

A Sense of Values



Newsletter of the Values Institute of America

No. 9 Winter 2007– 2008

Boys & Girls Clubs of Southwest Virginia to Implement Values in Alignment Process

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“The Boys & Girls Clubs of Southwest Virginia entered into an agreement with the Values Institute to install the Values in Alignment™ process in their clubs.

“We are very excited about partnering with the Values Institute,” said Executive Director Rebecca Emanuelson. “Values in Alignment (ViA) gives us the tools we need to get our staff and our youth members all working together to learn and practice positive values and life skills.”

Becci, as she is known to just about everyone, bubbled with enthusiasm when she recognized that the ViA process addresses many of the recommendations that came out of a recent study of the boys & girls clubs of SW Virginia con-

ducted by a professor at Radford University.

“In the areas of staff development, team building, and char-

acter building, Values in Alignment is right on target,” she said.

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Implementation of the Values in Alignment process throughout the 15 Boys & Girls Clubs of Southwest Virginia will be guided by (l-r) **Becci Emanuelson**, Executive Director, **Chrissy Underwood**, director of Resource Development, and **Rebecca Goad**, Director of Finance and Administration.

“Values in Alignment gives us the tools we need to get our staff and our youth members all working together.”

Institute Receives Boost to 2007 Annual Fund

The Values Institute of America has received a \$25,000 challenge from a supporter who wishes to advance The Institute’s important work. This gift will match new and increased gifts or pledges made by December 15th by individuals to the 2007 Annual Fund.

We invite you to include The Values Institute in your year-

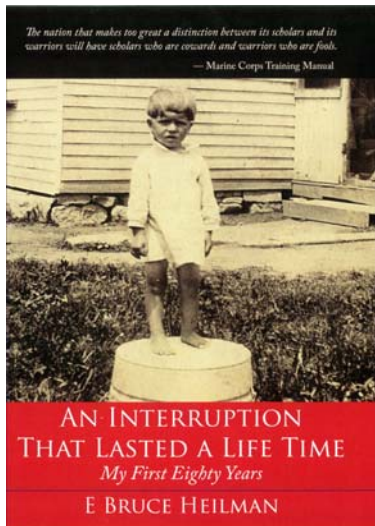
**\$25,000
challenge**

end giving plans, while taking advantage of this opportunity

to enhance your gift. Please use the enclosed envelope or mail to:

Values Institute of America
6802 Paragon Place, Suite 300
Richmond, VA 23230-1655

Board Member E. Bruce Heilman, Ph.D Affirms Values In Upcoming Memoirs



When the Values Institute asked Bruce Heilman to serve on its board of directors, he was quick with an affirmative response.

That wasn't much of a surprise given the fact that Dr. Heilman is a man who has dedicated a lifetime to living and teaching positive values. He learned them from his parents while growing up on a dairy farm in rural Kentucky. He had them reinforced by the Marines as he fought across Okinawa and helped bring order to war-devastated Japan. Returning stateside, he brought those values of discipline, achievement, responsibility and, most of all, integrity, into the classroom, into his marriage, and into the workplace.

Values Help Build Legacy

Today, looking back over 80 plus years, he sees how those values have helped him build a legacy that will not soon be forgotten by those privileged to know the farm boy, marine, husband, accountant, father, college president, grandfather, university chancellor and so much more.

In his soon to be published memoirs, *An Interruption that Lasted a Life Time*, Bruce writes about the factors that "initiated, inspired and undergirded" his leadership success. He cites values and the people who worked with him along the way.

"Each new leader stands on the shoulders of those who have gone before," he writes,

"so that he can see farther and dream bolder and lead more forcefully because of the tides created by those who have served in the past."

Contributions of Others

But he also recognizes the contributions of many others, from secretaries and groundskeepers to professors and fellow administrators.

"Clearly much of my success has resulted from good judgment in identifying, employing and retaining good people." Bruce who draws frequently from the vast library stored in his head, quotes Shakespeare to remind readers that values and virtues can be developed and nurtured.

Building Character

"Assume a virtue though you have it not, knowing that the dynamic power of habit will build it into your character." That's the underlying philosophy of the Values Institute and has given rise to the Values in Alignment process that Bruce

has championed. In a talk he has delivered on several occasions on behalf of the Institute, Bruce reminded those in attendance:

"Values are many and they mean many things to different people. But among those accepted by most as essential to fulfillment and success is ambition, which reinforces determination, which is fueled by commitment. These values often are fulfilled by still another value, which is belief in oneself or self-confidence."

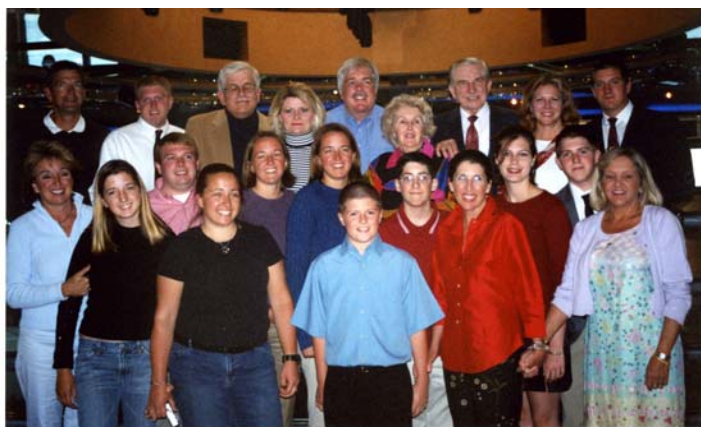
The Value of Ethics

"All these are most effective when the value of ethics is at the heart of any and all actions and when honesty and integrity are natural ingredients added to the mix.

