

The American Road

Fall 2016



TIMELESS TOYS

— at Christmas —

TUG AT THE HEARTSTRINGS

The Herbert Hoover Presidential Library-Museum's newest temporary exhibit opened November 19 to an excited crowd of young and old alike. *Timeless Toys at Christmas* features 20 Christmas trees, each one decorated with a different toy theme. The exhibit runs through January 2.

All of us can remember our favorite toys – the memories made playing when we were young are never forgotten. Few objects are as emotionally charged as children's toys – they are timeless – surpassing generations only to be discovered again by grandchildren. As you tour the exhibit the memories of the innocence of childhood come rushing back.

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Patrick Van Nevel places a wreath on behalf of the Kingdom of Belgium

Honoring Herbert Hoover

By Delene McConnaha

Every year the Hoover Presidential Foundation commemorates Herbert Hoover's passing and internment at the Hoover National Historic Site with a gravesite ceremony. This year was no different.

On October 20, the day began a bit chilly. As the sun moved higher in the sky, it began to warm the air. It was shining brightly, as it did at the burial ceremony 52 years earlier at the knoll on the Hoover Campus where Herbert and Lou Hoover are laid to rest. At noon, the beautiful setting of the knoll became the center of attention. Third and fourth grade students

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Celebration Banquet

Another year and another exciting Celebration Banquet has come and gone. Were you a part of it? Perhaps! This year's banquet more than doubled the attendance of last years. Over 525 guests were registered to hear keynote speaker Tom Brokaw at the annual event, leaving many to wonder, "How will they top that in 2017?" The short answer – it will be difficult!

We tried several new things this year that worked out great. Because Tom Brokaw has a special place in his heart for the 'Greatest Generation,' having written a book on that very theme, we asked friends of the Foundation to sponsor seats for area veterans as an appropriate gesture. In his book, Brokaw says that the men and women who fought in World War II were part of the 'greatest generation,' which has become part of a bygone era by today's standards. Needless to say, our friends came through, sponsoring over 100 seats for veterans from across the ages. The Foundation, and the veterans, would like to extend our heartfelt gratitude to the donors.

As an added touch, the Foundation invited all of the veterans who served in WWII into a private reception with Mr. Brokaw before it opened to the regular attendees. As a fly on the wall, I could tell they were very moved and appreciative, some retelling stories of their



WWII Veteran John Gaultier gets his program autographed during a private reception with Tom Brokaw.

experiences in the great war. A news producer and camera crew from the NBC Television Network was on hand to document these meetings, so keep an eye on NBC to catch the report. We were not given an air date.

Following the banquet, Mr. Brokaw made an appearance at the University of Iowa, where he announced they would be holding his professional papers and notes from his broadcast career. The collection spans five decades of work as a TV journalist and correspondent for NBC.

"It was their idea," Brokaw said, in a U of I release. "They came to me, and I was kind of reluctant. Do I have enough important stuff? And then they were persistent. They've got a wonderful, world-class library. They're all digitalized, connected to the Library of Congress.

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Message from the President

Robert N. Downer, president, Board of Trustees

Many of the endeavors of the Hoover Presidential Foundation, such as our annual banquet, exhibits such as “The Making of a Great Humanitarian” and the Uncommon Student Award program are well known to our members. However, much of the Foundation’s most important work is done by committees and has little visibility, but 2016 has had greater emphasis and has contributed to an increasingly effective and engaged Board of Trustees and an efficiently operating foundation. I would like to take this opportunity to tell you about some of these endeavors.

Earlier this year the Board of Trustees created a Finance Committee. This committee has brought increased attention to the process of formulating a budget for the Foundation. This budget will be presented to the Trustees for consideration at its next meeting on November 11th and, if adopted, will be effective January 1st. While the Foundation has had budgets for many years, the process this year has involved many more participants and has

taken into account diverse points of view.

The Investment Committee has engaged in a comprehensive review of the Foundation’s investments, investment policies and investment advisors for the first time in many years. Eight proposals were received from banks and brokers, which the committee narrowed to four based upon written submissions. The four finalists were interviewed in a full day meeting on October 27th, and a recommendation will be made to the Board on November 11th. Stewardship of Foundation resources is one of our most important responsibilities, and your Board is determined to do its best to manage its funds prudently.

The Development Committee has been considering the addition of a development officer to the Foundation staff in order to meet identified needs for refurbished exhibits, funding of the Uncommon Student Awards and expanding the Foundation’s outreach. Given the Hoover Campus location on Interstate 80, “America’s Main Street,” there is much more that we can do

to educate travelers from around the world on the public service and humanitarian endeavors of Herbert and Lou Henry Hoover. This will require greater financial resources than the Foundation now has at its disposal, but a successful development effort can make this vision a reality.

