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America's First Ladies: An Enduring Legacy

April 8, 2013





Barbara Pierce Bush

Barbara Bush often jokes that her successful life is a result of marrying well. Her husband's service as Vice President and President of the United States provided her a unique opportunity to make a wonderful difference in the public eye. Since leaving the White House in 1993, she continues to serve others with the same energy, goodwill and humor that endear her to so many people around the world.

Born in 1925 to Pauline and Marvin Pierce, she grew up in Rye, New York, where she met and later married George H.W. Bush on January 6, 1945. They have four sons, George W., Jeb, Marvin, and Neil; one daughter, Doro; four daughters-in-law; one son-in-law; 17 grandchildren; and one great-grandchild. The Bush's first daughter Robin died in 1953 at the age of four after fighting Leukemia. Public service is a common thread in the Bush family. Their son George W. served as the Governor of Texas and the nation's 43rd President, and their son Jeb was the Governor of Florida for two terms.

A tireless advocate of volunteerism, Mrs. Bush helped countless charities and humanitarian causes during her years in public life. Today she enjoys reading to children at schools and hospitals across the nation.

Mrs. Bush's primary cause through the years has been promoting literacy. She is passionate in her belief that everyone has the right to read and that so many of our nation's problems would be solved if every man, woman and child could read, write and comprehend. In 1989, she founded the Barbara Bush Foundation for Family Literacy which supports programs where parents and children can learn and read together. Over the years, the Barbara Bush Foundation has awarded \$50 million to create or expand family literacy programs in all 50 states, including the District of Columbia. Leading the Foundation's vision of 100% literacy in America are Co-Chairs Jeb Bush and Doro Bush Koch, while Mrs. Bush serves as Honorary Chair of the Foundation. You can learn more at www.barbarabushfoundation.com.

She authored two children's books, *C. Fred's Story* and the best-selling *Millie's Book*, whose profits benefited literacy. She also wrote the best-selling *Barbara Bush: A Memoir and Reflections: Life After the White House*.



Mary Tuuk

Mary Tuuk is executive vice president of Fifth Third Bancorp and president of Fifth Third Bank Western Michigan where she is responsible for the growth and strategic direction of the Bank's four lines of business, including Commercial Banking, Branch Banking, Consumer Lending and Investment Advisors for the market. Prior to returning to West Michigan, Mary served as chief risk officer of Fifth Third Bancorp.

Mary has received many accolades for her progressive approach to management and banking, including being named by American Banker magazine as one of the "25 Women to Watch in Banking" for the past five consecutive years.

Mary holds bachelor's degrees in business and music from Calvin College and a master's degree in business administration and a juris doctorate from Indiana University. She was recently inducted into the Academy of Alumni Fellows for the Indiana University Kelley School of Business in recognition of her significant contribution to the art and science of Management.

In addition to her role as Bank president, Tuuk serves on a number of non-profit boards including the Grand Rapids Area Chamber of Commerce, the Grand Rapids Symphony, Downtown Development Authority, The Economic Club of Grand Rapids, the Grand Valley State University Foundation and is the current chair of the Heart of West Michigan United Way campaign.



Robert P. Watson, Ph.D.

Robert Watson, Ph.D. is Professor of American Studies at Lynn University and Senior Fellow at the Florida Joint Center for Citizenship. He has published 34 books on American politics and history, including *The President's Wives*; *First Ladies of the United States: A Biographical Encyclopedia*, and other works on the first ladies and presidents. Watson also serves as an analyst and columnist for media outlets in Florida, organizes many civic/voter education and history programs for schools and community groups, has convened a half-dozen national conferences

on the presidency, and, in 2002, co-founded the Truman Legacy Symposium, an annual program sponsored by the Truman Presidential Library and held at the Truman Little White House.

Professor Watson has served on the boards of the Harry S. Truman Foundation, Calvin Coolidge Memorial Foundation, and George McGovern Center for Leadership and Public Service. He has won a number of awards for his media commentary, community work, and teaching, including professor of the year at both Florida Atlantic University and Lynn University.



Anita B. McBride, Conference Chair

Anita B. McBride is an executive-in-residence at the Center for Congressional and Presidential Studies in the School of Public Affairs at American University in Washington, D.C., where she directs programming on the legacies of America's first ladies and their influence on politics, policy, and global diplomacy. Prior to this appointment, Mrs. McBride served as Assistant to President George W. Bush and Chief of Staff to First Lady Laura Bush. In this role, she advised Mrs. Bush on her diverse

platform of domestic and international initiatives. She directed the First Lady's foreign travel to 67 countries in four years including Mrs. Bush's historic trips to Afghanistan and the Middle East.

