunteer has made her a little hard-nosed, well, she's seen too many unhappy endings.

"Almost all of the animals that end up here have been injured. They come out of some kind of trauma. Many of these animals we've put a great deal of money into, so we want to be as sure as we can that the dog isn't going to go through that kind of thing again. We want it to be a permanent home, so the animal won't be brought back like a piece of furniture."

But Mrs. Bozeman, 65, also treasurer of the Humane Society's board of directors, is a pushover for a hard luck story.

In the home she and her husband have in the Kirby Woods area, Mrs. Bozeman has an assortment of dogs and cats, most of whom came from the Humane Society shelter. Two of the dogs were cruelty cases.

"You get 'em home and you think, well, I'll find a home for them. And then the right person doesn't come along, so I just end up keeping them," Mrs. Bozeman said.

On-the-go retiree not growing old

A good man is hard to find, and David Balkin especially so.

Sitting by the phone he is not.

On a given day, one might catch Balkin, 71, pitching in at the Crisis Center, going to the grocery for shut-ins, or delivering Meals on Wheels.

For example, he's a mainstay in the Compeer program, the matching service offered by the Mental Health Society of Memphis and Shelby County, which pairs mental health clients with individuals trained to help and care. Balkin and his 58-year-old friend have been together two years.

Balkin

"I usually see him every week. We'll go and get a snack or go to the zoo or to a ball game. We get along real well. He forgets recent things, but he can tell you in detail anything that happened 50 years ago," Balkin said.

Other times, he's at the Crisis Center, listening to callers in crisis. No doubt, he got his background as a government personnel director for 36 years.

"We counsel people by telephone. Whatever their crisis might be, we don't tell them what to do. We just suggest two or three things they might do to get out of their crisis. A lot of people who call and say they're going to commit suicide aren't going to do it. They're seeking sympathy," he said.

Then there's his MIFA meal route on Wednesday, when he delivers anywhere from 16 to 21 meals on wheels.

In his spare time, he reads mail and balances checkbooks for two elderly friends.

And all this, he says, takes up only 14 hours a week. Pshaw.

"I'll do anything to keep busy," Balkin explained. "The most important thing for a retired person is to keep the upstairs busy. You grow older, but you don't grow old."

W. S. 'Babe' Howard at Millington's Legion Field

Millington resident built own 'field of dreams'

By Jim Terrell

W. S. 'Babe' Howard, 63, of Millington, went actor Kevin Costner one better.

In last summer's baseball fantasy movie, *Field of Dreams*, Costner starred as an Iowa farmer who followed a voice that told him to turn his cornfields into a field where ghosts of baseball legends would come to play. Build a field and they will come, the voice told him.

A Thousand POINTS of Light

Howard, president of Millington Telephone Co., built $1.5 million Legion Field in a cotton field in 1981 to attract the American Legion World Tournament.

And his field, which hosted the Legion tournament last year, has made Millington an international capital for amateur baseball.

Howard, who hasn't seen the movie, says he didn't hear voices telling him to build a field. But the amateur teams came, anyway, from Russia, Cuba, Korea, Japan, Taiwan, Canada, Australia and Mexico.

The U.S. Olympic baseball team has made his Millington facility its headquarters. And in March, the field will host the first baseball game between the Air Force and Navy academies.

"The same people that put in the Rose Bowl lights put in our lights," said Howard, who is a member of American Legion Post No. 1 and the Lions Club. "The field is second to none."

Baseball is the No. 1 sport in Millington, with about 700 youngsters in the program, and the Memphis Naval Air Station at Millington has joined in hosting visiting baseball teams.

"This is where I've made my money, so this is where I should spend my money," says Howard, who with his wife Ann has four children and six grandchildren. "The town's been good to me, I really owe the town a lot."

Howard has helped improve life for the poor in Memphis, donating his company's facilities and equipment since 1986 for the Christmas food basket telephone hotline operated by Navy wives from Millington.

Other points of light:

Following her mother's example of voluntarism, **Jane Wilcox** has helped others all her life. Recently the Memphis State University English teacher "just called up the penal farm to see what I could do." Now she teaches crocheting there to eight to 13 inmates a week and they are working on making lap robes and house shoes for nursing home residents. Ms. Wilcox also got books for inmates and has been tutoring an inmate through the Memphis Literacy Council's Each One Teach One program. At her church, Central Church, the East Memphian is a member of the choir and participates in choral programs throughout the area. She directs the Kinder Choir, works in the nursery on Sunday mornings and has helped set up computer programs for the church. "God is very important to me," she says.

When **Harry Johnson** was asked to become a literacy volunteer, the guidance counselor at Bolton High knew that it was something he wanted to do. "I saw kids in ninth grade who couldn't read. It's an extreme handicap," says Johnson, 70, now retired. That was 13 years ago. He asked to work in the north Shelby County area because he saw a great need there and has worked with promotion, publicity and recruiting for Each One Teach One. The Cordova resident is also with the Speakers Bureau, talking to church groups and at special meetings to explain about the program. Through prison ministry, Johnson works with young people released from prison with no follow-up guidance. "Serving people is what I feel I must do," Johnson says.

"After my wife died (I thought) I was going to lose my mind," says **Alfred Chapman** of East Memphis. "So I started working." He volunteered to help in the cancer unit at Methodist Hospital, working eight or nine hours a day, twice a week. Chapman, 76, has since curtailed his visits somewhat because he is working at Burger King. A retired British Airways employee, Chapman likes helping others. A handyman who enjoys gardening, he always lends a hand to neighbors. "I like volunteer work and helping others," he says. "It's right to do. I make friends with patients and nurses at the hospital."

Lisa Noon has been skating since she was 9 and she traveled extensively with the Ice Capades show before taking a job as an instructor at the Ice Capades Chalet in the Mall of Memphis. Because she likes skating so much, she has shared her enthusiasm with handicapped children ages 7 to 18. Ms. Noon, 25, coaches them on her own time, and some of her students have gone on to win competitions. "They try harder and aren't as afraid to do things as other kids," says Ms. Noon, who lives in Shelby County.

Five days a week **Bethel Rowland**, 77, does volunteer work. At least once a week she goes to the Memphis Veterans Medical Center, as she has done for the past seven years, even when sick with cancer. "I work with the quadriplegics, paraplegics and amputees," says the retired nurse. "Anyone who sees them won't complain about little things like cancer. Few of them are Memphians so they have little family here and need a friendly word." On the other weekdays Ms. Rowland works at the Ed Rice Community Center in her neighborhood of Frayser. She has also been helping prepare Metropolitan Inter-Faith Association Meals on Wheels for 10 years.

"We're God's hands, eyes and feet, and if we don't help, who will?" asks **Rubystine Yancey** of South Memphis. Mrs. Yancey is an LPN at the Regional Medical Center at Memphis and despite the demands of her job and family, always finds time to assist family, friends, neighbors and anyone who needs her. She cleans up and does wash for the homebound, and if someone needs a ride is glad to take them. At White Stone Baptist Church, Mrs. Yancey assists with Sunday school and is a choir member.

Jim Terrell is a reporter for The Commercial Appeal. Other writers have contributed to these profiles. The newspaper is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts.

THE COMMERCIAL APPEAL

7/24/89

VIEWPOINT

pg. A7

'If you've been there, you know'

By Stacie Ratliff

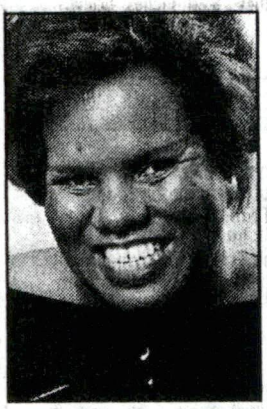
A Thousand POINTS of Light

Mary Taylor has traveled from the welfare trap to community service's influential fast track in just a few years.

"I used it and it used me," she says of her 16 years on welfare and government-subsidized programs. "I never felt a part of America, but once I realized I was a part, it changed my life significantly."

The 38-year-old Midtown community activist remembers that as a poor, uneducated teenage mother of three she felt rejected by society.

