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Ronald W. Reagan Scholarship Program

May 2, 1986

Ms. Anne Kelly
Room 190
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Anne:

Thank you for your most recent counsel regarding the scheduling situation at The White House. It is especially helpful to have the benefit of your candor and support. While the need to postpone the reception with President Reagan beyond the week of May 11 is disappointing, we certainly understand the horrendous scheduling difficulties with which you are working. No doubt the Asia trip and the current international situation have further complicated what is always a complex task.

As we discussed, the continued possibility of a reception before June 30 remains critical to Eureka. With many of our past donors we are at a place where a thank-you from The President is needed. These individuals have already made substantial gifts. Some have made these gifts as early as twenty months ago. In our judgement a number of these individuals are capable of increasing their previous gifts in a substantial way. The next step in this process, however, is the thank-you from The President.

It is because of our concern for a reasonable fundraising schedule that we are anxious to see the reception with The President develop as soon as possible, and certainly, before September. If the reception with The President is not held until September, we will be unable to proceed with necessary steps in our fundraising strategy during the summer months. I am uncomfortable being so crass about the need for an early reception, but I think you understand. It will be important to thank these donors whenever it is possible to fit it into The President's schedule. It will be much better for the long-term success of the Reagan Scholarship Program if that reception can be held earlier, rather than later.

Ms. Anne Kelly
May 2, 1986
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Unfortunately, a late spring or mid-summer reception does present some difficulties in gathering the Reagan Scholars. As you know, we have an extensive summer program for the Scholars. By June 1 these young men and women will be scattered from Japan to Belgium. There will be a few in the Washington, D.C., and New York area, who could make an appearance. It is my understanding, however, that President Reagan would value the opportunity to meet with his "namesakes" as a group. This could be done next fall or at various other times during the academic year. Once again, however, there is the complication with the students' academic schedule. With your cooperation, though, I feel certain that we can work around this complication.

I hope this outlines more clearly Eureka's concern regarding the reception with The President. If you or Fred have questions or concerns, please let me know.

Best regards,



Philip J. Palin
Director

PJP/rc

THE WHITE HOUSE
WASHINGTON

5/19

Talked w/ George Hearned
how sending a recipient's
list.

ANNE M. KELLY
Associate Director
Private Sector Initiatives
x6676

May 6, 1986

Ann K
lets see
Fred

Fred:

I spoke with George Hearne today. He called you and was switched down to me as you were not in. Here is the background on the fundraising for the Reagan Scholars Program.

Eureka plans to raise an additional \$2.4 million to endow the Reagan Scholars program (see the attached.) The first million would be raised in a private campaign, from individuals contributing \$200,000 each to endow one individual scholarship. The May-June reception here would thank a group of individuals who have given small donations to the fund (\$15,000 - \$25,000) but who Eureka is ready to approach for the \$200,000 donation. This would be the only time we would hold a reception for this group.

The rest of the endowment, \$1.4 million, would be raised through a public campaign, direct mail, special events, etc., and would not require the presence of the President.

The Willard fundraiser, as discussed with Sherry Sandie, would be a \$1000 a plate dinner, with money primarily raised from the Washington Community. This would not be an appropriate vehicle to thank or entice these major donors.

His third and final request would be that we consider the Chicago reception he mentioned, at some point before the President leaves office.

So, his three requests are:

1. White House reception for major donors (75 - 100 people)
2. Willard fundraiser (? number of people)
3. Chicago reception (? number of people)

That's it.

I suggested a possible two-tiered event at the Willard with a small reception for the major donors, with individual photos with the President, followed by the \$1000 a plate dinner. Neither George nor Phil Palin was sold on this. Their concern is waiting to the Fall, claiming it would significantly affect their fundraising calendar.

Can I discuss this with you before you speak with George Hearne?

Ann K.

January 24, 1986

MEMORANDUM

To: George A. Hearne
From: Philip J. Palin
Subject: Reagan Scholarship Fundraising

Currently, the secured fund of the Ronald W. Reagan Scholarships stands at \$1,110,661. Of the outstanding pledges we should be reasonably able to depend on an additional \$500,000 being received. Anticipating the leveling off of Reagan Scholars at twenty or fewer (this will be achieved in academic year 1988 - 1989), a secured fund of \$4,000,000 will be required to support the Scholarship Program from investment income.

