



Gerald R. Ford Presidential Foundation Newsletter

September 2017, Vol. 3



President Jimmy Carter was awarded the 2017 Gerald R. Ford Medal for Distinguished Public Service. Photo Left: (l-r) Foundation Trustee Carla A. Hills, Chairman Red Cavaney, Trustee Steve Ford and Foundation Executive Director Joe Calvaruso traveled to the Carter Center in Atlanta, Georgia to present the award to President Carter. President Carter recorded his acceptance for the Annual Dinner attendees. His grandson, Jason Carter, attended the dinner on his behalf. Please see page 4 of this newsletter.



On July 13, 2017 Ambassador Carla A. Hills (photo left) presented the 2017 William E. Simon Lecture in Public Affairs at the Gerald R. Ford Presidential Museum. Ambassador Hills is the former Secretary of Housing and Urban Development during the Gerald Ford Administration and United States Trade Representative during the George W. Bush Administration. Ambassador Hills also serves on the Board of Trustees of the Gerald R. Ford Presidential Foundation. The topic for this year's lecture was "Why Trade Matters" and can be found on page 8 of this newsletter.



Family and friends gathered on July 14, 2017 at the Tomb of President Gerald R. Ford and First Lady Betty Ford. Tribute wreaths from President Donald J. Trump (photo left), President Ford's Family, the United States Navy, and the Gerald R. Ford Presidential Foundation were placed in honor of President Ford's 104th birthday. Trustee Carla A. Hills presented remarks which can be found on page 6 of this newsletter.

Additional Photos and Videos can be found on the Foundation's website: geraldrfoundation.org

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



Joe Calvaruso presented Master Sergeant Alvy Powell a gift from the Foundation following his performance at the Trustees Annual Dinner in Washington, DC. Sergeant Powell will be retiring from the U.S. Army Chorus this year.

It's hard to believe that just a year ago we were proudly celebrating the redesigned museum with the Celebration Gala and the opening of the DeVos Learning Center. This newsletter highlights recent Foundation events including President Ford's 104th birthday on July 14. A special edition newsletter will be published in a few weeks covering the commissioning of the *USS Gerald R. Ford*, along with highlights of the aircraft carrier's construction.

We've had many great activities recently at the Museum and

Library. The highlight was Trustee Carla Hills' Simon Lecture to a capacity crowd on July 13. In addition to her Simon Lecture, Carla was presented the 2017 COL Ralph W. Hauenstein Fellowship by Grand Valley State University. Ralph is still fondly remembered for his many initiatives and many philanthropic adventures. Thank you, Carla, and congratulations!

Special thanks to Danny Gaydou and Mary Sue Coleman for their years of service to the Foundation. Below you will find an article discussing their service. We also welcome our new Trustees Dr. Mark Schlissel, of the University of Michigan, and our five Associate Trustees who were elected Trustees. Welcome to Brian C. Becker, David S. Hooker, Paul H. O'Neill, Jr., James P. Ursomarso, and Frank G. Zarb, Jr.

I would like to take this opportunity to thank Joel Westphal, new Deputy Director of the Museum and Library, for his new initiative of "Ford after Five." This will bring in new visitors to the museum activities. Also, our new program, "Coffee with the Author," was begun with our friend, Jim Kratsas, speaking about his new book "Gerald R. Ford: A Life", to a

capacity crowd. We are delighted with these new programs and the new visitors to the Museum they are generating.

On June 5, the Trustee Annual Meeting and Dinner was held at the Capitol Hill Club in Washington, DC. At the dinner, the Gerald R. Ford Medal for Distinguished Public Service was awarded to President Carter. The medal was presented to President Carter earlier in May in Atlanta. At the dinner, his grandson, Jason Carter, gave remarks on how honored his grandfather was to receive the award. Also receiving awards at the dinner were Gregory Korte, of *USA Today* for the Gerald R. Ford Prize for Distinguished Reporting on the Presidency. David Cloud of *The Los Angeles Times* received Honorable Mention. For the Gerald R. Ford Prize for Distinguished Reporting on National Defense, the recipients were David Martin and Mary Walsh of *CBS News*.

Thanks so much to our dedicated Trustees and the many volunteers that make our events a reality as we all celebrate and promote President Ford's extraordinary legacy.

Retiring Board Members: Mary Sue Coleman and Danny Gaydou



Mary Sue Coleman

Fellow members of the Board of Trustees of the Gerald R. Ford Presidential Foundation extend their sincere gratitude to Mary Sue Coleman and Danny Gaydou for their outstanding service as Trustees of this Foundation from 2004 and 1998, respectively, until 2017 and to express their sincere appreciation for their wise leadership, helpful counsel, and great contributions during these years to the growth and success of the Foundation.



Danny Gaydou

Welcome New Members of the Gerald R. Ford Presidential Foundation Board of Trustees:



Dr. Brian C. Becker is the founder of Precision Economics. Dr. Becker has served as an economic expert witness and consultant for 25 years after earning a Ph.D. from The Wharton School of the University of Pennsylvania, and a B.A. from The Johns Hopkins University. Dr. Becker has provided testimony on behalf of companies and the Governments of the United States, Canada, Australia, and New Zealand. Dr. Becker has also published approximately 25 articles, and taught Corporate Finance, Statistics, Derivative Securities, Operations Management, and Computer Applications at four universities. Dr. Becker and his wife, Grace, are the proud parents of Kira and Scott.



David S. Hooker is the President and Chief Executive Officer of Frederik Meijer Gardens & Sculpture Park. He has held leadership positions at DaVinci Capital, C & H Holdings, LLC, and Mazda Great Lakes. David is a trustee and a past chair of the Board of Grand Valley State University, a member of the Board of Directors of Northpointe Bancshares and a member of the Advisory Board of Custer Office Environments. He has served as a board member of ArtPrize, Grand Rapids Student Advancement Foundation, Helen DeVos Children's Hospital and Foundation, Central Reformed Church, Frederik Meijer Charitable Trust, and Home Repair Services.

David earned a Masters of Business Administration at The University of Michigan and Bachelor of Arts degree from Kenyon College. David is married to Leslie Hooker and they have three children.