McBride's public service spans two decades and three U.S. presidential administrations, serving in the White House, United States Information Agency, and Department of State. She currently serves as a senior advisor to the George W. Bush Institute and as an advisor to several global nonprofit organizations. McBride is the co-founder of the RAND African First Ladies Initiative, a program that seeks to strengthen the offices of first ladies across the African continent.

McBride also serves on the board of several organizations including the J. William Fulbright Foreign Scholarship Board, the US-Afghan Women's Council, and The White House Historical Association.



Maj. Lisa Mueller

Major Lisa Mueller serves as the Secretary for Programs for the Western Michigan Northern Indiana Division of The Salvation Army, headquartered in Grand Rapids, Michigan. She, along with her husband Bob, have been Officers in The Salvation Army for fifteen years. Prior to being appointed to Grand Rapids, they served in Saint Paul, Minnesota, where they have three grown children (Steven, Samantha and Cyndi) and one granddaughter (Summer).



Richard Norton Smith

Richard Norton Smith is a nationally recognized biographer and presidential historian. Between 1987 and 2001, he served as director of the Hoover, Eisenhower, Reagan and Ford presidential libraries. He spent the next five years as Founding Director of both the Robert J. Dole Institute of Politics at the University of Kansas, and the Abraham Lincoln Presidential Library and Museum, in Springfield, Illinois.

Currently a Scholar in Residence at George Mason University, Mr. Smith is also C-SPAN's in-house historian, and a frequent guest on The PBS News Hour and other programs. He was largely responsible for the design of the new museum and education center at Ford's Theater in downtown Washington. The author of nine books, he is at present completing a biography of Nelson Rockefeller to be published in 2014.



Laura Welch Bush

Laura Bush is actively involved in issues of national and global concern, with a particular emphasis on education, health care and human rights. A former teacher and librarian, Mrs. Bush is an enthusiastic proponent of education and literacy. Mrs. Bush founded the Texas Book Festival and the National Book Festival. Through the Laura Bush Foundation for America's Libraries, Mrs. Bush has provided grants to build school library collections.

As First Lady, Mrs. Bush traveled to all 50 States and more than 75 countries. Mrs. Bush traveled to Afghanistan where she saw progress achieved by the Afghan people after the fall of the Taliban regime. Mrs. Bush serves as the Honorary Advisor to the US-Afghan Women's Council.

In support of President Bush's life-saving global health initiatives, including the President's Malaria Initiative (PMI) and the President's Emergency Plan for AIDS Relief (PEPFAR), Mrs. Bush visited Africa, Asia, and the Americas, where she witnessed first-hand the success of these historic commitments. Mrs. Bush is an advocate for women's health and has been an active participant in campaigns to raise awareness of breast cancer and heart disease, both in the U.S. and around the world. Laura Bush was born in Midland, Texas, to Harold and Jenna Welch. She holds a Bachelor of Science degree in education from Southern Methodist University and a master's degree in library science from the University of Texas. She taught in public schools in Dallas, Houston and Austin and worked as a public school librarian. In 1977, she met and married George Walker Bush. They are the parents of twin daughters, Barbara and Jenna.

America's First Ladies: An Enduring Legacy

First Ladies Luncheon

April 8, 2013 ♦ Noon

Welcome

Maria DeVos
First Ladies Luncheon
Co-Host

Introduction of Gerald R. Ford Presidential Foundation

Liesel Meijer
First Ladies Luncheon
Co-Host

Overview

Anita B. McBride
Conference Chair
Executive In Residence
School of Public Affairs
at American University

Invocation

Major Lisa Mueller
Salvation Army

Luncheon Served

A Conversation with the First Ladies

Introduction

Susan Ford Bales
Gerald R. Ford Presidential
Foundation Trustee

Moderator

David Ferriero
Archivist of the United States

First Ladies

Barbara Pierce Bush
First Lady, 1989 - 1993

Laura Welch Bush
First Lady, 2001 - 2009



Steve Ford

Steve Ford has enjoyed a successful acting career for over 25 years, appearing in over 30 films and many guest leads in television. Steve's credits include the films *Transformers*, *Black Hawk Down*, *Contact*, *Armageddon*, *Starship Troopers*, and *When Harry Met Sally*. His numerous guest leads in television include *J.A.G.*, *Walker Texas Ranger*, *Murder She Wrote*, *Happy Days*, and *Dr. Quinn*. He also hosted the prime

time series *Secret Service* for NBC and starred for six years as a lead character on the Emmy-award winning daytime show *The Young and the Restless*.