"These and many more values are at the heart of that which The Value Institute hopes to pass on to the young men and women who are our focus group."

Continued on next page

- "...these are most effective when the value of ethics is at the heart of any and all actions and when honesty and integrity are natural ingredients added to the mix.



Bruce Heilman, back row, third from right, and his wife Betty celebrate their 55th wedding anniversary with their children and grandchildren on a cruise to Alaska in 2003.

Values in Alignment heads to SW Virginia

Continued from front page

Under the initial agreements signed in October, the Values Institute will introduce ViA at Clubs in Shawsville and Roanoke City. In the weeks ahead a comprehensive plan for full implementation throughout the organization will be crafted and presented to the Boards of Directors in each of three re-

gions: New River Valley, Martinsville and Roanoke.

Each afternoon 15 clubs welcome more than 900 youth in the three regions. It is these youth who will be the ultimate recipients.

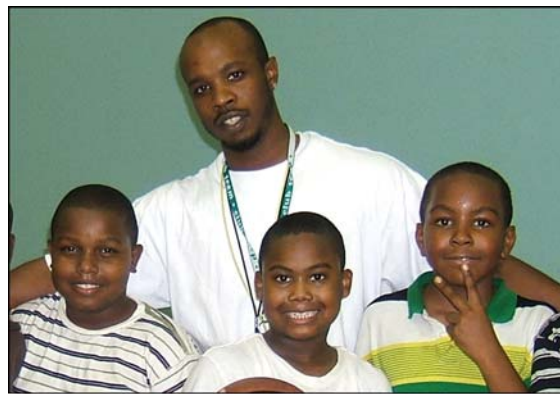
“Branching out to Southwest Virginia gives us a chance to bring to a new audience the process and products we have

building and refining for more than three years,” said Brian Regrut, ViA Project Director. “For the first time we will be able to introduce concepts, conduct training and mentoring and measure results in a systematic way with a group of adults and children who have not previously been exposed to our methodology,” he said.

“Results, therefore won’t be colored by the curriculum trials and pilot programs we conducted elsewhere.”

Regrut added, “the strong support and enthusiasm from the highest levels of the Boys & Girls Clubs of Southwest Virginia will go a long way to ensure success of this implementation.

Richmond Staff Members Certified to Teach ViA



Ten staff members from five Boys & Girls Clubs of Metro Richmond earned their certifications to teach Values in Alignment curriculum. They include (l-r) **Kevin Evans** and **Mike Brown**, Southwood; **Shawneice Howell**, Southside; and **Brett Peebles**, Central.

Heilman Emphasizes the Value of Values in Memoirs

Continued from page 2

Bruce has demonstrated his ability to relate to young men and women through the family that he and, Betty, his wife of 56 years, have raised, and the innumerable students who have encountered Dr. Heilman along the way.

Breakfast in Heilman Hall

On most mornings when he is not jetting off to a conference, or board meeting, or fundraising event, or he isn’t spending time with his far-

flung family members, or riding on his 2007 Harley-Davidson Electra Glide, Classic, Ultra Patriot Special Edition, Bruce is likely to be found eating breakfast in the student cafeteria in his namesake building on the campus of the University of Richmond, not far from his portrait and lighted display of Marine Corps memorabilia from his years in service.

He may be the most accessible chancellor on any college cam-

pus in America and takes great delight in being joined by students with whom he can interact and share his friendship and his wisdom.

With the publication of his memoirs, many more will be able to learn from this man who stamped an indelible mark on the many institutions with which he has been associated. In the afterword to his book, he remains forward looking. “At this plateau in life, I am able to observe, from the ex-

periences of all my years, that which gives essence and richness to my perspective,” he writes.

Looking Ahead

“At the same time, I now see the world through the eyes of my children, and with remarkable delight, through the eyes of my grandchildren. Their perspectives help to broaden my vision and renew my spirit so that I look forward, as they do, with positive aspirations for the future.”

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Richmond Boys & Girls Clubs Is Values Institute's First Customer

Todd McFarlane, President of the Boys & Girls Clubs of Metro Richmond presented a check to Values Institute Chairman Harry Pollard representing the first payment on a three year commitment to em-

bed Values in Alignment into the organization. The payment follows the signing of a Memo of Understanding outlining the products and services that the Institute will provide to the Boys & Girls Clubs.

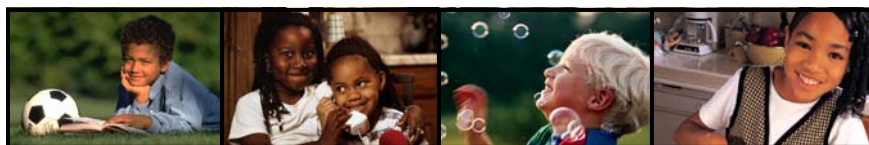
Integrity Roundtable

Values in Alignment Project Director, Brian Regrut, participated in a lively community roundtable on the topic of Integrity sponsored by Values Count, producer of the daily feature, The Value Minute. The taped roundtable will be used to encourage Americans to talk about the values that underpin our society.



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

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