

KEETER REPORT

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Coach K: With Hard Work Comes Dignity



Mike Krzyzewski
Men's Basketball Coach at Duke University

"I believe in you." Mike Krzyzewski, Duke Men's Head Basketball Coach, spoke these four simple words at the Leonard B. and Edith Gittinger Community Convocation on September 21, 2004. Speaking to a packed house in the Keeter Gymnasium, Coach K shared past experiences and a positive viewpoint on leadership and the ethic of hard work in his speech "Victory through Teamwork and Leadership."

Coach K has acquired many titles and awards throughout his career. Along with being named Kodak/NABC National Coach of the year, he was awarded the title, "America's Best Coach" in 2002 by *CNN* and *TIME* magazine. In all, Coach K has been named the National Coach of the Year 12 times, in eight different seasons. He was also a recipient of the John R. Wooden Legends of Coaching Award. He has led his teams to three national

championship wins and to ten Final Four appearances. Eleven of his team members have been NBA lottery picks, 17 first draft selections, and 33 overall NBA draftees. Off the court, Krzyzewski has authored three major books: *A Season Is a Lifetime: The Inside Story of the Duke Blue Devils and Their Championship Seasons*, *Leading with the Heart: Coach K's Successful Strategies for Basketball, Business, and Life*, and the most recent, *Five Point Play*.

"My mother always said to make sure I got on a good bus with good people."

Aside from all these prestigious accomplishments, Coach K is a husband, a father of three, a grandfather to four, and he is also involved in several service activities. Coach K admirably displays in all areas of his life the leadership that he spoke of through his speech.

In opening, Coach K displayed his easygoing style by putting on the Hard Work U sweatshirt that President Davis presented to him. His unique and very positive key ideas for building character through leadership were heard by over 3,500 in attendance. On C of O and what the institution stands



Lydia Dunn played the violin as part of a special musical presentation.



Coach K was presented with the traditional sweatshirt by President Jerry C. Davis and surprised the crowd by putting it on and wearing it during his entire presentation.

for, he said, "This is my first time here. I am absolutely blown away. I can see there is a lot of care here." He told the audience that the idea of hard work was not new to him. "My mother used to tell me that there was a dignity in working. She was right. My father was an elevator operator and she was a homemaker." His mother also scrubbed floors for the Chicago Athletic Club. Unbound by his simple upbringing, though not forgetting it either, Coach K truly values the concept of strong character and hard work.

"After the game the player told me that he was thankful that I believed in him, not just as a player, but as a person."

Weaving stories from past teams that he has coached, he emphasized the importance of a team rather than individual effort. He recalled a former player who had missed two consecutive free throws. The player apologized for his actions and Coach K responded with, "What happened on the last play does not matter. What happens on the next play is what is important." He proceeded to tell the player

that he believed in him. This player did not forget Krzyzewski's words and made the next two free throws. He thanked Coach K for believing in him, "not just as a player, but as a person." This is just one example among many in which Coach K has influenced, changed, and led others in a positive manner. With many strong points in his speech, Coach K also made the audience laugh by accidentally referring to the gift of the C of O fruitcake as a "Shortcake."

Earlier in the day, over 800 coaches and athletes from surrounding area high schools attended the NAIA Champions of Character Summit on campus. At this workshop, presenters Bruce Brown and Rob Miller spoke regarding character through leadership. There was a spirited question and answer time for all coaches and athletes with Krzyzewski.

Coach K's time at C of O was very beneficial to everyone in attendance. His well-earned reputation was more than lived up to as he expressed his experience and insight to C of O students by encouraging them to be involved in good works with good people. He said, "My mother always said to make sure I got on a good bus with good people." He later told a C of O staff member, "There are a lot of great people on the C of O bus."

Story by Natalie Hinds



Coach K helped recognize three outstanding individuals who have worked to develop character in young people. From left to right: Steve Baker, president of the NAIA, Dal Shealy, president of FCA, and Joe White, president of Kanakuk Kamps.

Coach K Honors Sons of a Fallen Hero



Coach K saluted two C of O students whose father was recently killed in Iraq.

During Coach K's Community Convocation remarks, he spoke directly to two College of the Ozarks students, junior Justin Copley and his brother, sophomore Jason Copley. Their father, Army First Sergeant (retired) Michael Copley, was killed in Iraq this past summer. Coach K received his B.S. degree from the

U.S. Military Academy in 1969 and commented that in his life today he seldom has the opportunity to use his rank. He then came to the edge of the stage and saluted the boys, reminding the audience of the importance and sacrifice of those in military service.

