AMERICA'S FIRST LADIES AN ENDURING VISION

MARCH 5, 2012



George W. Bush Presidential Center



GEORGE W. BUSH PRESIDENTIAL LIBRARY AND MUSEUM

SCHEDULE OF EVENTS

9:00 A.M. WELCOMING REMARKS

ANITA B. MCBRIDE Conference Chair

R. GERALD TURNER President, Southern Methodist University

CORNELIUS M. KERWIN President, American University

ALAN LOWE Director, George W. Bush Presidential Library and Museum

9:15 A.M. PANEL ONE: INFLUENCE MAKERS: FIRST LADIES THROUGH AMERICAN HISTORY

- MODERATOR: COKIE ROBERTS ABC News Political Correspondent and Best-Selling Author
- PANELISTS: CATHERINE ALLGOR Professor of History and UC Presidential Chair, University of California at Riverside

ALLIDA BLACK Executive Editor, fdr4freedoms Digital Initiative Founder, Eleanor Roosevelt Papers Project

AMITY SHLAES Director, The 4% Growth Project, George W. Bush Institute and Best-Selling Author

10:15 A.M. PANEL TWO: BEHIND THE SCENES IN THE EAST WING: SOCIAL SECRETARIES TO THE FIRST LADIES

итгодистюм: WARREN L. FINCH Director, George Bush Presidential Library and Museum

- MODERATOR: RICHARD NORTON SMITH Presidential Historian
- PANELISTS: BESS ABELL White House Social Secretary, Lady Bird Johnson

CATHERINE S. FENTON

Former Special Assistant to the President and White House Social Secretary to Mrs. Laura Bush and Deputy Social Secretary to Mrs. Nancy Reagan and Mrs. Barbara Bush

LAURIE FIRESTONE White House Social Secretary, Mrs. Barbara Bush

11:15 A.M. LUNCH

12:00 P.M. PANEL THREE: BEHIND THE IMAGES: PHOTOGRAPHERS' VIEWS OF THE FIRST LADIES

INTRODUCTION: JODIE STECK Audiovisual Archives Specialist, George W. Bush Presidential Library and Museum

MODERATOR: MARK K. UPDEGROVE Director, Lyndon Baines Johnson Presidential Library and Museum

PANELISTS: DAVID HUME KENNERLY White House Photographer, President Gerald R. Ford

> CAROL T. POWERS White House Photographer, Mrs. Barbara Bush

SUSAN STERNER White House Photographer, Mrs. Laura Bush

1:00 P.M. BREAK

1:15 P.M. INTRODUCTION OF PRESIDENT GEORGE W. BUSH

MARK LANGDALE President, George W. Bush Foundation

REMARKS BY PRESIDENT GEORGE W. BUSH

1:25 P.M. A MODERATED CONVERSATION: REFLECTIONS OF FIRST LADIES MRS. BARBARA BUSH AND MRS. LAURA BUSH

> MODERATOR: DORIS KEARNS GOODWIN Historian and Biographer

2:25 P.M. CLOSING REMARKS

ALAN LOWE Director, George W. Bush Presidential Library and Museum

PRESENTED IN COLLABORATION WITH:













THE WHITE HOUSE HISTORICAL ASSOCIATION

PRESIDENT GEORGE W. BUSH

George W. Bush, the 43rd President of the United States, was sworn into office on January 20, 2001, and served as Commander in Chief for two consecutive terms. Before his presidency, he served for six years as Governor of the State of Texas. Prior to becoming the 46th Governor of Texas, he led a group of partners who purchased the Texas Rangers baseball franchise in 1989. President Bush started his career in the energy business in Midland, Texas, after receiving his master's degree in business administration from Harvard Business School in 1975. He graduated with a bachelor's degree in history from Yale University in 1968 and then served as a pilot in the Texas Air National Guard.

As president, George W. Bush worked to expand freedom, opportunity, and security at home and abroad, and he has continued to promote these ideals since leaving office through the creation of the George W. Bush Presidential Center at Southern Methodist University in Dallas, Texas. The Bush Center will be home to a presidential library that preserves and presents the history and archives of the Bush presidency, a museum where visitors will be able to view historic artifacts, and an innovative, action-oriented Institute. The Bush Institute turns ideas into practical, measurable solutions for pressing public problems with a focus on human freedom, education achievement, global health, and economic prosperity. In all its programs, the Bush Institute engages and empowers women through its Women's Initiative. The Institute also honors the sacrifice the U.S. military and their families make for our freedom through the Military Service Initiative. The Institute's mission is to turn ideas into action.

