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## Profiles in Enterprise: Delbert R. Belden, Entrepreneur

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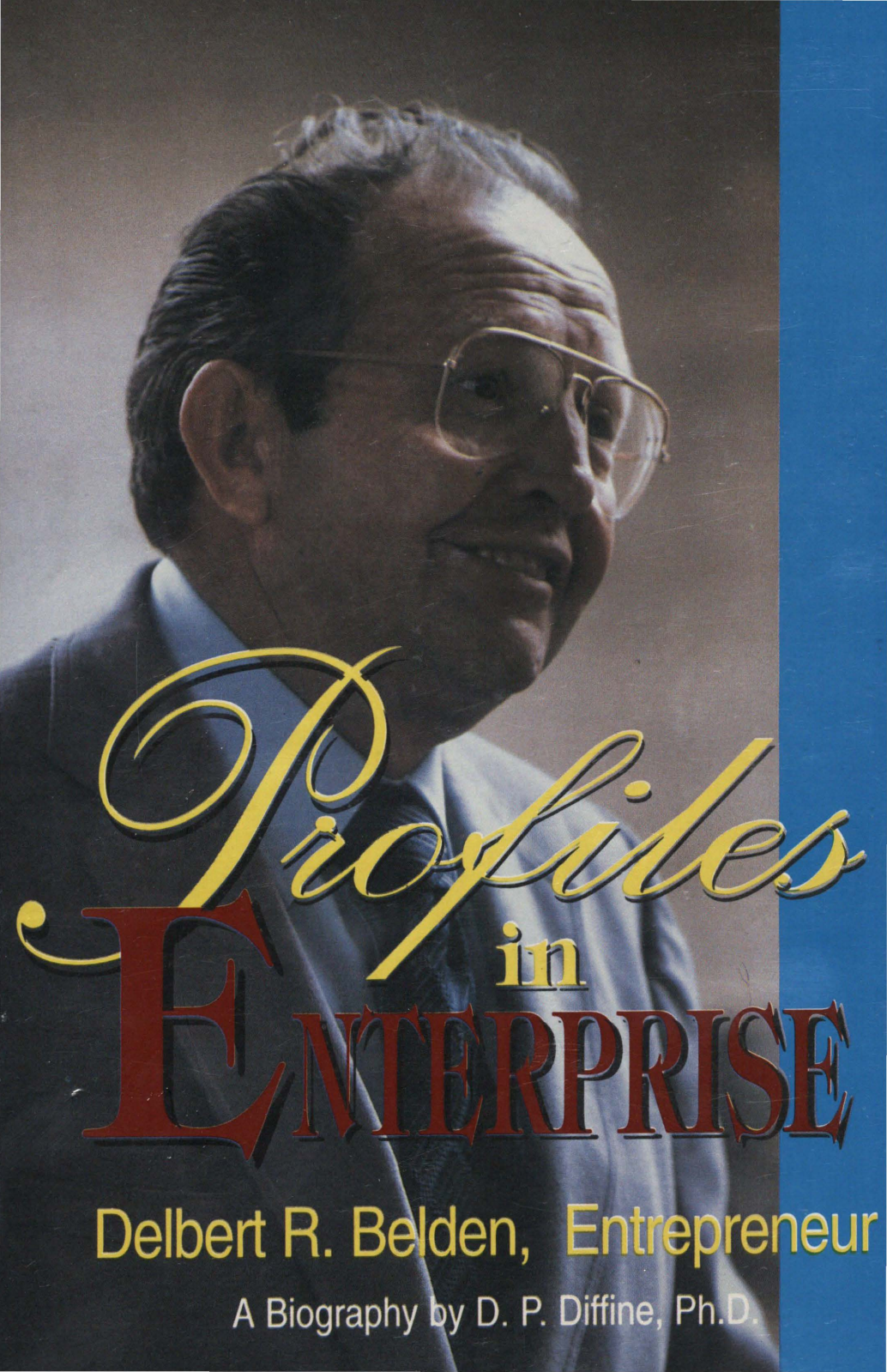
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*Profiles*  
*in*  
**ENTERPRISE**

Delbert R. Belden, Entrepreneur

A Biography by D. P. Diffine, Ph.D.

Del Belden was the most interesting man I ever met—a "Man for all Seasons:"

*Entrepreneur...Manufacturer...  
Merchant...Philanthropist...Stern  
Taskmaster...Poet...City Father...  
Philosopher...Horse Rancher...  
Civic Club Member...Tinkerer ...  
Liberal Giver...Gracious Host...  
Sportsman...Impatient Achiever...  
Conservative Thinker...Beloved  
Husband...Adored Father...  
Proud Grandfather...Doting  
Great-grandfather...Military Vet-  
eran...Community Leader...In-  
ventor...Public Speaker...Vision-  
ary...Wise Counselor...Patriot  
...Advisor to Public Figures...Re-  
former...Reformed...Benefac-  
tor...God-Fearing...Man of Faith  
...Champion of Excellence.*

The story of Del Belden and the family company, Lomanco, is really an examination of two sides of the same coin. Certainly Emerson must have had someone like Del Belden in mind when he observed that *"an institution is the lengthened shadow of one man."* Mr. Belden will always be a symbol, an exemplar of American energy and initiative.

From an early age, Del Belden developed an intense desire to succeed. He polished his tremendous powers of concentration. That, combined with unrelenting drive and experience along the way, helped him to capitalize on opportunities to prosper the lives of people whom he touched.

There will always be those who will say, *"What was Del Belden really like? What really made him tick? What talents did he have that most others do not have?"* Scores of similar questions may be answered in this Biography. But, Del Belden will not be easily stereotyped.





The author wishes to thank the following friends and associates of Delbert R. Belden for their encouragement and cooperation which led to the completion of this Biography  
to suggest ways in which they may be  
preferred to determine the other students  
your year, your nation, the day these  
Published by  
The Belden Co.  
The Entrepreneur  
Cover  
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# Profiles in ENTERPRISE

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Delbert R. Belden, Entrepreneur

A Biography by  
D.P. Diffine, Ph.D.

The author wishes to thank the relatives, friends, and associates of Delbert R. Belden for their encouragement and cooperation which led to the completion of this Biography.

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HARDING UNIVERSITY

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## FORWARD

On August 9, 1993, we were saddened at the passing of Delbert R. Belden, our dear friend and benefactor. We assembled in a house of worship to offer our last tribute and respect to Del Belden, retired C.E.O. of Lomanco, past president of the Jacksonville, Ark., Chamber of Commerce, and long-time resident of that fair city. I recall vividly the presence of family, friends, associates and neighbors, together with an extraordinary display of lovely floral tributes. It all spoke volumes for the high esteem and honor in which this good man was held. Del truly was many things to many people.

At Del's Memorial Service, Dr. Don Diffine invited those in attendance to assist Lomanco and the Belden family in gathering some interesting reflections, stories, anecdotes--"*Delisms*," we came to call them. It was our intent to place them into print and to weave them into a fabric that personified the Del Belden we all knew. As Dr. Diffine assembled some audio, video and written documents, he was able to mold them into a biography describing the high entrepreneurial journey that was Del's life.

My first contact with Del was about 20 years ago, when he was a participant in Little Rock as part of an area-wide business simulation symposium conducted by Dr. Bill Cox and me. Soon afterward, Del invited us to conduct a business simulation competition for his management team at Louver Manufacturing Company (Lomanco), of Jacksonville, Arkansas.

Del then began attending classes at Harding University in the late 1970s, along with his sons, John, Paul and Dennis, and son-in-law, Lyndell. Del took classes in Macroeconomics, Microeconomics, and Comparative Economic Systems with Dr. Diffine. He also took Business Law classes with Dr. Bill Cox, and Accounting, Management and Christian Business Ethics classes with me. Although Del only completed the 9th grade, he performed very handily and significantly above average as a college student. Del's competitive edge may not have been a completed secondary education, but rather a keen and inquisitive nature along with extraordinary dilligence.

I especially enjoyed serving with Del on the board of directors of the Mad Butcher grocery chain, headquartered in Pine Bluff. As we drove to those quarterly meetings, Del and I enjoyed many far-reaching conversations. Indeed, it has been my pleasure to visit with Del Belden at length on many occasions, both in and out of the classroom, to discuss our perspective on the great economic, moral, and social issues of our times.

Candor was his forte. It would be very much like Del to turn to me as we were driving down the interstate and say, *"You know, most of the world's problems could find answers in the Bible."* That was such a great observation, and it was also the stuff of which sermons are made.

Del was the recipient of the University's Trustee Award for being *"a leader in the business world and a friend to Christian education."* He was also the first inductee into our National Leadership Video Library and our Free Market Hall of Fame. Del was the first commencement speaker at Harding after we achieved university status in 1979. That was his son Paul's graduating class, and on that occasion Del was presented with the highest honor we can bestow: a doctor of laws degree.

We don't know of an individual, a family, or a company anywhere in the history of Harding that has gotten interested so quickly and so completely as the Beldens and Lomanco--funding American Studies speakers, Sales Seminar speakers, our new Professional Sales degree program, helping fund the high school/junior college simulation competition, giving an award to the *"Outstanding Sales Potential Student,"* our energy research and, of course, the endowment of our flagship organization, the Clark David Belden Center for Private Enterprise Education, named after Del's father.

Genuine modesty kept Del Belden from formally writing his own life's story. And, in this, he was very much like his father, Clark David Belden. Del's biography would be delegated to others at a later time. In this biography about Del Belden, Dr. Diffine has

provided the reader with an opportunity to examine the early years of Del Belden's life as Del described growing up under the mentorship of his own father. You will also be reading a composite story of Clark David Belden's entrepreneurial side as it was penned by Del in the late 1970s.

Many of Del's speeches, addresses, interviews and articles are included in this biography, and they speak volumes about Del's life, values, and beliefs. Accordingly, this biography will be used for institutional research in business and entrepreneurial history.

It is not coincidental that the first inductee into our National Leadership Video Library was Del Belden. On that occasion, we honored Del as *"an American opinion leader who is promoting two-way communication with young people and working in support of a stronger American capitalism, and for being an enterpriser who supports the free market, which develops the talents of people who produce more, earn more, and possess more material blessings."*

Del also served as chairman of the University Economics Team's Council for Realistic Economic Education. He was a key member of our School of Business advisory board, and also served on the Advisory Board for the American Studies Institute.

The Del I knew was always looking for that competitive edge in everything that he tackled. This was exemplified in the leadership that he provided to Lomanco during his tenure. In 1981, Del, while serving as chairman of the board of Lomanco, accepted for an unprecedented fourth time the *"Symbol of Excellence,"* awarded to his company by Sears, Inc. Out of 12,000 suppliers, less than one half of 1 percent have received the award from Sears four times.

In December 1989, Harding University hosted a dinner celebrating the 10th anniversary of the Clark David Belden Center for Private Enterprise Education. Del was the keynote speaker that

night, and to this day, I still marvel at his tremendous insight. The Belden Center continues to publish *The ENTREPRENEUR*, a quarterly journal which contains executive monographs, position papers, faculty articles, and current tracts that analyze contemporary economics problems from a moral perspective.

Del was very much in sympathy with the editorial policy of *The ENTREPRENEUR*: *"One may not agree with every work printed in The ENTREPRENEUR series, nor should he feel that he needs to do so. It is hoped that the reader will think about the points laid out in the publication and then decide for himself."*

In the span of its first decade, the Belden Center has received 16 Freedoms Foundations awards in six different categories, along with positive, written reviews by the United States Industrial Council and the National Federation for Independent Business.

During the 1980s, Del Belden passionately encouraged the Harding University School of Business faculty to launch a one-of-a-kind degree program in professional sales. He knew that the sales area is the cornerstone of every business, especially in these times of intense global competition for American markets.

Del walked his talk, practiced what he preached, and deeply felt that others could learn from his experiences. Consequently, the reader will be treated to excellent speeches and articles written by Del.

Appointed by our governor in the early 1980s to the Arkansas Prisons Advisory Commission, Del had an entrepreneurial passion for finding ways to assist the prisons to run more efficiently and effectively. On into the 1990s, Del studied the prison systems of other states to discover some innovative approaches, which he recommended to President-elect Clinton.

I trust that the reader will enjoy sketching through the unique experiences that we have had in getting to know Del, as Dr. Diffine

has developed this biography. All in all, we have woven them into the fabric that was Del's life. I agree with Dr. Diffine that when the history of wonderful people is written, the name of Del Belden will most certainly be in the headlines.

We are grateful for the high ideals of the life of Del Belden and the achievements that he was granted through these years that he was with us. Our thanks go to all who took part in writing down those unique experiences with Del and passing them on to us. The reader will be amazed at the many and fascinating stories and anecdotes that form the mosaic of Del's life--truly a "*rag's to riches*" story.

Through it all, Del remained confident in his Creator and grateful to God, the giver of all good gifts. Del knew about both getting and giving. A keen entrepreneur with a unique ability to create quality and value for his customers, Del was also a very generous philanthropist, not only in anonymous ways and one on one, but also in organized ways through the Jacksonville Care Channel and the Always Available foundation outreach works, which he generously supported in the later years of his life.

Del's last visit to Arkansas from his retirement home in Las Vegas was in January, 1993. While he was on the Harding University campus here in Searcy, we showed him the framed commemorative print of a painting he had made of a soaring eagle; "*The King of the Air*," he titled it. That print, the product of a lot of native ability and very few art lessons, hangs proudly in the offices of the Belden Center for Private Enterprise Education.

Truly this biography is a profile in enterprise; I know you will enjoy learning more about Delbert R. Belden, entrepreneur. In so doing, you will have captured some of the creativity and resilience that embodies the American dream itself.

David B. Burks, president  
Harding University  
Searcy, Arkansas





## I. INTRODUCTION

### The Entrepreneurial Mold Cast by Clark David Belden

*"Like father, like son?" That's what they say. However, the reader will have the opportunity to make his own judgment call on that. Nevertheless, Emerson certainly must have had someone like Clark David Belden in mind when he observed that "an institution is the lengthened shadow of one man." Herein is a composite story of Clark David Belden's entrepreneurial side as written in the late 1970s by his son, Del Belden, and his grandchildren: Penny, John, Dennis, Paul, and Ted.*

Clark David Belden, father of Delbert R. Belden, and the innovator who started the company that today is Lomanco (Louver Manufacturing Company of Jacksonville, Arkansas), believed in the power of the individual. This belief was evidenced by his life. Born in 1896 in the small town of Gallesburg, Illinois. Belden began working at various jobs, from farming to retailing.

In 1909, at the age of 13, he had a thriving enterprise in hauling water from a creek, and selling it to housewives by the bucket or by the barrel. Progress being what it was, a well driller soon took over the market. He was married to Laura J. Fetterly in 1916. Clark David Belden was employed by the Shields Illinois Bank in 1929, and it was hit hard by the Depression.

During the critical years of the Depression when government trucks were sent to cities and towns across the country to parcel out food items, Clark David Belden refused to accept them, even though most people were gratefully receiving the desperately needed goods. Clark David Belden used to say that as long as he had two arms and two legs, the government was not going to feed him and, thus, would not allow his wife to take any government handouts. He would say, *"We may have to cut down on what we eat, but we certainly are not going to take anything from the government."*

Because of his pride and trust in the free enterprise system, Belden felt that the government should not be obligated to take care of him or his family as long as he was able to work and provide for them. In an attempt to support his family, Clark David Belden experimented with different business undertakings. Under the pressures of a strained economy, success was not always within his reach. He was unsuccessful in his service station business in Raleigh, North Dakota, because he was willing to pass credit on to customers who could not pay their bills.

However, such losses did not discourage Belden or greatly affect the happiness and security of his home. Although the family did not always possess many material blessings, the children never went hungry, and their door was open to anyone. Their home was the neighborhood home; no one was ever turned away. In addition, Clark David Belden's spiritual convictions were very dear to him. His personal relationship with God bound him to keep the high standards expressed in the Scriptures.

Later in his life, he began building fuel savers for H.A. Savers. His job was interrupted by World War II, in which he served as a precision grinder in a war plant in the Northern Ordinance. After the war, he started building fuel savers again and then began developing patents. Some of these included: armoured cable cutters, fluorescent tube removers, docks and canopies, evacuators, and minnow savers. Clark David Belden's most successful patent was the Vari-Pitch Louver.

Clark David Belden was interested in satisfying unmet needs in the area of housing ventilation. His idea was to make an adjustable louver that would fit any pitch on any house. A louver serves these three functions: 1) to eliminate condensation in the attic; 2) to keep the attic dry and to allow light to enter; 3) to cool the attic area. Prior to the adjustable louver, other louvers had to be made on special order to avoid the high storage costs necessary to stock unadjustable louvers. The adjustable louver, known as Vari-Pitch, became a small stocking item and the first successful product of Lomanco.

However, an idea alone does not make a company. There are several tangible and intangible ingredients that are necessary for a successful business enterprise. The intangibles include: a strong desire to be independent, a dream for the future, and pride in being one's own boss. The tangible ingredients include: the goods and services of many people, the capital for the financial area of the company, and the entrepreneur that puts it all together.

Clark David Belden enlisted the aid of a brother, two sons-in-law, and two sons to form the Dan-Dee Manufacturing Company, now known as Lomanco, in April 1946. They began manufacturing Vari-Pitch louvers, which became the "bread and butter" of the company for 15 years. Needless to say, the first few years were a struggle. The partners received \$.70 an hour for wages, and their wives worked for nothing.

Clark David Belden retired in 1951, and his brother followed suit in 1958. Clark David Belden's share of the company was \$28,000 and, as far as he was concerned, he had total success. The Vari-Pitch had taken Lomanco to \$2 million a year in sales. Because free enterprise still demanded that a company design new and better products, it was time for Lomanco to develop other products if the company was to grow. The shutter market was chosen.

Following Clark David Belden's philosophy, Lomanco chose to introduce and manufacture metal shutters that looked like wooden ones painted with a flat-finish paint. The flat-finish made it impossible to tell a difference without actually touching the product.

By marketing a shutter at a price below the wooden shutter prices and offering the advantages of aluminum's durability, such as resistance to rotting, warping and paint peeling, the company achieved success. Business sales rose to \$7 million. The approximate time involved was seven years, and with it came the retirement of two brothers-in-law.

Once again, a new product was needed. Lomanco felt that company growth was dependent upon continuing to satisfy consumer needs. Consequently, they turned to the wind-driven turbine, which would produce better ventilation than a gravity-powered ventilator. Today, Lomanco is the largest manufacturer in the country of wind-driven turbines for the home.

Clark David Belden had a strong belief in the free enterprise system, which he wanted to share. Many times he tried to get others started in business for themselves. In fact, on several occasions he provided all the money and talent for new enterprises in the hope that they would become self-sufficient. Unlike his sons, who were taught and encouraged to take over and manage business matters themselves, these people were unable to succeed. His sons were successful because he had instilled in them a basic concept of free enterprise--you cannot help men permanently by doing for them what they could and should do for themselves.

Clark David Belden's belief in self-sufficiency was evident throughout his productive working years. Even his retirement was worthwhile and enjoyable because he felt that, if he saved his money when he was younger, he could enjoy the fruits of labor when he was older. He was an entrepreneur who had a continued belief in the free enterprise system, even after retirement from Lomanco. He was constantly at his kitchen table drawing, designing or looking for a new idea, a new invention or a new device to make life better for someone.

In the 33 years since Clark David Belden's retirement, Lomanco blazed new trails and achieved greater heights of success, honors and awards under the guidance of his son, D. R. (Del), who was chairman during the crucially significant years of 1966 to 1984. Lomanco continues to grow and prosper under third-generation Beldens--all dedicated enterprisers in their own right. A glimpse of Lomanco's colorful past and present can be summarized best in an executive letter as it was carried in a recent company newsletter:

*I would like to share some of Lomanco's history with all of you. We were established in 1946 under the name of Dan Dee Manufacturing, which was changed to Louver Manufacturing Company. In 1976 the change was made to our current name, Lomanco.*

*The original owners were Clark Belden, Don Belden, Merland Belden, Delbert Belden, and Arthur Swaboda. Our grandfather, Clark Belden, invented the first adjustable gable end louver, which is currently our "A Series." They then added other ventilation products and, in the mid-60's started producing aluminum window shutters.*

*The late '60s brought us to Jacksonville, Arkansas, when we purchased Hamlin Foundry Co. to complete our line of ventilation products with foundation ventilators. In 1973 the big move was made from three locations in Minnesota to our current facility. The next major line addition was the Whirlybird, which we are producing here, as well as in Kingman, Arizona. The "Lomanco West" facility was started in 1980 and has been an excellent contributor ever since it was established.*

*We thank you for your participation in our growth since 1946, and look forward to the future when we can say we have grown from the basement of a hotel, past our current 450,000 square feet to a million square feet.*

*May God bless all of you.*



## II. Early Formative Years in Del Belden's Life—His Story

*Genuine modesty kept Del Belden from formally writing his own life's story. And, in this, he was very much like his father, Clark David Belden. Del's biography would be delegated to others at a later time. What follows is a fascinating glimpse of Del's early life in his own words (penned about 1980)—another rare and candid personalization of Del's early life's entrepreneurial journey with his own father.*

The first part of my life that I can remember my father was during the holidays such as the Fourth of July, etc. We never had a holiday in our home that the American flag was not flown. My father, although he never served in a war, was very patriotic. He believed in the United States. He believed in the country and had a very strong feeling toward it; I think he passed that on to us two boys. Both of us served in the Second World War. Both of us volunteered for it, and I think it was indicative of our training and our early childhood—those feelings of what America was all about; they were our father's feelings.

The second part that I can remember about my father was, in growing up, my father was a father, not a buddy. Dad treated us like his children and not as a buddy. He never played baseball with us. He never tried to hold an equal conversation with us. We always knew who he was, and we always knew he was our father.

He was never very strict. I can only remember my father taking a hand to me once in his life. I said hand, but I should really say foot. That was one time when I came to the table, and my hands and face were dirty. He asked me to wash. I went and sprinkled a little water on my face and used a towel to wipe it off. It became very evident, the part that I did wash, and the part that I had not. He then informed me that I should go back and wash again, and I told him I had; and with that he picked me up by the back of the neck, and with a little boot in the back end, he showed



me the right direction to go back to totally wash my face and neck. Of course, I did. This is the only time in my life that I can ever remember my father ever laying a hand to me.

My mind often takes me back to my childhood memories of 1933-34 and the stories told to me by my mother. Of course, I do not remember, but it was told to me by my mother that the welfare truck came into the town in which we lived at the time. I'm going to say that it was a small town of probably 100 people, or let's say less than 50 families in the town. The truck drove up and everybody just went out and took food from the truck that was handed out--the flour, the grapefruit, etc., which the government gave to everybody. There was no disgrace to it. Everybody in town was taking it, and everybody in town needed it.

My father would not allow my mother to go to that truck and get anything. He said that as long as he had two arms and two legs, the government was not going to feed him. We may have to cut down on what we eat, but he was certainly not going to take a hand-out from the government at that particular time. I think that we were probably one of the few families in town who did not receive help.

I remember my mother telling the story of the neighbor lady sneaking my mother flour to bake bread so that we might have it on the table. Had my father known that she had taken the flour, he would not have permitted her to use it. Now that was how strong he believed that the government was not there to feed us. That was not the purpose of our government.

It was after I hit the age of 15 that we started to go fishing together and went as a family. It was probably the first time in my father's life in which we had money enough to ever take a one or two week vacation when we did take the family. And, of course, we fished together; but it was always a family affair.

You have noticed that I have talked about fishing, but I never talked about hunting with my father because my father would not

kill an animal. I can remember when we used to raise chickens, and mother would can chickens or fryers at the end of the season. Dad would have absolutely nothing to do with the killing of a chicken or any animal of any kind. So, consequently, he did not believe in guns, and us kids were never raised around guns per se. He never hunted with me, nor has he hunted with my brother or anybody else to my knowledge.

I'm not sure why the killing of fish was different than that of another animal, but it certainly was and he did love to fish. We made many trips into Canada, he and I alone or with one other person; we made many trips with mother, he and I. These were trips that I'll always remember.

