



News Release

Missouri Western State College • 4525 Downs Drive • St. Joseph, MO 64507 • (816) 271-5649

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WESTERN CONVOCATION ON CRITICAL ISSUES FEATURES DAVID GERGEN

St. Joseph, Mo. — Oct. 3, 2003— Former presidential advisor David Gergen will be the featured speaker at Missouri Western State College's 10th annual Convocation on Critical Issues at 9:30 a.m. Oct. 22 in the M.O. Looney Fieldhouse. The event is free and open to the community.

Gergen, professor of public service at the John F. Kennedy School of Government at Harvard University and director of its Center for Public Leadership, will speak on "Eyewitness to Power: the Essence of Leadership."

Few Americans have observed the ups and downs of presidential leadership more closely over the past 30 years than David Gergen. A White House adviser to four presidents, both Republican and Democrat, his presentation will offer a vivid, behind-the-scenes account of their struggles to exercise power and draws from them key lessons for leaders of the future.

According to Gergen, there are seven key lessons for future leaders: inner mastery, a central, compelling purpose rooted in moral values; a capacity to persuade, skills in working within the system, a fast start, a strong, effective team and a passion that inspires others to keep the flame alive.

As the 21st century opens, Gergen believes that a new golden age may be dawning in America, but its realization will depend heavily upon the success of a new generation at the top.

"Leadership is always essential to a society," said Gergen in a recent speech to Air Force Academy cadets. "And it goes all the way to who is in the White House, to who is in City Hall, to who is in the cockpit. The quality of leadership in every one of those places matters a great deal."

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Gergen will also speak at a dinner sponsored by the Western Foundation Oct. 21.

He also serves as an editor-at-large at U.S. News & World Report and as a regular television commentator. He served as a moderator of *World @ Large*, a 13-part PBS discussion series for two seasons. His book, “Eyewitness to Power: The Essence of Leadership, Nixon to Clinton,” was published in 2000.

Western inaugurated the Convocation program in 1993 as part of an overall commitment to offer enriching experiences to students while bringing together the college and community. The Convocation program is sponsored by the Western Foundation and is held in honor of R. Dan Boulware, former Western regent. Past Convocation speakers have included Patricia Schroeder, Colin Powell, Bill Bradley, Jeane Kirkpatrick, Daniel Schorr and Dr. Joseph Nye.

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Missouri Western State College is a four-year public institution providing a blend of traditional liberal arts and professional degree programs. The college offers student-centered, high quality instruction that focuses on experience-based learning, community service, and state-of-the-art technology. Western is located in St. Joseph, Mo. and is committed to the educational, economic, cultural and social development of the region it serves.



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BIOGRAPHY OF DAVID GERGEN – WESTERN’S CONVOCATION SPEAKER

St. Joseph, Mo. — Sept. 30, 2003 — For 30 years, former presidential advisor David Gergen has been an active participant in American national life. He will be the featured speaker at Missouri Western State College’s 10th annual Convocation on Critical Issues at 9:30 a.m. Oct. 22 in the M.O. Looney Fieldhouse. The event is free and open to the community. His topic, based on his recent book, is “Eyewitness to Power: The Essence of Leadership.”

He is the professor of public service at the John F. Kennedy School of Government at Harvard University and is director of its Center for Public Leadership. Gergen also serves as an editor-at-large at *U.S. News & World Report* and as a regular television commentator. He served as moderator of *World @ Large*, a 13-part PBS discussion series for two seasons. His book, “Eyewitness to Power: The Essence of Leadership, Nixon to Clinton,” was published in 2000.

Gergen served as director of communications for President Reagan and held positions in the administrations of Presidents Nixon and Ford. He also served as counselor to President Clinton on both foreign policy and domestic affairs, then as special international adviser to the president and to Secretary of State Warren Christopher.

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From 1984 - 1993, Gergen worked mostly as a journalist. For two-and-a-half years, he was editor of *U.S. News*. Working with the owner and editor-in-chief Mortimer Zuckerman and a revived staff, he helped to guide the magazine to record gains in circulation and advertising. During that period, he also teamed up with Mark Shields for political commentary every Friday night for five years on the *MacNeil/Lehrer News Hour*. The two were a popular political team and won numerous accolades for their political coverage.

A native of Durham, N.C., he is an honors graduate of Yale University and the Harvard Law School. He is a member of the District of Columbia bar. In addition, he served for three-and-a-half years in the United States Navy, where he was posted for about two years to a ship home-ported in Japan.

Gergen is active on many non-profit boards and he is chairman of the National Selection Committee for the Innovations in American Government. He frequently lectures here in the United States and overseas and holds 12 honorary degrees.

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MEDIA ADVISORY – PHOTO AND INTERVIEW OPPORTUNITIES FOR 2003 CONVOCATION

St. Joseph, Mo. —Sept. 30, 2003—The following is a list of photo and interview opportunities for Missouri Western State College’s 2003 Convocation on Critical Issues:

Oct. 21, 2003 Convocation Dinner

- Photo Opportunity: 7 p.m., Leah Spratt Multipurpose Classroom Building, Enright Room, 214. Gergen will speak at approximately 7:45 p.m., with a question-and-answer period to follow. Interview opportunity with Gergen at the end of the evening, approximately 8:30 p.m.

Oct. 22, 2003 Convocation on Critical Issues

- Photo and Interview Opportunity: 8:30 a.m. M.O. Looney Health, Physical Education and Recreation Building, room 133.
- Gergen makes presentation at 9:30 a.m.
- May interview audience members following the presentation.

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