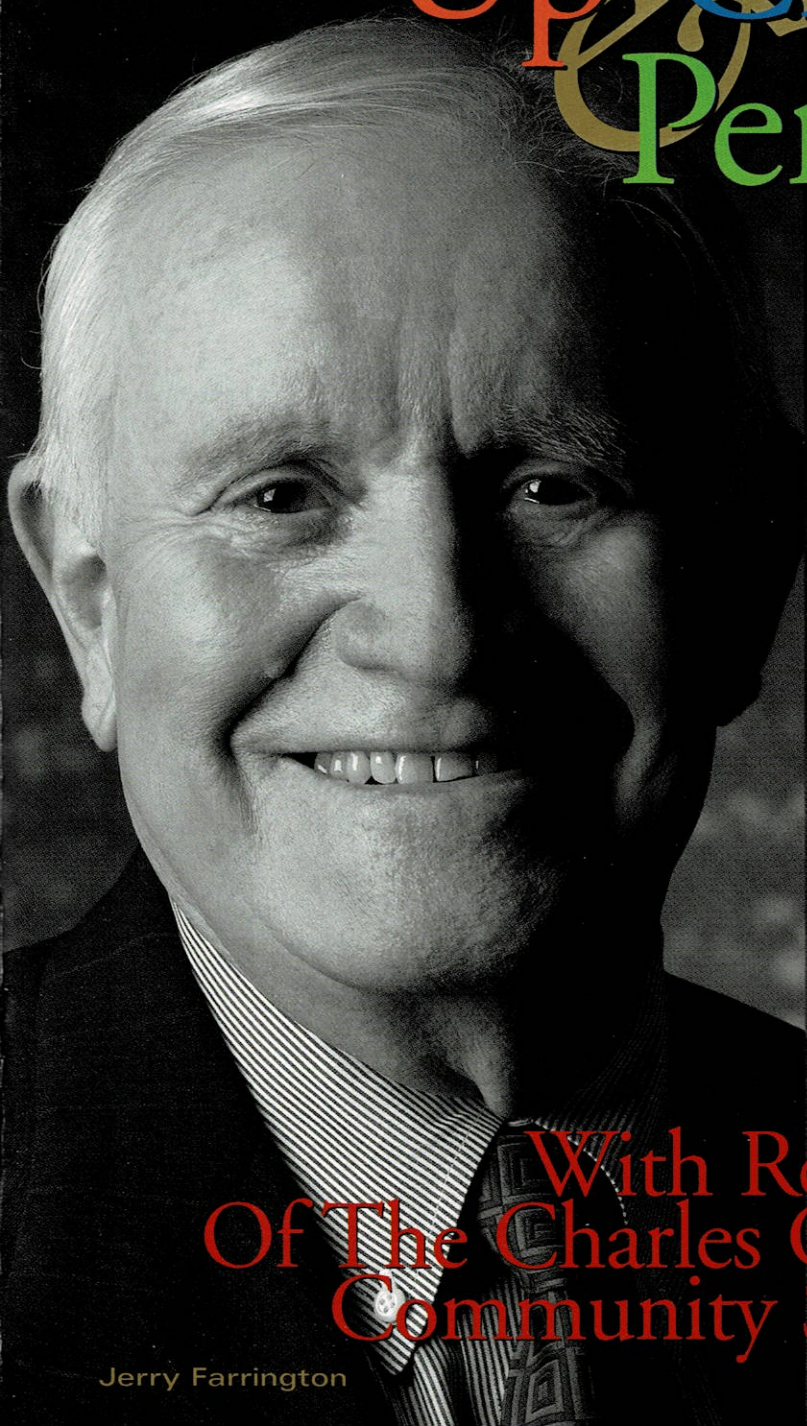


S O U T H W E S T - E R N M E D I C A L
PERSPECTIVES

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Up Close
Personal



With Recipients
Of The Charles Cameron Sprague
Community Service Award

Jerry Farrington

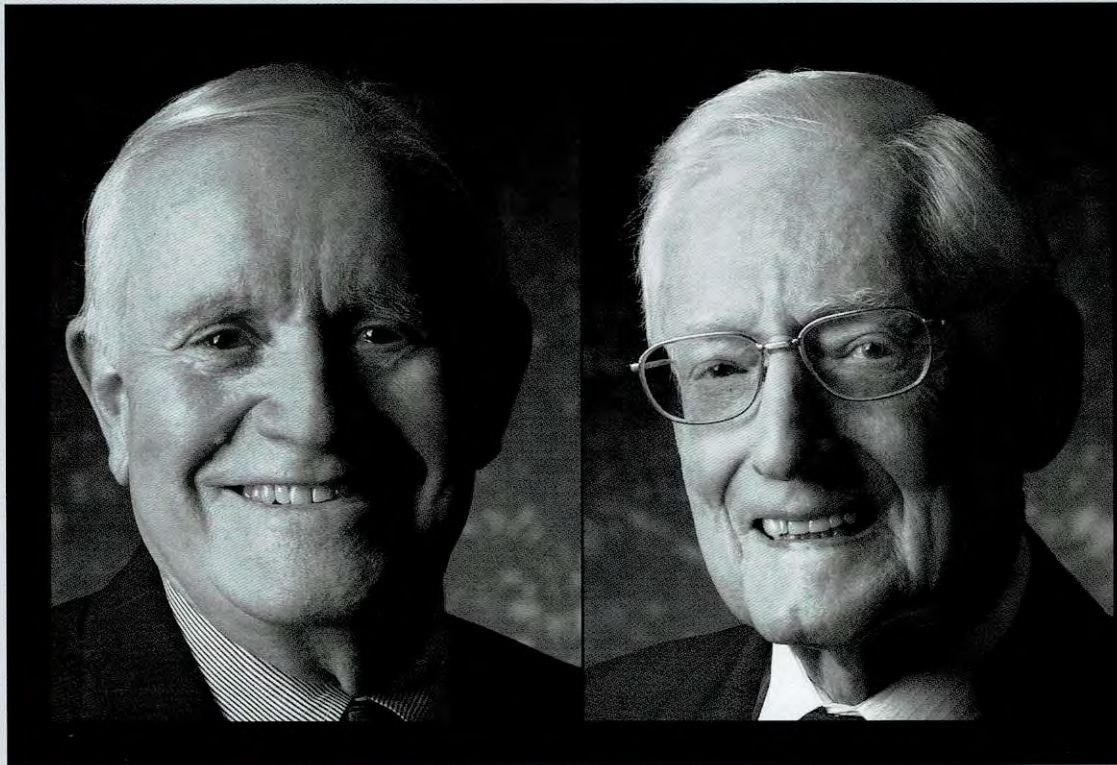
F. B. Pete Goldman

UP CLOSE & PERSONAL

Conversations With The 2003 Charles Cameron Sprague Community Service Award Recipients

EACH YEAR, SOUTHWESTERN MEDICAL FOUNDATION honors select individuals who have provided extraordinary support in enhancing patient care, medical education and medical research in North Texas. This year the organization presented its Charles Cameron Sprague Community Service Award to two outstanding men who have consistently demonstrated a significant commitment to community service and particularly to advancing medical causes in Dallas and the North Texas region.

Jerry Farrington, a proponent of the healthcare industry for many decades, has served on the boards of



numerous hospitals and healthcare organizations, including Southwestern Medical Foundation. He has been a Foundation trustee since 1987. He has played a major role in promoting higher education throughout the state and recently was appointed as the new chair of the Texas Higher Education Coordinating Board.

**Jerry Farrington and F. B. Pete Goldman
recognized for years of personal involvement
with healthcare organizations.**

F. B. Pete Goldman has been a staunch advocate for Southwestern Medical Foundation, serving on its board of trustees for more than three decades and on its executive committee for 15 years. In addition, Mr. Goldman has held leadership roles within dozens of the city's most prominent service organizations.

