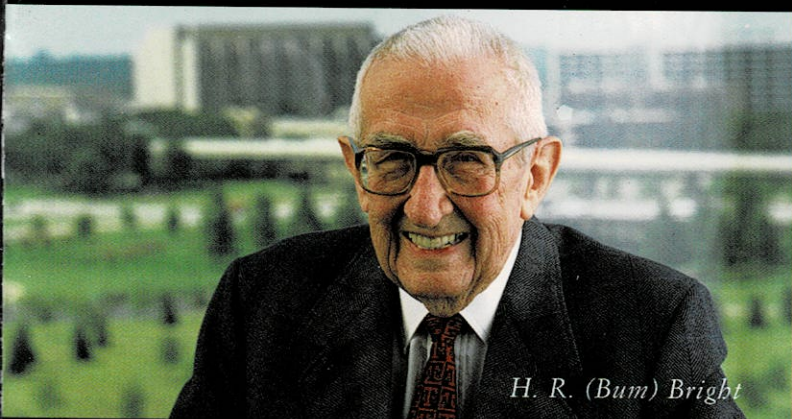
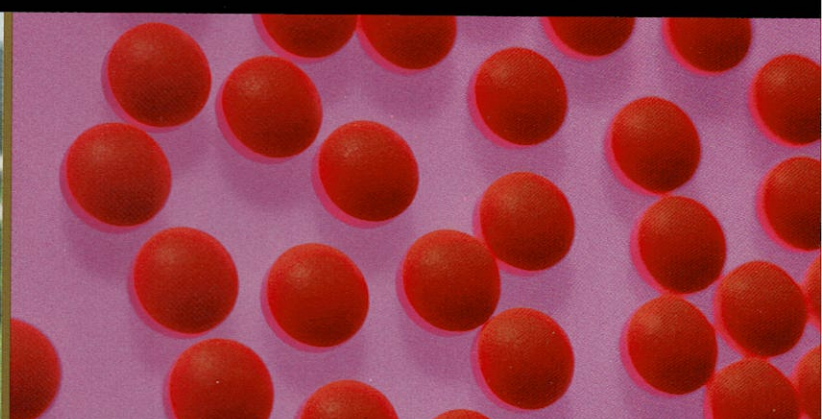


SOUTHWESTERN MEDICAL PERSPECTIVES

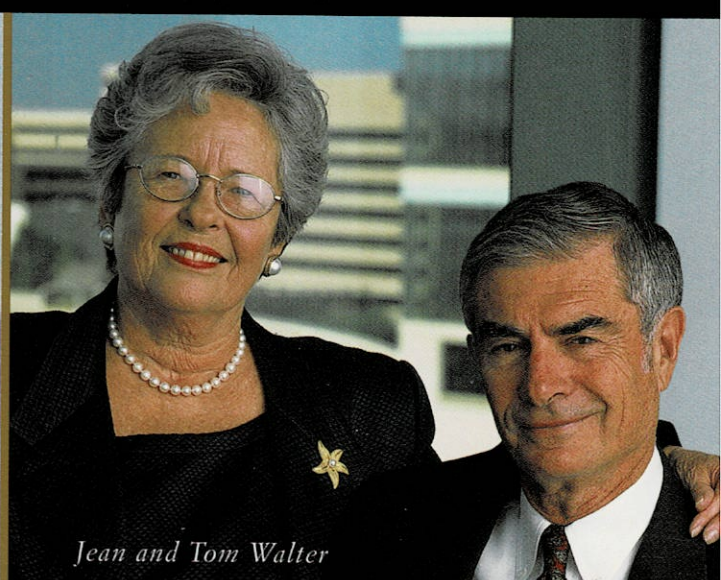
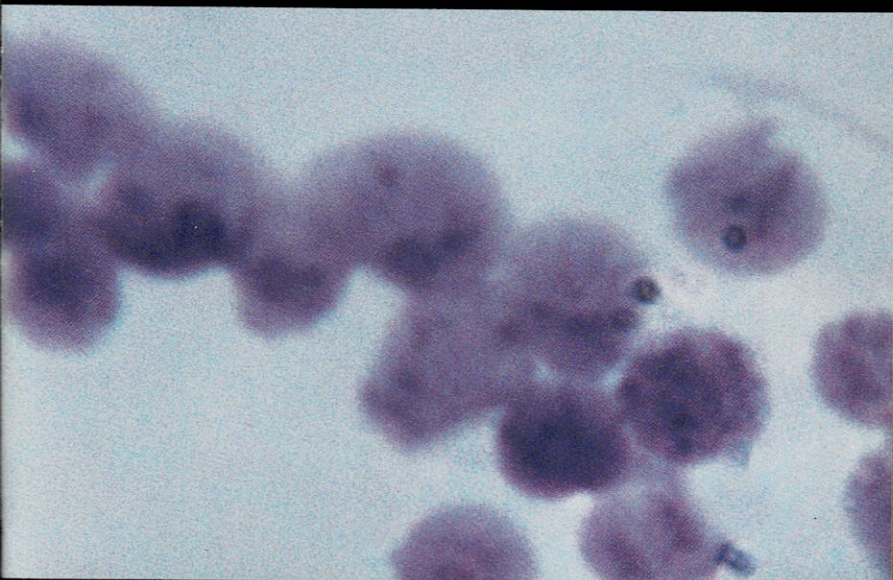
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H. R. (Bum) Bright