The Trustees’ Committee has been meeting to identify prospective board members who can bring these objectives to completion, and to succeed long-serving trustees who have indicated a desire to retire from the Board. The Foundation has been blessed with good leadership over the years, and it is imperative that this continue.

These hard working and effective committees help to make the Foundation a high-functioning organization. Any questions which you have about operations of the Foundation or suggestions for improvement would be most welcome at any time. ★

— *Robert N. Downer, president,
Board of Trustees
Hoover Presidential Foundation*

Honoring Herbert Hoover

Continued from front page —

from Hoover Elementary School in West Branch quietly walked up the hill and took their places in front of the gravesite.

Special guests were seated facing the audience of veterans, trustees, students, staff and other visitors. As everyone settled in, the ceremony began with a welcome from Jerry Fleagle, executive director of the Foundation. The Herbert Hoover National Historic Site superintendent, Pete Swisher, and director of the Hoover Presidential Library-Museum, Tom Schwartz, addressed the crowd with tributes to President Hoover.

Brigadier General Randy Warm brought a greeting on behalf of the White House and President Obama. Patrick Van Nevel, Honorary Consul of Belgium in Moline serving in the State of Iowa and Western Illinois delivered the keynote. He spoke of



Students from nearby Hoover Elementary attend to learn more about the school's namesake.

Hoover’s generosity and humanitarian spirit and reminded us that one person can make a difference in the lives of millions.

Following the keynote, three wreaths were laid at the foot of the graves. Brigadier General Warm laid a wreath on behalf of the White House, Allan Hoover, great grandson of President Hoover, laid a wreath representing the Hoover Family and Honorary Consul Patrick Van Nevel laid a wreath on behalf of the Kingdom of Belgium.

Taps were played by Hannah Kerchner from West Branch High School bringing a beautiful, moving end to the event.

As one walked down the hill, there was a clear view of Hoover’s birthplace among an array of fall colors and everyone was reminded of the simple little boy, born in that one room cottage in West Branch who became an uncommon man; the great humanitarian, and 31st President of the United States. ★

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Inspiring Interpretation

Herbert Hoover History a Headliner on Heartland Highway

Reprinted with permission from: *The Source, Information Radio News*, published by Information Station Specialists, Sept. 2016.

WEST BRANCH, IA: What former president grew up in a family of five and lived in an Iowa house smaller than a two-stall garage? Hint: He was also the first president to be born west of the Mississippi and was a mining engineer by trade.

Yes, it was none other than Herbert Hoover himself, who would be humbled to hear how the National Park Service is honoring him with an Information Radio Station dedicated to his legacy. The radio service on 690 kHz is available to motorists whizzing along on Interstate 80 in Eastern Iowa as they approach Hoover's historic hometown – West Branch, Iowa.

Recent upgrades have allowed the Hoover Presidential Foundation to take over the production of the radio programming, and the result is one of the best-sounding interpretive Information Stations heard anywhere. The broadcast segments include a mix of professionally recorded interpretive narration, details on how to visit, a schedule of events and live-sounding interviews with visitors who share their opinions about the site on the air. A short sampling of the broadcast can be found at the Foundation's website, under the Multi-Media tab, Audio dropdown.

The Foundation's communications manager, Brad Reiners, told *The Source* that the 22-minute repeating broadcast includes multiple voices and interviews to be more engaging - so the broadcast will sound more like a live radio program rather than a recorded narration. General information about visitation is repeated four times during the cycle, so motorists who are listening for just a minute or two will always hear the key facts, such as

directions, offerings and hours. Interviews and sound bites are sprinkled in to keep the interest level high.

"We hope that people who listen but don't stop the first time they pass us will come by on their return trip across I-80," states Reiners. The signal range is such that travelers moving between Davenport and Des Moines at 70 miles per hour can listen for 10-15 minutes as they go by. Reiners knows that many first-time visitors listen before they arrive. "Today, for example, I noticed 16 cars in the parking lot and 14 of them were from out of state. The only place we advertise daily is at interstate welcome centers with brochures and through the radio station, so we suspect the impact from the radio message is high."

To get a better clue, the Foundation sometimes runs radio messages with "secret words" and asks visitors to report them to the park staff when they arrive, so they can track relative listening levels. "We also run interviews with staff from the Hoover Presidential Library-Museum and Hoover National Historic Site too," comments Reiners, "which is a great way to get onsite personnel invested in the station."