Prior award recipients include James W. Aston, Ruth Collins Altshuler, Paul M. Bass, Julia T. and Louis A. Beecherl Jr., H. R. (Bum) Bright, Nancy Brinker, Rita Crocker Clements and Gov. William P. Clements Jr., Joe M. Dealey, Earl A. Forsythe, Cecil H. Green, Nancy B. Hamon, Jess Hay, Adelyn and Edmund Hoffman, J. Erik Jonsson, George L. MacGregor, Margaret M. McDermott, Edith and Peter O'Donnell Jr., Margot and Ross Perot, Caren and C. Vincent Prothro, Ralph B. Rogers, Sarah M. and Charles E. Seay, Annette and Harold C. Simmons, Dr. Boh and Jean Smith, Dr. Charles C. Sprague, Jean and Tom Walter and Donald Zale.

The Foundation is pleased to introduce this year's winners and to share their inspiration for supporting medicine.

Dedication to service guides personal philosophy

Whether promoting higher education, healthcare or new life experiences, he is committed to learning and returning the kindness of others.

By Rachel Skei Donihoo

JERRY FARRINGTON, who has spent his career investing in the future of his fellow Texans, says he has tried to live according to a Bible passage in which Jesus teaches his disciples the importance of charity: "Verily I say unto you, Inasmuch as ye have done it unto one of the least of my brethren, ye have done it unto me." — Matthew 25:40, KJV

As chairman emeritus and former chief executive officer and president of TXU, Mr. Farrington knows a lot about business. He attributes his success in part to the advice he received from others throughout the years. He also learned quite a bit about giving, and by sharing that knowledge and his time, he earned a reputation as one of Dallas' most admired community advocates.

Recently appointed by Texas Governor Rick Perry as the new chair of the Texas Higher Education Coordinating Board (on which he has served since 2001), this native Texan has devoted much of his life to promoting education. His commitment to the cause has made him a leader in the coordinating board's College for All Texans campaign, which helps at-risk students to attend college, many of whom are the first in their families to pursue higher education.

Mr. Farrington, who holds a bachelor of business, a master of business administration and an honorary doctorate of public service from the University of North Texas, was chairman of UNT's Board of Regents, on which he served from 1988 to 1999.

Equally devoted to advancing healthcare, Mr. Farrington has been a Southwestern Medical Foundation trustee since 1987 and is the immediate past chairman of the board of Texas Health Resources, a not-for-profit hospital company with annual revenues of \$1.5 billion. He is also the former chair of Presbyterian

Jerry Farrington

Healthcare Resources and continues to serve on that board. He serves on the boards of the Hoblitzelle Foundation, the Children's Medical Foundation, the Circle Ten Council of the Boy Scouts of America and the State Fair of Texas.