Justin later said regarding Coach Krzyzewski's actions, "Special moments like this are what

keep my dad's legacy alive. My family appreciates the support that the College of the Ozarks has provided, and Coach K's acknowledgement during the convocation is something we will never forget." Their family has seven boys, six of which have been or are in active military service. Justin and Jason both serve as soldiers in the National Guard.



Jason Copley (L) and Justin Copley (R) pictured with Coach K

Spring 2005 Character Forum Features General Tommy Franks



General Tommy Franks

General Tommy Franks, a former commander of the U.S. Military Central Command, will be featured at the College of the Ozarks Spring 2005 Character Forum on April 14th. Franks is a distinguished graduate of the Artillery Officer Candidate School. He was the Assistant Division Commander of the First Cavalry Division during Operations Desert Shield/Desert Storm. With many more distinguished assignments, Franks has also received three purple hearts and three bronze stars. He is known for being a dynamic speaker and a person of high character. During this forum, approximately 50 students from C of O and guest schools will be given the opportunity to participate in various activities. The topic for the forum is "Character, Citizenship, Values and the American Dream."

Spring 2005 Events

- Character Camp January 3 -10
 - Spring Character Forum April 14
- General Tommy Franks, former commander of the U.S. Military Central Command*

The Keeter Center Ribbon Cutting Ceremony



James P. and Julie Keeter

Thursday, September 16th was a beautiful afternoon for the Branson/Tri-Lakes Area Chamber of Commerce Ribbon Cutting for The Keeter Center at College of

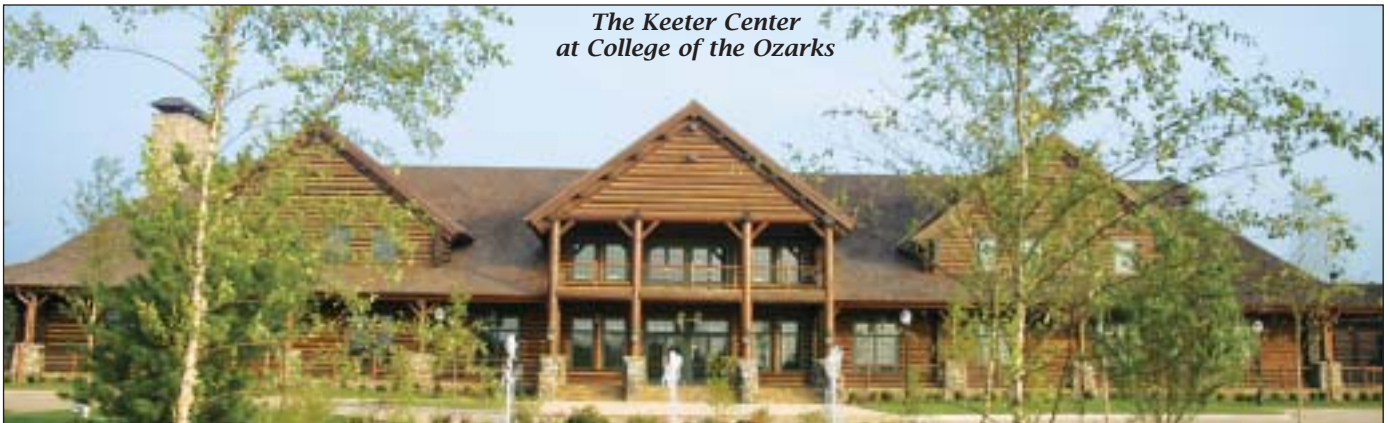
the Ozarks. Hundreds of friends, alumni, faculty, staff, and local community members gathered outside at the front steps for the special event. The College of the Ozarks Jazz Band provided music for the celebration.

After remarks from College President Jerry C. Davis, some interesting facts about the building were given by Executive Director of The Keeter Center for Character Education, Sue Head. James P. Keeter and his wife, Julie, cut the red ribbon and invited everyone to come in and tour the building. Over 100 C of O students in crisp, white serving jackets offered appetizers and desserts to guests at stations around the facility. In the gallery,

displays of student-made products gave guests the opportunity to learn about the student industries on campus.

Local dignitaries and visitors toured the beautiful guest suites of Mabee Lodge, McKibben Great Room, the Beulah Winfrey gift shop, a bakery, cappuccino bar, Dobyans Dining Room, two private dining areas, the Barber Shop, The Royal Oak Forum, and The Silver Dollar City Parlor.

The facility will provide a location to host new programming offered by The Keeter Center for Character Education. Facilities are also available to the general public for family reunions, corporate events, and civic meetings.



*The Keeter Center
at College of the Ozarks*



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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Sue Head, Executive Director

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