



AMERICA'S  
*First Ladies*

AN ENDURING LEGACY

*Tuesday, November 15, 2011*  
*at the George Bush Presidential Library Center*

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*Anita McBride*, Conference Chair

*America's First Ladies: An Enduring Legacy*

Anita McBride is an Executive-in-Residence at the Center for Congressional and Presidential Studies in the School of Public Affairs at American University in Washington, D.C., where she directs programming on the legacies of America's first ladies and their influence on politics, policy and global diplomacy. Prior to this appointment, Mrs. McBride served as Assistant to George W. Bush and Chief of Staff to First Lady Laura Bush. In this role, she advised Mrs. Bush on her platform of domestic and international initiatives, including education, women's issues, historic preservation and the arts, global literacy and global health. Additionally, she directed the First Lady's foreign travel to 67 countries in four years including Mrs. Bush's historic trips to Afghanistan and the Middle East.

Mrs. McBride's public service spans two decades and three U.S. presidential administrations including presidents Ronald Reagan and George Bush serving in White House, the United States Information Agency and the Department of State. She currently serves as a Senior Advisor to the George W. Bush Institute and is an adviser to several global nonprofit organizations including co-directing the RAND African First Ladies Initiative, a program that seeks to strengthen the offices of first ladies across the African continent. Mrs. McBride also serves on the board of several organizations including the J. William Fulbright Foreign Scholarship Board where she currently serves as Chair.

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*Panel One – 1 p.m.*

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## **Influence Makers: First Ladies in American History**

### **WELCOME TO AGGIELAND**

R.C. Slocum

*Special Advisor to the President, Texas A&M University*

### **WELCOME TO THE GEORGE BUSH PRESIDENTIAL LIBRARY CENTER**

Warren Finch

*Director of the George Bush Presidential Library and Museum*

### **REMARKS FROM AMERICAN UNIVERSITY**

William M. LeoGrande

*Dean of the School of Public Affairs*

### **INTRODUCTION OF PANEL**

Mark Updegrove

*Director of the Lyndon Baines Johnson Presidential Library and Museum*

### **PANEL PARTICIPANTS**

Allida Black

*Project Director and Editor, The Eleanor Roosevelt Papers*

Edith Mayo

*Curator Emerita, Smithsonian's National Museum of American History*

Lynda Johnson Robb

*Daughter of President and Mrs. Lyndon Baines Johnson*

Mark Updegrove, moderator

*Director of the Lyndon Baines Johnson Presidential Library and Museum*

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*Panel Two – 2:15 p.m.*

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## **Behind the Scenes in the East Wing: Senior Advisors to the First Ladies**

### **WELCOME**

Warren Finch

*Director of the George Bush Presidential Library and Museum*

### **INTRODUCTION OF PANEL**

Alan Lowe

*Director of the George W. Bush Presidential Library*

### **PANEL PARTICIPANTS**

Julie Cooke

*Former Projects Director for First Lady Barbara Bush*

Bobbie Greene McCarthy

*Former Deputy Chief of Staff for First Lady Hillary Rodham Clinton*

Noelia Rodriguez

*Former Press Secretary for First Lady Laura Bush*

Susan Sher

*Former Chief of Staff for First Lady Michelle Obama*

Allida Black, moderator

*Project Director and Editor, *The Eleanor Roosevelt Papers**

*Evening Event – 5:30 p.m.*

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**Reflections of First Ladies**  
**Mrs. Barbara Bush and Mrs. Laura Bush**

**WELCOME**

Warren Finch

*Director of the George Bush Presidential Library and Museum*

**INTRODUCTION OF PANEL**

Andrew Card

*Acting Dean of the Bush School of Government and Public Service*

**PANEL PARTICIPANTS**

Mrs. Barbara Bush

*Former First Lady of the United States*

Mrs. Laura Bush

*Former First Lady of the United States*

Richard Norton Smith, moderator

*Presidential Historian*

## *Biographies*

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### *Allida Black*

Allida Black is Executive Editor of the *fdr4freedom*s Digital Resource; Advisory Board Chair of The Eleanor Roosevelt Papers, a project she founded to preserve Eleanor Roosevelt's writings and public discussions of human rights; and Research Professor of History at The George Washington University. She has curated three museum exhibits detailing Eleanor Roosevelt's role as First Lady, delegate to the United Nations, human rights advocate and journalist. She is also an advisor to the Franklin D. Roosevelt Presidential Library, where she assists the exhibit design and education staff in creating new exhibitions. Dr. Black has published several books and is the editor of the First Lady biographies for the White House Historical Association. She has also served as an advisor for historical documentaries for PBS, the History Channel, A&E and the Discovery Channel.