I remember the startling rise of the price of gasoline, which was to take place at midnight on a certain date. Being a 16-year-old and very concerned about where I was going to get my next gallon of gas or being able to move around in my circle as I wished to, I loaded a 50-gallon drum in a car, which happened to be a Ford Phaeton. I went over to the service station about 11:00 at night and bought 50 gallons of gas, brought it home, and set it up next to the garage for my usage along with my rationing. I would not be short of gas, certainly for a short period of time.

My father, at the same time while I owned this car, had a panel truck which gave him a "C" ration, which allowed him to get a little bit more gas than we got on the "A" ration. As long as I had gas in that barrel, my father refused to apply for a "C" stamp for his truck. Every gallon of gasoline that he burned was out of my barrel until it was gone. Again, he felt that I had no business buying that gas, and he was not going to pass up gas for business so that I could have gas for pleasure. So whenever he applied for his gas rationing, it was when my gasoline supply ran out. It to me was very unfair at the time. Again, this was my father. This was his thinking.

Probably the next memory of my father that sticks out most in my mind was when I went into the service. Indicative of the kind

of man he was, I entered the war at a time when getting an allotment check for your parents was no problem whatsoever. All you had to do was sign a form. At that particular time, I think I paid \$22.50 and the government put in \$28.50; they send a check home for \$50 a month. Now there was only one purpose that I had in mind for this. I was thinking that my mother and father would put the money in the bank so that I could have something to blow it on when I came home, and that it would be a savings for me. I had no intentions of my father and mother spending the money.

After 17 weeks of basic training and coming home to find out where my money laid, I found out that my father had returned every check that the government had ever sent them. He said that I did not support them before I went into the service. He felt that the money was unjust and that I had no business taking it. He felt that it was unfair to the government and that I was taking advantage of them.

Consequently, I did not have the money, which at that time would have amounted to about \$250. So, I did not have the \$250 waiting for me. As a matter of fact, I had \$105 coming back from the government which they had withheld from my paycheck. It took me five years to get it back from the government, by the way, but I finally did receive that back pay. But this was very indicative of my father and his feeling toward what the government owed us. He felt the government owed us nothing.

My father was very proud of the fact that my brother and I were both in the service. My mother told me many times, although my father had never wrote a letter to me while I was in the service, that he used to wait for the mailman to bring a letter from Chick and me. He read it because he was so very proud of us, but he did not know how to express himself, or did not express himself, let's say in a way that many fathers would today.

But he was no less proud--the feeling was there. We lost a brother-in-law in the service; he was killed in North Africa. That

flag, bringing back memory, with a gold star, hung in our window. The flag, representing my brother and me being in the service, hung from the front window the total time that we were in the service.

During the war the government called for the aluminum or copper pots and pans; these were turned in by my mother. So, we had no aluminum pots and pans after the government asked for them, because they were turned over to be used for scrap to be melted down and reprocessed for other products.

I had stated earlier that the relationship between my father and me was a father-son relationship. This lasted pretty much through the age of 24 or 25. After that time, my father looked at me and we discussed on equal terms; he asked my opinion, and I asked his. From that relationship, a very strong feeling grew between my father and me. I learned to love my father very deeply. I believed in what he told me. I found out who he was and what he was.

I have always been very grateful that my father didn't die until the age of 69. At that particular time, I was 39, and I have always been so very grateful that I got to know him before he died. Probably one of the biggest shocks that came to me was when my father died. My father went into the hospital on the 15th of April and died on the 15th of May. We knew there was no hope for him; he went into a coma 15 days after he went into the hospital, and we had 15 days to wait for his final death. As close as I was to my father, certainly when the time came it was difficult, but not what I thought it was going to be. I found myself very surprised.

My thoughts of my dad were good thoughts. My thoughts were the times we'd spent together and the conversations that we'd had; the remorse was not there. The good times were brought forth, and when I think of my father today, this is what I think of. I think of the good times we had together--and we had very many of them. There were no bad times with my father.

One other memory that sticks out to me is that I have emphasized the father-son relationship. But I've never heard my dad ever abuse another human being. I remember bringing my friends in and introducing them to my father. Being around my father, it was always "lad." It was never "young man," never "kid." He never talked down to them. He always made them feel welcome. My father was known by all of our friends, and so was my mother, but they were known as Dad and Mom Belden. It was nothing more than that; everybody thought of my father as their father, my mother as their mother; it was that type of a relationship.

As far as a businessman, my father was probably a good businessman and a bad businessman. He was in many businesses; some of these were successful, and some were not. I think that time, however, was probably the biggest era of any of father's unsuccessful ventures. Certainly, during the Depression, when he went broke in the service station business, this was not unusual. He did it because he trusted other people. He did it because he passed credit on to other people who could not pay their bills, and, consequently, he could not pay his bills.

Probably the biggest financial success that my father ever obtained was with Lomanco, and that was very meager in today's standard of living. My father retired from the business in 1951. At the time he retired, his share of the company was \$28,000. He left the company with \$28,000 and, as far as he was concerned, he had total success. He found no need for any more than that. He felt it would last him a lifetime, and why should he work in a company anymore? Why shouldn't he let us boys run it--which we did.

As I said earlier, probably it was the most successful venture he had, because it also involved many other relatives that he had, as most of us have. He had a brother, cousins, and did one thing or another during the years after his retirement from our company. He also had friends, young men, people that he liked, because dad was somebody who loved people. He tried many other

ventures—and I say many other, but I'm going to say there were four of which dad put up all the money. He put up all the talent and tried to start other businesses for other people and bring them into partnerships, hoping that he could do the same thing with them that he was able to do with us boys.

None of them ever worked out. For some reason, the make-up wasn't right there for somebody else to take it over or to run it, or they didn't have the desire that obviously us boys had. I know of no venture that he went into with anybody else that was ever successful, that they went on to run a company by themselves or with him. Everything that he touched did not turn to gold, nor did everybody have the same concept of the free enterprise system and how it worked as he had taught his boys.

I think probably one of the reasons why we were successful, and why some of the other people he tried to help were not, was that they were there more for the handout and what they could get from Clark David Belden, than what they could do for themselves. And, of course, as most of us know, when you're looking out more for yourself than for your company or for your partners, the company has an excellent chance of not succeeding; none of these did. I think this was very disappointing to him, but at least he tried. I don't think he ever became bitter about it, but at least he tried to do something for someone else. I can say without any reservation that my father loved people.

Clark David Belden was an entrepreneur who had a continued belief in the free enterprise system even after retirement from Lomanco. He was constantly at his kitchen table drawing, designing, looking for a new idea, a new invention, a new device to make life better for someone.

One of the concepts that I was involved with, as a young person, was his minnow shield, which was a plastic device that would keep a minnow alive for hours while being dragged in the water. He set up a small shop in his basement where he manufactured, and got the family to produce this item and sell it

on the retail market. It was not as great a success as Lomanco, but it was part of his continued philosophy to have a desire to find a product that somebody needs and sell it the American way.

He was constantly experimenting--just in looking for these different ideas, and he made his workshop available to his grandchildren upon request. He allowed us to experience many new things and would offer his assistance any way he could. Many of the products he used around his home were inventions of his own or modified products that he bought. He was a great believer in the Sears and Roebuck Catalog, from which he was constantly spending money to purchase an item that could save him money in the long run.

Sometimes his reasoning was not always justified in dollars and cents as much as it was in his heart. For instance, I remember him buying ketchup in case quantities at a very reasonable rate per bottle from a damaged shipment of some sort, and bringing it home. No one in his household, including himself, used ketchup. When asked what he would do with it, he said he would use it as payment for work his grandchildren did and pass it out for special treats and so forth. Things like this were constantly in the back of his mind, always looking to save a penny or a dollar or many dollars.

I will say this about him: My father was not a heavy church person. He went to church very seldom; however, he saw to it that us children went when we were small. I think my father probably read the Bible and knew the Bible as well as anybody that I have known until these last few years that I've been connected with Harding. A spiritual belief was something that my father held very dear and very close, and it was kind of between him and God--not very many other people were involved.

I can never remember my father preaching to me. I can never remember him forcing religion down my throat or any of the rest of us children. But he knew the Golden Rule, and he knew it well

and he played by the rules which our Lord laid out for us. As far as the Ten Commandments, I know of none that he broke.

In summary, let me elaborate about our home. Our home was a happy home. Our home was not one of which was plentiful as far as food or the rest of it, although I can never remember going hungry. I still don't remember ever being served a steak as we think of it—a t-bone or sirloin. I never remember anybody being turned away from our table—friends, relatives, neighbors, whatever the case may be—our home was the neighborhood home. Ninety percent of all get-togethers were in our home. I can remember taffy pulls, things that the family did together, things that a lot of families should have done together, that most of them were done in our home. I've always been grateful.

Of course, members of the board, distinguished guests, grandparents, parents, students, and other associates, today I speak of your life—a day you have to be proud of. Enjoy it, for tomorrow, once again, you start at the bottom and begin walking your way to the top. I speak as both a parent and a fellow student. My inability to finish my courses and receive my degree does not make me jealous of you. It only makes me more aware of what you have accomplished and how very proud we are of all of you.

I have a son, Paul, who is graduating today, and I will tell you exactly what I would tell him if he came to me and said, 'Dad, can we sit down and visit? It is getting close to graduation time, and I would like for you to tell me a little bit about your feelings on our government, the economy, business, and your spiritual beliefs, before I enter the outside world.' So, for the next few minutes, remember that I am talking to my son and the rest of the graduating class.

My year and a half as a student was one of the highlights of my life. I learned and enjoyed the teachers and my fellow students very much. If any of you parents and grandparents in the audience have the time to take any of the courses offered at Harding, you will find the experiences much more rewarding than





### III. Honorary Doctorate Presented—Del's Commencement Challenge to Graduates

*Del Belden, speaker for Harding's winter 1979 commencement, was awarded the honorary doctor of laws degree by President Clifton L. Ganus, Jr. The degree was the first "Harding University" diploma presented after the school changed its name from Harding College in August 1979. The following is Dr. Del Belden's commencement address to the first graduating class of Harding University. It speaks volumes about Del's life, values, and beliefs.*

Dr. Ganus, members of the board, distinguished guests, grandparents, parents, students, and fellow classmates, today I speak of your life—a day you have to be proud of. Enjoy it, for tomorrow, once again, you start at the bottom and begin working your way to the top. I speak as both a parent and a fellow student. My inability to finish my courses and receive my degree does not make me jealous of you. It only makes me more aware of what you have accomplished and how very proud we are of all of you.

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My year and a half as a student was one of the highlights of my life. I learned and enjoyed the teachers and my fellow students so very much. If any of you parents and grandparents in the audience have the time to take any of the courses offered at Harding, you will find the experiences much more rewarding than

learning material out of the textbook. I cannot recommend it enough.

Let me start out by saying how very, very proud I am of you sons and daughters for having the ability and the staying power to remain with the education program until you received your degree. Your determination shows the rest of the world that you are not someone who is going to come and go. It shows that if you take on a job, you are going to finish it.

This is important to the business people out here, and it should be important to you to know that when you entered college, four years seemed like a long time--but you have shown the rest of us that you care enough to finish what you start. And for that, we, as parents, and we as business people, commend you. We are pleased that you have realized your need to take your place in the outside world and have prepared yourself to take that spot.

**Government and the economy:** Let's not talk about the government. Let's talk about Us. We are the government. Many of you will be voting in 1980 for the first time. Use that right, for it is because of this simple right that the government is us, not them. Government is not too big, but I believe its bigness is at the wrong level. If an object is small at the bottom, and big at the top, it is more susceptible to falling over. The pyramids were built to last--large at the bottom and small at the top. This is the way I think our government should be.

I am not complaining about paying taxes, but I do question the way my tax dollar is spent. When I pay my income taxes, I would like to send 10 percent to Washington, D.C. This 10 percent is for the defense and foreign policies of our country. Twenty percent would be allotted to the state. This would be used for state schools, state roads, state police and other spending in which there was savings in the purchasing of goods and services for the state. The county that I live in would receive 30 percent for the betterment of that county and its residents. My last check, for

40 percent of my tax dollar would be sent to the city treasury to be used for the services of the community, the welfare programs, the work programs, the school programs, the police and fire departments, and to the many others in our community who serve us.

I believe that our local government can control and spend much more efficiently than Washington, D.C. For example, for every three dollars we send to Washington, D.C. for welfare, one dollar is given to the needy. I know we can improve on that. What else would we accomplish? The money would be where we could control it. Let's hire the best possible people available to manage our community. If we have a city run by the mayor and city council, let's pay the mayor \$100,000 a year and the councilmen \$50,000.

Let's make it a job that will attract the most qualified people. Let's make it a job where no one can afford to play favorites to any single group. Put heavy fines and prison sentences on the abusers. Let's take an interest in the way our money is spent. Let the people decide what they want and what they are willing to pay for. I believe that 90 percent of our problem comes through the fact that there are too many local communities who are saying, *"It's a freebie,"* or *"If we can get it from the government, let's take it! Maybe we don't need it, but if we don't take it, somebody else will...Let's keep our hands out...Let's keep begging...Let's keep taking...Let's get everything before the other guy gets it."*

Let's promote the free enterprise system by saying *"Free Government."* Bring the government to a level that we can understand and control. The politician today needs to start at the grassroots level, the local level, and learn that job first. Regardless of the number of faults of our government, they are faults that we, ourselves, have created. The inflation and spending exists because we asked for it. Do not blame your politician; do not blame the president. Blame yourself; we are the ones that keep asking to spend, spend, spend. I know of no government agency

that exists solely for the sake of writing checks; someone has asked for money, and this someone is us, "We, the people."

So before government spending can cease within the budget, we must learn to take our own hands back first. Don't be so quick to say it's free money, or it comes from the government so it costs us nothing, because the government cannot give us anything that we don't give it first. So let's take our hands back and get into our own pockets, which we can better control.

**Inflation and energy:** Two major problems our government is faced with today are inflation and energy. I don't know which is more important, but both are enemies and both are real. I believe one solution to the problem of inflation is less government spending; and there are a few things that we, as citizens, can do to stop inflation. We can quit excessive buying and borrowing and start saving more; then inflation will stop.

Inflation can be caused by the willingness of the American people to continue to pay the high spiraling prices for products that we do not necessarily need. Look at your next purchase very carefully. Do you really need it? Gas prices have gone up 50 to 100 percent in the last six months. How many of you have cut down your driving by that much? I know I have to some extent, but certainly not at the same percentage that gas has gone up. So pricing is not the problem, but the attitude that we take toward the pricing.

I must say to you, my children, in all honesty, this is the first time in the history of our government that I can think of when it is as economically sound for you to spend every dime that you have, plus every dime that you can borrow, and pay it back with the inflated dollar that is coming down the road. It is wrong to have a country where there is no incentive to save, but only the incentive to be in debt. Excessive indebtedness takes all the initiative away from people. You cannot continually have the same drive, the same force behind you, if you are working to pay for something that you have already used, as you would for

something that you want in the future. That is just good common sense; don't try to make it anything more.

The third thing that we must do to curb inflation is to be more productive. We must take pride in what we manufacture, in what we produce and what we sell. We must give you a quality product that will last longer. We must try to figure out better ways to produce so that we can produce it cheaper. The best way that we at Lomanco can fight inflation is not by accepting the 13 percent inflation rate, but by trying to produce more economically, and then only pass on the increases that we actually need.

If each one of us continually passes on the 13 percent, there is no stopping inflation. Each person must produce a little bit more service than he has in the past. You cannot shrug off your duties and do less than before, but get paid the same amount of money, and expect inflation to stop. You must give more to receive more.

**Business:** Some, or most, of you will be entering the business world when you leave here. I start out by saying the university has taught you your ABC's and in Harding's case, I think they added one more letter—D. But I say to you, come on out here, and we will teach you the rest of the alphabet.

It is not the dog-eat-dog world that some of you have been led to believe. It is a well-run organization where only the good survive. We survive because we are constantly willing to change. School teaches you history; we teach you today, and you are prepared for tomorrow. There is a lot yet to learn, and the older you get, the more you realize this. Some of the things I would suggest you consider before looking for a job would be these:

- (1) What size company do you want to work for? Small? Medium? Large? And then, ask yourself, "Why?"

- (2) When being interviewed for a job, don't hesitate to ask about the company--the size, the sales volume, the profit and the growth potential. Or better yet, do your homework and find out who and what they are before the interview.
- (3) Choose a company that makes a profit, or that will be making a profit very shortly. Remember, nothing falls off an empty wagon. If they don't make it, you can't.
- (4) Don't ask about all the fringe benefits, vacations, hospitalization, retirement plans, etc. If they are good, he will tell you.
- (5) Ask about opportunities--what the growth is expected to be in the next five years.
- (6) After you receive the opportunity to be employed--and I say "opportunity" because you are not the answer to all of his problems, but he could be the answer to yours--remember that the chances of your making any money for your new company in the first six months are very slim. There is a 99 percent chance out of 100 percent that you will be a liability instead of an asset. But don't worry about this; your boss knows this, and he is investing in your future the same as you.

How can you become an asset instead of a liability? I would say by first learning everything you can about his company and how it operates. Secondly, don't offer changes and solutions until you know how he is presently doing it: the people and paperwork involved, etc., and then, and only then, make your suggestions known. Do your homework before you ask for time to make your suggestions.

A company is made up of different departments. In our company, for instance, we have the sales department, accounting department, purchasing department, personnel department, engineering department, production department, credit department

and financial department. Each department must contribute to the overall profit. Don't limit your suggestion to only your department. The boss will be pleased that you are concerned about the company.

Most of you have taken Dr. Burks' class on Christian business ethics. We appreciate your belief in God and our Savior, Jesus Christ, and the honesty and concern for other human beings you will bring to our company. We look for people who are active in the community, who are willing to give of themselves without pay. No longer are we interested in the employee only from 8 a.m. to 4:30 p.m. We are interested in the whole person and what he is doing with his life. You cannot be one thing on the job and another person off the job. The business world is ready for you--are you ready for us?

**God and my faith:** Kris Kristofferson recently wrote a song that tells it all for me in the first few lines. *"Why me, Lord? What have I ever done to deserve even one of the pleasures I've known?"* I am a born-again Christian. My birthday is Oct. 27, 1965, just a little over 14 years ago. That was the day I needed Him; that was the day I prayed to Him; and that was the day He came back into my life. I believed in God when I was young, and He stayed with me until the end of World War II. Someone once said, *"There are no atheists in foxholes."* I believe this.

After the war I decided--remember I said I decided, not Jesus Christ--that God belonged to the young and the old: to the young to protect and watch over them, and to the old so that they would believe in the hereafter and not fear death. However, I did not want Him around to stop all my fun. Well, He let me run my life without Him for 19 years--19 long and miserable years. It has been 14 short years since I have turned my will over to the care of God. Fourteen wonderful, fulfilling years. I no longer ask God to give me anything, for He knows what I need and when I should receive it. Now, when I talk to God, I talk about the needs of others.



You have heard about the garden of Eden, but how many of you realize the garden of Eden you have within yourself? God has given you all the perfect plans for your own garden of Eden. He has given you honesty, which represents the vegetables in your garden. Trust and faith are the fruit of your garden, and love represents the flowers in your garden. But like any garden, it must be taken care of. The weeds in your garden represent dishonesty, jealousy and mistrust--pull the weeds when they are small. Sow seeds of patience, and water your garden with understanding.

Many miracles have happened to me, but I never recognized them at the time they were happening. I can say that the Lord has set me up for every major decision in my life. That is why I never ask Him, nor do I question what is happening to my life. He is at the wheel, and he decides the direction in which I will go. The wonderful part of this is that it is so easy. Just let go, and leave the direction to Him.

God has been good to me. I am a rich man--rich in material things, but richer in my garden. Dishonesty has been replaced by honesty--mistrust by trust--jealousy by respect--hate by love. If you have heard anything I have said today, I hope it will be the part about love. Your lives will never be complete until you can say, "I hate no one." It is then that you will start to feel like a whole person.

Now I am starting to preach, and that was not what I wanted to do. I will close by saying congratulations to the graduating class; and I believe I speak for all parents when I say, Good Luck--We're proud of you, and we love you.

#### **IV. "Free Market Hall of Fame" Honoree Del Belden's Speech to Business and Economics Students**

*(Introduction by D.P. Diffine)—Ladies and Gentlemen, it's my pleasure to introduce Del Belden, C.E.O. of Lomanco in Jacksonville, Arkansas. Mr. Belden is also past president of the Jacksonville Chamber of Commerce, and he was the 1980 chairman of the Harding University Council for Realistic Economic Education. Mr. Belden's keynote address to the 3,000 students and faculty of all academic disciplines helped launch our Free Enterprise Week, sponsored by Harding University back in the spring of 1981.*

*Founded in 1946, today Lomanco goes about its business as the world's largest full-line ventilation equipment manufacturer. In an economy that's supposed to be in a recession, Lomanco is currently realizing record sales of about \$25 million this year. Mr. Belden has said to me, "If we're in a recession we can hardly wait for times to get good." Last year Del Belden accepted a symbol of excellence award from Sears Inc., their largest customer. Lomanco has been a supplier to Sears for five years, and has received this award, a quality control award, four times. Out of \$12,000 suppliers, less than one half of 1 percent have received the award four times.*

*In 1978 Lomanco made an award to Harding University, a grant to study ventilation and its effect on energy savings. In 1979, Mr. Belden and Lomanco very generously endowed the Clark David Belden Center for Private Enterprise Education. The Belden Center is dedicated to an extraordinary entrepreneur, Clark David Belden, founder of Lomanco and Del's father.*

*Clark David Belden had a firm belief in free enterprise, a firm belief in the principles that have made America the great nation that she is, and I think I know why Del feels this way. It has been personally gratifying to be in the classroom with Del and his sons,*

*Paul and John, Dennis, son-in-law Butch. Its been a special joy to me to visit in Del and Valerie's home on many occasions.*

*Back in 1979, at our commencement exercises in December, Del was awarded the honorary doctorate of law. At that time Paul finished his degree in marketing. I shall never forget Del's comments--and I'll use his comments to the graduating class as the conclusion of my introduction--he said, in essence, to our graduates, "OK, you've learned your ABCs--now come out into the business world and we will teach you the rest of the alphabet." Please welcome Mr. Del Belden.*

Thank you, Don. Students, I don't know whether you got the full impact when Don said he enjoyed us in class; it was only less than three years ago that I sat where you are sitting, and Don up here teaching. I spent two semesters with Don in classes and thoroughly enjoyed it. Before that, and before coming back here, I carried a 10th-grade education, and that was the limit of my formal education.

Don asked me if I would talk to you today and I said, "Yes". There has been some good to come out of it; I understand there will be no test, so you don't have to listen that carefully. I asked if I could excuse the members of the class who didn't want to listen, and he said, "No" because he was afraid there would be an empty room. So you have to stay, but you will not be tested on anything that I might comment on.

I'm not exactly sure what I'm doing up here. I'm not exactly sure what you want me to talk about. So I'm going to make a stab at trying to talk about something I know about: being in business for myself. First off, after class--I won't ask you to do it now--but after class you'll be allowed to come up and examine my head. Touch it if you want--there are no horns; you'll know that we in business aren't evil people. We in business are not out to gouge everybody, and we're not out there to beat everybody to

death. We're just normal people who got lucky and decided we wanted to do something more than anybody else did.

What makes a young man or young lady decide to go into business for themselves? I tried to look at my life, and I probably think that the profit motive was what started it. I had to be in the world around educated people, college people, and I had no way to tell them that I was as good as they were. As I told you earlier, I had a 10th-grade formal education. So, I decided that maybe we ought to do it with money. Maybe when somebody told me that he wants four years of college or two years of college, I'd say how much money do you have? We could lay it down there, and I became as bright as he was or became as important as he or she was.

So, possibly, profit was a motivating factor when I first started in business. But profit, probably, is the least important thing in the whole goal of the aspect of starting into business. Now that I think back on it, you have to have a product or a service that is needed. You've got to feel that the need is out there. If there is no need out there, the thing will not generate. If you will not get the self-satisfaction of earning your money and your profits, you are not performing a service of supplying a product that is doing the world some good.

