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Collection/Record Group: Clinton Presidential Records

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Folder Title:

[9/11 Boston: Ford Hall, 9/23 New York City: Points of Light] [loose]

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1

THE WHITE HOUSE OFFICE TRAVEL AUTHORIZATION

No. 68116

Date of Request Sept. 9, 1993

1. TRAVELER:

Name: John S. SGA ☒ White House Staff ☐ Other: _____
 Extension: 6444 Room: RAVENHOLM ☐ Other: _____

2. PURPOSE(s) and DATE(s):

9/11: Ford Hall Forum Speech in Boston, MA

ADVANCE FOR OFFICIAL TRAVEL ONLY

3. ITINERARY:

(List all cities where stopovers occur.)

4.

DEPARTURE			RETURN		
Date:	Time:	Mode:	Date:	Time:	Mode:
<u>9/10</u>	<u>PM</u>	<u>Commercial</u>	<u>9/12</u>	<u>PM</u>	<u>commercial</u>

5. FUNDING SOURCE:

☒ OFFICIAL ☐ POLITICAL ☐ 501 (c) (3) ☐ OTHER

6.

SPECIAL EXPENSES **TRAVEL ADVANCE REQUESTED**

☐ Commercial Car Rental ☐ Taxi
☐ Hotel
 Name: _____
☐ Other: _____

☐ Yes ☐ No ☒ Amount \$ _____

Recipient's
Signature: _____

Please See Reverse Side for Further Instructions Regarding Travel Expenses

7. TRAVELER'S SIGNATURE:

(I have read and agree to the terms set forth on the reverse side.)

8. APPROVING SIGNATURES:

Office Head: _____

Approving Official

(Political or Foreign Travel): _____

Special Assistant to the President and

Director of White House Operations: _____

9. FOR TRANSPORTATION OFFICE USE ONLY:

Control No.: _____

Account: _____

01182
THE WHITE HOUSE OFFICE
TRAVEL HANDBOOK

**THIS APPROVAL IS SUBJECT TO ALL
APPLICABLE GOVERNMENT LAWS AND REGULATIONS
AS WELL AS THE FOLLOWING ADMINISTRATIVE
TRAVEL POLICIES**

1. ADVANCES FOR OFFICIAL TRAVEL ONLY

Cash travel advances will not be provided for political trips.

Advances will not be provided to anyone with an outstanding unaccounted-for advance.

Advances over \$250 require 48-hour notice to White House Administrative Office, Extension 2500.

2. ADVANCES TO BE REPAID FROM SALARY AFTER 15 DAYS

Any travel advance which is neither repaid nor accounted for in full by an expense voucher within 15 days after return may be deducted from the staff member's salary.

3. GOVERNMENT TICKETS FOR OFFICIAL TRAVEL ONLY

Government-issued tickets shall be used for official trips only (i.e., no political or personal travel). The entire cost of any government-issued tickets that are used for unofficial travel will be considered a personal travel advance and treated accordingly.

4. TO OBTAIN REIMBURSEMENT, RECEIPTS ARE REQUIRED FOR ALL EXPENDITURES REGARDLESS OF THE AMOUNT

5. FOR DETAILED INFORMATION REGARDING TRAVEL REGULATIONS AND POLICIES, PLEASE REFER TO THE WHITE HOUSE TRAVEL HANDBOOK
(Additional copies available by calling Extension 2500)

THE FORD HALL FORUM

INCORPORATED
FOUNDED IN 1908



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June 11, 1993

Mr. Eli J. Segal
Assistant to the President
Office of National Service
The White House
OEOB - Room 145
Washington, DC 20500

Dear Mr. Segal,

A consortium of the four largest adult education centers in Boston, including Boston Center for Adult Education, Brookline Adult and Community Education Program, Cambridge Center for Adult Education, and Interface, is collaborating to organize a day-long event celebrating volunteers and voluntarism on Saturday, September 11, 1993.

Recently, the Ford Hall Forum has joined with the consortium, and is helping to expand the day's program, bringing a new dimension to the collaboration. We are writing to invite both you and Robert Sargent Shriver, Jr., founder and former director of the Peace Corps, to serve as keynote speakers for the celebration, and to share your thoughts on the role of voluntarism and volunteers in American society.

The Ford Hall Forum, as you may know, is the oldest public lecture series in the nation. As a result of our distinguished history, as well as our current programs, the Forum is renowned as a cornerstone of free public affairs education. Since our inception in 1908, the Forum has presented speakers and programs addressing the critical issues of the day. Each Forum includes a question and answer period that allows our audience a unique opportunity to have a real dialogue with speakers. Among the speakers we have recently presented are: Vice President Albert Gore, Jr., former Speaker of the House Thomas P. O'Neill, Jr., civil rights activist Rosa Parks, Senator Edward Kennedy, author Alice Walker, and educator Jonathan Kozol.

This year's event will revolve around a Volunteer Fair that is sponsored in cooperation with 150 social service agencies in the Greater Boston area, such as the United Way of Boston, the Big Brother Association, the Boston Food Bank, La Alianza Hispana, and Shelter, Inc. Individuals attending the fair will have an opportunity to talk with representatives of participating agencies, learn about their programs, and find out about the wealth of volunteer opportunities available to them.

The Boston Center has sponsored a similar event for the past three years, which has met with great success, drawing attendance much higher than was originally expected. This year, we have expanded the event and estimate that 3,000 to 5,000 people will attend. The day's program will also feature several educational workshops and lectures on topics such as Volunteering Overseas, The Third World in Crisis, and Living an Environmentally Responsible Life.

271 Huntington Ave., #240, Boston, MA 02115

Telephone (617) 437-5800

The Ford Hall Forum is an educational institution. Contributions to the Forum are deductible for Federal Income Tax purposes.

Mr. Eli J. Segal
June 11, 1993
page 2.

Given all the work you are doing to establish a national service corps, we believe an address by you would have a tremendous impact on our audience. We would ask that both you and Mr. Shriver each offer roughly 10 minutes of prepared remarks to our audience, followed by a 20 minute question and answer period. Due to the enormous popularity and large attendance of the Volunteer Fair over the past three years, the program will take place at the John B. Hynes Convention Center. As noted earlier, the date is set for Saturday, September 11, 1993, with the keynote scheduled for 11:00 a.m.

We have enclosed in this letter some materials to provide you with a bit of background information on our consortium members. We very much hope that you will be able to accept our invitation to be keynote speaker at our program. We would be glad to answer any questions you may have and to discuss details, and will call your office to see if we can provide any further information.

Sincerely,



Wendy Ballinger
Executive Director
Ford Hall Forum



Jamie Jaffe
Assistant Director and
Director of Education
Boston Center for Adult Education

CALENDAR

Voices and Viewpoints:

BOSTON'S LIVELY LECTURE CIRCUIT

The 85-year-old **Ford Hall Forum** is America's oldest free public lecture series (some attendees carry on the torch for parents and grandparents). Because the forum is public-supported, "We're responsive to issues concerning the public and attuned to the people having impact on them in the community, country and world," says Wendy Ballinger, executive director. "And because we're independent, we're able to take risks."

Throughout its history, controversial figures such as birth control advocate Margaret Sanger, American Nazi George Lincoln Rockwell and religious and political leader Malcolm X have had their say. Martin Luther King Jr., Eleanor Roosevelt, Clarence Darrow, Gloria Steinem, Arthur Miller, and Al Gore are also among the hundreds of other diverse public figures who have spoken in the forum. Give a piece of your mind at the Q & A sessions, part of every event.

"Audience members push, challenge and question, even when they agree with the speaker," Ballinger says. Questioners "often bring in their own lives. When [civil rights hero] Rosa Parks spoke, for instance, we had a remarkable audience of 800 people, half of them children, who talked from their experiences. They described conditions today, such as urban violence, and asked how Rosa Parks would re-

spond."

Forum audiences are also polled for speaker suggestions. Program highlights for fall: tonight US District Judge David S. Nelson receives the forum's 1992 First Amendment Award for his dedication to the Bill of Rights. Guests will honor Nelson and talk about the First Amendment's role in modern society. They include Stephen G. Breyer, chief judge of the US Court of Appeals; US Attorney Wayne A. Budd; professor Richard Huber, former dean of Boston College Law School, and Hubert E. Jones, dean of Boston University School of Social Work and acting president of Roxbury Community College. On Dec. 3, Charlayne Hunter-Gault shares her new memoir, "In My Place." Hunter-Gault was one of two students who desegregated the University of Georgia in 1961; today she is national correspondent for PBS' "MacNeil-Lehrer Newshour." Both events are free, at 7 p.m., Old South Meeting House, 310 Washington St. Call 437-5800 to propose a program or for the forum schedule (some events meet at Northeastern University).