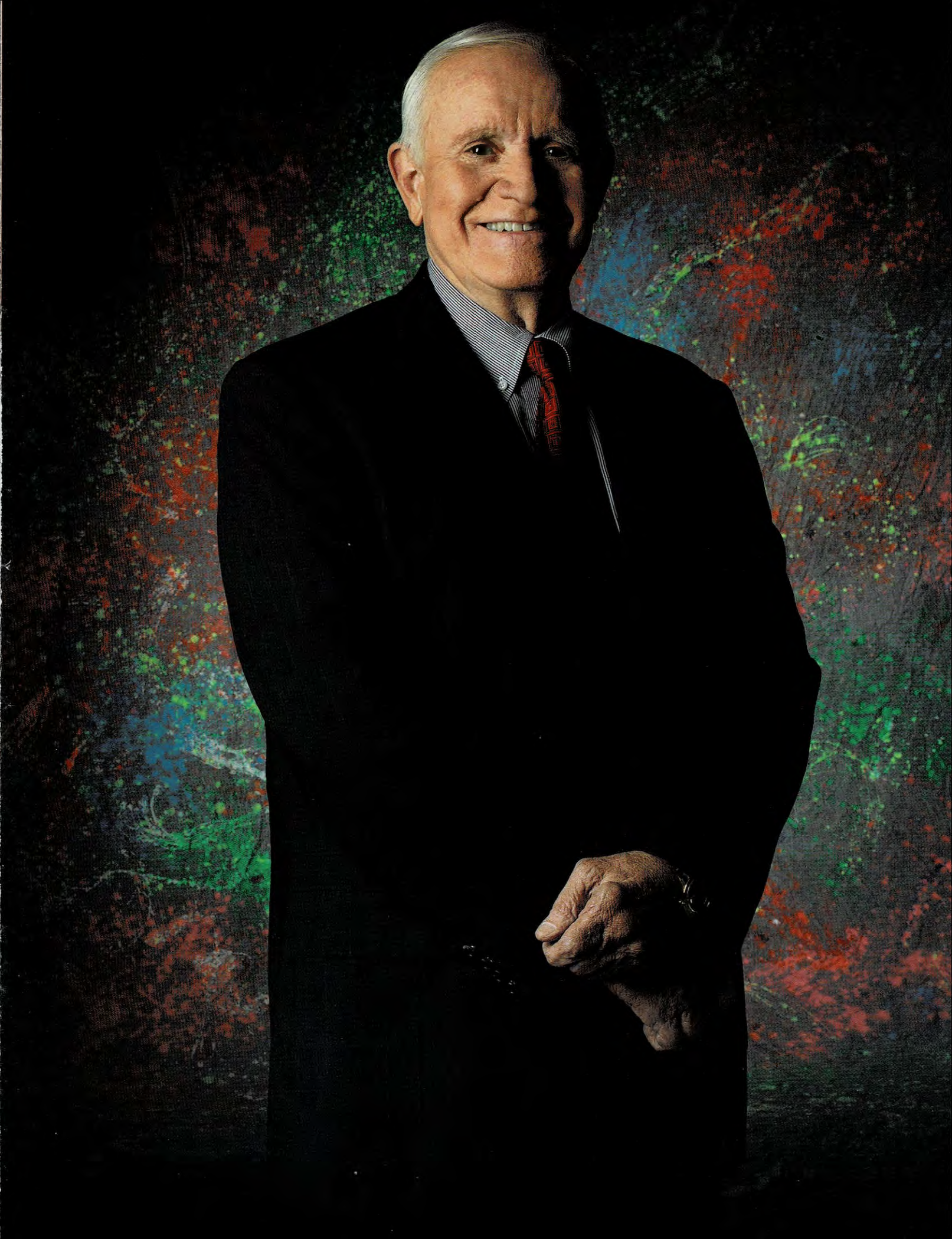
Mr. Farrington insists his accomplishments would have been impossible to achieve without the support of his wife of 47 years, Linda. Together they continue to push ahead in support of their favorite causes, setting their sights on building an even better Dallas. Here Mr. Farrington discusses his past, the present and his dreams for the future:

How did a child from Kermit, Texas, end up moving to Dallas and becoming chairman of the board, chief executive officer and president of TXU?

I had a very good mother and dad, who were supportive and hard-working. My father was a mechanic in the oil field, and both he and my mother made sure that my sister and I knew the value of an education. I worked hard, I always did my best, and I've tried to be a team player. I've also had a great deal of luck, which can never be discounted.

Historically, energy companies have played significant roles in the communities where they do business. How do you think the deregulation policies are affecting community relations activities today?

There is no question that competition has put pressure on the economics of the business. Thankfully, community service is part of the culture of the energy business; I recognized it even in the 1950s when I started with the company. I was urged to go out and do something to better our community — encouragement that has led me



to really go after the causes that are important to me. I am a firm believer that community involvement creates better employees who can more fully understand their customers. With that kind of history, I have faith that we can remain active in the community, even in the face of deregulation.

Why have you chosen to devote so much of your time to higher education — such as serving on the board of regents for the University of North Texas and on the board of trustees for Southwestern University?

I think what people do in the five or six years after high school has a lot to do with how they will spend the next 50 years. I feel strongly that kids need the opportunity to see what higher education can do for them. College was an invaluable experience for me, but there are many other options, too. My dad did very well over a lifetime working with his hands, and I think that there is much to be said for learning a trade. It's the *learning* that I think is important. I'd like to see all kids spend time after high school furthering their education — whether as university students or while training to be pipe fitters. The point is learning to be your best and learning how to contribute to our society while doing what you enjoy.

