

**Charles Haynes Remarks  
CEP Board Chairman  
American Patriot of Character Award  
Presented to Richard R. Pieper, Sr.  
October 26, 2013**

**Good morning.**

**Each year the Character Education Partnership bestows the American Patriot of Character Award upon an outstanding American citizen whose life of service and personal character exemplify the best of our nation's principles and ideals.**

**No one deserves this recognition more – but seeks it less – than the man we are gathered here to honor today.**

**Dick Pieper has an impressive resume that includes transforming Pieper Electric into a phenomenally successful world-class business, serving on innumerable charitable boards, founding the Wisconsin Character Education Partnership and so much more.**

**But we are not honoring Dick Pieper today because of *what* he has done – rather we are honoring him for *how* he has done it.**

**Leaders with a laundry list of accomplishments are many – but leaders who put the needs of others before their own – leaders who seek in all they do to advance the common good – such *servant* leaders are all too rare in a culture often defined by power, greed and self-interest.**

**For Dick Pieper, “servant leadership” is not some catch phrase or slogan – it is a way of life.**

**Just ask the employees of his company – who now, thanks to Dick's vision and commitment – share power as owners of the company.**

**And what an extraordinary company it is:**

**Under Dick's servant leadership, PPC Partners is as much a learning organization as it is a successful business – a place where everyone has a wide range of educational opportunities for personal growth so that they may develop and perform to their full potential.**

**Having served with Dick on CEP's board of directors for many years, I can testify from personal experience that Dick Pieper doesn't do anything halfway.**

**When he decided to focus on character education in schools – a passion that flowed naturally from his lifelong commitment to building a better society – Dick didn't just join a board and donate money (as important as that is); he set out to light the fire for character education in schools throughout an entire state. As a result, the Wisconsin Character Education Partnership is now hard at work helping hundreds of educators transform thousands of young lives.**

**Many people talk about “character education;” Dick Pieper lives it.**

**In all that he does, Dick Pieper lives out his core values by serving others – not because of anything he might get in return – but because he deeply believes that it is the right thing to do.**

**Dick has learned the secret of a life well lived.**

**It is an open secret, one revealed age after age in lives of those who live it.**

**It is the simple, but profound secret at the heart of what each of you strive to awaken in your students:**

**Service to others without expectation of reward is what gives life true meaning. Or, to put it another way, real happiness lies in making others happy.**

**Dick, it is with admiration, respect and gratitude that I present to you the 2013 American Patriot of Character Award.**

**Richard R. Pieper, Sr.**  
**American Patriot of Character Award**  
**October 26, 2013 Acceptance Remarks**

Thank you, Charles (*Haynes*), for the generous introduction, and thank you to the CEP committee, board of directors, members and staff to allow this event to happen. I know it was a dream of Sandy's. I have to say I don't think my 9<sup>th</sup> grade teacher would believe any of it. But then I'm not that 9<sup>th</sup> grader any longer.

Gandhi said "Life is an endless series of experiments"; that certainly applies to me. One of the experiments became an obsession and I am delighted with my association with Character Education Partnership. Please indulge me while I thank a few people. Then I'll move on to share some of my current observations and experiences about Character Education and its importance to our nation.

First, I would like to thank my wife of 46 years, Sue. Although they are long departed, I wish my mom and dad were here so I could thank them for their loving guidance. I would also like to thank our children who have been most encouraging in the way they are living their lives. And thank many, many mentors along the way including educators who have nurtured my faith and principles.

Our company, PPC Partners, I owe a big debt of gratitude. The people there have believed in our moral journey from the start and love the idea of providing an example to the world. They all recognize we struggle daily, we're not always right, we have a lot of goofs, but they are all determined to make the world a better place.

Then there's Marvin Berkowitz from whom I learned a lot of Yiddish which I'll explain in a minute. A lot of things would not have happened in character education unless Marvin and I met. Dr. Howard Fuller, nationally known educator and former Superintendent of Milwaukee Public Schools, suggested I talk to Marvin about some values' data from a Harris Poll on character developed I had questions on. Well, Marvin and I met and from my perspective, immediately we clicked and he reeled me in to the Character Education movement.