**THE WHITE HOUSE OFFICE
TRAVEL AUTHORIZATION**

NO. 71300

Date of Request Sept. 22, 1993

1. TRAVELER:

Name: SEGAL, ELI J.

☒ White House Staff

Extension: 6444

Room: 145

☐ Other: _____

2. PURPOSE(s) and DATE(s): Sept. 23 speech in NYC at 1993 Awards for Excellence in
Corporate Community Service

3. ITINERARY: DCA - NYC - DCA

(List all cities where stopovers occur.)

DEPARTURE			RETURN		
Date:	Time:	Mode:	Date:	Time:	Mode:
9/23/93	AM	commercial	9/23/93	pm	commercial

5. FUNDING SOURCE:

☒ OFFICIAL

☐ POLITICAL

☐ 501 (c) (3)

☐ OTHER _____

SPECIAL EXPENSES	TRAVEL ADVANCE REQUESTED
☐ Commercial Car Rental	☐ Yes ☐ No ☐ Amount \$ _____
☐ Taxi	Recipient's Signature: _____
☐ Hotel	Date: _____
Name: _____	
☐ Other: _____	

Please See Reverse Side for Further Instructions Regarding Travel Expenses

7. TRAVELER'S SIGNATURE: _____

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8. APPROVING SIGNATURES:

Office Head: _____

Approving Official

(Political or Foreign Travel): _____

Special Assistant to the President and
Director of White House Operations: _____

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Control No.: _____

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THE WHITE HOUSE

WASHINGTON

September 21, 1993

MEMORANDUM FOR ELI SEGAL

FROM: RICK ALLEN

SUBJECT: THURSDAY'S SPEECH IN NEW YORK

You will speak on Thursday, September 23, in the Kaplan Penthouse of Manhattan's Lincoln Center, to the first Awards for Excellence in Corporate Community Service luncheon, sponsored by the Points of Light Foundation. You are scheduled to give eight minutes of remarks about the Act to an audience of approximately 180 people, from the corporate and foundation communities, and then to introduce Johnnetta Cole.

Attached you will find the following:

1. An agenda for the event.
2. A very useful memorandum from Sharon Davis of our office, giving you an overview of the event, the room set-up and other important details.
3. The description of the award-winners' activities.
4. The official Points of Light biography for Dr. Cole.
5. A preliminary list of attendees.
6. A diagram of the room.
7. The script for Dick Munro's remarks, as well as for his introduction of you.
7. The 1993 Awards judges.
8. An excerpt from *USA Today* about the winners.

Please review the draft of your remarks previously provided; once we finalize them, I will retype them in standard speaking format.



AWARDS FOR EXCELLENCE IN CORPORATE COMMUNITY SERVICE
September 23, 1993 - AGENDA

7:00 a.m. - 12:00 noon	Assorted one-on-one interviews with Award recipients, CEOs, keynote speakers, etc.
11:30 a.m. - 12:00 noon	Press Briefing at Lincoln Center (site to be the 10th Floor Chorus Room)
10:00	Kaplan Penthouse becomes available for set-up
12:00 noon - 12:30 p.m.	Reception/seating
12:30 p.m. - 2:15 p.m.	Luncheon and Award Presentation begins
12:30 - 12:45	---Dick Munro Welcome/Purpose recognize people who are there (POLF Board, Judges, Gov't officials) review agenda introduce Dick Schubert History of the Foundation History of the Awards for Excellence
12:45 - 1:05	---Lunch
1:05 - 1:06	---Dick Munro introduces Eli Segal
1:06 - 1:14	---Eli speaks and introduces Johnnetta Cole
1:14 - 1:24	---Johnnetta Cole address
1:24 - 1:29	---Dick Munro reads Citation (giving/acceptance of award)
1:29 - 1:41	---Video presentation of Award-Winners
1:41 - 2:05	---Award presentations to Winners Dick Schubert reads Award-winner descriptions and Dick Munro/Johnnetta Cole present Award
2:05 - 2:10	---Closing by Dick Munro

ELI SEGAL
POINTS OF LIGHT - AWARDS FOR EXCELLENCE IN
COMMUNITY SERVICE
NEW YORK CITY
SEPTEMBER 23, 1993

Good afternoon. As you now all know, despite what your invitation may have said, I am not Secretary Ron Brown. I know Ron Brown. Ron Brown is a friend of mine, and I am no Ron Brown.

I am, however, delighted to be here in Ron's stead today, to extend his apologies for not being able to join us, and to reaffirm to you this administration's unbending commitment to community service. I also bring the best wishes of the President and the Vice President, who join me in congratulating the winners of this first ever Awards for Excellence in Corporate Community Service.

Two days ago, some of you joined the President and Vice President and more than 1000 others on the South Lawn of the White House to witness the President sign into law the National and Community Service Trust Act of 1993.

None of us who were present will ever forget that extraordinary day. 60 young people, from youth corps in Maryland, Pennsylvania, the District of Columbia, and my hometown favorite, Boston's City Year. A quorum of Congressional members. Some of our country's brightest lights in academia, business, sports, foundations and community organizations. Two historic pens, one used first by Franklin Roosevelt, to launch the Civilian Conservation Corps 60 years ago, and the other, by John Kennedy 32 years ago, to sign the Act establishing the Peace Corps.

In our most hallowed place, and with these instruments of our history, the President launched a program for national service which we believe will make history. Here is what this legislation will do:

Like the Peace Corps, our new Americorps will unleash our nation's greatest natural resource -- the idealism and energy of our people. It will enlist substantial commitments from tens of thousands of Americans, as early as 1994, to improve our communities through their service. They will be tutoring our students, helping to immunize our babies, cleaning up our streams and parks, joining patrols of our streets, and doing the other hard and necessary work each of us would list as needed here in New York. And participants will be working primarily through local non-profits, not some new Washington bureaucracy.

And like the G.I. Bill, our Act will reward those who serve their country with increased educational opportunities. They will receive an educational benefit of nearly \$5000 after they've finished a full year of service, in addition to minimum wage while they're working.

As you can see, this is a new relationship between the government and the service participant. A central link between responsibility and opportunity has been established. The notion is not that these participants will supplant traditional part-time volunteer service -- the intention is for the members of Americorps to supplement existing activities by providing talented resources, available essentially full-time, to leverage the impact of those of us who want to help but cannot make the same commitment of time and focus.

These are powerful, but simple, principles animating a bill which is nearly 300 pages long. Throughout its length, wherever possible, we reflect the lessons of the marketplace. First, we operate like a venture capital firm, investing in local nonprofits with good ideas, expanding those that work in your communities and across the U.S., and cutting off those that don't.

Second, non profits will apply for program funds and volunteers to nonpartisan state commissions which will choose between ideas, formulate annual statewide plans, subject to ratification by a new Corporation for National Service that will be interested in honesty, performance and the absence of patronage.

Third, to be funded, every non-profit will need to show broad-based community support; it will need to raise locally -- whether from individuals, corporations, foundations or even other branches of government -- at least 15% of the minimum wage each Americorps volunteer will be paid.

Fourth, this competitive process will extend to the states -- if New York has a better way of mentoring than California, New York will get the funding.

This, then, is reinvented government at work: non-bureaucratic, customer-friendly, cost-effective and innovative. And one which depends upon -- and celebrates -- a real functioning partnership with the private sector. We consider each of you -- whether from business or the foundation world -- to be founding shareholders in the Corporation for National Service -- and we don't intend to let any of you become passive investors!

We must attract a similar subscription from all Americans. In his Inaugural address, the President first challenged young people to participate, and then noted that "there is so much to be done -- enough, indeed, for millions of others who are still young in spirit to give of themselves in service, too. In serving, we recognize a simple, but powerful truth: We need each other, and we must care for one another."

Service is more than something the more-fortunate do in their spare time, to feel better about themselves. Service is something each of us should do, because each of us can contribute, and because our country needs us to do so. Unlike the topics that usually monopolize the evening news, national service is not a problem to be tackled, but a tool to be used. Or as the President puts it, service is the American way to change America.

