



# Gerald R. Ford Presidential Foundation Newsletter

December 2010



## Betty Ford An Extraordinary Life

New Exhibit  
at the  
Gerald R. Ford  
Presidential Museum



She loved the spotlight, whether dancing before hospitalized children or teaching dance to minority youth, whether modeling clothes in a downtown department store or in the fashion district of New York City. Betty Ford loved attention.

Then she married Gerald Ford, a popular, hard-working 35 year old who, months later, was elected a West Michigan congressman. "You won't have to worry about the other woman," Betty's sister-in-law told the new bride. "Jerry's work will be the other woman." And on Capitol Hill, no one worked harder than Congressman Ford. As a Congressman's wife and mother of four, Mrs. Ford busied herself supporting causes such as the Equal Rights Amendment and the arts.

Betty would always be poetry to Jerry's prose. But within that distinction an inseparable partnership was forged, and it was on display when they moved into the White House in 1974. He sought to heal a nation sickened by political scandal and a divisive war. She breathed new life into a White House grown stagnant by that discord. "This house has been like a grave," she thought. "I want it to sing." Not always to her husband's comfort, and at times to his advisors' chagrin, Mrs. Ford lent power to the voice of the White House and captured the attention of the nation as had few First Ladies before her. This exhibit illustrates some of her extraordinary life. ~ From display at the new exhibit.



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*Foundation News*



*Letter from the Foundation Executive Director,  
Joseph S. Calvaruso*



*Joseph S. Calvaruso*

Highlighted in the newsletter are a number of very special events on President Ford's legacy and the extraordinary life of Mrs. Ford. The Museum's current temporary exhibit *Betty Ford – An Extraordinary Life* had as its first visitor, former First Lady Rosalynn Carter. The exhibit is exceptionally well done by the Ford Museum and Library Staff. Most of the items have never been on display. I encourage everyone to visit the exhibit which will be open until February 27, 2011.

One of the strengths of President Ford's administration was his Cabinet and staff. Many of these individuals went on to years of prominent public service. I look forward to highlighting Cabinet members and staff of the Ford Administration in future newsletters and on the Foundation's website.

In a joint effort between the Foundation and Library Staff,

progress is being made on the digitization of Ford Administration papers. One of the more ambitious digitization projects has been to scan and digitize over 9,000 pages of the President's daily diaries. The diaries are available on the Foundation and the Museum/Library websites. We are currently in the process of scanning and digitizing the White House photo contact sheets for the Ford Administration which will also be made available on the websites. This will make it much easier for the public to have access to the pictures.

Congratulations to Elaine Didier, Director of the Gerald R. Ford Presidential Museum and Library, for receiving the Distinguished Alumni Award from the University Of Michigan School Of Informational Services. Elaine recently traveled to England on behalf of the National

Archives to inspect documents for authenticity at the Churchill Archives. Elaine also visited the Lincoln Cathedral and inspected potential exhibit materials that could be used at the Museum.

I encourage you, if your travels take you to Washington, to go to the National Archives and see their temporary exhibit *Discovering the Civil War Part II: Consequences*. Visitors to the exhibit are offered a different learning experience from the typical Civil War Exhibit that highlights the battles of the war.

A special thank you goes out to the members of *Friends of Ford* whose generous contributions make possible the programs at the Museum.

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*September 11th Scout Salute*

The annual September 11<sup>th</sup> Scout Salute, hosted by the Gerald R. Ford Council Boy Scouts of America in partnership with the Gerald R. Ford Presidential Foundation and the Gerald R. Ford Presidential Museum, was a giant success again this year. This year's event began promptly at 7:15 am, on a rainy September 11<sup>th</sup> in downtown Grand Rapids, MI. 8:46 am brought a unique remembrance program featuring honor guard members from the Boy Scouts and several local police and fire departments for our minute of silence. Ken Groenveld, a Deputy US Marshall serving in downtown New York City on September 11, 2001 shared comments. Lunch brought speaker Mayor Rob VerHeulen, who spoke on Police, Fire and EMS services.

Brigadier General Burton Francisco spoke at 6pm on our military and veteran heroes. The day concluded with comments from BSA CEO Michael Sulgrove, who spoke on our future community leaders, the Boy Scouts of America.