### *Barbara Bush*

Barbara Bush often jokes that her successful life is a result of marrying well. Her husband's service as Vice President and President of the United States provided her a unique opportunity to make a wonderful difference in the public eye. Since leaving the White House in 1993, she continues to serve others with the same energy, goodwill and humor that endear her to so many people around the world.

Born in 1925 to Pauline and Marvin Pierce, she grew up in Rye, New York, where she met and later married George Bush on January 6, 1945. They have four sons, George W., Jeb, Marvin and Neil; one daughter, Doro; four daughters-in-law; one son-in-law; 17 grandchildren; and one great-grandchild. The Bushes's first daughter, Robin, died in 1953 at the age of 4 after fighting leukemia. Public service is a common thread in the Bush family. Their son George W. served as the nation's 43rd President, and their son Jeb was the Governor of Florida for two terms.

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A tireless advocate of volunteerism, Mrs. Bush helped countless charities and humanitarian causes during her years in public life. Today she enjoys reading to children at schools and hospitals across the nation.

Mrs. Bush's primary cause through the years has been promoting literacy. She believes that so many of our nation's problems would be solved if every man, woman and child could read, write and comprehend. In 1989 she founded the Barbara Bush Foundation for Family Literacy which supports family literacy programs where parents and children can learn and read together. The Foundation works to bring the benefits of literacy to every family in America by awarding money to build effective family literacy programs. The Foundation has awarded more than \$40 million to create or expand 902 family literacy programs in all 50 states and the District of Columbia, and it helped create and continues to support four statewide literacy programs in Texas, Maine, Florida and Maryland. Mrs. Bush serves as Honorary Chair of the Foundation and hosts its annual fundraiser "A Celebration of Reading" in Houston and Dallas. You can learn more about the Foundation at [www.barbarabushfoundation.com](http://www.barbarabushfoundation.com).

She authored two children's books, *C. Fred's Story* and the best-selling *Millie's Book*, whose profits benefited literacy. She also wrote the best-selling *Barbara Bush: A Memoir* and *Reflections: Life After the White House*.

## *Laura Bush*

Mrs. Laura Bush is actively involved in issues of national and global concern, with a particular emphasis on education, health care and human rights.

As First Lady, Mrs. Bush made a historic trip to Afghanistan in 2005 and witnessed firsthand the progress achieved by the Afghan people after

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the fall of the Taliban regime. She visited the Women's Teacher Training Institute in Kabul, which is training women to lead classrooms girls were once forbidden to enter. She met with President Hamid Karzai and expressed America's continued support for Afghanistan's new democracy, which ensures equal rights for women and men. Mrs. Bush's involvement in Afghanistan began in 2001, when she delivered the weekly presidential radio address to call attention to the plight of women and children suffering under the Taliban.

A former teacher and librarian, Mrs. Bush convened in 2001 a Summit on Early Childhood Cognitive Development, providing a forum for prominent scholars and educators to share research on the best ways for parents and caregivers to prepare children for lifelong learning. She is an enthusiastic proponent of teacher recruitment programs such as Teach for America, The New Teacher Project and Troops to Teachers.

As the leader of former President George W. Bush's *Helping America's Youth* initiative, Mrs. Bush has listened closely to the concerns of young people, parents and community leaders throughout the country. She draws attention to proven programs that help children avoid such risky behaviors as drug and alcohol use, early sexual activity and violence, and highlight the need for a caring adult role model in every child's life.