You began your long involvement with healthcare causes in 1979 by serving on the board of directors for Gaston Episcopal Hospital. Later you worked with numerous healthcare organizations. What have you learned about the healthcare industry?

To begin with, I think healthcare is a wonderful ministry. It's also a tough and complex business. I've come to recognize the need our healthcare systems have for leadership, and I believe in community involvement in our hospitals. In a not-for-profit business like this one, success relies heavily on the generosity of our civic and business leaders. I would encourage anyone who is looking for a challenge to devote time to improving healthcare; new viewpoints are critical.

How do you believe the quality of UT Southwestern and other healthcare institutions affects the health of our community?

There is no way to place a value on what I think UT Southwestern contributes to this community. I'm convinced that it's the finest medical school in the United States, and I have absolute faith in the power and importance of the research that is being done by its scientists and physicians. The caliber of the work being done at the medical center is immeasurable in terms of both patient care and our community in general. Before new businesses locate in North Texas, they will undoubtedly survey the quality of our hospitals. I can guarantee they won't be disappointed.

In addition to higher education and healthcare issues, you have provided leadership to civic organizations such as the Boy Scouts, the State Fair of Texas, the Dallas Citizens Council and the United Way of Metropolitan Dallas. Why do you believe these organizations are important to the city?

They all have different roles, but they are important parts of the fabric of Dallas. Each has a different mission, but they all serve the needs of the people. This community has given me a lot, and I feel like it's a privilege to be able to give some of it back to the community.

What have you learned about business and civic leadership that you think most people don't know?

I don't think you ever know all there is to know about leadership and business. I think the best thing I've learned is what I don't know. It's funny — when I got out of college, I thought I was the smartest thing going. It's been all downhill from there! The older I get, the more I realize how much more there is to learn — and sometimes in places where you least expect to find a teacher.

What are your hopes and dreams for Dallas now? Have they changed significantly during your lifetime?

I've seen Dallas grow and change, but my dreams for the city really haven't changed. I have always felt incredibly fortunate to have been born in this country and, even better, to have been born in Texas. I've always thought that Dallas is a more "get-it-done" place than most, and I've always liked the attitude of the business community here. I am proud of our work in schools and the gains that the Dallas Independent School District continues to make. I would like to see more of our high school students ready to go to college, and I'd like to see that positive energy continue to grow.

As you reflect on your life, of what are you the proudest?

I'd like to think that I've left things a little better than I found them, and I'd like to think that the person who follows me would do the same. I think we all make a little bit of incremental gain. Small steps for the good make a big difference — we'll get to winning the wars later.

Which personal attributes do you feel have helped you the most in life?

I work hard, and I like people. I enjoy the challenge of business. And, oh, how I hate to lose.

A friend of yours told us that you love old cars. Is that true?

Yes, I grew up with cars and motorcycles. My dad would work on old cars in our garage after he came home from the oil field in the evening. I thought it was fascinating how he could restore their parts and get them running again, often for people who didn't have the money to pay him. I'm still an avid reader of *Old Car Trader*, and I love to see what people are buying and selling. I don't have room for any old cars of my own, but it's fun to see what's out there.

Who has had the greatest influence on your life, and why?

Obviously my parents, for showing me the value of a good education and by giving me a firm foundation upon which I could build the rest of my life. My wife, Linda, has kept me in the middle of the road for as long as I can remember. Her support and wonderful judgment have had a great influence on me. We've been married for 47 years, and she has lovingly supported me in every way. Linda's father, who unfortunately passed away only three years after Linda and I met, was also a terrific mentor for me.

What does receiving the Charles Cameron Sprague Community Service Award mean to you?

This award is a special highlight of my life. I have known Charlie Sprague for many years, and anything that carries his name is at the top of my list. I have never been more surprised than when I was told about receiving the award. I would never imagine myself in the same league as those who have been honored in past years. I don't have words to express how much it means to me. I am deeply honored. ■

Working Hard To Help Others

Personal experiences and a lifelong interest in medicine drive his dedication to public service.