Over 3,500 Scouts, Leaders, Police Officers, Fire Service Officers, EMS personnel, Military, Veterans, and citizens from our communities came down to remember September 11, 2001 by participating in a Salute to the American flag which lasted all day! Visitors were also invited to write a personal note to a soldier serving overseas. Over 800 handwritten notes were written and sent!

Fantastic event supporters included the Gerald R. Ford Presidential Foundation, the Gerald R. Ford Presidential Museum, Davenport University, BC Pizza, and the Local Firefighters union in Grand Rapids. *Boy Scout articles and photos provided by Gerald R. Ford Council, Boy Scouts of America.*



## What a Difference a Day Makes

Red Cavaney, President, Gerald R. Ford Presidential Foundation

The Gerald R. Ford Presidential Foundation and Museum welcomed Foundation President Red Cavaney to the Museum's auditorium on November 3. Red's talk, *What a Difference a Day Makes*, delved into the behind-the-scenes events and activities of President Ford's bid for election in 1976. Ironically, it was on November 3rd, 34 years before, when Mrs. Ford read President Ford's speech conceding the election to Jimmy Carter.

WZZM TV producer and anchor, Lee Van Ameyde, joined Red and reminisced about how elections of the past differed from those we know today due to the huge increases in news networks. Red spoke about the emotions and



(l-r) Foundation President Red Cavaney and Lee Van Ameyde

energy that filled the air that evening. The Ford family and close advisors were with the President in the White House watching the returns as they were reported. Red recalled that this was the first election that the news media used colors to represent which way the states fell: blue states were for President Ford, and red were for Governor Carter.

With great admiration, Red noted that even though President Ford started the election some 30 points behind in the polls, his competitive nature wouldn't let him quit. On the eve of election day, he had closed the gap — in fact, if 17,000 votes had gone his way in Ohio, President Ford would have emerged victorious. C-Span taped the program for rebroadcast. Watch your local listings for air times and dates.

## Rich DeVos Helps Dedicate New Boy Scout Venture Base

Rich DeVos, Honorary Trustee of the Gerald R. Ford Presidential Foundation, helps dedicate new Boy Scout Venture Base - part of the Boy Scouts of America Gerald R. Ford Council.

Rich took part in the dedication of the new Venture Scouting Base that bears his family's name – DeVos Family Venture Base. "I stand here in real admiration of you," Rich told the audience of Scouts, Gerald R. Ford Council board members, staff and volunteers after he used a Scout knife to cut a ceremonial ribbon. "You're out here all day and all night making things happen. You do the hard work. All I do is write a check. I am honored to be affiliated with you."

The compound consists of three boys' and girls' cabins surrounding a central pavilion and open space for meetings and activities. The Venture Base is open to all Scout Venturing Crews in Michigan and beyond. This facility replaces an older building that collapsed under winter snow in 2008. The new dining facility was built to serve 500 scouts per week from the Gerald R. Ford Council.



Rich DeVos at ribbon cutting ceremony.



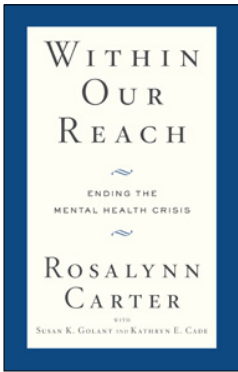
Gerald R. Ford Presidential Foundation Trustees James T. Lynn (l) and Paul H. O'Neill (r).

## Looking Back

Jim Lynn and Paul O'Neill

James T. Lynn (left), Director of the Office of Management and Budget (OMB) and Assistant for Management and Budget, and OMB Deputy Director Paul H. O'Neill (right) at a meeting with President Ford and others to discuss reauthorization of the Law Enforcement Assistance Administration. The meeting took place in the Cabinet Room on May 27, 1975. Both Jim and Paul continue to serve on the Gerald R. Ford Presidential Foundation Board of Trustees. Paul is the current Chairman of the Investment and Finance Committee and a member of both the Nominating Committee and Strategic Planning Committee. Jim serves on the Endowment and Development Committee and the Legacy Committee.

## Ending the Mental Health Crisis Former First Lady Rosalynn Carter



Her dream, overcoming the stigma of mental illness. In a special program co-sponsored by the Hauenstein Center for Presidential Studies, the Museum, and Foundation, Mrs. Rosalynn Carter discussed the strides that have been made in mental health the past four decades and her vision for the future. She reminisced about the work she and Betty Ford undertook together; work on women's issues, the

ERA, and mental health and substance abuse. She described that the work was fun, and Mrs. Ford was always a wonderful and graceful partner in their joint efforts.