But by 1986, she started attending Shelby State Community College along with her daughter. Together, they founded Students, Mothers and Concerned Citizens, or (SMACC), an organization that assists the homeless, welfare recipients, the unemployed and the underemployed. While the group helps underprivileged citizens, it encourages them to help themselves.



Ms. Taylor

Initially, the group worked to change rulings at SSCC it believed were unfair to economically disadvantaged students, but recently the focus has been on improving the community. Ms. Taylor says the primary objective of the group is to strengthen communication between underprivileged citizens and public entities such as housing, education, transportation and human services.

Ms. Taylor is manager of the Dunnavant Street Neighborhood Project. She says neighborhood children will have the opportunity to earn salaries by initiating their own clean-up project. This will help beautify the community and give children constructive work at the same time. Financial support from HUD and funds raised in the community support the project.

Meanwhile, Ms. Taylor, who over the years has opened her home to young adults and senior citizens, most uneducated and poor, is allowing two homeless people to live with her. She has helped a mother and her seven children, an ex-offender and even an invalid.

Ms. Taylor describes her assistance as a "Band-Aid approach." She helps to rehabilitate them while they make the transition to mainstream society.

"We all have a place to be a part of the system no matter what level we are on. If you've been there, you know what the pains and aches are like."

Other points of light in the Mid-South:

You could say **Flocene S. Murphy** was drawn to volunteer service. The Community Bible Study leader volunteers as an artist, drawing pastel Bible illustrations to the accompaniment of hymns and Christmas songs. Her audiences have ranged from Bellevue Baptist, where she is a longtime member, to the Shelby County Penal Farm. "I feel I have inspired a few people in art," says the widow of T. Velmer Murphy. For 23 years an art teacher for Memphis City Schools, she retired at Sheffield High School in 1975, turning her attention to a five-year Bible Study Fellowship program. She delivered food for MIFA's Meals on Wheels program, and in 1977 fulfilled a long-held ambition of following the example of Dr. Karl Steele of Wheaton College, an artist noted for his biblical illustrations done on evangelistic tours.

Ruth Burton, 73, of Frayser, hasn't let surgery earlier this year stop her from helping her neighbors and friends. "I just love the Lord and I love to do for people. It makes me feel good," says Mrs. Burton of her volunteer services. To some, she might be considered indispensable. A retired worker for AT&T, she has allowed two troubled teenagers and a married couple to live in her home for months at a time because they had no place to go. She picks up an elderly woman from a nursing home in Collierville, takes her to church in Frayser, and lets her spend the night at her home. "She loves church and she gets to see her friends," says Mrs. Burton, mother of four. She takes another elderly woman to the doctor, gets groceries for her, washes her clothes and mops her floors.

When **Celeste Wray**'s husband, Harmon Wray, died 3½ years ago, she felt a need to become involved to fill the gap in her life. Her first volunteer effort was with Methodist Home Care Service's hospice program, which had helped her while her husband was ill. Mrs. Wray, 67, who lives near Coro Lake, acts as a friend to patients with terminal illnesses, giving family members time to get out of the house and run needed errands. "You do whatever you can," Mrs. Wray said. "You become a friend to the family." Since becoming a volunteer with Methodist Home Care Service, Mrs. Wray has extended her community service work to the Church Health Center one day a week; Separate Prisons, a support group for families of inmates; the food pantry and soup kitchen at St. John's United Methodist Church; a Sunday school class at St. John's, and soon, a prisoner visitation and support program at the Federal Correctional Institution.

Mark Billingsley, once apprehensive about working with handicapped children, now champions their cause. The 22-year-old East Memphian began serving the Memphis Association for Retarded Citizens (MARC) when he was 16. "After a few days, I came to understand the kids were no different than normal children," he says of his experience then at Camp Pinecrest in Moscow, Tenn. Billingsley has been a counselor, respite supervisor and assistant director-business manager at the camp. The only group of its kind in the Mid-South, Boy Scout Troop 701, which he started two years ago, serves 30 mentally and physically handicapped boys. The insurance agent plans to return to college and pursue courses that would help him realize dreams of expanding recreational activities or opening a residential facility for handicapped children.

Stacie Ratliff is an intern for The Commercial Appeal. The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please write us with the nominee's name, address, phone number and a brief description of the nominee's volunteer work. Mail to: A Thousand Points of Light, The Commercial Appeal, Box 364, Memphis, Tenn. 38101.

VIEWPOINT

Outdoor service was a natural

By Steve Gaither

A Thousand POINTS of Light

LOIS WILSON loves gardening and the outdoors so much she drives two to three times a week from a farm near Joiner, Ark., to volunteer her time at one of the last bastions of nature in East Memphis.

Mrs. Wilson donates about 15 hours a week to the Lichterman Nature Center — plus the two-hour roundtrips.

"I really like it," Mrs Wilson said. "I even like to clean seeds. I could do it every day."

Larry Wilson, Memphis Museum System Inc. staff botanist (no relation to Mrs. Wilson) splits his time between the nature center and other museum properties. In his absence, Mrs. Wilson takes charge of the greenhouse, directs other volunteer workers, plans and implements plantings on the center grounds, wildflower sales and other projects.

Mrs. Wilson

"This is something that if I weren't doing, I don't know what I would be doing," she said. "I guess I'd be doing this somewhere."

Volunteers provide thousands of hours each year to the museum system, said business manager Vicki Bass. "We really appreciate our volunteers like Mrs. Wilson."

Mrs. Wilson's own two-acre yard has several gardens featuring wildflowers and native plants. She said going to the nature center seemed a natural for her.

Other points of light in the Mid-South:

Donna McLarty, 41, of Little Rock, takes kids to heart. A housewife and the mother of two teenage sons, she has helped with children and family service programs since her early 20s. These days she works about 10 hours a week in roles from fund-raising to children's issues for her "real love," the Centers for Youth and Families, but prior service as the center's board chairman demanded longer hours. "I think kids are growing up in a pretty difficult time these days and they need all the support and understanding they can get," she says. "I get to meet a lot of people who are making an influence in children's lives." She also has been a volunteer for her church, Pulaski Heights United Methodist, parent-teacher organizations and the arts.

Judie McEwen, 47, of Cordova describes herself as a part-time homemaker and a full-time golf addict whose husband has warned her not to raise her hand again. Raising her hand has led to volunteer work with United Way, Germantown United Methodist Church and Habitat for Humanity, which builds homes for low-income families. She serves several hours a week now with Habitat for Humanity as a sponsor for a family in Rossville, working "with them and their budgets to help them understand concepts we just take for granted." And with six children in her family, she still has time for young people in her church's confirmation classes.

Robert Henry, 53, of Raleigh was a volunteer when it was just a game. That was a decade ago, as a Disabled American Veteran helping run bingo games for patients at the old Veterans Hospital. Now retired from civilian employment at the Memphis Naval Air Station at Millington, Henry volunteers two days a week, working with families of patients in the intensive care unit at the Department of Veterans Affairs Medical Center. "I have a good idea what goes on up there," says the former Marine, himself partially paralyzed after three strokes. "I feel better for having been able to help someone else."

A Thousand Points of Light

The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please fill out this coupon and send it to:

A Thousand Points of Light
The Commercial Appeal
Box 364
Memphis, TN 38101

Name of nominee: _____

His or her address: _____

Nominee's phone: home ( ) _____ work ( ) _____

Here's what this person does to help others: _____

_____

_____

_____

_____

Your name: _____ phone: ( ) _____

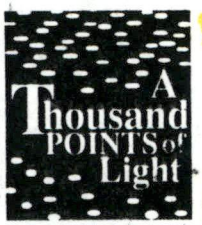
Russell A. Adsit, 37, of East Memphis, has green thumbs — one for his business, the other for charity. The owner of a landscape and design firm, he headed a record-setting Kiwanis International fund-raising telethon that raised $50,000, $35,000 of which will go to LeBonheur Children's Medical Center. He worked six-to-seven hours weekly from October through June on the project. "It's a desire to make sure the kids get a little helping hand where they need it. That's what touches my heart," the father of daughters, ages 2 and 5, says of his volunteer efforts for the youth service-oriented civic club. A former president of the East Memphis Kiwanis, he'll serve again as chairman of the Children's Miracle Telethon for Kiwanis International. He also is on the board of the Memphis Botanic Garden Foundation.

