

Thomas Jefferson Research Center

I have an inexpressibly high opinion of the importance of ethical standards, traditional values and the building of character in young people.

Sanford N. McDonnell

THE PRICE OF FREEDOM IS RESPONSIBILITY

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24TH ANNIVERSARY BANQUET

The Research Center's 24th Anniversary Banquet was a tremendous success. More than 400 business, education and community leaders came to honor Sanford McDonnell and show support for the work of the Research Center.

Frank Goble, Founder and Chairman of the Center, assisted by Dinner Chairman Allen Puckett of Hughes Aircraft, presented Mr. McDonnell with the Center's Responsible American Award, a bronze bust of Thomas Jefferson.

In addition to his outstanding record as a business leader, Mr. McDonnell has taken an active role in promoting ethical behavior. He has demonstrated this interest by his many years of association with the Boy Scouts of America and for two years he served as their national president, a demanding, time-consuming assignment.

In addition he has worked with his colleagues at McDonnell Douglas to develop and implement a formal corporate code of ethics. He has also served on the board of the Ethics Resource Center — a national organization encouraging business firms to adopt codes of ethics.

Mr. McDonnell has helped the Research Center introduce systematic character education in the Saint Louis schools and, as a result, the schools have developed and are implementing a city-wide plan to help students become self-reliant and ethical.

Prior to the award presentation, Center President, Dr. Robert Paull, gave banquet guests a brief report on the Research Center's recent accomplishments and presented a video program showing

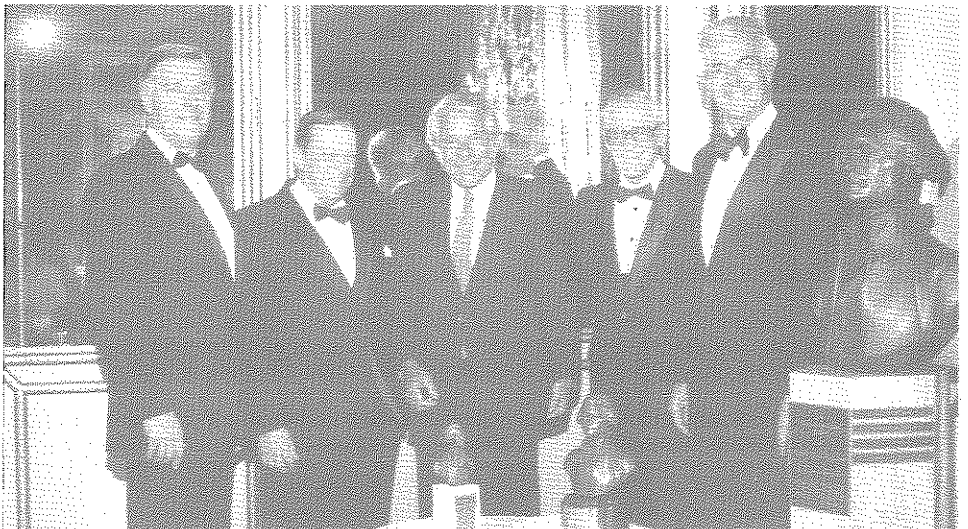


OVER 400 PEOPLE ATTENDED THE CENTER'S 24TH ANNIVERSARY BANQUET WHICH RAISED OVER \$100,000 FOR THE CENTER'S PROGRAMS.

classroom examples of Character instruction. "The task that lies ahead of us," Dr. Paull said, "—to help develop a sense of responsibility among our young people—remains as vital and urgent as it

was in 1963, the year the Thomas Jefferson Research Center was formed."

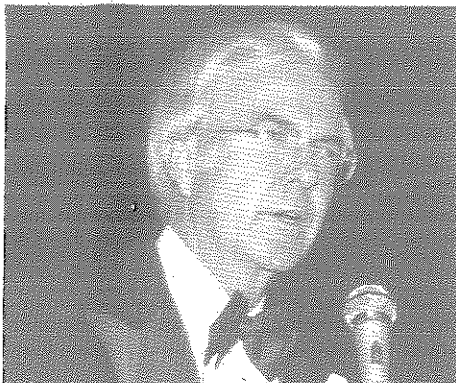
The dinner was held on February 26 in the beautiful Grand Ballroom of the Beverly Wilshire Hotel in Beverly Hills.



FROM LEFT TO RIGHT: ADMIRAL JAMES WATKINS, ALLEN PUCKETT, EFREM ZIMBALIST, JR., FRANK GOBLE AND SANFORD MCDONNELL.

FREEDOM AND VIRTUE

by Sanford N. McDonnell



1987 "RESPONSIBLE AMERICAN" RECIPIENT, SANDY MCDONNELL, TOLD THE AUDIENCE THAT "BY SUPPORTING THE WORK OF THIS CENTER, YOU WILL LITERALLY BE DOING YOUR PART TO PRESERVE THIS LAND . . . FOR ANOTHER GENERATION."