Marvin and I are still talking and I'm still learning Yiddish from all the names he calls me: mensch with chutzpah, tzedakah, spirit of tefillah and tikkun olam. Thank you, Marvin, for introducing me to so many richly endured educators.

These educators vigorously use their talents and the fruit of their labor to create a better world. I'm honored to know you all.

And then there's Wisconsin Character Education Partnership, all volunteers, otherwise known as WCEP. The organization is all volunteer focused on the school community's moral environment. I appreciate you deeply.

The acceptance of this, I have to tell you, is a bit of an out of body experience for me, I just can't quite relate to it. But it is lovely and I thank you and appreciate it.

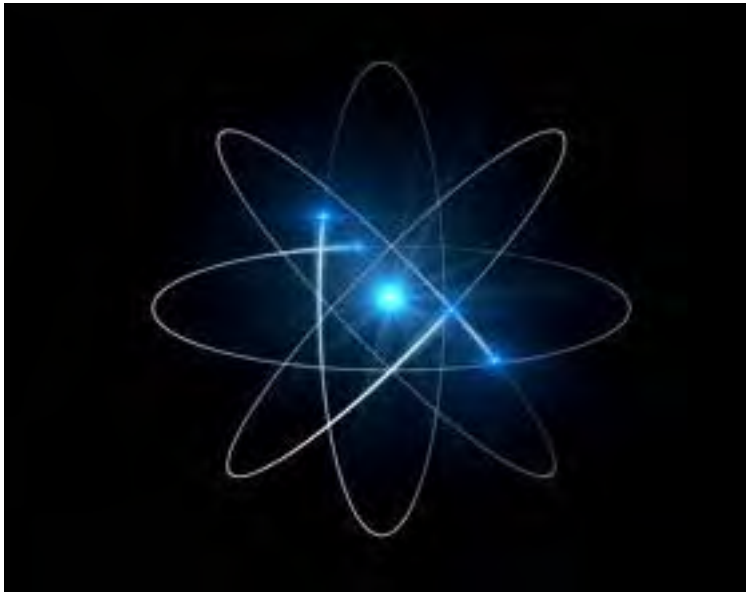




In the early part of my life, I thought of myself as a grain of sand on the beach and my job would be to polish up my grain of sand.

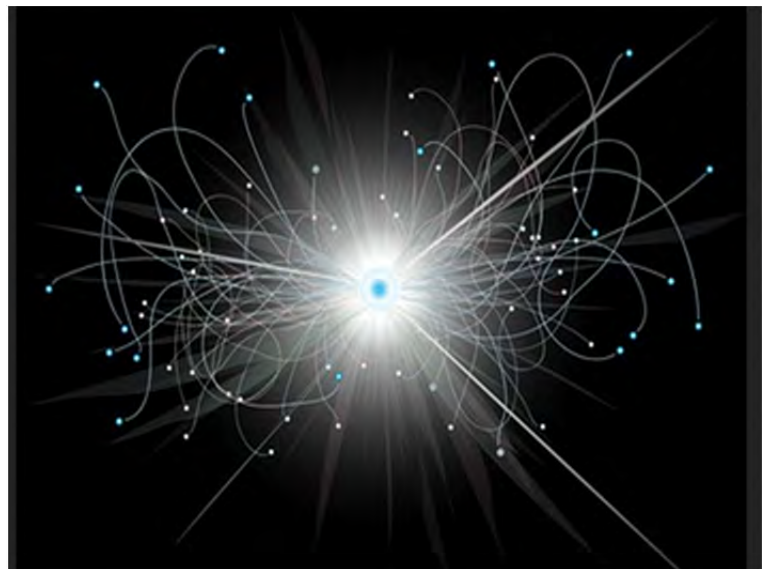
I knew every grain of sand affects all the other grains.






Then, later on as I sailed the oceans of the world, I said, “Ah, that’s a silly metaphor. I’m really a molecule in the universe.

Now I’ve evolved over to the thinking that I’m a particle inside of an atom that makes up the molecules. I know, and I sincerely believe, that every one of those particles has an effect on all the other particles in the universe from the beginning, now, and into the future. That’s an awesome opportunity and responsibility.