And our winners today represent the proudest traditions of change through service. From Shell Oil's SERVE program; through the community work of Tampa Electric's Partners Program; to the revitalization of Topeka undertaken by the employees of the Security Benefit Group of Companies; to Adams and Reese's wonderful HUGS initiative; to the strategic assistance for non-profits of Farmers Bank & Trust's Involvement Team -- our five winners, and the four equally inspiring citationists, reflect what makes us proud to be Americans -- not the extent of our GNP or the firepower of our arsenals, but the health of our children, the security of our grandparents and the purity of our water.

Each of these winners has proven that corporate America can do well by doing good. In fact, the Security Benefit Group did very well indeed: turnover dropped 300% and per-employee income doubled, all after it formalized its volunteer programs. Now that's a reinvented corporation!

We all have heard that necessity is the mother of invention. And most of us have heard that Johnnetta B. Cole has been called the Surrogate Mother of Spellman College. Clearly, Dr. Cole has used necessity to fuel her inventiveness -- the stark necessity of fashioning real opportunity for women of color -- at one of the first colleges dedicated to that endeavor. She has also used humor and verve, boardroom savvy and street smarts, to be an inspiration to her students and a goad to our consciences. Please welcome one of the founding directors of the Points of Light Foundation, one of our country's foremost educators, and one of the President's and First Lady's favorite people, Dr. Johnnetta Cole.

1993 Award Winners

SHELL OIL COMPANY Houston, Texas

Shell Oil Company established its employee volunteer program SERVE (Shell Employees and Retirees Volunteerism Effort) in 1975. Senior management has fully supported employee volunteerism since SERVE's inception and was instrumental in developing both the Houston Volunteer Center in 1974 and the Houston Corporate Volunteer Council in 1983.

SERVE acts as a clearinghouse of volunteer opportunities for Shell's 25,000 employees, retirees and their families. While offering opportunities to help solve all kinds of serious social problems, SERVE focuses particularly on education, housing, community revitalization and disaster relief. Shell volunteers draw on their science, math and engineering backgrounds in the "Say YES to a Youngster's Future" program, in which volunteers in Houston, Washington, DC, and New Orleans work with minority and female elementary school students from 30 schools and two community centers to encourage them to study math and science. Over 200 volunteers use their business skills to help middle and high school students learn the principles of economics and business management through Junior Achievement programs. For the past decade Shell has collaborated with other Houston area businesses on volunteer projects such as an annual school clothes drive and a Veterans Day party at the local VA hospital.

In addition to these ongoing projects, SERVE volunteers also responded quickly to immediate needs caused by Hurricane Andrew and the civil unrest in Los Angeles. Shell service stations and offices collected food and supplies for hurricane victims -- ten tons of supplies in the Houston area alone -- and then delivered them to a relief station in Homestead, Florida. Shell employees also volunteered their time to help revitalize South Central Los Angeles beginning in 1992. Support included job training programs and youth sponsorships, among other services.

The Shell Oil Company Foundation and Shell Oil Company donated over \$18 million to support various charitable and educational causes in 1992, but the company's commitment does not stop at financial support. Shell management recognizes the importance of donating hours, not just money, in order to solve serious social problems. For this reason, Shell employees are given released time to complete volunteer projects such as sorting donated school clothing and tutoring children. Employee volunteer efforts are highlighted in the annual report and in Shell's news magazines, and volunteers are recognized at biennial recognition luncheons.

While Shell's largest SERVE program is located in Houston at the company's headquarters, Shell supports the volunteer activities of its employees and retirees at locations throughout the country.

TAMPA ELECTRIC COMPANY
Tampa, Florida

Tampa Electric Company formalized its employee volunteer program in the early 1980s to help solve the serious social problems of its community. As a utility company, Tampa Electric holds a unique position in its community in that all the residents in the surrounding area are customers. In 1992, company employees volunteered 150,000 hours of service, more than any other company in West Florida, to help their community.

Through the Partners Program, company representatives meet face-to-face with leaders of various sectors of the community to determine their unique concerns and needs. Discussions at one meeting led the company to create more projects to target the needs of Tampa's Hispanic population, which felt its concerns were not being adequately addressed.

Tampa Electric volunteers serve the community's educational needs through various one-time projects such as the "Great American Teach-In," in which 200 employee volunteers taught classes in over 100 public schools in November 1992. Tampa Electric also makes long-term commitments to education through its Manatee Viewing Center and Environmental Education Building, which are designed to educate citizens about the endangered manatee and to protect and study the species.

Tampa Electric volunteers have also responded to their community's needs by painting and repairing five houses each year for the elderly and disabled. Annually, the employees collect enough food to feed 5000 needy families in the area for a week. After Hurricane Andrew, they responded not only with needed supplies and food, but also with on-site volunteer service to restore power.

Tampa Electric recognizes the value of its employee volunteers through an annual award, Outstanding Volunteer of the Year, as well as in newsletters and the monthly internal news show. Through its Volunteer Involvement Program, the company provides donations to nonprofits where employees volunteer over 25 hours a year.

For the past five years, TECO Energy, Tampa Electric's parent company, has donated approximately one million dollars each year to a wide range of nonprofit and community projects. All of the money is targeted back into their service area.

Tampa Electric has gained the support of more than 80 percent of its 3,200 employees partly by the hands-on efforts of its senior management. Senior managers not only encourage employees at all locations to volunteer but plan and participate in volunteer projects themselves. With this commitment, employee volunteers have collected four tons of supplies for hurricane victims, adopted 100 area families to assist at Christmas, and given 35,000 pounds of food to the hungry residents in their service area.

THE SECURITY BENEFIT GROUP OF COMPANIES
Topeka, Kansas

Volunteering at Security Benefit is part of the corporate strategic plan developed in 1988 in which community involvement was made "an obligation and business objective of the Company and its associates." With this corporate commitment, volunteers from among Security Benefit's 548 employees gave almost 8000 hours of volunteer service in 1992. These volunteers targeted the needs of children as one of their main goals for the year.

Volunteers help children not only through organizations such as Boy Scouts, Girl Scouts and Little Leagues, but also through services such as adolescent group homes and a parental stress hotline. Security Benefit provides monetary donations and organizes birthday parties for abused and abandoned children in group homes. The company also supports a number of programs for children by funding summer programs for the disadvantaged and helping to fund the YWCA Teen Speaker's Bureau, which tries to prevent teen pregnancy by having adolescent parents speak to their peers.

In addition to supporting children, the company's volunteers focus on community revitalization in Topeka. Security Benefit helped establish corporate support for the Model Block program, which renovates run-down houses in low-income neighborhoods. Security Benefit and its employees set the example for other corporations in funding and personal volunteering to help refurbish 46 homes in 1992.

Senior management at Security Benefit has taken the lead in corporate community involvement in Topeka. The company helped establish the Topeka Corporate Volunteer Council in 1989 and continues to recruit new members and develop joint projects for Council members. The company encourages its own employees to volunteer through extensive recognition programs of both individual volunteers and departments with the most volunteer hours per associate. In addition, management recognizes the benefits of having employees volunteer together in order to build leadership and teamwork skills. By allowing employees to volunteer during the work day through its flextime policy and by making community involvement a priority, Security Benefit employees made an impact on 67 local organizations in 1992.

ADAMS AND REESE
New Orleans, Louisiana

Adams and Reese is helping to lead the professional world into community service. The law firm not only does a substantial amount of pro bono legal work for those who cannot afford legal services, but it also provides a hands-on volunteer program for legal and non-legal staff alike. HUGS (Hope, Understanding, Giving, Support), the firm's employee volunteer program, was established in 1986 and is currently supported by about half of the firm's 250 employees and their families and an annual budget of \$25,000.

The HUGS program involves its volunteers by working with children, the elderly, mentally and physically handicapped, and the homeless. Volunteers host high school graduation parties at the firm's office for teens living in group homes, as well as back-to-school parties for younger children who need supplies and encouragement. The firm also sponsors a school partnership which meets the needs of both students, through academic awards and employment day at the law firm, and faculty, through continuing education programs, at inner-city junior high schools in New Orleans and Baton Rouge.

Employee volunteers serve the elderly through an "Adopt-a-Grandparent" program which pairs adolescents from group homes with the elderly in nursing homes to provide companionship and fun through phone calls, letters, and holiday parties. The firm also hosts special events for the mentally and physically handicapped, such as the annual Spring Fling, which features Cajun music and dancing.

Adams and Reese HUGS volunteers have developed a unique way of helping children with AIDS. The firm sponsors an annual baby shower and luncheon to which guests must bring new or used items for children in the New Orleans Pediatric AIDS Center. Each event collects truckloads of clothing, diapers, formula, and toys for the Center's patients.

