

# College of **The** the Ozarks®

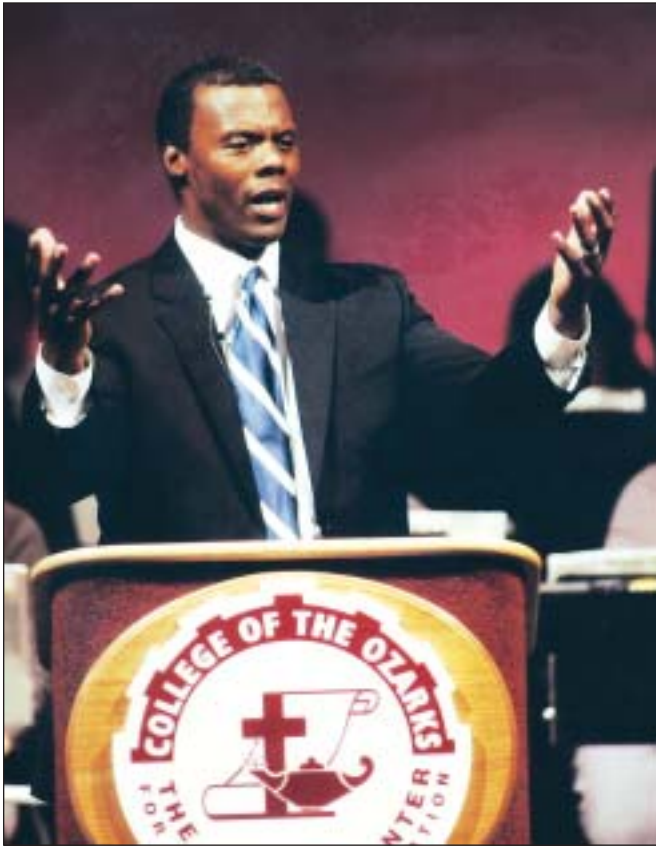
# KEETER REPORT

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**America's real defense is the character of its citizenry.**

***Former U. S. Congressman  
J.C. Watts speaks at C of O***



*J. C. Watts*

On April 8, 2004, former U. S. Congressman J. C. Watts spoke to a packed house in Jones Auditorium at The Keeter Center for Character Education's Citizenship Forum at College of the Ozarks.

Currently, Watts serves as Chairman of J.C. Watts Companies, where he provides leadership in the firm's business alliances and initiatives. He is Senior Advisor to Hunton & Williams, one of the world's largest law firms. Watts also leads a strategic alliance with Fleishman-Hilliard, America's

largest public relations firm, and serves as the Chairman of FM Policy Focus, a coalition of leading financial services trade associations. He is a frequent guest on national and international radio and TV programs and writes a monthly column in *Sporting News*.

A former U. S. Congressman of the fourth district in Oklahoma, Watts shared his views on what makes a good citizen and the impact his family and life experiences had on his leadership abilities. The attendees were College of the Ozarks students and 16 students from six institutions: Bluffton College in Ohio, Southwest Missouri State University in Springfield, the U.S. Air Force Academy in Colorado, the U.S. Coast Guard Academy in Connecticut, the U. S. Military Academy-West Point in New York, and the U.S. Military Academy-Annapolis in Maryland.

The Citizenship Forum is part of the John N. and Ella C. Marsh Citizenship Academy, a component of The Keeter Center for Character Education at the College.

***"If we (America) are to maintain our greatness, we can never think that character doesn't matter."***

Watts shared his beliefs about citizenship, character, and integrity, and he highlighted what he had learned growing up. "My daddy had a simple way of looking at things," he said. "You work an honest day and get an honest day's pay. We worked for what we had and that was the greatest gift he ever gave me - the ability to understand the importance of having a good work ethic."

Watts echoed those thoughts in his comments about the students at College of the Ozarks, otherwise known as "Hard Work U." "When students graduate from (C of O), they know they have worked hard for that degree, and it means more," Watts said. "By the time you get that diploma, you

## The Gittinger Community Convocation presents...



*Mike Krzyzewski*

Duke University Basketball Coach Mike Krzyzewski will be the guest speaker for The Leonard B. and Edith Gittinger Community Convocation on Tuesday, September 21, 2004. In conjunction with the NAIA's *Champions of Character* initiative, Coach Krzyzewski will be speaking on "Victory through Teamwork and Leadership." As basketball's "winningest" coach in NCAA Tournament play, Krzyzewski led Duke University to 19 NCAA tournaments, 10 Final Fours and three national championships, including the 2001 title, and was inducted into the National Basketball Hall of Fame that same year.



*The Honorable J.C. Watts receives his Hard Work U.® sweatshirt from President Jerry C. Davis.*

have an understanding of the hard work, sacrifice, commitment and personal responsibility it took to get it."

Watts served in Congress for eight years and retired on January 7, 2003, to spend time with his wife and children. While in government, he served on the Armed Services Committee. He shared that "the real defense of our nation is not in the weapons we buy, but in the character of our citizenry." After working with Republicans and Democrats he said, "We need leaders with character in Washington. You can buy people by the dozen there, but you cannot buy character."

Prior to the Forum, the guest students from across the country joined 31 C of O students in two days of forum activities, including small-group discussions focusing on citizenship and a question and answer time with Watts.

Other speakers at the two-day forum included Virginia Fry, a Springfield lawyer who represents C of O; Lt. Gen. Gary Hughey, Deputy Commander of the U.S. Transportation Command and C of O alumnus; and professional speaker Jack McCall.

