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Building a  
*Legacy of Giving*

The Charles Cameron Sprague Community Service Award Presented to the Dedman Family

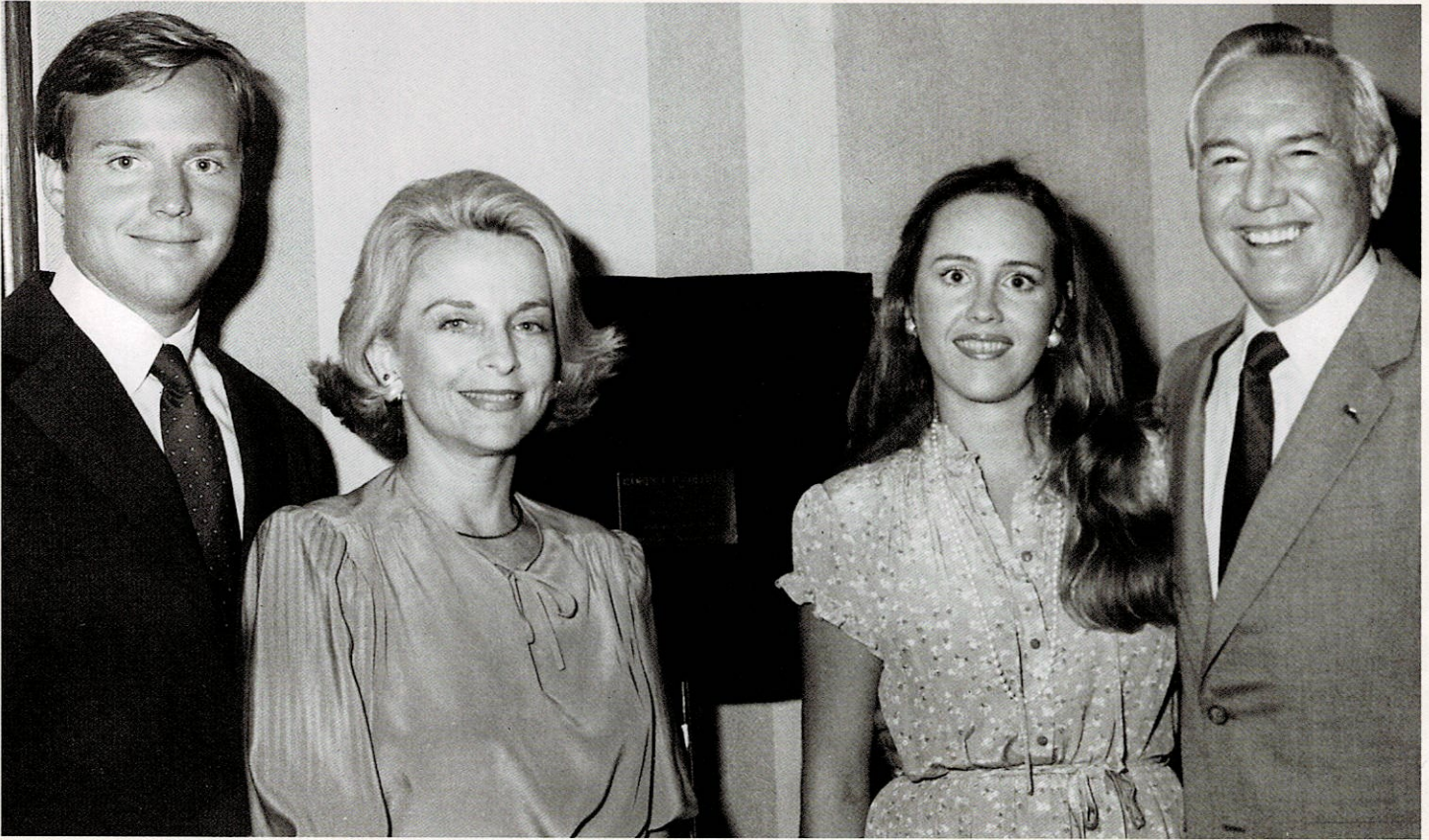
# THE DEDMAN FAMILY

The Charles  
Cameron  
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Community  
Service Award  
Presented to  
the Dedman  
Family