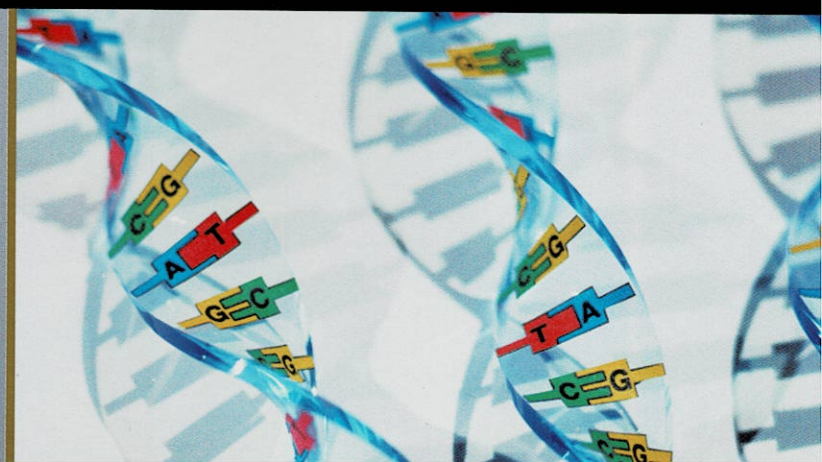
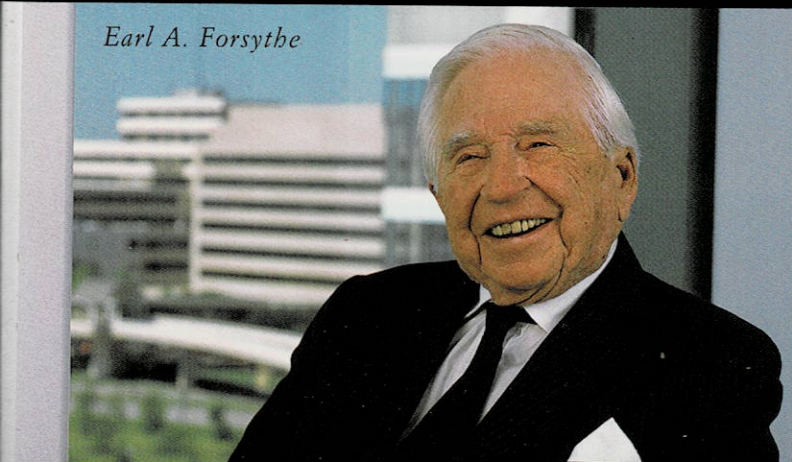
Leadership and behind-the-scenes support for medical causes characterize