This really is a great honor for me because I believe so fervently in the mission of the Thomas Jefferson Research Center. I believe that what this Center is doing is fundamental to preserving the freedom of this great Republic.

In 1748 Baron Charles de Montesquieu published his magnum opus entitled, "The Spirit of Laws" which had a profound effect upon our Founding Fathers. In fact it was Montesquieu who developed the concept of the separation of powers which, of course, formed the basis of our U.S. Constitution.

He compared the relationship between peoples and various forms of government. A dictatorship, for example, depends upon the fear of the people for the government and when that fear disappears that form of government is overthrown. A monarchy depends for its survival on the loyalty of the people to the monarch.

The most desirable form of government is a free republic but it is also the most fragile because it depends upon a virtuous populace. What did Montesquieu mean by a "virtuous" populace? Virtuous means living by high, ethical values.

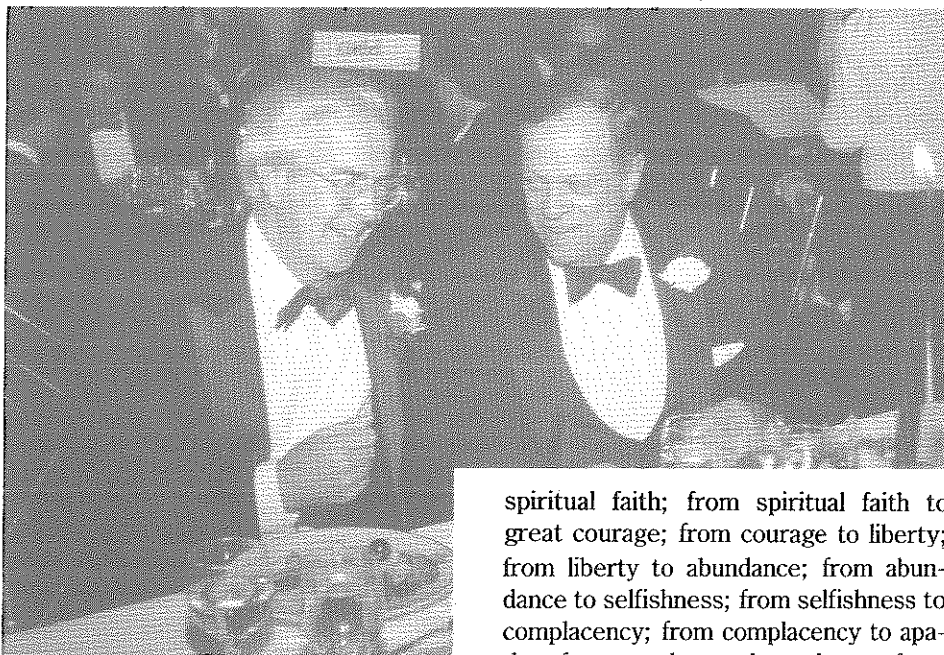
What do we mean by ethics? One of the best definitions I know of was given by Dr. Albert Schweitzer who said: "In a general sense, ethics is the name that we give to our concern for good behavior. We feel an obligation to consider not only our own personal wellbeing but also that of others and of human society as a whole."

This essay is a condensation of Sanford McDonnell's acceptance speech at the Thomas Jefferson Research Center's 24th Anniversary Banquet on the evening of February 26, 1987.

Mr. McDonnell is Chairman and Chief Executive Officer of McDonnell Douglas Corporation.

Therefore, Montesquieu meant that, in a free republic, its leaders and a majority of its people are committed to doing what's best for the nation as a whole. When that commitment breaks down, when the people of a nation consider only their own personal wellbeing, they can no longer be trusted to behave in the best interest of their nation. The result is laws, regulations, red tape and controls to force them to be trustworthy — and these are all instruments of bondage, not freedom.

Benjamin Franklin underlined this concept of Montesquieu's when he said, "Only a virtuous people are capable of freedom"; therefore, the best thing we can do is teach our young to be virtuous.



SANDY AND BANQUET CHAIRMAN ALLEN PUCKETT OF HUGHES SHARE A STORY AT THE HEAD TABLE.

Throughout most of our history certain basic, high, ethical values were considered fundamental to the people who made up that nation. These values were passed on from generation to generation in the home, the school and the religious institution — each one undergirding and reinforcing the others. We had a consensus in this nation not only on values but on the importance of those values, and from that consensus we knew who we were as a people and where we were going as a nation.