Adams and Reese coordinated an effort among eight area law firms to sponsor jointly a community service project. Because of the project's success, the company plans to continue it annually.

The firm's two largest offices, in New Orleans and Baton Rouge, each sponsors a HUGS program. Volunteer events occur after work and during the work day and are supported by all levels of employees, including senior partners.

FARMERS BANK & TRUST CO.
Henderson, Kentucky

All eighty employees of Farmers Bank & Trust Co. participated in volunteer activities in 1992. The key to the bank's successful volunteer effort lies in its close relationship with the local Volunteer Center, which suggests areas in which bank employees can help.

Employees enrich the lives of senior citizens in the community by sponsoring an annual "55 Fun Day", including musical entertainment, square dancing, food and prizes. Bank employees work at all the games and food booths throughout the day. Employee volunteers also help staff dances at the senior citizens' center.

Employees use their distinctive skills and knowledge to teach others about banking services. One officer led a weekly class at a junior high school for eleven weeks, teaching students about how to open and use checking and savings accounts and how to get loans. He also taught them about resume writing and basic job hunting skills. Other bank employees have taught high school equivalency candidates at the local community college how to open checking and savings accounts.

In addition to these projects, each employee helps feed the needy by donating canned goods to the local food bank. Employee volunteers helped the Coalition for the Homeless by selling buttons at local stores to collect money for organizations which help the homeless.

The bank's officers set an example for the rest of the employees by their individual and group involvement in community service. All of the bank's 19 officers choose volunteer projects during the holiday season and are given eight hours of released time during that season in which to work on their projects. These officers volunteered individually through projects such as collecting money and shelving canned goods for the Salvation Army and baking cookies for a Christmas party at a nursing home. In addition, several officers serve on nonprofit organizations' boards of directors or are members of local service organizations.

The efforts of individual employees are supplemented by the strategic efforts of the bank's Involvement Team, comprised of officers and non-officers who help target local needs and help organize some of the bank's group volunteer projects.

1993 Citationists

ALLSTATE INSURANCE COMPANY Northbrook, Illinois

Allstate Insurance Company's employee volunteer program, Helping Hands, created in 1976, is supported by volunteers from among Allstate's 54,000 employees in over 100 local Allstate offices. This widespread involvement is encouraged by the company's corporate vision, which includes a commitment "to society and community".

One of the unique features of the Helping Hands program is the use of volunteer projects to achieve business goals. Managers of departments use the Harvest for the Hungry project, in which 18 departments plant and care for their own plots in a vegetable garden and deliver the produce to local soup kitchens and shelters as a vehicle to achieve teamwork.

Local Allstate offices determine which problems are the most pressing in their communities and then work to solve them. Some results of Allstate's efforts include donating 6,200 pounds of food to the Chicago Food Depository in April 1992, sending 142 boxes of food to Hurricane Andrew victims, and training 300 Allstate employees to help illiterate Illinois adults learn to read.

COOPERS & LYBRAND New York, New York

In 1988, Coopers & Lybrand launched "Supporting Youth Education," an effort in which offices were asked to focus volunteer time and funding dollars on programs that encourage young people to stay in school and help improve the education they receive. Since its launch, the effort has received increasing support from the more than 16,000 employees of Coopers & Lybrand. According to the latest survey, the firm's nearly 100 offices participate in 280 programs, and over 3,000 employees volunteer almost 60,000 hours a year, which translates into about \$8.25 million in volunteer time. The involvement ranges from providing mentors, internships, speakers and equipment to serving on steering committees that help shape local education initiatives.

To emphasize Coopers & Lybrand's ongoing commitment to education, time given by staff who participate in the effort is treated as paid work time. And community involvement is one of the key criteria considered during each employee's and partner's performance evaluation.

FORD MOTOR COMPANY
Dearborn, Michigan

Ford Motor Company's employee volunteer program ACTS (Assisting the Community Through Service) was started in 1990 as a pilot program in two cities. The initiative in Detroit focused on employee volunteerism, while the one in Louisville, Kentucky, focused on retiree involvement. In both locations the volunteers target the issues of education and the environment in their service projects.

Projects that Ford employee volunteers have supported so far include mentoring and tutoring at-risk students and painting and refurbishing ten houses in a low-income area of Detroit.

Ford's Chairman and CEO fully supports and encourages the volunteer efforts of his employees through a policy letter to all 140,000 Ford employees that is posted in all Ford facilities. Because of the success of the pilot programs, Ford plans to expand its employee volunteer program to include all facilities in Southeast Michigan as well as the 56 cities in the U.S. in which Ford has a major presence.

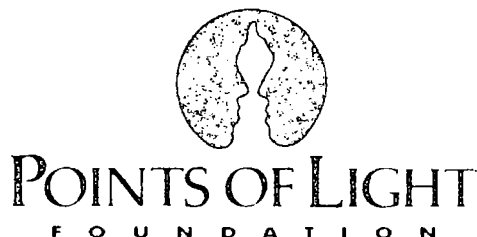
USAA (UNITED SERVICES AUTOMOBILE ASSOCIATION)
San Antonio, Texas

USAA's employee Volunteer Corps, founded in 1983, is promoted throughout the corporation in its annual report and in special editions of "Highlights," the weekly employee volunteer newsletter which reaches all 14,153 USAA employees worldwide, as well as in a video which is viewed by all new employees on their first day with the company.

The Mentor Program, which involves 850 employees, concentrates on education as do the 130 volunteers in the Junior Achievement Program. Volunteers also assist needy families, the elderly and children in the Christmas Cheer program. In 1992 they provided food, clothing, furniture, gift baskets and financial aid to 114 needy families, 34 nursing homes, and 33 other special agencies such as day care facilities and battered women's shelters. A total of 8,110 people were reached through this program.

In addition to these hands-on activities, USAA is a major contributor to the United Way of San Antonio. In 1992 over 90 percent of USAA employees pledged \$2.3 million in addition to almost 5,000 hours of support to the fundraising campaign.

The Volunteer Corps of USAA involves over 2,200 employees who donated more than 83,000 hours of community service to local agencies and programs in 1992.



AWARDS FOR EXCELLENCE IN CORPORATE COMMUNITY SERVICE

1993 PANEL OF JUDGES

Mr. J. Michael McWilliams
President
American Bar Association

Dr. Barry K. Rogstad
President
American Business Conference

Mr. R. William Taylor
President
American Society of Association Executives

Mr. William L. Lurie
President
The Business Roundtable

✓ Mr. Edmund M. Burke
Director
The Center for Corporate Community Relations at Boston College

✓ Mr. Richard L. Leshner
President
U.S. Chamber of Commerce

Mr. Preston Townley
President and CEO
The Conference Board, Inc.

✓ Mrs. Frances Hesselbein
President and CEO
The Drucker Foundation

Mr. Karl Flemke
President and CEO
Junior Achievement Inc.

Mr. William H. Kolberg
President
National Alliance of Business

Mr. Raymond L. Hoewing
President
Public Affairs Council

SCRIPT FOR THE AWARDS FOR EXCELLENCE IN CORPORATE COMMUNITY SERVICE

September 23, 1993

12:30 p.m. - 2:25 p.m.

Dick Munro's introductory remarks 12:35-12:45 10 minutes

Points of Light Foundation Board members, Judges of the Awards for Excellence in Corporate Community Service, and distinguished guests....

Good afternoon. My name is Dick Munro, and, as Chairman of the Points of Light Foundation, I welcome you to the first annual celebration honoring the winners of the Awards for Excellence in Corporate Community Service.

Today, we will recognize nine businesses from around the nation -- five winners and four citationists -- who have made an outstanding commitment to their employees and their communities by developing and supporting employee volunteer programs. This is the first national award of its kind -- and these companies were chosen from nominations from among the best programs in the nation.

Today is a day of beginnings -- for this program, for companies across the nation, and for our communities. I am also proud to serve as the first host of the Awards event in a town that has recognized the importance of contributing to the community for years. In New York City, our Mayor's Voluntary Action Center has worked tirelessly for over 25 years to assist businesses, nonprofits and individuals in their volunteer efforts. Over 70 companies belong to our corporate volunteer council. As once Chairman of Time Warner here in New York, I witnessed the real power of employees -- as they worked every day in our city's schools, nonprofits, neighborhoods, hospitals and city streets to make a difference in the lives of others. New York, we are proud to be here and we salute your distinguished history of volunteerism. (Applause)

Why have a national Award which recognizes companies for their employee volunteer programs? For the same reason that we began The Points of Light Foundation three years ago, as an independent, nonpartisan, national nonprofit. When we looked at serious social challenges facing our communities, we realized that no minor effort would solve them. We've all seen the statistics:

- Every day, 135,000 children bring guns to school
- Every 7 minutes, a child is arrested for a drug offense
- (another statistic here)

The first Board of Directors of the Foundation realized that a nationwide movement was required -- a concerted, collaborative effort in order to make a difference. Such a movement requires leaders in every sector -- in business, in nonprofits, in schools, and in government. Thus, the mission of the Foundation is to motivate leaders to mobilize others for community service directed at solving the most serious social problems facing our society today.