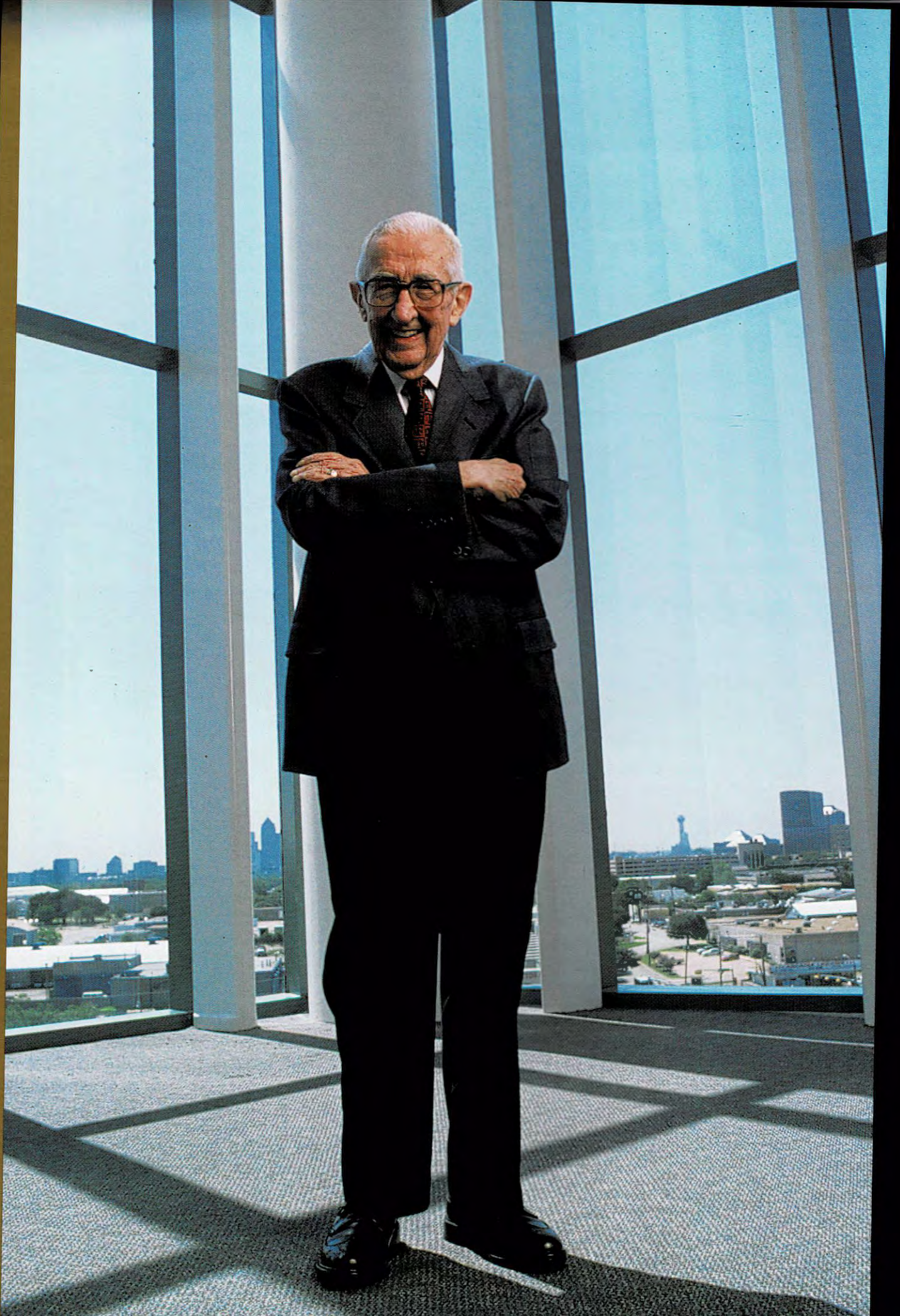


Jean and Tom Walter

this year's Charles Cameron Sprague Community Service Award recipients.

Earl A. Forsythe





H. R. (Bum) Bright

Investing in the Future for Children

A love of his family, community and country, combined with business experience, guides his giving.

By Donna Steph Hansard

H.R. (BUM) BRIGHT has been a leader all his life — as a prominent Dallas businessman, former owner of the Dallas Cowboys professional football team, a captain during World War II, chairman of the Texas A&M University Board of Regents, father of four children and grandfather of 13.

It is this leadership mentality, coupled with a fierce tenacity and inner drive, that propels Mr. Bright. It served him during World War II as he directed a group of Army engineers constructing bridges while under heavy artillery fire. It guided him when he worked as a roughneck and roustabout in the Texas oil fields, and later as he owned and managed numerous Dallas companies — firms such as ETMF Freight Lines, Southern Trust and Mortgage Co., Trinity Savings & Loan Association, STM Mortgage Co., Bright Banc Savings Association, Big State Freight Lines Inc. and Bright Mortgage Co.