Mrs. Carter's interest in mental health issues was sparked when Jimmy Carter first ran for governor of Georgia. Since those early days, she recalled, "Everything has changed but the stigma." "Within Our Reach," her second book, focuses on four themes – Recovery, Prevalence, Stigma, and Prevention.

Following Mrs. Carter's opening remarks, three local mental health practitioners shared their perspectives on mental health today, elaborating on several of Mrs. Carter's themes. Paul Ippel, Executive Director of Kent County's Network 180, focused on stigma and community action. Mr. Ippel's call to action, that we get involved, share personal experiences, and tell others that treatment works and recovery is happening. Dr. Greg Dziadosz, CEO of Touchstone Innovare, a private, non-profit agency, addressed mental illness as a chronic illness, often one of several a person might suffer from. He asked, "Is it time to reunite with health care?" Dr. Mark Eastburg, President and CEO of Pine Rest Christian Mental Health Services asked, "What is our new model?" While work done in the field of mental illness has shown some change in attitude, primarily an increase in acceptance that treatment is necessary, the stigma of mental illness remains a challenge. ~ Barbara McGregor, Education Specialist, Gerald R. Ford Presidential Museum.



Photos Courtesy of Dr. Robert M. Humphries

Mrs. Carter Participated in a Panel Discussion on Mental Health



(l-r) Mrs. Rosalynn Carter; Dr. Gregory Dziadosz, CEO of Touchtone Innovare; Dr. Mark Eastburg, President and CEO of Pine Rest Christian Mental Health Services; and Paul Ippel, Executive Director of Kent County's Network 180.

Introduction of Mrs. Rosalynn Carter

by Susan Ford Bales

It's always a thrill to return to Grand Rapids. And that's particularly so for this visit. First, I bring warm greetings from Mother. She's home in Rancho Mirage and doing well. We, of course, wish she could have joined us today. I know how very much she would have wanted to be here with her dear friend and our special guest.

As those of us in the Ford family have recounted many times (in private and in public), Grand Rapids is all about friendships – very deep friendships. Here in Grand Rapids, friendship is not just a word used matter of factly. No, friendship here is, quite simply, a way of life; friendship is a cornerstone of this community. And today is a shining example of why that is so and why it is a particular joy for me and for the Ford family to have the opportunity to welcome our special guest and friend back to Grand Rapids.

I thought a great deal about what to say this afternoon, and about how I could adequately introduce someone who's been so special to Dad and Mother and our family. How could I adequately describe the depths of friendship and love that have flourished between President and Mrs. Carter and Dad and Mother for decades? I must admit that several times along the way I've been at a complete loss for words.

People often ask me if it's really true that my parents have had such a genuine and deep friendship with the Carters for so many years. Perhaps understandably, in this current time of slash and burn politics and personal attacks, many people find it impossible to be-

lieve that the man and woman who in the 1976 presidential election handed Dad and Mother the only political defeat they ever suffered would be the same couple with whom my parents would develop a friendship, the likes of which have not been seen since President Thomas Jefferson and President John Adams.

Ladies and gentlemen, let me assure you from first-hand experience, the stories of that extraordinary friendship are indeed true. No more treasured friendship did Dad and Mother ever have than that which they've had with President and Mrs. Carter.

Please permit me to share a personal story that illustrates the depths of love and friendship my parents have had with our guest and her husband. Many of you will recall the wonderful State Funeral services and ceremonies conducted for Dad here in Grand Rapids. As our family came to learn during the years immediately before Dad's death, there is an extraordinary amount of prior planning and detail required for a State Funeral. And Dad's was no exception.

One of the most personal decisions in planning Dad's State Funeral was deciding who, if anyone, besides our family and the official group with Dad's casket, would travel on Air Force One for his final journey home from Washington to Grand Rapids. During a private planning discussion with Dad and Mother, that very question was posed to Dad. His response was immediate, direct, and from the heart. "It would mean so much to me," Dad told Greg Willard, "if you could



make certain that Rosalynn and Jimmy are with Betty and the children on that final flight."

And so it was. At the Grand Rapids airport nearly four years ago, as the military body bearers gently moved Dad's casket from Air Force One, there on the tarmac having traveled from Washington with Mother and our family – just as Dad had wanted – were President and Mrs. Carter receiving Dad home to Grand Rapids for the final time.