By Rachel Skei Donihoo



Building a  
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*Robert H. (Bob) Dedman Jr., Nancy Dedman, Patricia Dedman and Robert Dedman Sr. in 1981.*

**Southwestern Medical Foundation** has honored select individuals who have provided extraordinary support in enhancing patient care, medical education and medical research in North Texas. This year the organization named the Dedman family, whose name has become synonymous with generosity, as the 2009 recipients of its highest recognition, the Charles Cameron Sprague Community Service Award. Nancy Dedman and her late husband, Robert Dedman Sr.; their daughter, Patricia Dedman Nail; and their son, Robert H. Dedman Jr., and his wife, Rachael, join an elite list of community leaders whose dedication and long service to Dallas and UT Southwestern Medical Center has earned them the award.

In 1991, the Foundation created a community service award, which later was renamed the Charles Cameron Sprague Community Service Award in honor of the Foundation's former president, chief executive officer and chairman emeritus, and in recognition of the significant and lasting influence his leadership had on medicine in our area.

Prior award recipients have included: Ruth Collins Altshuler, James W. Aston, Paul M. Bass Jr., Julie T. and Louis A. Beecherl Jr., H. R. (Bum) Bright, Nancy Brinker, Rita C. and William P.

Clements Jr., Joe M. Dealey, Jerry Farrington, Earl A. Forsythe, F.B. Pete Goldman, Cecil H. Green, Nancy B. Hamon, Jess Hay, Adelyn and Edmund Hoffman, Sydney and J.L. Huffines, Nancy Ann and Ray L. Hunt, J. Erik Jonsson, George L. MacGregor, Margaret M. McDermott, Sammye and Mike Myers, Edith and Peter O'Donnell Jr., Margot and Ross Perot, Madeleine and T. Boone Pickens, Caren and C. Vincent Prothro, Charlene and Lee Raymond, Laura and Jack Roach, Ralph B. Rogers, Sarah M. and Charles E. Seay, Annette and Harold C. Simmons, Jean and Dr. Bob Smith, Gay F. and William T. Solomon, Dr. Charles Cameron Sprague, Jean and Tom Walter, and Donald Zale.

### **The Dedman Family**

Through their tireless leadership, the Dedmans have drawn The University of Texas Southwestern Medical Center and the entire Dallas community into their vision for a better world. Their philanthropic efforts and humanitarianism have translated into significant support of charitable organizations worldwide and paved the way for major clinical care and research endeavors at the Medical Center.

One of the state's most generous philanthropic families, the Dedmans gave a landmark \$12 million gift to Southwestern Medical Foundation last year to establish the Dedman Family Endowed Program for Scholars in Clinical Care at UT Southwestern.

The Dedman Foundation, created in 1995 by the late Robert H. Dedman Sr., has given significant support to higher education, public charities, civic organizations and medical institutions.

The Dedmans and their foundation have made numerous gifts to Southern Methodist University, including donations for the Dedman School of Law, the Dedman College of Humanities and Sciences, the Dedman Life Sciences building and the Dedman Center for Lifetime Sports. The Dedman School of Hospitality at Florida State University is also named in honor of Robert Dedman Sr. The University of Texas at Austin established the Dedman Merit Scholars program, thanks to the family's support.

Robert H. Dedman Sr., who passed away in 2002, was the founder of Dallas-based ClubCorp, a leading operator of golf courses, private clubs and resorts. He received numerous honors throughout his career, including Texas Entrepreneur of the Year, Dallas Humanitarian of the Year, Texas Business Hall of Fame, and the Horatio Alger Award.