By Donna Steph Hansard

A SUCCESSFUL ENTREPRENEUR, savvy business executive and former mayor of University Park, F. B. Pete Goldman credits his first job — throwing newspapers — with teaching him the importance of hard work and punctuality. It was a lesson he took to heart. Today, at 82, Mr. Goldman possesses an impressive resume of business accomplishments and community involvement, including serving as a trustee of Southwestern Medical Foundation since 1972 and as a member of its executive committee since 1987. He also served as chair of the Gaston Episcopal Hospital Foundation and serves on the boards of the Episcopal Foundation of the Diocese of Dallas, the Texas Scottish Rite Hospital for Children's Tartan Golf Classic and Presbyterian Healthcare Resources.

Mr. Goldman's list of past community service is even lengthier and includes serving as president of the Salesmanship Club and chairman of the Byron Nelson Golf Classic as well as various positions with the Dallas Citizens Council, The University of Texas at Austin, The University of Texas at Dallas, the Dallas Chamber of Commerce, Goodwill Industries of Dallas, the United Way of Metropolitan Dallas, Gaston Episcopal Hospital, the Dallas Historical Society, the Metropolitan and Park Cities YMCAs, Lighthouse for the Blind, the Suicide Prevention Center, the Dallas County Community College Foundation, the All Sports Association and the Southwestern Football Officials Association.

A graduate of UT Austin, Mr. Goldman began his career at Pollock Paper Corp. in 1943 and joined Susan Crane Packaging as a salesman nine years later. The company — which designed, manufactured and sold gift packaging and promotional items to department and specialty stores around the country — grew rapidly, and Mr. Goldman was named executive vice president and eventually president.

F. B. Pete Goldman

In 1970 Mr. Goldman determined it was time for a career change. He resigned to form Transland Management Corp., a real estate and property management firm. As chairman and managing partner, Mr. Goldman developed properties throughout the Southwest, including luxury and garden apartments, townhouses, condominiums, office buildings and shopping centers. He retired in 1988 but continues to serve as chairman and president of real estate management firms St. John's Associates, St. John's Investments and St. John's Properties.

For Mr. Goldman, serving as a community and business leader is simply part of living in Dallas and giving back to the city in which he grew up and later raised his own family, as he explains in the following interview:

What was the first job you ever held, and what did you learn?

I was a *Dallas Morning News* paper carrier in 1934 and 1935, at ages 13 and 14. I learned to be there on time and work hard. Back then, if you didn't work hard, you lost your job. It was during the Depression, and the minute you made a mistake, you were fired. Many a guy was waiting to take your place.

Your long involvement with real estate must give you a unique perspective on the growth of Dallas. What are the most significant changes you have witnessed?

While I was still president at Susan Crane Packaging, I began taking classes at night and earned my real estate license. Then I got my broker's license. I thought I was really smart at the time — being a fairly competent businessman. I had not been in the real estate business more than three months when I realized I had vastly overrated

myself; however, I learned by doing things and working hard. And I have been in a unique position to watch the growth of Dallas, which has been enormous to the north — and still continues that way.

What did you learn from serving as mayor and as a member of the city council and planning and zoning commission for University Park? What skills did you acquire in business that helped you in city management?

My experience was in running small businesses. University Park is just like a small business. It had 23,000 people at the time, 150 employees, four council members and one mayor. Sometimes there would be disagreements on the council, but for the most part we accomplished quite a lot during my four years from 1994 to 1998. During that time, we were able to get the wall built along the Dallas North Tollway and finished construction of the new water tower. We started the “brown bag program,” which required residents to place grass clippings in specified brown bags that are better for recycling. And we implemented a direct alarm-monitoring program, which tied residents’ security systems directly into the University Park Police Department.

As a graduate of UT Austin and an executive committee member of the Chancellor’s Council for the UT System, as well as a former chairman of the non-alumni division of the Southern Methodist University Sustentation Committee, why do you think it is important to support higher education?