Paul H. O'Neil, Jr. is the Managing Member of the O'Neill Alpha Fund which commenced trading in November 2007. In 2005 Mr. O'Neill co-founded Value Capture LLC, a healthcare consulting firm. He served as the Managing Director until November 2007 and acts in an advisory capacity to the firm currently. Mr. O'Neill has served as the Managing Director of O'Neill Advisory Services since its inception in January of 2004; acting as the investment advisor to high net worth individuals and family offices. Mr. O'Neill held the position of Vice President of Counseling at the Ayco Company, L.P., A Goldman Sachs company, from December 1999 to December 2003. Mr. O'Neill became a partner of Ayco in 1996 and served in that capacity throughout his employment with Ayco. Mr. O'Neill served as a financial advisor and staff attorney at the Ayco Company from December 1993 until becoming a Vice President of the company. Mr. O'Neill served as an Associate Attorney at Buchanan Ingersoll from 1990-1993.

Mr. O'Neill received a J.D. from Hofstra University School of Law in 1990 and a B.S. in Economics from Northeastern University in 1987 (cum laude). Mr. O'Neill serves on several community boards in Pittsburgh including Director of the Riverlife Board, and the John Heinz History Center of Western Pennsylvania.



Dr. Mark S. Schlissel is the 14th president of the University of Michigan and the first physician-scientist to lead the institution. He became president in July 2014. President Schlissel previously was provost of Brown University, where he was responsible for all academic programmatic and budgetary functions within Brown's schools and colleges, as well as the libraries, research institutes and centers.

A graduate of Princeton University (A.B., *summa cum laude*, 1979, Biochemical Sciences), he earned both M.D. and Ph.D. degrees at the Johns Hopkins University School of Medicine (1986, Physiological Chemistry). He did his residency training in internal medicine at Hopkins Hospital and conducted postdoctoral research as a Bristol-Myers Cancer Research Fellow under David Baltimore at the Massachusetts Institute of Technology's Whitehead Institute.



Frank G. Zarb, Jr. a partner at the law firm of Proskauer Rose, LLP, where he concentrates his practice on regulatory matters under the U.S. federal securities laws, as well as on equity finance transactions regulated under those laws. He counsels public and private companies, broker-dealers, hedge funds, as well as other investors, on a wide range of transactional and securities regulatory compliance matters. He is a former member of the Staff of the U.S. Securities and Exchange Commission.



James P. Ursomarso is an owner and vice president of Union Park Automotive Group, Inc., a multi-franchise automobile dealership founded in 1955. Prior to joining his family's business, Mr. Ursomarso was an associate with Gibson, Dunn & Crutcher, LLP in New York and Washington, D.C. Mr. Ursomarso has worked extensively in national and local politics, including for the RNC, several presidential campaigns and as the 2004 Republican nominee for Lt. Governor of Delaware. Mr. Ursomarso serves as chairman of the Caesar Rodney Institute, a think tank focused on Delaware public policy issues. Mr. Ursomarso is a graduate of Georgetown University and Duke Law School. Mr. Ursomarso and his family live in Wilmington, Delaware.

President Jimmy Carter Awarded the 2017 Gerald R. Ford Medal for Distinguished Public Service

Each year, the Gerald R. Ford Presidential Foundation awards the Medal for Distinguished Public Service to persons who have served the public good in the private and public sector. The award was established by the Gerald R. Ford Presidential Foundation's Board of Trustees in 2003. The Gerald R. Ford Medal for Distinguished Public Service recognizes outstanding public contributions by individuals who reflect the qualities demonstrated by President Ford during his public service career: Strength of character, Integrity, Trustworthiness, Fidelity to principles in decision making, Sound judgment, Decisiveness (particularly during periods of crisis), Determination in the face of adversity, Diligence, Self-confidence balanced with respect for the views of others, and Self-discipline in personal life.

This year's recipient, President Jimmy Carter, has devoted

his entire life in service to the American people and to the peace and well-being of the entire international community.

"As I reflect back on more than 25 different projects that Jerry and I collaborated and shared leadership, I can't help but be grateful for the mutual respect and the intense personal friendship that developed during that time together," said Carter through a video message that was recorded earlier at the



(l-r) Foundation Trustee Carla A. Hills, Chairman Red Cavaney, President Jimmy Carter, Trustee Steve Ford and Executive Director Joe Calvaruso during the presentation of the 2017 Gerald R. Ford Medal for Distinguished Public Service in Atlanta, Georgia on May 12, 2017.



President Carter's grandson, Jason Carter, attended the Foundation Annual Dinner in Washington, DC on behalf of President Carter.

Carter Center in Atlanta, Georgia, and played during the Gerald R. Ford Presidential Foundation's Annual dinner in Washington, DC on June 5, 2017. "The words I spoke about my dear friend both at my inauguration and his funeral still ring true today. 'For myself and for our nation I thank my predecessor for all he did to heal our land.' I am thrilled to receive the Gerald R. Ford Medal for Distinguished Public Service and I'm prouder still of the lasting friendship we still have with the Ford Family."

"Looking at the current toxic times and reflecting back to President Carter's and Dad's times in office, through their examples we can learn how politics should be conducted," said Steven Ford, son of President Ford. "They illustrated to the nation that politics can be handled with dignity, class and respect. My family and I are grateful for President Carter's public service and how he has conducted himself throughout his life. We are proud to call the Carter family friends."

30th Annual Gerald R. Ford Journalism Prizes



Left Photo: David Martin, a national security correspondent, and Mary Walsh, a national security producer with *CBS News* won the 30th Annual Gerald R. Ford Journalism Prize for Distinguished Reporting on National Defense. **Right Photo:** Foundation Chairman Red Cavaney (left) and Trustee Carla A. Hills (right) present the 30th Annual Gerald R. Ford Journalism Prize for Distinguished Reporting on the Presidency to Gregory Korte, White House Reporter for *USA Today*. The \$5,000 annual award recognizes journalists whose high standards for accuracy and substance foster a better understanding of National Defense and the Presidency.



