

CALVIN COOLIDGE

MEMORIAL FOUNDATION

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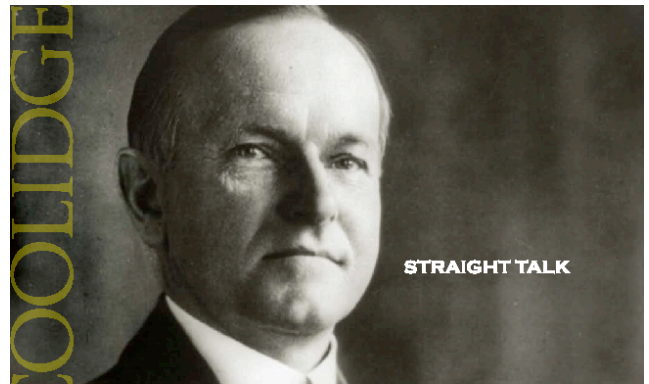
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Board of Trustees of Calvin Coolidge Memorial Foundation Reaffirms its Strategic Commitment to Spread Awareness and Understanding of Calvin Coolidge

Plymouth Notch VT, October 16, 2010. Building on the dramatic success of STRAIGHT TALK, its 50th Anniversary Symposium at the JFK Library in Boston, the Board of Trustees of the Calvin Coolidge Memorial Foundation reaffirmed its commitment yesterday to spread the awareness and understanding of Calvin Coolidge to a national audience.



As Trustee and former U.S. Chairman of Young & Rubicam Roby Harrington III said, "History has given us a gift. The resurgence of awareness and reexamination of Coolidge unveil numerous timeless qualities and values from which he never wavered."

Under the able leadership of Program Chair Barbara O'Connell, the Foundation concluded its *Summer of Coolidge* on October 7 with a smashing crescendo. Legendary financier John C. (Jack) Bogle, Founder of The Vanguard Group, gave the evening keynote address which stressed the timeless fundamental values by which President Calvin Coolidge lived and how they could guide America now in these troubled times. He cited a flourishing economy, a slashing of U.S. debt and, as Coolidge said, "(our citizens) reached a state of contentment seldom before seen." Bogle contrasted Coolidge with two great Americans who stand tallest in the latter's pantheon, Alexander Hamilton and Theodore Roosevelt. Of Hamilton, he quoted Coolidge, "When America ceases to remember his greatness, America will be no longer great." And of Roosevelt "he reestablished a representative government of all the people, reopened the closing doors of opportunity, reawakened the soul of his country, and reinforced the moral fiber of America."

Bogle went on to speak of Coolidge's character, idealism and spiritual resources as imperatives today.

Bestselling author Amity Shlaes kicked-off the morning session with new research unearthed in her scholarly studies of Coolidge as a Strategic Administrator. She examined Coolidge's priority for economy in government coupled with multiple reductions in tax rates as fundamental to his success in leading the country to unparalleled prosperity. David Pietrusza explored Coolidge's world-view with his address *A Standard of Righteousness*, in which he spoke of morality, the dignity of work and idealism. He quoted Coolidge's own words to underscore his character. "Unless we live rationally we perish, physically, mentally, spiritually."

Milton Valera, President of the National Notary Association described how Coolidge's integrity and character were the bedrock of the Notaries. L. John Van Til, Ph.D., described Coolidge's religious principles and how the teachings of philosopher Charles E. Garman, his professor at Amherst College, impacted the Coolidge authority. Governor Michael Dukakis spoke of Coolidge's civility as a tool for leadership in making government work properly. "Coolidge abhorred negative campaigning and campaigned as simply as he lived."

Other speakers included Garland Tucker, CEO Triangle Capital, who delved into Coolidge's presidential style and postulated that the 1924 election, a landslide victory for Coolidge, became a turning point for the political parties and for campaigns of the future. Author Carl Sferrazza Anthony, a specialist in America's First Families, probed the importance of Coolidge's family values. Grace Coolidge absorbed the stresses of the presidency, thereby contributing to Calvin's even-handed success. Martha Joynt Kumar, Ph.D., portrayed Coolidge as anything but silent considering his record number of press conferences, his pioneering use of radio and writing his own speeches. Joe Thorndike, Ph.D., dissected America's will to pay fair taxes and detailed the Mellon/Coolidge tax strategies and philosophy which defined the Coolidge presidency. International strategic communications advisor Sarwar A. Kashmeri moderated the Kumar/Thorndike panel with penetrating questions and discussion.

The Foundation reached new high-ground in advancing expansive scholarly discussion of Coolidge; his administration and record in life and politics has paradoxically been underappreciated and misunderstood.