This projection anticipates tuition charges being approximately \$6,180, and the operational budget approximately the following:

40,000	Staff Salaries
30,000	Mentoring Expenses
20,000	Postage
10,000	Travel
10,000	Printing
<u>10,000</u>	Other
120,000	Total Operational Budget

To achieve this objective for the secured fund will require identification of an additional \$2.4 million in gifts. This memorandum outlines a strategy and schedule for raising this goal.

The Anniversary Challenge

May 9, 1987, will be the fifth anniversary of the establishment of Ronald W. Reagan Scholarships. It is recommended that we use this date as a focus for our fundraising campaign. Further, it is recommended that the campaign be divided into two parts: a non-public campaign for large gifts totaling \$1,000,000; and a public campaign for the remaining \$1.4 million. Initiation of the second phase would depend on successful completion of the first.

The First Phase

To achieve the total fundraising goal by May 9, 1987, will require beginning immediately on the first phase. The first phase should be completed by September 1, so that a public announcement could be made shortly after the beginning of the school year next autumn.

MEMORANDUM

George A. Hearne

January 24, 1986

Page 2

The first phase consists primarily of seeking major gifts from individuals of means with whom we have had previous contact. It is hoped that in addition to providing financial support these individuals would provide leadership for the second phase. To achieve the first phase goal of \$1 million solicitation of these individuals will seek \$200,000 gifts, adequate to endow one Reagan Scholar. Currently, there are ten who could be solicited at this level.

Additional research and follow-up with current donors may also identify other donors at this level of giving.

The Second Phase

If this first phase is successful, then a public announcement will initiate the second phase. The public campaign will depend on three components:

1. Identification of a foundation, or individual to offer a \$350,000 (25%) challenge gift
2. A direct-mail campaign for \$350,000 plus expenses
3. Development of five regional committees for fundraising, each with their own voluntary leadership: Northeast, South, Middle America, Southwest and Pacific Coast. Each regional committee would have a goal of raising \$140,000 plus expenses.

I will value hearing your reaction and suggestions.

PJP/rc

Eureka
College

Chartered 1855

Ronald W. Reagan Scholarship Program

August 26, 1986

Ms. Anne Kelly
The White House
Room 190
1600 Pennsylvania Avenue
Washington, D.C. 20500

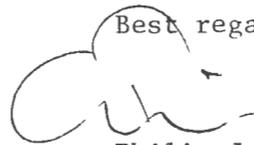
Dear Anne:

Thank you for your telephone call regarding John Gavin and others. Enclosed is a letter which summarizes the nature of our contact with Ambassador Gavin. As we discussed, I have actually not spoken with the Ambassador. George Dunn has served as the intermediary.

I am attempting to contact Mr. Dunn and the Ambassador regarding the message which you received. It sounds as if the Ambassador has determined not to serve as National Chairman, but to serve in some other capacity. We will appreciate his involvement at any appropriate level.

As we continue to seek a National Chairman, I will ensure that you receive copies of our correspondence. We do not wish to take up your time unnecessarily, but also wish to be certain that you feel comfortable with how we are proceeding. Thanks very much for your telephone call.

Best regards,



Philip J. Palin
Director

PJP/rc

Enclosure

Eureka College

Chartered 1856

Ronald W. Reagan Scholarship Program

July 10, 1986

Mr. George Dunn
Arco
515 South Flower Street
A.P. 3287
Los Angeles, California 90071

Dear Mr. Dunn:

Thank you for your call. We appreciated very much Mrs. Brock's recommendation of Ambassador Gavin to serve as the National Chairman for the Ronald W. Reagan Scholarships' campaign. The Ambassador strikes us as an excellent individual for this important leadership role because of his outstanding public record, his personal relationship with The President, and the past generous support of Arco. I would value the opportunity of meeting with you and the Ambassador to discuss our invitation in person in detail.

As you requested, enclosed are several materials related to the Ronald W. Reagan Scholarships. Currently, we have raised just under \$4 million for the Scholarships. In our judgement an additional \$2 million will be necessary to ensure the long-term financial security of the program. It is our present intention to raise this final \$2 million over a period of 18 to 24 months beginning this September. It is for this final stage of this campaign that we believe Ambassador Gavin could offer significant leadership.