2017 Annual Trustee Dinner in Washington, D.C. on June 5, 2017



(l-r) Trustee Dick Cheney, Master Sergeant Alvy Powell and Trustee Don Rumsfeld at the annual Dinner. Sergeant Powell was presented with a framed gift from the Foundation.



(l-r) Trustee Steve Ford, Jason Carter, and Trustee Mike Ford at the annual dinner.



Mike Wagner and Randy Bumgardner at the Capitol Hill Club reception.



(l-r) Trustee Dick Cheney, Leslie Hooker, Trustee David Hooker, and Joan Secchia at the annual meeting reception.



Peter Bensinger (left) chats with Trustee Don Rumsfeld at the Capitol Hill Club reception.



(l-r) Tim Unes and John McConnell.



Trustee Mike Ford gives the dinner invocation.



Left: Maquette of Lt. Commander Gerald R. Ford. The full sized statue was placed aboard the *USS Gerald R. Ford* (CVN 78). Above Center: On behalf of the *USS Gerald R. Ford* Commissioning Committee, Foundation Chairman Red Cavaney presented a maquette to Trustee Peter Secchia during the Foundation's Annual Board Meeting in Washington, DC. Above Right: Trustees Mike Ford, Don Rumsfeld, Peter Secchia, Dick Cheney and Steve Ford following the presentation.

Annual Meeting, Dinner, and Reception photos courtesy of Dr. Robert M. Humphries.

Annual Wreath Laying Ceremony at the Tomb of President Gerald R. Ford



Trustee Carla A. Hills

On July 14, 2017 family and friends gathered at the Tomb of President Ford in honor of the 104th anniversary of his birth. Trustee Carla A. Hills presented the following remarks:

2017 marks the 43rd year since Gerald R. Ford became the 38th President of the United States. We who were privileged to serve in the Ford Administration are extremely proud of our "Ford connection".

As the only President approved by Congress to lead our nation, President Ford gave us the type and style of Presidency we sorely needed. Political rancor fueled by the Vietnam War and ignited by Watergate was aggravated by an oil crisis. The combination was deadly. When President Ford took the reins of power, interest rates and unemployment were growing at alarming rates, federal revenues were falling, and inflation had reached double digits.

During his term in office, August 9, 1974 to

unassuming, and thoroughly competent, he restored balance to the Executive branch and dignity to the office that had been labeled "the Imperial Presidency". He impressed all who served him with his capacity to contribute qualitatively and quantitatively to the policy debate.

Always his decisions were guided by principle, not polls. He made tough political decisions, like: granting amnesty to those who sought to escape service in Vietnam; Pardoning Richard Nixon; Securing the Helsinki accords. These decisions were motivated by what he thought was just and right for our nation, not by what was popular at the time.

Those same principles governed his economic decisions. He knew that our high inflation was destroying the American dream for average working Americans, and that excessive federal spending would make their circumstance

January 20, 1976, twenty nine months he called *A Time to Heal*, he successfully led America through its most serious constitutional crisis since the Civil War. He left office celebrated by the entire nation, and warmly thanked by his successor

"for all he has done to heal our land." Honest, open, unassuming, and thoroughly competent, he restored balance to the Executive branch and dignity to the office that had been labeled "the Imperial Presidency".

worse. In his first State of the Union address, he told Congress, controlled by Democratic majorities in both the Senate and the House that he would veto bills promoting excessive spending. This he did 66 times.

Remarkably in a Democratic Congress that was thought to be veto proof, 54 of his vetoes were sustained, giving evidence both of the correctness of his decisions and the respect and trust he had earned over the years with members on both sides of the political aisle.

His courage and decisiveness made a difference. In 29 months: He stopped the erosion of our defense; he strengthened economic and diplomatic ties with our Allies; and he led us out of the worst recession since the Great Depression. He gave us a primer on what our government in Washington can and should do. Still there was more to the Ford years than good government. He demonstrated more than strength of character, sound judgment, and integrity.

As Thomas Carlyle once said: *"The history of the world is but the biography of great men."*

President Gerald R. Ford, contributed some of the best pages to our recent history, and it is important that these pages be preserved.

Below: Trustee Carla A. Hills places wreath on behalf of President Ford's Cabinet and White House Staff. Top Right: Laying of the Family Wreath by Susan Ford Bales. Bottom Right: Echo Taps.



Dr. Robert W. Humphries

Dr. Robert W. Humphries

Jenny L. Lasko, US Navy

Jenny L. Lasko, US Navy



Top Left: (l-r) Grand Rapids Police Officer Wally Tett sings the "National Anthem", Grand Rapids Boy Scout Whitaker Oosterman offers the "Pledge of Allegiance", and the US Naval Sea Cadets present the Colors at the Wreath Laying Ceremony. **Top Right:** Trustee Greg Willard remarks at the Wreath Laying Ceremony. **Above Left:** (l-r) Dick DeVos, Foundation Vice Chairman Hank Meijer and Bing Goei chat before the Ceremony. **Above Center:** The Ford family places remembrances at the Tomb of President Ford. **Right:** The US Naval Sea Cadets, Michigan Commanders BN/Training Ship Grand Rapids prepare to present the Colors at the Ceremony.



Left Photo: Trustee Doug DeVos (standing right) chats with Mayor Rosalynn Bliss (standing center) and Trustee Peter Secchia (seated left) prior to the Ceremony. **Right Photo:** Trustee Doug DeVos, Chairman Red Cavaney and Vice-Chairman Hank Meijer place the Gerald R. Ford Presidential Foundation Wreath.



Left: (l-r) T. R. Shaw, President of Battle Creek-Kalamazoo Navy League of the United States, Lt. Commander P.J. Remillard, Commanding Officer of Navy Operational Support Center Battle Creek, and U.S. Navy Senior Chief David L. Johnston, Senior Enlisted Leader Navy Operational Support Center Battle Creek following the Wreath Laying Ceremony at the Tomb of President Gerald R. Ford. **Right:** Lt. Commander P.J. Remillard visits with Trustee Susan Ford Bales following the Ceremony.



U.S. Navy photos used with permission by Mass Communication Specialist 1st Class Jenny Lasko.