Prior to his film career, Steve worked on the professional rodeo circuit, and has served as Associate Vice President and spokesperson of Turfway Park Race Course in Kentucky. Steve has served three years on the Board of Directors of the National Cowboy Hall of Fame and currently serves as chairman of the Gerald R. Ford Presidential Foundation. He is the third son of former President and Mrs. Gerald R. Ford.



Myra G. Gutin, Ph.D.

Dr. Myra G. Gutin is a Professor in the Department of Communication and Journalism at Rider University, Lawrenceville, NJ. Gutin received B.A. and M.A. degrees in Communication from Emerson College, Boston, MA. She received a Ph.D. in the same discipline from the University of Michigan.

Myra is the author of *The President's Partner: The First Lady in the Twentieth Century* and *Barbara Bush: Presidential Matriarch*. In addition, she has authored book chapters, articles and op-ed pieces on the topics of American First Ladies and women in politics. Frequently consulted by the media, Myra has been a guest on television and radio and recently, was featured in online interviews during the 2012 presidential campaign.



Thomas J. Haas, Ph.D.

Dr. Thomas J. Haas is Grand Valley State University's fourth president. During the past 32 years, Tom Haas has been a tenured faculty member, department chair, dean, vice president and president at several universities. Just prior to his appointment in 2006, Haas was president of the State University of New York Cobleskill.

He is a 1973 honors graduate of the U.S. Coast Guard Academy.

He earned two Master of Science (MS) degrees from University of Michigan in chemistry; and environmental health sciences. Haas holds a MS in human resources management from Rensselaer Polytechnic Institute and a Ph.D. in chemistry from the University of Connecticut. He is a retired Captain after 23 years of commissioned service in the USCG.

Haas is an internationally recognized expert in hazardous material transportation, strategic planning and higher education leadership, and has published numerous articles in a variety of journals. He is active in the community, serving on a number of boards including Chair of Michigan Campus Compact, Talent 2025, Van Andel Institute Graduate School, Citizens Research Council of Michigan, Grand Rapids Medical Education and Research Center, and Grand Rapids Opera. He is also former chair of the Michigan Public Universities Presidents Council.



Joseph Calvaruso

Joe Calvaruso is the Executive Director of the Gerald R. Ford Presidential Foundation since 2008. Prior to joining the Foundation, Joe was a banker for over 29 years. His last position in banking was with Mercantile Bank of Michigan where he was Senior Vice President and Director of Risk Management.

Joe is a Trustee for Albion College, Board Member for Boy Scouts of America Gerald R. Ford Council, Board Member and former Chairman of Michigan Certified Development Corporation, and serves on several other political,

community, and professional committees. Joe has done advance work for three presidents and Vice President Cheney. Also Joe has worked on two presidential inaugurations and five presidential campaigns. He is a graduate of Albion College and Western Michigan University.



Elaine K. Didier, Ph.D.

Dr. Elaine K. Didier was named director of the Gerald R. Ford Presidential Library & Museum in 2005. Prior to assuming this position, Didier was dean and professor at the Kresge Library at Oakland University. Previously, she was at the University of Michigan where her leadership positions included appointments as interim director of Academic Outreach, associate dean of the Rackham School of Graduate Studies, and director of Information Resources for the School of Business Administration.

Didier has been very active in a number of state and national professional associations. She served as president of the Association for Educational Communications and Technology, member of the board of directors of the Association for College and Research Libraries, and chair of its University Libraries Section. She also served as president of the Michigan Library Association, chair of the Library of Michigan board of trustees, and member of the board of directors of the Michigan Association for Media in Education.

Didier earned her bachelor's, master's and doctoral degrees from the University of Michigan and also studied at Oxford University.



David S. Ferriero

David S. Ferriero was sworn in as 10th Archivist of the United States on November 13, 2009.

Previously, Mr. Ferriero served as the Andrew W. Mellon Director of the New York Public Libraries (NYPL). In this position he was part of the leadership team responsible for integrating the four research libraries and 87 branch libraries into one seamless service for users; and was in charge of collection strategy; conservation; digital experience and strategy; reference and research services; and education, programming, and exhibitions.