Steve Gaither is a reporter for The Commercial Appeal. The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts.

Prisoners receive the gift of literacy

9-8-89

By Lloyd Holbeck



Pauline Hord, 82, retired as a Memphis City Schools teacher 22 years ago. But she's still teaching.

Mrs. Hord goes about 100 miles each way to the Mississippi Penitentary at Parchman every Wednesday to teach prisoners how to read. She's also working with 37 Memphis teachers on how to teach reading, and as a consultant for a national firm that publishes a reading program.

Mrs. Hord went to Parchman three years ago with a friend who was going to do volunteer work. Another volunteer told of a prisoner who couldn't read a Bible if he'd had one, and the volunteer said she had prayed for someone to teach the inmates how to read. Mrs. Hord ended up being the answer to that prayer.

Illiteracy in prisons is 70 to 75 percent, she said, but she's working to change that at Parchman. She estimated she has taught close to 140 prisoners and now is training them to teach others.

"I'm a teacher of teachers," she said.

Other points of light:

At the Memphis Veterans Medical Center, **Earl Galloway** is known as "Red" and as a person who gives his all in his job as chief of EKG. "At one time I had red hair," the 62-year-old Galloway explains. "Now a doctor calls me 'Pinky.'" Galloway received his 35-year pin from the hospital Aug. 1, and has added it to his other honors, notably the Medical Center Hands and Heart Award. Given for his outstanding day-to-day performance, the award is treasured by Galloway who believes you should "always be willing to give a helping hand." The East Memphian practices this creed outside his job, too. A member of several committees and on the board of trustees at Aldersgate United Methodist, Galloway looks after the Bloodmobile, organizes transportation for the elderly, cooks, cleans and shovels snow whenever necessary.

Seven years ago **Raenell McDonald** orgainized a poinsettia sale for the local chapter of the National Hemophilia Foundation and raised $4,000. This year she anticipates sales to top 1988's total of $28,000. "We raise all our budget ourselves through projects," Mrs. McDonald, 54, says. The East Memphian first became involved because her child has hemophilia. A board member who's been in the organization for 15 years, she says, "I've never had time to be employed!" because her volunteer work keeps her so busy. Besides the knowledge that her work helps others, she enjoys the association with other volunteers and feels that, "at each event we sponsor we're educating the public about the disease."

When **Larry L. Johnson**, 47, went to the Soviet Union recently the Jackson, Miss., resident got a taste of what it's like to be illiterate. The strange alphabet made the translation of signs difficult for the assistant vice president of South Central Bell. The problems fueled his desire to continue his work as chairman of the Mississippi Literacy Coalition's communcations committee. Formed "to draw attention to our literacy rate and on the individual who can't read, the program gives support to all statewide efforts to move forward rapidly and helps direct more funds into Mississippi," Johnson says. To reach these goals Johnson and others have worked to establish a statewide directory of services and a Learning Line where anyone can call an 800 number to seek help or to offer it. "It's given me an understanding of the serious problem we have in the state of dealing with the functional illiterate and shown that we can become involved and make a difference."

"They call me Doc Holliday," says **Vincent Cuoghi**, 64, at his Midtown grocery store. Cuoghi explains that it's because he dispenses advice with medical and financial matters that perplex his clientele. "I was born and raised here and have owned the store 39 years. There are low-income people here who need help." Cuoghi's help doesn't stop with advice, however. Customers tell how he helped an elderly woman with cancer, lending her money, helping with bills, looking after her at the hospital and making sure she wasn't neglected before she died. In appreciation The Med sent Cuoghi a plaque recognizing his Good Samaritanism.

Lloyd Holbeck is a reporter for The Commercial Appeal. The newspaper is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please write us with the nominee's name, address, phone number and a brief description of the nominee's volunteer work. Mail to: A Thousand Points of Light, The Commercial Appeal, Box 364, Memphis, Tenn. 38101.

When **Lillie Belle Witcher**, 79, couldn't find time for volunteer work a few years back, she made time: She closed her motel-restaurant in Tupelo, Miss. The business loss has been the community's gain. A grandmother of three, great-grandmother of four and widow, she has a different view of retirement: "If a day goes by and I haven't done something for somebody, it just seems like a wasted day.' Among those benefitting from her service are the Salvation Army, where she helps with the lunch program for the needy; a Meals-On-Wheels delivery program, and a sheltered workshop for the retarded sponsored by the Concerned People Organization. She also does work for her church, Calvary Baptist, and other church organizations.

• • •

Rebuilding houses, painting and laying down floors doesn't seem like a typical job for an 18-year-old girl. But **Kim McLaughlin** of Germantown spent a week this summer in the hills of East Tennessee doing just that. "I volunteered for a program called Mountain T.O.P.," Miss McLaughlin said. "That stands for Tennessee Outreach Program. We went there to help underprivileged families. I like seeing the smiles on people's faces after we're done. When we were finished, they cried."

Miss McLaughlin, daughter of Bill and Martha McLaughlin, spends other free time playing bingo at a nursing home, putting on Christmas parties at St. Peter's Home for Children, cleaning the grounds and washing windows at the Dismas House, and teaching Vacation Bible School. She is a freshman at the University of Tennessee at Knoxville.

November 15, 1989

MEMORANDUM TO: CHRISS WINSTON
MARK LANGE
STEPHANIE BLESSEY

FROM: KRISTEN GEAR KG

SUBJECT: MEMPHIS COMMERCIAL APPEAL

I just received a call from Mary Alice Quinn, from the paper, concerning some additional information we might want to use in the speech. Sam Cooper, who was featured in one of their first articles, has just been named the Outstanding Volunteer Fundraiser of 1989. This award is given by the National Society of Fundraising Executives, and is presented in March of 1990. Mr. Cooper already knows he has been chosen. Their idea is to have the President announce this in his remarks next Wednesday. There will be ten people on the dias with the President and Mr. Cooper will be one of them, names of the others will follow. They are planning on a speech approx. ten minutes in length, I told them as far as I knew that was what we were planning as well.

Sign-In

Name	Affiliation	Phone #
Kris Goodwin	WH Advance	202/456-7565
Terry Carmack	WH. Political	202-456-6511
Kelley Gannon	WH Advance	202-456-7565
Kristen Grear	WH Speechwriting	202-456-2930
PATRICK SMITH	WH COMMUNICATIONS AGENCY	202-395-5290
DON ILOFF	WH OFFICE of NATIONAL SERVICE	202/456 6266
Mary [redacted] - Ame	The Commercial Appeal	901-52923
Colleen Conant	M.E. The Commercial Appeal	901-529-2301
Henry Stokes	Asst. M.E., The Commercial Appeal	901-529-2703
Lionel Linden,	Editor, The Commercial Appeal	901-529-2390
David Swearingen	Marketing Dir. The C.A.	901-529-2527
Dave Bonwit	Marine Corps Aide to the President	202-456-2150
Dan Petrole	USSS	202-395-4011
JOB YOUNG	WH COMMO	202-395-4040
Ginny Everett	Comm. Appeal Librarian	901-529-2782

By Jerry Holt

Stephanie Edwards and Ginni Garvey string beads wn.

cation student at Farmington Elementary School, "was cheerful and brave," said Lisa Gabriel, day camp director. "She was always ready with words of encouragement and humor for these and all the girls in her unit when times got tough." Miss Edwards is the daughter of Frances and Steve Edwards.

Alison Parvey, 18, was involved in an ongoing tutorial program at two Boys Clubs in Memphis the last two years. The first year, she recruited and trained another student to help and each of them recruited four more students willing to volunteer. Besides tutoring, Miss Parvey, daughter of Karen and Dr. Louis Parvey, served as a group leader for the Goodwill Club. She served as the liaison between tutors, Memphis Tutorial Association, and the club director. Last year she was the chairman for the Memphis Teen Volunteers of the Volunteer Center. She was awarded a leadership scholarship to Converse College in Spartanburg, S.C., where she is a freshman, majoring in elementary education. Recently, she started a Boys Club tutorial program in Spartanburg.