Now, you might ask, what about the hula-hoop? What good did that do? Somebody made a lot of money at it. They did; it was a good exerciser, and it's dead today. I think most of you remember the hula-hoop, don't we? Maybe I'm talking to a younger group than I think. But most everything that stays in business has to serve a purpose.

Don mentioned the energy grant we made to Harding to test our louvers, and Don said, "Well, what if it proves we don't need your louvers in homes?" I mean, I've been in business for 30-some years, and he's going to tell me now through the test that we don't need them? It would put me out of business. I said, "If this

*is a true statement, I want to be the first one to know, because if I know first, I can adjust. If I don't know until my competition, maybe I can adjust and get into something that is worthwhile."* The test proved that there was a need for ventilation, that there was a need for our type of merchandise, and so we stayed in it, and we matured, and we keep adding to it.

How many of you saw the ceiling fan? It is in a third of the homes today. It is hard to go into a home without finding a ceiling fan. Let me tell you a little bit of history on that. Five years ago we ran a survey on it, a marketing survey. When it came back, it said don't get in the ceiling fan business--there's no market. Now any of you who have been around the last two years know what a mistake that was. You know that everybody and his brother got in the ceiling fan business, and the rest of it. So when the ceiling fan business hit the market, we weren't ready for it. So we went to Hong Kong and we said, *"All right, you've got a ceiling fan, give it to us, let us sell it and merchandise it."*

Our feeling was that if the thing took a hold, it would give us another year or two before we had to start making our own. But we couldn't afford to stay out of the marketplace until that happened, so we bought from Hong Kong and brought it over here, and we found out we didn't have anything. Out of every three that we sent out, we got two back for defective merchandise, and I said, *"I can't afford to be in this business."* But the concept itself, of what the ceiling fan was trying to do, is good.

Five years ago, I said, *"I think it's wonderful for the guy who's got the chapel-type ceiling to have one in his home."* I think it looks nice, you know, but I certainly don't want one in mine; mine's a flat ceiling. So, two years ago we put three ceiling fans in my house: one in the kitchen, one in the front room, and one in the bedroom. I love them. They're absolutely gorgeous. I run my temperature in the summertime at 78 degrees instead of 72, because I found out that if I can move air across my body at three miles an hour, I can cool it, or at least I think it's cool. As long as I think I'm cool, I will be cool. But when you just stop and think

about it, when you weigh this, when you're fanning yourself, it doesn't make the air any cooler.

I'm not so sure that the ceiling fan is the end of the product. We're now experimenting with how we can move air in the average home without having that ceiling fan there. Is there another method? Now that we found out there is a need, it gives us the initiative to go ahead and say, *"Let's invent or produce a product that is needed out in the field."* So we'll have that on the market in another year or two; we've got five engineers that do nothing but work on this sort of thing.

Don told you that we have \$25 million in sales. That's a true statement, by the way, Don; December was the largest December in the history of our company. January was the largest January in the history of our company, and it looks like February will be the largest February in the history of our company. So, as Don says, and he's absolutely right, *"We can hardly wait for business to get good, if this is a recession."*

Is a recession bad? I don't think so. We're coming out of this recession stronger than we ever were. We've had to look at some of our cost. We've had to look at some of our waste. We've had to look at some of our spending. We had to go back to the bone, so to speak. We had to go to our people and say, *"We need productivity; you want more wages--we need more productivity."* We talked it over, we got all these things ironed out, and they're starting to come around; when business follows, we are going to be sitting in great shape. We are in great shape anyhow, but we're going to sit even better. We're going to have the highest year in its history.

I stole this picture out of Don's office just a few minutes ago--my five boys, the greatest asset that I've enjoyed in business, because it's these boys that are now running the company. I'm very, very proud of that, much prouder than the fact that I'm a millionaire. And I am a millionaire; by the way, you may not know that. But you say, well, isn't that meaningful, because that's all I

ever wanted to be in my life—a millionaire. You know, one day I woke up and I was, and I said, *"I don't feel any different. I don't look any different. Nobody's treating me any different. Why did I keep looking at this awe-inspiring statue up here of a millionaire, because I'm supposed to be up there?"*

Now I am, and I don't feel any different. So then I had to sit and say, *"Who are you and what are you and what do you really want?"* Obviously, the million wasn't it, and I'm sure it wasn't, because you had to have more, because I could have retired when I was a millionaire. I can remember my father making a statement to me. In 1960 we had a chance to sell our company. There were four partners, and we had a chance to sell the company for a million dollars, which meant we'd have \$250,000 a piece. I chose not to sell it.

My father said, *"I can't understand it. You'll never be able to spend a quarter of a million dollars. Why would you want any more?"* Of course he was never married to Valerie either. Now, you've heard the old saying that behind every successful man is a surprised woman; she's no different than the rest of them, that's true. Everything I own I owe to her because I had made up my mind that someday I was going to make more money than she could spend. I had to get to be a millionaire to do that.

"Profits" is a dirty word, right? We've talked about them a lot of times. I can see absolutely nothing wrong with profits. Don't talk to me in percentages; don't talk to me 2 percent, 5 percent, 10 percent, 50 percent, 100 percent, or 1,000 percent. There's nothing wrong with profits. There's nothing for me to do with profits but to spend them. Now, if you think there is something wrong with profits, you ask my wife what bought her a fur coat. Ask me what bought her a new home; you know, ask the agency that bought the Cadillac.

You know, it all came from profits, but it all generated jobs for somebody else. The guy that helped build the Cadillac, he's glad that I made the profit. The guy that made the fur coat—the animal

wasn't too crazy about it, but the manufacturer was happy about the fur coat. You know, you got to make and sell it and make a profit on it. The people who worked on my home—they were tickled to death I made a profit—because they got to build me a new home. So where do profits become an enemy? I don't know of any— I can't think of anything wrong with profit.

Let's talk a second about this company we've discussed, in case any of you decide to go into business. If you come to me and you want my advice before you start in business, the first thing I'll ask you is how much is it going to cost you. If you tell me it's going to cost you \$10,000 in business, I'll say to wait until you got \$20,000. Don't start with \$10,000; wait until you got \$20,000. When people start their business on a shoestring, they make mistakes, and they can't recover.

If you've got \$20,000 to go into a \$10,000 business, you'll still make your mistakes but you'll have money enough to recover. You've got money to learn the rest of that alphabet and to do something about it. It's not much use to be smart when you haven't got any money to stay in business. So, my first advice is have enough to get into business. Figure on spending half of what you got.

Then what do you do after you get in business? You all know what a corporation is; for tax reasons, why, it's legally an individual. Our company is the same way, so let's talk about it all together. When you want to develop this product, when Del Belden decided to run a company, start a company, and I started this little company, Del Belden was the most important thing in the world. But it didn't take long until Lomanco had to become the most important thing; Del Belden became secondary. Lomanco became an individual, and had to be treated as an individual.

As long as I treated her right, she'd treat me right. It was no longer, "*What was good for Del Belden?*" It was, "*What was good for the company?*" Then all of a sudden, we got a lot of Del Beldens looking after her; and she did real well and did all of us



real well. We all had a nice living out of it. But it's like a newborn baby. You know, the mother must take care of it; that's the only thing the child sees, and that's the only thing company sees at first.

At the beginning, he sees the entrepreneur; there's nobody else around. Pretty soon, the child spots the father; then he spots the brothers and sisters. Pretty soon, he goes out into the world where there are more and more people. Even though the company is mine, even though the company was mine, or the concept was mine, the company becomes an individual, and starts to grow like a child grows. As more and more people become involved in the company's life, it picks up different characteristics. You've heard talk about companies that say, you know 20 years ago they believed in this format, and now the company believes this. That's because of the change in people.

But you've got to think of a company as an individual, and it's got to come first. The hardest decision for my boys to make was when I said, *"What's going to be the most important thing in your life the next five years?"* And they had to look at it, and they had to say, *"Well, Dad, we're going to have to run the business first, and when we get used to running it—we can then tell somebody else what to do—you know, I guess we can't step back."* And they're doing that. That's why it's hard to take a secondary position.

It's a hard thing to do, because my boys have not suffered a great deal, especially the two youngest. They don't really know what poverty is, and when I talk about the holes in the shoes, the rest of them think I'm crazy. They never heard of that; you know, I do remember it. I always like to tell the story about when you had the patches on the seat of your pants and on your knees. We cut those out a little rubber or out of cardboard boxes to put in the sole of your shoes. Then the Depression hit; that's about the way I believe it.

The hardest time in my life in school was in sixth grade. It was the first time in my life I knew I was poor. I never knew I was poor, because everybody around me had the same amount of money as I did, basically. But we moved into a town called Minneapolis, Minnesota, and we lived in a little tar paper shack; we had to go across the swamp, just like in the movies.

Somebody's writing a script: You know, my brother and I were walking around the swamp, and we go to this nice school, which at that time would probably be considered a middle-class school. We walked in there with young people who had nice clothes and all the rest of it. That was the only year in my life I ever flunked school, because I became more concerned about my peer group than I was about my education. That's why I question the value of busing in its entirety. Because when you move somebody out of one environment into another, be sure you're not mixing up the peer level too far, or we'll spend too much time on the peer level and not enough on our education. That has nothing to do with companies; I just thought I would get back into it.

Now, Don, you told me that these people wrote up these questions? Let me say this, if you people don't have any questions, we're trying to do this informally, and I'm trying to stretch this out to an hour.

Diffine: *"This certificate cites American opinion leader Mr. Del Belden for promoting effective two-way communication," and it says, "In acknowledgement of and appreciation for your contribution to bring basic business economics to young people. For working in support of stronger American capitalism. For being an enterpriser who supports a free market, which develops the talents of people to produce more, earn more, and possess more material blessings for the betterment of mankind."* Thank you. This concludes our session, and you are adjourned.



## **V. First Inductee into National Leadership Video Library— TV Interview with Del Belden**

*(Introduction by D.P. Diffine) Today on the Harding University campus, we are launching the National Leadership Video Library, which will be for institutional research in business and entrepreneurial history. Our first inductee is Mr. Del Belden.*

*Earlier today Mr. Belden was presented with this certificate which "honors opinion leader Mr. Del Belden for promoting effective two-way communication with young people and working in support of a stronger American capitalism, and for being an enterpriser who supports the free market, which develops the talents of people to produce more, earn more, and possess more material blessings."*

*Mr. Belden is board chairman of Louver Manufacturing Company (Lomanco) of Jacksonville and is past president of the Jacksonville Chamber of Commerce. In 1980 he was the Harding University Economics Team's chairman of its Council for Realistic Economic Education. Lomanco, founded in 1946, today is the world's largest, full-line ventilation equipment manufacturer.*

*In an economy that's supposed to be in a recession, Lomanco this year realized record sales of \$25 million. And as Mr. Belden has told us earlier, "if we're in a recession, we can hardly wait for times to get good." In 1979 Mr. Belden and Lomanco very generously endowed the Clark David Belden Center for Private Enterprise Education. The Center is dedicated to an extraordinary entrepreneur, Clark David Belden, father of Del. Clark David had a firm belief in free enterprise and in the principles that have made America a great nation. I think I know why Del also feels this way. Please welcome Mr. Del Belden.*

DPD: *Del, we would like to ask you about business; we have been in a recession. What can business learn from recessionary times?*

Mr. Belden: Well, before I answer that question, Don, I'd like to take a minute and thank you for inviting me up. The honors you passed on me, of course, I'm grateful for. But I think that this campaign that you've started off on, I hope that it will continue. I think that it's time that the businessman told his story. I think it's time that we let the people know that the business people don't have horns, and profit's not a dirty word. We sit in the background and let the other man do his talking, and I think it's time we did our own talking.

So, for that I'm grateful that you've asked me up here--and now, if you'd ask me that question over, I'll have a good answer for you.

DPD: *We have suffered through a year and a half recession in the economy. What coming out of the recession do you feel that business has learned from this period of slump?*

Mr. Belden: Well, I can't speak for all businesses, of course; I can only speak for our own. The recession forced us to look at some of the fat we had in our business. It has forced us to cut some costs. We're actually selling our product cheaper today than we did two years ago. And this has been a healthy economy in the long run. It's certainly going to help the consumer. And I think that recession weeds out those of us who don't belong in business. And, unfortunately, just because we have a business doesn't give us the right to be in business.

We constantly have to prove our point, and we constantly have to fight for that so-called profit you're talking about to stay in business and to have the right to do that. Recession makes us dig just a little bit harder and think a little bit more than we did in maybe the last year or so. I hope that answers your question.

DPD: *It certainly does. Is competition a good thing?*

Mr. Belden: Oh, yes. Looking back in our own company, had we not had competition, we would be selling probably the same product that we made over 30 years ago, and that product is not recognizable today. Competition constantly made us upgrade it, made us make it better, to function more properly, and competition is what keeps you on your toes. Without the competition, we're dead.

DPD: *So you do your best, or someone else will supplant you in the marketplace?*

Mr. Belden: Absolutely.

DPD: *Lomanco is in a near unique position, I think, having received a very fine Award of Excellence from Sears Inc. four times. We've heard that only one tenth of 1 percent, I think the numbers were, have actually received the Quality Control Award four times, and they've only been a customer of yours five or six years. What is the story behind that?*

Mr. Belden: Well, there's a little bit of amusement to that. The first year of the award, they told us they wanted us to get the governor and our state senators. They wanted us to invite all of our suppliers up, and we hadn't really felt that we'd done anything different with them than we did with all our other customers. Why should we go through all this big deal about it, so-to-speak, and spend money to receive an award?

But, in the last few years, we've started to take more and more pride in that. It's done two things for us that are outstanding: Number one, we have invited our suppliers in at this same presentation, so we have a way to say "thank you" to the people who supply us; this is very seldom done.

And second, we've involved our people. When we get an award presented to us in the evening, we also have the same

ceremony out at our plant in which the people participate. Putting a louver in a box is just not putting it in a box anymore and sending them to Sears. Our people know that quality must go into that Sears box. And I think that bringing our suppliers and our own people closer to this award has been very meaningful to us. We'd be very disappointed if we were to miss out on it.

*DPD: Well, that's taking advantage of a very special moment. Do you think since you're helping your customers and your employees at the same time, that the Golden Rule is important to business today, or could you operate without the Golden Rule?*

Mr. Belden: I don't know what the other men could do, Don; I can only answer for myself. I could not operate without the Golden Rule. There's got to be a fairness in it. I'm a great believer--someone once told me that you could shear the wool off of a sheep many times but you could only skin them once, and I think this is true. I think we're allowed to make a profit, but it must be a fair profit.

If we try to take too much too quickly, we're going to skin the customer and the customer is no longer there to come back. So we always keep saying we're not just in business today. It isn't how your decision affects you at this second, but how is it going to affect us five years from now? How is it going to affect us two years from now? So, if you keep thinking of that, the Golden Rule has got to sneak in there. It's got to apply because if you're thinking of the future, it's got to be someplace in that future for us all.

*DPD: A lot of ink has been spilled over the years on two subjects: social responsibility and the profit motive. Do you find the two concepts, social responsibility and profit motive, related?*

Mr. Belden: I see it related, and I see a drift in our country from one to the other. I think as we used to think of our big business people, the Morgans and the Rockefellers and this type of people, when we look at our great country and we look at all

the museums and the libraries and the things that were given to us by industry--these came from profits and rather large profits. Since we've got more and more government control and more and more government activity, they've taken away a lot of the businessman's profit, and he's not been in the position to participate in the "social welfare," so-to-speak, of the community as he has before.

And I think that if the government keeps taking away from us, and there's nothing left for the businessman--there's nothing to donate. I think that we as business people can supply the needs of the poor, supply the needs of the community a lot more directly and responsibly than we can by sending our money to Washington, D.C., and then letting it be handed back. Lord knows where it goes.

I think I read a statistic where eight cents in the dollar, or something like that, is all that gets back to the man you wanted it to get to to start with. I think I can hand it to them and get a bigger percentage out of it, Don, than what my government's doing for me. I'd like to see part of the profits. I would even be willing to have the government tell me at what percentage I should pay in the social structure if they would let us handle it. And I think we'd all end up ahead on the deal.

DPD: *Keep the money at home and not have to pay the enormous service charge for running the system--the bureaucracy?*

Mr. Belden: That is correct.

DPD: *So you don't think "profit" is a four-letter word.*

Mr. Belden: No, no I don't. And it's something that has been abused--the word--it's been abused by many different groups. I tried to explain to my employees what is profit. And I probably think for your viewers that the easiest way for me to explain profit



is in terms of what do wages earn? I asked my people, *"How much profit do you make in your paycheck?"*

They said, *"What are you talking about?"* I said, *"I asked how much profit you make."* *"Well,"* he said, *"I don't get a profit in a paycheck."* I said, *"Yes, you do."* I said, *"What makes our company make a profit? We pay our material, we pay our labor, we pay our overhead, and we put a price on all of it. Now, that doesn't differ any from your paycheck."*

*"You take your paycheck home, and you pay for your shelter, you pay for your food, you pay for your clothing, you pay for necessities, and if you have anything left over, it's profit."* So you control what profit you want in your paycheck, the same as I control what profit we want in our company. If I was to let the prices go out of line in my buying, or if I was to not care how much I pay for aluminum, for instance, I would have less profit.

If people don't care how much money they spend for their car, or they don't care how much money they spend for their food, they're going to have less profit. But they're the determining factor of whether there's a profit in a paycheck or not. And I think that any person who doesn't put a profit in his paycheck is doing himself an injustice.

There was a time in this country of ours the last couple of years when I had to look my boys in the eye and say for the first time that I could think of, *"I cannot tell you to save a dime, because you're better off if you spend everything you've got. You borrow everything you can spend, and pay it with next year's inflated dollar."* But this is turning around. Our economy is coming back. The inflation rate is stopped to a great deal, and it's becoming necessary that people go back into that profit mode of saving-type thinking that they were in a few years ago; and if I think that--I'd profit.

Yes. We've got to have it. How could I do anything wrong with profits? Who's going to tell me--let's say, for instance, that I

end up with \$100,000 in my company profit at the end of the year. Then it's given to me and you say, "Yes, but you don't need \$100,000, Mr. Belden." I say, "Well, maybe I don't need it."

But what am I going to do with it? I've only got two things to do with it: I can either put it in the bank and save it, or I can spend it. Now, if I put it in the bank and save it, somebody else is going to have the right to borrow it and put that money back to use. If I decide to spend it--if my wife wants a new fur coat--I put somebody back to work.

If I want to buy a new suit, I put somebody back to work. If I buy a new car, there's a lot of people involved in buying that car. If we buy a new home, we put a lot of people back to work. Profits don't lay dormant, I guess is what I'm trying to say to you, Don. Profits are just a continuation of our system. They just keep multiplying. So there's nothing wrong with it.

DPD: *I remember one time you said to me, "Unless I bury my profits in my back yard, what harm do they do?"*

Mr. Belden: That's right, and I still believe that same way.

DPD: *I wonder sometimes if we could just change the terminology in the sense that you did--instead of calling it "profit," calling it "business savings," in the sense that family savings are what remain after all the bills are paid at the end of the month--we could apply the same thing to profit and call it "business savings."*

Mr. Belden: Either that, or let enough of us speak out and give the true definition of what true profit should be--what it should mean.

DPD: *Good. Have you ever put your job on the line for something you believed in, and how did that turn out?*

Mr. Belden: Yes. In 1978, we came to a slight division within our company. There were two other partners--I had a brother that

owned 47 1/2 percent, and another gentleman owned 5 percent. I owned 47 1/2 percent, and we came upon a, let's say, a division in the road as to what direction we should go. At that particular time I had a lot of faith in our company. I had a lot of faith in our product, and I went to the bank and I put every dime that I owned, every piece of material thing that owned, up on mortgage and borrowed \$5 million to buy the company myself.

As far as book value, I completely wiped out the assets of the company that day. So I was worth nothing for all practical purposes, except that I knew that the company had a future, and I wanted to be in that future, and I wanted to give my boys the opportunity to be in my business. So I gambled everything I had. If you ask me whether I'd take that gamble today or not, I don't know, Don. I'm five years older and I might not do it again today. Of course, I've got what I want now, too, today.

DPD: *Yes. You were our commencement speaker in 1979. Your son, Paul, was in the audience as a graduate in marketing. You made the comment in essence to our graduates that here at Harding they had learned their ABCs, and you challenged them to go about into the business world and be taught the rest of the alphabet. What advice would you give to the young person entering the work-a-day world this year?*

Mr. Belden: I think first here, he or she must decide what they want to be. What do they want to do? What do they want to do five years from now? What do they want to do 10 years from now? And when they make that decision, they might as well then start working in that direction. There's no use in traveling south if you want to end up in Minneapolis from down here because you'd have a long trip. So, once you decide what you want to do, then you want to look for the type of company that will draw that out and give you that opportunity to grow.

If you're an enterprising sort of a person and someday you might want to start your own business, then I prefer that a man or a lady go to a small company where they have the opportunity to

deal with many facets of the business. Not all of us are enterprising; not all of us want to be our own bosses. If you happen to feel in this mood, then I say the big business is your spot to go. If I have an argument with big business--big business to me is a little bit like big government--both of them have their pitfalls.

In big business I've seen them come in and so-called "rape" the colleges of the "A" student and the "B+" student and bring them into their industry and then set them in a corner and say, "Now don't rock the boat." They've taken the brains from our universities and have said, "Be sure and not use them."

It's a crime that these people have allowed themselves to let their mind go dormant for what they've trained themselves to do, and then go into a big company and--Don, all you have to do is think it out a little bit because some big company offers him \$25,000 a year, which is a lot of money, and he gets his cost of living raised every year, so in five years he finally says, "*You know, I'm not going where I wanted to go, so I think I ought to think about looking at another business.*"

But in the meantime, he's married, probably has one child, probably has a big mortgage payment, probably has a car payment and he may even have a boat payment. And the wife says, "*Don't rock the boat. You've got five years towards retirement. You're now making \$30,000 or \$35,000 a year. I don't think we should gamble.*" We've taken a lot of great leaders and set them on the sidelines because we've not given them a chance to grow because we've put them in too large a company--as I say about government.

DPD: *So, don't look at starting pay, don't look at fringe benefits, don't look at retirement programs, but look where you can grow professionally.*

Mr. Belden: Absolutely. And don't be ashamed when you walk in and talk to the management of companies, to ask them if

they're making a profit. Because if they're not making a profit and they haven't made a profit in a few years, don't hang on to them, because if you do you're staying with losers. And one of these days you're going to lose it all and they're not going to be there. And whatever time you've invested with them is thrown out the door.

So ask a man if he's making a profit. Ask the President of the company, "*Where's your company going in the next five years?*" Find out if there's a growth area for it. He'll be proud of you for asking. And he'll think, "*I want that young lady or that young man who's concerned about where we're going.*" Ask to see his financial statement; most companies will show it to you.

DPD: *I bet people are glad when even the interviewee does his homework a little bit. Is there such a thing as a free lunch?*

Mr. Belden: If there is, I haven't found it. I find that everything in life, whether we talk about business, whether we talk about home life, whatever it is, I haven't found that free lunch. Everything carries a price.

I think that if you as a professor in college--if I asked you to teach a class, one of them that I would like to see you develop would be, "*What is expected out of a marriage?*" You know, when I think of all the things that I went in to, probably the most unprepared of any of them that I ever chose was a marriage because nobody told me anything about a marriage. I didn't have any idea what I was supposed to do, my partner had no idea what she was supposed to do, and it was an absolute collapse.

And I think that something ought to be told about this area. I think that if you want a good marriage, you've got to spend some time with it; you've got to work at it. You've got to make some compromises--you can't have everything. You know, it isn't all that gold and rosy out there.

I went to a counselor one time about our marriage, and I talked to him about my wife and he asked me, "Is your wife a good housekeeper?" I said, "She's an excellent housekeeper." He said, "Is she a good mother?" I said, "She's an excellent mother. She keeps the children clean all the time—very good—A+." He said, "Can she cook?" I said, "She's an excellent cook." He said, "What's your problem?" I said, "There's part of our life at night that I wish was better." Three out of four isn't bad.

And I had to realize that of the four things that I thought was a criterion of a marriage, three of them she was excellent at. So the other one then, of course, became better, too, because your attitude becomes better. Don, I can do anything that I want to do if I'm willing to pay the price. But it's important that we look at that price tag before we enter into that endeavor.