Before joining the NYPL in 2004, Mr. Ferriero served in top positions at two of the nation's major academic libraries, the Massachusetts Institute of Technology in Cambridge, MA, and Duke University in Durham, NC.

Mr. Ferriero earned bachelor's and master's degrees in English literature from Northeastern University in Boston and a master's degree from the Simmons College of Library and Information Science, also in Boston. He served in the Navy during the Vietnam War.

America's First Ladies: An Enduring Legacy

Panel One

First Ladies as Influence Makers

April 8, 2013 ♦ 3:00 p.m.

Welcome

Elaine K. Didier, Ph.D.
Director
Gerald R. Ford Presidential Library and Museum

Overview

Anita B. McBride
Conference Chair
Executive-In-Residence
School of Public Affairs
at American University

Panel Introduction

Thomas J. Haas, Ph.D.
President
Grand Valley State University

Moderator and Panelist

Richard Norton Smith
Scholar in Residence
George Mason University

Panelists

Allida Black, Ph.D.
Executive Editor
fdr 4freedoms Digital Initiative

Myra G. Gutin, Ph.D.
Professor
Rider University

Robert P. Watson, Ph.D.
Professor
Lynn University

Closing

Joseph Calvaruso
Executive Director
Gerald R. Ford Presidential Foundation

Brief Intermission

America's First Ladies: An Enduring Legacy

Panel Two

Honoring Betty Ford: A Family View

April 8, 2013 ♦ 4:30 p.m.

Panel Introduction

Mary Tuuk
President
Fifth Third Bank

Moderator

Richard Norton Smith
Scholar in Residence
George Mason University

Panelists

Susan Ford Bales
Daughter of President and
Mrs. Ford
Gerald R. Ford Presidential
Foundation Trustee

Steven Ford
Son of President and Mrs. Ford
Gerald R. Ford Presidential
Foundation Chairman

Closing

Elaine K. Didier, Ph.D.
Director
Gerald R. Ford Presidential
Library and Museum

Public Reception in Lobby



Susan Ford Bales

Susan Ford Bales is a Virginia native and now resides in Tulsa, Oklahoma. She is the daughter of President Gerald R. Ford and Betty Ford and is married to Vaden Bales, an attorney with the Riggs Abney firm in Tulsa. Susan is the mother of two daughters, Tyne Berlanga and Heather Devers, two grandchildren, Joy Elizabeth Berlanga and Cruz Vance Berlanga, and three step-sons, Kevin, Matthew, and Andrew Bales.

Susan was raised in Alexandria, Virginia and attended Holton Arms School and Mount Vernon College, where she studied photojournalism. In 2012, she received an Honorary Doctorate of Public Service degree from Grand Valley State University. She is the author of two novels set in the White House, *Double Exposure: A First Daughter Mystery* and its sequel, *Sharp Focus*.

Susan is the Ship's Sponsor for the aircraft carrier USS *Gerald R. Ford* (CVN-78), which she will officially christen in 2013. She has served as a Trustee of the Gerald R. Ford Presidential Foundation since 1981 and currently serves as Co-Chair of the Foundation's Programs Committee. Susan's work with the Foundation is centered on promoting the ideals of public service, integrity, and candor that were the hallmarks of the life of our nation's 38th President, especially his service as a Naval Officer in World War II, as a member of Congress, and as Vice President and President.

In addition to her many charitable and public service activities, Susan serves on the Advisory Board of the Rosalynn Carter Fellowships for Mental Health, Trustee of the President Gerald R. Ford Historical Legacy Trust, Global Ambassador for Susan G. Komen For The Cure, the Executive Board of the Betty Ford Alpine Gardens Foundation, Trustee of the Elizabeth B. Ford Charitable Trust, and the board of directors of the Bosque School in New Mexico.



Allida Black, Ph.D.

Dr. Allida Black is Executive Editor of the *fdr4freedom*s Digital Initiative, a web-based education program dedicated to the Four Freedoms: freedom from fear and want and freedom of speech and worship. She is also Research Professor of History and International Affairs at George Washington University, where she serves as Founding Editor and Advisory Board Chair of *The Eleanor Roosevelt Papers*, a

project designed to preserve and teach Eleanor Roosevelt's writings on politics, democracy and human rights.

Dr. Black has written teachers' guides for PBS documentaries and served as an advisor to documentaries prepared for PBS, the History Channel, A&E, and the Discovery Channel. In addition to curating exhibits for international organizations and national historic sites she has written seven books as well as several articles on women, politics, and human rights policy.