In the fall of 2010, President Bush authored his memoir, *Decision Points*, offering a personal and candid account of the most defining decisions of his personal life and his presidency. He is married to Laura Welch Bush, a former teacher and librarian, and they have twin daughters, Barbara and Jenna, and a son-in-law, Henry Hager.

LAURA W. BUSH

Mrs. 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.

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 believes 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 family literacy programs where parents and children can learn and read together. The Foundation works to bring the benefits of literacy to every family in America by awarding money to build effective family literacy programs. It has awarded over \$42 million to create or expand 960 family literacy programs in all 50 states including the District of Columbia, and it helped create and continues to support four statewide literacy programs in Texas, Maine, Florida, and Maryland. Doro Bush Koch and Jeb Bush serve as Co-Chairs and Mrs. Bush serves as Honorary Chair of the Foundation. You can learn more about the Foundation 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.*

BESS ABELL

President Lyndon B. Johnson once called Bess Abell "a Kentucky girl who walks with kings and prime ministers and never loses the common touch to the extent but what she can lecture the president."

During five years as White House Social Secretary, Mrs. Abell orchestrated dinners for kings and prime ministers, planned two White House weddings, and advanced presidential trips from Manhattan to Manila. She designed, and carried out to the last detail, events as different as LBJ Ranch barbeques on the banks of the Pedernales River, a state dinner in Bangkok, the White House Country Fairs, and Festival of the Arts.

After all the years raising money for deserving candidates and causes and promoting books and art projects, she turned to work full-time with her husband developing Merry-Go-Round Farm, an unusual and special community on the banks of the Potomac near Washington, D.C. With the last lot sold, she has retired to spend more time riding horses, gardening, enjoying life, and watching her grandchildren grow up.

CATHERINE ALLGOR

Catherine Allgor is a Professor of History at the University of California, Riverside, and a UC Presidential Chair. She attended Mount Holyoke College and received her Ph.D. with distinction from Yale University.

Her book, Parlor Politics: In Which the Ladies of Washington Help Build a City and a Government (University Press of Virginia, 2000), won the James H. Broussard First Book Prize from the Society for Historians of the Early American Republic. Her latest book, A Perfect Union: Dolley Madison and the Creation of the American Nation (Henry Holt, 2006), was a finalist for the George Washington Book Prize. She is currently at work on a project about First Lady Louisa Catherine Johnson Adams.

ALLIDA BLACK

Allida Black is Executive Editor of the *fdr4freedoms* Digital Initiative, a web-based education program dedicated to the Four Freedoms, as identified by President Franklin D. Roosevelt: freedom from fear and want and freedom of speech and worship. She is also Research Professor of History and International Affairs at The 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.

CATHERINE S. FENTON

Catherine Fenton is the current director of the Governor's Residence, "Drumthwacket," in Princeton, New Jersey, and also serves as a Special Advisor for Protocol to the Governor's Chief of Protocol and director of the First Lady's staff. She is a former Special Assistant to the President and Social Secretary for the first administration of President and Mrs. George W. Bush, where she planned and implemented all entertaining within the White House complex. Mrs. Fenton also served as the Deputy Social Secretary to both First Ladies Nancy Reagan and Barbara Bush from 1984 to 1993. She served in other administrative positions in the East Wing and the Department of Commerce from 1981 to 1983.

Mrs. Fenton was employed by the Foreign Ministry of Japan from 1993 to 1995 as the Social Secretary to the Japanese Ambassador to the United States, His Excellency Takakazu Kuriyama and Mimi Kuriyama. She also worked on Capitol Hill for four years for Colorado Congressman Jim Johnson before her service in the Executive Branch. Her volunteer activities include three years of service on the Board of Princeton Academy of the Sacred Heart as well as serving as the president of its Parents Association.

WARREN L. FINCH

As director of the George Bush Presidential Library and Museum at Texas A&M University, Mr. Finch brings more than 20 years experience working with the National Archives — first with the Office of Presidential Libraries in Washington, D.C., then with the Ronald Reagan Library in California, and most recently with the Bush Library and Museum.

