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Remarks for True Success Dinner, delivered on October 21, 2015

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Remarks for True Success Dinner  
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By Arend D. Lubbers

When I was 14 years old and a freshman at Holland High School, Lloyd Heneveld returned from the Second World War and enrolled mid-semester at Hope College. He was just in time to begin basketball practice for the Flying Dutchmen in Carnegie gymnasium, a place where I watched Coach Hinga shape his championship team. Lloyd Heneveld became one of my idols that fall. I paid attention to him and soon observed his somewhat gentle nature that did not displace his highly competitive spirit. When he left the next year to play football and gain a law degree at the University of Michigan, I was disappointed. In later years, I observed his success as a patent lawyer and the good things he did for others.

Now there is a new Heneveld in my life and yours. I discern the same gentleness of spirit, the same intelligence and determination, and the commitment to serve. The result is True Success; addressing issues in the education of children. He call his enterprise True Success, which implies that some of our measures of success fall short. The word success implies that nothing is amiss when it is attained, yet he discovered that children often fail to achieve success in the basic skills. Does that mean that the path to success for children in acquiring the ability to read, write, and calculate is flawed or lacking? Bill Heneveld found a way to improve the process for learning or, I might say, he rediscovered the best way, a way which can be traced back to the best of our religious traditions. Teaching moral values along with reading, writing, and arithmetic creates the essential ethos for the greatest success. Bill has persuaded enough schools to incorporate a values curriculum into the basic skills curriculum and through their work together, he and the schools have proven that it works. He claims, validly, that his way is the way
to true success. As our nation falls behind other nations when comparing children’s educational achievements and when we examine the complexities of our many populations, the objectives of this organization, True Success, provides the solution we need to regain our educational standing.

Bill is pointing out that success has a moral component or it isn’t really success. I believe that is true in all aspects of education, and business too. I ponder in our celebrity soaked society when I see so called “successful” celebrities carried off in stretchers because of overdoses or other excesses. Are they truly successful? We want more human beings who function well in the world of work and who have the moral fiber to withstand the forces that can limit or destroy them. True Success shows one way to accomplish that through the teaching of children. Pray that its approach to learning will spread like a wildfire throughout our nation.

I am honored tonight with the spotlight, and I am pleased to be so honored because I share with Bill Heneveld the passion for his cause. I am always looking for causes that I think will redeem America from creeping decay. He may be the author of one of them. Voltaire wrote “By appreciation, we make excellence in others our own property.” Bill, our appreciation for what you have done should make us all owners of your cause. We all should take up the torches and light the fires so True Success may engulf the schools of our country. Success will never be secure for me until it is true success.