Creating an engaging program such as Herbert Hoover NHS's can also be contracted out. Information Station Specialists, the Historic Site's equipment provider, offers a service named "InfoRadio Format" in which multi-voice programs of this type are written, produced and delivered to operators to air on stations. A number of National Park Service parks and historic sites utilize the service.

Reiners updates the message weekly, and draws special attention to events coming up during the week. "Every Monday I go down to the transmitter tower with a new message," says Reiners, to keep the most current information available to their highway audience. ★



When he was secretary of commerce, Herbert Hoover instituted what were known as "Radio Conferences" that led to what became the original 107 frequencies in the AM radio band - 540-1600 kHz. FCC regulations, until 1991, limited the Travelers' Information Service to two out-of-band frequencies - 530 and 1610 kHz. After new regulations were enacted allowing the service to expand to the entire AM band, in 1992 Hoover's historic site became the very first place in America with a TIS station that operated on one of those original AM frequencies - 690 kHz. A fitting tribute to a man who played a critical role in taming the wild world of 1920's radio and establishing AM as what would become the first means of electronic mass communication. ★

Speakers Bureau has Something to Say

In past issues of our eNewsletter, *American Spirit*, and our printed newsletter, *American Road*, we asked you to take advantage of our Speakers Bureau, AND YOU DID! You've kept us very busy this quarter and we've had a great time telling the Hoover story to a wide range of audiences.

Executive director, Jerry Fleagle, and communication manager, Brad Reiners, have been taking the show on the road, giving speeches in and around Iowa City and as far away as Dixon, Illinois and Mishawaka, Indiana.

Jerry recently presented '15 Things You Never Knew about Herbert Hoover,' to a crowd of about 40 at a Dixon Kiwanas Club breakfast meeting. He went at the invitation of Foundation board member, John Berge,

who made arrangements for the speech at the club.

"It's always fun to go out and tell the story," Jerry said of the recent slew of engagements. "I think we've done more in the last three months than in the last three years!"

Brad has presented at a couple of independent living centers, including the Village at Arborwood in Mishawaka, Indiana. "My father lives there," Brad said. "But the people there still love to travel and enjoy hearing historical presentations, so it was a nice fit." Brad was in town for a wedding and used some free time to share his knowledge of the Hoover Campus. The center is on the I-80 corridor, just 300 miles east of West Branch.

While we don't expect frequent visits from our Hoosier friends, they share their lives through social media and travel the country. "I reminded them that a Hoover membership is a great bargain that will get them into the 13 NARA Presidential Libraries free," Brad said. "You don't have to be in West Branch to take advantage of all the benefits of membership."

There is no charge for using the speakers bureau and the presenters are willing to make day trips for a good audience. Presentations can be tailored from 20 to 60 minutes and may be focused on a theme related to your needs. "If we can fit it into our schedule, we're ready to put the show on the road," Jerry said.

To schedule a speaker for your service club or organization, call the Foundation at 319-643-5327 or email Brad at BReiners@HooverPF.org. ★



All I
want for
Christmas is...

Come on! Aren't we all a little wishful this time of year? With "Timeless Toys" the theme of this year's special Christmas Tree exhibit at the Library-Museum, it couldn't help but take me back to my childhood days. Yes, staring at the Christmas Tree, and wondering if Santa Claus REALLY knew what my heart desired to find under the Christmas tree on December 25? Somehow, he always came through! It may not have been exactly what I thought I needed, but it was always just right! And, I was thankful!

As I have gotten older, material things matter less and less, and time has become more and more important. And, I probably still go back to wishing for what is really needed, and can be used.

It has really been on my mind what's needed for the Hoover Campus lately. As you can guess, most of it is "material"- but important material. And if there is a Santa out there, I'll bet he is listening! So, here is my "Christmas wish list"! Can anyone play Santa this year?!

For the Uncommon Student Award (USA) Program:

Fulfill an endowment for the USA Program! Our informal goal is \$2 million for an endowment. We have received a gift from a bequest for nearly \$1.6 million. Santa, if there is a donor out there that could help close the \$400,000 gap for the USA Program, could you send



Executive Director's Message

Jerry Fleagle, IOM, CAE

them the Hoover Presidential Foundation way? Santa, the USA students have been very, very good- these last 19 years!!

For spreading the word about Herbert Hoover:

Visitors to the Hoover Campus tell us they find out about the Library-Museum and Historic Site through word of mouth, internet, and "signs on the highway." Santa, we could use some help to pay for a summer intern that could do social media on the internet, and billboards have been a good investment. Could you send us 3 or 4 billboards in great spots in high traffic areas in Iowa this year, or the funding to do them?