Trained as an archivist, Mr. Finch was detailed to the Bush White House in 1992 to assist with the move of Bush Presidential Materials to Texas and has been in College Station ever since. Mr. Finch earned a master's degree in history from Auburn University and a bachelor's degree from the University of South Alabama.

LAURIE FIRESTONE

A California native, Laurie Firestone served as Social Secretary to President George H.W. Bush and First Lady Barbara Bush for eight years at the Vice President's Residence and four years at the White House. Her duties included the planning and execution of state dinners, luncheons, and receptions at the White House and abroad.

Mrs. Firestone moved back to California in 1998 to be Director of Development and Special Projects for the University of Southern California in Orange County. Until recently, she was Senior Director of Volunteer Programs at the University of California San Francisco.

Mrs. Firestone has been a protocol analyst on CNN and MSNBC and color commentator for C-SPAN's state dinner coverage and ABC's *Good Morning America's* "White House Entertaining." She was a consultant to Castlerock Entertainment on the film *The American President*.

She is the author of *An Affair to Remember: State Dinners for Home Entertaining*. She speaks regularly to clubs and organizations on entertaining at the White House.

Mrs. Firestone serves on the George H.W. Bush Presidential Library Foundation and served on the President's Committee for Arts and Humanities during the George W. Bush Administration.

Throughout her career, Mrs. Firestone has been closely associated with several civic, charitable, and academic organizations. She lives in San Francisco and is the mother of four and grandmother of eleven.

DORIS KEARNS GOODWIN

Doris Kearns Goodwin is a Pulitzer Prize winning historian and author of best-selling biographies on Lyndon B. Johnson, John F. Kennedy, Franklin D. Roosevelt, and Abraham Lincoln. She received a Ph.D. from Harvard where she taught in the government department. She served in Lyndon B. Johnson's White House and later assisted him in the writing of his memoirs. The first female writer allowed into the Red Sox locker room, she authored *Wait Till Next Year*, a memoir of growing up in the 1950s in love with baseball. Steven Spielberg is directing a feature film based on her book, *Team of Rivals: The Political Genius of Abraham Lincoln*, starring Daniel Day Lewis and Sally Field.

DAVID HUME KENNERLY

David Hume Kennerly won the 1972 Pulitzer Prize for his photos of the Vietnam War, and was President Gerald R. Ford's White House photographer. American Photo Magazine named him one of the "100 Most Important People in Photography." He has contributed to Newsweek, and TIME & Life magazines. He published the books, Shooter, Photo Op, Seinoff: The Final Days of Seinfeld, Photo du Jour, and Extraordinary Circumstances: The Presidency of Gerald R. Ford. He was executive producer of Barack Obama: The Official Inaugural Book.

Mr. Kennerly is on the Board of Trustees of the Gerald R. Ford Foundation and the Atlanta Board of Visitors of the Savannah College of Art and Design. His archive is at the Dolph Briscoe Center for American History at the University of Texas, Austin.

CORNELIUS M. KERWIN

Dr. Cornelius M. Kerwin is the fourteenth president of American University. He leads an institution of approximately 13,000 students, 1,300 teaching and administrative faculty, and 2,500 staff in the nation's capital, and oversees a \$548 million operating budget and \$434 million endowment. Dr. Kerwin joined AU in 1975 and holds a faculty appointment in the School of Public Affairs' Department of Public Administration.

Dr. Kerwin is a nationally recognized specialist in public policy and the regulatory process and the author of *Rulemaking: How Government Agencies Write Law and Make Policy*. He is a member of the board of the National Association of Independent Colleges and Universities and a member of the American Council on Education's Blue Ribbon Panel on International Engagement.

He received degrees from American University (BA), the University of Rhode Island (MA in political science), and Johns Hopkins University (Ph.D. in political science).

MARK LANGDALE

Ambassador Mark Langdale is the president of the George W. Bush Foundation. He is responsible for the development and initial start-up of the George W. Bush Presidential Center, which will consist of the George W. Bush Presidential Library and Museum and the George W. Bush Institute.

He was appointed to serve as U.S. Ambassador to Costa Rica from 2005 to 2008. During his tenure, he focused on the ratification of the Central American Free Trade Agreement. He also negotiated and finalized the largest debt for nature swap in a multiparty agreement among the United States, Costa Rica, The Nature Conservancy, and Conservation International.