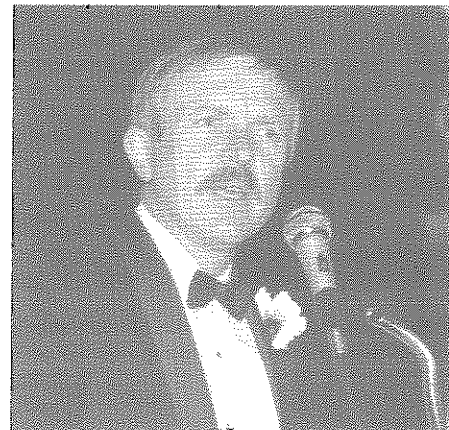
What were those values? They were such things as honor, duty to God and country, service to others, loyalty, kindness, personal responsibility, generosity, hard work, self-reliance and, above all, honesty and integrity.

But today, throughout America, far too many homes, schools and religious institutions have fallen down on their traditional roles as protectors and promoters of the ethical values of our American heritage. Today, far too many young people are growing up with almost no exposure to the values that united Americans of all backgrounds, of all ethnic cultures, from Canada to Mexico, from the Atlantic to the Pacific.

About 1800, a Professor Alexander Tytler of the University of Edinburgh made the following prophetic statements: "The average age of the world's greatest civilizations has been 200 years. These nations have progressed through this sequence: From bondage to

spiritual faith; from spiritual faith to great courage; from courage to liberty; from liberty to abundance; from abundance to selfishness; from selfishness to complacency; from complacency to apathy; from apathy to dependency; from dependency back again into bondage."

It's interesting to speculate where the U.S.A. is in this cycle. Take selfishness and all the special interest groups that put their own selfish interests above



CENTER PRESIDENT DR. ROBERT PAULL CALLED ON THOSE IN ATTENDANCE TO JOIN WITH OTHERS TO FORM COMMITTEES OR CHAPTERS IN THEIR AREA TO FOSTER CHARACTER EDUCATION.

that of the nation; consider complacency and apathy on the part of a large portion of the nation demonstrated by voters who do not turn out at the polls. How about dependency in which that great American virtue of self-reliance has been thrown out the window by far too many people who have their hands out for their "entitlements" from the government.

Professor Tytler went on to state, "A democracy cannot exist as a permanent form of government. It can exist only until the voters discover that they can vote themselves largess from the public treasury. From that moment on, the majority always votes for the candidates promising the most benefits from the public treasury, with the result that a democracy always collapses over loose fiscal policy, always followed by a dictatorship."

Far too many people in America today are complacent and dependent and put their own selfish interests above that of their nation and their fellow Americans. And our government has responded with an avalanche of laws, regulations, controls and red tape which is wrapping us up like mummies and destroying the freedom that allowed America to become the greatest nation in the world.

That's a rather bleak picture but frankly I am optimistic because I believe Americans throughout our nation are beginning to realize that the answer is in returning to our traditional values. We must once again teach these values in our homes, our schools, our businesses, our government and our religious institutions. As Franklin said, the best thing we can do is teach our young to be virtuous.

We can reach the greatest number of young people through the public school system, and the Thomas Jefferson Research Center has the character education programs to meet this vital need. By supporting the work of this Center you will literally be doing your part to preserve this land of the free for yet another generation.

George Washington once said, "To personally understand and maintain the American way of life, to honor it by his own exemplary conduct and to pass it intact to future generations is the responsibility of every true American." One very important way we can discharge that responsibility is to restore character education to a priority position in our schools across America.

POSITIVE PARENTING TAPES AVAILABLE

Through a grant from Northrop Corporation, the Center has produced a tape-cassette album of 12 half-hour discussions between Dr. B. David Brooks, Senior Vice President of the Center, and Wendy Offill, a parent educator, on various aspects of successful parenting. Also in the album is a 90-minute presentation by Dr. Brooks to an audience of parents and children at Miraleste High School in Palos Verdes.

The album of six tapes can be purchased from the Center for \$49.95. The topics are:

**Tape 1 "I DID MY HOMEWORK IN CLASS" — Hassle-free Homework
STEP BY STEP
Becoming a Successful Step-Parent**

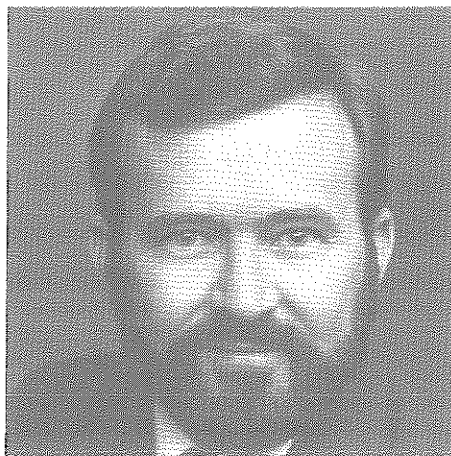
**Tape 2 FAMILY MANAGEMENT — TV — Money — Chores
JEALOUSY — FIGHTING AND FAIRNESS — Sibling Rivalry**