Hoover Statue:

Santa, this isn't for me, but for a great project undertaken by Connie Laughlin for Hoover Elementary in West Branch. As you know from your numerous sleigh rides through West Branch, Hoover's hometown does not have a statue of its most famous and humble citizen. A project to put a statue of Herbert Hoover on a park bench, where children could sit beside him for inspiration and photos could be the first of many. The Foundation is providing a match on the next \$20,000 raised. Can you help Connie get the last few thousand dollars raised to complete the project?

Museum Renovation:

Santa, I have saved the biggest for last. And even though we have been REALLY, REALLY good this year, I don't expect this in 2016. But could we put it on the hearts of

you and others to think about helping with a Museum Renovation at the Library-Museum? Next year will be 25 years since the last expansion and renovation. And the museum has been well taken care of by the Library-Museum staff.

But Santa, you don't deliver the same toys that you did 25 years ago. Technology is so far advanced from 1992- why, the only cell phones back then came in a bag the size of a big lunch pail and interactive, touch screen flat panel TV screens were something we only saw on the Jetsons on Saturday morning cartoons!

Yes Santa, I know this will cost millions of dollars. But, PLEASE, PLEASE think about it in the near future. We now have the oldest Presidential Library-Museum exhibit. You have delivered new museum renovations to all the other Library-Museums- can you help convince others that it is time for the Hoover Library-Museum? Can you imagine all the new kids that will come to learn about Herbert Hoover? And won't the world be a better place because of that?

The Foundation works hard every day to earn your (and others) support, and fulfill our mission. I hope you agree it is a great mission, and join others in its support, both financially and verbally. Encourage friends to visit, and please consider a tax deductible financial contribution this year to support our mission!

Last, here is my wish for you- that you have the happiest of holidays, a very happy New Year, and get a chance to see and be with old friends, family- and that we see you again in West Branch soon! ★

End of Year Giving Can Cut Your Tax Bill

By Jerry Fleagle, IOM, CAE

Looking to make an end of the year contribution to the Hoover Presidential Foundation? Although we gladly accept cash, checks and credit cards, there may be another way for you to contribute to the Foundation. If you are planning to make a contribution to a charity like the Hoover Presidential Foundation or other qualified charitable organization, consider donating appreciated stock from your investment portfolio instead of cash. Your tax benefits from the donation can be increased and the Foundation will be just as happy to receive the stock.

This tax planning tool is derived from the general rule that the deduction for a donation of property to charity is equal to the fair market value of the donated property. Where the donated property is "gain" property, the donor does not have to recognize the gain on the donated property. These rules allow for the "doubling up," so to speak, of tax benefits: A charitable deduction,

plus avoiding tax on the appreciation in value of the donated property.

Let's look at an example: Tony and Jerry are brothers and each wants to make a contribution to his favorite charity. Tony wants to donate to his college alma mater, while Jerry wants to give to his church.

Both Tony and Jerry purchased shares in XYZ Corp. back in April 1996 for \$5,000 each. Tony and Jerry's investments now have a fair market value of \$20,000 each.

In order to make his charitable contribution, Tony decides to sell his shares in XYZ Corp. Tony realizes a gain of \$15,000 on those shares. Tony now has to deal with Uncle Sam, and will be required to fork over \$3,000 in federal taxes on this \$15,000 gain (20% capital gains rate). Tony then takes the remainder of these funds in the amount of \$17,000 and writes a check to his alma mater for this amount. Assuming Tony is in the 28% tax

bracket, Tony will realize a tax savings of \$4,760 on the charitable contribution deduction of \$17,000.

Jerry, on the other hand, has made arrangements with his church to donate his shares of XYZ Corp. directly to the church and his church jumps at the chance to receive this donation. After the transfer, Jerry will NOT have to realize any gain or pay any tax on the \$20,000 transfer of the stock to his church. In addition, Jerry will receive a charitable contribution for the full \$20,000 fair market value of the stock. And, assuming that Jerry is also in the 28% tax bracket, this \$20,000 charitable contribution deduction will generate tax savings of \$5,600 to Jerry.

Take a closer look at the numbers: Who "made out" better in these transactions? In Jerry's case, his charity received a full \$20,000 with which to carry out their charitable obligations, but Tony's charity received only \$17,000... almost 18% less. Also, Jerry saved a full \$5,600 in taxes on his contribution, while Tom only saved \$1,760 in "net" taxes (\$3,000 tax on the gain on

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TIMELESS TOYS

at Christmas

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“We’re glad to see the trees come back,” said one visitor. Last year’s summer exhibit was held over, taking the space needed for the annual tree display.