Our mission reflects our belief that a way to stimulate effective response to community problems is for organizations to create an environment that will help their

employees and members serve. Working with over 400 Volunteer Centers and 75 corporate volunteer councils, the Foundation helps build the skills of the leaders in all types of organizations so that their volunteer work will have an impact.

The Foundation worked with leading business and nonprofit organizations to create the Awards for Excellence in Corporate Community Service because we all wanted to hold up the exemplary dedication of these companies so that others might emulate them. These Award winners today are not recognized simply for the many special projects that their employees conduct in the community. The real purpose of this Award is to recognize the company-wide policies and systems that support the employees in their important volunteer work. The criteria for the Award were the Principles of Excellence -- developed in consultation with 40 companies who have volunteer programs. Each of our 1993 winners exemplify these Principles:

- Each winner has Acknowledged that corporation's community service involvement and employee volunteer program contribute to the achievement of the company's business goals;
- Each winner has Committed to establish, support and promote a volunteer program that encourages the involvement of every employee, and treats the volunteer program like any other business function.
- Each winner has Targeted their community service efforts at serious social problems in the community.

We are honored to have many of the judges for the Awards with us here today. We would like to thank them and their organizations for the support they have given in developing, promoting, and judging the 1993 Awards program. Please stand after I announce your name:

Mr. William L Lurie, President, The Business Roundtable ←
Mr. William H. Kolberb, President, The National Alliance for Business
→ Ms. Frances Hesselbein, President and CEO, The Drucker Foundation
Mr. Karl Flemke, President and CEO, The Drucker Foundation
Mr. Michael McWilliams, President, The American Bar Association
Mr. Ray Hoewing, President, Public Affairs Council
Mr. Edmund M. Burke, Director, The Center for Corporate Community Relations at Boston College;
Mr. Milt Mitler, representing Mr. Richard L. Leshner, President, U.S. Chamber of Commerce;
Ms. Lorrie Lee, representing today Mr. William Taylor, President, The American Society of Association Directors
Mr. Sal Vitale, representing Mr. Preston Townley, President and CEO, The Conference Board

(Recognize any government officials)

Now, without haste, we will move on to lunch -- after which we will have our keynote address and recognize our winners. For right now, relax and enjoy your meal.

Lunch (12:45 to 1:05) -- Harpist begins to play

Make apologies for
Ron Brown

MEMORANDUM

To: Rick
From: Sharon
Date: 9/16/93
Subj: Points of Light Awards for Excellence in Corporate
Community Service

This Awards luncheon will honor the first recipients of the Foundation's annual Awards for Excellence. Five companies -- Shell Oil, Tampa Electric, The Security Benefit Group, Adams and Reese, and Farmers Bank & Trust -- have been selected for their "outstanding commitment to developing and supporting employee volunteer programs." In addition, four other companies -- Allstate Insurance, Coopers & Lybrand, Ford Motor Co., and United Services Automobile Association -- will receive citatory awards. (Brief descriptions of their programs attached.)

About 180 people will attend the event; this number will include Foundation Board members and senior staff. Given the nature of the awards, Eli should expect a primarily corporate audience consisting of CEOs, Public Affairs Directors, Corporate Volunteer Administrators, and others concerned with corporate philanthropic interests. Education and service communities will also be represented. (Preliminary list of attendees attached.)

The program will take place on the **10th. floor of Lincoln Center**. ~~Eli has been asked to arrive at 11:00 for a briefing and rehearsal for the press conference (Pat Bland of POL can provide a press list); this will take place in the Chorus Room.~~ At 12.00 Eli will proceed to the **Kaplan Penthouse** which is down the hall from the Chorus Room. The Kaplan Penthouse (diagram attached) is a large room which is bounded on two sides by floor to ceiling windows leading out to a surrounding terrace.

Eli will be greeted at the door and directed to his table. Upon entering the room he will see a video crew in the far left corner by the windows and a harpist in the near left corner. To his right he will see a six foot table holding the awards; beside the awards table he will see a 4' x 8' podium with an upright lectern. The center of the room will be occupied by 18 round tables each of which will be occupied by 10 guests. Eli will probably be sitting at the center table of three in the front row. He will be **seated with Dick Munro, Dick Schubert, Johnnetta Cole, and award winners.**

At 12:30 Dick Munro will rise to make his introductory remarks (10 minutes) during which he will introduce the judges, recognize government officials in the audience, and commend the City of New York for its service initiatives. Dick will also speak about the Foundation's mission to "solve the most serious social problems." The harpist will start to play at about 12:45 and luncheon will be served.

At 1:05 Dick Munro will take a minute to introduce Eli (draft attached) who will then rise to the podium where he will speak for eight minutes. Towards the end of his remarks Eli will introduce Johnnetta Cole.

I have attached a program, a list of the judges, and a press clipping from USA Today describing the event and highlighting one of the awardees.

LIST OF ATTENDEES (PRELIMINARY)

Ms. Emelda Cathcart
Director, Corporate Contributions
Time Warner, Inc.

Ms. Anne Dowling
Director, Corporate Contributions
Philip Morris Corporation

Mr. Donald Greene
President
Coca-Cola Foundation

Mr. Alan Benedeck
Corporate Relations Director
Allstate Insurance Company

Mr. Eugene Wilson
President, Foundation
ARCO

Ms. Kerry Yeager
Second Vice President, Philanthropy
Chase Manhattan Bank

Mr. Walter Smith
Consultant Community Programs
IBM

Dr. Norman A. Brown ✓
President
W.K. Kellogg Foundation

Mr. Raymond G. Chambers ✓
Chairman
Amelior Foundation

• Ms. Bernadette Chi
c/o Constitutional Rights Foundation

Mr. Jesse Church
c/o Constitutional Rights Foundation

• Dr. Johnetta B. Cole ✓
President
Spelman College

Ms. Lynda Guber ✓
Co-Founder
Education First

The Reverend Edward A. Malloy ✓
President
The University of Notre Dame

Ms. Cynthia Mayeda
Chair
Dayton Hudson Foundation

Mr. J. Richard Munro
Chairman of the Executive Committee
Time Warner, Inc.

Mr. Jim Joseph
Council on Foundations

Mr. Brian O'Connell
Founding President
Independent Sector

Governor George Romney
Chairman
The National VOLUNTEER Center

Ms. Becky Davis
Assistant Vice President Community Relations
Union Planter National Bank

Ms. Dorothy O'Connor
Corporate Affairs Manager
Mellon PSFS

Mr. Robert Reid
Manager, Community Affairs
Ford Motor Company, World HQs

Mr. Angelo de Guttadauro
Community Relations Specialist
USAA

Mr. Salvatore Vitale
Senior Vice President, Operations
The Conference Board, Inc.

Mr. Edward Gardner
President
Industrial Solvents Corp.

Ms. Carol Stone
President and CEO
Volunteer Center of Greater Orange County

Mr. Bruce Cline
Director
The Volunteer Center of Albuquerque

Mr. Ray Owens
Director of Development
Teach for America

Mr. Hershel Lamirand
Executive Director
Oklahoma Health Center Foundation

Mr. Milton Mitler
Vice President of Public Liaison
U.S. Chamber of Commerce

Ms. Melissa Krinzman
Do Something

Ms. Winifred L. Brown
Director
Mayor's Voluntary Action Center

Mr. Kenneth Adams
Executive Director
New York Cares

Mr. Richard Jernstedt
President and CEO
Golin/Harris Communications, Inc.

Ms. Anne Marie Brown
Senior Account Executive
Golin/Harris Communications, Inc.

Mr. Robert E. Swadosh
Senior Vice President
Golin/Harris Communications, Inc.

Lawrence Bortoluzzi
Director
Mayors Office Partnership Program

Mr. Axel Freudmann
Senior Vice President of Human Resources
American International Group, Inc.