I got involved in horse racing because I think there's an avenue of a new concept that we put into it. And I feel that there is a message there to be told between trainers and owners. I think it's good for the industry. To me, it's a brand new learning experience and I love it. Now, I've had to pay my price for it, but as long as I'm willing to pay that price, I can learn the horse racing business. I think you can learn the horse racing business if you are willing to pay the price.

I no longer have the instant dreams; I no longer want the pill that makes me a doctor or a lawyer. I'm willing to say that I can be a doctor or a lawyer if I'm willing to spend the time—if I want to pay the price. I think that once you learn it within yourself, then you have a peace that's there forever.

DPD: *I think looking back on family, which you mentioned, families in a way are immortal—they live on beyond all of us, and they take what we build and build on that; you don't defeat families, do you?*

Mr. Belden: That's certainly true, and in my family, you know I have a daughter, four sons, and a son-in-law, and to me they're

family. I live for the day that I can turn the business over to them-- that they can run it. They are running it, and the day will come when I can turn it over to them. I thought of something else that's immortal, if you want to call it that, and that's this company, Lomanco, that I own.

We've created an industry here, or better yet, we've created a person. That person must continue whether the Beldens run it or somebody else runs it. It's important to me that it doesn't die. We've seen so many times in our lives where we've had a one-family industry. It started when Pop started the business, and he'd run it until his death and the kids wouldn't take it on, and it died and went to the side. And here was so much effort that went into an industry, and it just didn't continue growing, where it had all the roots probably to be a great provider, and somewhere along the line got stopped.

*DPD: This is a question that's more of a national scene-type question. After the first two years of the current administration being in office, how would you evaluate or rate the administration's performance after the first two years of Mr. Reagan's first term?*

Mr. Belden: This is probably not a very popular answer. I happen to think he's doing a fine job. I happen to think that I remember when, two years ago when I voted for Mr. Reagan, when inflation to me was the number-one enemy, when I could see that no matter how much money I had, I could not afford to retire because inflation was going to eat it up once I retired. And he's done a remarkable job, in my way of thinking, of holding inflation down.

Now we can talk about unemployment if we want--and certainly nobody wants to see unemployment, Don. But I get awfully disgusted hearing about the 10 percent that are unemployed instead of hearing them talk about the 90 percent that are employed. Maybe it's time that America finally woke up and said, "What caused the 10 percent?" Was it our president that

caused the 10 percent, or was it the working man himself that caused the 10 percent. He has put himself out of competition with unfair demands.

There has been a split or division between wages and productivity, and we said they have nothing to do with each other. Now, Don, that's wrong. They have a lot to do with one another. And if we could get back to our working people and say to them, *"Productivity and wages have a parallel feature, and they have a parallel direction,"* I think we can get this thing turning around for us.

And if the Japanese people have a jump on us, this is one of the areas in trying to talk to some of their people over there. They tell us about a difference between the Japanese country and our country, where the union and the management and the government in Japan sit down and they all work toward exactly that same goal.

In our country we fight each other. The union fights government, government fights business, business fights union, instead of us all getting together and saying, *"Let's get the quality of life better."* The best way in the world to explain the free enterprise system, to my way of thinking, is that nobody can be only half; nobody can be just a consumer; nobody can be just a supplier.

So, Don, how can you ever come up with a more fair system when you and I are both consumer and supplier? And as long as we have this in our system, we're never going to get hurt. We're only going to get hurt if it comes to one or the other.

DPD: *Well, it's wonderful to hear the idea that all of us are the self-same person, worker and consumer, and that wages and productivity stand or fall together. And, sometimes we do things as workers that hurt us as consumers, and indirectly disemploy ourselves.*



We, in the moment we have left, would like to salute you, Mr. Belden, and your family and Lomanco for helping keep free enterprise in business. We'd like to thank you for your generous contribution to assist us in passing the word about an economic system that has done so much for all of us. Thank you for helping the "free" in free enterprise so that people can continue to be "free" to be anything they want, if they have the "enterprise" to do it.

Mr. Belden: Thank you.

**VI. Sears Award of Excellence --  
Speech by Lomanco C.E.O. Del Belden**

*On September 15, 1981, Del Belden, Chairman of the Board of Louver Manufacturing Company (Lomanco) of Jacksonville, Arkansas, accepted a "Symbol of Excellence" award presented to his company by Sears Inc. Lomanco had been a supplier of Sears since 1976 and has received the "Symbol of Excellence" four times. Out of 12,000 suppliers, less than one half of 1 percent have received the award four times. What follows is Del's acceptance speech on that occasion:*

I accept this award only by acknowledging some of the people who made it possible. Number one--my son, John Belden, and Jim Jester, who worked with your personnel getting the orders. Second--our suppliers who worked closely with Lynn Cooper to see that we have the merchandise to manufacture our product. Although there are only three products represented here tonight--aluminum, corrugated boxes, and screen wire and bearings--they represent 85 percent of the materials used in our products. This award was not possible without your help. Will you please stand and let us give you a hand?

The third group is the people who make the product--some are here tonight, and others will be recognized tomorrow morning with ice cream and cake at our plant. I would also invite each and every one of you here tonight, if you would like to attend this; it will be at 9:30 tomorrow morning. We will also be more than happy to give you a tour of our plant. May we ask those people who handle the paperwork and the product to please stand so that we may recognize them?

Fourth, I would like to recognize our friends from the bank. They may our suppliers happy and keep the wheels moving. Will those people please stand to be recognized?

Our fifth group has not been previously recognized or introduced. I would like to introduce them at this time and ask them to stand as I call their names: Ladies and gentlemen, this is our board of directors. Vice president--Valerie G. Belden, head of our Lomanco stables. And may I take a minute to say that we are in the horse business. We now own eight horses; we probably have the finest 3-year-old filly on the track at Louisiana Downs and the finest 4-year-old filly that is on the grounds. We started in the horse racing business in Mach of 1979, and we now have horses in value of over \$400,000.

This is not a hobby with Lomanco, but it is a business and I am happy to report that by the end of September of 1979, we are in the black for our race horses. We expect our profits to grow, and of the two fillies that I mentioned, we will be very surprised if each have earned less than \$250,000 earnings for 1980. For any of you who have seen our new offices, Mrs. Belden was responsible for the decor and all of the decorating of those offices.

Another board member that I wish to introduce is our treasurer, John D. Belden, who is also our general manager for Lomanco. Secretary is Ronald C. Mills, general counsel. Paul Belden is our marketing manager. He graduates in December from Harding University with a major in marketing. Lyndell Stender is quality control manager of Lomanco products and is responsible for the upkeep of the machinery and maintenance of the Lomanco Recreational Division, which consists of the Jacksonville Country Club.

Ted Belden, who designed our new offices, is now attending his fourth year at the University of Arkansas at Fayetteville studying to be an architect. He is on the National Honor Roll for Student Architects and was selected as a tutor. We have a five-year contract with him for his services upon graduation.

Lloyd Aclin is President of Aclin Ford and Toyota. He is the only member of our board not directly employed in the company, but his advice and suggestions are appreciated by all of us.

Dennis Belden is our personnel manager. He has done so much for our excellent relationship with our employees.

Our lowest-paid job after the initial probation period is \$4.70 an hour. This will exceed \$5 by January 1, 1980. This includes two people hired from Pathfinders. These people are no longer burdens of the government or state but are now self-supporting tax payers. We have an excellent hospital plan totally paid for by the company, a life insurance policy paid for by the company, a picnic once a year for all employees, and legal advice for the employees who work directly with Ron Mills on this.

Dennis counsels on drug and alcohol abuse; on the employees' birthdays they receive a card with a \$10 check signed by the company from him. He is also a sounding board for any complaint an employee wishes to talk about. He started a safety program for our truck drivers, and this year 10 drivers shared awards ranging from gifts to cash awards up to \$1,000. Dennis instigated the dinner for all of our engineering and maintenance people to tell them thank you for the job they had done. Less than one month ago, he set up a luncheon and presented Lomanco rings and medallions to all of our employees who had been with our company 10 years or longer.

We feel that these things are important, and because of his concern for our people, our Workmen's Compensation dropped 75 percent last year. On lost days, last year for the same period, we had 391 lost days, this year 189 days. The employee hiring is no problem for Dennis, for we have had over 1,000 applications so far this year we could not employ. This is without running a single ad for help. If he wanted to hire 20 people to start work tomorrow morning, he would only need to tell our present employees and I could guarantee that 100 people would be applying for these jobs by 7 tomorrow morning. Ladies and gentlemen, let's give our board a hand.

The last group I would like to recognize is the people here representing our educational system, who are training the young

minds that may be running our country before too long, and our politicians in the audience who believe in the free enterprise system and have kept this country the greatest system in the world. We have the right to worship, the right of free speech, and the incentive and the facilities to be anything we want to be. Will our educators and politicians please stand so that we may give them a hand?

With such a group as this, as we all come and do different tasks, you all have one common denominator: the friendship that I feel for all of you. I now call on that friendship and ask if you will allow me just a few minutes more to tell you about our company, where we came from, where we are at, and where we are going, and I may slip in a little philosophy of our company.

We started our business back in 1946. The partnership consisted of my father, my uncle, two brothers-in-law, one brother and me. Dad had an idea and very little money. I had saved \$500 while I was in the service, and between the six of us we were able to raise, through the mortgaging of those who owned their homes and cars, another \$2,000. This started the Dan-Dee Company, later changed to Louver Manufacturing and to our present name of Lomanco Inc.

Needless to say, the first few years were a struggle. We were partners receiving \$.70 an hour for wages, and our wives worked for nothing. Well, I should not say for nothing, because I remember a man coming into the plant and wanting some welding done; for this job Dad charged \$5, of which we split up between the women, and they each received \$1 apiece. But we produced a good product at a fair price, and by reinvesting our profit back into the company, we began to grow.

In 1951 the partners' equity in the company was \$140,000. One partner, a brother-in-law, left the company in 1947, so each of our equity after six years was worth \$28,000 apiece. At that time my father retired from the company, took his \$28,000 in cash, and we let the brother-in-law who had left in 1947 give us his note

for \$28,000 at that time and brought him back in as a full partner. Our sales by then had reached approximately \$1 million per year.

In 1958 my uncle retired, and his share of the company was worth \$110,000. In 1960 a brother-in-law sold out his share for \$250,000; the value of the company was placed at \$1 million at that time. This growth came primarily from vari-pitched louvers, the product my father had invented. Many other louvers were added, but the vari-pitch was still our bread and butter. In 1960 we entered into the aluminum shutter market, and within five years we became the largest manufacturer of aluminum shutters in the country. In 1963 the brother-in-law who had bought into the company for \$28,000 sold his interest to my brother and myself for \$280,000.

Our 1963 sales were approximately \$3 million per year. In the '60s, aluminum shutters were the largest product sales and the most popular item we had in our whole line. By 1973 we entered into the turbine business, and today we are the largest manufacturer of turbines for the home in the country. By the end of 1976, our growth in sales had reached \$14,200,000. I give you this background only to show you that the product that we started, that for the company to grow, we had to add new lines, and each line has about a 10-year growth period. We are now looking at what is going to happen to us in the 1980s, and that will be discussed further on down the line.

By June of 1977, I had negotiated the purchase of my brother's stock, 47 percent for \$4,875,000, and my comptroller and general manager owned 5 percent for \$487,000. This purchase was made possible through the help of the First National Bank of Little Rock, who had the faith in the company and myself to loan the company \$5 million on January 10, 1978. Our sales and revenue in 1979 will be in excess of \$20 million, the largest year in the history of our company. Ladies and gentlemen, if we are in a recession, we can hardly wait for times to get good!

At this time, we pay to our government, federal and local, 52 cents out of every dollar we have earned. We have been good for our country, and our country has been good for us. In 1978 we made a grant to Harding College, for \$90,000 to study ventilation and the effect it has on energy savings. In 1979 we began a five-year pledge of \$100,000 per year to endow the Clark David Belden Center for Private Enterprise Education on the Harding campus.

I threatened you with some of our philosophy and thinking for the future, and here it comes. Number one--I believe in making a profit. We owe it to ourselves and our suppliers and our employees, for without it we all suffer. Our company will do one of two things with profit. We will either reinvest it for more and better jobs, or we will save it through the banking system, giving other people the chance to borrow and prosper through their business.

Number two--we believe the second biggest enemy in our country today is inflation. It bothers me when our customers no longer fight a price increase. In the last three years in which we have raised our prices, we have had less than 10 customers who complained about the increase. Have we, as a buying public, become so used to price increases, wage increases, that we no longer care?

I know many of us blame the government for excess spending or deficit spending for our inflation, and certainly this is part of it. But what is our answer to government spending? First, let's take back our own hand. We all want less government spending, but not where it affects us. Secondly, we as the buyer can refuse to buy at the higher prices. Gasoline has tripled in the last six months. How many of us have driven two-thirds less miles today than six months ago?

The third solution is productivity. Lomanco is proud of what we have accomplished in this field. Where inflation has grown in excess of 40 percent in the last four years, Lomanco has raised less than 15 percent. We refuse to accept a price change without

looking at new ways to do the same thing. Example—a year ago, corrugated cartons took an increase from 12 percent to 15 percent in less than a one-week period. We called our two suppliers in and told both of them we could not pass this kind of an increase on to our customers; our only solution was to redesign our cartons. They brought their designers in, and together we did a redesign, and today we are paying approximately the same prices for cartons as we did last year because of the new design.

Before I get into the number-one problem I believe our nation faces, let me take a second to tell you how we have become a part of our community. I do not want it to sound as if we are bragging. It is being told to you not because we want recognition for what we have done, because everything we have done has been done because this town, this state and this country have been good to us, and we think it is our small way of saying thank you to people who have been good to us.

Ron Mills, who works and is paid exclusively by Lomanco, spent many hours on the housing bond issue for Jacksonville. In Jacksonville's fight with Lonoke over our water supply, many hours were spent in preparing for and going to trial; because of these hours, he won the case for Jacksonville. He serves as the industrial chairman for the Jacksonville Chamber of Commerce, trying to bring new industry into our state. His help and hours spent on the new chamber building is known by only a few.

Recently, we learned of the financial problems of the Foxwood Country Club. The club was about to go into the hands of receivership. We made a proposal to the membership on June 15 and purchased the Country Club at that time. There was no thought that this club was to be purchased with financial gains possible for Lomanco. We did feel that the community needed a golf course and its other facilities, and it was for this reason that we agreed to buy it.

The first thing that we did was drop initiation fees. Second, we instituted dues so anyone could belong. A membership to the



clubhouse is \$25 per year; swimming pool, \$50 per year; tennis, \$50 per year; and golf, \$40; per month or \$50 per month gives you the full membership and everything we have. Membership was 167 members on June 1. Today it is over 340. The club can and will be run as a "break even" for Lomanco. The back nine holes will be ready for play by September of next year.

I, myself, have acted as president of the Chamber of Commerce for the last year. I serve on our state chamber board. I am on the board of the Serenity House of North Little Rock, working with alcoholics. I have just recently been asked, and have accepted the honor, to serve on the dean's advisory board of the College of Business Administration at Fayetteville. Harding University has asked if I will serve on the Council for Realistic Economic Education, and I will accept. Harding is planning a tremendous program and building dedicated to the free enterprise system. It was my honor in behalf of Lomanco to make the first contribution toward this building--one half million dollars to be given over a five-year period.

I could go on with other accomplishments our people have made to the community, but all I am trying to point out is that Lomanco people have seen the needs of the community, and I am proud to say that we have accepted the responsibility. Ladies and gentlemen, you have been an excellent group. Thanks again to the Sears people for the honor bestowed upon us, and thank you for making it possible for us to receive it.

## **VII. 10th Anniversary Commemorating the Clark David Belden Center—Del Belden's Reflections**

(Introduction by D.P. Diffine, December 1989) *At a time when the American incentive system has become a casualty of misinformation, the Belden Center for Private Enterprise Education has established itself as one of the premier organizations in the country that is effectively communicating the concept of freedom applied to the market.*

*Harding's "Capitalism Corps" Economics Teams, the winningest in the country, have, on six occasions, won first place in national Students in Free Enterprise (SIFE) competitions with other colleges and universities. The Economics Teams were also national runners-up on six other competitions. Typically, the Harding entry chronicles a variety of 60 to 70 multimedia Economic Enlightenment Projects and programs that have been presented before civic, professional, employee and educational groups in the Mid-South.*

*The ENTREPRENEUR is a quarterly journal of the Belden Center. It contains executive monographs, position papers, faculty articles and current tracts that analyze contemporary economic problems. The ENTREPRENEUR is mailed around the country to interested individuals, opinion leaders, businesses, elected officials, chambers of commerce, professional associations, and School of Business alumni.*

*The AMERICAN INCENTIVE SYSTEM ALMANAC—A Daily Chronicle of Enterprise" is published annually. The calendar offers 365 brief reminders of great enterprising events and relevant comments on the idea of freedom applied to the marketplace.*

*In the span of its first decade, the Belden Center has received 15 Freedoms Foundation Awards in six different categories, along*

*with positive, written reviews by the United States Industrial Council and the National Federation for Independent Business.*

*In December 1989 we celebrated the Belden Center's 10th Anniversary. Herein we provide Del Belden's keynote speech for that occasion.*

Thank you, Don. Distinguished guests. Don't really know what I'm going to talk about. I asked Don what he wanted me to talk about; he said he didn't care--just make it short. So I think he wants me to talk about midgets or something.

It has been 10 years since we made our first donation. I think that the free enterprise system is working, and that the walls will come tumbling down. I think that's great. I think that for the first time what we've been talking about and preaching--we are starting to see results.

I think that people are getting tired of paying taxes. I used to say I didn't want to pay any taxes, and people said, "Well, how can the country run without taxes?" We're beginning to see examples of it. People don't want taxes. We want results; we want to run our own lives. And, of course, as an entrepreneur or a man of business, we get a big shot at that.

I retired in 1983. Since I retired from Lomanco, which was my only job at that particular time, I now have six race horses. I have a rock quarry that I am getting a royalty on. I have a dragstrip at Carlisle. I have contracts that I have bought over in Memphis on people who started to do some insulation on their homes and didn't have money enough to pay for them.

I have bought two motels in Baton Rouge and Port Arthur since I retired. I have one female race dog--grayhound, and I'm going to start my own racing field from her, you know, which I need really bad. I now have a subdivision of which I inherited 15 acres of land from my partner that I took in on the motel business.

He wanted to move to Memphis, so I had to buy his house. And I had more houses and acreage than I knew what to do with, so I have developed that. This is a new job for me. I had never developed property before.

By the time you get through, you find out you just really can't build a house. There's a reason why housing is not cheap anymore. I mean, when you get through this paper work--it's tremendous. We have a little spot out here. I sold one trailer, a double trailer, two lots. I bought two more trailers. I dug my wells. And it's really been a thrill. I think this is going to be a short lived program though when I get it all developed I think I'm through with that. I don't think I'm going to go through with that anymore. But it was fun. What's lined up in the future. I'm looking at the possibility.

I'd like to get involved with a retirement home for some of the elderly people who are looking for a place to live. I'm trying to do it in coordination with our church, and I hope that that can get developed in the next few years. It's something that I'm working on. I have talked to some people down in Louisiana. And I've always been fascinated since my first trip to the southern part of the country when I go by and I see one of those oil wells. And I look around and I think, it's making money and there's nobody there. So I'm looking very strongly at the oil business. I may get into that before I'm through.

I've learned some things since I got in the business that I didn't know about the motel business when I got in it--don't know a great deal now. But I do know some things that stick out. There's a place for improvement in the industry. The franchise business has gotten to be big business, but it has gotten to be expensive business. It's run a lot of little people out of business. They can no longer compete with the big one.

To get a Holiday Inn franchise, you're talking about \$45,000 up-front money. You're talking about 7 percent on every sale being made on all the revenue. You're talking about an extra 6

percent on people that come walking through the door that they send in. You're talking about buying their items, buying their soap, buying everything they make. And it's expensive, expensive, but anybody that stays in a Holiday Inn knows that it's expensive.

Some of us couldn't afford it; we bought these two motels--and I say we; it was my partner. He had had the hotel business experience, not me. He had been in the hotel business 45 years. It had a lot of promises to them--as so many times happens to people. And when it comes time for the division, he's forgotten. He's always been forgotten, and I've always felt bad about it, because I thought he was deserving of something.

So I started this company, and I made him a 45 percent partner. And I've had people criticize me for it. And they said, *"How could you give the man 45 percent of a company--he doesn't have any money?"* And I said *"Yeah, but 45 percent of nothing is nothing."* I kept 51 percent and gave the attorney five percent, because I don't want to pay him any money. So I still get 51 percent of anything that we make, and he gets 45, and I think that's a great deal. You know, I really think that partnerships are great if you can get people who know that end of the business. But as I say, I like the possibility of trying to help the small business--the mom and pop motel business. I think there's a great future in it, and I may get involved in it.

When I was first growing up, I asked my father, *"How do you get respect, how do you get to be admired, intelligent, loved, appreciated, rich and all these lovely things?"* and he said, *"Son, it's hard work and a long time."* And I said, *"Let's go bypass all but the rich--how do I get to be rich?"* So I skipped all the rest and just became rich--forgot about the others. So that worked out nice for me. That worked out nice for me.

I'd like you people to know how I think, and as Don said, I sometimes wonder what I think. But some things I don't understand; maybe you can tell me--you're teachers and

professional people and well-educated. And you know, my education came after my donation.

I try to figure this out: Why do politicians spend millions of dollars to get elected to a law office so they can give our money away to the poor? Why don't they just bypass us and go right to the poor to start with and give their millions. I have to wonder about a politician who has an ego problem. I don't think I ever met a politician who didn't have an ego problem.

Something else that's crossed my mind--why busing? You know, I've heard of busing ever since I've been down south here. In the last 10 years we keep talking about busing. We keep talking about it, but I don't know what it's doing, except costing us a lot of money. We keep talking about how we need more money for our schools, and we need more money for our system, but we still spend a fortune on busing. It looks to me like it'd be a lot easier if we could just bus maybe one teacher than all those children.

Now honestly folks, I believe in education; I believe that everybody in this country is entitled to an equal education. I think sometimes we didn't get an equal education before because nobody wanted to move into some neighborhoods. Our better teachers didn't want to go into the poor areas and teach. And I can't blame them for that. If you can teach in a rich neighborhood, why not? If you can get into a nice neighborhood, why go into a bad one?

But there are ways to promote and get teachers to go into the bad areas. All it is, folks, is money; give them more money. Pay the teachers more money to go into the bad areas, and you'll have all the good teachers that you need down there. And that's all we need in my opinion is better teachers--better dedicated teachers. I think that you can have it, and I think that you can get them to go down there with money.

I sit here and I wonder; I read in the paper ever so often about lawsuits. Lawsuits and our segregation deals. How much are we spending? When is this going to quit? We've been going on for three years now, and the attorneys keep fighting and we keep paying the fees. Now it doesn't make any sense to me because we could be spending this money again for our educational system. The lawyers--it's absolutely ridiculous.

The mass-murderer Simmons--killed his wife, his family, six or seven other people. He wants to die, and we have lawyers fighting to keep him alive. It don't make any sense, folks. We have to pay taxes on that. We have to pay for it, but somebody says, "The man says I don't want to live; I want to die." What has it been, two years since he wanted to die? You know, I believe I could have helped him out quicker than that. The man knows that he did wrong, and he deserves to die as far as I'm concerned.

I think it's ridiculous when you look around at our system and you see the number of people on death row. You see people on death row who have been there 15 years, 20 years, 30 years. How long do we keep them on death row? It's costing you and I a hundred dollars a day to feed them, clothe them and guard them--a hundred dollars a day. If we could have given them their hundred dollars a day when they were our in society, they would never have committed the murder or whatever they did to get in there. But I think it's time that maybe we put a limit on how many times you can be on death row, how many times you keep getting another chance, how many lawyers can get paid by us to defend one more time. You take the money away from the lawyers and find out how times these guys get defended. I don't think it would be often.