Some of the trees included in this exhibit are:

- **The Teddy Bear Tree** – did you know that because of Teddy Roosevelt’s refusal to shoot a trapped bear, a couple in New York created the first American “Teddy Bear” that sold for \$1.50?
- **Lincoln Log Tree** – Did you know that Frank Lloyd Wright’s son created “Lincoln Logs?”
- **The Barbie Tree** – Over 350,000 Barbie dolls were sold their first year (1959). Today, over 172,000 Barbie dolls are sold per day!
- **Free Toys** - According to the National Toy Hall of Fame, the stick may be the world’s oldest toy. Sticks are an endless source of make-believe fun. They can be turned into swords, magic wands, majorette batons, fishing poles, and light sabers - cultivating creativity and developing imaginations. Sticks are not only possibly the oldest toys, they’re possibly the best – and they are free!

We hope you’ll make a visit to the annual Christmas tree exhibit an annual tradition! With a new theme each year,

it’s always fun to explore the creativity of the museum staff to see which tree will strike the fondest memories. And they’ve done another wonderful job again this year, with displays that are sure to bring a smile for young and old alike.

Timeless Toys at Christmas is open 9 – 5 daily (closed Thanksgiving, Christmas and New Year’s Day) from Nov. 19 – January 2, 2017. The Hoover Museum is located just off I-80 at Exit 254 in West Branch, Iowa. ★



TIMELESS TOYS ON DISPLAY

- Teddy Bears
- Small Hand Games
- The Game of Life
- Barbie
- Trains
- Mouse Trap
- Monopoly
- Operation
- Building Toys
- Outdoor games
- Checkers
- Water Toys
- Clue
- Twister
- Trivial Pursuit
- Card Games
- Cars
- Figures
- Candy Land
- Free toys



Celebration Banquet

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“I started going through my material and...I was absolutely astonished by how much I had and how important it was.”

During a question and answer session at the banquet, someone asked, “What was your GPA at the University of Iowa?” Brokaw spent one year at the university before he and the university decided his time might be better spent elsewhere. “I have a friend in the CIA,” Brokaw answered. “And he managed to get my GPA from UI expunged.”

A large portion of his speech would focus on the recent elections and his analysis of how president-elect Trump pulled off the victory. Brokaw surmised that voters reacted the way they did because Trump’s rhetoric struck a chord with them. “They were fed up with the status quo,” he said.

The evening began with the singing of the National Anthem by the Extension Chords, from Metro Mix Chorus. Pete Swisher, superintendent of the Herbert Hoover National Historic Site provided the invocation. The master of ceremonies was anchorman Ron Steele, KWWL News, an NBC affiliate from Waterloo.

Following dinner, Margaret Hoover presented awards to our Uncommon Public Service Award winners, Iowa State



Over 525 guests attend the HPF Celebration Banquet, more than double the previous year and a new record attendance!

Sen. Tim Kapucian and Iowa House Speaker Linda Upmeyer. Board president Bob Downer took the podium next, with three important tasks for the evening. The first was to introduce the board of trustees and thank them for their service. The second was to relate some of the ongoing plans of the Foundation. “In particular, the permanent exhibits were last updated in 1992, nearly a quarter century ago,” Downer said. “Having up-to-date, interactive exhibits is a necessity if we are going to maintain and build the interest of 21st century students.” Plans to add a development officer to the foundation staff were set forth in hopes of raising funds for a future renovation project.

Downer’s third task was, in his own words, “...to take my

seat so that we can get on with the portion of our program for which we all came tonight.”

Bruce Haupert, a friend of Brokaw’s from their days as students at the University of Iowa, introduced the keynote speaker, intentionally confusing his accomplishments with those of Walter Cronkite. Brokaw then took command of the stage and our attention for the next 60 minutes with a variety of stories from his college days through his work as a correspondent and ended with his thoughts on the election. At one point he said, “It’s been a very rich, fulfilling life (for me)... I’ve been a lucky person.”

And we were pleased and lucky to have him at the Hoover Presidential Foundation Celebration Banquet! ★



HOOVER HOME improvement

Top left: Ryan Johnson trims up under the cabinets

Top right: Tile continued from kitchen into pantry. Purchased on sale at Habitat ReStore, saving hundreds!

Bottom: A crew from S & S Flatwork smooth the driveway extension.

I don't think there's anyone of us who work at the Hoover Presidential Foundation offices who wouldn't say we work in a beautiful setting within the Herbert Hoover National Historic Site at the 1903 Yellow House. It does have a lot of character. But, from time to time, it needs a little help.