Mr. Carl Turnipseed
Vice President of Personnel
Federal Reserve Bank of New York

Ms. Jann Coles
Manager Corporate Education and Special Events
Colgate-Palmolive Company

Mr. Cliff Brown
Office of Community Relations
Sterling Winthrop Inc.

Dr. Linda B. Gornitsky
Director, Corporate Support Programs
Corporate Affairs Division
Pfizer Inc

Ms. Gerri Warren
Vice President Corporate Communications
Paragon Cable

Mr. Carl Rush
Mayor's Voluntary Action Center

Mr. John Emery
President
The American Business Press

Ms. Beverly Griffin
Olin Corporation

Ms. Evelyn Self
Director, Community Affairs
Warner-Lambert Company

Ms. Nancy Nichols
Vice President, Executive Assistant, Corporate Affairs
Bozell

Ms. Heather Hollowell
Director, Community and Industrial Relations
Sterling Drug Inc.

Ms. Mary Quinn
Senior Coordinator, Contributions
Texaco Inc.

Ms. Frances A. Hall
Director of Special Projects
Fortune

Ms. Robin Carey
Special Projects
Fortune

Ms. Diane Gingold
Diane Gingold & Associates

Mr. Eli Segal
Office of National Service

Ms. Nancy Rubin
Office of National Service

Ms. Nilsa Soto/Iris Krempasky
Special Assistant
Employee Relations
American Stock Exchange

Ms. Mary Ann Dirzis
Director, Government Affairs
Avon Products Foundation

Ms. Beth Gilroy
CRA Administrator
Legal Department
The Bank of Tokyo

Mr. Bernard Fitzgerald, Jr.
Consumer Affairs
Brooklyn Union Gas Company

Ms. Linda Linton
Director of Educational Programs
Con Edison

Ms. Kathy Grabarczyk
Public Affairs Writer
Coopers & Lybrand

Ms. Akiko Mary Mitsui
Assistant Vice President
CRA Officer
Fuji Bank & Trust Company

Ms. Susan Rothschild
Community Relations
Honeywell, Inc.
c/o Mayor's Voluntary Action Center

Ms. Mary Stuart
Community Relations & Public Affairs
J.P. Morgan & Company

Ms. Peggy Crisalli
Senior Program Officer
Chemical Bank

Ms. Ida Anastasia
Associate Administrator
Corporate Social Responsibility
McGraw-Hill, Inc.

Ms. Judy Ann Heckler
Administrator
Employee Volunteer Program
MetLife

Ms. Gloria Chin
Contributions Administrator
Marsh & McLennan Companies

Ms. Lauren Gumbs
Grants Administrator
Corporate Contributions and Community Affairs
Merrill Lynch & Co., Inc.

Ms. Lynn Stekas
President of Foundation
Mutual of New York

Ms. Magda Yrizarry
Manager, Education Relations
New York Telephone

Ms. Valerie T. Vetere
Associate Manager
Corporate Support Programs
Pfizer Inc

Mr. Patrick Scorese
Vice President
Security Pacific/The Sequor Group

Ms. Maryann Falls
Manager, Speakers Bureau
& Employee Communications
New York Power Authority

Ms. Lorraine Wieda-Miles
The Bank of Tokyo

Ms. Linda Elkes
Personnel Director.
RJR Nabisco

Ms. Carol Friedland
Deputy Director
Mayor's Voluntary Action Center

Ms. Joan Imhof
Imhof Associates & Long Island Corporate Volunteer Council

Dr. Rita Lambek
Consultant

Ms. Muriel Mahon

Mr. Alex Rossides
Corporate Community Initiative

Ms. Anne Chaney

Ms. Shaun Slevin
Home Insurance Company

Ms. Sandra Dorsey-Blades
Manager, TV Sales
Capital Cities/ ABC Video Enterprises

Ms. Kathy Canaday

Ms. Pam Wess
Director of Membership Services
New York Mercantile Exchange

Ms. Harriet Novet
Director of Public Affairs
Time Warner Cable

Mr. Gerard T. Dolan
Agency Manager
Allstate Insurance Company

Ms. Madeline Boyd
Charitable Foundation
NY Mercantile Exchange

Mr. Girard F. Anderson
President
Tampa Electric Company

Mr. Timothy L. Guzzle
CEO and Chairman
TECO Energy

Ms. Lisa Byrd
Coordinator, Community Relations
Tampa Electric Company

Mr. Phillip J. Carroll
President & Chief Exec. Officer
Shell Oil Company

Mr. Sam A. LeBlanc
Managing Partner
Adams and Reese

Mr. Mark C. Surprenant
Adams and Reese

Ms. Laurie R. Heiser
Marketing Coordinator
Adams and Reese

Mr. Howard R. Fricke
President & CEO
The Security Benefit Group of Companies

Ms. Venette Davis
Vice President, Public Relations & Advertising
The Security Benefit Group of Companies

Mr. Earl "Sonny" Peters
President & Chief Executive Officer
Farmer's Bank & Trust Co.

Mr. Joseph Rutledge
Corporate Communications
National Broadcasting Company

Brian O'Connell
Independent Sector

Ms. Donna Phillips
Executive Director
Volunteer and Information Center

J. Michael McWilliams
American Bar Association

Tim Hanlon
Miami Project

Raymond L. Hoewing
Public Affairs Council

William H. Kolberg
National Alliance of Business

Lorri Lee
ASAE

William Lurie
The Business Roundtable

Edmund Burke
The Center for Corporate Community Relations at Boston College

Mr. Ken McClure
Sr. VP. Executive Chairman
Volunteer Corps Steering Committee
USAA

Ms. Jo D. Taylor
Farmers Bank & Trust Co.

Mr. Peter J. Pestillo
Executive Vice President, Corporate Relations
Ford Motor Company

Candace Leeds
Director Public Affairs
Loews Corporation

Arloa Reston
Goldman, Sachs & Co.

Jennifer Marwil
New York Cares

Mr. Robert Wilson
Pfizer Inc

Ms. Jane A. Brophy
SERVE Administrator
Shell Oil Company

Ms. Kitty L. Borah
Media Relations Manager
Shell Oil Company

Ms. Carrie Moffit
Executive Director
Volunteer Center of
The Texas Gulf Coast

Susan Miller
Lee Hecht Harrison

Ms. Melinda A. Cooper
The Security Benefit Group of Companies

Ms. Giuliana de Guttadauro

Patricia B. McMurray
Partner
Adams and Reese

Lyndia Peters
Farmers Bank & Trust Co.

Frank Tanki
Partner in Charge of the Business Assurance
Coopers & Lybrand

Mr. Wayne Hopkins
VP, Corporate Communications
Tampa Electric Company

Charles Mulfinger
Smith Barney Shearson

Margorie Wilkes
Pfizer Inc

Chuck Dombeck
Pfizer Inc

Robert Gould
Education First

Lauren Cook
Council on Foundations

Ms. Valerie Halpin
Public Relations Assistant
Continental Grain Company

Mr. Darrell Natz
Continental Grain Company

Ms. Mildred Love
Vice President, Office of Affiliate Services
Urban League

Ms. Caroline Mitchell
Coordinator
Time Warner

Ms. Christine Chambers
MCJ Foundation

Mr. Richard F. Schubert
President and CEO
The Points of Light Foundation

Kenn Allen
The Points of Light Foundation

Ann Taylor
The Points of Light Foundation

Bob Goodwin
The Points of Light Foundation

Anne Carman
The Points of Light Foundation

Barbara Lohman
The Points of Light Foundation

Judi Vallano

The Points of Light Foundation

Margaret Nimmo
The Points of Light Foundation

Richard Mock
The Points of Light Foundation

Carolyn Berkowitz
The Points of Light Foundation

Carolyn Timmins
The Points of Light Foundation

Pat Bland
The Points of Light Foundation

Ed Szrom
The Points of Light Foundation

David Racine
The Points of Light Foundation

Ellen Lott
The Points of Light Foundation

John Dutton
The Points of Light Foundation

Mary Galligan
The Points of Light Foundation

TOTAL: 151



POINTS OF LIGHT

JOHNNETTA B. COLE

In 1987, Johnnetta Cole assumed the presidency of Spelman College. The first African American woman to head this historically Black college for women, Dr. Cole has helped to lead Spelman into the ranks of America's outstanding colleges.

During Dr. Cole's tenure, several new programs have been initiated including the Spelman Corporate Women's Roundtable; a mentorship program in coordination with Atlanta's business community; and an International Affairs Center. Coordinated student volunteer outreach into the Atlanta community has been achieved through the formation of an Office of Community Service. Faculty exchanges have been established with major research institutions such as Princeton, New York University and the University of Wisconsin at Madison.