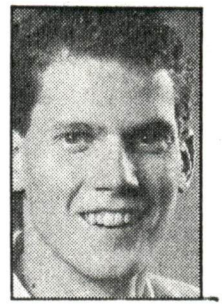
• • •

Shondela Saulsberry, 18, worked last year as an elementary classroom consultant, teaching fifth- and sixth-grade students basic economic principles. Although she did the volunteer teaching during school hours, she was required to do all regular classroom assignments. Her supervisors say her speaking, leadership and organizational

When it comes to volunteer work, **Kirsha L. Smith**, 17, is not picky about her assignments. At school, she works as an office assistant during lunch period and study hall, counting absentees, making copies, running errands, and filing medical and registration cards. She spends Saturdays working with a group of small children at her church, teaching them songs, arts and crafts and reading. On weekdays, Miss Smith helps her godmother, who has been repeatedly hospitalized. "I go over after school to make sure the kids get home safely, give them a snack, and make sure they get their homework until their dad comes home," she said. "I do all this because I feel that some people are just not able and they don't have people who will help them." Miss Smith, daughter of Bobby and Shirley Smith of Memphis, also spent a summer working at the Memphis Veterans Medical Center filing chronological papers, medical records and job applications. She hopes to go to Florida A&M University and major in business and education.

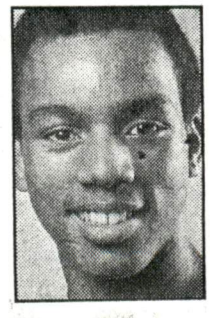
• • •

Cory Tinker, 21, enjoys meeting young people. As a group leader for Young Life, Tinker, a senior at Rhodes College, tries to set a positive role model for high school students. "We call it Club, but it's not really a club," said Tinker. "Anyone and everyone can come. We meet at one of the high school kid's house. We sing songs and explain one of the passages from the gospel. What keeps me going is the relationships I have with the kids . . . being a part of their lives and being their friend is an exciting thing." Tinker, son of Warren and Jo Tinker, spends about 20 hours per week working with Young Life. He has been to three Young Life camps, where he washed dishes, served food, mowed lawns, gardened and did other types of manual labor.



• • •

No wonder **Carlos Talley**, 16, favors footwork for community service. His career ambition is to own and operate a shoe store. "I like seeing good things happen as a result of my helping out," says the son of Curtiss, director of evangelization at Holy Names Catholic Church, and Corene Talley of South Memphis. "I helped out at basketball games. They need volunteers for clean-up work and that's the hard task because nobody likes to do it." Talley, who got his volunteer start at Father Bertrand Elementary School, where he was youth coordinator, is a junior at Memphis Catholic High School. His volunteer service has ranged from programs for the elderly to youth activities. He plans to attend Rust College in Holly Springs and major in business law and sales.



• • •

skills make her an excellent ambassador of Junior Achievement. "I took Project Business in junior high school and Applied Economics in high school," said Miss Saulsberry, a freshman at Shelby State Community College. "I think the students felt more comfortable with me being in there. They can relate to someone my age better." Miss Saulsberry is the daughter of Ruby and Al Bright.

• • •

Having been designated by the city's mayor as an official ambassador for Yazoo City, Miss., **Lindsay Lane Rose**, 13, works to make her town better. She has been personally responsible for raising over $1,000 for charities including the Special Olympics and the March of Dimes. "I like to do volunteer service to help people who are less fortunate than I am," said Miss Rose, the daughter of Joy and Benny Rose. "This summer I have been cooking and putting up food for Manna House. My mom was talking about all the stuff we were going to have left over in the garden that was going to go to waste. I said 'why don't we put it up for Manna House?' At Manna House, which is a local "soup" kitchen, Miss Rose helped gather and prepare over 500 pounds of food this summer.

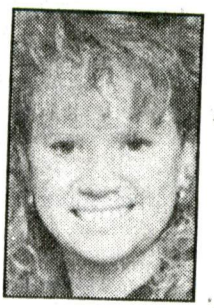
• • •

Antonio Smith, 18, reaches for the stars and beyond. As a ninth-grader, Smith was chosen by former president Ronald Reagan as a youth ambassador to the Soviet Union through the U.S. Young Astronaut Program. Earlier this year, Smith, a senior at Whitehaven High School, was elected governor of American Legion Boys State. As a member of the Sheriff's Front-Line Against Drugs, Smith, son of Effie Smith and the late Will T. Smith, offers his time to help inform young people that "only losers do drugs." He says, "I don't get my motivation from recognition, I get it from knowing I helped someone. Hearing someone tell me they appreciate something I've done gives me the incentive."

• • •

For the past two years, **Angela Wortham**, 12, led the Red Cross Club at Vollentine Optional School. She volunteered to stay after school and meet with other Red Cross leaders to promote Red Cross activities there. Under her leadership, the students prepared more than 500 tray favors for patients at the Regional Medical Center at Memphis. Miss Wortham, daughter of Johnny and Sherry Wortham, was also instrumental in conducting a Red Cross play, which reflected the importance of community service and helping others. "Angela instills the concept of helping, caring and sharing to other youth," says Mattie Little, a teacher and Red Cross sponsor at Vollentine.

For most teenagers the end of school marks a time for fun in the sun. But for **Nicole (Nikki) Vaughan**, 17, of Bolivar, Tenn., summer is a time to work as a Volunteen. The past five years, she has spent 40 hours a week during the summer providing staff support and assistance to the Western Mental Health Institute. Her duties include organizing offices, typing, filing and making copies. Miss Vaughan, a senior at Bolivar Central High School, spends her Christmas vacation sorting, wrapping and distributing hundreds of gifts for patients at the facility. Miss Vaughan, daughter of James and Leslie Vaughan, received the Best All Around award from the Western Mental Health Institute the last three years because she exemplified "youth voluntarism at its best." The volunteer work, she says, "prepares you for the real world."



• • •

For **Patrick Twele**, 18, the YMCA-Davis Branch has been a special haven. Five years ago, Twele, a freshman at Memphis State University, began volunteering his time to help the staff. Today he is a member of the board of directors of that branch. "I'm involved in the YMCA Leaders Club," he said. "I do ground work, painting and cutting the grass, . . . just anything that needs to be done." Twele, son of Robert and Judy Twele, is president of the Catholic Youth Organization at St. Paul Church. He organizes rummage sales and bake sales and collects money for the Muscular Dystrophy Association. This year he will be co-director of SEARCH, a religious retreat program for teenagers. In past years, he was on the crew setting up, cleaning up after meals and being a discussion leader. He was picked this year as a delegate to "Anytown Memphis," a camp sponsored by the National Association of Christians and Jews to help young people remove racial barriers.

• • •

Blair Henley, 17, hungers for homes. Recently she participated in a march for the homeless in Washington. "Mainly it was a protest against the government," said Miss Henley, a senior at White Station High School. "Since 1980, funding for the homeless has been cut by 75 percent. We hope the march will make the government more aware of what a big problem this is." Miss Henley, daughter of Russell Henley and Suzanne Henley, became interested in the problem of affordable housing while attending a United Way Young Leaders Conference. At school, she is helping to form a United Way Club to inform young people about volunteer opportunities. She is the president of the United Way Youth Fund Distribution Committee. "We were given $20,000 to allocate for programs centered around youth," she said. "We have a youth yellow pages that gives numbers to call . . . rape crisis, teenage pregnancy and drug abuse." During the summer, Miss Henley went with a church group to Socorro, Texas, a border town, to help build a new church.

A THOUSAND POINTS OF LIGHT

For All-Metro basketball player **Katika Henry**, 17, life is more than a game. Miss Henry, a junior at Booker T. Washington High School, spent her summer vacation taking care of her 9-year-old sister, Shawana Taylor, a victim of cerebral palsy. "First of all I feed and bathe her," said Miss Henry, who lives with her grandmother, Lavern Williams, and three sisters. "I play with her and show her some attention. She can't walk, but she scoots and crawls. She can hear you, but she can't talk. I cook her food. I think she likes chili." Although Miss Henry frequents the LeMoyne Gardens basketball court outside her home as often as she can, most after-school hours are spent being the primary caretaker for Shawana. "She could be all city in every sport," says Ken Bennett, program director for 'Streets' ministry, where Miss Henry is active. "She's a tremendous athlete. She gives up other sports so she can pitch in with her sister and help at home." This summer she performed community service work for Neighborhood Housing Opportunities, an organization that provides low-income housing. She worked in the heat of summer at one of the sites, picking up leftover lumber, roofing and trash to help make the house livable.