There's a list of items that need attention. Some are easy, and some, not so much. We're not trying to rebuild Trump Tower here – we are just trying to keep things functional as we go about our daily business. We strive to be good stewards of the property and the funds entrusted to us, so we've done much of the work ourselves! "It's a group effort in these projects," said Jerry Fleagle, executive director of the Foundation. "Brad does a lot of the electrical and plumbing work, and he and his wife, Tracy, and Ryan did a great job on tiling the kitchen and pantry. Those jobs would have been put on hold if we had to hire them out."

"The kitchen carpet was loose and well-worn," said Ryan Johnson, finance and facilities manager. "It was just disgusting when we pulled it out. That couldn't have been healthy under there."

Jerry and his wife, Linda, take on lots of the outdoor

work. The two of them sealed the entire parking lot at the Yellow House one weekend. Linda volunteers a lot of time trimming and landscaping the property too. Ryan touches up the yard by mowing the hillside and other areas the lawn crew can't reach.

"I'd much rather do simple repairs myself than to spend Foundation funds hiring it out," said Brad Reinert, communications manager. "I need those funds for promotions!" Brad helped out a lot at his brother's hardware store and has flipped a few houses in the past, putting those skills to work now at the Yellow House from time to time.

Another major project this summer was the replacement of the flagstone patio at the back door. "That was hired out, and one of our trustees made sure we got a good rate on the work, even donating a portion of the labor," Jerry said.

The patio was laid about 25 years ago and was working loose in spots, and the steps had sunken becoming uneven over time. "There were a lot of tripping hazards and water puddles," Jerry said. The flagstone was removed and will be resold to cut expenses,

and a concrete drive was extended from the parking lot to the back door with a new, wider step off the house.

"It's great for loading and unloading our vehicles for events," said Joan Maske, administrative assistant. "The UPS driver LOVES it – he can back right up to the door!" Joan has a lot of home improvement experience as well. She repaired a frozen window in Jerry's office and reset an air conditioner to properly seal out the elements.

She also sealed the old back steps to prevent critters from nesting underneath.

The front porch is suffering from wood rot in places, and has been worked on by local handyman, Terry O'Neil, who is also a Foundation member willing to donate a portion of his services to keep costs down.

"Our biggest challenge will be replacing the roof," Jerry said. Some shingles are missing and it's well past its usable life. "Although, that's not something the staff has volunteered to take on," he added with a grin. ★

Projects completed by office staff in 2016 include:

- ✓ Replaced two broken light fixtures with energy-efficient lighted ceiling fans
- ✓ Replaced broken kitchen light and switches with a new fixture
- ✓ Repaired plumbing in upstairs bathroom by replacing valves and seats
- ✓ Seal-coated the parking area
- ✓ Repaired windows and weather sealing
- ✓ Replaced kitchen and pantry carpet with ceramic tile

End of Year Giving

Continued from page 4 —

the sale of the shares, less a \$4,760 tax deduction on the charitable contribution), a whopping difference of \$3,840 in tax savings for Jerry.

So, on Tony's transaction, Uncle Sam made out. In Jerry's transaction, both Jerry AND his charity made out. Only Uncle Sam was the loser. Which is quite fine. Remember that tax policy is often used to drive social action and this is a prime example. There was nothing illegal or immoral

for Jerry to arrange his affairs in order to comply with the law and keep his taxes as low as possible while providing his charity with the largest possible contribution. The Supreme Court has said as much many times.

And remember also that this technique may work for other similar contributions, from \$100 to \$1 million, depending upon your individual tax situation. So don't think that you have to be in the class of the Warren Buffets or Bill Gates of the world in order to make the contribution of appreciated stock work for you from a tax standpoint.

But there ARE a few cautions: While this plan works for Jerry in the above example, it will not work if the stock

has NOT been held for more than a year. If the shares were held for a year or less, the shares would be treated as "ordinary income property" for these purposes, and the charitable deduction would be limited to the stock's \$5,000 cost. So remember that if you are considering the contribution of appreciated stock, you need to make sure that the shares have been held for more than one year and qualify for the "qualified appreciated stock" deduction.

There ARE very real tax benefits to the tax savvy charitable giver. Don't overlook 'em.

As a 501 (c) (3) non profit charitable organization, your donations are tax deductible at the Hoover Presidential Foundation. ★

Three Students take Top Honors, \$6,000 Each in Uncommon Scholarship Program

Saturday, Oct. 15 was Presentation Day at the Herbert Hoover Presidential Library-Museum for 14 high school seniors in the Uncommon Student Awards program, sponsored by the Hoover Presidential Foundation.

The students applied for the program as high school juniors back in March. The Foundation selected 14 finalists from across Iowa to participate in the program. Each student developed a philanthropic program of their own design and worked on it over the summer. They returned in October to present their results.