**Tape 3 TEMPER, TEMPER — Anger, Tantrums and Spanking
"WHAT ARE YOU DOING?"
"NOTHING!" — How to Talk with Teenagers**

**Tape 4 "GO TO YOUR ROOM!" — Techniques for Effective Discipline
"I DID IT!" — Children and Personal Responsibility**

**Tape 5 "I'M NOT GOING TO TELL YOU AGAIN" — Solving Bedtime Blues
HELPING CHILDREN STAR IN THEIR OWN LIVES. Part I. Live Parent Meetings. B. David Brooks, Ph.D.**

Tape 6 HELPING CHILDREN STAR IN THEIR OWN LIVES. Parts II and III. Live Parent Meetings. B. David Brooks, Ph.D.



CENTER NEWS NOTES

Clyde Thomas, Founder and Chief Executive Officer of Trionics, Incorporated, in Long Beach, California, was elected to the Board of the Research Center at the March 5 Directors' Meeting.

Mr. Thomas received his engineering training from the University of California at San Diego and his Juris Doctorate from Western State College of Law.

In 1983 he received the U.S. Small Business Administration Award for Excellence. Prior to forming Trionics in 1975, Clyde worked as an engineer and manager at General Dynamics and North American Rockwell.

Engaged in electronic engineering and manufacturing, Trionics received the 1982 Hughes Aircraft Superior Performance Award.



Clyde Thomas is an active member of the Long Beach Rotary Club.

The Thomas Jefferson Research Center is pleased to welcome Mr. Thomas to its Board of Directors.

SELF-ESTEEM TASK FORCE CENTER REPRESENTED

B. David Brooks, Ph.D., Senior Vice President of the Center, was recently appointed by Governor George Deukmejian to the California Task Force on Self-Esteem and Personal and Social Responsibility.

The Governor appointed nine members of the 25-member task force — the remaining members were appointed by members of the Legislature.

There is ample evidence that low self-esteem contributes to criminality, lack of success on the job or in school and many other of today's most perplexing problems and the legislation establishing the Task Force requires a concluding document containing recommendations on enhancing self-esteem.

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It is to Dr. Brooks' credit that he was appointed since there were more people considered for this Task Force than for any other task force or commission in the history of California. He is one of only 25 selected from more than 400 candidates.

Through our Newsletter, the Center will keep you informed of the progress of the Task Force.

TWO CHAPTERS ESTABLISHED

Colorado and Arizona

Open Doors for Business

The Thomas Jefferson Research Center has opened Chapter offices for the first time in Arizona and Colorado in an effort to improve its service to the ongoing school projects in those states. With the help of the Research Center the chapters will be working full time in their areas to place programs in personal responsibility in local schools with trained teachers to administer them, as well as raising funds locally to support their efforts.

The Colorado Chapter will be located in Colorado Springs and staffed by Del Siewert and Beverly Diehl.

Del is a former Chamber of Commerce Director and a Real Estate Broker. He is a Past President of the North Colorado Springs Rotary Club and as such has been helpful in getting character education started in the Colorado Springs schools.

Bev Diehl retired after seventeen years of teaching in the Colorado Springs Schools. She now spends most of her time writing.

The Arizona Chapter is located in Tucson where a group of one hundred community leaders has been active for over a year. Wiletta Denton is the staff director of that project.

Wiletta is a retired teacher and principal with the Tucson Unified School District. She has worked with a number of local schools in using discipline to provide a more positive school climate.

The Chapters have been established to give the work of the Center higher visibility in other states around the country and to provide more consistent service to local communities trying to gain attention for and acceptance of character education programs in their schools.

We welcome these new partners and encourage other interested groups to inquire about establishing Chapters in their areas.

ORANGE COUNTRY CONFERENCE

On February 24, the Thomas Jefferson Research Center, in cooperation with Pepperdine University and the Anaheim Elementary School District, conducted a one-day conference, "Personal Responsibility Education for Our Children." Five school districts came to the meeting which was held at the Pepperdine campus in Irvine.

Dr. Meliton Lopez, Anaheim Elementary School District Superintendent, has seen positive results from systematic character education in his previous positions with Chula Vista and Laguna Salada School Districts. He wants to see the Character Education Curriculum in use in all of the Anaheim elementary school classrooms.

This letter is published six times each year by the Thomas Jefferson Research Center. The annual subscription rate is \$5 in USA and \$6 outside USA.

The Center is a nonprofit tax exempt corporation established in 1963 to seek and publicize workable solutions to human problems.

The Center depends, for its income, upon the contributions of individuals, organizations and foundations and revenue from contract research, seminars, consulting and publication sales. Your participation will be welcomed.



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