• • •

Voluntarism could reach a higher plane through **Sheree Lacy**, 17. "I'm interested in airplanes," she says of her plans to study aeronautical engineering at a college to be determined, "and I'd like to see if I could build them." Miss Lacy is down-to-earth, however, when it comes to volunteer service at Shelby State Community College's day care center. "It's fun helping the kids," she says of work at the center, where she's volunteered since she was in the seventh grade. A senior at Memphis Catholic High School, Miss Lacy volunteers through a Community Concerns class program. She has worked through the program at PTA, band booster and sports fundraising events and at St. Peters Manor, where she assists the volunteer director after school. The daughter of Doris Lacy, an accountant at Shelby State, and Sam Lacy, she lives in South Memphis and attends St. Joseph Catholic Church.

Troop 274 Girl Scouts (from left) Leslie Mobley, at Farmington Elementary School in Germanto

Stephanie Edwards, 15, of Collierville, has a contagious zest for life. Although she has spina bifida and uses a wheelchair, she served as a special aide at the Tenn-Ark-Miss Girl Scout Day Camp this summer. In addition to facing rugged, muddy trails, she had to help her unit leader direct the activities of 12 other campers, two of whom were also in wheelchairs. Miss Edwards, a special edu-

Chitra Rampersad, 17, of East Memphis, has a nose for news — and volunteer service. Her volunteer days began at Father Bertrand Elementary School (now St. Augustine) and continue at Memphis Catholic High school, where she is editor of the school newspaper, Blues News, senior class vice president, and a clarinetist in the band. "I'm the kind of person that can't sit down and not do anything. I want to get involved," says the daughter of Marianna Rampersad. This summer that spirit of involvement led her to teach economics through Junior Achievement's business basics program for students in grades 4-11. "I felt I could help explain economics to somebody a little younger than me before they got to high school," she says. Miss Rampersad, who also heads the servers for mass at St. Augustine and is a senior retreat leader, wants to study biology at Washington University in St. Louis in preparation for a career in medicine.

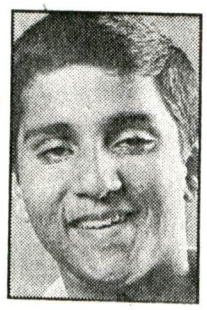
• • •

Elizabeth Nenon, 23, says her goal is to be a good leader. She volunteers about 9½ hours a week toward that goal as a Young Life Club group leader. Young Life is a Christian outreach organization for high school students. "Our

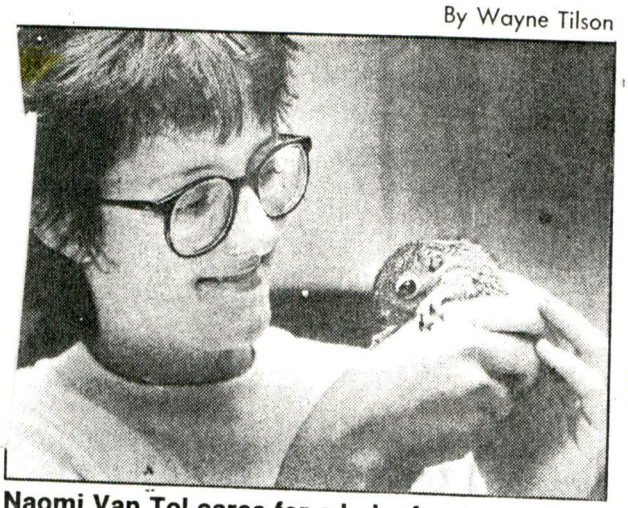
heard," says Miss Nenon, a junior at Memphis State University. "No one's going to listen to you unless they trust you first. I want to be there for my kids, if they need someone to talk to. I try to go by a girls' soccer or volleyball game a week. It's different having someone there rooting for you that's not a parent. If they find the gospel while I'm there, that's great. We don't want to force anything down their throat. I just try to make myself available." Miss Nenon, daughter of Thomas and Patricia Nenon, says she would like to be some kind of counselor, possibly with high school kids, when she graduates.

• • •

At age 17, **Chirag Shah**, has the key to giving. Shah, son of Chandrakant S. and Sumitra C. Shah, is head of the Kiwanis Committee and sergeant-at-arms of the Germantown Key Club, a youth auxiliary of Kiwanis Club. He has been in the Key Club for two years, where he spends about 50 hours of service per month. "We're like one big family," he said. "We do everything together." He says he does this because "I like helping people who can't help themselves out." On his own time, Shah has been raising money for United Cerebral Palsy and Boys Town. Last August he raised $600 for Cerebral Palsy. Shah has been raising money for United Cerebral Palsy's Elvis Presley Run. A senior at Germantown High School, Shah also volunteered at the Muscular Dystrophy Telethon.



By Wayne Tilson



Naomi Van Tol cares for a baby fox squirrel.

For almost two years, **Naomi Van Tol**, 13, has spent two days a week working as a volunteer in the wildlife rehabilitation center at Lichterman Nature Center. Although she has had many responsibilities including maintaining the mouse population for wildlife food, she now spends most of her time feeding baby squirrels, rabbits and chipmunks. Miss Van Tol, daughter of Lois and Hubert Van Tol, is a home school student who has dedicated part of her school time to learning about native wildlife in this area. "I was fairly young when my mother started taking me on outings at Lichterman," said Miss Van Tol. "I've always been interested in wild animals and nature. When I got old enough, we decided to see if they had any openings for volunteers. So that's why I'm there."

1/3/87

Mindy Montesi places materials on the Health Watch bulletin board at the St. John's United Methodist Church Health Center on Peabody. She's this year's project chairman of the Junior League's Partners in Care program.

Helping the poor with health care ②

Mindy Montesi worked last year training lay advisers for the Church Health Center, which serves poor people who often lack adequate health insurance.

As an outgrowth of that, she's this year's project chairman of the Junior League's Partners in Care program. Overseeing eight volunteers, she coordinates efforts to train lay advisers to the elderly. She also serves on the Church Health Center board.

Miss Montesi trains volunteers in black churches to help their members seek medical attention early rather than depending on last-minute care from an emergency room. At the conclusion of the eight-week training session, Miss Montesi said, the lay advisers "brought food that made Thanksgiving look like McDonald's. Some lay advisers have later set up health fairs at their churches."

Miss Montesi, 34, teaches biology at St. Agnes Academy and is working on a master's degree at Memphis State University.

Keeping Belle for Memphians ③

Ward Archer Jr., 36, president of Ward Archer & Associates, likes to look for worthwhile projects on the fringes — ones with little or no backing from entrenched fund-raising groups.

Such fringes have included raising money for the Memphis Belle B17 bomber, or creating posters for the Blues Foundation, or helping turn the Memphis Center for Contemporary Art into an almost mainstream gallery or finding a more stable fund-raising source than spaghetti dinners for WEVL FM-90 radio station.

Archer

In 1986, Archer probably took on his toughest volunteer effort — raising at least $500,000 under deadline pressure. The Memphis Belle, a historic B17 bomber, was about to be lost to the U.S. Air Force Museum in Dayton, Ohio.

"It became evident that there was no one that could manage the marketing or put together a campaign," Archer said. "It was an interesting project. Someone from out of town was challenging our community."

Archer wasn't an aviation buff or a pilot, knew nothing of the plane's history and was too young to remember World War II. But his interest, along with a host of volunteers, ended up raising $620,000 from people who read about the Memphis Belle in newspapers or saw a segment on the plane on ABC's *20/20*.

One of Archer's first acts of trying to make a difference ended in failure. In the 1970s, he and others marched in front of the Hill Mansion on Union Avenue trying unsuccessfully to stop the bulldozers from destroying the old home.