Nancy McMillan Dedman was married for 49 years to Mr. Dedman. She was vice president of interior design at ClubCorp prior to its sale. Mrs. Dedman has served on the Board of Visitors for UT Southwestern University Hospitals & Clinics, the board of the Shelter Ministries of Dallas, and the Salvation Army Advisory Board. She also is a supporter of the Dallas Museum of Art, the Texas Ballet Theater and the Dallas Center for the Performing Arts. She was honored with the Annette Strauss Humanitarian Award and the SMU Distinguished Alumni Award in 2004. Together, she and her husband received the Flora Award and SMU's Mustang Award.

The couple's son, Robert H. (Bob) Dedman Jr., former chairman of the board of ClubCorp, is the general partner of Putterboy Ltd. (the owner of Pinehurst Resort and Country Club) and president and chief executive officer of the Dedman's family office, DFI Management Ltd. He serves on the boards of Southwestern Medical Foundation, SMU, the UT Austin Development Board, the Southwest Region of the Boys & Girls Clubs of America, the Dallas Center for the Performing Arts, the Dallas Museum of Art and The Hockaday School.

Mr. Dedman's wife, Rachael, is involved in The Crystal Charity Ball and serves on the boards of The Sweetheart Ball, Meadows School of the Arts at SMU, Dallas Center for the Performing Arts President's Advisory Committee and UT Southwestern's Board of Visitors and Patient Services Committee. She and her mother-in-law co-chaired the 2009 Sweetheart Ball, which set a new funding record for the charity. She also is on Mrs. Laura Bush's special advisory board for the Women's Initiative.

Patricia Dedman Nail spent 15 years in private practice as a psychotherapist while teaching at SMU. She served on ClubCorp's board for 26 years, through the sale of the company, while participating in interior design editing for clubs and resorts. She is now a partner at Putterboy Ltd. and has an interior design business. She serves on the board of the Boys & Girls Clubs of

Dallas and the Women's Council at the Dallas Arboretum. She is actively involved in the Katy Trail, the Dallas Contemporary Art Museum, Best Buddies, the Cattle Baron's Ball, The Family Place, and The Chiapas Project with a focus on microfinancing for women. In 2008, she married W. Bobby Nail, a real estate developer specializing in luxury projects in unique, upscale environments.

We had the opportunity to sit down with the Dedmans to talk to them about their accomplishments, philosophies and dreams.

**Mrs. Dedman, you and Robert Sr., along with the rest of your family, have provided significant support to countless organizations. What inspired you and your husband to create and continue this legacy of generosity?**

**Nancy:** Bob and I just came to the conclusion that we had been blessed, and we simply wanted to share it with others. We both came from families that instilled in us a desire to give back. My husband had a very generous heart, and I grew up with a grandmother who lived her life helping the less fortunate. During the Great Depression, I remember seeing my grandmother feed people who had lost their jobs. They were riding the railroads in the 1930s and would stop at my grandparents' house because they knew they could count on a hot meal. Those kinds of experiences really touched me and inspired me to point my life in that direction.

*Nancy and Robert Dedman Sr. meet with President George H.W. Bush.*





*Nancy and Robert Dedman Sr. attend a reception with Prince Charles.*

**Bob and Patty, how and when did you develop your own commitment to community and philanthropic activities?**

**Bob:** A good part of that ethic stems from our faith. My father always used the biblical injunction, “To whom much has been given, much is required,” and that idea certainly was instilled in Patty and me. Our parents were great role models. When I was 6 or 7 years old, refugees were fleeing Cuba and coming to the United States. Our church sponsored a program where American families could “adopt” Cuban refugees, and I remember feeding these families who had been completely uprooted, thousands of miles from home and unable to speak English, and it made an incredible impression on me. I began to experience the real meaning of charity and community.

**Patty:** Philanthropy was never a choice for us because it was just a part of life. Our parents were wonderful examples of what people can do for one another, and I think my personal mission to give back has been an extension of that.