Previously, Ambassador Langdale served as president of Posadas USA, Inc., the United States subsidiary of Grupo Posadas. He also co-founded CapRock Communications Corporation and served as the Chairman of the Texas Department of Economic Development from 1997 to 2001.

Ambassador Langdale holds a B.B.A. in Finance from the University of Texas at Austin and an L.L.B. from the University of Houston School of Law.

ALAN LOWE

Alan Lowe is the director of the George W. Bush Presidential Library and Museum. He obtained his bachelor's and master's degrees in history at the University of Kentucky. In 1989, Lowe joined the staff of the Ronald Reagan Presidential Library and Museum in Simi Valley, California, as an archivist. In 1992, he moved to the Office of Presidential Libraries at the National Archives in Washington, D.C., where he helped to oversee the Presidential Libraries located throughout the nation. During part of that time, he served as interim Director of the Franklin D. Roosevelt Presidential Library and Museum in Hyde Park, New York. From 2003 to 2009, Lowe served as the founding Executive Director of the Howard Baker, Jr. Center for Public Policy at the University of Tennessee. In April 2009, Mr. Lowe began serving as director of the George W. Bush Presidential Library and Museum.

ANITA B. MCBRIDE

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 the President and Chief of Staff to First Lady Laura Bush. In this role, she advised Mrs. Bush on her platform of domestic and international initiatives, including education, women's issues, historic preservation and the arts, global literacy, and global health. Additionally, 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.

Mrs. McBride's public service spans two decades and three U.S. presidential administrations, which includes 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 including co-directing the RAND African First Ladies Initiative, a program that seeks to strengthen the offices of first ladies across the African continent. Mrs. McBride also serves on the board of several organizations including the Presidential Advisory Committee on HIV/AIDS, the J. William Fulbright Foreign Scholarship Board, and the White House Historical Association. She is a frequent speaker and news commentator on life in the White House and the activities of First Ladies.

CAROL T. POWERS

Family, photography, and a fascination with politics continually motivate freelance photographer Carol T. Powers. After two years of mixing chemicals, processing and printing film, and mopping floors in the photo lab of the *Palm Beach Post*, Mrs. Powers landed a photography job with the *Boca Raton News* in 1982. She was later hired back as a staff photographer at the Palm Beach Post. Her subsequent staff positions include *The Miami Herald* and *The Washington Times*. Mrs. Powers has also spent time on the other side of the political photography fence as an official White House photographer for four years during the presidency of George H.W. Bush and as personal photographer to First Lady Barbara Bush. Because of a family transfer, she took a staff position with the *Dallas Morning News*. Mrs. Powers, who has balanced job and family since returning to Washington in 1997 as a freelance photographer, lives with her husband and 17-year-old daughter, Harper Lee, in Reston, Virginia, and continues to enjoy covering politics in the nation's capital.

COKIE ROBERTS

Cokie Roberts is a political commentator for ABC News, providing analysis for all network news programming. From 1996-2002, she and Sam Donaldson co-anchored the weekly ABC interview program *This Week*. Roberts also serves as senior news analyst for National Public Radio. In her more than forty years in broadcasting, she has won countless awards, including three Emmys. She has been inducted into the Broadcasting and Cable Hall of Fame, and was cited by the American Women in Radio and Television as one of the fifty greatest women in the history of broadcasting.

In addition to her appearances on the airwaves, Mrs. Roberts, along with her husband, Steven V. Roberts, writes a weekly column syndicated in newspapers around the country by United Media. The Roberts are also contributing editors to USA Weekend Magazine, and in 2011 they published *Our Haggadah*, *Uniting Traditions for Interfaith Families*. Their earlier collaboration, *From This Day Forward*, an account of their more than forty year marriage and other marriages in American history, immediately went onto *The New York Times* best-seller list. All of Mrs. Roberts' other books have also been best-sellers, including the number one best-seller, *We Are Our Mothers' Daughters*, an account of women's roles and relationships throughout American history. Her other best-selling books, *Founding Mothers*, published in 2004, and *Ladies of Liberty* in 2008, are histories of women in America's founding era.

Mrs. Roberts holds more than twenty-five honorary degrees, serves on the boards of several nonprofit institutions and was on President Bush's Council on Service and Civic Participation. In 2008, the Library of Congress named her a "Living Legend," one of the very few Americans to have attained that honor. She is the mother of two and grandmother of six.