Under Dr. Cole's leadership, Spelman has attracted increasing numbers of outstanding students -- since 1987 the scores of Spelman's freshman classes have been among the highest SAT averages of students at any Historically Black College or University (HBCU). Since 1988, Spelman has been named a top liberal arts college in U.S. NEWS & WORLD REPORT'S annual survey of the nation's best schools.

At Dr. Cole's inauguration as Spelman's seventh president, Dr. Bill and Mrs. Camille Cosby made a gift of \$20 million dollars to the College. This is the single largest gift from individuals to an Historically Black College or University (HBCU).

Dr. Cole entered Fisk University in an early admission program at the age of 15, completed her undergraduate degree at Oberlin College and earned an MA and Ph.D. in anthropology from Northwestern University.

During her thirty-three year career as an anthropologist, professor, administrator, author, researcher and lecturer, Dr. Cole has been an advocate for people of color and women everywhere.

Her two textbooks are used in classrooms throughout the United States and some of her many published articles are reprinted in academic and popular journals. She sits on diverse boards and belongs to a number of professional and socially active organizations. She has received 16 honorary degrees.

Dr. Cole's teaching career has taken her from Washington State University, where she was named Outstanding Faculty Member of the Year, to the University of Massachusetts at Amherst. There she became a full professor of Afro-American studies and Anthropology and for two years served as associate provost for Undergraduate Education. In 1983, she was appointed Russell Sage Visiting Professor at Hunter College, and in 1984 she joined the faculty as a full professor of Anthropology and director of the Latin American and Caribbean Studies Program. In 1986, Dr. Cole was appointed to the graduate faculty of the City University of New York. She held close positions until her appointment to Spelman.

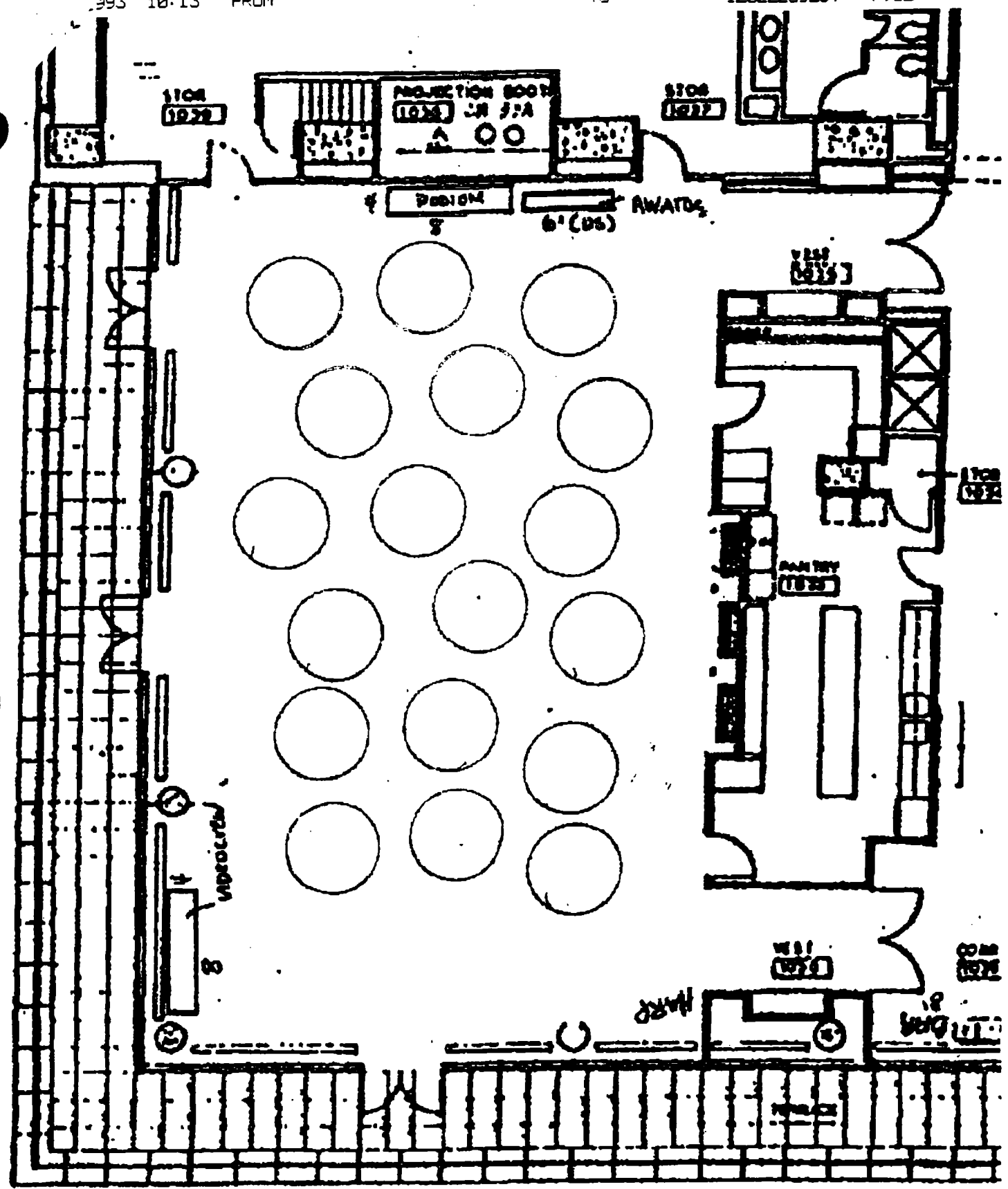
Widely recognized as a leader, Dr. Cole is a member of the Business Higher Education Forum. She was the founding director of the Points of Light Foundation and serves as a member of the board of directors of the Citizens and Southern/Sovran Georgia Corporation and Citizens and Southern National Bank. Most recently she was the first woman elected to the Coca-Cola Enterprises board of directors. She is involved in other boards such as the American Council on Education, the Association of American Colleges, Atlanta's Women Network, Inc., The Feminist Press and Leadership Atlanta.

She has received honorary doctorate degrees from Bates College, Dennison College, Fisk University, Grinnell College, Lafayette College, Macalester College, Marygrove College, The College of New Rochelle, New York University, Princeton University, Southeastern Massachusetts University, Southwestern University, The College of Wooster, University of Massachusetts, Williams College and Yale University.

Dr. Cole has been included in the acclaimed photography exhibit and book "I Dream A World: Portraits of Black Women Who Have Changed America", honored as a Woman of Distinction by the National Association for Women Deans, Administrators and Counselors, and named one of the 100 most influential people in Georgia. She was named one of America's most outstanding African Americans in the 20th anniversary issue of both Essence magazine and Black Enterprise magazine.

Her major media appearance include "Nightline", the premiere of "Saturday Night With Connie Chung", "All Things Considered", and "Eyes on the Prize, Part II."

Dr. Cole is married to Arthur J. Robinson, Jr., the mother of three sons and two step sons and the surrogate mother to the 1,700 women currently enrolled at Spelman College.



(18) 66" Round Ten Tops

Dick Munro introduces Eli: 1 minute

(please make suggestions if necessary)

Ladies and gentlemen:

As I said before lunch, this is a time of beginnings. On Tuesday, President Clinton signed the National Community Service and Trust Act of 1993. This landmark piece of legislation is the culmination of community service and volunteer efforts throughout the country. We are pleased to have Eli Segal, Assistant to the President and Director of the Office of National Service, bring to us today a message from the Administration. We look forward to hearing about the benefits of this legislation for our communities and the corporate sector. Eli, Welcome.

!! on the Awards program

Firms: Good neighbors make good

By Chris Swingle
USA TODAY

When Tampa Electric encourages its employees to do volunteer work, it does more than help the community: It helps the firm's bottom line.

The company says its good citizen image helped win its last three contracts. "They say, 'It's because of the way you treat your community,'" says Lisa Byrd, who runs the company's volunteer programs.

At General Electric annual sales meetings, golf and tennis outings were once the norm. But a few years ago, the firm found a better way to get employees mingling: They rebuilt a YMCA in San Diego. "They had such a thrill from doing something that had value, that it spread throughout the company," GE's Bruce Bunch says.

That thrill, CEOs say, translates to higher morale, spurring greater productivity, resulting in greater profits. And a combination of tangible results and employee interest has turned corporate volunteerism into the thing to do.