Ambassador Carla A. Hills

William E. Simon Lecture in Public Affairs

by

former Secretary of Housing and Urban Development
and United States Trade Representative

Ambassador Carla A. Hills

“Why Trade Matters”

July 13, 2017

Good evening. It is a great honor to join you tonight to commemorate President Gerald R. Ford's 104th Birthday and to deliver the William E. Simon Lecture in Public Affairs. My topic, “Why Trade Matters” is a subject that President Ford understood well.

As he said in a speech in 1974: “We live in an interdependent world and, therefore, must work together to resolve common economic problems”

He believed that opening commercial opportunities beyond our borders would contribute to our economic growth, and that we needed rules to govern international commerce. He signed the Trade Act of 1974, setting forth procedures, initially called “fast track” and now called Trade Promotion Authority, for approving trade agreements.

He understood that under our Constitution where power is divided, with the Executive branch having authority to negotiate with foreign governments and Congress having authority over commercial matters like tariffs and taxes, we needed a compact between the two branches if we were to secure good trade agreements.

Under Trade Promotion Authority, the President is required to give Congress notice of the intent to negotiate a particular trade agreement. Congress can vote to prohibit the proposed negotiation, but once it agrees, when the agreement is presented, it must vote for or against it, without amendments. Without this compact, a single amendment could kill a deal struck after years of negotiation.

For more than half a century, the United States government, whether under a Democratic or Republican administration, sought to open global markets firmly believing that the free flow of goods, services, capital, and ideas would provide benefits to nations both rich and poor.

We were a major force in skillfully using our diplomatic powers to help construct a trade regime that dramatically advanced the wellbeing of our nation and the world.

The economic results flowing from our commitment and leadership have been spectacular. According to recent calculations by the Peterson Institute for International Economics the expansion of international trade and investment that occurred between 1950 and today has increased America's GDP by more than \$2 trillion. That translates into a per capita gain to over \$7,000.

The results of reducing restrictions on international trade and investment not only benefited the United States and other advanced economies, developing nations benefited as well.

According to studies by Dr. William Cline at the Center for Global Development on average when a developing country increases its ratio of trade to its total output by one percent, it achieves an equivalent reduction in its poverty. The increase in global trade since World War II has lifted more than 500 million people around the world out of abject poverty. The opening of global markets has proven to be one of the most effective development tool that we have.

And, reducing global poverty by enlarging economic opportunities for poor countries is not only a humanitarian effort, it also creates tomorrow's trading partners. One might call it an act of enlightened self-interest.

Also, expanding economic opportunity for poor countries contributes to global security. For when impoverished nations lack the resources to enforce their laws and seal their borders, they too often become havens for international crime and terrorism.

Interestingly, when developing nations agree to adhere to a set of international trade rules supported by an enforcement mechanism, it

also encourages their adoption of rule of law, transparency, and respect for property domestically, further strengthening global stability.

Last but not least, strong economic engagement across borders builds global partnerships that are necessary if we are to address today's challenges ranging from pandemics to climate change and much, much more.

Notwithstanding these very substantial economic, development, and security benefits that we have secured as a result of our nation's leadership in opening of global markets, recently we have seen a sharp reversal in the United States in support of open trade and globalization.

We have not approved a multilateral or major regional trade agreement for a number of years. Meanwhile technological advances have expedited communications and transformed global commerce.

The Economist magazine recently described how 3D printing is changing the manufacture of everything from hydraulic pumps to fuel nozzles for aircraft. Production by 3D reduces waste materials by 90 percent and cuts assembly time by half. As the Economist concluded: “Automation is spreading to the production line in every country, and 3D printing is part of that trend.”

This ongoing worldwide technological revolution makes clear the need to develop new rules to govern today's and importantly tomorrow's global commerce. Our participation in the Trans-Pacific Partnership, the “TPP”, was an effort to do just that.

Over a seven year period, we negotiated the terms of an agreement with 11 other Asia Pacific countries. This group of 12 nations represented roughly 40 percent of global GDP and one third of world trade.

The agreement reached in 2015 constituted

Continued from page 8.

the largest regional agreement ever negotiated. It set forth clear rules to govern digital flows, new services, labor rights, and protection of intellectual property essential for our rapidly changing 21st century economy.

In January our government announced America's withdrawal from TPP. In April the President called the Korean Free Trade Agreement "unacceptable" and said it would be renegotiated. In May the President gave notice to Congress of the intent to renegotiate the North American Free Trade Agreement, the "NAFTA".

Rhetoric during the election by both parties was highly critical of our trade agreements. Today a large segment of Americans believe that our trade agreements are harmful both to our nation and to their financial wellbeing.

According to a Pew Poll taken in this past April, 40% of those surveyed believe our trade agreements are bad for America and 38% said they definitely or probably hurt them financially.

Our nation seems to be gravitating to what Robert Samuelson called "a new mercantilism" which he defined as "policy intended to advance [one country's] economic and political interests at other countries' expense."

The question is why? Why when the economic, development, and security benefits from keeping international markets open are so well documented, do so many Americas hold an adverse view of our trade agreements?

I believe there are two basic reasons: one is lack of information or misinformation, and the second is anxiety with respect to stagnant wages, loss of jobs, and growing economic inequality.

With respect to the lack of information about trade, it is clear that too few Americans know how much the opening of global markets since World War II has enriched our nation, or that jobs connected to trade on average pay 13 to 18 percent more than jobs in the overall economy. They do not know how trade lifts poor countries out of abject poverty. Nor do they know that our trade agreements enhance our security.

Much of the hostile rhetoric about our trade agreements is focused on the NAFTA and particularly Mexico. The NAFTA, they are told was "Mexico's gain and America's pain", that the agreement has destroyed U.S. manufacturing and jobs and has resulted in an adverse trade balance with both Canada and Mexico.

However, they are not told that: US manufacturing output is up 40% since we signed the NAFTA and last year hit a record of \$2.4

Trillion; or that one third of total U.S. global trade is with our two NAFTA partners; that our synchronized supply chains have made North America the most competitive region in the world; or that 14 million U.S. jobs depend on our trade with Canada and Mexico.