Mrs. Carter, your and President Carter's presence with us for that final homecoming to Grand Rapids continues to bring strength and comfort to Mother and our family each and every day and to a degree words simply cannot describe. Most importantly, your continuing gift of love and friendship is one for which we will always be grateful and will always remember - always.

Ladies and gentlemen, it is my high honor and personal joy to present to you a woman of strength, a woman of principles, a woman devoted to her husband and family, a woman who is a tireless advocate for those less fortunate among us, and a woman whom all of us in the Ford Family are proud to call our dear, dear friend, Mrs. Rosalynn Carter.

## Betty Ford Honored With Hillman Award



Steve Ford accepts Hillman Award on behalf of Betty Ford.

"Grand Rapids, Michigan, is a place from which someone could journey far, but never leave," is a quote attributed to James Cannon, author and long-time friend of President Gerald R. Ford and former First Lady Betty Ford. Decades after she last lived in Grand Rapids, Betty was honored by West Michigan's health care community for her contributions to advocacy and action in health care.

At its "Blue Moon @ High Noon" event, the Alliance for Health presented Betty with its Hillman Award, named in memory of U.S. District Judge Douglas W. Hillman, a life-long community health care advocate.

"The Hillman award annually recognizes people who have truly made a difference in the quality of health care in West Michigan," said Lody Zwarenstejn, President of the Alliance for Health. "This year, we honored one of our community's most distinguished and inspirational leaders. Through Mrs. Ford's courage, advocacy and activism, the nation changed the way it views, talks about and cares for disease – specifically breast cancer and addiction. West Michigan is incredibly fortunate to be a beneficiary of her ground-breaking vision."

The award lunch, held Sept. 22, 2010, at the JW Marriott in Grand Rapids, featured a tribute video to Betty introduced by Marty Allen, Chairman Emeritus and lifetime Trustee of the Gerald R. Ford Presidential

Foundation after serving as its Chairman for more than 20 years. "When asked about her candor and openness," said Allen, "Betty Ford explained that it was her Midwest upbringing that shaped her values and character, throughout her formative years in Grand Rapids."

"Simply put, the Hillman Award recognizes visionaries, and such a person was Betty Ford," said Jen VanSkiver, chair of the board for the Alliance for Health. "Her health care struggles became what parents like myself call 'teachable moments,'" said VanSkiver. "She met her health challenges head on, and then she continued the fight long past her personal victories so that she could help others achieve the same success."

"To accept this award for her service, for how she took two of the darkest days of her life and had something good come out of them on the other side, it's an amazing story. We're so proud of mom," said Steve Ford.

"I'll never forget my parents standing on the front lawn of the White House, holding hands, and saying we're going to take the stigma off this disease," said Steve about the Fords' announcement in 1974 that Betty had been diagnosed with breast cancer. "At that point, breast cancer was a closet disease. They didn't talk about it, and here the First Lady of the country was going to be transparent and show that women didn't

need to be ashamed of this," said Steve.

Betty Ford helped establish the Betty Ford Breast Care Services in Grand Rapids, including the Betty Ford Diagnostic Breast Center at Spectrum Health's Lemmen-Holton Cancer Pavilion. Each year, Betty Ford Breast Care Services performs 50,000 mammograms, 45,000 computer-aided detections, nearly 2,000 minimally invasive biopsies, and about 9,000 other diagnostic procedures.

"Personally speaking, from the perspective of a teenage daughter 20 years ago whose mother was diagnosed with Stage 2 breast cancer, detected by a mammogram at Betty Ford, I can't express how grateful I am, how grateful we all are who share similar stories, for this gift in our community," said VanSkiver.

After her recovery from her addictions, Betty helped create the Betty Ford Center in Rancho Mirage, Calif., providing treatment and counseling to those suffering from dependency on drugs and/or alcohol. More than 90,000 men and women have been assisted through that center since 1982.

Steve recounted how his mother provided leadership to him when, 10 years after she became sober, he had to face his own alcoholism. At first, he said, her response was that he couldn't be an alcoholic. He had to remind her who she was. "Mom, wait a second, stop. You can't be in denial, you're 'Betty Ford,' you're the poster child for this thing."

"Thank you Betty," said VanSkiver. "Thank you for your courage. Thank you for speaking out. Thank you for your tireless efforts to help others face the health challenges you faced and to achieve the same victories you were able to achieve. And thank you for being a friend to this city and this region and contributing so richly to our health care services."