**Much of your philanthropy has been focused on educational institutions. Please tell us your views about the importance of education.**

**Bob:** Education was very important to my father. He grew up poorer than poor. He always used the expression, “Too poor to

paint and too proud to whitewash.” Education allowed my father to rise above that. He got four degrees in five years – thanks in part to a Navy program that sent him to college instead of the war. I think he really understood that education elevates your standards and gives you an opportunity to see different worlds. That’s the reason so much of what we do from a philanthropic standpoint has been targeted toward education.

**Patty:** My father used to say, “The more you learn, the more you earn.” I think that’s really true.

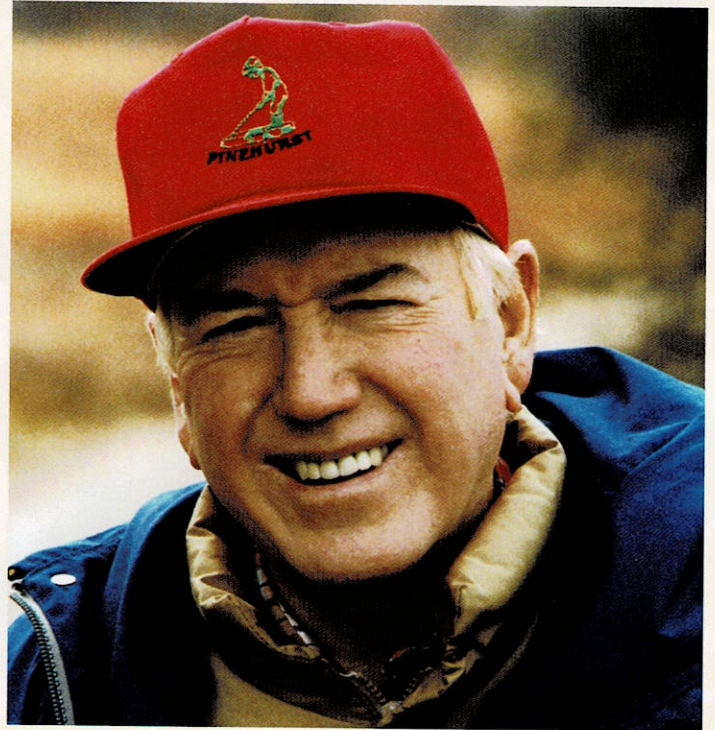
**Bob:** And he continued by saying, “The more you learn, the more you live.”

**Robert Sr. was known for sharing jokes, quotes and anecdotes with others to make a point. In fact, you, Bob, have compiled two books of aphorisms gathered from your reading of history and literature. Do any of you have any personal favorites you’d like to share?**

**Bob:** One of the keys to his success was his sense of humor. He loved humor, even dark humor. One of his sayings was, “Cheer up, things could be worse. So he cheered up, and sure enough,



*Nancy and Robert Dedman Sr. relaxing at home.*



*Nancy Dedman and Robert Dedman Sr. at the family's famous Pinehurst Resort and Country Club.*

things got worse." On a more serious note, my dad used to talk about the "thrill of giving while living." We have been trying to make that part of our family's mission – our purpose in life – to give as much as we can while we're still here.

**Nancy:** Yes, he understood – as we all do – that you can't take it with you.

**Patty:** Things he said reverberate through my mind almost every day. I actually can remember some of his sayings and stories in my sleep. He had such a presence about him, which I think is why I remember him so vividly. He was a very generous person, and he had such a big heart. Everything he did reflected that.

**Nancy:** Shortly before Bob died, Patty interviewed him on videotape. During the interview, she asked him how he wanted to be remembered. He said he wanted to be remembered as a founder, a builder and a giver. Now it's on his epitaph.

