

A Sense of Values



Newsletter of the Values Institute of America

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New era dawns as Terry Willie-Surratt becomes full-time Executive Director

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"We recognized that if we were to grow and have a significant impact on young people across America, we needed a full-time leader focused on the work of the Institute and its clients."

Terry Willie-Surratt, M.S.W., J.D., M.B.A. was selected by the Board to become the Values Institute's first full-time executive director.

"We recognized that if we were to grow and have a significant impact on young people across America, we needed a full-time leader focused on the work of the Institute and its clients," said Chairman Mary Jane Hogue. "In Terry, we found that individual. Her enthusiasm, expertise and experience will go a long way to helping us achieve both our short and long term goals."

Terry will be responsible for identifying and securing customers for the Values in Align-



Terry Willie-Surratt

ment programs and related services, while she raises funds to help us create additional offerings and establish a per-

manent home for the Institute.

"I'm passionate about human services," said Terry who had served as Executive Director of Richmond CASA (Court Appointed Special Advocates) for the past 5 years. "That's why I was drawn to the Values Institute. This organization has the potential to impact the lives of millions of youngsters by helping youth-serving organizations communicate the values and life skills they need to become positive role models and contributing members of our society."

She added, "I can already see the great benefit of our services as we help youth organi-

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Why are we adding an executive director now?

Uncertain economic times are placing financial stress on many non-profits, including the Values Institute and the youth organizations that comprise our target market.

Yet, in the midst of this economic downturn we have decided to bring on an executive director and the added expense that comes with building an organization.

That's because we believe

that now, more than ever, America needs to return to the values on which our nation was built: freedom, integrity, responsibility, accountability, respect, and compassion.

We believe that now is the time to help today's youngsters become rooted in these values so that they can resist the lure of greed and slothfulness that has brought on many of our nation's troubles.

That's why we're thankful for all of you who have stood by us in the past and have renewed your pledge or made a contribution during our current Annual Fund drive.

If you haven't yet made a contribution, we'd like to ask you to consider using the enclosed envelope to make a contribution that will allow us to help us reach ever more youngsters in the year ahead.

Kent Engelke, board member and economic strategist, values values

If one reads the business section of Richmond's Times-Dispatch or peruses The Wall Street Journal, they have seen a quote from Kent Engelke.



Family Foursome Kent Engelke enjoys golf with wife, Diane, and sons Connor and Erik.

He's quotable because he's available, and unlike many prognosticators, he's right more than half the time.

He's the first to admit, however, that his thoughts are "merely educated guesses as the markets are comprised of an infinite amount of variables each changing daily in their degree of significance."

But it wasn't his financial acumen or his renown that landed him on the board of The Values Institute.

Kent was invited to join because he attempts to live by the values that the Institute espouses, he believes our nation needs a healthy dose of character education, and he has a strong personal interest in raising the next generation on values that will allow America to continue to be the best place to live, work and raise a family.

Culture of 'Me-ism'

Kent, who has been in the investment business for more than 20 years, is the chief economic strategist and managing director of Capitol Securities Management, a regional investment firm.

"In my industry greed and arrogance have created a culture of "me-ism," he says. "Too many have forgotten

that the best way to achieve success is to attempt to always do what is right."

"We think that we're smarter than we really are, and that the rules that allow shared prosperity need to be bent so that we can get a bigger piece of the pie. Now we, as an industry and nation, are reaping the rewards of this arrogance and greed."

Value of an Honor Code

Kent explains that he doesn't want his sons, Connor, 9, and Erik, 7, to get wrapped up in this "me-ism", and specifically chose a school for them where values and virtues are taught and reinforced and where an honor code gets his sons thinking about integrity, responsibility, respect and other core values.

"When I came down from New Jersey to attend University of Richmond, I encountered an honor code for the first time, and it really resonated with me," says Kent. "It encouraged me to think about my personal values and how I wanted to live my life after I graduated.

"Those lessons are ones that I would like to see passed along to young people everywhere, and I can't think of a better way to do that than to see things like Values in Alignment incorporated into the programming of every school and youth organization."

Kent attempts to operate from a strong set of core values that places God and family before work but readily admits he falls short of this lofty objective.

"I try to perform the role of a traditional father while recognizing that my wife Diane, and I, are co-equals in the family," he says. "Of course that's easy to do because Diane is also my best friend."

But as much as he loves family activities like hiking, golfing and skiing, he also enjoys participating in intense physical activities.

Kent has been involved in Seal Team Training that often finds him running and exercising before daybreak in downtown Richmond with a former Navy Seal and a few dozen other fitness enthusiasts (aka masochists). He's also training for the Boston Marathon in April.

Though Kent does not believe he is a disciplined person, his workout regime and the production of a daily commentary on the markets and the economy suggest otherwise.

Cathartic Musings

"My daily musings are cathartic, especially in these unprecedented times," he explains.

Kent has raised some eyebrows and received a lot of ink for his assessment that much of the current economic downturn can be directly traced to the collapse of basic values and behavior driven by greed and arrogance.

"I'm not sure how many of my contemporaries are hearing that message," Kent adds. "That's why I value my association with the Values Institute. Maybe we can get a head start on instilling positive values in the next generation."