While the Scholarship Program has benefitted from generous corporate support, the bulk of our fundraising has been conducted with individuals. Over 2,000 individual gifts have been received since fundraising began in earnest during 1983. Further, several dozen individuals have made gifts in excess of \$5,000. We currently have identified 12 individuals whom we believe are important targets for gifts of \$200,000 and above. As you are aware, however, it is seldom that every target is hit.

We seek a National Chairman filling the role as the official spokesperson for the Ronald W. Reagan Scholarships. We need an authentic leader who can speak most credibly about The President's attitude toward Eureka College and the need for leadership development. If Ambassador Gavin would agree to serve in such a capacity, we would be prepared to announce his role on September 23 at a major fundraiser at the Willard Hotel in Washington, D.C. Of course, we know that The President plans to attend this event.

1
Mr. George Dunn
July 10, 1986
Page 2

Beginning even before September we would want to consult with Ambassador Gavin on the strategy which he would see being most successful and with which he would feel most comfortable. We would enter into these discussions with an expectation that major fundraisers need to be scheduled in California, Chicago, and New York. In each of these cities we have an existing core group.

In addition to his attendance at these events, we are certain that Ambassador Gavin could be very helpful in introducing the program to individuals and organizations who would be interested in helping with the Ronald W. Reagan Scholarships. As seems to be de rigeur in these days we are also conducting a direct-mail campaign. If the Ambassador is so inclined, we hope that he would consent to signing a few of these solicitation letters.

We hope this general outline of our strategy is helpful. I will look forward to the opportunity to discussing these matters with you in person. Thank you for your consideration of our request.

Best regards,

Philip J. Palin
Director

PJP/rc

Enclosures

THE WHITE HOUSE
WASHINGTON

*Eureka
College*

October 13, 1986

DONALD T. REGAN
FRED RYAN ✓

FYI -- The attached has been
forwarded to the President.

David L. Chew

*Ann K
FYI*

THE WHITE HOUSE

WASHINGTON

October 8, 1986

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM L. BALL, III 

I thought you might enjoy reading the attached newspaper clipping from the Peoria Journal concerning the success of the Reagan Scholar program at Eureka College. Congressman Bob Michel forwarded the article in order that you might continue to monitor the program, now in its fourth year.

Attached for your signature is an acknowledgment to Congressman Michel thanking him for bringing the article to your attention.

THE WHITE HOUSE

WASHINGTON

Dear Bob:

I want you to know how much I appreciate your thoughtfulness in forwarding the article from the Peoria Journal about the success of the Reagan Scholars program at Eureka College. I am always interested in hearing about the program and am glad that it has been such a wonderful experience for the students involved.

Sincerely,

The Honorable Robert H. Michel
Republican Leader
House of Representatives
Washington, D.C. 20515



Reagan scholars walk hand-in-hand with top leaders

By ELAINE HOPKINS
of the Journal Star

EUREKA — After a summer working with sensitive business, legal and political matters requiring confidentiality, three Reagan Scholars at Eureka College this year will be pondering the issue of secrecy versus open access to information.

Reagan Scholars are selected to receive the four-year scholarship on the basis of their leadership potential. Each summer the program pairs some of the students with mentors so they can see outstanding individual leaders in action. The Reagan name opens doors to top people throughout the world. The results can be eye-opening for everyone.

Sam Harrod, 23, of Eureka, a junior economics major, spent four weeks of his summer with Glenn Gardner, chairman of Diamond-Star Motors Corp. "I had to sign a confidentiality agreement" not to reveal information, Harrod said. He isn't sure what would happen if he broke the agreement, but he has no intention of spilling any secrets.

Harrod participated in planning and strategy sessions and was privy to trade secrets at Diamond-Star. "I saw a lot," he said.

Charlie Klinkenborg, 21, of Parkersburg, Iowa, a sophomore's prelaw major, worked with the U.S. Senate Judiciary Committee during its most historic era in December. His mentor was Dennis Storer, chief counsel to the committee.

The Judiciary Committee faced the controversial nominations of two U.S. Supreme Court Justices, William Rehnquist and Antonia Scalia, and controversies on the federal bench including the impeachment of a judge in Nevada. "I hit the committee at probably the hottest time in the last 100 years," Klinkenborg said. "There was never a dull moment."

He became involved in press leaks of information on Rehnquist, and may have helped identify a leader and start a career. He has no regrets. Expressing little concern for the public's need for information, he believes leaders have their own

agenda and are playing personal power games.