"It's huge right now," says Cathy Quilty of The Points of Light Foundation in Washington, D.C., a nonpartisan group that promotes community service. "After the '80s, companies had exploded, did so well, brought in so much money, but had forgotten the people."

That's changing. In 1991, 45% of 100 large companies anticipated expanding their volunteer programs, despite downsizing. Companies have joined together to share strategies on volunteerism. Now, 1,048 firms are involved, up from 600 in 1985. And 92% of 454 firms surveyed in 1992 said they encourage their employees to do volunteer work.

Once it was housewives and senior citizens helping their churches or civic groups on their own. Now companies organize workers and retirees to do service projects.

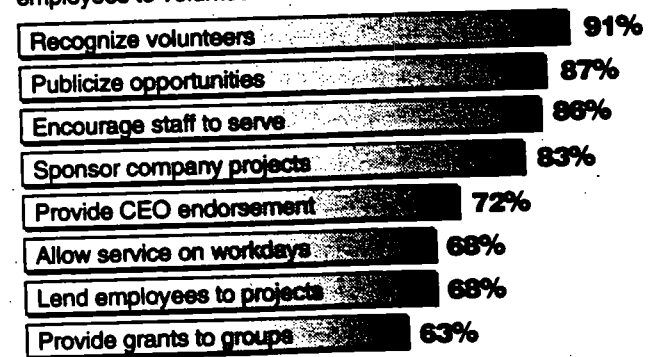
Why all of this now? Because of the growth of "no-lifers," employees who've recently relocated and seek ways to get to know their co-workers and communities; because of the trend to total quality management, which asks employees to be creative, work as a team and be persistent; be-



By Sylvia Layman, Inc.
HELPING HANDS: Tampa Electric's Byrd, second from left, and students Jeanna Hawkins, Chris Coers and Christy Sloan pack food for the Tampa Share Volunteer program.

Supporting volunteerism

In companies that encourage community service, these are the ways most frequently used to persuade employees to volunteer:



Source: The Conference Board, The Points of Light Foundation

By Cliff Vancura, USA TODAY

cause of skills that can be developed in community work; and because of the inability of governments to keep pace with the demand for services.

Companies also realize it makes good business sense. After Security Benefit Group, a Topeka, Kan., financial services firm, formalized its volunteer program in 1988, CEO Howard Fricke found:

- The turnover rate fell from 22% in 1987 to 7% in 1992.
- Income generated per employee leaped from \$49,700 in 1990 to \$79,000 in 1992.
- The company's revenue grew from \$593 million in 1990

to \$711 million in 1992.

Certainly the recession's shortage of jobs and other factors influenced those numbers, but Fricke is convinced that employees' donated time — which jumped from 5,600 hours in 1990 to 7,938 hours in 1992 — had a big influence.

"All of our associates feel good about themselves when they know they're making a difference in the community. That's higher morale. Higher morale is greater productivity. Greater productivity is greater profit," Fricke says.

His company and Tampa Electric are among five being



By Sylvia Layman, Inc.
HOBBS: Julius Hobbs, TECO executive in Tampa.

honored Sept. 23 by The Points of Light Foundation for public service. Also winning: Shell Oil of Houston; Adams and Reese law firm of New Orleans; and Farmers Bank & Trust of Henderson, Ky.

Melinda Cooper, who handles mutual fund transactions at SBG, says a company newsletter told her of a need for volunteers at the community theater. She was new to the firm and city and thought building a stage set would be a good way to meet people. She now gives 200 hours during the theater's six weeks of productions.

Cooper says the company's

Comp to pub

The comp ment to put helpful tasks income hou: publish new: They give n donate 25 or who do civic Programs
► Time W and adults t 79% of the l
► IBM sa USA work
-sponsored : been detach most with f Brother/Big
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make good business



By Sylvia Layman, Inc.
ants Jeanna Hawkins, Chris
program.



By Sylvia Layman, Inc.
HOBBS: Julius Hobbs, TECO
executive in Tampa.

honed Sept. 23 by The Points of Light Foundation for public service. Also winning: Shell Oil of Houston; Adams and Reese law firm of New Orleans; and Farmers Bank & Trust of Henderson, Ky.

Melinda Cooper, who handles mutual fund transactions at SBG, says a company newsletter told her of a need for volunteers at the community theater. She was new to the firm and city and thought building a stage set would be a good way to meet people. She now gives 200 hours during the theater's six weeks of productions. Cooper says the company's

Companies' commitment to public good runs gamut

The companies being honored Sept. 23 for their commitment to public service provide many different kinds of helpful tasks including mentoring students, painting low-income houses and distributing food to the needy. They publish newsletters announcing nonprofit agencies' needs. They give money to nonprofit groups to which employees donate 25 or more hours a year. They reward employees who do civic work.

Programs that work:

► Time Warner employees read magazines to students and adults to improve reading skills. During the program, 79% of the listeners improved their reading.

► IBM says 90,000 of its employees — nearly half its USA work force — volunteer, many through company-sponsored activities. Since 1971, 1,000 employees have been detached for a year to assist nonprofit organizations, most with full pay. About 500 employees are in the Big Brother/Big Sister mentoring program.

► Tennessee Valley Authority has employees involved in the Boy Scouts, Theater Memphis, The March of Dimes, The Good Earth Festival, Le Bonheur Children's Medical Center, The American Red Cross, Tennessee Sportsfest and Shelby County Literacy Coalition, among others.

— Chris Swingle

Foundation volunteers tips

Pick a volunteer project dear to employees, get the chief executive behind it and designate someone to coordinate it.

That's how to get a corporate volunteerism program started, say companies that are doing it successfully.

The Points of Light Foundation, phone 202-223-9186, provides advice, training and a 46-page guide on developing a program.

Among its tips:

► Get the message to all

levels of employees that volunteer service is everyone's responsibility.

► Survey employees to determine their interests, and do ongoing evaluations of the impact of the programs. Focus efforts on serious problems.

► Commit to establish, support and promote a program long-term. Treat it like any other core business activity, and give it appropriate resources.

— Chris Swingle

interest in what employees do outside of work makes her feel important. And, "If they didn't encourage the associates to do volunteer work, there'd be lots of things that wouldn't get done in the community."

Leadership from the top is the key to success. Fricke leads the way. He paints houses for the needy, serves on the Boy Scout and YMCA boards and heads the local United Way.

He even allows employees to do volunteer work on company time. "It's not abused," he says.

Jane Brophy, who coordinates volunteerism at Shell Oil,

says the Special Olympics and Easter egg hunts give employees from the firm's seven buildings in Houston a chance to meet. The mingling of financial workers, research scientists and computer analysts gives everyone a better idea of all the company does.

"I had some sore arms Sunday morning," Tampa Electric employee Lynn Greenwell said after a recent Saturday morning of loading bags of carrots and onions for the needy. But she's already signed up for another day. "I just saw so much good going on there."

Ford jumps gun, offers '94 rebates

By Jack Hovelson
USA TODAY

Ford Motor announced rebates on spanking-new 1994 models Tuesday, though the '94 model year doesn't begin until Oct. 1, and though Ford says it is trying to get rid of cash-back deals.

Ford isn't alone in offering '94 rebates so soon, but its list is most extensive: 15 '94 Ford, Mercury and Lincoln models. Buyers get \$300 back on Tempo and Topaz compacts, for instance, up to \$1,000 on the big Bronco sport-utility vehicle and Lincoln Town Car. The new rebates run through Jan. 10. Five fewer models are covered than for the '93s, and most '94 deals are less than on similar '93 models.

Three or four years ago our incentives were costing us \$1,200 to \$1,300 per vehicle. Now we're down to \$850 a car," spokesman Bill Carroll says.

Competition, he says, forces Ford to continue rebates. Other early '94 rebates, according to trade weekly *Automotive News*: Mazda has \$1,000 on its small Protege sedan; Chrysler gives \$500 on LeBaron sedan, Dodge Shadow and Spirit, Plymouth Sundance and Acclaim, and \$1,000 on the big Dodge van. Mitsubishi's '94 deals run from \$500 on Mirage sedans to \$1,000 on compact pickups.

Most major automakers are shifting from rebates to so-called value pricing. The maker and the dealers surrender some profit margin so that well-equipped cars can be priced aggressively.

"As a marketing tool, rebates have become less effective," Standard & Poor's auto analyst Joshua Harari says. *Automotive News* says several companies have leftover '92s they can't unload despite rebates. And the magazine says Mitsubishi even has a few '91s. Mitsubishi says they're gone.