We spend millions of dollars on our illegal drugs. It's something that we are all aware of. It strikes us all--the rich, the poor. It's kinda like alcohol; it has no boundary. It's costing us a lot of money to fight it, to bring it in here. But how many people have talked about rewarding those who don't use drugs. Let's get in the other side of the spectrum for a while. We keep spending

millions and millions of dollars punishing those that do. Isn't it time that maybe we could spend a dollar rewarding those who don't?

I'd like to charge, at this particular time, Harding University to come up with a system that the Belden foundation, with the help of Lomanco, will take and make a \$25,000 grant for any school that can come up with 95% students and teachers who are drug free. Now it's gotta be "and teachers" because I think sometimes in some of our neighborhoods, our teachers are not as good as we'd like. And so, if you could come up with a system that we could monitor, a system that we could pick, I'd like to see some school who'd be proud of the fact that they didn't have drugs in their neighborhood.

If they got a "100 percent free" rating from testing, we'll throw in an extra \$5,000 reward. Isn't that better to spend \$30,000 in that method than it is to spend \$50,000 to send dogs in there to check their lockers, put kids in jail, and all of the rest of it? Isn't it time that we did something on the plus side instead of the minus side? We're not licking the drug problem the way we're going, so maybe it's time we look to something else.

Another gripe, or another thing I don't understand-- sometimes they do sound like gripes, don't they--how can a doctor go in and sit with a patient and do a heart transplant or a liver transplant and, all of sudden charge the guy \$350,000 or half a million dollars--just by working a half a day? When does life become worth so much money? I mean, I'd like to see a doctor make a living, but now folks, that's ridiculous when we have to spend money to sit here and pay these people for transplants and the rest of it when the doctor can only work so many hours.

I absolutely get torn up inside when I see some guy being wheeled out of a courtroom who just made a \$1 million or \$2.5 million settlement, and the lawyer takes \$1.25 million of it; and the guy in the wheelchair gets the other \$1.25 million. Now, folks, that isn't fair. There's gotta be a limit to what a man can take from



somebody who's been injured in an accident case. We can't let these lawyers take it all; we can't let these doctors. Now I certainly don't want free medicine; I'm not advocating that. I don't want to stand in line for my care. And I know that the doctors are entitled to more money than the guy digging a ditch, but I certainly don't think that he's gotta retire every time that he has an operation. And, you know, that's one of the things I'd like to look at.

We're going to get to the positives; there are a lot of good things in this country, folks, lots of good things. And I start off by saying that a lot of people have been nice to me tonight and have thanked me, praised me for the money and the small contribution that we have made. The rewards are not all mine; Lomanco and I have received the rewards. When we look at these young people, and if we've had anything to do with their lives, it's been, well, rewarding, and we're the ones who have been the lucky ones. We're the lucky ones, not you people. So we appreciate what you've done with our money; you've spent it well. You've taken care of it and guarded it carefully. I hope that we can give some more down the line. By the way, my yearly check will be in before this is over.

Well, the last thing you told me was that *"there's no such thing as a free lunch,"* but I didn't know I had to pay for everybody. But I have certainly in my 10 years. There's nothing that I've enjoyed more than my relationship with you people. Did we miss somebody; is someone late? It's been a wonderful experience. Where else can a ninth-grade student born in North Dakota come up and speak to a bunch of well-informed, educated people and get the right to speak for you and try to advise you, and you're interested in what I'm saying? It's been a wonderful experience. It's been a wonderful experience to me.

I was getting hard--I could feel myself turning--I could feel myself going against college. I kept reading about Berkley; I kept reading about all of California's different colleges in which the kids were doing nothing but parading, demonstrating against the

enterprise system and the rest of it. And I got to the point where I didn't want anything to do with colleges. I didn't believe they were doing anything. Harding reformed my mind and made me proud of the society which I live in.

One of my own sons--I probably shouldn't tell this and you'll probably be mad at me now for quite a while afterwards, but we had this little group meeting with the four sons. And I came up to meetings all the time, and we rode up in the car. One of my sons was kind of a free-spirited fellow at the time; before we started, this he'd told me that he wasn't too proud of his dad and his money. And I think part of it was that dad wouldn't give him the money, so he couldn't see any great benefits of those riches.

So I said, *"Well, son, if you want to be a bum, I guess that's all right, but be a good one. You know what pearl diving is, don't you?"* No, he'd never heard of pearl diving. And I said, *"Well, that's washing dishes."* And I said, *"You can go in pretty near any restaurant and offer to wash dishes, and they'll feed you."* And I said, *"I'd also suggest you go south, so in case you have to sleep outside, it's not too cold and you don't freeze to death. Now son, go ahead and do your own thing, and really enjoy yourself."*

So surprisingly, he did. He took off on me for two years and made his own life. And he came home one time at the end of two years with his whole reward--all of the possessions he owned were in a little, five-pound paper sack that he carried. I think it was one pair of shorts and one shirt. Now he had accumulated this all over two years. He hadn't given up all of his idealism; he still thought that there was some room for management to treat people better.

But he wanted a job. So I said, *"Ok, I'll give you a job."* And I thought of it when you guys were talking about the strawberries. So I put him at the end of the assembly line unloading turbines in a truck. There were 146 turbines that went in a truck; then he moved over to the other one. And he kept taking them off this line. In about nine months he came up to me and he said, *"Dad, I think I've got that job down pat."* He said, *"Is there anything else*

*in here I could do?" And I said, "Well, what else do you want to do?" And he said, "Well I think I'd kinda like to maybe get into maintenance." So I said all right; so we put him into maintenance. I used my power, and I got him up there--no problem.*

And we started up here at the University. He and I have had lots of good arguments or good speeches, talks--excuse me, discussions as father and son. We came up here and we took the Comparative Systems course from Dr. Diffine. We found out how wonderful Sweden was and how wonderful the Volvo car was. Yeah, that was such a wonderful system, you told me--I think they're broke now, by the way. But it gave me an idea when we finished our classes here.

I said, "Son, I think I've found a job for you." He said, "What's that?" I said, "Why don't you go to work for me as my personnel manager?" I said, "I'm the guy that has always treated our employees so rotten and so badly." I said, "Why don't you take that job off my hand and you do it?" "Dad," he said, "I'd be glad to do that, be glad to do that." Well, it wasn't long until the first thing he did was come out with the idea of not penalizing the people for being late. Let's give a \$5 a month increase to those who are on time--it worked, it worked. He came up with another couple of good ideas. They worked; I liked it. It was really working out well.

One day he told me he was firing Sam. And I said, "You're firing Sam?" And he said, "Yeah." I said, "Son, now don't you realize that Sam's got a family? He's got three kids; you know you can't put that man out in the street." And he said, "Dad, he's lied to me four times, and I'm not doing anything more with him; he's gone." My son's now done a 180; he's now strictly management. He knows the people who want help; he's willing to help. But he knows there are some people out there who can't be helped. And I'm really proud of him. I'm really proud of that boy; I'm proud of all the boys.

When you talk about riches, and I have reached some, if you wanted to talk about my riches, I'd point to them. My daughter. I say that's my riches; that's my reward. God has been good to me. He's been really good. Besides money, he's given me a really nice family. I couldn't help but let a little tear come to my eye when I listened to my dad on the video tonight. Five children; I've got five children. You know, my dad said he didn't know whether the grandchildren would be interested in business. I've got five of them to tell you they are. He missed that one. He didn't make all of his predictions right.

Another thing my daddy always told me was, "*Son, there's nothing wrong with being poor. It's nothing to be ashamed of, but if you can get rid of it, get rid of it as quick as you can.*" So I've tried to listen to that, and I've tried to do that. I've learned some other things--when you want somebody's attention, don't make the quote yours; make it somebody else's. They always believe it better when you say it's somebody else's quote. I also learned that in public speaking, never say this is a large amount or it's a small amount; always give percentages. People are always much more impressed when I say, "*Do you know that we got 93.2 percent of all the business in the vari-pitch product?*" And they say, "*Oh! That's tremendous.*"

I've enjoyed my relationship with David Burks. He and I happen to be on the same board for the Mad Butcher. People say, "*Are rich people different than poor people?*" Well, I was always in awe of rich people. I can remember the millionaire in our town; I can remember the millionaires that I've met and kind of looked up at that pedestal and thought, "*Man that's tremendous!*" And I wanted to be there, see, because I'm luckier than you guys. You people all have an education, so you didn't need anything to fill your ego. See, I didn't have an education, so I had to get rich. So I went to work, you know. I hire people like you now when you graduate--you smart people.

But it's funny, you know, I never knew when I got rich, or when some people call me rich. I woke up one morning and I just

was. I didn't feel any different. But I got to thinking about it the last couple of days, and there are some advantages of being rich. You know, it'll buy you a lot of happiness. I notice people pamper me more when I'm rich. They don't toss you out of this place or that place anymore, or as much as they used to. They're nicer to me, you know, and I like it. I think there's a certain amount of power that goes with being rich. You can tell certain people what you want. I said I argued a little bit up here at this college when we wanted to get this sales program started. I think having a check to write out didn't hurt any.

I'll tell you a little story that happened to me, and this is a true story. I put my savings in First National Bank in Jacksonville which just recently sold out to Union National Bank. Union came along and took off the signs. There were two signs--the reader board signs--and they took them down. And I said to the guy, "What are you going to do with them?" And he said, "Well we are going to store them. Union doesn't want them up there."

So I said, "Well, you know, I've got two motels and I'd kind of like to have two reader board signs for my two motels." So he said, "Ok, we've got \$14,300 left in each one of them." And I said, "Well, isn't that tough? Why do I care what you got left or what you carry on the books? I want to know what you're selling them to me for." And I said, "I'll give you \$1,000 a piece for the signs." He said, "I'll check it." I called him back and he said, "No, no, they ain't gonna do that, ain't gonna do that."

I said call them back and find out what's the least that they'll take. And he said, "What's the maximum you'll pay?" I said, "\$5,000 a sign." He said, "OK." He called me back in about an hour and said, "No, they won't take it, they won't take it." And I said, "OK, that's fine. You know, that \$900,000 that I own--that I'm paying 11 percent interest on?" He said, "Yeah." I said, "Have the note ready; I'll pay it off in the morning." He said, "You'd do that? You're that mad?" I said, "You bet I'm that mad." He said, "Hold up just a minute, just a minute; I'll get back to you." He called me

back two hours later and told me—I had two signs. I mean, you do get some power with it; it isn't all bad.

If I had to think or look at why I was successful, I suppose I would begin by saying people who worked for me were the number-one concern. Second, I think we had the right product at the right time. I think our timing was right. The third reason was my partners. And it's these partners that I want to talk about in just a minute. But there are a couple of things that I'd like to do first. Don started this meeting out with a prayer, and possibly I have a prayer that I've said more than any other prayer in my life. It goes something like this: *"God grant me the serenity to accept the things I cannot change, the courage to change that which I can, and the wisdom to know the difference."*

I've thought of it many, many times. I've said it many, many times. And it's been wonderful for me; it's been wonderful for me. This poem, or this little saying here, has been good for me: *"If I become uptight, angry or frustrated, I and I alone am generating these feelings. No one can make me uptight. No one can make me angry. No one can make me frustrated. I and I alone can do this."*

When I was taking the responsibility for these things and seeing them in their proper perspective, the child in me grew up. I like that. I've got another little one here that I like, as you can see. And I think this is the beginning of where if you asked me about my God. I claim He's in people. I claim He's in all of us. And I honestly believe that. And I think it comes forward in this little poem:

*When you get what you want in your struggle for self, and the world makes you king for a day, just go to a mirror and look at yourself, and see what that man has to say. For it isn't your father or mother or wife who's judgment upon you must pass; the fellow who's verdict counts most in your life is the one staring back from the glass. The people who think you're a straight-shooting chum call you*

*a wonderful guy, but the man in the glass says you're only a bum if you can't look him straight in the eye. He's the fellow to please, never mind all the rest, for he's with you clear up to the end. And you've passed your most dangerous, difficult test if the man in the glass is your friend. You may fool the whole world down the pathway of life and get pats on the back as you pass, but your final reward will be heartaches and tears if you've cheated the man in the glass.*

I think that is so typical of what I believe. Because I believe that if we can't look at ourselves, and if we don't like ourselves, it's hard to like anything else.

We now get to the final part of it, which you are probably all looking forward to. Partners—I want to talk about the partner in my life. I don't want to talk about the partners you see every day. I don't want to talk about the partners of my children, partners of my brothers, the partners of my brothers-in-law or my uncles.

I want to talk about my real Partner—my partnership with God. He's the one Who has made me successful. He's the One that has guided me all the way. Without Him I would be nothing. I pray and I thank every day for Him for His guidance. I looked at a lot of businesses in my time; some of them I bought, and some of them I haven't. And I've never worried about them if I lost the purchase price of them or if I haven't made the deal to go through. Because I sit here and I say, "God says you're not ready to handle that job yet." If He did, He'd let me have it. He guides me; He's made me very successful because He won't let me get into trouble. He's kept me out of it in His own way. For Him, He's the only way.

It's the only life for me. Most of you—some of you know this, some of you don't—but I'm gonna read you my last poem, then hush up, because this poem here, too, has so befitted me and my life. As some of you know, I put the bottle down 25 years ago on Oct. 27th. And I haven't touched a drink since then. Life was not

always that wonderful before I quit drinking. God came into my life after I quit drinking. He was there, but I didn't want Him, and I kept pushing Him aside. After I quit drinking, He and I got on a one-to-one conversation and have enjoyed a tremendous, tremendous relationship. But this sounds so much like me. It's *"The Touch of the Master's Hand."* Probably some of you have heard it:

'Twas battered and scarred, and the auctioneer  
Thought it scarcely worth his while  
To waste much time on the old violin,  
But he held it up with a smile.

*"What am I bidden, good folk?"* he cried.

*"Who'll start the bidding for me?"*

*"A dollar - a dollar - then two, only two-,"*

*"Two dollars, and who'll make it three?"*

*"Going for three" --but no--*

From the room far back, a gray-haired man arose,  
Came forward and picked up the bow,  
Then, wiping the dust from the old violin,  
And tightening the loosened strings,  
He played a melody pure and sweet  
As a caroling angel sings.

The music ceased, and the auctioneer,  
With a voice that was quiet and low,  
Said, *"Now what am I offered for the old violin?"*  
And he held it with the bow.

*"A thousand dollars - and who'll make it two?"*

*"Two thousand - and who'll make it three?"*

*"And going - and gone." he cried.*

The people cheered, but some of them said,  
*"We do not understand. What changed its worth?"*

Quickly the answer came,

*"'Twas the touch of the Master's hand."*

And many a child with life out of tune,  
Battered and scarred by neglect and sin,



Is auctioned cheap to the thoughtless crowd,  
Much like the old violin.  
A broken home, a lonely child,  
Homeless and friendless, he travels on;  
He is going once - and going twice-  
He is going - and almost gone;  
But the Master comes, and the thoughtless crowd  
Never can quite understand  
The worth of a soul and the change that's wrought  
By the touch of the Master's hand.

—Myra B. Welch

### **VIII. 'A Unique Professional Sales Program'— Proposal by Del Belden to Area Executives**

*During the 1980s, Del Belden passionately encouraged the Harding University School of Business to launch a one-of-a-kind degree program in professional sales. Consider here his own right-to-the-point words on the subject as he wrote Arkansas area executives—"Can you think of anyone in your organization who would not benefit from Harding University's professional sales program? Truly, the only negative thing I can think of regarding the program is that you may be assisting the person who will some day be replacing you. Isn't that one of your goals, too?"*

July 26, 1988

Mr. Hugh D. Tyler, Vice President  
Virco Manufacturing Co.  
P.O. Box 5000  
Conway, AR 72032

Dear Mr. Tyler:

It is hard to get excited about anything when you are 61 years old, retired, and don't have much to do. However, one of the things I have done since my retirement is stay in touch with Harding University. As you probably know, Harding has always been a conservative university with strong commitments in their educational program to free enterprise, professional ethics, and faith in God. For as long as I can remember, Harding has been turning out students who are ready to enter our marketplace with the leadership and integrity we so desperately need.

Now, I'm pleased and excited to tell you that Harding University has now developed a program that will be another winner. It is an

undergraduate degree program in *professional sales*. As you know, the sales area is the cornerstone of every business. In these times of intense global competition for American markets, are you among those who have a paramount need for a highly trained and dedicated sales force? I'm pleased to report that the School of Business faculty and administration of Harding University are ready, willing and able to enhance the noble profession of sales by creating a one-of-a-kind undergraduate B.B.A. degree in professional sales.

As such, there is no other sales degree program in the country. Is this just another marketing degree? No. The goal is to train the graduate to be ready to enter the business world with the necessary skills to be productive and successful in the sales profession for the 21st century. Does a professional sales degree program sound too good to be true? It is good, and it is true. However, what Harding is attempting is certainly not easy nor simple.

When a business has a qualified and experienced salesperson, that individual may be one of the most multi-talented persons who ever existed. Today's professional salesperson must have the wisdom of Solomon, the depth of Lincoln, the patience of Job, the tenacity of a bulldog, the determination of a cab driver, the deductive powers of a Sherlock Holmes, the persuasiveness of a job-hunting politician, enthusiasm of a radio announcer, the alertness of a bird dog, the self-assurance of an in-law, the tireless persistence of a bill collector, the tactical genius of a Patton, and the showmanship of P.T. Barnum.

The February 1988 issue of Sales and Marketing Management indicated a tremendous need for salespeople in the future. Not only will more people be hired in the future, but businesses are looking for individuals with higher qualifications and more experience. This is the foundation which will be provided by Harding's professional sales degree program.

What could be the results of a successful program in professional sales? In the years to come, the jobs, the income, the happiness, the fate of all Americans will rest largely in the hands of the salespeople of America. Salespeople as a group, supported by engineers, financial experts, production people, transportation people, and by the firepower of advertising, could even have more of an effect on the wages, prices, productivity and growth than all the negotiators who have ever been on the scene.

You might wonder if Harding University has done its homework on this. In that regard, last year Harding conducted an extensive survey to assist in developing just the right kind of sales program. From surveying businesspeople like you, the following were found to be the most important skills for a professional salesperson: (1) integrity, (2) knowledge, (3) communication skills, (4) desire, (5) confidence, (6) intuition, (7) ethical standards, (8) listening, (9) consistency, (10) commitment, (11) positive attitude, and (12) honesty.

Ninety-two percent of the respondents in industry felt that the program should have an internship. Seventy-two percent of the respondents were interested in participating in that internship as it is developed. The intern programs will provide the students with experience they could never receive in the classroom setting.

Truly, professional salesmanship consists of having the goods, being enthusiastic about them, telling one's story to the prospects sincerely and in the fewest possible words, feeling deep down inside that you are rendering him or her a service rather than being interested only in getting his money. As you know, professional selling is imparting knowledge in a way that generates desire:

*If you would sell John Smith*

*What John Smith buys,*

*Then you must see John Smith*

*Through John Smith's eyes.*

So, what kind of program has been developed? In Harding's new professional sales degree, increasing attention will be paid to what motivates the customer to buy. Further, even more attention will be paid to what motivates the salesperson to sell. In today's competitive climate, more and more salespeople will be called upon to give advice and to serve as consultants on the use of products. This means that we will have to develop superior salespeople and give them greater incentives.

In addition to the general education core, the School of Business core (which includes accounting, computing, business law, finance, business communications, Christian business ethics, quantitative business analysis, economics, personnel management, administrative policy simulation, and marketing), courses will include Sales Strategy, Marketing Research, Sales Simulation, Global Studies, Sales Management, Sales Training, Principles of Success, Advanced Communications, Negotiation, Promotion, and Non-verbal Communications.

What other approaches will the professional sales program feature? Extended sales internships, strong emphasis on Christian values, exposure to nationally recognized successful salespeople, an interdisciplinary curriculum, a computer-based sales simulation, an emphasis on the principles of success. Through a corps of business associates who will serve in an advisory capacity to keep the program current, there will be a strict admissions screening, pre-entry testing, interviews, fellowships and assistantships, and written and oral comprehensive sales exams prior to graduation.

Where do we stand now? A tentative timetable has been developed, now that the program has been announced. In the very near future, Harding will be adding courses to the curriculum, and various businesses of all types will be recruited for intern placement. The new administrator, Dr. Randy McLeod, comes to us with a wealth of experience in business, sales, law, real estate and higher education. I know that you will be delighted to meet him. Dr. McLeod will be overseeing the entire program, recruiting and qualifying students, directing our telemarketing program,

coordinating our intern program, directing our annual sales seminar, coordinating the senior marketing colloquium, and assisting the placement of our graduates.

Yes, the Harding University School of Business exists to develop Christian professionals who are able to provide leadership and integrity in their jobs. Numerous accomplishments of its students and faculty attest to the quality of the program. The School of Business has a strong reputation for excellence in undergraduate business programs. Harding has strong faculty resources and excellent facilities. Integrated deep in the program of Harding University's School of Business is the belief that "an effective leader in business is not a Christian and a businessman, but rather a Christian businessman."

Have you visited the Harding University campus in Searcy recently? Nationally known speakers have frequently been brought to the Harding campus for one day or weekend seminars. In the past two years, Zig Ziglar, author of See You at the Top, Ken Blanchard, who wrote The One-Minute Manager, and Gifford Pinchot, author of Intrapreneurship, have lectured on campus. Two years ago Tom Peters, who wrote In Search of Excellence, was the featured speaker in an all-day session.

Enclosed you will find a brochure on the Harding University professional sales degree. Please take the time to let us know your ideas, as we are now going forth with the program. We want to stress that the program was not designed by educators but by practitioners with proven records of success in various fields of sales. We would appreciate your help to further develop the program that will bring the deserved recognition to professional selling. Your ideas and support of this program are crucial to its overall success. The potential for this pioneering program and its graduates of the program are unlimited.

Rudyard Kipling once wrote, "I had six honest serving men. They taught me all I knew. Their names were **Where** and **What** and **When**--and **Why** and **How** and **Who**." Hopefully, if I have done a

good job of covering the waterfront, this letter will have touched on those key areas as they relate to Harding University's School of Business B.B.A. degree program in professional sales.

I would like to ask you to serve with a corps of business and community leaders who can provide the leadership, counsel and funding for the new professional sales program. We need you as a partner in assisting us to accomplish these mutual goals and objectives. We truly believe that we are in a strategic position to be able to extend our good name and influence in a decisive way in the years to come.

Please sketch through the enclosed brochure and contact us really soon; I would love to hear from you. We need feedback; negative comments as well as positive ones will be greatly appreciated. I look forward to the day in the near future when we can sit down and visit further about our mutual interest in professional sales.

Sincerely,

Delbert R. Belden  
C.E.O. (Retired), Lomanco  
5 Foxwood Drive  
Jacksonville, AR 72076

IX. Governor Clinton's Proclamation Citing Belden Center's Statewide "Free Enterprise Week"

**STATE OF ARKANSAS**  
**EXECUTIVE DEPARTMENT**

**PROCLAMATION**

TO ALL TO WHOM THESE PRESENTS SHALL COME--GREETINGS:

WHEREAS,

It is recognized that the recent joint efforts of the Harding University Students In Free Enterprise and the Belden Center for Private Enterprise Education have promoted statewide in a public way a free enterprise system in which any individual is "free" to do anything he wants if he is "enterprising" enough to do it; and

WHEREAS,

The State of Arkansas is not only a participant in but also a state whose philosophical beliefs include a keen appreciation for America's free market system; and

WHEREAS,

The State of Arkansas, in consideration of said ideals, wishes to acknowledge history's greatest economic miracle--American Capitalism;

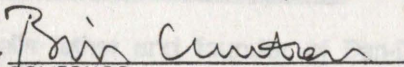
NOW, THEREFORE,

I, Bill Clinton, Governor of the State of Arkansas, do hereby proclaim the week of February 6-12, 1983, as

**FREE ENTERPRISE WEEK**

in Arkansas, thereupon granting public recognition to the fact that when the private sector is healthy and prosperous, so is our entire economy---its producers and consumers enjoying higher standards of living and more material blessings.