Had an earlier effort been made, Archer said, Union "probably would have been the most impressive street in the city."

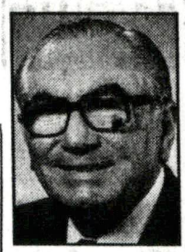
Currently, Archer is involved in raising money for WEVL FM-90, where he also sits on the station's board. "It's the only truly independent radio station in the state. The whole budget used to come from spaghetti dinners at the P&H. Half of it still does," he

7-3-89

Raising millions to fight cancer ④

For a guy who's raised more than $20 million for civic causes, Sam Cooper, 78, didn't come by numbers naturally.

He got his first job in 1930, as an office boy and bookkeeper at the company that would later become Humko. He was a better office boy.



Cooper

"Every night, I'd take my vouchers and papers and go to night school at Humes High, and my teacher would tell me what to debit and what to credit. At the end of the month, the boss wanted to know how we did, and I told him I couldn't tell him till I talked to the professor." ④

Cooper worked his way up to Humko's presidency by 1952 and stayed top dog until he retired in 1976. His philanthropic works include:

- Raising $4 million for cancer research at the University of Tennessee, Memphis, and St. Jude Children's Research Center;
- Raising $18 million to keep St. Jude in Memphis;
- Raising $750,000 to keep the Memphis Symphony Orchestra on key;
- Raising $800,000 to pay for the Memphis Food Bank's warehouse.

"Fund-raising isn't begging, it's selling," Cooper explained. "And if you don't have a good commodity to sell you might as well forget about it. Helping a kid live from cancer, that's a great commodity."

Cooper and his wife, Frankie, lost a daughter to cancer. "One out of four people are touched by cancer, and if you're not one of the four, you ought to get on your knees every night and thank the man upstairs that you've been blessed." The $4-million research fund drive in 1974 "got Memphis St. Jude-minded," Cooper said.

Then, in 1986, with Cooper at the fund-raising helm, Memphis was able to raise $18 million to counter an offer inviting St. Jude to relocate to St. Louis, whose incentives included a $10 million commitment.

Last year, Cooper came to Memphis Food Bank's rescue when they needed $1 million to purchase and renovate a warehouse. Cooper got most of the money from the city, county and state governments with this simple sales pitch: "If there wasn't a food bank and wasn't a MIFA, somebody would have to feed these hungry people. It would be the city and county and state. With this warehouse, we could feed a whole lot more."

A city's gratitude is Cooper's reward.

In appreciation, St. Jude named a wing after him, Memphis Food Bank dedicated the new food warehouse to its founders and Cooper, and the city named the Midtown leg of Interstate-40 Sam Cooper Blvd., in recognition of his contributions. Cooper likes to tease his friend Danny Thomas that his thoroughfare is more popular than Danny Thomas Blvd.

"Every afternoon, I hear on the radio that there's a tie-up on Sam Cooper Blvd. or there's construction on Sam Cooper Blvd. They never say anything about Danny Thomas."

Bridge-lighting community effort ⑤

Pat Kerr Tigrett easily could have called on wealthy friends to light the M-shaped arches of Hernando DeSoto Bridge in 1986.

Instead, she and her co-chairman, downtown developer Henry Turley, raised $373,000 in pennies, dimes, dollars, by tapping the community, from kids to corporations.

Kerr

"I tried to pull from all different walks of life," she said.

That's why she went to city schools and asked the children to donate a penny each. "I love getting the children involved. If they don't get involved at an early age, they're not going to be interested in volunteering when they're 20 or 35, and they certainly won't contribute at 55."

When Mayor Dick Hackett hit the switch turning on the lights, about 200,000 people had gathered near the Mississippi River for the festivities. Another 2,000 attended a black-tie gala on Mud Island — a party that Mrs. Tigrett organized.

Ten days before the event, Mrs. Tigrett said she and a committee of volunteers sampled the menu planned for the sunset supper. As workers shucked the oysters, Mrs. Tigrett recalled, "Every bug lit on it." That menu was immediately ditched, and the search was on for 2,500 baskets for a summer's picnic supper with mesquite breast of chicken and marinated catfish instead.

"You have to be highly organized," she said. "If there's any worrying to be done, I do the worrying. Big things don't overwhelm me."

Mrs. Tigrett, a Savannah, Tenn., native, is the wife of financier John Tigrett, the mother of 12-year-old Kerr Tigrett, and a commercial designer.

Currently, she's planning to make her Jingle Bell Ball an annual event. Last year, the ball raised $10,000 for Bridge Builders, a youth program inspired by the Free the Children project in North Memphis. Bridge Builders helps children from different backgrounds get to know each other. She organized the ball with the help of 120 mothers.

She's also teaming up with Turley again for the Sept. 15 groundbreaking and opening ceremonies for the Pyramid.

When you get people involved, Mrs. Tigrett said, "the end result is much stronger."

children learning about volunteers

Fish fry for charity fund-ra[illegible]ers

9/3/89

By Richard Gardner

By Jim Terrell

A Thousand POINTS of Light

SOMETHING'S fishy when Fred Daniels volunteers for community service.

A retired traveling salesman, Daniels, 64, of Parkway Village, started what he believes is the only catfish cooking team incorporated to raise funds for charity.

Since its inception three years ago, the team has raised $13,000-$15,000 for the local United Cerebral Palsy (UCP) and $12,500 for the Mississippi Rehabilitation Center in Jackson.

Other team members are Harry Baker, Bob Minatra, and brothers W. G. 'Dub' Temple and Tim Temple. Auxiliary members are Gene Thomas, Steve Aday and Mickey Gaia.

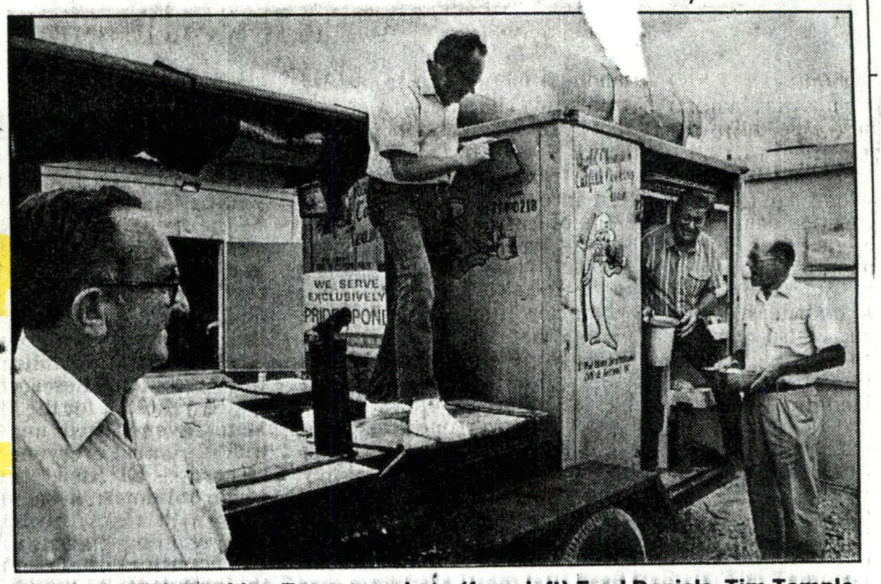
"If you don't leave your tracks somewhere, then you don't need to be going this way," Daniels says of his community service commitment. He began cooking catfish 25-30 years ago as a public relations gesture for his employer, Taylor Machinery Co.

Daniels, who works part-time for his former employer at Deltequip, is active in leadership roles with Masonic organizations.

He conceived the first fish fry as a one-time fund-raising idea in 1979, when UCP sought donations from the Revel Unit of Zaman Grotto, of which he was past monarch, and last year he helped cook 20 tons of catfish for the Grotto and his charity team combined.

"We picked this one as our charity and just stayed with them," Daniels, who is married and has two children and a grandchild, says of cerebral palsy. "We feel close to them."

The team is equipped with an 8,000-pound cooker built by Taylor Machinery, which is towed by a diesel-powered motorhome. A smaller cooker, being built to be towed behind the large unit, will expand cooking capacity from 14 to 20 frying baskets.