They are told that exports are good and imports are bad, but they are not told that Canada is our largest export destination, and Mexico is our second largest. That our exports to Mexico are up six-fold since the NAFTA took effect in 1994; or that we sell more to Mexico that we sell to all the rest of Latin America; in fact we sell more to Mexico than to Germany, France, Britain, and the Netherlands combined.

Nor are they told that 60% of what we import are intermediate goods that enhance our productivity and make our exports more competitive. And, that every dollar that we import from Mexico contains 40 cents of U.S. content, and Canada imports contain 25 cents of U.S. content. (Compared to 2 cents from Japan and 4 cents from China).

They are told that America will have more jobs if we penalize outward investment because investment beyond our borders means that we lose domestic jobs. But they are not been told that economic studies show that when a multinational corporation invests in a facility outside the United States and expands its foreign workforce by 10%, on average it increases its new higher paying jobs at home in areas such as research, development, design, and marketing.

If we are to continue to reap the economic, development and security benefits we have derived over the years from opening global markets, we desperately need to get these and other trade facts out to U.S. citizens and to their elected mayors, governors, and congressional representatives.

At the same time we must deal with the anxiety that exists and recognize that while the upward shift in jobs, which is accelerating as a result of technological innovation and is increasing our nation's GDP, those facts gives little solace to the worker who loses his/her job and is not trained to take one of our 6 million higher skilled, higher paying jobs that are currently vacant.

Many of these jobs do not require a college degree but often just 10 to 15 weeks of training.

The remedy is not to destroy our nation's competitiveness by turning inward, but to put in place effective social programs structured for



Ambassador Hills receives a maquette of Lt. Commander Gerald R. Ford. The full sized statue was placed aboard the *USS Gerald R. Ford* (CVN 78).

the economy of the 21st century. Here we have fallen woefully short.

There are a number of corrective actions we could take, including: posting on the internet where the vacant jobs are located; providing stipends for the necessary relocation and support during the training period; creating an effective earned income tax credit program; and establishing public-private partnerships to create training centers with corporations that are currently in real need of trained workers.

Trade does matter, and it matters a great deal. With roughly 5 percent of the world's population producing 20 percent of global output, we need access to markets beyond our borders and rules to govern 21st century commerce.

To ensure that America does not fall behind, we must do a better job in explaining to the American public the substantial benefits our nation derives from international trade and investment and how our trade agreements create opportunity.

We also need to give far more attention to putting in place more effective programs to assist those whose jobs disappear for whatever reason. We all benefit from creating and maintaining the most talented labor force possible.

As our history documents so well, the benefits of globalization and economic integration are enormous. To continue to capture those benefits will require considerable work by all of us – universities, think tanks, corporations, and business groups – to talk about why trade matters.

But it will take leadership. The kind of leadership exemplified by President Ford. And there is no better time to start than now as we commemorate his 104th birthday and applaud his outstanding record of public service and his personal qualities of sound judgment, fidelity to principle, and determination in the face of adversity.

So let's go do it!



Dr. Robert M. Humphries

(l-r) Director, Hauenstein Center for Presidential Studies, Gleaves Whitney; Grand Valley State University Board of Trustees, David S. Hooker; Ambassador Carla A. Hills; Chair, Grand Valley State University Board of Trustees, John C. Kennedy; and President, Grand Valley State University, Thomas J. Haas.

GRAND VALLEY STATE UNIVERSITY
HAUENSTEIN CENTER

COL Ralph W. Hauenstein Fellowship



The 2017 COL Ralph W. Hauenstein Fellowship was awarded to Ambassador Carla A. Hills following the William E. Simon Lecture in Public Affairs. The fellowship is periodically awarded to a distinguished public servant whose achievements are consistent with COL Hauenstein's extraordinary life of ethical leadership and public service.

President Ford was the posthumous first recipient of this prestigious award on March 22, 2011. Other recipients have included Secretary of State Madeleine Albright, Secretary of State James A. Baker, Ambassador John Beyrle, Secretary of Defense William S. Cohen, Admiral John Loy, Secretary of the Treasury Paul H. O'Neill, and U.S. National Security Advisor Brent Scowcroft.



Dr. Robert M. Humphries

Trustee Susan Ford Bales (left) and Foundation Vice-Chairman Hank Meijer (right) present Jerry Ford Maquette to Ambassador Carla A. Hills following the Simon Lecture.

**Vice-Chairman Hank Meijer comments:
 Presentation of Lieutenant Commander Jerry Ford Maquette
 to 2017 William E. Simon Lecture Speaker Honorable Carla Hills**

Thank you, Carla, for that remarkable lecture.

As many of you know, the tradition with the Foundation's Simon Lecture Series is to present our speaker with a special memento of President Ford. This year that tradition begins a wonderful new chapter.

Last year, a magnificent seven foot bronze statue of Navy Lieutenant Commander Jerry Ford was unveiled aboard the *USS Gerald R. Ford*. The statue is now the centerpiece of the aircraft carrier's Ceremonial Quarterdeck. Following discussions with Susan Ford Bales, who's the

Ship Sponsor, we decided that the Foundation should link that statue with the Simon Lecture. Earlier this year, Susan signed the legal documentation authorizing the Foundation to receive a limited set of fifteen maquettes of the statue. The documentation contains a special restriction: each of the fifteen maquettes may only be used by the Foundation as gifts to future speakers in the Simon Lecture Series.

Therefore, it is my high honor to join with Susan in presenting the first Simon Lecture maquette to Carla Hills.

Letter from the Library and Museum Director, Elaine K. Didier, Ph.D.



Dr. Elaine K. Didier

Having completed our first year of operations with our wonderful new exhibits and the DeVos Learning Center, it is a pleasure to report that visitation is up, classes for all ages have been greatly expanded, and increased numbers of groups are calling to request tours. In addition, requests by outside groups to use our new space for meetings and receptions have multiplied, enabling us to introduce more people to the Museum and the Ford legacy. Feedback regarding our new exhibits, museum store and teaching spaces has been very positive. We are grateful to the Foundation, members of *Friends of Ford* and all who supported us to make these advancements possible.