That same force has fostered Mr. Bright's passion for helping children and furthering education. Children's Medical Center of Dallas, affiliated with The University of Texas Southwestern Medical Center, has benefited significantly from Mr. Bright's savvy business acumen and charitable spirit over the years. Mr. Bright joined the hospital's board in 1971 and served as its chairman from 1978

until 1985. When Children's Health Services of Texas was created in 1985, Mr. Bright was elected chairman of that board, where he actively served until 1989, and continues to be involved as honorary life chairman emeritus.

Mr. Bright's \$5 million gift to Children's, the single-largest individual gift to the hospital on record, allowed construction of a new 75,000-square-foot outpatient facility that opened in June 1999. Named in his honor, the Bright Building is home to the Crystal Charity Ball ARCH Center as well as speech-language pathology; audiology; and ear, nose and throat clinics.

Mr. Bright says his dedication to his children and to his country, as well as his own business experience, has influenced his decisions in charitable giving.



You have been involved in many types of business ventures during the years — from owning a professional sports franchise to playing a prominent role in banking, finance, shipping and more. What advice would you give regarding running a successful business?

Never ask people who work on your behalf to do anything that you aren't willing to do yourself. In addition, be willing to assist them in their jobs in whatever

manner you can, so as to provide the best results. And, when people are more competent and able than you are, be willing to back off and let them do it.

How were you able to manage your time and juggle your responsibilities with your businesses and family while also being involved with Children's and the Texas A&M University Board of Regents?

You've got to get up early and go to bed late.

Did your military experience help prepare you for running a successful business?

Yes. I was in the Army Corps of Engineers and held a great deal of responsibility. We were in France, Germany, Holland and Belgium, and our job was putting in river crossings. We were usually under rifle fire for the first 24 to 36 hours, then artillery fire for the next six to eight days. When we finished one, we went on to the next. We lost a number of men, and I had to write a letter to every one of their parents.

How did you become involved with Children's Medical Center?

I learned firsthand that Children's is a great hospital. I served as chairman of the board there for a number of years.

Since my background is in petroleum engineering, I can't offer medical training or medical skills to other people's children, but I can help provide resources. Medical facilities and education are two places where I feel I can make a difference.

Children's was much smaller when you became a member of the board of directors in 1971. What is one of the changes you remember best?

I helped hire George Farr, and I was happy that we

I would hope that I have set an example for my children and the people who know me. I hope that my example would inspire them to accomplish things that will make them better citizens and contribute to the welfare of our community, our state and our country. When you get to be my age, you hope that you have left good tracks to follow. I have a deep love for this great country we live in. After spending more than two years overseas during the war, I realized the great opportunities that exist here and how appreciative we should be of this country and its peo-

"When my children were younger, I wanted a good place to take them if they became ill or were hurt. I wanted competent and skilled physicians and nurses to take care of my children back then and to care for my grandchildren today. I also want that for other youngsters in this community as well as for children from outside of Dallas."

— H. R. (Bum) Bright

were able to get somebody as good as George. Although he will retire soon, I will remember him as a competent and able person who ran a good organization.

When and how did you become involved in philanthropic giving to children's causes?

I have two girls and two boys, and eight grandsons and five granddaughters. When my children were younger, I wanted a good place to take them if they became ill or were hurt. I wanted competent and skilled physicians and nurses to take care of my children back then and to care for my grandchildren today. I also want that for other youngsters in this community as well as for children from outside of Dallas. I remember thinking, when my kids were young, that there were people in this community that had created and supported agencies and institutions such as Children's — places that helped me raise four kids successfully. I felt a deep obligation to the community and was grateful for what it had provided for my children. And I wanted to keep on providing that same kind of support for other children as other families came along.

Has it been important to you to pass your philosophy of giving to your children and others? And how do you feel that you accomplished that?

ple. My experiences inspired a feeling of loyalty and a responsibility to this country and its needs. It made me want to give back to this country what it provided me when I was creating my own business.

Of all the things you have done in your life, of what are you most proud?

I'm most proud of my family. I've raised four wonderful children and am helping to raise 13 grandchildren. And I think they will be a credit to this community, state and country. I think it's extremely important to provide good leadership and good resources for children and teenagers growing up today, because they are the ones who will be guiding this country in the future.