Val Bradford, 21, of Eaton Rapids, Mich., a communications major, plunged into the bitter conflict raging between Northern and Southern Ireland. She worked with Co-Operation North, a group trying to develop peace and understanding between the two sides.

Her summer in Ireland turned into an internship and job for the year. She was charged with driving her boss's motor to maintain a motorcycle. A weekend bicycle ride from Dublin to Belfast and back on June 28-29, 1987.

This type of individual contact helps break down hostility, the group believes.

She needs to recruit more U.S. cyclists for the ride, and she wants them to have a good experience. She'll generate



These students spent the summer near the pinnacles of power in their roles as Reagan Scholars at Eureka College. They are from

left, Sam Harrod of Eureka, Charlie Klinkenborg of Parkersburg, Iowa, and Val Bradford of Eaton Rapids, Mich.

press coverage, try to get celebrities involved, and generally promote the event.

It's a paying job but she won't name her salary or even discuss her position on the conflict in Ireland. "People are so hung up on politics. It's such a sensitive issue. There's no way I could pick a side," said Bradford, a Roman Catholic, who is nevertheless critical of some Catholic viewpoints in Ireland.

During an intense discussion of their summer activities with scholarship program director Philip Palin recently, the students voiced total loyalty to their mentors and seemed surprised that anyone should question the confidentiality of their summer experiences.

"I felt I was the steinvent for my mentor," Harrod said of Diamond-Star chairman Gardner. "He would

trust me and get feedback. He gave me an hour a week to ask questions and go head to head. I was able to give him insight into goings on below him. I would trust him with my life. He's a great person."

Harrod believes his loyalty is justified. "I never encountered a time when what had to be done conflicted with my moral values. There was no shady stuff, no coverups."

Gardner runs the company by consensus, Harrod said. "He takes advice and criticism from his people. They are dedicated to making the product work."

During a speech Thursday in Eureka, Gardner commented on his experience with Harrod. Though his initial response to the Eureka College request was to reject it, because he didn't have time to train a student, he reluctantly agreed only to find

pleasure to have him with me."

Gardner told the Eureka audience "If Eureka College is turning out more like him," the company will be recruiting them to work at Diamond-Star.

Of the company's unique joint venture with a Japanese firm, Harrod observed language is one of the greatest challenges. "You can't use slang" which is likely to be misunderstood. "You have to be very precise," he said.

For Klinkenborg, the Reagan name meant access to committee chairman Sen. Strom Thurmond and through him, the President. The Senator "went out of his way to make things easier." He secured Klinkenborg a coveted parking permit, a security pass, and put him on the pay-

roll because he was actually doing work for the committee.

Best of all, he arranged for President Reagan to send Klinkenborg a handwritten note. "I was flabbergasted. It's very rare. It mentions his time at (Eureka) college. It's a very personal note."

Klinkenborg learned "everything is a deal" in politics. Moreover, a legislator's staff, while fiercely loyal, can also influence their boss's work. "They can stop something by the way they present it or don't present it."

Klinkenborg began working "in the annex to the conference room" as the televised committee hearings took place. "I could really see what went on behind the scenes. I was in the backroom and watched how decisions are made."

An interesting aspect of Bradford's experience was watching "personnel decisions, and strategy sessions on how to deal with people."

Though violence and terrorism are regular occurrences in Belfast, Bradford never encountered any. "It's really safe. I had no problem."

Palin observed that the mentor program has changed as the program has become established. At first, college officials assumed the students would learn leadership skills from the mentors, he said. "But the most important thing that happens is that the scholar comes to better understand himself or herself and discovers things they love or hate. They become more self aware. We noticed it last year."

The students will attend three retreats during the school year to share and assess their experiences. Among other things they are learning "how you become a healthy human being," Palin said. Only after that do they come to grips with what they want to do with their lives, he added.

Bradford said one of the most valuable lessons she learned is "people are just people." The experience whetted her ambition. "If they can do it so can I," she said.

Palin believes the program is unique in training the students for future top leadership. The college experience has always trained students to become local leaders in their own communities, he says. But this program may be developing future CEOs, national lawmakers, outstanding people in the U.S. and the world, he said.

As college students, the Reagan scholars are highly unusual in securing access to such role models. The program is now in its fourth year. Palin and others eagerly await the passage of time, to see what these

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