"Too many have forgotten that the best way to achieve success is to attempt to always do what is right."

VIVAS (Values Institute Volunteers in Action) ready to teach

The first group of volunteers who will be teaching the Values in Alignment curriculum at Boys & Girls Clubs in Richmond and Petersburg will soon be “on the job”. The VIVAs (Values Institute Volunteers in Action) will work with staff at the clubs and lead the delivery of the 10-session curriculum.

The development of VIVAs will help the Institute better serve its customers by allowing staff to concentrate on reinforcing values on a daily basis without having to go through the full training course or worry about preparation before each session. Trained and coached volunteers should be

able to devote more time for preparation and interacting with the youth.

If you would like to learn more about becoming a VIVA, please contact Brian Regrut at:

804-744-8300 or
bregrut@valuesinstitute.org



VIVA Teresa Smith of Petersburg.

Willie-Surratt to guide Values Institute's growth, reach

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organizations become aligned with a set of core values that are regularly and consistently passed on to the youth they serve.”

Brian Regrut, who has helped develop and implement Values in Alignment will continue to serve the Institute on a part-time basis as a writer, trainer and mentor.

Humble Beginnings

Terry grew up in rural Eastern North Carolina, the youngest of five. Her mother, who wanted to see her children benefit from the privileges of being Americans, emphasized education and values.

“She had us reading when we were very young, and made us play with some of the neighborhood ‘outcasts,’” recalls Terry. “She had a strong sense that if we were to make a positive contribution to this world, we had to learn to get along with everyone and to get the most out of the opportunities that were presented to us.”

One of those opportunities was attending North Carolina A&T State University where her love of learning and her interest in service to others found expression.

“I majored in Social Work, volunteered with a number of

non-profit organizations before serving as a foster care social worker,” she said.

“One day when chasing a kid down the street, I stopped and



Executive Director Terry Willie-Surratt will operate the Values Institute from temporary space made available by the United Way of Greater Richmond & Petersburg.

told myself that this is not what I want to do for the rest of my life.”

That’s when she decided to get a masters in Social Work from University of South Carolina and took a position with Women Helping Women, in Cincinnati where she advocated on behalf of domestic violence and sexual assault victims in the legal system.

Law School

“I quickly learned that I needed a much better understanding of the law if I was

going to be effective in this line of work, so I enrolled at the University of Cincinnati College of Law, and briefly worked with a law firm while earning my degree,” Terry explained.

“But the non-profit arena was my first love, so when I heard about an opening at The Salvation Army in Richmond, I applied and became the director of Area Social Services.”

After three years in that position, Terry moved to the Henrico Department of Social Services.

When, in 2003, the job of Executive Director of Richmond CASA opened up, Terry applied and was hired.

Richmond CASA

There she found that her social work and legal background could both be utilized effectively but recognized that the challenges of running a non profit required a better understanding of business, so she enrolled at Strayer University and earned a Masters of Business Administration.

After five years at CASA where she significantly increased the number and effectiveness of volunteer advocates, doubled the organization’s income and helped put it on sound financial footing,

Terry decided to look for a new challenge.

“The Values Institute opportunity with its unique challenges came along at the right time,” she said.

The Next Level

“We’ve got a great set of tools that can help youth organizations perform better in a variety of arenas including staff development and character education. Now we have to develop more partners and help them secure funding for our services.”

She added, “we also have to ensure that we build a steady revenue stream so we can continually refine, upgrade and enhance our offerings.”

“Terry will need to bring her considerable talents, experience, expertise and training to bear on her new position,” said Chairman Hogue.

“We interviewed several excellent candidates for the ED position,” she added, “but Terry clearly stood out as the person most likely to help us get to the next level.”

Helping her on that journey will be her husband Jack, a retired chemical engineer who shares Terry’s values and spiritual focus. They live in Richmond and attend St. Paul’s Baptist Church.

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Boys & Girls Clubs in Southwest Virginia to launch Values-Centered Leadership

Sarah Copenhaver, the newly appointed Executive Director for Boys & Girls Clubs of Southwest Virginia eagerly embraced the idea of helping her team become more effective as leaders and in particular, become more effective in passing along positive values to the youth.

She has asked the Values Institute to follow implementation of the Values in Alignment process at clubs in Shawsville and Roanoke with administration of Values-Centered Leadership training and mentoring for her staff and unit directors.

Values-Centered Leadership (VCL) was adapted for youth organizations from a program designed by two Values Institute Directors for a Fortune 50 company. It helps leaders better understand their thinking and behavior patterns and how those patterns affect their performance.

It also shows how to change their thinking to bring it into alignment with the values of their organization thereby helping them better serve their employee, vol-



Roanoke Area Director Tyrell McElroy and Executive Director Sarah Copenhaver are facilitating the implementation of Values in Alignment and Values Centered Leadership for the Boys & Girls Clubs of Southwest Virginia.

unteers, and others with whom they interact.

VCL also helps leaders understand their roles and equips them to become servant leaders who build effective organizations.

Helping youth organizations to identify, communicate and put into action values that build character in young people.

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