The Alliance for Health is a broad-based community coalition dedicated to the encouragement of optimal health for all residents through high-quality health care services at the lowest cost. The Alliance identifies and helps prioritize West Michigan's health issues, acts as a community catalyst, leads the community's discussions about the health industry, and works with various groups to solve community health issues.



Susan Ford Bales  
 Photo by Rex Larsen, Copyright 2010, The Grand Rapids Press.  
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## Betty Ford - An Extraordinary Life

First daughter Susan Ford Bales delighted guests with tales of "growing up Ford" and reflections on her mother's extraordinary life when she spoke at the Museum last month. Her conversation with Rick Albin, 24 Hr. News 8 reporter, was the opening program for *Betty Ford: An Extraordinary Life*, the Museum's newest exhibit.

The easy conversation between Susan and Rick was wide-ranging. Susan shared reminiscences of a normal family life and childhood in a "fabulous neighborhood." Guests thoroughly enjoyed the recounting of her early years growing up with three brothers, and sharing a bathroom. When Betty Ford decided that Mike and Jack could babysit eight year old Susan, they hung their sister upside down in the laundry chute. Steve would hide under her bed at night and, as she climbed in after prayers, would reach out and grab her. Then there were the various trips to the emergency room, one on the 4th of July when Susan shut the door of their blue station wagon ... on Steve's fingers. Home was a very busy place. While her dad traveled often, her mother was home raising four children, getting them to school, athletics, dance lessons, and all the other activities of a busy family. As the wife of a congressman, Betty Ford was also hostess, committee member, and unofficially, policy advisor. Sunday night was family night, and no one

made plans that interfered. The entire family sat around the kitchen table, giving Dad a

chance to catch up with the week's activities. The routine of dinner at home continued. The day Gerald Ford was sworn in as Vice President, Betty Ford returned to the kitchen to cook dinner.

As Susan began her high school years her parents were beginning a new phase in their lives, one that would put the entire family in the spotlight. Her father was about to become vice president, then president of the United States. While the boys attended public schools through high school, Susan began attending a boarding school. In her junior year she had to move home ... to the White House. In response to Rick's question about whether or not her relationship with her mother changed during this period, Susan pointed out that she was at an age where girls do push away from their mothers. When Betty Ford was diagnosed with breast cancer just six weeks after becoming First Lady, Susan said she was, "scared to death."

While she was first lady, Betty Ford gained the admiration

and affection of many and was able to bring attention to issues such as breast cancer and equal rights. Susan reminded the audience that the time in the White House was "just a small part of her life." For many years after leaving Washington, Betty Ford remained an active and outspoken advocate for breast cancer awareness and substance abuse treatment. The Betty Ford Center, founded by Mrs. Ford and friend Leonard Firestone, is preparing to celebrate 28 years of service, touching 90,000 + patients and families ... often personally by Betty Ford.

As the conversation was winding down, Rick asked Susan for her impression of the exhibit highlighting her mother. Susan's response, the exhibit "brings back many fond memories," and noted that the white dress with feathers was one of her mother's favorites. ~ Barbara McGregor, Education Specialist, Gerald R. Ford Presidential Museum.



Susan Ford Bales (middle) is joined by Nancy Chirdon (l), Mrs. Ford White House staff member; and Barbara Appleby (r), longtime close Ford family friend.

Photo Courtesy of Dr. Robert M. Humphries



President Ford's youngest son Steve (l) and his brother Dick (center) shared family stories onstage with Grand Rapids 24 Hr. News 8 reporter Rick Albin (r), as a slide show including photographs from the Ford family photo albums played above. The event, held in conjunction with the Museum's feature exhibit *From School House to White House: The Education of the Presidents*, was taped by C-Span for later broadcast.

## *Gerald R. Ford, The Early Years* Steve and Dick Ford

A capacity crowd of 250 people gathered at the Ford Museum on the evening of September 22 to hear about President Gerald Ford's personal life from two of the people who knew him best – his brother, Dick, and son, Steve. It was a night of reflection and insight into President Ford's youth, upbringing, and his parents, as well as the home life of Gerald and Betty Ford and their four children. The program was moderated by 24 Hr. News 8 reporter, Rick Albin.