## LEADING A WISCONSIN CALL TO CHARACTER

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### PARTNERS



### RESOURCES

[WWW.WICHARACTER.ORG](http://WWW.WICHARACTER.ORG)

- River Falls Character Education Conference
- South Milwaukee State Character Education Conference
- Leadership Academy for Character Education (LACE)
  - LACE Graduates
  - What LACE is Learning
- Eleven Principles Workshop
- State Schools of Character Videos
- Promising Practice Awards & State Schools of Character Awards
  - Online Applications
- Wisconsin Call to Character
- BLOG/Facebook/Twitter/LinkedIn



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WISCONSIN CHARACTER EDUCATION PARTNERSHIP

After some successes, CEP determined with the encouragement of the Templeton Foundation, to decentralize CEP efforts to the states.

States tended to focus on State Schools of Character awards. We went to the educators and asked them what they wanted. They said just give us credit for what we are doing.

WCEP chose some seven years ago to develop Promising Practices Awards, encouraging schools to begin the journey. Then we began the Wisconsin Call to Character, and State Schools of Character, followed by Leadership Academy for Character Education known as LACE. All of this was built so that others could learn from it. We synergized existing volunteers, educators, community organizations and associations around improving school cultures/character education.

It goes without saying, but I have to say it anyway. Teachers are an extraordinary, important part of our country.

## Founding Fathers' Resources

*"We are not born, we do not live for ourselves alone; our country, our friends, have a share in us. (We are not born for ourselves alone)"*



Marcus Tullius Cicero

[http://en.wikipedia.org/wiki/De\\_Officiis](http://en.wikipedia.org/wiki/De_Officiis)

Our Founders, as you know, studied the hundred failed city/states democracies of the Roman Era. They determined they failed because of a lack of virtue. They concluded we must have virtue in the nation for our democracy to survive long-term.

## Who are the key founding fathers?

*John Adams  
Benjamin Franklin  
Alexander Hamilton  
John Jay  
Thomas Jefferson  
James Madison  
George Washington*



## What was their beliefs around citizenry?

*The framers of the Constitution understood well that advancing the ideal of "liberty and justice for all" requires a virtuous citizenry.*

Then, the Jefferson Adams debate which questioned whether we should be - “A religious state or if we should have freedom of religion.” They thought the “source of virtue” was nurtured by religion.

Later years the beginning of public education mandate “prepare our children to be virtuous citizens.”

Let me move to the people who are on the front lines with our children every day and are so essential to the success of character education. Teachers and their school environments.

I’ve never interviewed anybody in my life that is a really high performing professional who didn’t have an influential teacher early in their life. As I interviewed these folks, I said, there’s no way their teacher knew at the time they had that student in their classroom, that as a teacher they would have that kind of effect. Your intentions and how you walked was understood, came from the heart.

So, whenever I’m with a group of teachers, I always have to applaud them, and remind them, they just don’t know how or where they are going to affect a young person. Your disposition, your affirmation, the way in which you conduct yourself in your classroom, how you treat your students one way or another, sooner or later affect how this student is going to journey into life.



I began pursuing how best to help create citizens of character by asking what would be the most effective way to meet them early and often. I realized that the least privileged in our society all go to school even though they may not graduate. All American kids spend years in a school. So, I thought if the school was one of the National Schools of Character, those children’s lives would be profoundly better and they would have a reference for the rest of their life because of each of you, I thank you.

Let me point out something sort of strange. The teaching profession is not very kind to itself, or especially in terms of how they think others view them.