In September 2001, Mrs. Bush joined the Library of Congress to launch the first National Book Festival. The Festival has grown each year, drawing more than 120,000 book-lovers from across the nation to Washington, D.C. in 2008. In 1995 Mrs. Bush established the Texas Book Festival, and it continues to thrive today. In 2006 Mrs. Bush hosted leaders from around the world for the White House Conference on Advancing Global Literacy, showcasing successful, culturally aware literacy programs from a diversity of countries. Her leadership of this effort continues in her role as Honorary Ambassador for the United Nations Literacy Decade.

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Mrs. Bush is an advocate for women's health and has been an active participant in campaigns to raise awareness of breast cancer and heart disease, both in the U.S. and around the world. She partnered with the National Heart, Lung and Blood Institute in *The Heart Truth*<sup>®</sup> campaign and the Red Dress project. She also traveled to the Middle East and Latin America to help launch international partnerships for breast cancer awareness and research in collaboration with the U.S. Department of State, Susan G. Komen for the Cure and M.D. Anderson Cancer Center.

A hiking and camping enthusiast and strong supporter of our national parks, Mrs. Bush has spotlighted the glories and needs of the parks through her many visits as First Lady. As Honorary Chair of the National Park Foundation, she has worked to promote the Junior Ranger program to encourage children to become active stewards of our national parks. And she has helped start Preserve America, a national initiative to protect our cultural and natural heritage.

Laura Bush was born in Midland, Texas, to Harold and Jenna Welch. She earned a Bachelor of Science degree in education from Southern Methodist University and a master's degree in library science from the University of Texas. She taught in public schools in Dallas, Houston and Austin, and worked as a public school librarian. In 1977, she met and married George Walker Bush. They are the parents of twin daughters, Barbara and Jenna.

*Andrew Card Jr.*

Andrew Card was appointed Acting Dean of The Bush School of Government & Public Service at Texas A&M University in July 2011.

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Formerly, Dean Card served as Chief of Staff for President George W. Bush from 2000-2006. During President George Bush's administration, he was Assistant to the President, Deputy Chief of Staff and the 11th Secretary of Transportation. He also directed the presidential transition from the Bush administration to the Clinton administration. In President Reagan's administration, Dean Card served as Special Assistant to the President for Intergovernmental Affairs and as Deputy Assistant to the President and the Director of Intergovernmental Affairs.

He served as President and Chief Executive Officer of the American Automobile Manufacturers Association and as Vice President of Government Relations for General Motors. Dean Card currently serves on the Board of Directors of Union Pacific Railroad and is a senior counselor at the international communications firm, Fleishman-Hillard.

## *Julie Cooke*

Julie Cooke served on the staff of Mrs. Barbara Bush from 1981-1986 during George Bush's term as Vice President of the United States. She also served as Director of Projects for First Lady Barbara Bush from 1989 to 1992. In this capacity, she assisted Mrs. Bush in her support for literacy, as well as charitable and educational projects, including the Barbara Bush Foundation for Family Literacy and Mrs. Bush's Story Time. Before joining Mrs. Bush's staff in 1981, she served in various capacities on the White House staffs of presidents Nixon and Ford, as well as for First Lady Betty Ford in 1976 during the presidential election period.

Ms. Cooke is retired from a senior leadership position at Washington National Cathedral where she directed visitor programs and its centennial celebration in 2007. She has served as an educational professional and has

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worked on a variety of civic and volunteer endeavors throughout her life. Ms. Cooke has been a member of the Advisory Board for the George Bush Presidential Library since 1996.

### *Warren Finch*

As Director of the George Bush Presidential Library and Museum, Mr. Finch brings more than 20 years experience working with the National Archives—first with the Office of Presidential Libraries in Washington, D.C., then with the Ronald Reagan Presidential Library and Museum in California and most recently with the Bush Library and Museum. Trained as an archivist, Mr. Finch was detailed to the Bush White House in 1992 to assist with the move of Bush Presidential Materials to Texas and has been in College Station ever since. Mr. Finch earned a master’s in history from Auburn University and a bachelor’s from the University of South Alabama.

### *Alan Lowe*

Alan Lowe obtained his bachelor’s and master’s degrees in history at the University of Kentucky. In 1989, Lowe joined the staff of the Ronald Reagan Presidential Library and Museum in Simi Valley, California as an archivist. In 1992, he moved to the Office of Presidential Libraries at the National Archives in Washington, D.C., where he helped to oversee the Presidential Libraries located throughout the nation. During part of that time, he served as interim Director of the Franklin D. Roosevelt Presidential Library and Museum in Hyde Park, New York.