Dick Ford spoke of his parents and the influence they had on a young Jerry as well as his half brothers Dick, Tom, and Jim. Three of the boys earned the rank of Eagle Scout, a remarkable achievement within one family. Dick stated "Mother and Dad set pretty high standards. It just wasn't a question of whether or not we had done well; it was a question of could you do better." One of the cardinal rules in the Ford household according to Dick was "Don't ever lie."

Concerning the fact that the young Jerry was adopted by Gerald R. Ford Sr., Dick said, "It didn't make any difference." Steve added, "It's love, not blood, that raises kids." Dick recalled some of his earliest memories of his athletic, oldest brother waking up and doing sit ups and push-ups adding, "He was only one of three natural athletes I ever knew."

Son Steve vividly recalled that his father swam every morning and did sit ups until late in his life: "He was religious in his exercises." Steve recalled what it was like growing up with a political leader as a father. "It wasn't a big deal when he was a Congressman because all the neighbors worked in the government... He was gone probably 100 nights a year. Mom was the rock and it was hard on her with four young kids. It wasn't a big deal until he became Vice President." Steve said his father promised his mother that he would retire in 1976 at the end of his 13<sup>th</sup> congressional term. But then Richard Nixon called the Ford home in Alexandria to ask Ford to replace Spiro Agnew who had just resigned. Steve said, "My mom was so angry but my dad said, 'Betty, don't worry because vice presidents don't do anything.'"

After Ford became president, Steve said they couldn't move into the White House for seven days because the Nixon belongings were still in the Executive Mansion. "That night Dad became president, we went back to our little home in Alexandria...My mom was cooking dinner that night and looked at my dad and said, 'Jerry, there's something wrong here. You just became president and I'm still cooking dinner.'"

Concluding, Dick Ford described his brother as, "very friendly but staunch in his beliefs. I respected him." Son Steve focused not on his dad as president or politician but as a parent. "I remember what a great father he was." ~ Jim Kratsas, Deputy Director, Gerald R. Ford Presidential Museum.

## Update on USS Gerald R. Ford (CVN 78) Construction

Northrop Grumman Shipbuilding hosted a visit on August 24, 2010, to the company's Newport News, Va. facility by Susan Ford Bales, sponsor of the nuclear-powered aircraft carrier *USS Gerald R. Ford (CVN 78)*.

Susan had lunch with shipbuilders and thanked them for their work on her father's namesake ship. "You are what makes the ship what it is," she said, "and our family deeply appreciates what you do."

During her visit, Susan met with shipbuilders working on the ship and observed and participated in hands-on demonstrations including a module unit wire way review and inspection; weapons elevator door installation;

a large module unit transit to the dry dock; and preparation of an air-conditioning unit.

"It's always energizing to have the sponsor, and in this case the daughter of the ship's namesake, visit the ship and personally meet the dedicated shipbuilders who are building CVN 78," said Matt Mulherin, sector vice president and general manager of Northrop Grumman Shipbuilding Newport News. "These skilled men and women are committed to executing each phase of construction with their highest first-time quality and are honored and proud to show their work to our sponsor."

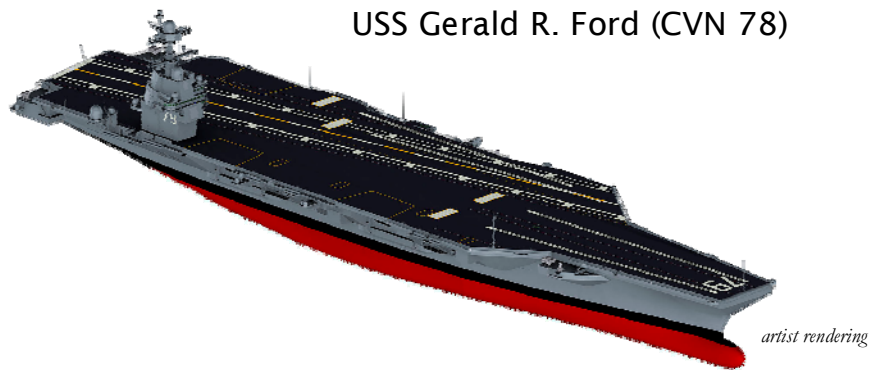
Named after the 38th President of the United

States, *USS Gerald R. Ford (CVN 78)* is the first ship of the new *Gerald R. Ford* class whose keel was laid November 14, 2009.