AMITY SHLAES

Amity Shlaes serves as director of The 4% Growth Project at the George W. Bush Institute. She is also a syndicated columnist for Bloomberg News and author of two forthcoming books, *Coolidge*, a full biography of Calvin Coolidge, and *The Forgotten Man Graphic*, a full length graphic version of her national bestseller for universities and high schools. Miss Shlaes was formerly a senior fellow in economic history at the Council on Foreign Relations, a columnist for the *Financial Times*, and a member of the editorial board of The *Wall Street Journal*, specializing in economics.

RICHARD NORTON SMITH

Richard Norton Smith is a nationally renowned author. Between 1987 and 2003, Smith served as director of the Herbert Hoover Presidential Library and Museum in West Branch, lowa; the Dwight D. Eisenhower Presidential Library and Museum in Abilene, Kansas; the Ronald Reagan Presidential Library and Museum in Simi Valley, California; the Gerald R. Ford Library and Museum in Ann Arbor and Grand Rapids, Michigan, respectively; and the Robert J. Dole Institute of Politics at the University of Kansas in Lawrence.

In 2003, he was appointed Founding Director of the Abraham Lincoln Presidential Library and Museum, in Springfield, Illinois. Mr. Smith is now a scholar in residence at George Mason University and serves as an advisor to the George W. Bush Presidential Center in Dallas, Texas. He appears regularly on C-SPAN and *PBS NewsHour* as part of the show's roundtable of historians. The author of many books, he is currently completing a biography on Nelson D. Rockefeller.

JODIE STECK

Jodie Steck is the Audiovisual Archives Specialist at the George W. Bush Presidential Library and Museum having followed the more than 4 million still, video, and audio records from the White House where she was Deputy Director of Photography from 2005–2009. She began her career in journalism and has worked at the Arizona Republic, the San Francisco Chronicle, the New York Times, the Santa Rosa Press Democrat, the Orange County Register and the Dallas Morning News. In between newspapers, she was a photo editor, assistant Chief of Bureau, Florida state photo editor, and senior national photo editor for the Associated Press. When Ms. Steck wasn't following the news, she was an adjunct photojournalism instructor at UCLA, Southern Methodist University, and the Corcoran College of Art and Design in Washington, D.C.

SUSAN STERNER

Susan Sterner currently serves as director of New Media Photojournalism at the Corcoran College of Art and Design in Washington, D.C. She was a White House photographer from June 2001 to March 2005 under the Administration of President George W. Bush, documenting daily events in the White House and the public work of First Lady Laura Bush.

Ms. Sterner started her career as a photojournalist freelancing with national and international publications while based in New Orleans. She worked for the *Associated Press* as a staff photographer, based in Mississippi and California, and covered domestic issues such as immigration, child labor, and families in poverty to coverage of the U.S.-Mexico border and violence in Haiti. A two-year fellowship with the Institute of Current World Affairs was awarded to Ms. Sterner to photograph and write about women's lives in Brazil. Ms. Sterner has a master's degree in Latin American Studies from Vanderbilt University and a bachelor's degree from Emory University.

R. GERALD TURNER

President of Southern Methodist University since 1995, Gerald Turner is a board member of the American Council on Education and the National Association of Independent Colleges and Universities and co-chair of the Knight Commission on Intercollegiate Athletics. He serves on the boards of the Methodist Hospital Foundation, the Salvation Army of Dallas, and two publicly traded companies.

Dr. Turner was previously chancellor of the University of Mississippi. A native of New Boston, Texas, he earned a B.S. degree from Abilene Christian University and M.A. and Ph.D. degrees from the University of Texas at Austin. He and his wife, Gail, have two married daughters.

MARK K. UPDEGROVE

Mark K. Updegrove has served as director of the Lyndon Baines Johnson Presidential Library and Museum in Austin, Texas, since October 2009.

A former corporate executive with TIME, Newsweek, and Yahoo Inc., Mr. Updegrove is the author of Second Acts: Presidential Lives and Legacies After the White House (2006), Baptism by Fire: Eight Presidents Who Took Office in Times of Crisis (2009), and Indomitable Will: LBJ in the Presidency, which will be published by Crown Publishers later this month. Mr. Updegrove has also written for American Heritage, National Geographic, Texas Monthly, and TIME. Last year, on the occasion of George Bush's 87th birthday, he offered a commentary on CBS Sunday Morning on history's growing appreciation of the Bush presidency.