From 2003 to 2009, Lowe served as the founding Executive Director of the Howard Baker, Jr. Center for Public Policy at the University of Tennessee.

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In April 2009, Lowe began serving as Director of the George W. Bush Presidential Library.

### *Edith Mayo*

Edith Mayo is Curator Emerita of Political History and Women's History at the Smithsonian's National Museum of American History. She served as curator at the museum for more than 30 years where she developed the permanent exhibition *From Parlor to Politics: Women and Reform in America, 1890-1925*. She completely re-conceptualized the Smithsonian's famous First Ladies exhibition, *First Ladies: Political Role and Public Image* (1992), and wrote the accompanying publication to this exhibit. Mayo is also the author of *The Smithsonian's Book of First Ladies* (1996) and a book entitled *Presidential Families* (2006).

### *Bobbie Greene McCarthy*

Bobbie Greene McCarthy served as Deputy Chief of Staff to First Lady Hillary Rodham Clinton from 1997 to 1999. She helped the First Lady launch Save America's Treasures (SAT), a signature initiative of the White House Millennium Council established by President Clinton in 1998 and headed by First Lady Hillary Clinton. Ms. Greene McCarthy later led the SAT program at the National Trust for Historic Preservation for 11 years, helping to restore over 1,200 iconic sites and collections, including the Star Spangled Banner.

Ms. Greene McCarthy also co-founded and now is Vice Chair of Vital Voices, a global women's initiative launched by First Lady Hillary Clinton in 2000, that provides leadership training for women in 130 nations.

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Earlier in her career, Ms. Greene McCarthy spent 10 years as Chief of Staff to the John F. Kennedy Library’s Oral History Program, illuminating the legacies of the President Kennedy and First Lady Jacqueline Kennedy, as well as Robert F. Kennedy. In 1972, Ms. Greene McCarthy played a major role in the surprise United States Senate campaign victory of Joseph Biden. She is a graduate of Syracuse University and was among the first Peace Corp volunteers in Kenya.

## *Lynda Johnson Robb*

Lynda Robb’s passionate interest in children’s literature led her more than 40 years ago to volunteer to read to children in hospitals. Through this experience, she discovered that many children wanted and needed books so badly that hospital staff let them take home the books she brought to read. This experience prompted her to become a founding member of the Board of Directors for Reading is Fundamental (RIF) in Washington, D.C., in 1968. She has remained on the board ever since.

From 1996 until 2001, she served as the Chairman of the RIF Board of Directors. She has traveled nationwide to rally community and business support for RIF programs and to meet with the local volunteers who operate RIF programs. “My fellow RIF volunteers tell me that they are motivated today by the same reward I’ve been fortunate enough to experience since RIF’s early days—the look on children’s faces when they’re selecting RIF books or when someone is reading to them and the deep satisfaction of helping children develop a love for reading that will serve them throughout their lives,” she said.

Mrs. Robb fondly lists her current profession as “professional volunteer.” She has served many organizations, always focusing on the condition of

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children and women. In addition to her work on behalf of RIF, she is President of the National Home Library Foundation. She also is a member of the board of the Lyndon Baines Johnson Library Foundation.

She has served as a member of the Selection Board of the President's Commission on White House Fellowships. Some of her past affiliations include a presidential appointment by Jimmy Carter to serve as chair of the President's Advisory Committee for Women (1979-1981), chair of the Virginia Women's Cultural History Project (1982-1985) and chair of the Virginia Task Force on Infant Mortality. She also received a congressional appointment to serve as commissioner of the National Commission to Prevent Infant Mortality (1989-1996).

She attended The George Washington University and is an honors graduate of the University of Texas, where she earned a Bachelor of Arts degree in history. In 1992, she was inducted in the Phi Beta Kappa Society, Alpha Chapter of the District of Columbia. She received an honorary Doctor of Humane Letters from Washington and Lee University and an honorary Doctor of Public Service from Norwich University. She is the recipient of numerous civic awards and honors.

