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Remarks, delivered at the Ground Breaking for the Holland Campus on June 6, 1997

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GROUND BREAKING

HOLLAND CAMPUS

JUNE 6, 1997

The reason we like this location, next to Meijer, is that we believe it will be an extension of "Thrifty Acres" for the people of Holland, Zeeland, and the vicinity. So when someone says she or he is going to "Thrifty Acres" it will be difficult to tell whether that person is going shopping or taking a class. At Grand Valley State University, we are pleased to "piggy-back" on Fred Meijer's slogan, "Why Pay More?" To Fred and Lena Meijer, to their family, to the President of Meijer's, Earl Holton, and the wonderful cooperative staff who worked with us in making the transfer of this 20 acres of land, we at Grand Valley are indebted. For all the citizens who will use this educational opportunity, and for those of us who will work here, we say, "Thank You." We will try to bring honor to your name by what we do here on the Meijer campus.

Some of you in the audience know that Holland is my home town. The fact that it is makes this occasion more poignant for me than many in which I participate. I remember the first day in August 1945 when Holland became my home. I entered upon some of the most formative and happy days of my life at Holland High School and Hope College, institutions that still claim a large

portion of my heart. When we came my father had accepted the Hope College Presidency. Today the President of Hope College, John Jacobson, has joined us, and I appreciate his gesture of good will. I see the Hope/Grand Valley relationship as more complimentary than competitive. This I believe the people of Holland will recognize as well. Just as that day in 1945, driving into Holland on River Avenue is etched in my memory, so this one will be as I return to a place I consider home to represent your state university as it makes a high quality of education available to those who need access to it for professional or personal reasons.

Last night I attended a Junior Achievement Dinner. Two Holland citizens, Seymour and Stuart Padnos, were honored for their business achievements. I was proud of them and it reminded me of the high quality of leadership, the integrity, the generosity the entrepreneurial spirit that emanates from this community. Many from here have demonstrated their generosity to Grand Valley in the past, helped build it at Allendale and Grand Rapids. One of our most beautiful buildings at Allendale bears Seymour and Esther's name. The University is coming to Holland. You have done much for the University. The University, now, may be able to repay you in a sense, by adding an important new educational dimension to your community. Where we have 800 students, soon there will be 1800.

Fred Meijer was immediately receptive when I asked for his 20 acres. Fred likes to help people. He couldn't be here because he is the host for his Greenville High School classmates today, a commitment he had long before this became the day for our ceremony. Representing Fred is the President of Meijer, Inc. I call Earl Holton Fred Meijer's "best decision." He shared the spotlight with Seymour and Stuart last night so I know others agree with me. Earl, please accept our overwhelming supply of gratitude and spread it around Meijers so all who made this Meijer campus possible share it.