Each student was awarded \$1,000 for their efforts. Three were selected by a panel of judges for an additional \$5,000 scholarship award.



Leslie Hoover-Lauble (2nd from left) presents \$5,000 awards to (L to R) Kyle Hoffmann, Jordyn Daggs-Olson and Mickey Sloat.

Winners

Uncommon Student Award

Kyle Hoffman of Muscatine was one of the three. His project was titled, 'Catapults for Kids and Classrooms.' "I raised \$11,000 to fund my development of STEM curriculum and kits for Muscatine's 12 elementary/middleschools," Hoffman said. The kits included high-quality 'hands-on' reusable activities to promote deep understanding of key concepts during traditional classes and after school programs. "I've already trained teachers on using the kits and arranged for ongoing 'STEM Fridays' with after school programs," he added.

Jordyn Daggs-Olson of South Hardin High School in Eldora earned a \$5,000 scholarship for her project, 'Investing in Iowa's Future by Learning to Treasure Its Past.' "I created an experiential curriculum designed for the third graders at Eldora-New Providence Elementary," Daggs-Olson said. The program focuses on life in rural Iowa during the 1920s and 30s, with specific focus on

education, agriculture and daily life. The students have combined classroom lessons with a day of applied experiences at the Hardin County Farm Museum.

The third scholarship award went to Mickey Sloat of Davenport Central High School in Davenport. Her program, 'Don't Upstage Yourself,' involved introducing students to theatre at a young age to instill higher confidence, self-expression and success later in life. "Don't Upstage Yourself' is an after-school enrichment program that uses theatre games, improv and putting on a play to encourage kids to develop a love of the arts, public speaking, and, most importantly, themselves," said Sloat.

Lucia Wagner, Iowa City High School, was recognized as the Mariah Becker volunteer leadership award winner for her project, 'Free Pantry.' This award is in memory of Mariah Becker, a member of the Hoover Uncommon



Lucia Wagner was chosen as the 2016 Mariah Becker Award winner.

Student Award Class of 2000. She was a student at the University of Iowa in 2002 when she lost a long and courageous battle with cancer. Miss Wagner received a plaque and her name was added to a permanent display at the Library-Museum. To ensure the Free Pantry carries on, \$250 will be donated to help fund her project when she turns it over other students at City High after she steps down to attend college.

The Uncommon Student Awards program annually identifies and honors up to 15 Iowa high school juniors who propose and then accomplish a project of their own choosing and design. Grades, test scores, essays and financial need are not evaluated. Application is open to all Iowa high school juniors and are due by March 15. The details can be found at HooverPresidentialFoundation.org. ★

Have You Remembered Us in Your Will?

The Hoover Presidential Foundation has many thrifty members and supporters over the years that have been able to make regular modest gifts in support of the Foundations' mission. The majority of bequests the Foundation receives are from supporters and donors like this. Because these donors have seen how the Foundation is a reliable and good steward of these gifts over the years, we often receive larger bequests in their wills. And many people ask, can we do this with the Foundation?

The answer is yes! The Foundation can supply you with a simple form, or language that you can include in your will. Many people, to make sure they have enough to live on through their lifetimes, often decide to donate a percentage of their estate to non profits. As life circumstances change, you can always make changes in your will.

We always like to know if you have remembered us in your will, but it is not a requirement. If you can tell us, it

often helps with making it a cleaner and simpler process for your executor.

For more specific information about charitable estate planning, an outstanding resource is the web site www.leavealegacyiowa.org, and visit the Guide to Planned Giving section of the web site. This is an outstanding web site to use, as it has a LOT of information you can peruse as you contemplate different options of charitable giving. Please note, you should always consult with a professional advisor when making financial decisions. ★

Annual Giving Report

We thank all of those who contributed generously during fiscal 2016. Contributions help the Hoover Presidential Library-Museum and Hoover National Historic Site remain one of our nation's most valued heritage sites. Listed on the following pages are gifts received between Oct. 1, 2015 and September 30, 2016.

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Since the Hoover Presidential Foundation was established initially as the Hoover Birthplace Society in 1939, many individuals, foundations and corporations have provided major gifts that substantially improved the programs and services of the Foundation. Among these are those who have contributed cash, art, real estate and other property valued at \$100,000 or more. The Board of Trustees proudly recognizes them here as a token of our deep appreciation for their commitment to philanthropy and to the Hoover Presidential Foundation, Herbert Hoover Presidential Library-Museum and the Hoover National Historic Site.