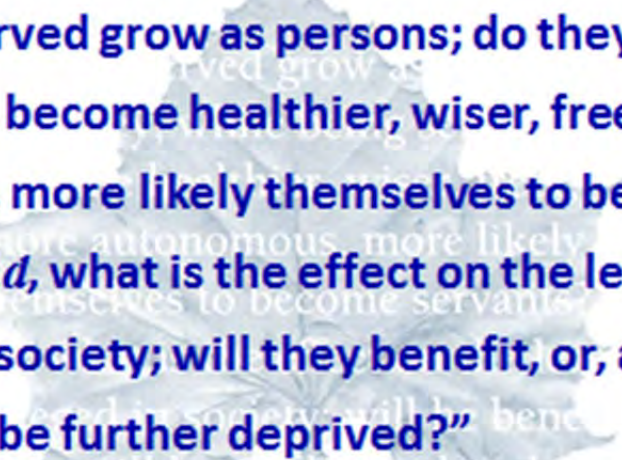
Ipsos MORI

Q. "...would you tell me if you generally trust them to tell the truth, or not?"	IPSOS MORI VERACITY INDEX: 2011																								Sector Average 'Trust'						
	Tell the truth												Not tell the truth																		
	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'11	'83	'93	'97	'99	'00	'01	'02	'03	'04		'05	'06	'07	'08	'09	'11
<b>Occupations</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92	88	14	11	10	7	9	7	6	6	5	6	5	6	6	5	8	89%
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88	81	14	9	11	7	10	10	10	8	7	8	7	9	8	8	12	86%
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80	74	n/a	12	12	10	11	10	11	11	9	10	8	10	9	9	13	77%
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80	72	18	21	19	16	15	15	15	19	10	16	16	14	14	13	17	75%
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70	71	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16	20	13	67%
Clergyman/Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71	68	11	13	20	14	16	15	14	20	17	18	17	17	19	20	75%	
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60	63	32	26	30	31	33	27	31	26	28	32	29	31	27	31	27	61%
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63	62	25	18	14	17	18	17	19	24	20	25	21	27	24	27	26	68%
Ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54	55	27	21	28	28	34	34	31	32	29	31	29	33	27	33	25	56%
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44	47	63	50	50	41	40	45	42	41	37	43	37	43	39	43	34	43%
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45	39	n/a	28	28	35	35	34	35	34	30	31	29	32	32	38	37	48%
Trade Union Officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38	34	71	54	56	47	47	46	49	53	44	46	42	45	40	49	46	36%
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25	29	65	57	60	60	60	61	62	60	58	63	56	62	59	66	55	28%
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22	19	73	84	76	79	78	75	79	75	70	77	72	75	70	72	70	17%
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16	17	74	81	80	70	72	73	72	73	70	71	70	71	74	79	74	19%
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13	14	75	79	78	72	74	77	73	75	71	73	72	76	73	82	80	18%
<b>AVERAGE</b>	<b>48</b>	<b>52</b>	<b>52</b>	<b>56</b>	<b>54</b>	<b>55</b>	<b>54</b>	<b>53</b>	<b>56</b>	<b>54</b>	<b>56</b>	<b>53</b>	<b>57</b>	<b>54</b>	<b>52</b>	<b>43</b>	<b>38</b>	<b>37</b>	<b>35</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>36</b>	<b>33</b>	<b>36</b>	<b>33</b>	<b>36</b>	<b>33</b>	<b>37</b>	<b>35</b>	<b>54%</b>

2011 date puts teachers at 86% trust level. Wow!

America’s Revolution was in 1775. They developed a “traitorous document”, at least according to the British– the Declaration of Independence was signed by the Founders in 1776. After they signed and presented it to England, they were marked people. None of them really prospered that much. Many of them lost their fortunes.

They understood the impact of what they had signed. Later they were asked, “When will the Revolution be over?” Their answer was, “It will never be over.”



**“Do those served grow as persons; do they, *while being served*, become healthier, wiser, freer, more autonomous, more likely themselves to become servants? *And*, what is the effect on the least privileged in society; will they benefit, or, at least, will they not be further deprived?”**

*--from the essay, “The Servant as Leader”  
By Robert K. Greenleaf*



Our democracy by holding up those least privileged and by enabling those talented folks to serve, will never be fully accomplished. Your Revolution will, must go on.

In conclusion let me tell you a story.





A group of arrogant young teenagers confronted an older gentleman in their neighborhood and said, “Hey old man, I have a bird in my hand. Should I let him go, or should I crush him to death? They all chuckled.

The old man paused and then said, “Well, what is your purpose?”

They said, “Well, we don’t have one in particular. We wanted to see what you would say. Should we crush the bird or should we let it go?”

Well, the old man looked at the young men, they were antsy, disrespectful, disruptive, and were really trying to give him a hard time, and after a great long pause, the old man said to the young fellows, “The bird is in your hand.”

That Revolution continues in all of us. The bird is in all of our hands--you are most appreciated and I’m delighted and complimented to be a part of creating school cultures that enable the preparation of our future citizens and are great places to work.



**To educate a man in mind and not in morals is to educate a menace to society.**

*--Theodore Roosevelt*