

Monday, May 1, 1989

## Schools begin battle for Bush's presidential library

FROM STAFF & WIRE REPORTS

Now that George Bush has finished his first 100 days in office, the battle to find a home for his presidential library has begun. It has the trappings of any good political fight: Cities battling for prestige and a piece of history — not to mention revenues from an estimated 400,000 annual tourists. In Bush's case, the battle is all the more interesting since he has divided loyalties and familial ties.

Bush was born and educated in Connecticut, but has claimed Texas as home for more than 40 years. That opens the bidding among several of Texas' finest and Bush's Ivy League alma mater, Yale.

Texas A&M is mounting an ambitious offensive.

Graduate Michel Halbouty, a longtime Bush friend, broached the matter to Bush after the election, and some A&M professors mentioned it again in February, an A&M spokesman said.

A&M President William Mobley has announced that the location of the library will

be west of Wellborn Road, on FM 2347. Students at A&M also want the presidential library in College Station, *The Battalion* reported Wednesday.

Ty Clewinger, speaker of A&M's Student Senate, told *The Battalion* that almost 200 petition packets, with the potential for 16,000 signatures, were circulating around the campus.

Although the petition drive was planned for later in the year, Sen. Phil Gramm, R-Texas, asked the group to aim for presenting the petition to Bush when he speaks at commencement May 12.

"I'm flattered, and it may be what I want to do," Bush recently told Newsweek. "The idea has great appeal to me. It's a little premature, but I want Texas to be the recipient."

But the president said Rice University, where he taught an administrative science course in 1978 and which is located in his hometown, "would seem logical, too."

"He's spoken on the campus many times. We just feel that this is very much a part of his home," said Mimi Crossley, a spokes-

man for Rice University in Houston.

Bush has had a "long history of involvement" with Rice, she said, mentioning a one-semester teaching job he held and friendship he has with Rice officials and supporters.

**"It's a little premature, but I want Texas to be the recipient (of the presidential library)."**

— President Bush

Besides, she told the *Dallas Times Herald*, Rice promotes its academic excellence — only fitting for a president's papers.

But so does Yale University.

Jack Siggins, Yale's deputy librarian, said about four years ago a Yale professor discreetly contacted Bush about donating his papers to the New Haven college, where Bush graduated in 1948.

"He didn't make a commitment," Siggins said.

Shortly after the November election, Yale repeated its offer and the Texas universities chimed in.

Rice officials made an oral proposal for the library shortly after the election and a few weeks later Charles Duncan Jr., chairman of the school's board of governors, made the suggestion by letter.

University of Houston representatives also sounded out advisors after the election and fired off a letter to Bush earlier this month, Randal Blauvelt, a school spokesman, said.

But the Aggies won't be outdone. Last week, the University announced a detailed battle plan to capture the library, including the formation of a steering committee to prepare the library bid and enlistment of graduate students to help design the building. University officials say when Bush speaks at commencement, A&M will be able to get a foot in the door.

But other universities pooh-pooh the advantage.

"He spoke at a commencement exercise at the University of Houston in 1977," Blauvelt said.

Blauvelt fended off the competition, saying, "Houston is a much bigger school than Rice also. And in Texas, bigger's better."

Both Rice and Houston are touting their Houston location over College Station.

"We are in a major population center," Crossley, of Rice, said.

"We're not out of the way where people have to strain to get there," Crossley said.

But A&M officials say College Station is equidistant from several metropolitan areas, allowing it to draw at least 500,000 visitors a year.

Back East, Yale isn't sitting on its hands. Siggins said the school will quietly pursue the Bush library with the force of persuasive logic.

Among other selling points, Yale is in a region in which Bush's family goes back for centuries. The school sports impressive collections and scholars and has had experience at finding donations.

## Chili's CEO gets entrepreneurship award

By Melissa Naumann  
STAFF WRITER

When Norman Brinker, the founder of Steak & Ale Restaurant and chief executive officer of Chili's Restaurant, comes across something good, he doesn't stick with it; he makes it better and then moves on to another project.

Brinker received the first Master Entrepreneur of the Year Award Thursday, given by the Texas A&M Center For Entrepreneurship and New Venture Management.

Dean A. Benton Coganougher of the College of Business Administration said Brinker's management technique of attracting high quality employees sets him apart from other businessmen.

Brinker's success began in the 1940s with his first business venture: raising rabbits. His later experience on the 1952 Olympic Equestrian Team gave him insight into how

people become winners.

"I began to watch the people who were winners and the people who weren't," Brinker said. "The winners had a very clear-cut goal and benchmarks along the way."

He said this philosophy applies to success in business. People who say their goal is to make a million dollars probably won't, Brinker said.

"The person who sees the steps to success will," he said.

Brinker is someone who has seen and taken these steps. In 1965, he formed a new company — Steak & Ale. His only obstacle came when he wanted to hire Southern Methodist University students as servers.

"I called the placement office at SMU and told them I needed around 30 students," he said. "The woman who answered the phone said, 'Steak and what? We don't place students at establishments where liquor is sold.'"

