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Remarks to Honor David Frey, delivered at Convocation on September 24, 1998

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DAVID FREY CONVOCATION

REMARKS BY PRESIDENT LUBBERS

We are gathered in convocation to honor David G. Frey, a man who has emerged in our community as a foremost leader. We do this in recognition of his efforts to keep Grand Rapids vibrant, his bank catapulting from success to success, and Grand Valley State University reach new levels of effectiveness. Today is his day among students as the Seidman School’s “Executive In Residence.”

I listened as he offered students post luncheon advice. They listened well as he explained what it takes to succeed in business by trying, and how to live a fulfilled life too. We pause now in his busy day, to thank him for what he has done for our community and University, to bestow on him for his accomplishments and commitment our University’s highest honor. On this occasion, which is important to us, and we hope for him too, we will hear him speak about those values and commitments that shape his life and thinking.

Before that, there are two people who will participate in our celebration of David Frey by speaking to us. The first is the Honorable John H. Logie, the Mayor of Grand Rapids. The city’s first citizen is the appropriate person to address the contributions of one of the city’s premier leaders. The second is the founding Dean of the Seidman School of Business, Dr. Marvin DeVries, now retired, who has known David Frey for many years.
INTRODUCTION OF DAVID FREY

LUNCHEON – SEPTEMBER 24, 1998

David Frey is a good friend. He helped us raise 15 million dollars for the DeVos Center from private sources and lobbied with us for the rest of the money from the state. That's a really good friend and this is the year to invite him to be your Executive-In-Residence as the steel structure and concrete blocks on the construction site provides an outline for the future home of the Seidman School of Business. When David has an objective, he pursues it doggedly. I knew when he agreed to chair our campaign we would be successful.

For him, our project is part of a large context. He understands a fundamental truth. No region can be truly healthy unless the downtowns of its cities are vibrant. He has committed himself to downtown Grand Rapids. We observed his effectiveness as a co-chair of the Grand Action Committee, which led to the building of the Van Andel Arena. As a chair of the Grand Rapids Foundation a few years ago, he was positioned to watch and support the interests of downtown. As one of the principals of the Frey Foundation, he has participated with his sister and brothers in planning and giving to exciting projects that light up and invigorate the city. Now some of his energy is directed toward the expansion of the city’s convention facilities and all that requires.
David has two degrees from the University of North Carolina, Chapel Hill - a bachelors in English and a Doctor of Jurisprudence. His education demonstrates his wide range of interests from literature to law. His professional life and continuing personal interests continue to reveal wide-ranging involvement from banking to insurance, from education to arts. He served his country in the Navy, his alma mater in alumni activities, his community through United Way and Right Place, local higher education by fund raising and Board membership. He continues to be involved in our University by serving as a Trustee of the Grand Valley University Foundation and, of course, a member of your school's Advisory Board. He does all of this while working full time as a banker. Since returning from Manufacturers Hanover in New York in 1974, he has worked in the same building as his bank changed, working through mergers and acquisitions until he is now the Senior Vice President for NBD, guiding west Michigan operations.

David Frey's life, his commitment, his energy, his intelligence, and his interests are what communities are made of. I'm pleased he is part of our community, and I'm pleased to present him to you.