What philosophy has guided you during your life that you might want to pass on?

Learn to be a root hog. A root hog first looks for food on the ground and eats everything on the surface. When there's nothing left, he doesn't turn over and cry "poor me." Instead, the root hog digs further, deep down into the ground, and finds roots to eat. He's a survivor. My friends say that I'm a root hog. They say that no matter what, I'll always find a way to dig deeper and keep trying. I'll do whatever it takes to care for my family, my community, my state and my country. ■

Earl A. Forsythe

Sharing Influence, Counsel and Support for Half a Century

*Values learned at a young age taught him to share
whatever he could with others.*

By Donna Steph Hansard

WHEN EARL A. FORSYTHE picks up the telephone, Dallas business and civic leaders listen. For Southwestern Medical Foundation, that type of vast influence has produced enormous results over the years.

A member of the Dallas County Hospital District board and the Parkland Memorial Hospital board of managers during the 1960s and 1970s and a retired partner in the law firm of Hunton & Williams (formerly Worsham, Forsythe & Wooldridge), Mr. Forsythe has used his persuasive powers within the business community to benefit the Foundation as well as many other organizations throughout Dallas — particularly during the city's earlier years of growth.

A graduate of Yale Law School, Mr. Forsythe moved to Dallas from Maryland in 1932 and found his niche in a local law firm. Soon after, he met and married a Dallas debutante, the late Janet Kendall Forsythe. Adhering to the lessons of charity he was taught during childhood, Mr. Forsythe led by example: He and his wife both donated time and energy to countless causes — charitable, civic and religious.

For instance, Mr. Forsythe was instrumental in helping establish the Dallas Community Chest and its successor, the

United Way of Metropolitan Dallas. He served in leadership positions at the American Red Cross, the Salesmanship Club, Gaston Episcopal Hospital and the Episcopal School of Dallas.

His long-term relationship with UT Southwestern and Southwestern Medical Foundation, along with personal health issues, prompted him to establish the Earl A. Forsythe and Janet Kendall Forsythe Distinguished Chair for Stroke Research in 1998. In addition, the Earl A. Forsythe Chair in Biomedical Science was established by Gaston Episcopal Hospital Foundation in his honor in 1993.

Today, at 97, Mr. Forsythe continues to exude a strong dedication to the Foundation, the medical community and Dallas. He continues to preside over daily meetings at the law firm, where he now serves as senior counsel, passing on his traditions and values to a new generation of lawyers.

Recently, we spoke with Mr. Forsythe about his commitment to philanthropy and the vital part he has played in shaping Dallas.



Growing up on a farm in Maryland, what values did you learn as a young boy that are still important to you today?

Our family grew corn, wheat, oats, potatoes, turnips and all kinds of vegetables, depending on the season. We also had an apple orchard. And we always needed workers to help us with things like cutting wheat, husking corn and various other jobs that keep a country household running.

I remember my mother telling me time and time again to saddle up my horse, old Barney, and take gifts of food and clothing to the people who worked for us and to the neighbors, particularly if there was a bad snowstorm and they couldn't get out. We shared whatever we had — extra cans of food or potatoes — anything that would make a meal over the long winter months.

Charity is simply sharing, and I got my training in that early.

When you joined the law firm with Jos. Irion Worsham and his father, the late Joe A. Worsham, in 1953, the company operated on the philosophy that lawyers should take an active role in charitable and civic endeavors. Why?

I became involved with the Community Chest first. It was a way of learning the city's problems and how people could help. My job was to go out and solicit donations, so I ended up talking to



people I knew and encouraging them to participate. I soon found that if I contributed myself, it was a lot easier to expect others to give, too.

After that, the Red Cross asked me to help with its annual campaign, and so it went from there. It was something that I thought was the right thing to do. And I tried to tell other lawyers in our firm that they should get involved, too.

What were the issues that faced the Dallas County Hospital Board and the Parkland board of managers during the decade you served on them?

Parkland was the county hospital, and it was all right. But, wow, gee whiz! Things have changed a lot since back then. There are all the awards and honors and the Nobel Prizes, and their reputation has just kept growing, as has the number of patients and students that the medical center attracts.