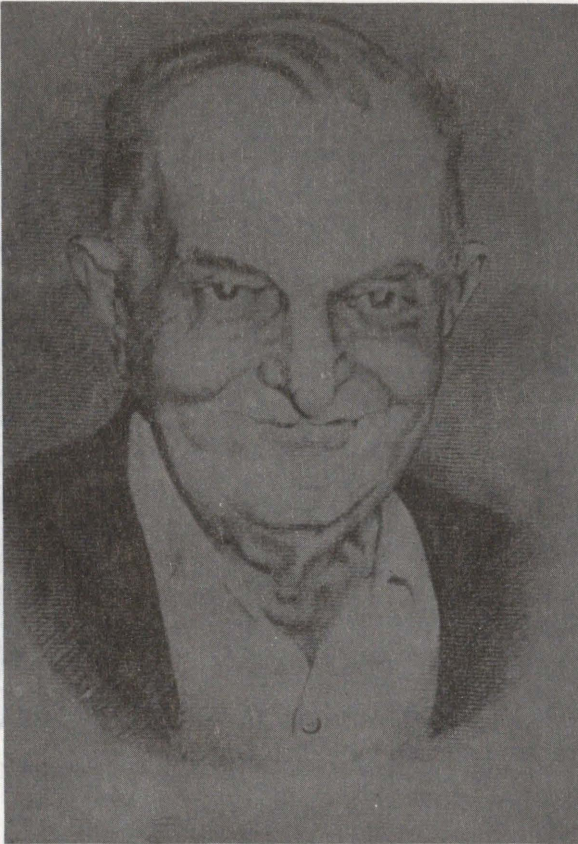
IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Arkansas to be affixed at the Capitol in Little Rock on this 27<sup>th</sup> day of January in the year of our Lord nineteen hundred eighty-three.

  
GOVERNOR

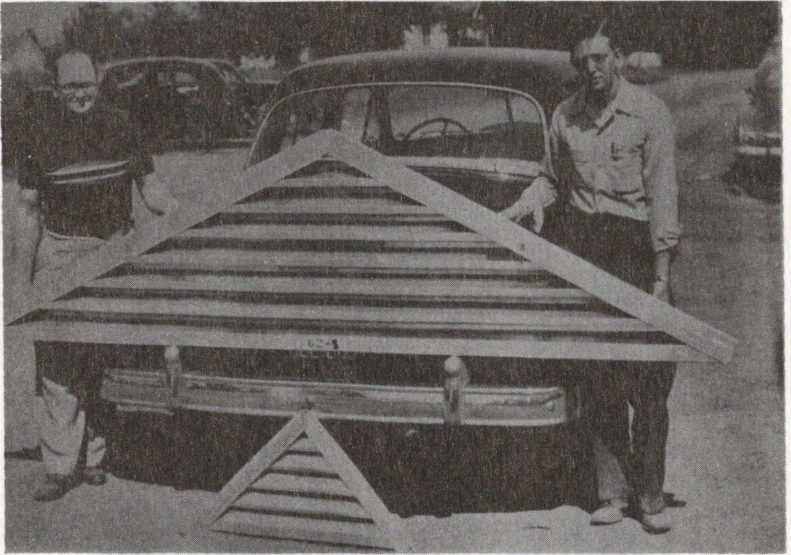








1. Clark David Belden, Del's father and founder of Dan-Dee Manufacturing, predecessor of Louver Manufacturing Company (Lomanco) of Jacksonville, Arkansas.

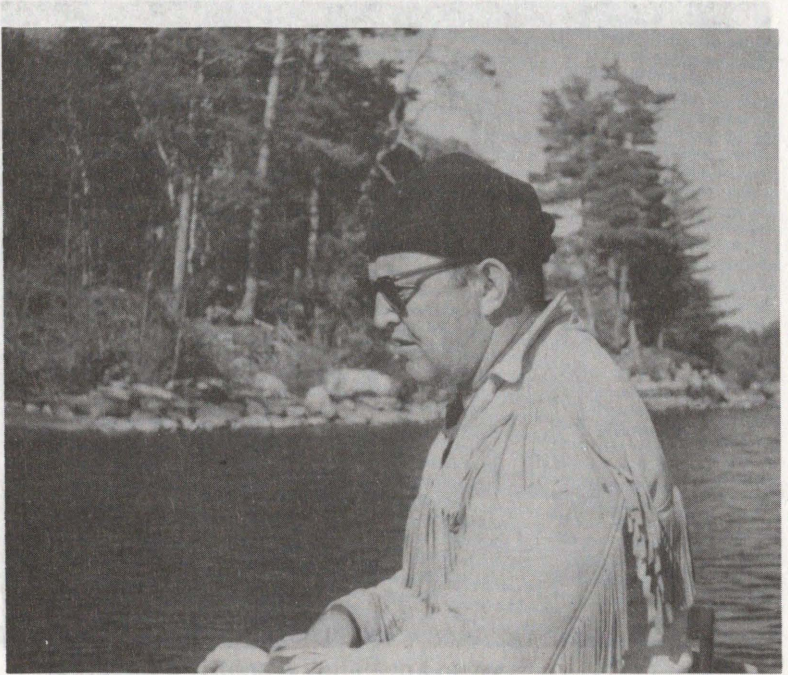


2. Delbert R. Belden with his Uncle Don Belden, and the company's patented Vari-Pitch Louver.

Clark David Belden, Del's father and founder of Dan-Dee Manufacturing, professor of Louver Manufacturing Company (Lomaco) of Jacksonville, Arkansas.



3. Del and Valerie Belden on their wedding day.



4. Del, somewhere in Canada, a favorite location for his many fishing trips.



5. Then-Governor Bill Clinton getting an encouraging word from Del Belden.



6. Then-Governor Bill Clinton spends an evening with the Beldens and Harding University.

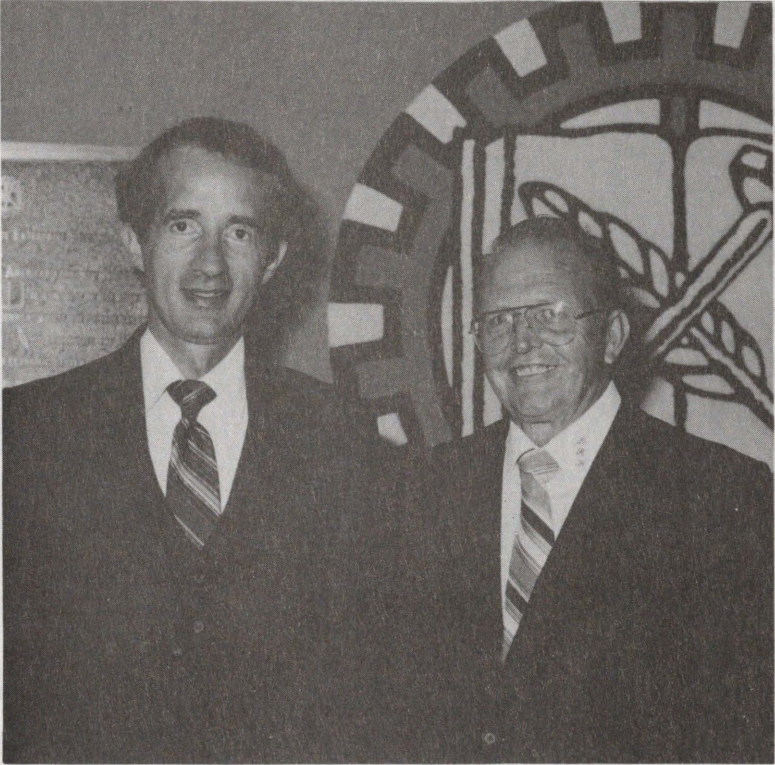


7. Del and Valerie sharing a special moment as Harding Board of Trustees Chairman James Cone looks on.



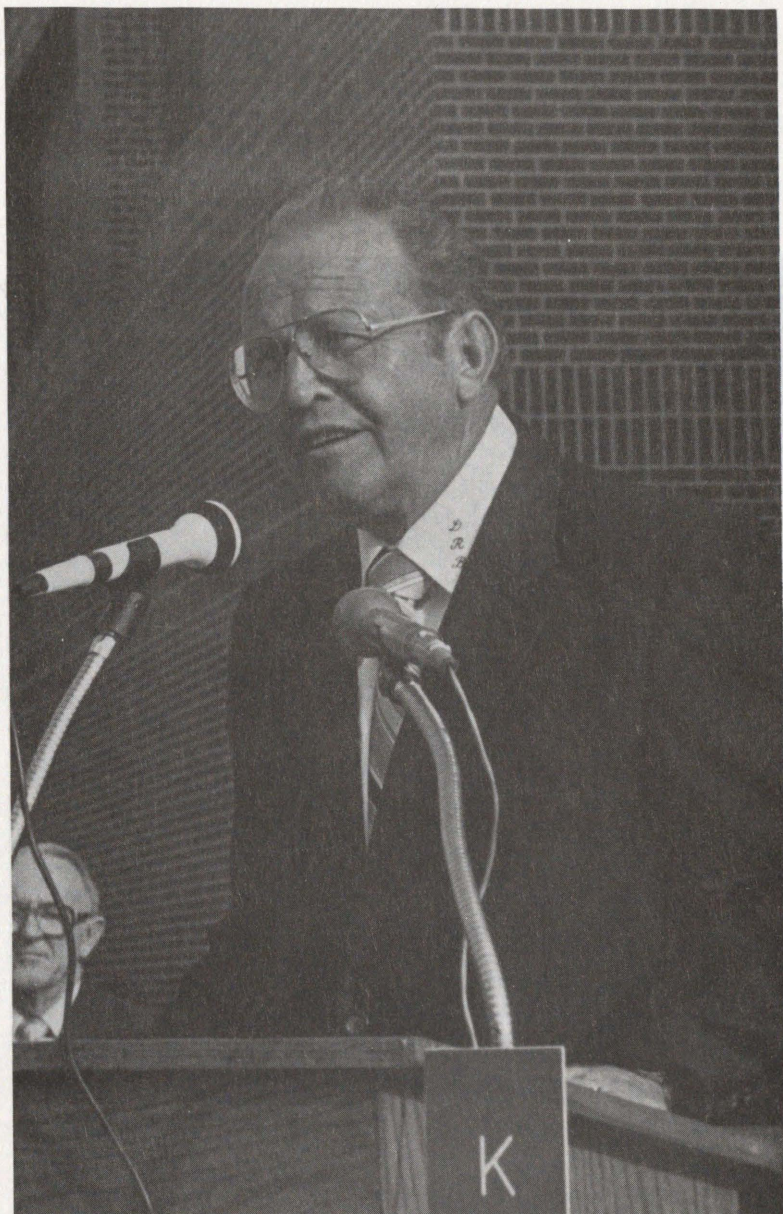


8. Del Belden, recipient of the Trustee Award from Harding University.

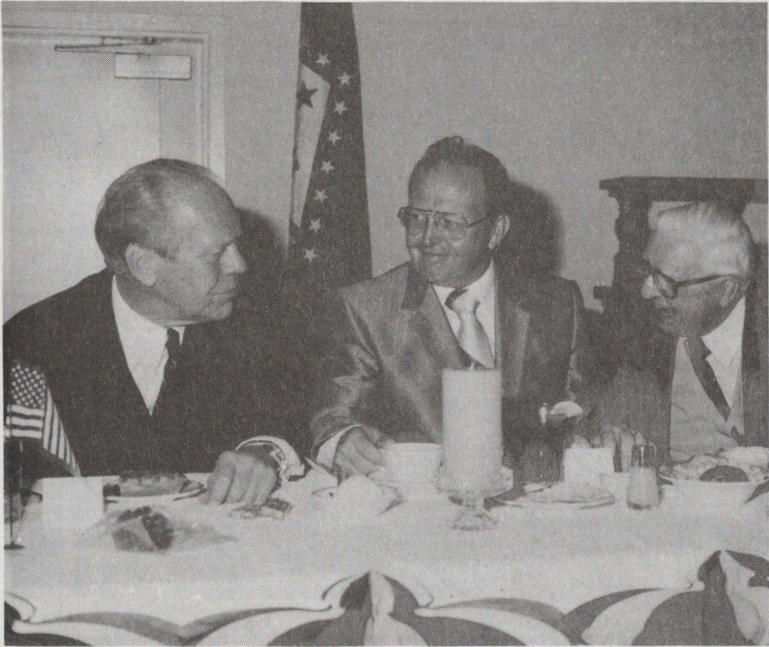


9. Del Belden with the biography's author, Dr. Don Diffine, at the grand opening of the Belden Center for Private Enterprise Education.

to keynote presenter Delbert R. Belden speaking at the dedication of the Miller Business Center and the Clark David Belden Center for Private Enterprise Education named after Del's father.



10. Keynote presenter Delbert R. Belden speaking at the dedication of the Mabee Business Center and the Clark David Belden Center for Private Enterprise Education--named after Del's father.



11. Former President Gerald Ford dining with Delbert R. Belden, who was instrumental in bringing Mr. Ford to Harding's American Studies Lecture Series program. Dr. George S. Benson, president emeritus, is seated on the right.



12. Del Belden, pictured with then-President Clifton Ganus and Academic Vice President Joseph Pryor, receiving an honorary doctorate of law degree as the first commencement speaker after Harding gained University status.

10. Keynote presenter Delbert R. Belden speaking at the dedication of the Mabae Business Center and the Clark David Belden Center for Private Enterprise Education—named after Del's father.



13. Del and Valerie Belden with their immediate family--all together for the Belden Center's 10th Anniversary Banquet--Back row: Paul Belden, Ted Belden, Penny Stender, John Belden, and Dennis Belden.



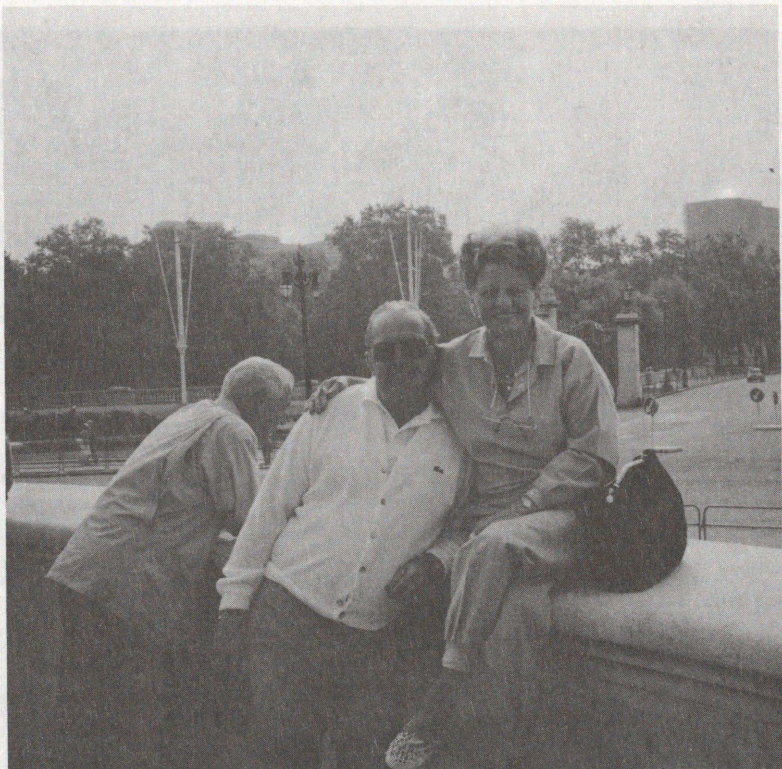
14. Valerie Belden receives an engraved silver plate which paraphrases Proverbs 31--"*...who can find a worthy woman....*"



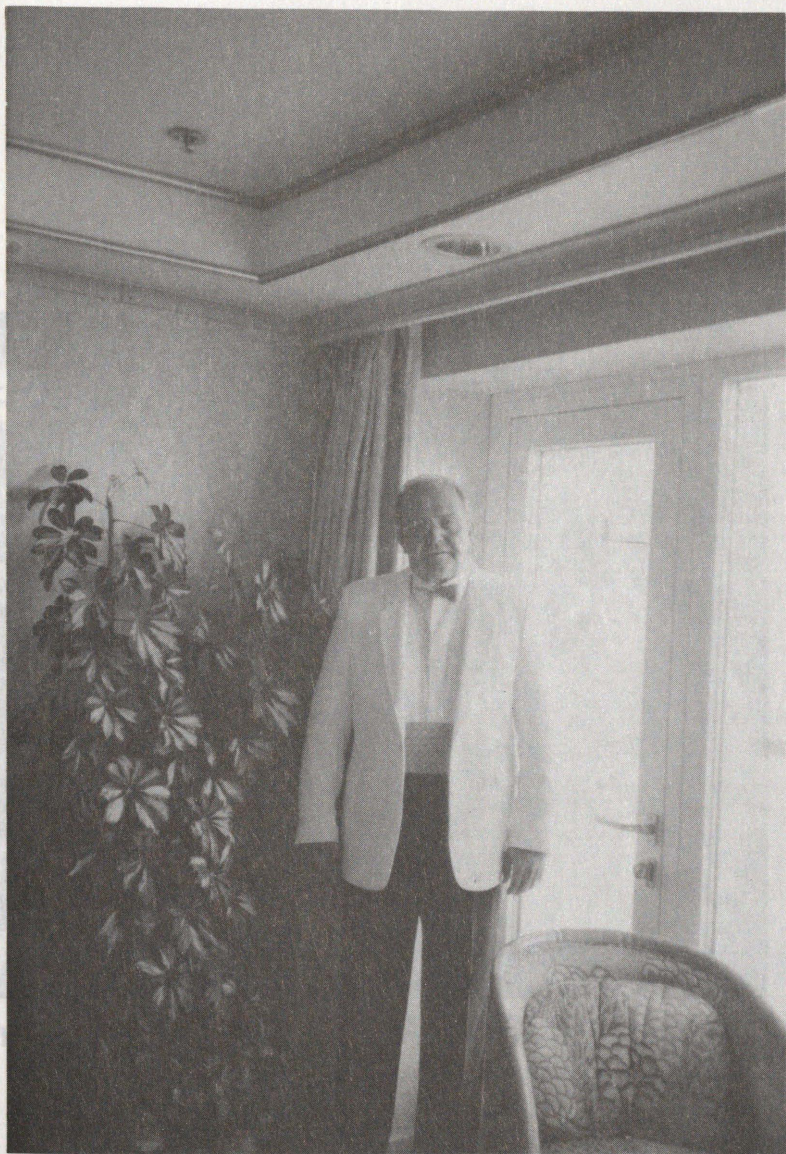
15. Del, stopping to smell the flowers at Hyde Park in London.

17. Del, checked out in his new lux aboard the Queen Elizabeth II on the London-New York return trip.





16. Del and Valerie, awaiting the "Changing of the Guard" at Buckingham Palace in London.



17. Del, decked out in his new tux aboard the Queen Elizabeth II on the London-New York return trip.



18. Del Belden, Dion Diffine, and Valerie Belden posing, in front of the London bridge in Havasu City, Arizona.

17. Del, decked out in his new tux aboard the Queen Elizabeth II on the London-New York return trip.

X. "My Name is Del, and I Am An Alcoholic"  
Speech by Del Belden



19. Del Belden, next to one of many fine paintings he made in retirement.



20. "King of the Air," painted by Del Belden shortly after retirement and very few art lessons.

## X. *"My Name Is Del, and I Am An Alcoholic"*—

### Speech by Del Belden

On October 27, 1964, I decided I was sick and tired of being "sick and tired." That wasn't my first trip to Alcoholics Anonymous (A.A.), but that is another story I will get into later.

Some people called me a "high bottom drunk." Perhaps that was because I had never been arrested for being drunk, had never been institutionalized, and still had a job. But believe me, I qualified. I don't believe I drank a quart of whiskey or a case of beer a day, but I did have many days when I drank too much.

How much is too much? It is when the brain loses control and "John Barleycorn" takes over. It is when I started talking too loud, bragging too much, and I became someone that I wasn't when I was sober. At first I liked that other guy, "Johnny Barleycorn," and allowed him to come into my life. Toward the end, he was with me most of the time; even I became sick and tired of this loud-mouthed, egotistical, going-nowhere jackass.

When I started drinking, I became a liar and promises were broken. Booze became my higher power. I failed to function as a full-time father; I failed to function as a full-time husband; I failed to function as a full-time son; and I failed to function as a full-time employee or employer. I failed in the role of a good neighbor, a good friend, and a good citizen.

Perhaps I haven't arrived to function as well as I should in all the above areas, but at least I now try. Now I see that drinking must work like a magnifying glass: The more I drank, the smaller I became, but the bigger I looked—to myself.

Yes, I qualify for A.A. I have a desire to stop drinking. Let me take a few minutes and tell you about my first time in A.A. I thought I wanted to quit drinking; I got a sponsor and joined a group. The first thing I realized was that everybody drank more

than I did. The second observation was they had more problems than I, and they had lost more than I had. Some of them had lost their families, their jobs, and part of the brains. So, after about three months, I left that group and joined a sophisticated group, a group with class. These people had good jobs, most of them had families, and most important, they all had at least two nickels to rub together. So I could stay sober with this bunch.

The third thing I realized was that the program was wrong. Oh, I could see some good in it for those less fortunate than me. For those who didn't believe in a higher power called God. Or for those who needed to change their lives and thinking they could stay sober. I guess it was all right, but for us *"high bottom drunks"* who needed it, I would just change a few of the steps, some of the program, and I'd be all right.

The fourth and final thing I realized was that A.A. wasn't any fun. I had lost my drinking buddies. I had quit going to all my favorite drinking places; my life had become very orderly and boring. No more of those unexpected parties, no more unexpected trips out of town, no more million-dollar, get-rich-quick schemes, and no more girls trying to take advantage of me. Man, you talk about a magnifying glass; I needed it for that last dream.

Now that I had A.A. straightened out in my mind, I knew what I would do. I'd stick around long enough so that I could control my drinking; this took about nine months. Now, all I had to do was convince everyone who I had already told I was an alcoholic, that I wasn't. So, for the next three months, I started getting back with my old friends and explaining that I no longer had a drinking problem.

I could control my drinking; to prove it, I don't want a drink today. Now, that has to convince everyone I'm not an alcoholic. So, one day before I was to receive my one-year pin, my sponsor and I were on our way to go fishing. We stopped to get something to eat, and I ordered a bottle of beer—much to his surprise, for I hadn't told him yet about how I had licked the

problem of alcoholism. You know, as crazy as all these things sound now, I believed them; so I began my life on controlled drinking:

Rule One - Don't drink unless you are at an evening party, and then just two drinks. After you have two drinks, nobody will notice you're not drinking any more than the two, and that way you won't get drunk. I was right; I didn't get drunk but parties were a real bore. That lasted two months. No more two-drink limit - but not enough parties. Forget Rule One--make another rule.

Rule Two - Drink at home with your wife before dinner. NO drinks after dinner. That lasted two weeks (she wouldn't drink but one drink, and then she wanted to eat)-NO FUN! Forget Rule Two--make another rule.

Rule Three - Drink after work only--one or two drinks before going home to dinner. That lasted one week (forgot about the one or two). Next three months caught grief from my wife for coming home drunk. Forget Rule Three--make another rule.

Rule Four - Drink before lunch. Have one drink, order lunch, or order second drink and lunch at the same time. No drinks after lunch. That lasted two weeks (big waste of time to have one or two drinks and then eat --no warm feeling).

Rule Five - Have one or two drinks before lunch and a stinger after lunch. That lasted one week (if one stinger could make me feel so good, two or three would be wonderful).

Rule Six - Have all you want before lunch and all you wanted after lunch.



Rule Seven - *Skip lunch (not the drinks). Skip dinner, and sometimes skip home. That lasted one year.*

Now I was ready to admit that I had a drinking problem. I called my original sponsor. I am now ready to tell you my A.A. story. It is entitled "*My Love Affairs*".

My sponsor once again came after me and introduced me to A.A. Every day he met me for lunch, and we talked about drinking. One night a week, for the next four weeks, he took me to class, and someone explained what the steps meant to them and what they thought the founders of A.A., Drs. Bob and Bill W., were trying to tell us. These meetings lasted until 9 p.m., after which we would sit around with the others and visit. He would have them take me home. There we would sometimes sit in our car until 1 or 2 o'clock in the morning, listening to what I had to say.