Mrs. Robb is the daughter of President Lyndon Baines Johnson and Claudia Taylor "Lady Bird" Johnson. She is married to former U.S. Senator Charles S. Robb, is the mother of three daughters and has three grandchildren.

## *Noelia Rodriguez*

Noelia Rodriguez was appointed in 2008 as director of the John F. Kennedy Jr. Forum, Harvard University's premier arena for political speech and debate where she regularly hosts world leaders, elected officials, policy experts and other prominent public figures. Previously, she served as a resident fellow at

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Harvard Kennedy School's Institute of Politics during the fall 2007 semester, where she led a weekly study group that took an inside look at White House communications from the perspective of the East Wing.

Ms. Rodriguez began her 20-year career in strategic and crisis communications and media relations at Southern California Edison. In 1994, she was recruited by Los Angeles Mayor Richard Riordan to serve as his press secretary and chief spokesperson. Four years later, she was promoted to deputy mayor. In 2000, Mayor Riordan appointed Ms. Rodriguez to serve as president and CEO of LA 2000, the host committee for the Democratic National Convention, LA's first political convention since 1960.

In January 2001, Ms. Rodriguez was hired by Mrs. Laura Bush to serve as the First Lady's first Press Secretary and Director of Communications, a post she held for nearly three years in President George W. Bush's administration. During her White House tenure she implemented media opportunities that elevated the First Lady's domestic and international presence, particularly in the aftermath of the 9/11 terrorist attacks.

### *Susan Sher*

Susan S. Sher is the Executive Vice President for Corporate Strategy & Public Affairs at the University of Chicago Medical Center and Senior Adviser to the President of the University. Previously, from June 2009 to January 2011, she served in the White House as Assistant to the President and Chief of Staff to First Lady Michelle Obama where she was also Liaison to the Jewish Community. Ms. Sher previously served as Associate White House Counsel, where she worked on health care reform and legal issues relating to the First Lady's office. Before going to Washington, D.C., Ms. Sher served as Vice President for Legal and Governmental Affairs and General Counsel to the University of Chicago Medical Center. From 1993

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to 1997 she was Corporation Counsel for the City of Chicago, and as the city's chief lawyer, she represented the mayor, city departments, boards and commissions on all legal matters.

Previously, she was the first Assistant Corporation Counsel for the City of Chicago and served as Associate General Counsel of the University of Chicago. Ms. Sher was a partner at Mayer Brown & Platt and is a cum laude graduate of Loyola University of Chicago School of Law. She is an active member of her community serving on several boards and a variety of task forces involving not-for-profit corporations and healthcare.

## *Richard Norton Smith*

Richard Norton Smith is a nationally-renowned author. Between 1987 and 2003, Smith served as director of the Herbert Hoover Presidential Library and Museum in West Branch, Iowa; the Dwight D. Eisenhower Presidential Library and Museum in Abilene, Kansas; the Ronald Reagan Presidential Library and Museum in Simi Valley, California; the Gerald R. Ford Library and Museum in Ann Arbor and Grand Rapids, Michigan, respectively; and the Robert J. Dole Institute of Politics at the University of Kansas in Lawrence.

In 2003, he was appointed Founding Director of the Abraham Lincoln Presidential Library and Museum, in Springfield, Illinois. Currently advisor to the George W. Bush Presidential Library in Dallas, Texas, Mr. Smith is also a Scholar in Residence at George Mason University. He appears regularly on C-Span and *The News Hour* with Jim Lehrer as part of the show's roundtable of historians. The author of many books, he is currently completing a biography on Nelson D. Rockefeller.

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## *Mark Updegrove*

Mark Updegrove has served as Director of the Lyndon Baines Johnson Presidential Library and Museum in Austin, Texas, since October 2009. A former corporate executive with Time, Newsweek and Yahoo Inc., Updegrove is the author of two books relating to the American presidency: *Baptism by Fire: Eight Presidents Who Took Office in Times of Crisis* (2009) and *Second Acts: Presidential Lives and Legacies After the White House* (2006). His third book, *Indomitable Will: LBJ in the Presidency*, will be published by Crown Publishers in March 2012.