Charity Catfish Cooking Team members (from left) Fred Daniels, Tim Temple, W. G. 'Dub' Temple and Harry Baker prepare for another weeking of cooking.

Traveling as far as Jackson and Biloxi, Miss., and Birmingham, Ala., they cook at as many as 15 engagements a month for company picnics of 250-1,000 employees. The charge is $5.50 a plate for fish, hush puppies, fries and coleslaw, with proceeds after expenses going to the charities.

What's the success secret for the team that won 1986 first in catfish cooking and 1988 first in hush puppies in Mud Island competitions?

"First is having a good product," he says. "Second is heat control. We have a thermostat that cooks at 365 degrees. . . . Then the breading can make a little difference. We use a little cayenne pepper in ours."

Other points of light:

Frank Fourmy, 65, has been involved with Neighborhood Christian Center for 12 years. As chairman of the board, he oversees the programs and guides the staff of the eight centers throughout Memphis.

Funded by Second Presbyterian Church and other East Memphis churches, the organzation provides clothing, food, job opportunities and student tutoring to those in need. Almost 50 college students receive financial or other kinds of aid; 11 of the students come through the tutorial program.

"We help our neighbors in need to become economically self-sufficient," says the retired East Memphis resident. "We must take care of our brothers who are less fortunate."

St. Jude, the saint of the impossible, was always the favorite saint of **Fran Costa**, 55. When the Catholic native of Philadelphia, Pa., and her husband, **Joe**, 55, moved to Memphis in 1970, she found herself "right in the middle of St. Jude territory."

The couple immediately began volunteering at St. Jude Children's Research Hospital. Mrs. Costa gives hospital tours, decorates the rooms for holidays and plays with young patients waiting for chemotherapy. For three years, Costa has chaired the Marquerite Piazza Gala, raising more than $200,000 for the hospital.

During the Federal Express-St. Jude Classic golf tournament, the Costas' Southwind home was a hospitality house, decorated with St. Jude banners and filled with collection canisters for hospital donations.

A Thousand Points of Light

The Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please fill out this coupon and send it to:

A Thousand Points of Light
The Commercial Appeal
Box 364
Memphis, TN 38101

Name of nominee: _____

His or her address: _____

Nominee's phone: home (___) _____ work (___) _____

Here's what this person does to help others: _____

_____

_____

_____

_____

Your name: _____ phone: (___) _____

Jim Terrell is a reporter for The Commercial Appeal. The newspaper is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. To suggest people for this feature, please write us with the nominee's name, address, phone number and a brief description of the nominee's volunteer work. Mail to: A Thousand Points of Light, The Commercial Appeal, Box 364, Memphis, Tenn. 38101.

Klein is big voice for Memphis charities

A9

By Jim Terrell

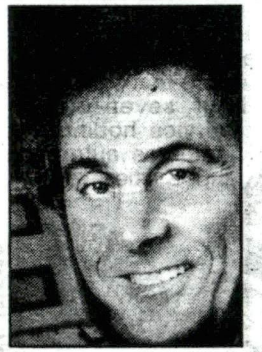
A Thousand POINTS of Light

George Klein has the voice for community service.

A broadcast personality in his native Memphis since 1957, he has raised more than a quarter of a million dollars for charity.

Klein's annual Christmas charity music show and auction has provided holiday toys and meals for tens of thousands of needy Memphis families.

And is he also known for his association and friendship with his Humes High School classmate, Elvis Presley, for whom he worked for a short time as a travel coordinator.



George Klein

"It's become a tradition," Klein, now a disk jockey at WHBQ, says of his holiday program. "People expect baseball in the springtime. At Christmas, they expect the parade and my show."

The show began in the 1960s at the suggestion of James Kingsley, a reporter for The Commercial Appeal, Klein says, and was an outgrowth of benefit wrestling matches for the Mile-O-Dimes.

Klein was emcee and engaged local musicians, Charlie Rich, Anita Wood and the Bill Black Combo among them, to perform in the wrestling ring between matches.

The shows, which were benefits for the Mile-O-Dimes and the Goodfellows Christmas funds, moved from the wrestling ring to the old National Guard Armory, the fairgrounds, then hotels and night clubs.

"It was a chance for myself and the entertainers to give something back to Memphis," says Klein, whose music business contacts have brought to the show such local and national names as Jerry Lee Lewis, Bill Medley of the Righteous Brothers, and Blood Sweat and Tears.

This year's event will be Dec. 18 at the Omni Hotel as a benefit for the Memphis Food Bank.

"People come up to me now and say they were just teenagers when they first started going to the show," he says. "They've grown up with us, helping the poor at the holidays."

But his volunteer service is more than just a Christmas present for the community. Klein has served seven years as emcee for Alzheimer's Association banquets, is a director on the board of the United Cerebral Palsy, and originated and hosted a telethon for the Epilepsy Foundation.

He also has been a volunteer consultant for other charities and is now serving as a technical adviser for an ABC-TV series that is being filmed here.

Other points of light:

At 94, Alfred Wilshusen of East Memphis is the oldest volunteer at the Memphis Veterans Medical Center. The World War I veteran works in the hospital pharmacy every Friday as "a medicine bottler."

"I put the prepared medicines in the bottles and the ointments in the jars," he explains.

He has volunteered at the VA for the past 20 years, 15 of them in the pharmacy. "Twenty years ago, there was a group of us WWI veterans who used to get together in the volunteer room at the VA and fold towels," he says. "Now there's only me, but I still enjoy it."

Virginia Bland's work with the Quitman County (Miss.) Auxiliary led to a recent appointment to the Mississippi Hospital Association's board of directors and her election as its 1989 Volunteer of the Year.

The 65-year-old resident of Marks, Miss., is serving her third term as president of the hospital auxiliary, of which she has been a member for eight years. Her innovative work with the 60-member group is used as a model for other hospital auxiliaries in the state. Two years ago, she encouraged men to join the auxiliary, "because I thought that male patients would enjoy seeing other men." Last year she instigated a hospital candy-striper program for young women.

"I'm very grateful for the honors given by the Mississippi Hospital Association," she says. "I love my work with the auxiliary and am happy that God is using me as His servant."

Jerry Ray, 42, of Bartlett, will tell you right away that "Shelby Youth Sports is something I love and can go on and on about."

The Memphis Fire Department lieutenant and affiliate real-estate broker has volunteered with the nonprofit organization for 14 years. He is serving his sixth year as president. He oversees all facets of Shelby Youth Sports (SYS), which involves more than 2,400 young people, ages 8-14, in football, track and cheerleading. He emphasizes that the success of the program is not his alone but also that of the 10 area directors who organize the different teams. The SYS teams compete against each other, and championship competitions are held at the end of each sport's regular season.

"I have a lot of fun doing this," says Ray. "I first got involved years ago because my area didn't have a director and I didn't think it would be very time-consuming. Of course, the involvement has deepened, and now it's a year-round commitment. But I love it."

"It fun to be busy and involved," says **Marian Himmelreich**, 58. "Besides, I'm not that wild about the soaps."

It's a good thing, because the Whitehaven resident's days are filled with volunteer activities. Since 1972, she has given swimming and lifesaving instruction at the Davis YMCA. Friday mornings there she lifeguards the autistic children from Evans Elementary School. Three times a month she leads a CPR course, also at the Davis YMCA.

A longtime member of the Memphis Zoological Society, Mrs. Himmelreich served as a zoo docent, conducting tours for school groups and speaking in the public schools.

Recently she was trained in kidney dialysis so that she could help a young friend with treatment in her home. Several times a week, she administers dialysis to the young woman who is awaiting a kidney transplant.

Memina Franklin of Germantown insists she is "only one of many" who give their time to help Hispanic persons in need. As a member of the Memphis Catholic Hispanic Community, she participates in its ministry to the sick, the poor and the lonely. She helps Hispanic persons new to Memphis find homes, clothing, furniture and jobs. English instruction is provided by Sacred Heart Catholic Church, which she attends.

"We want to help persons who are new to our community, because we have all gone through similar situations," she says.

