

*DCS remarks
NAIA meeting/Performance Arena
August 2, 2000*

YOU HAVE 2-5 MI NUTES

Good afternoon. It's great to have the opportunity to host this meeting.

We are excited about the opportunity to bring the NAIA to our community. There are so many tangible benefits...the economic impact, etc...but there are some intangibles too.

We live in a growing, emerging, professional community with good old fashioned Midwestern values...and it's those values, the intangibles, I want to talk a little bit about...the character and values of St. Charles County, and Lindenwood...

Bringing the NAIA office and its new Character and Sports Center to St. Charles County is attractive to our community, but from a selfish perspective, it is a strong match with Lindenwood's own mission and our initiative with the Center for the Study of American Culture and Values.

We developed the Center for the express purpose of studying the core principles of American culture and applying them to the challenges of the 21st century...we believe it is our obligation to pass on...to teach the character and values that shaped the decisions made by our founders at Lindenwood and our nation's forefathers as they built this country...

And like Lindenwood, the NAIA wants the Character and Sports Center to teach coaches and athletes and business and education leaders the importance of sportsmanship—sharing our belief that character and values are the foundation for a successful life.

We are well down the road for our National Center at Lindenwood. We have or are developing:

- Curriculum for numerous courses
- An American Heritage/Environmental Awareness semester
- Character Education programs for teachers
- A K-12 outreach program
- Workshops/seminars
- Historical theatre
- and public forums

This is all centered on our “Teaching University” model—the system of delivery features character development as one of the inherent objectives of a holistic approach to higher education. At Lindenwood, character development is held to be as important as intellectual development in our institutional mission and purpose.

The synergies available for the NAIA with Lindenwood and with our community would be difficult to match. We stand ready and willing to do what we can to assist in the efforts to bring the NAIA National Headquarters to St. Charles County...

Thank you.