Whenever my thinking got too far away from the A.A. thinking, he would get me back of the right track. Every Thursday for the next eight years and until I moved to Little Rock, Ark., we rode together to the A.A. meetings. There was never a time when I wanted to talk about A.A., or about anything else, that he wasn't there. He became my friend, and then he became more. I learned to love him in a way that was unique to me. It was a love different than I had for my wife, a love different than I had for my children, a love different than for my mother, brother or sister. The closest description of my feeling for this man is the love I have for my father, but even then it was different. We never argued because he always knew what I meant to say, not what I said or how I said it.

Anything I had, this man could have, if he'd ask me. For you see, I believe that if it wasn't for him, I would have nothing. I don't mean just money or material things; I mean a way of life that I am not ashamed of, a wife I love, children that I am proud of. You name it, and he was at least partially responsible for me having it. He is the only person in the world who could have said to me the

things he did without getting me angry. One time I told him I had an inferiority complex. He said, "What makes you think it is a complex?" You know, he started me thinking; he was right.

Another lesson I learned from him was this: I could have almost anything I wanted if I was willing to pay the price. A.A. in Minneapolis has an annual banquet honoring our "One Year People," that is, for everyone who has been sober for one year. This also includes people from St. Paul and all the other communities in Minnesota. At this time, the people honored for one year of sobriety numbered about 1,000 men and women. One man and one woman are picked to represent this group and speak at this banquet. My sponsor was chosen as the *Man of the Year*.

Five years later when I joined A.A., I, too, wanted this honor. Let me say here that the man and woman are elected to that honor by members of A.A. groups in the state of Minnesota. They are chosen for their contribution to A.A. for that particular year. I knew that if I was to be chosen that I would have to do most of the things my sponsor did. So I started watching him to see why he was so well liked by all the members. Well, I found out the love, devotion and understanding he had for A.A. members. What came naturally for him would be a sacrifice and work for me. Too high a price to pay for that honor; I never may be *Man of the Year*. Yes, the title of this presentation is "My Love Affairs." That was my first.

My second love affair was with the members of our squad, or group. Yes, my sponsor took me back to my first group—the ones who drank more than I did, had less money than I did, and had less brains than I did. They explained that, even though they drank more than I, if I kept going I could and would catch up with them. But it wasn't necessary for me to go through all the pain and misery they had gone through. They would tell me about it, and then I wouldn't have to experience it. They were right, for they had all been at my level before they sank even farther.

The second problem involved money. They told me that A.A. wasn't a bank or lending institution, and they had had money at one time. For those who had not reached the earnings of previous days, they found they were much happier with the things they had today than at any other time of their lives. Money wasn't ALL important.

My sponsor helped with the third problem, saying, "*Listen and learn from their wisdom, and then make up your own mind.*" He was right; I learned from every member. There is no group or school I have ever belonged to where I learned so much. My second love affair was that of my group. I loved them all, even including, and especially, the ones who would slip.

My third love affair was and is with God. He never entered the room as Bill W. did, or so many others, to tell about their experiences. But He has entered my life and guided me through many things. The odd part of all this was that most of the time I never recognized His miracles when they were happening--only later. But let me tell you about four of my experiences. The first was six months after coming into A.A. My father became ill and was in the hospital for one month before he died. Never once during that time or the days that followed did God leave my side. He brought me through this crisis without a thought about drinking. Without Him I could not have resisted the temptation of alcohol.

The second time was about a year from the time I came into A.A. Our company was looking at the purchase of a company in Little Rock, Ark. On this trip I took my purchasing agent, so that he could price out the inventory. We landed in Little Rock and checked into our motel rooms by noon. I thought that as long as we didn't have anything to do until Monday, I would get a bottle and we could have a few drinks. Well, about that time, my eyes landed on the telephone book and I remembered the first number should be A.A. It wasn't the first number, but it was there.

So, I dialed, and when someone answered, I asked if they were open. He said, "*Normally not,*" but there were three or four guys down there then, and he invited me down. Well, to make a long story short, I stayed there until about 9 o'clock that night.

My third time was after about two years in A.A. We had bought the company in Little Rock; I had just spent a week in Arkansas and I was ready to go home. I went to the airport and checked in with Frontier Airlines, with whom I would fly to Kansas City and then change planes to Braniff for Minneapolis. Well, the weather was bad, and Frontier kept moving the flight time later and later. About that time, I heard Delta Airlines announce a flight to Dallas; the Braniff flight I was to catch in Kansas City also came into Dallas. I rushed over to Delta and asked if they had room aboard; they said, "Yes," but that I wouldn't have time to get my baggage. Well, I was going home, so I didn't feel the baggage was too important, so I left without it. The flight to Dallas made a stop in Shreveport, La.

When we landed there, we had an hour delay before we took off again. Now, if Braniff left Dallas on time, I would miss the flight; but Braniff was delayed in Dallas, so we arrived in time for my connection. The only problem was that I had not yet bought a ticket for Minneapolis. So, when I checked at the gate where they were loading the plane, the ticket agent told me the plane was full and there were over 100 stand-by passengers. There was no way I would get aboard the flight. Being an optimistic person by nature, I purchased a ticket and went back to the gate to wait.

I had already made up my mind that if I missed this flight, I would check into a hotel and stay drunk until Monday. Well, at the gate they had called the standby list and were returning the tickets to those they did not have room for. I waited until everyone had gone and then walked over to the man at the gate and told him I absolutely had to get to Minneapolis. Well, he said, there was one vacant seat; however, the man had left his briefcase there and he should have been aboard. If I wanted to, I could take that seat; however, if he returned before the plane took off, I would have to

relinquish my seat. Well, he didn't return, and I made it to Minneapolis.

My fourth experience happened on my way to A.A. one night. I had now been in A.A. for about four years, and I was conducting classes for new members. I was sitting at a light waiting for it to change, and on the curb waiting to cross was a black man and a white woman. Well, I never considered myself very prejudiced, but I sure didn't believe in integration to this extent. In my mind I gave the young lady grief for being with a black man. When I looked again, I realized they were both well-dressed and they weren't doing anything but waiting for the light to change. So, I wasn't even sure they were together; and then it dawned on me that it wasn't any of my business if they were.

During the rest of the drive to A.A., I gave myself a good talking to about my thought and prejudices until I was feeling pretty good about how I had straightened out my thinking. During my talk to the new members, I always stressed the need of a sponsor; so I asked all new members who did not have a sponsor to be sure and contact me after the meeting. Well, sure enough, after the meeting a black man in the group came to me and wanted me to sponsor him. Now, that was bad enough, but then he introduced me to his wife--yes, you are right; she was a white woman.

Now, my first thought was, *"How do I get out of this situation?"* I explained that I belonged to a squad with only men members, and no wives were allowed to sit in. However, we did have a squad available in the building where wives were invited. He said he wasn't interested in his wife attending; our squad would be just fine. I then proceeded to explain that we didn't have any black men in our squad, but we did have a squad in our building that did have black members, and I would be happy to get him a black man for a sponsor. He told me I would be just fine as his sponsor.

Well, about this time I realized all the good thoughts I had about my prejudices weren't quite as good as I thought, so I agreed to be his sponsor. To make a long story short, over the next three years before I moved from Minneapolis, I was in his home many times, and he and his family were also in my home many times. Bill and I became very good friends, and I learned to love and respect him. He is still sober today. Did God have anything to do with these experiences? I think so. And I never cease to be amazed at the way he continues to prepare me for crises that occur in my life. YES, my love affair with God has become stronger every day that I am in A.A.

My next love affair is with all the people in A.A. I have never visited an A.A. group where love was not present in the room. I have never visited a group or city that I wasn't made to feel at home. How do you keep from loving people who keep giving you their time, share experiences with you, tell you things about themselves they never told anyone else, and never ask for anything in return?

How do you keep from loving people you share meetings with, who travel with you--people who show you how to live differently than you lived before, how to enjoy leisure time, hobbies, and who many times share this time with you? How do you keep from loving people who keep listening to your problems, never ridicule or laugh at you, but only say, *"Oh, yes, that happened to me?"* They tell us, *"Yes, I've felt like committing suicide. Yes, I've done that same crazy thing you have."* You're nothing but a drunk--no better, no worse--you can live with that.

My final love affair is with people in general, my country, and all the things that God has created for us to enjoy every day of our lives. Can you learn from my experiences? I certainly hope that you can; let me summarize what I have learned. If you slip or you are not happy in A.A., don't blame your sponsor or group, A.A., your location, your job, your wife, or your family. Take another look at yourself; that is where the problem lies--not outside but inside of yourself. Get rid of hatred and jealousy. I don't believe

that our body is big enough to hold these feelings together with love and trust. Only after hatred and jealousy have been put out of our lives can love and trust become a part of us. This is the part that keeps me sober—maybe it will work for you.

## XI. *"Let's Take the Glamor Out of Drinking and the Repeating Offenders Off the Road"*

Del's article published by Mothers Against Drunk Driving

*Del Belden "walked his talk," practiced what he preached, and deeply felt that others could learn from his experience. Good judgment comes from experience. And as Del would put it, "Where do we get experience? By exercising bad judgment!"*

Allow me to introduce myself. I'm lucky to be alive. I am a recovering alcoholic whose life could have easily been destroyed by alcohol. In today's culture, which glorifies alcohol to our young people, I am still at risk. Here is the sobering question I pose to the reader: Is drinking still a problem today? The answer is a resounding, "Yes," and it's time we take more steps than ever before to solve the problem.

One in six Americans today has a drinking problem. The problem is not just their problem; it is also our problem. One out of every two of us is adversely affected by people who drink. Drinking affects the economy of the individual first, the family second, and then the economy of the nation. When people spend money for alcohol, they are taking out of their pockets money that could be used for necessities. There is also the possibility of jeopardizing their future finances by wrecking their car, destroying personal and real property (theirs or others), damages for which the offender will be financially liable.

If the police happen to be nearby or are called, costs can jump considerably. The court fines, lawyer fees, and the increase in insurance can easily be tens of thousands of dollars, not to mention the possibility of causing injury to ourselves or others. Now, if we can afford this kind of money or expense, how about a "New Year's Resolution" that we will give to our favorite charity the same amount of money we would spend on alcohol?



Much ink has been spilled on this subject (and blood, too). These things have been written about and talked about so many times. Who wants to listen? Certainly not those who drink! But I hope that the ones who do not drink will read this and will help those who, although they may be carrying a fake I.D. and harm others and themselves, do not seem to want the help. What can we do? There are two things. First, write letters--lobby your legislators to put a stop to the advertising of all the so-called wonderful things that can happen to us if we drink beer. There are those who will now jump up and say, "We're not talking about beer; we're talking about alcohol." Same thing - all beer contains alcohol.

People will say that nobody pays any attention to those silly media ads. Don't you believe it. Beer companies are not spending millions of dollars per year just to keep advertising agencies in business. These ads are directed at young people, and young people are reacting. For instance, take a look at beer cans on the beach, along the roadside, or sit outside a store that sells beer. Watch the young people coming out of the stores with six-packs, 12-packs and cases. These ads are having an effect.

I am not saying that only the young people have a beer-drinking problem. What I am saying is that it is the young people who are the ones we are most likely to help. There are related problems with our young people drinking: their sharing with people who cannot buy the beer because of age limitations or their not having I.D.'s. Parents who know their child is carrying a fake I.D. and do nothing about it are doing a severe disfavor to both the young person and the community.

Today, we do not allow the hard liquor manufacturers to advertise on our televisions. Cigarette manufacturers cannot advertise on television. It's time we put a stop to beer commercials. This would have a tremendous effect on our young people growing up, the same as did the stopping of cigarette ads. We owe this to our young people, and if we don't stop it, why should they believe drinking is harmful? Yes, let's give our young

people a chance to grow up without becoming addicted to alcohol.

Now, we said there are two problem areas. Here is the second. We have taken the repeating offender off the road, if he is poor. We have not taken the repeating offender off the road if he has money. This is not fair to the individual who is poor, nor is it fair to the rest of us who do not want our property or lives put in jeopardy because some judge lets him go free. We have all read horror stories in which drunks have destroyed property, taken lives, and this is their third or fourth and, yes, even their fifth time to be caught driving while drunk.

Don't feel sorry for those who are caught driving for the "first time" while under the influence of alcohol or who say they were just unlucky. This wasn't the first time they drove while under the influence of alcohol; it was the first time they were caught or charged by the police. Believe me, I know this for a fact. I am an alcoholic, and I have never had a drunken driving charge, although I have driven many, many times under the influence.

How can we stop this? Think about this! Judges believe these people with money are responsible and that it will not happen again. Let's pass a law that the judges can be sued along with the drivers--the same as a bar can be sued for serving a drink to a drunk. This reform can happen if enough of us get together and work to change the law. Or another thing we can do is remind the judge that another election is coming up, and although he will probably receive the vote from the person whom he let keep his or her driver's license, he will lose our votes. Send the judge a message.

I said there were two things. What about a third choice for people who have been convicted? The judge could give him or her a restricted license so he or she can go to work. Issue a special automobile license plate that they must use--that would alert both the police and the public that these people are driving on a restricted license.

Let's wake up. It's not just the alcoholic who kills people; it's the people who drink too much. Together we can make things happen. *Mothers Against Drunk Driving (MADD)* and *Students Against Drunk Driving (SADD)* do, and so can you. Talk to your neighbors, friends and fellow employees; start a petition. Flood our legislators with these. If we can't do it on a national level, let's do it first on the state and local level.

## **XII. "Prison Reform" Correspondence by Del Belden to President-Elect Clinton**

*Appointed by our governor, Del Belden served on the Arkansas Prisons Advisory Commission in the early 1980s. He had an entrepreneurial passion for finding ways to assist the prisons to run more efficiently and effectively. On into the 1990s, Del studied the prison systems of other states to discover some innovative approaches.*

November 24, 1992

Mr. Bill Clinton, President-Elect  
Governor's Office  
State Capital  
Little Rock, AR 72201

Dear Mr. Clinton:

Congratulations on your election. What an opportunity has been given to you to become part of history! You will be the final answer to many questions concerning our nation, and I am sure you will not be short on people telling you how to do this or that.

One of the projects I believe that can be greatly improved is the prison system. There are many changes that can and should be addressed:

1. The type of prison to which you send the prisoners: Ranging from maximum security for murder, to school house for more violent crime; the lesser the crime (bodily), the lesser the security.

2. The exchange of food and other items between prisons--example: If the federal prison in one area or state should grow more food than they can consume, sell or trade to the other prisons.
3. Develop a work program that all prisoners can participate in--example: License plates for states, and printing for the government.
4. Come up with a pay program for work. Pay minimum wages, but charge back for room and board--example: \$4 per hour, 8 hours a day = \$32 a day. Room = \$20 per day. Food = \$8 per day. That leaves \$4 for themselves.
5. Change all federal government accounting to the same system: All accounting could be done by the G.A.O.
6. Split the savings with the prisoners themselves; the more efficient they are, the more they have to spend--example: The government now spends \$22 million a year for running prisons. If they save \$6 million the first year, the government would send them \$19 million for expenses the following year, leaving them \$3 million to make changes.

I believe the potential savings is tremendous, and if the right system were put to work, the savings could be in the millions--example: Texas averages a \$16 cost per prisoner, and other states run as high as \$45 per prisoner.

If you were to appoint a commissioner to do this, I would suggest two things: (1) Take at least one year to 18 months for a feasibility study, and (2) Get someone involved like Harding University, who has both the man power and the know-how to do the job. The presentation and final draft could again be done by Harding students for your final approval.

In working on the prison committee in Arkansas, I learned two things: (1) The advisory commission must have some authority or

nothing can be done--everyone is too used to doing it their way and will fight changes, and (2) I got a lot of things approved in principle from the prison authority, but the minute our committee left the grounds, nothing more was ever done. Any program needs a follow up.

Regards,

Del Belden, C.E.O., Retired  
Lomanco

Now, we were going to be gone for 12 days, and you can believe that one day was heavy. To make a long story short, we found later that you can't hold more than two bags on the Concord. Our flight to Dallas was uneventful, arriving in Dallas at 7:30 a.m. We then checked into British Airways for what we considered the real highlight of our trip.

We rode on the Concorde to Washington, D.C., and then on to London. Our first reaction to seeing the Concorde was that it was much smaller than we expected, although we knew it had only 80 passengers. There were about 20 of us who flew to Washington. The take-off was much faster (ground speed, that is) than a regular jet--after reaching a height of 5,000 feet, the booster engine was lifted up. We jumped so high we were then at 6,000 feet.

Other than that, the flight was smooth. We traveled at 600 m.p.h. at 37,000 feet. We landed at a speed faster than we are used to. In Washington, as in Dallas, we were taken to a special lounge until our scheduled flight was to leave. Free drinks and food were served in both places.

We boarded our flight for London at 1 p.m. Washington time. However, due to some electrical problems, we did not leave Washington until 2:30 a.m. We are now in the air, flying at 37,000 feet, Mach 2, or 1,300 m.p.h. Now looks like we may have a rough "That's pickin' 'em up and settin' 'em down." The food was good.



### XIII. "Get to Traveling Before It Is Too Late"— Del's Journal Entries from the Trip to Great Britain

Because of the large demand for knowledge about our vacation (one of our kids asked us about our trip), we have decided to write about what happened. Our vacation began at 5 a.m. on Monday morning, Aug. 29, 1988. At the airport we checked in our two pieces of luggage (which we were told was the limit); we were allowed to carry on one bag.

Now, we were going to be gone for 12 days, so you can believe that one bag was heavy. To make a long story short, we found later that you can check more than two bags on the Concorde. Our flight to Dallas was uneventful, arriving in Dallas at 7:30 a.m. We then checked into British Airways for what we considered the real beginning of our trip.

We rode on the Concorde to Washington, D.C., and then on to London. Our first reaction to seeing the Concorde was that it was much smaller than we expected, although we knew it held only 90 passengers. There were about 30 of us who flew to Washington. The take-off was much faster (ground speed, that is) than a regular jet. After reaching a height of 5,000 feet, the booster engines were turned off. Val jumped so high we were then at 6,000 feet.

Other than that, the flight was smooth. We traveled at 680 m.p.h. at 37,000 feet. We landed at a speed faster than we are used to. In Washington, as in Dallas, we were taken to a special lounge until our scheduled flight was to leave. Free drinks and food were served in both places.

We boarded our flight for London at 1 p.m. Washington time. However, due to some electrical problems, we did not leave Washington until 2:30 a.m. We are now in the air, flying at 57,000 feet, Mach 2, or 1,380 m.p.h. Now folks, as we say down South, "That's pickin' 'em up and settin' 'em down." The food was good,



but not exceptional. There was a lot of noise on the flight, more than we expected. We have just been told we will be landing in London in another 30 minutes, so will sign off for now!

Well, it's 11:45 p.m. Tuesday night, so I had better bring our sightseeing up to date. Our flight time from Washington, D.C. to London, England, was three hours and 26 minutes, over a distance of 4,000 miles. The landing was at night, and it was really pretty with all the lights on below us. The landing was uneventful--thank God--and very little time was spent in customs. In fact, we had nothing to declare, so we weren't even checked nor asked to open our baggage.

We rode a cab into London; it took about one hour. It was both fast and scary. We decided at that time we would not rent a car--the people drove too fast, the streets were too narrow, no street was over two blocks long, and besides that, they all drove on the wrong side--so leave the driving to the cabbies (which, by the way, there are plenty of in London).

We checked into the Ritz and watched television until 3 a.m. Remember, there are six hours difference in London time and Little Rock time. We started our first full day in London at 8 a.m.; leaving the hotel, we went downstairs for breakfast. The food is expensive; at first we thought it was just at this hotel. WRONG! Food is high all over London, but I don't think I'm going to get any sympathy from any of you about what it cost me, so I will get on with the report.

After breakfast we walked over to Buckingham Palace to see the "*Changing of the Guard*" (about four blocks). We arrived there at 8:30 a.m., and the changing was to take place at 9 a.m., we were told. However, it was 9:30 a.m. before they got around to it, and between the fence and the pole you could not see too much. The excitement was so drastic that tomorrow morning for a repeat, we are going to the park and watch the cannons rust! I hope my old ticker can keep up with this excitement.

Val has her camera and I have mine, and we have taken so many pictures that at four different times we were asked if we were from Japan. Before leaving the subject of the "*Changing of the Guard*," and telling you how exciting it was, let me say there were between 5,000 and 6,000 other people there to watch. After leaving there and walking back to the hotel, we were so exhausted we took a 2 1/2-hour nap. When we woke up, we journeyed over to a department store called Harrod's. It was a full square block and six stories high. They had everything you could imagine for sale, from meat in the basement to the children's school uniforms on the top floor. We spent about two hours walking around and finally ended up buying a pound of Lady Godiva chocolates.

After returning to our hotel, we looked over the list of stage shows and decided if we could get tickets, we would go see "*42nd Street*" tonight. Through the hall porter we received tickets and really enjoyed the show; it was a musical. P.S. Our decision to let the cabbies do the driving was well-founded, and each ride is an experience.

Well it's 10:45 p.m., so let's talk about what happened today, before watching TV for the night. One thing about watching TV, you have no commercials to watch. We started out late this morning awoke at 10:30 a.m. and Val was ready to go downstairs for tea; yes, I said tea. The coffee is so strong that neither of us can drink it. I told her to go ahead and I would join her as soon as I was ready.

So, after taking my bath, putting on my new slacks, new shirt (which I had paid \$95 for) and my beautiful sweater, I headed downstairs to join Val for tea. I was told, "*No tie, no tea.*" After soothing my ego, we headed off to see the Queen's crown jewels. I was really looking forward to this, but all I got to see was diamonds, rubies and all sorts of things like that.

Not only didn't I get to see the Queen's crown jewels, I didn't even get to see the Queen. I explained my disappointment to Val, and she quickly explained the crown jewels and the American

saying "family jewels" were not the same. The crown jewels were beautiful, and in the Tower were many other things to see: all kinds of armor and weapons and how each one on the Brigades got started and wars they fought in. We both enjoyed this and walked around for about four hours. If you are thinking about going to London, this is one of the things I recommend you see. It has been so cold the whole time we have been here; I bought a jacket, and Val bought a pair of walking shoes.

After getting a bite to eat, we took a boat ride up the river Thames and back to about halfway to our hotel. It was a 46-minute ride, and the captain pointed out many things of interest. One of these was an apartment building under construction. You could buy an apartment for \$1.7; we were afraid the waiting list was too long, so we passed this bargain up. We got back to the hotel about 3:45 p.m. and took a short nap. Then we walked around and visited some of the smaller shops. We then stopped and split a pizza; it was delicious and only cost \$22.

It was time to get back to the hotel and get ready for the theater tonight. We were going to see another musical called "*Les Miserables*." Well, we stayed for two hours and then decided we would be less miserable if we left, so we did. We went back to the hotel for a late dinner (I had my tie on this time). Val ordered the chicken, but I wanted to live, so I ordered the Chef's Special. It was a four-course dinner, but they wouldn't tell you what it was. I know why they serve you four courses; they figure you will find one of them you like. Wrong! They should change this to a six-course dinner.

I have always said if I traveled abroad I would like to take a cram course in the language which would be spoken. Well, I still believe this, and if I ever come back to London, I would like to take a course in English so we would have less trouble communicating. I have never shaken my head yes and no so many times in my life, without knowing what I was answering to. Well, it's time to go to bed. We are checking in early tonight; it's only 8:30, but we've had enough today.

On this new day, we went to the Regent Park an hour before the zoo closed. They charge six pounds, or about \$10 each, to get in the zoo. I didn't think the ticket seller was going to let us buy a ticket because he felt we would not be getting our money's worth. But we finally convinced him we could afford the \$20 and wanted to go in. The first thing we saw was the giant panda. We then looked at a lot of other animals that we see in our own zoo in Little Rock. However, there were many birds we had not seen before. All in all this was worth the time. The remainder of the day was spent in the park outside of the zoo. There we watched people play ball of all kinds, soccer, softball, and cricket and of course, saw more beautiful flowers. This park must have been about 100 acres.