The *Ford* class will continue the legacy of highly capable U.S. Navy nuclear-powered aircraft carrier platforms. Enhancements incorporated into the design include flight deck changes, improved weapons handling systems, and a redesigned island, all resulting in increased aircraft sortie rates. It will also include new nuclear power plants; increased electrical power generation capacity; allowance for future technologies; and reduced workload for the sailors, translating to a smaller crew size and reduced operating costs for the Navy.



Northrop Grumman Shipbuilding lifted two generators weighing over 195,000 pounds a piece into the aft section of the nuclear-powered aircraft carrier *USS Gerald R. Ford (CVN 78)* on July 28, 2010. The generators supply backup power throughout the ship.



USS Gerald R. Ford (CVN 78)

artist rendering



Susan Ford Bales, sponsor of the nuclear-powered aircraft carrier *USS Gerald R. Ford (CVN 78)*, assists shipbuilder Mike Jordan in a weapons elevator door installation.

2010 ArtPrize  
at the  
Gerald R. Ford  
Presidential Museum



Wander Martich's *Helping Mom One Penny at a Time*, voted in seventh place out of over 1,700 artists.

*Water Prize* created by the Water Prize Team, a Top 25 entry.



John Hamelink's hand made sailboat placed in the Top 50 artists.

John O'Hearn's *The Grand Pixel* which placed in the Top 25 among all ArtPrize entries.

From September 22 to October 10, Grand Rapids again became the focus of the art world. The second annual ArtPrize attracted over 1,700 artists from around the nation and the world. The Ford Museum hosted twenty one artists with one from as far away as Romania. There were ten artists in the Museum lobby, one of which—John O'Hearn's "The Grand Pixel"—was voted in the Top 25. Two of the eleven outdoor works made the Top 25, "Water Prize" and Wander Martich's "Helping Mom One Penny at a Time".

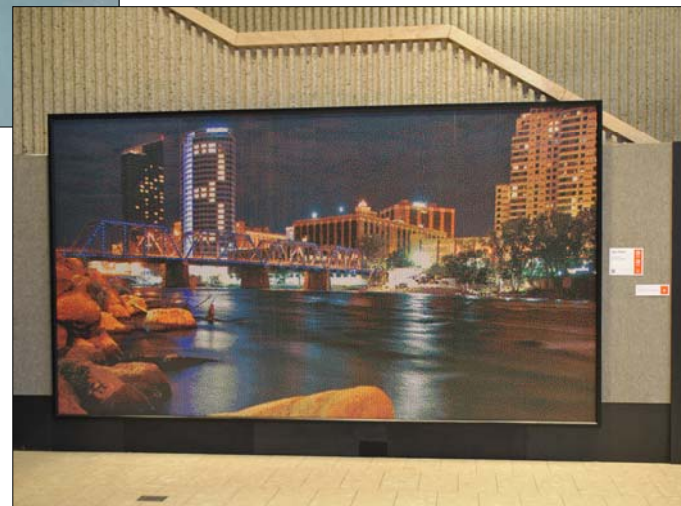
Ms. Martich's landed in the Top Ten, an amazing accomplishment from someone who had never created art in the past. Her eight foot diameter penny was made with over 80,000 pennies and weighed over 800 pounds. Overall, Ms. Martich came in 6<sup>th</sup> place and claimed \$7,000 in prize money.

The art at the Museum included a hand-made sailboat, a ten foot tall wood sculpture created on the Museum grounds, a mosaic, several paintings and multiple sculptures. The art and beautiful weather attracted over 118,000 visitors in the 19 day span of the ArtPrize. To illustrate how much ArtPrize has grown in only one year, the Ford Museum had 26,000 visitors during last year's ArtPrize.

Voting for ArtPrize takes full advantage of current technology. While everyone must register to vote in person in Grand Rapids, they can vote either on line or by texting from their cell phones as they view individual artworks. ~ Jim Kratsas, Deputy Director, Gerald R. Ford Presidential Museum

**ArtPrize 2010 key facts:**

- 192 venues**
- 1,713 artists**
- 465, 538 votes cast**
- \$449,000 prize money distributed to the top ten artists.**



Visit our website [www.geraldrfordfoundation.org](http://www.geraldrfordfoundation.org)  
to learn more about 2010 ArtPrize and other events.