In today’s environment, you have to have the minimum of an undergraduate degree. Back when I graduated, if you had a college degree, you were considered well educated. Now you’re only considered well educated when you have a master’s degree. I have only a “lowly” bachelor’s degree. My wife has both an undergraduate and a master’s degree; my son has an undergraduate degree and a master’s; my oldest daughter has an undergraduate degree and a master’s; and my youngest daughter has a master’s and a doctorate. Except for my wife’s undergraduate degree — she went to SMU on a scholarship — guess who paid for them all? The person with the lowly bachelor’s degree.

Why have you devoted so much of your time to healthcare?

As a preteen and teenager, I always wanted to be a doctor. But because of my handicap, I was talked out of it. I lost my hand in an automobile accident when I was very young. I went away to college in 1939, when people thought doctors had to have two hands. Today, I could be an internist or in any number of other medical fields with no problem. All my life, I’ve had an interest in medicine, which is why I’ve spent so much time helping organizations like Southwestern Medical Foundation. Approximately 90 percent of the Foundation’s funds go to Southwestern Medical School at Dallas, which is also a part of the UT System — so I’m doing something for Texas, too.

What criteria do you and your wife use to determine which charitable organizations you support?

We give to the charitable organizations that are important to us. My wife suffers from severe arthritis, which she came down with at age 30. So do two of my children. Supporting the North Texas Arthritis Foundation is very important to us. We also give to SMU and UT Austin. I give to Scottish Rite Hospital because I do a lot of work with amputee kids there. I’ve talked to families who have just had a child born without a hand. I’ve talked

to young children who only have one hand. You can give them all the reasons in the world why everything is going to be great, and sometimes they still won’t listen. But when I’m talking to them, and I hold up my own arm with no hand, it gets their attention. And sometimes I can help. We also give to Presbyterian Healthcare Foundation, where I’m on the board. And we give to my wife’s synagogue and my church.

Have you and your wife instilled the same sense of community service in your three children and six grandchildren?

Yes, I think we have. My son, Don, spends a lot of time helping the Arthritis Foundation. My daughter, Patsy, is a special-education teacher in the Austin Independent School District, and she is very involved in helping children in her school, often gathering clothes from neighbors and friends to give them. My youngest daughter, Jane, is an artist in Boston and also does charity work.

How have you managed to balance time between your many community activities, your business and your family?

I worked hard. My family always came first, and my business was my next main endeavor, especially when I was younger. Once I had the time and the resources, I started getting involved in public service — which has been a great pleasure to me.

As a golf enthusiast, do you find that there are qualities that good players and effective business leaders share?

That’s an easy question. Good golf players and good business leaders have one thing in common. They want to win.

As you reflect on your life, of what are you the proudest?

This probably seems self-serving, but I guess I am most proud of learning how to function with one hand. I lost my hand at age 4 in a car wreck on the corner of Fairmont and Thomas. It was a warm February day, and I had my left hand dangling out the window. Our car was hit and knocked over, severing my hand at the wrist. There are some things so traumatic in life that they always stick with you. I can close my eyes and still see what happened that day. So I guess I’m pleased at how well I have functioned. I used to be a tennis player, and I played freshman tennis at UT Austin. I also played softball, and I played football in high school.

Who has had the most influence on your life, and why?

The person who has had the most influence on my life is the smartest, the finest and the gentlest person I have ever known. And that’s my wife, Jo. She tells me that I make all the decisions, and I do, as long as they aren’t the important ones. She makes those.

What have you learned about business or civic leadership that you think most people don’t know?

I think most people know the same things I know, although there seem to be a lot of very nice people who have never done anything civically. I have gotten a tremendous sense of satisfaction from my civic involvement, once I had the resources and the time for public service. I thought it was a worthwhile endeavor, and I still think it is.

What does receiving the Charles Cameron Sprague Community Service Award mean to you?

Receiving the Charles Cameron Sprague Community Service Award is as important an award as I have ever received, due to the incredible person for whom it is named. Charlie Sprague is a man who has devoted his entire life to others and one whom I admire very much. He also is a really good friend of mine. ■