You have used your wide sphere of influence to motivate others to give, with it often being said that a phone call from Earl Forsythe was always returned. What specific methods did you use to encourage others to follow in your footsteps in charitable giving?

"I set up the chair to benefit other people, so that I could share my money and contribute to research and the development of new treatments for stroke victims."

— Earl A. Forsythe

The Dallas County Hospital Board's job was to pay for the operations of the county hospital, which was Parkland, and to approve things that had to do with the health of the citizens. Dallas was a growing city then and needed more medical facilities than it had. So Parkland came to us with a petition from the doctors to expand its operations. We agreed to move the hospital from Oak Lawn to the new location on Harry Hines, and later on we approved construction of 20 extra patient rooms at Parkland.

During Dallas' early years, the business community was very influential in helping Southwestern Medical School grow. Why was having a medical school in Dallas important?

There was a lot of talk back then about growing the medical school, but the big question was: Who was going to pay for it? There was great demand for the school. Parkland was getting bigger, and Dallas was getting bigger, and all the doctors wanted it. So we had to get Dallas' leading citizens involved, too, because we knew the school could only grow if we had outside support.

I didn't have much money back then to help myself, but I definitely was speaking up for it, because I knew it was important for Dallas and Parkland. Eventually, we got together a bunch of money to support the school, and it's gone that way ever since.

How have Parkland and UT Southwestern changed since the early days, particularly compared to the reputation they now have in the community?

It's just the way it happened. When I would ask for money, I would tell people the same things that motivated me to give. I didn't say anything different, I'll guarantee you. I would simply tell them what I believed.

What experiences did you have during the years that contributed to your decision to establish a distinguished chair in stroke research?

My wife had a stroke in 1993 and I had one in 1996. Afterward, I established a distinguished professorship and then later upgraded it to a distinguished chair. Over the years, I became very impressed with what UT Southwestern was doing and all the great faculty at the medical school and the hospitals. I've been going there for years.

I set up the chair to benefit other people, so that I could share my money and contribute to research and the development of new treatments for stroke victims.

What does recognition of your philanthropic leadership through awards such as the Charles Cameron Sprague Community Service Award mean to you?

I am honored by it, but I don't know if I deserve it. I feel anyone who has been as lucky as I have in Dallas, which has been a great place to live, owes a debt. I needed to pay that back, and I've just been happy to do so. ■

Jean and Tom Walter Working Behind the Scenes to Create Stars at UT Southwestern

Their investment into research on causes close to their hearts touches the lives of many others.

By Mindy Baxter

AS PHILANTHROPISTS, Jean and Tom Walter take their jobs seriously. With an eye toward the future, the couple carefully studies the organizations they support. Identifying the need, supporting the talent, and watching new ideas and outcomes that result from their efforts bring joy to the Walters.

A former Navy lieutenant and electrical engineer, Mr. Walter joined a small 11-employee firm called Electronic Data Systems in 1963. He was elected to the board of directors in 1965 and later served as senior vice president and chief financial officer. At the time of his resignation in 1986, EDS had 45,000 employees. Mr. Walter serves on the boards of the Southwestern Medical Foundation, the Auburn University Foundation, and the Perot Foundation and as an elder of Highland Park Presbyterian Church. He is a former member of the board of Zale Lipshy University Hospital.

In addition to raising three sons and working with their church groups and PTA projects, Mrs. Walter has been involved in researching the organizations that she and her husband support. In 1976, the couple established the Jean H. and John T. Walter Fund of Communities Foundation of Texas, which provides assistance to a wide range of medical, educational and community activities and charities. She has taken a lead role with their fund at the Communities Foundation and

studies the ways in which fund resources will be utilized by the beneficiaries.

The Walters, longtime community supporters, have also established several endowments at Southwestern Medical Foundation which benefit UT Southwestern, including the Jean H. & John T. Walter Jr. Center for Research in Age-Related Macular Degeneration, the Jean H. & John T. Walter Jr. Center for Research in Urologic Oncology, the Jean H. & John T. Walter Jr. Endowed Program for Postdoctoral Training and Mentoring in Breast Cancer Clinical Care and Research, and the Jean Walter Center for Research in Movement Disorders. They have chaired the Eye Ball, which benefits the Department of Ophthalmology.

Although their generosity speaks volumes about the values important to them, the Walters are reluctant to take credit and often work quietly behind the scenes. As they explain, giving is all the reward they need.