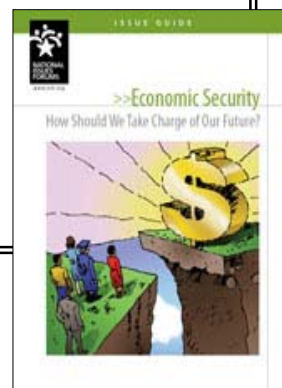


### Gerald R. Ford Presidential Library Hosts National Issues Forum on Economic Security

The Gerald Ford Library continues its successful collaboration with the Kettering Foundation's National Issues Forums Institute (NIFI). The Library held a deliberative discussion on the public policy issue of Economic Security on Tuesday, November 5, 2010. Professional facilitators guided two groups of 20 each through the discussion on "Economic Security: How Should We Take Charge of Our Future?" The three approaches the groups explored were: acting more responsibly with our money; looking out for each other;

and growing our way out. The groups' comments, along with the results of forums held across the nation, will be compiled and distributed by the Kettering Foundation, headed by Ford Presidential Foundation trustee, David Mathews.

The forums are part of a national initiative, with all 12 Presidential Libraries participating in their respective communities. Hosting National Issues Forums at Presidential Libraries is consistent with our emphasis on civic education and engaging citizens in balanced, fair-minded and civil discussions about major public policy issues.



*Yes, I want to be a member of "Friends of Ford"*

*Become a member of Friends of Ford and help support the Library & Museum's many exhibits and programs. Join us as we seek to enhance public understanding of American history, government and the presidency.*



*As a member of Friends of Ford you are invited to participate in many special Library and Museum activities that are not open to the general public.*

Members of Friends of Ford receive many valuable benefits:

- ★ Free admission to the Gerald R. Ford Presidential Museum
- ★ Advance notification of speakers and exhibits at both the Library and Museum
- ★ Invitation to pre-opening exhibit tours by staff members
- ★ Foundation Newsletter, "News From The Ford"
- ★ 10% Discount on merchandise at the Museum Store
- ★ Free admission to other Presidential Libraries and Museums
- ★ Membership card
- ★ Members at the Family, Associate, Sustaining, Patron, President's Cabinet and Legacy membership levels receive additional benefits.

For further information, please contact Diane VanAllsburg at 616.254.0396 or email [dvanallsburg@38foundation.org](mailto:dvanallsburg@38foundation.org). Attached is an application envelope for your convenience. Memberships are tax deductible to the limits allowed by the IRS. The Gerald R. Ford Presidential Foundation is a tax-exempt 501(C) 3 organization.



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*The mission of the Gerald R. Ford Presidential Foundation is to support the Gerald R. Ford Presidential Library and Museum by sponsoring historical exhibits, educational programs, conferences, research grants and awards. In fulfilling its mission, the Foundation honors the principles and values demonstrated by President Ford throughout his public service career. The Foundation also aims to educate Americans about the unique history and significant events of the Ford presidency. Finally, the Foundation seeks to enhance public understanding of American history and government, particularly the presidency. Inquiries regarding contributions should be addressed to Joe Calvaruso, Executive Director, Gerald R. Ford Presidential Foundation, 303 Pearl Street, NW, Grand Rapids, Michigan 49504-5353.*

## *Upcoming Events and Exhibits*

*Grand Rapids:*

### **Programs:**

**Carl Anthony - *Like No One Else***

Wednesday, February 9, 2011 at 7:30 PM

Join author and historian Carl Anthony as he discusses former First Lady Betty Ford. Mr. Anthony has authored two volumes on our nation's First Ladies. This program is being held in conjunction with the feature exhibit *Betty Ford - An Extraordinary Life*. Reservations can be made by calling the Museum at 616.254.0384.

### **Exhibits:**

*Betty Ford - An Extraordinary Life* (On display through February 27, 2011)

The Gerald R. Ford Presidential Museum devotes an entire gallery to former First Lady Betty Ford, but the Museum's collection contains so much more. *Betty Ford - An Extraordinary Life*, showcases those collections as the story of Mrs. Ford comes to life. Her early life and career in fashion and dance were a prelude to her life as a congressman's wife, First Lady and social activist.



*The American Soldier* (On display March 17 through June 17, 2011)

The courage, camaraderie and human drama of U.S. servicemen and women in action is captured in 116 photographs chosen for this unique exhibition entitled, *The American Soldier - A Photographic Tribute to Soldiers and Marines*. It assembles images taken from the earliest use of photographic apparatus to today's digital cameras, and covers Americans in the Civil War through Afghanistan and Iraq.



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