Brinker solved the problem by visiting a fraternity house and luring

members to work with promises of big tips, and Steak & Ale opened on time.

By 1976, the Steak & Ale chain consisted of 199 restaurants.

In 1983, Brinker invested in and became chairman and CEO of Chili's Restaurant.

"I wanted to see if my principles would work again in a totally different environment," he said.

Chili's went from a 22-outlet chain with \$30 million in sales in 1983 to a 150-outlet chain with sales for 1989 that should exceed \$325 million by next month, he said.

Brinker said the principles he has lived by can help students just about to enter the job market.

- A high level of integrity is another quality necessary for success, Brinker said.
- "We see young people come in and ask if you can really be honest in today's world," he said. "We say yes."
- Everyone needs to remember and understand that computers have their place. Relationships with people are the most important, even in the business world, Brinker said.
- Students should become experts in their fields and make sure they enjoy their work.
- "Money is not the measure of success," Brinker said. "What we do with our lives is."

for his first term as governor in 1978. Despite never having run for political office before then, and given no chance in the primary and general elections, Clements won.

Christian said he thinks most people perceive Pickens as a successful businessman.

Pickens probably has a lot of name recognition, too, and therefore would not have to buy much recognition, Christian said. On the down side for Pickens, anyone who has been in the public limelight is bound to have enemies, he added.

"I would expect that Pickens has some. He's been fighting wars in the business community."

Fred Meyer, state Republican Party chairman since June, said it is too early to evaluate the race.

"It's too hard to get the likely voters' now," Meyer said. "Primary polls, just days before the primary election, are notoriously inaccurate."

But Meyer doubts that Pickens' well-known business ventures would translate into high voter identification.

Pickens' name recognition "in no way could be up with (Railroad Commissioner) Kent Hance or George W. Bush" and perhaps not as great as Texas Secretary of State Jack Rains, Meyer said.

However, Andrew Littlefair, an assistant to Pickens, said polling results are positive.

## Pickens considers race for Texas governorship

AMARILLO (AP) — With reports that George W. Bush's mother has advised the president's son not to run for governor of Texas, oilman T. Boone Pickens is giving the run for the Republican nomination a careful look.

Bush was considering a campaign for Texas governor next year, but on Thursday, his mother, Barbara, told reporters that she hopes her son's recent purchase of the Rangers will keep him out of Texas politics for a while.

The same day, corporate raider T. Boone Pickens told reporters that he'll decide by Sept. 1 whether to seek the 1990 Republican nomination.

According to one political observer, Pickens has several advantages.

Pickens' lack of political office experience could be an asset, said George Christian, a longtime state Democratic Party consultant and press secretary to President Lyndon Johnson from 1966 to 1969.

"I doubt that the average citizen has formed an opinion of Mr. Pickens as a politician. They won't do that until they see him as a political candidate. He hasn't run for anything. They don't see him as a well-defined political personality."

"That's an advantage an outsider has sometimes. He can form his own profile."

Meyer compared Pickens' lack of political office experience to

that of Bill Clements when he ran for his first term as governor in 1978. Despite never having run for political office before then, and given no chance in the primary and general elections, Clements won.

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## Williams remains 'close' to entering governor race

FROM STAFF & WIRE REPORTS

Acting very much like a gubernatorial candidate but refusing to admit he is one, entrepreneur Clayton Williams, Class of '54, told Texas broadcasters Saturday his business background qualifies him for the top post.

The Midland Republican pressed "Clayton Williams for Governor" brochures into the hands of those attending the annual convention of the Texas Associated Press Broadcasters but declined to make a formal announcement at the meeting.

"I'm c-l-o-s-e, close," Williams said. Although Williams has never held public office,

he said his in-depth knowledge of the core industries of Texas qualified him for the governor's seat. His business interests include banking, real estate, energy and agriculture.

Williams spoke with *The Battalion* April 20 to discuss his impending candidacy for governor.

"My qualifications are the lessons and experiences I've learned which can well be applied to run the biggest endeavor in the state — the state government with a \$45 billion biennium (budget)," Williams said. "This state could be well run like a business."

"I believe I can apply the lessons I've learned and the scars I've carried to create a better Texas, more like the one when I graduated from Texas

A&M those many years ago. I'm sincere and dedicated to trying to make a difference."

Other potential GOP gubernatorial candidates include Secretary of State Jack Rains, Railroad Commission Chairman Kent Hance, George W. Bush, the president's son; and Amarillo oilman T. Boone Pickens.

Williams told *The Battalion* he would continue and strengthen the war on drugs, a subject that hits close to home with him. His older son became addicted to marijuana and alcohol in high

See Williams/Page 4

school.

"He didn't make a commitment," Siggins said.

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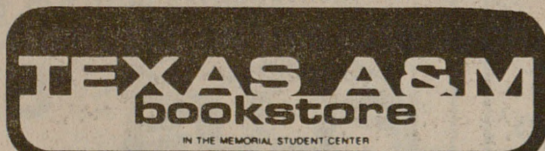
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