In the last issue I mentioned planning for new initiatives, including special programs and events to draw young families and millennials to the Museum. These have taken the form of a new series of programs titled *Ford After Five*, a series of 8 programs offered twice monthly throughout the summer. Topics vary from game nights to jazz performances, and talks by local baristas and brew masters. Attendance has increased at each succeeding event, and is also drawing additional visitors as attendees use their free ticket for a subsequent admission to the Museum. Kudo's to our Museum team for conceiving and implementing this exciting new initiative!

After a great year of public programs drawing overflow audiences and extremely positive comments, staff are already working on the calendar for the coming year. The fall 2017 schedule includes Nathan Goetting and John McGinnis for Constitution Day, and Ron White and David Brooks on *Character and the Presidency*, both programs presented in collaboration with the Hauenstein Center for Presidential Studies at GVSU. Other speakers scheduled include Adrian Miller (*The President's Kitchen Cabinet*), Foundation Vice Chairman Hank Meijer discussing his forthcoming book on Arthur Vandenberg, and Tom Tudor, who will present a talk on Arlington Cemetery and the Tomb of the Unknown Soldier in honor of Veterans Day.

In collaboration with the National Archives, we are also planning a special speaker series related to the release of Ken Burns' new documentary on Vietnam. Looking toward winter and spring 2018, new biographies of both President and Mrs. Ford are in the works, so we'll be scheduling those authors as well.

On the exhibit scene, we're hosting *Louder Than Words: Rock, Power and Politics* opening in November, on loan from the Rock & Roll Museum in Cleveland and the Newseum in Washington, D.C.. Then we will celebrate Mrs. Ford's centennial with a special exhibit curated by Don Holloway which will open in April 2018.

On the archival side of our operation, we are delighted to report that the Library's calendar is filled with a heavy roster of researchers who have been awarded Travel Grants from the Ford Foundation. One very unusual project is a full-length theatrical production on Mrs. Ford! This grant program makes a huge contribution to the scope and depth of the research being conducted regarding President and Mrs. Ford, and results in a steady stream of new publications written by these visiting scholars.

The Library and Museum have also been involved in visits and discussions with international librarians in recent months. In March, our new Deputy Director, Joel Westphal represented the Library at a special multinational dialogue with Russian librarians held at the Kettering Foundation in Dayton, Ohio. In June, Joel and Museum Curator Don Holloway provided a tour and briefing for a delegation of librarians from Kazakhstan as a part of the Department of State's International Visitor Leadership Program.

Looking ahead to April 2018, the Museum has been selected as the site for the next White House Fellows Regional Reunion, and plans are underway for two days of special presentations regarding the Ford Administration. Two of our Foundation Trustees, Al Zapanta and Roger Porter, are former Fellows from the Nixon and Ford administrations respectively.

We are continually grateful to all who contribute to the Ford Presidential Foundation and are members of *Friends of Ford*, for it is your assistance and collaboration with our staff and the National Archives and Records Administration that make all of these exciting programs and initiatives come to fruition.

With appreciation and best wishes, Elaine

U.S. Archivist David S. Ferriero Presents 2017 Annual Archivist's Achievement Awards



Sitting (l-r) Supervisory Archivist Geir Gundersen, Audiovisual Archivist Elizabeth Druga, Archivist Stacy Davis; Standing (l-r) Director Elaine Didier, Curator Donald Holloway, Registrar James Draper and Facilities Manager Mark Jonick during the Archivist's Achievement Awards Presentation at the Gerald R. Ford Presidential Museum.

On May 11, 2017 National Archives staff from the Gerald R. Ford Presidential Library and Museum were selected to receive the 2017 Archivist's Achievement Award from U.S. Archivist David S. Ferriero.

The Ford Presidential Library and Museum team demonstrated incredible cross-state collaboration and innovation throughout the seven-year long process of planning the total renovation of the core exhibits. The project was completed concurrently with the Museum's new DeVos Learning Center and the Museum store. Under ordinary circumstances, leading each of these projects would require very significant effort. But coordinating three projects simultaneously and by staff members located 130 miles apart required extraordinary effort, coordination, and teamwork.

"It is a great privilege to be Archivist of the United States - to be the custodian of our most treasured documents and the head of an important government agency with a unique mission: To preserve the story of America and its people. It's also a great privilege to work with such an accomplished, dedicated staff at 44 facilities nationwide," said the Archivist.

Chris Whipple

"The Gatekeepers: How the White House Chiefs of Staff Define Every Presidency" Museum: May 24 and Library: June 6, 2017



Chris Whipple, an acclaimed documentary filmmaker and author of *The Gatekeepers: How the White House Chiefs of Staff Define Every Presidency* discussed the second most powerful job in government, the president's chief of staff, often referred to as "the gatekeeper." Both venues brought in attentive audiences, with the Library drawing an overflow crowd of 300 to fill the auditorium and lobby. Drawing upon candid interviews with all 17 living former chiefs of staff from Nixon to Obama and two former presidents, Whipple opened a fascinating window on the men who guard the door to the Oval Office and the power and influence they wield. For example, chiefs of staff enjoy

unparalleled access to the president and serve as his closest confidant in the White House, they ensure that only the most important things reach the president's desk, maintain the daily message, push and negotiate the president's agenda with Congress, and hold the challenging task of telling the president "no" when needed. He noted that an effective chief of staff can make or save a presidency, while an ineffective one can break it. During his talk, Whipple noted H.R. Haldeman for creating the template on how to perform the job as chief of staff, Don Rumsfeld and Dick Cheney for being direct and honest brokers, Leon Panetta for saving the Clinton presidency, and James Baker for being the best at telling the president the hard truth.

Both audiences asked many questions, bought a record number of books, and continued the lively discussion with our speaker at the lengthy book signing following the program.



Chris Whipple autographs his book following his presentation.