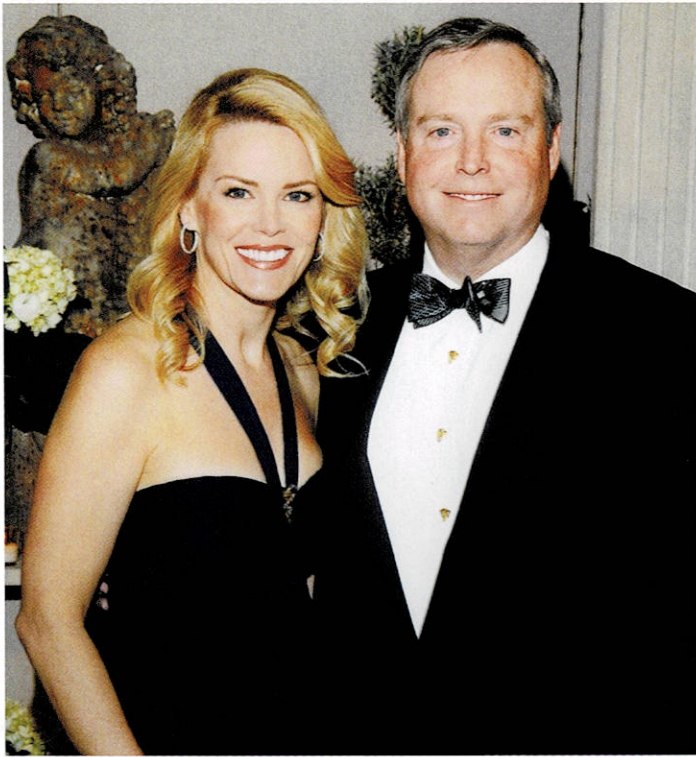
**Mr. Dedman often spoke about his P.L.A.N. 4 Life, highlighting four values for a balanced and fulfilling life – Planning, Learning, Attitude and Noble Purpose. How do you incorporate these values?**

**Bob:** He was known for his speech where he used a four-leg chair to illustrate the importance of balance. Each leg of the chair stood for a different value: P for planning; L for learning; A for attitude; and N for Nancy, who symbolized the importance of finding a supportive partner to share your life with. I've since changed that N to "noble purpose," which in all of our cases has

meant giving back as much as we can. If there is a legacy he would like for us to carry on, I think "giving while living" would be it.

**In 2008, the Dedman Foundation pledged \$12 million to Southwestern Medical Foundation to establish and sustain the Dedman Family Endowed Program for Scholars in Clinical Care at UT Southwestern. How did this gift come about, and why is this area important to your family?**

**Bob:** We were fortunate enough to sell our family business several years ago, which gave us the opportunity to be more involved philanthropically with the Medical Center. When we first started talking to Dr. Kern Wildenthal, it was apparent that the growth of UT Southwestern depended on both bricks and brains. We really wanted to focus on the "brains" aspect because we were, and are, incredibly impressed by the example of a gift made many years ago to support basic research and endow scholars. We thought there was an opportunity to achieve something similar. By leveraging off the incredible success of the basic research side, we wanted to infuse the clinical care component, as well, in order to develop a renewed synergy between the two. When knowledge and research coming out of the labs can translate into clinical trials, it effectively gives us more shots on the goal, increasing the likelihood of success. Translational research can speed discoveries and give greater opportunities to researchers and clinicians to advance medical science.



*Rachael and Bob Dedman Jr.*

**Rachael, this year you and Nancy chaired The Sweetheart Ball, which raised more than \$1.9 million. The proceeds will be given to Southwestern Medical Foundation to establish a distinguished chair in cardiology at UT Southwestern. Why did you both dedicate your time and energies to this project?**

**Rachael:** Nancy has been involved in the organization much longer than I have, but we were honored when they asked if we'd be interested in chairing The Sweetheart Ball together. It was a special year to chair the event because the fundraising goal was to endow a chair in cardiology in honor of Dr. Wildenthal, who began his career as a cardiologist. Nancy and I think so highly of him, so it has been a labor of love. We've raised almost \$2 million for the distinguished chair, so we're really thrilled.