Several times a month, she is one of 10 Hispanic persons who volunteer at St. Jude Children's Research Hospital, translating for Spanish-speaking patients and their families and helping them feel at home during their stay in Memphis. She also teaches Mexican cuisine.

Jim Terrell is a reporter for The Commercial Appeal. Other writers have contributed to these profiles. The newspaper is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts.

Mon., Nov. 6, 1989

November 17, 1989

MEMORANDUM FOR MARK LANGE

FROM: STEPHANIE BLESSEY

SUBJECT: MEMPHIS COMMERCIAL APPEAL VOLUNTEERS

The following are some examples I pulled from the paper:

o "I'd rather volunteer than play bridge." 11-2-89

o "We can all do something to help," says Peggy Strickland who "wipes away tears and holds [children with cancer] when they're frightened." 11-3-89

o 'Buck' Hicks drives burned or crippled children 13 hours to treatment centers in Galveston, Cincinati or St. Louis. "To help finance mission trips, Hicks spends his "spare time" driving around the city picking up aluminum cans." 11-3-89

o "Even though their are many helping agencies in Memphis, the community can't operate without volunteers," says Barbara Holt, a postal agent who chaired the Postal Service employees' campaign for the United Way, is an active volunteer at Mission Possible and cares for the sick and elderly in her community. 11-5-89

o Letter from GB to Mr. Linder congratulating him on his work with the Coomercial Appeal. 11-5-89

o "It's fun to be busy and involved. Besides, I'm not that wild about the soaps," says Marian Himmelreich who lifeguards autistic children and gives swimming and lifesaving lessons at the YMCA. 11-6-89

o "I used it, and it used me," says Mary Taylor of her 16 years on welfare. Now she is a community activist who helps get the poor back on their feet. "We all have a place to be a part of the system no matter what level we are on." 7-24-89

o Shorty Bramlett is a quadiplegic who can only communicate with one finger and his computer. After his accident 27 years ago, Bramlett decided "he did not want to sit in his wheelchair and die" so he writes letters to the Governor and Congressmen to help pass laws for the handicapped. 11-4-89

o "Eudora, Miss., wouldn't be the same community without George Brewer, 58. Not only has he been known to come to the rescue of frozen pipes, he can be counted on for a ride to the emergency room...and was instrumental in the the formation of a neighborhood watch group for the Koko Reef Subdivision. Brewer was in the service station business for more than 20 years, when a blow from a piece of equipment disabled him. It put him in a wheelchair for several years, but he's getting his sea legs back." 7-18-89

o From being a friend to the elderly to teaching children about drug abuse to buying a hospital patient a milkshake.....

o From disk jockeys to truck drivers to CEOs to children to the retired, everyone can do something

o Southern Hospitality has real meaning with these folks...
o

" Success Stories

• • •

Volunteer service can be child's play for **Danita Beck**, 17. Miss Beck, a 12th-grader at White Station High School, spends her summers and holidays doing volunteer work at St. Jude Children's Research Hospital. "I work in the children's play area, the library and the volunteer services department," Miss Beck said. "I first started doing volunteer work when I took an art class at Brooks Museum. They needed volunteers for their museum shop. If you have extra time, why just sit around and not use it when someone else needs it?" Miss Beck, daughter of Everett and Mamie Beck, hopes to major in art or art history. She's painted scenery and designed posters and programs for the Memphis Children's Theatre. "I do this mainly in the summer during the Lucille Ewing Festival."

As president of Future Teachers of America this year, **Cari McRae**, 17, aided teachers during and after school. She also spent two days a week after school tutoring an eighth-grader. Miss McRae, a freshman at Union University in Jackson, Tenn., also traveled to Kentucky last summer as part of a 15-person mission team to build a house for a miner who was laid off. The family of four had lived in a shack built around the remains of an old junked car. "We built them a three-bedroom house with indoor plumbing," Miss McRae said. As a member of Interact, a service club, she visited abused teenagers at the Porter-Leath Children's Center. About five times a year, Miss McRae, daughter of Janice and Herschel McRae of Germantown, carols at a senior citizens home. She says she's not sure why she does so much. "I guess because I'm a Christian and God wants me to do it and I enjoy doing it," she said. "It's not a burden. It makes me feel satisfied."

• • •

Thurs. 11-2-89

Volunteers are linked by the desire to serve

puppets 4/23/89

THE Commercial Appeal is featuring a thousand people in the Mid-South who make life better for others by their voluntary efforts. Today's points of light:

When it comes to community service, **John Heirigs** of Whitehaven is always in the hunt. Heirigs is a 17-year volunteer with the Tennessee Wildlife Resources Agency's Hunter Safety Program.

"I'm their oldest volunteer," says the 64-year-old general contractor. "I've been with the program since it begin."

Tennessee requires those born after 1969 to be certified by the Hunter Safety Program before obtaining a hunter license. Since the law was enacted in 1972, Heirigs has taught thousands of people, mostly young, about guns and how to use them safely when hunting. In addition to classroom teaching in various community centers, he gives hands-on instruction at the firing range.

A Thousand POINTS of Light

"We can take someone who's never handled a gun and teach him everything he needs to know," he says. "We teach fathers and mothers, sons and daughters. Our main purpose is safety and having the proper attitude toward guns and hunting."

1,000 hr pin

Elsie Stinson Clement received her 1,000-hour pin last May for her volunteer work as a hostess in the intensive care unit at the Memphis Veterans Medical Center. She volunteered there after her husband died after a long illness in 1983. She also is a member of the visitation committee for her church, the First Assembly of God, where she visits and carries food to shut-ins. In the past, Mrs. Clement has devoted many hours to taking people to the doctor or to other appointments, but she's leaving that to younger people now that she is 82. But she's still volunteering and "just serving the Lord — that's what He told us to do."

For 30 years, **Nolen 'Bubba' Wilson** of East Memphis has voluntarily directed the youth sports program at Pendleton Presbyterian Church. Each year, from October to July, the 61-year-old heavy equipment manager for the City of Memphis gives 35 hours a week to the church's basketball and baseball teams.

"I get a two-month break between baseball and basketball seasons," he laughs. He oversees 10 to 12 teams each season; more than 150 boys participate in each sport. He organizes the teams, recruits the coaches and coordinates fund-raising efforts. He is proud of the baseball field with its lights and electronic scoreboard, which was built with donated funds and "didn't cost the church a penny."

In late December, Wilson directs one of the largest basketball tournaments in the country. Fifty-four teams from several states come to Pendleton Presbyterian to participate in the nationally recognized event. "I'm interested in kids, sports and my church, so working with this program is a natural thing to do." The church helps me tremendously and backs me in everything."

The list of volunteer activities for **Betty Sloan**, 66, of Jonesboro, Ark., is a long and varied one. "I'd rather volunteer than play bridge," she says.

For 20 years, she has been involved in the United Way of Greater Jonesboro, serving as campaign chairman, board member and currently as chairman of special projects.

"The United Way is an agency which serves a great number of people in the community," she says. "It operates very efficiently by having one major drive benefiting numerous causes."

She serves on the promotions committee of the Jonesboro Chamber of Commerce, working to bring visitors to the city. She helps promote and raise funds for the arts through her association with the Foundation of the Arts. She is a member of the 20th Century Club, the President's Council of Arkansas State University and Friends of the Library. She is also an active member of Blessed Sacrament Catholic Church.

Marilyn Piccatto of Frayser became involved with the Memphis Zoo in 1972 to help improve the facility and conditions for its animals.

"There was a terrible problem then with litter at the zoo and with zoo visitors abusing the animals," says the 46-year-old Memphis City Schools teacher. "A group called the Zoo Action Program was formed, and I joined to help patrol the zoo and to train young people to do the same. I also held teacher workshops so the zoo could be used as an educational tool."

The Zoo Action Program evolved into the Memphis Zoological Society and fund-raising became its primary endeavor. Ms. Piccatto, who has managed the zoo gift shop since 1980, trains and coordinates the 64 volunteers who help run the shop, which grosses $30,000 annually. She is responsible for the purchasing and pricing of the merchandise and for the concession stands used for special zoo exhibits. She devotes her summers and weekends to the shop.