Gerald R. Ford Presidential Library

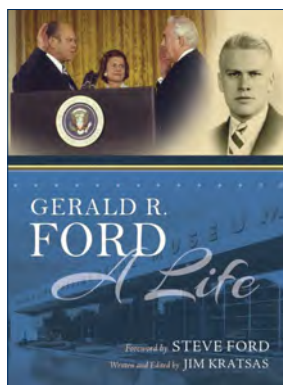


Andrew Scott Cooper

"The Fall of Heaven: The Pahlavis and the Final Days of Imperial Iran" Tuesday, May 16, 2017

Ann Arbor: Andrew Scott Cooper, historian and author of *The Fall of Heaven: The Pahlavis and the Final Days of Imperial Iran*, spoke before a capacity audience at the Library about the rise and fall of one of the 20th century's most complicated personalities, the Shah of Iran. Dr. Cooper presented a riveting account of the Shah's rise to prominence, his accomplishments and failures, and the events and misperceptions that led to his eventual downfall. Of particular note was how quickly the Shah lost his hold on power while trying to democratize his autocratic rule and move the country toward free parliamentary elections. The audience lingered well after the program to talk with our speaker and have him sign copies of his book.

Photo Left: Andrew Scott Cooper (left) with Supervisory Archivist Geir Gundersen at the Library.



Jim Kratsas

"Gerald R. Ford: A Life" Wednesday, June 14, 2017

On June 14, Jim Kratsas, former deputy director of the Library and Museum, spoke to a crowd gathered in the DeVos Learning Center. His recently published book, *Gerald R. Ford, a Life*, steered his address as he compared and contrasted President Ford and his times with other presidents. Jim also spoke about his twenty-eight years of service to the Ford Library and Museum, focusing on his final eight years as he led the institution's efforts in redesigning the Museum's core exhibits on Gerald and Betty Ford. Afterward, Jim fielded many questions from the audience and signed numerous copies of his book.



Gerald R. Ford Presidential Museum

Jim Kratsas autographs a copy of his book.



Historical Betty Ford Easter Egg-Stravaganza!



On April 15, 2017, the Gerald R. Ford Presidential Museum was filled with families for the first-ever Historical Betty Ford Easter Egg-Stravaganza hosted by the Gerald R. Ford Presidential Foundation and Museum staff along with some fantastic volunteers. Learning stations were set up throughout the Museum, where children took part in games and activities designed to teach them about President and Mrs. Ford and American history. Popular stops were the Wolverine Football Toss and American Flag Coloring stations. Children received a fun-filled egg at each station and also got to visit with some special guests: Liberty the Dog, Betsy Ross, the Statue of Liberty, and of course, the Easter Bunny! This year's event was filled to capacity and the Foundation is looking forward to making this an annual family event.

Photo Right: Lillian Bailey was very happy to meet the Easter Bunny!



Honor and Remember

The Gerald R. Ford Presidential Foundation and Museum were honored to take part in the second annual Armed Forces Thanksgiving event on Friday, May 4th, 2017. Organizers of the event wanted to create a special day to both honor Veterans and educate high school students about their service. Fifty-five area high schools were invited to select students to attend the event which began with a tour and digital scavenger hunt through the Gerald R. Ford Presidential Museum as well as a chance to see and handle military equipment in neighboring Ah-Nab-Awen Park. The entire group of more than 300 students and educators and 130 military personnel were then led by a procession of bagpipers across the bridge to the J.W. Marriott for a traditional "Thanksgiving" lunch of turkey, mashed potatoes, and cranberries.



Photos Courtesy of WoodTV8 (Michael Buck)

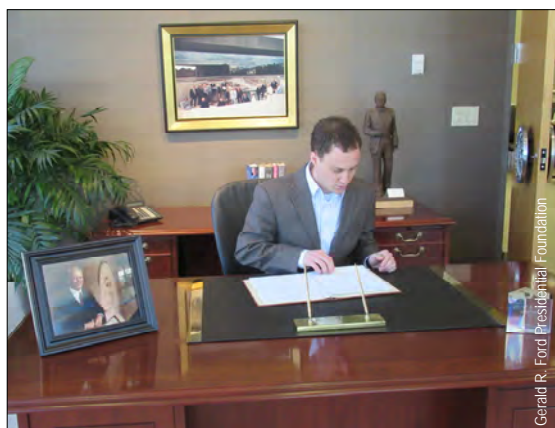
The lunch, underwritten by over 70 local businesses, raised funds for the West Michigan Veterans Coalition. High school students were seated with War Veterans who were encouraged to share their stories and experiences with the students. The keynote address was given by Noah Galloway, an Army Veteran who lost his left leg and left arm during Operation Iraqi Freedom. Galloway spoke about overcoming the depression that had overtaken him after his injuries in order to become a role model for his children, performing on the hit TV show, "Dancing with the Stars" and authoring the book, "Living with No Excuses: The Remarkable Rebirth of an American Soldier." Both the Gerald R. Ford Presidential Foundation and the Museum look forward to taking part in this growing event next year.

Youngest Library Researcher

On February 17, one of the Gerald R. Ford Presidential Library's youngest researchers to date, 10-year-old Charley Baldante, visited our research room with his grandfather Ralph Martin. With the assistance of Archives Specialist Tim Holtz, Charley received a researcher card and found documents on President Ford's football career at the University of Michigan for use in his school assignment. Another great example of how Gerald Ford's papers continue to draw researchers of all ages.

Left: (l-r) Ralph Martin, Charley Baldante and Archives Specialist Tim Holtz at the Gerald R. Ford Presidential Library.





On May 22, 2017 Michigan's Speaker of the House of Representatives, Tom Leonard, visited the Gerald R. Ford Presidential Museum. He toured the newly renovated exhibits and paid his respect at the gravesite of President and Mrs. Ford. Speaker Leonard signed the guest book in President Ford's Foundation office (above) during his visit.



On Saturday, July 1, 2017, along the shores of the Grand River, next to the Gerald R. Ford Presidential Museum, Grand Rapids celebrated Independence Day with the Amway Family Fireworks. There was live music along with family activities in the Meijer Family Fun Zone. An awesome display of fireworks lit up the sky above the Ford. All who attended enjoyed the fantastic fireworks show. The Gerald R. Ford Presidential Foundation was proud to join Amway and Meijer in sponsoring this magnificent July 4th celebration!