Mr. Updegrove has also written for *American Heritage*, *Texas Monthly* and *Time*. In June, on the occasion of George Bush's 87th birthday, he offered a commentary on *CBS Sunday Morning* on history's growing appreciation of the Bush presidency.

## *Conference Sponsors*

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The George Bush Presidential Library and Museum at Texas A&M University is part of the National Archives and Records Administration's Presidential Libraries system. Since opening in November 1997, millions of visitors have toured the museum, performed research in our archives, attended our events, or participated in an education program, learning about government, history and the importance of public service and volunteerism through the life and times of George Bush, 41st President of the United States.

The museum's exhibits reveal the unique influences and challenges that shaped Bush's life and presidency. Through artifacts, film, photographs, documents, music, sound effects and interactive videos, this special museum experience encompasses much of U.S. history since 1941. Our current exhibit, "Headed to the White House," is an interactive exhibit designed for all ages, capturing the excitement and pageantry of the presidential election process from the first primaries through the presidential inauguration.

Like the other Presidential Libraries, the Bush Library and Museum is also a research institution. Fully integrated into the academic environment of Texas A&M, the library's collections include more than 44 million pages of official and personal papers; 2 million photographs; thousands of hours of video and sound recordings; and nearly 100,000 museum objects. These materials are preserved and made available for research and museum exhibitions. Together they document the life and career of George Bush and form an important historical record of the critical years of the late 20th century.

We invite you to experience the eventful and triumphant life of America's 41st President.

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**TEXAS A&M**  
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Opened in 1876 as Texas' first public institution of higher learning, Texas A&M University is a research-intensive flagship university with more than 50,000 students—including 9,000+ graduate students—studying in over 250 degree programs in 10 colleges. Many of Texas A&M's degree programs are ranked in the top 10 nationally. Students can join any of 800 student organizations and countless activities ranging from athletics and recreation to professional and community service events.

It is also among the nation's largest uniformed student bodies and commissions more officers than any other institution outside the nation's service academies. Texas A&M ranks among the top U.S. universities in attracting international students, with more than 4,500 students enrolled from 120 countries around the world.

More than just numbers make up the Aggie experience. There is access to world-class research programs and award-winning faculty. There are learning opportunities both in and out of the classroom whether through technology or through one of our branch campuses or international study centers.

Texas A&M is “developing leaders of character dedicated to serving the greater good.”



The George Bush Presidential Library Foundation was established in 1991 as a nonprofit educational foundation to design, build and support the George Bush Presidential Library and Museum at Texas A&M University. In addition to sponsoring its own programs and activities, the Foundation provides program and financial support to the Bush Library and Museum, as well as the George Bush School of Government and Public Service at Texas A&M University.

The Foundation sponsors a number of programs, including the George Bush Award for Excellence in Public Service, the Twanna M. Powell Lecture Series, the William Waldo Cameron Forum on Public Affairs and the Kay and Britt Rice Lecture Series.

Through these programs and others, the Foundation is helping make the George Bush Presidential Library Center a leading center in cultural, policy and academic discussions.



American University's School of Public Affairs and the American University Library are proud to be sponsors of *America's First Ladies: An Enduring Legacy conference*. American University (AU) was chartered by an Act of Congress in 1893 and is located in Washington, D.C. AU is a leader in global education, enrolling a diverse student body of more than 13,000 students from throughout the United States and nearly 140 countries. The university provides opportunities for academic excellence, public service and internships in the nation's capital and around the world. AU's major schools and colleges are: The School of Public Affairs, School of International Service, Kogod School of Business, Washington College of Law, School of Communication and College of Arts and Sciences.

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*THE WHITE HOUSE  
HISTORICAL ASSOCIATION*

The White House Historical Association is a nonprofit educational organization founded in 1961 for the purpose of enhancing the understanding, appreciation and enjoyment of the Executive Mansion. The association has provided major financial support for refurbishing the historic interiors of the White House and for conserving and acquiring fine and decorative arts for the permanent collection. To enhance its educational mission, the association recently established the National Center for White House History at Decatur House in Washington, D.C. The center will develop programming that will explore White House history and the surrounding area of historic Lafayette Square.





# GEORGE BUSH



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