Watts spoke highly of the College and of its students. "This college is so unique," he said. "The students who walk these sacred grounds know the real value of hard work. The work ethic and character you have is amazing."

Finishing his address, Watts said, "Success is in the way you walk the paths of life every day...success is having character in everything you do. If we (America) are to maintain our greatness, we can never think that character doesn't matter."



*Springfield attorney Virginia Fry was a guest speaker during the Citizenship Forum.*

# C of O and U.S. Military Academies Focus on Character

As I prepared to leave West Point and head to the College of the Ozarks Citizenship Conference, I reviewed the read-ahead materials I received for the Citizenship Forum. As I did, I found myself, a US Army Infantry Officer, getting excited about all that the concept of citizenship really means for America. I remembered my civics class in high school and began to rediscover how important and relevant citizenship is to our nation, our communities, and all Americans, and how much it directly applies to us at the United States Military Academy and at College of the Ozarks, as well.

As I continued to reflect on citizenship, the virtues and concepts that define citizenship raced through my mind: the shared values and ethical standards that bind us as a people... the desire to place the good of the community over self-interest... the love of liberty and the duty to defend our freedoms...equality for all—in voice, deed, and actions...government of, by, and for the people...patriotism and honor...shared hardships and mutual benefits...individual and group responsibility...these are the principles on which our nation is founded—these are the principles that define good citizenship.

During the Conference at the College of the Ozarks, I recognized these very principles were shared by a truly great American, J.C. Watts, a recent Oklahoma



LTC Dave Jones, USMA '85

Congressman. He addressed the relationship of character to citizenship, and he emphasized that the most American virtue to him was hard work. He addressed the integrity necessary for good citizenship and insisted that citizenship depends not on what we say, but how we live. I was further impressed by the passion in his words and by the way he carried himself. Congressman Watts struck me as an example of a great citizen, a true and dedicated and committed citizen, a man who serves others rather than himself.

As I struggled to get my arms around the true depth of the concept of citizenship and the calling of every American—past, present, and future—to strive to really “live each and every day as a truly ‘good citizen’,” I realized

that J.C. Watts embodied that call. His life represents in microcosm the bedrock values of the United States Military Academy—Honor and Respect, and USMA’s motto, “DUTY, HONOR, COUNTRY”—and the work ethic of College of the Ozarks. It is no wonder that the Academy and College of the Ozarks share a common ethical foundation since character is the cornerstone of both institutions. I am proud to be affiliated with the C of O staff and students. I am pleased that West Point cadets are able to participate in C of O’s Keeter Center Forums and that C of O students are able to participate in West Point’s annual National Conference on Ethics in America. Whenever Values, Leadership and Ethics are the core focus, there is so much to be gained by all.

In closing, I would like to salute President Davis and Dean Cockrum for working hard to build a relationship with West Point and the other Service Academies over the last several years. Everyone who shares the C of O experience and that of the Academies can see what our future leaders will look like! It is a privilege and honor to be affiliated with this great college and to participate in building leaders of character.

LTC Dave Jones, USMA '85  
Values Education Officer,  
United States Corps of Cadets  
United States Military Academy  
at West Point, New York

## Events Calendar

The Keeter Center opens .....	September 16
Community Convocation .....	September 21
<i>Coach Mike Krzyzewski, Men’s Head Basketball Coach, Duke University</i>	
Veterans Day Celebration .....	November 11



# New Keeter Center Opens Its Doors



For the past several years The Keeter Center for Character Education has played an important role in the lives of C of O students and the Branson community by bringing in world-renowned speakers who address character, citizenship, and hard work. On September 16, The Keeter Center for Character Education will take an historic step forward when the doors of the 100,000 square foot Keeter Center facility are open to the public for the first time.

The new center boasts several amenities that will enhance our students' experience, both educationally and vocationally. The Center's auditorium, Royal Oak Forum, is ideal for programs and speakers that focus on character education. It is equipped with state-of-the-art video conferencing technology and theater-style seating for an audience of 350. For students majoring in hotel and restaurant management the center also has a teaching kitchen and master chef.

Our community will also benefit from this magnificent facility. The hotel boasts 15 spacious suites, each with its own fireplace and private bal-

cony overlooking the C of O campus. Doby's Dining Hall, a 275-seat restaurant, will offer fine dining for any occasion. Our students will staff and serve at Doby's, and to set the mood, the College of the Ozarks Jazz Ensemble will provide musical entertainment.

The Keeter Center is a truly visionary enterprise, and because it has such wide-ranging scope, it will mean different things to different people. Certainly, The Keeter Center stands as a symbol of the generosity of our supporters and as an enduring emblem of hard work and education for our students. For many people, The Keeter Center will represent gracious hospitality, excellent food, and luxurious lodging. But most importantly, The Keeter Center will serve as a beacon to Christ-like character and the American ideals of freedom and responsibility. When our students assemble here to listen to a speaker and to discuss his or her ideas, they will be living out the mission of this college. Seldom does a building so completely exemplify its mission; The Keeter Center does just that.

*Student Amanda Levesque contributed to this article.*



We extend a special thanks to James P. Keeter, a member of the Board of Trustees at College of the Ozarks. Mr. Keeter is a distinguished business entrepreneur and Chairman of the Board and CEO of Royal Oak Enterprises of Atlanta, Georgia. He and his family have provided an endowment gift to start The Keeter Center for Character Education. The Center is named in memory of Mr. Keeter's parents, Vester and Ruby Keeter of Bradleyville, Missouri. It is the intent of the Keeter family to take a leadership role with the College of the Ozarks in promoting character education on a national level.



*James P. Keeter (second from left) and family*

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