New to the Ford Museum this year is the *Ford After Five* series. The series takes place two Thursdays each month during the summer. Activities have included Game Nights (photo at left), Coffee Bar Stories and a Jazz Night. Check the calendar for future events.

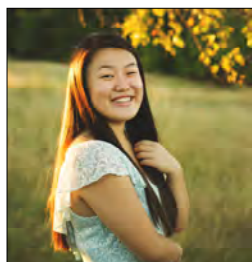
Meijer Great Choices Student Film Festival



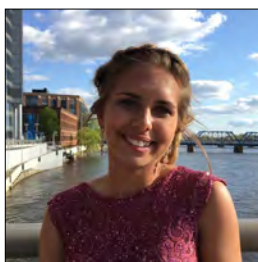
On Saturday, June 3rd, the Foundation's Director of Engagement and Programming, Clare Shubert (left), joined other community members in congratulating student filmmakers who participated in the Meijer Great Choices Student Film Festival. Held at the Van Single Performing Arts Center, which also serves as the festival coordinator and sponsor, the awards ceremony honored both elementary and high school students who worked to produce public service announcements encouraging students to make great choices in the areas of health, diversity, and character.

The purpose of the film festival is to highlight the talent of our state's audio/visual students while allowing these students to make a positive impact on Michigan's K-12 youth. High school winners received individual prizes of gift cards while elementary winners were awarded classroom grants. All of the winning entries will be distributed to schools in the fall for use in character education, health education, and diversity programs. The Gerald R. Ford Presidential Foundation is honored to once again serve as a legacy partner in the area of character for this program.

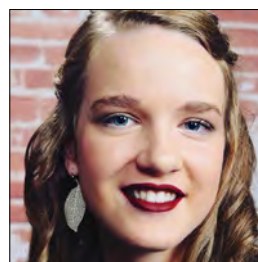
President Gerald R. Ford Essay Challenge: "The Meaning of Liberty Today" 2016 - 2017 School Year



Second Place
Maya Trowe
12th Grade
Forest Hills Eastern High School



First Place
Daisy Hagen
11th Grade
Newaygo High School



Third Place
Deena Hoffmann
12th Grade
Plymouth Christian High School

The Meaning of Liberty Today was the theme of our 2016 – 2017 President Gerald R. Ford Essay Challenge. Each year students are given a trait or concept of significance in President Ford's life as the theme for an essay on what that idea looks like in our world today. Students from 35 high schools and a variety of home schools participated this year.

"Capital L," an essay by Daisy Hagen, junior at Newaygo High School, took first place honors. Professor Devin S. Schindler, Western Michigan University Cooley Law School, was the keynote speak at our May 13 award ceremony. Finalists' essays may be found at www.fordlibrarymuseum.gov/museum/Essay_Challenge2017.asp.

2017 Gerald R. Ford Scholar Award in Honor of Robert M. Teeter



Susan Colbourn

The Gerald R. Ford Presidential Library is proud to announce that Susan Colbourn has been chosen as the 2017 winner of the Gerald R. Ford Scholar Award in Honor of Robert M. Teeter. Ms. Colbourn is a doctoral student in History at the University of Toronto and is completing her doctoral dissertation *Defining Détente: NATO's Struggle for Identity, 1975-1984*. Her work explores détente's contested nature and its various meanings for politicians and publics in the United States, Canada, and Western Europe. It also examines the impact those competing visions had on transatlantic events during the late 1970s and early 1980s.

This annual award of \$5,000 is given to a doctoral student conducting dissertation research and writing on an aspect of the United States political process during the latter part of the 20th century. It was established in 2005 to honor the life and work of Robert Teeter. Mr. Teeter spent over thirty years as a leader in public opinion analysis and campaign strategy, including the 1976 campaign of President Gerald R. Ford. The majority of written materials from Mr. Teeter's career are part of the Gerald R. Ford Presidential Library collection. This award has been made possible by the generous support of the Teeter family and friends, and his colleagues on the United Parcel Service Board of Directors.

The application deadline for next year's award is March 31, 2018. For more information, please visit the Ford Library's website at: <http://www.fordlibrarymuseum.gov/library/fsa.asp> or contact the Library at (734) 205-0555 or at ford.library@nara.gov.

Gerald R. Ford Presidential Foundation Research Travel Grants Spring 2017

Carson, Adam
University of Arkansas
Carter, Todd
University of Oxford
Colacios, Roger Domenech
UNESP Sao Paulo State / Brazil
Duah, Manna
Temple University
Ehrenreich, Veronica
University of California, Santa Barbara
Fink, Pierre-Christian
Columbia University

Forsberg, Carl
University of Texas at Austin
Kane, Eryn
Ohio University
Kim, Joeeun
Georgetown University
Marino, Alex
University of Arkansas
Rafferty, Lisa
Bridgewater State University
Redihan, Erin
Boston University

Scanlon, Sean
University of Nebraska, Lincoln
Schwartz, Allison
University of Minnesota
Siegel, Sarah
Washington University in St. Louis
Williams, Daniel
University of West Georgia
Zhu, Tianxiao
University of Minnesota

Look for our upcoming *Special Edition* newsletter on the Commissioning of the USS Gerald R. Ford (CVN 78)!



David Hume Kennedy



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

Become a member of "Friends of Ford" and help support the Library and 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, 5 issues per year
- ★ 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 Kristy Lecceadone at 616.254.0396 or email klecceedone@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.

**Gerald R. Ford Presidential Foundation, 303 Pearl Street, NW, Grand Rapids, MI 49504-5353
616-254-0396**



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The Gerald R. Ford Presidential Foundation fosters increased awareness of the life, career, values and legacy of America's 38th President. It does so through activities designed to promote the high ideals of integrity, honesty, and candor that defined President Ford's extraordinary career of public service. The Foundation promotes the ideals, values, commitment to public service and historical legacy of President Gerald R. Ford and further promotes greater civic engagement and recognition of integrity wherever it exists in the public arena. It supports permanent and changing exhibits designed to promote historical literacy: conferences; educational outreach and other programs, both scholarly and popular, including at the Gerald R. Ford Presidential Library and Museum.