**Patty, you are a member of the board of the Boys & Girls Clubs of Dallas. Why have you chosen to get involved in that organization?**

**Patty:** My family has been behind the Boys & Girls Clubs for a long time, so I'm just carrying on the family tradition. Bob is currently serving on the national board, and Rachael served on the Dallas board from 1999 until 2007. The organization has developed an annual event with an award named after my dad (the prestigious Robert H. Dedman Lifetime Achievement Award for Philanthropy), so the club has been a part of all of our lives for a long time. More importantly, the reason why we support the organization is that it really works. Statistics show that in cities

where there are organizations like the Boys & Girls Clubs, which offer at-risk children a safe place to go – a place where they can also learn skills – there is less crime. Cities that offer values-based alternatives to the street fare better than cities that don't. It's an organization with a tremendous amount of value and heart, and I'm really proud to be a part of it.

**Bob, as a member of the steering committee for the Innovations in Medicine capital campaign at UT Southwestern, you helped raise \$770 million for medical research, education and patient care. Why did you ask people to support this project, and what type of responses did you receive?**

**Bob:** It's not hard to ask people to support UT Southwestern because there is incredible appreciation in the community for what the Medical Center has become and the impact it has had on so many people's lives. The institution has raised the bar for standards of excellence in science, medicine and education, and what it has given to the community is immeasurable.

**What advice can you give about educating the next generation in philanthropy?**

**Nancy:** Lead by example, and simply do the best you can.

**Patty:** Bob and I were lucky to have wonderful examples in our parents, but it's always a challenge to provide the same for your own children. My father didn't spend his money frivolously. When he earned it, he viewed it as just more money that he could give away. He didn't live a grand lifestyle while he could have. I am certain that he wanted us – including his grandchildren and *their* children – to follow in his footsteps. We're very lucky to have several family foundations, and we've all made an effort to include our children in the process of philanthropy – from planning meetings to decisions about where to give funding. We have a lot of discussions about what's really important.

**Bob:** I think it's important to impart a message of stewardship and responsibility to your children early on. If you give a child an allowance, stipulate that one-third is for sharing, one-third for saving, and one-third for spending. In my mind, that sharing concept has to come first. I think it's one of the best ways to get kids involved in giving to a cause they are passionate about. It's not the amount; it's the actual act of service – giving of themselves to people in need.

**Rachael:** Yes, and I think our philosophy goes back to Robert and his sayings. I often remember his little take on the cliché, "Give 'til it hurts." He would say, "Give 'til it feels good."

**Bobby Nail:** Robert Dedman believed in community building, whether it was through clubs or through charity. He built a community that we all get to enjoy through medicine, through education, through the arts. The Dedman family believes in building communities. They do so through support of all these organizations.



*Rachel Donihoo (right) meets with (from left) Patricia Dedman Nail, W. Bobby Nail, Rachael and Bob Dedman Jr. and Nancy Dedman to discuss the family's commitment to giving and how they share that passion with their children.*

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

**Bob:** We are certainly humbled and honored to receive the award as a family, in part because of Dr. Sprague's incredible leadership. He built UT Southwestern into a world-class campus full of the best medical minds around. We've also been very close to Dr. Wildenthal, who did a phenomenal job by capitalizing on what Dr. Sprague had created. And now, we have Dr. Dan

Podolsky, the next in a line of amazing leaders.

**Nancy:** This award is a great honor because it's coming from such a prestigious organization – Southwestern Medical Foundation.

**Patty:** Yes, UT Southwestern has been so important to all of us, so it's really special to be recognized by an organization that you wholeheartedly respect and believe in.

**Rachael:** It's also really wonderful to be honored as a family, because I think it really speaks to what we can achieve together.