Do you see similarities between innovation and research in business and medicine? How do you identify an organization with potential?

MR. WALTER: Yes. If you get the right group of people for a business venture or a research venture, then the probability of success is great. When I refer to the "right people," I mean those that not

only have the talent but also the motivation to achieve what they set out to do.

Have you seen that at UT Southwestern?

MR. WALTER: Absolutely. It begins at the top with Dr. Kern Wildenthal. It's a strong organization at virtually every level and appears to have the appropriate talent plugged into the right areas, whether it's administration, recruiting students for the M.D./Ph.D. program or bringing in young researchers.

What have you learned from working with the President's Research Council at UT Southwestern and the Medical Scientist Training Program?

MR. WALTER: It is rewarding. First, you're happy to see them succeed personally. In addition, you get excited about the things that they do and how they advance research. A lot of really good ideas come out of the young people participating in this M.D./Ph.D. program.

With your background in technology, Mr. Walter, how do you think that new computer speeds, Internet use and other technological advances will change medicine?

MR. WALTER: The exchange of technology is probably the biggest advantage to research. Twenty years ago, research efforts were often duplicated. By the



time many researchers in different parts of the country were far enough along to publish their results, they found that they were duplicating the efforts of other groups. Second, the technology also provides direct advantages. Tasks such as sequencing genes that used to take months to do only take hours now.

Do you think that the technology will impact the doctor/patient relationship or we might lose the human touch?

which we wish to donate. In passing on recommendations to others, it was important to us to impart strong values to our sons. I must say that we are very proud of them and their sense of values. When we were fortunate enough to be able to give back to the community, we felt obligated and pleased to do so.

MR. WALTER: We grew up in families where we supported our churches. We both went to Auburn

"The medical center is a hidden resource of the whole North Central Texas area."

— Tom Walter

MRS. WALTER: That would depend entirely on the physician. I would think that the dedicated physicians would not let that happen, but it would be easy to fall into this trap. Overall, the technology improvements are a good thing.

Mrs. Walter, you've been involved with a number of community events. What rewards do you get from giving so much of your time, and why have you chosen to support medical research?

MRS. WALTER: Well, the medical school is just a wonderful organization, and that's why we chose it. The rewards for doing things like the Eye Ball are great. It's appreciated so much at this institution, and it was fun to do.

Mr. Walter, you're a member of UT Southwestern's "Innovations in Medicine" Campaign Leadership Council. Where do you see this campaign taking UT Southwestern and perhaps the city of Dallas?

MR. WALTER: I think we will meet the goal of \$450 million. For a large campaign, there is relatively little funding requested for hard assets such as buildings. A great deal of the money that's being sought in this campaign is to support the human resources of the institution. I think that this is a very interesting approach. For the city, it brings in bright people who will add a lot to the community. It's amazing what a low profile this institution has in this city. The medical center is a hidden resource of the whole North Central Texas area.

Do you have a common background or share similar ideas about philanthropy, and what recommendations do you pass on to others?

MRS. WALTER: We definitely share similar backgrounds, and we absolutely agree on the causes to

University and felt like we owed a lot to Auburn, so we've invested there, too. We've always looked for organizations that would be good stewards of the money. If you think about that before you make a gift, then you're likely to be satisfied.

MRS. WALTER: With the gifts that we've made, I have researched the institutions pretty thoroughly before we chose to donate.

Are there certain criteria that you use?

MR. WALTER: We mainly look at the leadership and where the money is going. I think that is one of the great strengths of the people at UT Southwestern — they tend to be very good stewards of the money, administer it well and stick with the plan. The communication with donors here is really, really strong.

Neither one of you has ever sought any kind of recognition for the gifts that you give. Why do you prefer to stay behind the scenes in Dallas?

MRS. WALTER: We don't give for the recognition, and we're both fairly private people.

The Charles Cameron Sprague Community Service Award is presented to those who have provided significant support to the fields of health care, medical education and research. What does this award mean to you?

MR. WALTER: I look around, and I feel like there are many people that have done a lot more. I guess we are willing to have public recognition if it encourages other people to do the same — to support institutions they feel are worthy. Hopefully, awards like this will raise the visibility of various institutions and get more people to think about helping to meet their needs. ■