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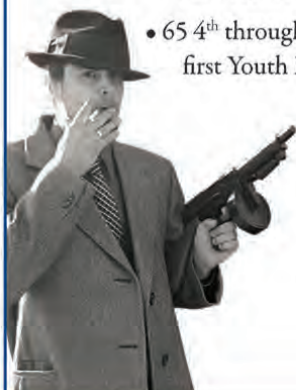
YEAR IN REVIEW

The list below is a snapshot of some of the amazing events that took place in 2016, and goals that we have for 2017.

How many were you able to attend or support this year? We challenge you to match or increase your participation in 2017 as we strive to present exciting programs and continue to spread the word about Herbert Hoover's life and legacy.

2016

- The Leave a Legacy campaign brought in over \$3 million in bequests.
- We applied for, and won, three grants totaling \$9,000
- 42 people joined us for a Presidential Member Trip to Michigan and the Gerald R. Ford Museum
- 35 sleuths took part in our first Murder Mystery at the Museum
 - 26 thugs, mugs and mobsters attended the Prohibition Dinner
- 65 4th through 8th graders entered the first Youth Hoover-Ball Tournament
- The Hoover-Ball National Championships became part of the Iowa Games



- 14 students participated in the Uncommon Student Awards, taking home \$29,000 in scholarships
- Over 500 people joined us at the Celebration Banquet featuring Tom Brokaw
- Over 100 people attended the Hoover Gravesite Ceremony, including 3rd and 4th grade students from Hoover Elementary in West Branch
- 26 teachers attended the Hoover Institute for Civic Engagement



2017

- We will add a director of development position to our current staff to assist with long-range fundraising goals

- We're heading west to California in February to visit the Reagan and Nixon Presidential Libraries, among other fascinating stops
- Then, we're planning a trip to Belgium in 2018!
- A Presidential Conference is planned for June featuring Richard Norton Smith. Watch for details soon!
- CSPAN presents *American Presidents: Life Portraits* as the summer temporary exhibit
- Youth Hoover-Ball will expand to three courts and include 9th graders, with a possible dedicated Hoover-Ball intern
- The Uncommon Student Award program will celebrate its 20th anniversary!



- The Celebration Banquet will somehow try to top the previous banquets – stand by for details in the spring issue!
- Hoover-Ball celebrates 30 years

Thoughtful Gift is Dad's Hoover Treasure

His daughter's selfless gift after returning home from a field trip to the Herbert Hoover Presidential Library-Museum in 1977 has been with him every day for the past 39 years.

"It is so important to me I'd go crazy if I lost it," said Mike Sheehan of the Hoover commemorative coin his daughter, Pam, presented him so many years ago. "My hand is always in my pocket feeling if it's there."

Pam was on a 4th and 5th grade field trip from Waverly Shellrock Elementary when she purchased the coin for her father. "My parents gave me some spending money to use in the gift shop, and the coin struck me as something Dad would like," Pam said. "I think it cost about 50 cents."

Now well-worn, Hoover's image is getting harder to distinguish. Mike keeps the coin with him among his pocket change wherever he goes. It has no monetary value. "It's a part of my life," boasts Mike about his coin.

"I love that it means so much to him," Pam said. Growing up, she recalls her father always having change in his

pocket. She noticed the coin in the Museum Gift Shop. "It seemed like it was something 'grown up' that he would like," Pam recalled as she thought about her decision behind the purchase.

"I've lost it a couple of times but it always comes back to me," he said. Recently, while departing a flight, he reached into his pocket as he walked the jetway to the terminal and the coin was gone. "I had to convince the stewardess to allow me back on the plane to check around my seat," he said. Not an easy task with today's security rules. "But sure enough, I found it at my seat and still have it," he said proudly.

"Someday, when I'm gone, she's going to get it back," Mike said, knowing what a treasure it has been to him and the meaning it will have to her. Pam is now married with children of her own. She hopes to share the Hoover Campus with her Brooklyn, New York family some day when they travel back to Iowa to visit granddad.

The coin is special to Mike because it came from his daughter out her own free will. "I've never actually been



to the Hoover Presidential Library-Museum," he admits. So the Hoover Presidential Foundation sent him some passes, and we still have some Hoover coins... but they're no longer 50 cents. ★





Hoover Presidential Foundation
 PO Box 696
 West Branch, IA 52358
 Phone: 319-643-5327
www.HooverPresidentialFoundation.org
info@HooverPF.org

Herbert Hoover Presidential Library-Museum
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 For more information call 319-643-5301
 or visit www.HooverArchives.gov

Herbert Hoover National Historic Site
 Open daily, 9 a.m. to 5 p.m.
 For more information call 319-643-2541
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