What a waste of land—they must never have been over to our country, where we use areas like this for mugging, rape, murder, selling dope, and all those so-called good things. After leaving the park, we went to a pub for dinner—most pubs serve food over here. The dinner was 10 pounds, or \$17, apiece and the dinner wasn't bad. It was time to go back to the hotel and call it quits for the day.

Today we are going to Chichester, England, to watch the horse races. This was a two-hour ride from London. We enjoyed the train ride there and then took a cab to the track. There was some resemblance to our racing, but not much. The horses run clockwise, and the track is not round. Steve Cauthen was riding the day we were there and, as a matter of fact, he was hurt that day and taken to the hospital. We found out later it wasn't too serious, but he would be laid up for about 30 days. We left before the last two races so we could catch our train back to London. The cab ride back to the train depot was another thrill. The speed of the Concorde becomes less impressive with each cab ride.

Coming back to the train, an Englishman introduced himself to us and wanted to visit. Now, I have already explained our language barrier, and to add to this he was very drunk. It's hard to believe that I, too, was once like that. Well, if I did have any

desire to drink, it was removed for a while. After returning to our hotel, Val was hungry for oriental food (I am taking her camera away for a while). We went to a Chinese restaurant--no chow mein or noodles or the things we were used to. Val, however, said she enjoyed it. She will enjoy it by herself if she wants any more on this trip.

Well, Val has my bath water drawn, so its time to start the day. We went window shopping again and have reached the conclusion that the exchange rate is \$1.71 for an English pound, but if it was even, dollar for pound, the prices would be about the same over here as they are in the States. Our sightseeing this morning includes a ride in the "Tube" (subway). Eloise Durham told Val the best way to see London was from the "Tube."

So, after buying our tickets we took the stairs down to catch the train, which we were told never gets above ground. Now, this is no way to see anything. Val started to panic and said everything was closing in on her, and she had to get out of there. Earlier I had mentioned a ride on the bus (two levels), but she had said "no." Now the idea seemed much better. So we rode the bus to see the sights. This I can recommend. On our way by--yes, you guessed it--we stopped by a park and looked at and smelled the flowers.

After a short rest, it was time to go to the dog races. They run at night. It wasn't quite as far as the horse track; we could take a cab. I hope you are not starting to believe we have a gambling problem; this is just research that we are doing for some of our friends who own horses and dogs, and are thinking of buying a casino. The dog track was as close to American as anything we had found so far. Val cashed in enough tickets to get back all the money she spent in London so far. Of course, that wasn't much; she is tighter than a sailor who's been on leave for the first time in two years. Well, tomorrow is our last full day, so we had better get some rest.

Today is Sunday, so it is time to get up and go to church. We checked with the hall porter, and he told us church was every hour on the hour. We chose the 10 a.m. service, got the address and took off. We were immediately taken to a Catholic church. When informing the cabbies we wanted to go to the Presbyterian church, he said he didn't know where there was one, but there was a church about four blocks away. So, we told him to drive over there. When we got there, it was St. Columba's Church of Scotland, but there was no denomination shown. So I went in and asked, and sure enough it was a Presbyterian church. It was quite large.

The church was dedicated on the 25th of March 1884, destroyed on the 10th day of May 1941 and restored in 1946. There were approximately 300 people there, and after the service they held communion in a separate part of the church, serving coffee in still another room. They did not serve lunch this Sunday because of the holiday on Monday; normally lunch is served after church. I also noticed in the bulletin that the Badminton Club and the Tennis Club will meet on Wednesday. It took 12 ushers to collect the money. I guess we would all like to see that in our own churches.

After church we went to Hyde Park, recommended by another friend, Leland McGinniss. Well, Mac, we found all the peddlers along the fence selling their wares, but we could not find anything to buy; it reminded us of a garage sale. They had a horse show going on; they were jumpers, and that was nice. However, we never did find all the speakers you were telling us about, and we walked from one end to the other.

Of course, there were plenty of flowers. We learned that a week is not enough time to see everything, but it's long enough to be away from home. Val and I will look forward to a return trip in about two years. There is one other thing about Hyde Park before going on with the rest of our trip. Out where the peddlers were, Val decided she needed more film, so she left me and walked across the street to a drug store. We were then in Piccadilly.

While she was gone, I was asked by a couple of guys sitting in a car if I wanted to go with them someplace. I did not recognize the "someplace," so I asked the couple walking along with me where and what "someplace" was. Well, I was told it was a place where ladies were selling their wares. So, Chick, for your information, the girls are still working the street in Piccadilly, but now they are using guys to do the selling. For those of you who are wondering what happened, and of my answer, naturally I was both shocked and embarrassed. Now, I know most of the readers of this letter know me well enough to share my embarrassment.

We got back to the hotel about 6 p.m. and decided (Val decided) we still had time to go out and find a place to eat dinner, plus a little more looking around. First we found a place to eat, and then we walked over to Piccadilly Square. Val took pictures of this; the dress and appearance of the people were quite different. Funky hairdo and all kinds of color (some had all kinds of color on one head).

Walking around further we found the Guinness World of Records Museum, where they had on display Robert Pershing Wadlow, the world's tallest man at 8'11"; Jon Brewer, who weighed 1400 lbs.; Pauline Masters, the shortest person, at 23 1/2 inches; and many other records made by humans. Also on exhibit were the largest vegetables; two examples were a potato weighing 7 lbs. 1 oz. and an onion weighing 7 lbs. 11 3/4 oz. A display also included the animal world, space, buildings, speed records, sporting greats, etc. It was all right except it was too crowded; I believe you could have read the book and enjoyed it as much as standing in line.

Our last maneuver for the day before going back to the hotel was to see a movie (by this time I was ready to sit down any place, including Piccadilly Square). We picked an American movie called *"And Then God Created Women."* Don't know how they arrived at the title, but one thing we did learn, a movie rated 18 in London is the same as an "R"- rated movie in the States. If you have a chance to see this--forget it!!!

We will be leaving London tomorrow morning, so I would like to mention two more things. First, the cab drivers take from 18 months to five years to get their licenses. They must know the shortest route to an address in London, and I think the rest of the time is racing in the Grand Prix or others. Most of them own their own cab, so it is much nicer and cleaner than most of our cabs and, of course, much friendlier. Second, I would like to mention the friendliness of the London people as a whole. I hope when they visit our country, we can be as polite and friendly.

Sept. 3, 1988--3:20 p.m. Where has the time gone? We left London Monday morning; here it is Saturday, and I am just bringing our trip up to date. We wanted to take it easy aboard ship, but this was ridiculous. But first, let's get aboard ship. We got up late Monday morning and prepared for our train ride to Southampton; but first, we had to pay our hotel bill. Although two days had been prepaid, I honestly believe it was the shock of the bill that put me in numbness for the last five days and, therefore, I was unable to continue my writing until now. A tip here for those of you making this trip--Find out what your bill is going to be, and then go to the bank and exchange your dollars to pounds before paying the hotel. You will save about 10 percent.

The train ride to Southampton was very pleasant. It was a two-hour ride through the countryside, ending up right in the pier where the Queen Elizabeth was docked. All referral to the Queen Elizabeth the Second will be as the QE2. We were stopped from getting aboard just long enough for them to get our credit card. If we charged anything aboard ship, they would have some place to send the bill. And we found that even bottled water is charged to you in your room. So, all the things you think are brought to you are so nice, and then you find out that you really pay for them. My tip to the steward and stewardess would have been a lot less had I known this. Val asked how it could be a lot less when I only gave them \$2 to start with!

Our stateroom was very nice and large, with both a shower and a tub, a king-size bed, and a porch or veranda. Although we



were excited about the veranda for both the opportunity of the rest and sun, it was too cold and cloudy to do either (we could have saved on that). We also had television on board, which I enjoyed.

The first day we went shopping. Val bought a dress, but not the one she first looked at; they had no dressing room, so they told her she could take the dress to her stateroom and try it on. However, it did not fit, so she took it back. She had not looked at the price tag until after she had tried it on, and the price was \$1,242. After elevating her feet and throwing cold water on her, she got up and took the dress back. Then she came back with a cheapy, only \$600.00. Not to be outdone, I bought a tuxedo by Christian Dior. It was really nice; a button fell off the first time I wore it.

The second day wasn't too pleasant - Val felt squeamish, and we called the nurse so Val could get a shot. There were so many asking for this service, it took the nurse three hours to get to our room. The shot cost \$15 and had to be paid up front. Mac, how would you like to handle the administration on that? The shot did work, but it knocked her out for the day and the night. And, of course, wouldn't you know that it was the night we were to meet the captain for dinner. This was our shot at wearing the dress and tux. Of course, yours truly didn't need that shot. Well, Val had a nervous stomach, and I ended up with an upset stomach, if you know what I mean.

The food was excellent, but still not quite up to what we expected (thank heaven it wasn't). I believe we both gained 10 pounds. Actually, I was wrong--I gained nine pounds, and Val gained six. Gladys, you now know what you have to do before taking this trip, because eating is a big part of the trip. There were many other things to do aboard ship, but we thought they were a little Mickey Mouse.

The people who took care of our room and dining table were very nice. All in all, it was a very nice trip, but unless we came back over the southern part of the ocean, I believe I would bring

the Concorde back. We landed this morning; so far, by far, this has been the worse part of our trip. It started with an early morning wake up, so we could have an early morning breakfast. We docked at 8 a.m., and they wanted us out of the dining room and our stateroom before then. We were allowed to go through customs aboard ship (not our luggage, but the paperwork).

After this, we were told we would have to wait three hours before we were allowed to get off. We got off the ship around 11:30 a.m., claimed our luggage, paid our duty and walked through customs. We found our bus, which had been prearranged, and after waiting for the bus to fill up, we then took off for LaGuardia Airport in New York. Oh, by the way, we did get to see the Statue of Liberty. We were told the bus ride would be half an hour, but the bus driver became confused, and it took one hour.

The first thing Val and I noticed was how dirty New York was, as compared to London. The second thing we noticed was that the bus driver let us out with four bags about a mile from the Delta ticket office (we purchased the fourth bag in London). After a lot of sweating, swearing and struggling, we arrived at Delta, checked in and had to wait three hours for our plane to leave. Val says this is now twice she has been in New York—her first and last time.

We changed planes in Atlanta and are expecting to arrive in Little Rock at 7:15 p.m. Marilyn Rusch, this was your kind of day. What a surprise; when we landed we were met by all the kids - with balloons, signs, and loud noises. Believe it or not, I was so surprised, I was speechless. The trip has ended, and on a rating scale from 1 to 10, with 10 being the best, we would give this trip a nine.

We hope you have enjoyed our journey with us, and are looking forward to our next trip, which we hope will be to Australia and New Zealand in March 1989, and Alaska in June or July 1989. If you do not wish to hear about our next trip, please fill out a post

card, send it back to us, and we will scratch your name from the list.

**G.T.T.B.I.T.L.\***

**The Beldens**

**\*GET TO TRAVELING BEFORE IT'S TOO LATE.**

**P.S. This sightseeing must be contagious; I just came back from Oklahoma City, and while I was there I went through both the Fireman's Museum and the Cowboy Hall of Fame.**

#### XIV. Del Belden Was "Always Available" Arkansas Democrat-Gazette Feature Articles

*Alas, life doesn't allow us to choose our losses. And so, on August 9, 1993, we were saddened beyond words at the passing of Delbert Belden, our dear friend and benefactor for Harding's Belden Center for Private Enterprise Education. Conducting Del's memorial service was the hardest, yet easiest, experience this writer ever had. Thankfully, the Designer of the Universe has left us instructions so that we may endure, fully participate in life and, yea, prosper both here and in the hereafter.*

*Perhaps this is the time to acknowledge that God loves all of us with even a greater love than could be expressed by any of us. As we assembled some audio, video, and written documents, we were able to mold them into a biography describing the high entrepreneurial journey that was Del's life. Del Belden was the most interesting man this writer ever met—truly a "man for all seasons." We begin with the obituary and feature article from the statewide Arkansas Democrat-Gazette newspaper.*

**Las Vegas, Nevada--Delbert Ralph "Del" Belden, formerly of Jacksonville, Arkansas died Monday, August 9, 1993 in Las Vegas, Nevada. He was born September 11, 1926 in Shields, North Dakota, served in the Army and spent most of his life in Minneapolis, Minnesota before moving to the central Arkansas area in 1973. Mr. Belden was past president and C.E.O. of Lomanco Inc., past President of the Jacksonville Chamber of Commerce, and served on the board of directors of First National Bank of Jacksonville. He was a member of the First Presbyterian Church of Jacksonville, and established the foundation which provided facilities for the "Jacksonville Care Channel" and "Always Available" in Jacksonville.**

**Through Lomanco Mr. Belden helped found the Clark David Belden Center for Private Enterprise Education at Harding Univer-**

sity in Searcy, Ark. After moving to Lake Havasu, Ariz. in 1990, Mr. Belden served as an active member of the Golden Kiwanis. He is survived by his wife, Valerie Grayce Mainella Belden; one brother, M.C. Belden of Minnesota; two sisters, Corrine Andersen of Mississippi and Elaine Bartole of Minnesota; one daughter, Penny Ann Stender of Jacksonville; four sons, John Del Belden of Florida, Dennis Clark Belden of Cabot, Ark., Paul Mainella Belden of Nevada and Theodore Allen Belden of Jacksonville; 14 grandchildren and six great-grandchildren. The memorial service was held Monday, Aug. 16, 1993, at 11 a.m. at the First Presbyterian Church, Jacksonville.

Las Vegas, Nevada - Delbert Ralph Del Belden, formerly of Jacksonville, Arkansas died Monday, August 8, 1993 in Las Vegas, Nevada. He was born September 11, 1926 in Shields, North Dakota, served in the Army and spent most of his life in Minneapolis, Minnesota before moving to the central Arkansas area in 1972. Mr. Belden was past president and C.E.O. of Lomanco Inc., past President of the Jacksonville Chapter of Commerce and served on the board of directors of First National Bank of Jacksonville. He was a member of the First Presbyterian Church of Jacksonville and established the foundation which provided facilities for the "Jacksonville Card Channel" and "Always Available" in Jacksonville.

Through Lomanco Mr. Belden helped found the Clark David Belden Center for Private Enterprise Education at Harding Univer-

**Delbert Ralph "Del" Belden—Former Lomanco Chief,  
Community Activist, 66**

by Wayne Jordan, Arkansas Democrat-Gazette staff writer

Delbert Ralph "Del Belden, former president and chief executive officer of Lomanco Inc. at Jacksonville, never turned down a chance to help needy people, and he didn't flaunt his wealth. He particularly enjoyed putting on his old straw hat and hitting the golf course with his buddies.

But cancer appeared in December. It changed his lifestyle and finally took his life Monday in Las Vegas. He was 66.

*"He was a very down-to-earth, generous man,"* Diana Gunlock, executive director of the Jacksonville Chamber of Commerce, said. *"He was a real mover and shaker in Jacksonville."* Belden, a recovered alcoholic, established *"Always Available,"* a program to help people with alcohol problems, and *"Jacksonville Care Channel,"* which provides food and other assistance for the poor.

*"He always wanted to help any way he could,"* said Marshall D. Smith, vice president and regional branch manager in Jacksonville for Worthen National Bank of Arkansas. *"In fact, he would go out of his way to help people. He will really be missed."*

Belden *"firmly believed in conservative principles, and all of his donations to Harding University at Searcy proved that,"* Tom Cory, a friend and Jacksonville businessman said. The school is well known for its conservative political and business values.

*"He contributed about \$1.5 million to the University's programs,"* said Ted Belden of Jacksonville, one of his four sons. With part of that money, the Clark David Belden Center for Private Enterprise Education was created at the college to honor Delbert Belden's father, who had established Lomanco in Minneapolis in

1946. The college used recent funds provided by Belden to develop a curriculum for teaching sales and to hire a professor to teach the courses. Harding now offers a degree in professional sales.

Belden was president of the Jacksonville Chamber of Commerce in 1979 and helped raise funds to build the present Chamber of Commerce building in 1980. He also completed development of the Foxwood Country Club, now owned by his son Ted.

Born in Shields, N.D., Belden spent many years in Minneapolis. When the company bought Hamlin Foundry at Jacksonville, the family decided to move all operations to Arkansas in 1973. Lomanco, which employs 175 workers, is one of the world's leading manufacturers of turbine vents, louvers, and ventilators.

Belden bought the company from other members of his family in 1976 and sold it to his children in 1983. He moved to Lake Havasu City, Ariz., with his wife, Valerie Grayce Mainella Belden, in 1990 and was an active member of the Golden Kiwanis Club. He later moved to Las Vegas, where he was living at the time of his death.

Ted Belden said that one of his more vivid memories of his father was *"that he was willing to take risk. He put a lot of faith in people and gave a lot of people a chance to develop themselves."*

## XV. Remembrances of Del by Relatives, Associates, Public Officials, Friends

*On the occasion of Del Belden's memorial service, those in attendance were invited to assist Lomanco and the Belden family in gathering some reflections, stories, anecdotes—"Delisms," we have come to call them. It is our intent to place them in print and weave them together into the fabric that was Del's life.*

### "MEMORIES OF MY FATHER"

BY

TED BELDEN

**A Lesson in Patience**--When we were young, my father occasionally took the "boys" on a fishing and camping trip. Minnesota is known for its wonderful lakes. Some of the most beautiful lakes are those located in an area known as the boundary waters along the U.S. and Canadian border. This was one of my father's favorite spots.

Whenever we went camping, a lot of planning and preparation went into cooking. My dad was a good cook, especially when it came to breakfast food, such as fried potatoes, pancakes, eggs, etc. It appeared that my father would get very irritated at all the people watching him cook. The problem was that there was only so much cooking surface and a lot of hungry mouths to feed. We had a hard time controlling our appetites and would at times point to the food being cooked and lay claim on a particular item. This would irritate my dad a great deal. There was always plenty of food, but depending on how hungry we were, and how good the food looked, we occasionally lost control.

My father's solution to this dilemma was to make a simple rule. If anyone made any comments concerning the rights to food being cooked, they would automatically be put at the end of the



line and served after everyone else. This was a lesson in patience that will be a fond memory of my dad.

**Woodworking**--I have inherited a love for woodworking from my father. When I was a very young child, I was very inquisitive while watching him build or refinish furniture. At times he would allow me to do some sanding or staining on the piece he was working on. Some of the furniture he constructed were truly originals. He carved the hand and foot prints of some of his grandchildren into the top of a dresser. He appreciated antiques and refinished several for the family.

**Painting**--During the years he lived in Arizona, his interest in painting grew. He truly enjoyed this hobby and was very talented. One summer when we were visiting, Dad decided to give the girls a painting lesson. He arranged for each one to have an easel with all the necessary equipment. He then proceeded to paint a picture step-by-step; both my daughters followed. Neither child could view the other's painting until they were completed. In the end, both girls had their own originals, with their grandfather's help, of course.

**The swimming pool**--Shortly after we moved to Arkansas, Dad decided that we would build a swimming pool. At that time we were living at #8 Wayside Drive. I don't think it was a matter of money as much as the desire to craft his own pool. He did hire a contractor to dig and blast the rock out of the ground to make room for the pool. This was a true family effort putting this pool kit together. Hundreds of bolts and a lot of dirt work went with this "do-it yourself pool."

**The goldfish pond**--A similar project was the goldfish pond. This didn't come in a kit, but rather from the drawing my father made. We formed up all the walls, which were designed to be 8" thick. The overall size was approximately 8' x 20'. Instead of ordering the concrete, Dad ordered gravel and sand, and we mixed our own. Concrete develops a lot of force, which was not allowed for

in the construction of the forms. We ended up with a goldfish pond that was more "free form" than intended, but truly original.

**Tips on going to college**--When I was preparing to go to college, my father offered very little advice. I think he was just glad I was going. There was one tip or piece of advice he gave me. He said, *"Son, whatever courses you take, be sure to take speech class."* I thought this was rather odd at the time but, of course, as we get older we can see the wisdom on that tip. It also relates to his comments about *"learning your ABCs in college and learning the rest when you get out."* What good is an idea if you cannot communicate it effectively? This I know was the motivation behind his college tip to me.

**Helping the needy**--There is an organization in Jacksonville called the *"Jacksonville Care Channel for the Needy."* This organization was launched because my father was always willing to help others. My father purchased the building and gave it to Alcoholics Anonymous. Part of the building was not used, and he was asked if it could be used for the purpose of a community food pantry. He embraced the idea, and today the Care Channel serves over 1,900 families, providing over 89,000 pounds of food annually.

*Truly, the longer we all live, the more we experience an enlarged sense of both sorrow and joy. Right now, with the passing of Del, we all, and especially Del's widow, Valerie, are saddened at another empty chair in the Belden family circle. Grieving is for the living; it is a very necessary cornerstone to completely cope with, adjust to, and accept our loss as part of the life cycle. Accordingly, Valerie was kind enough to per some wonderful words of tribute to her beloved husband. These are included, in part, as follows:*

**TO:** Those Who Knew My Husband Del Belden

**FROM:** Valerie Belden

**DATE:** April, 1994

...I have lost so much, my best friend and my husband. We had a wonderful life. Del was so very good to me. I can't tell you what a wonderful man he was. He was such a great man, if only everyone could have known him. My loss is great; I'll never forget him.

The goldfish pond--A similar project was the goldfish pond. This didn't come in a kit, but rather from the drawing my father made. We formed up all the walls, which were designed to be 8" thick. The overall size was approximately 8' x 20'. Instead of ordering the concrete, Dad ordered gravel and sand, and we formed our own. Concrete develops a lot of cracks, which was not allowed for

TO: Those Whose Lives Were Touched by Del Belden

FROM: Penny Stender

DATE: October 21, 1993

These are the feelings I have tried to express about my Dad.

LOVE

*Why don't you ever know until the day they die?  
How much your love will make you cry?*

*Where do the people come from you never met?  
Who'll tell you he touched their lives with zest.*

*Can a man mean so much to so many,  
When I thought I was his only Penny?*

*Should he be my hero and my Dad?  
Can I still feel close when he's not at hand?*

*I'll never forget, but does God only know  
How hard it is to go on with the show?*

*Oh Lord, his shoes are so big to fill.  
Could this possibly be God's will.*

*He taught me life was to laugh and to cry.  
He said, "Daughter Penny, don't let it pass by."*

*Who will answer all my questions now?  
Help me, dear God, since he's not around.*

TO: Family, Friends, and Colleagues of Del Belden

FROM: Will Forde, Former Comptroller and Current Director of  
Sales for Lomanco

DATE: May 12, 1994

From a personal point of view, Del was one of the few people in the world truly interested in how I "come out." When you stop and think about it, excluding family and our Savior, most of us really don't have that many people in "our camp." We may think we do, but over time there are way too few.

My advisor at the University of Iowa told me at graduation, "We have exposed you to the ABCs now go forward and learn the rest of the alphabet. You may even find yourself working for an individual who did not have the time for a formal education - he or she were building a business and a place for you." A prophecy for me, amazingly true.

The following are some ABC's I was exposed to (maybe even learned) by Del:

1. In the mid '60s we were selling cornice vents for roughly \$.30 each. From time to time they would be returned for scratches or bent corners. I had a brand new Chevy Impala with all kinds of flaws and couldn't get satisfaction. When I couldn't understand giving credit for customer satisfaction, Del explained, "Well Will, they are big and we are trying to get big - we need satisfied customers, and evidently they do not." Wow - maybe he should have been on their board.
2. Del always wanted us (Lomanco) to have a vision of what we wanted to be and then share it with all the people in our loop of business. He would laugh and then say, "We need all the help we can get."

3. Del was always concerned with profitability. He would say, *"Our customers as well as our vendors must make a profit through our association."* He wanted Lomanco to make a profit but was willing to accept the smallest share.
4. Del wanted to take the quality position in the marketplace. He felt, eventually, the largest market share would be earned by the best-value products.
5. Del did not believe in telling people what to do; *"Will, we have to show them."*
6. During the period when Del, and his brother Chick and myself were managing the company, we often would discuss our roles of value to the company. One day Del said, *"We are the company investors; we invest in our people, our customers, and our vendors-the loop."*

Through the guidance of Del, I was exposed and learned many more letters of the alphabet, and I did come out pretty good. Needless to say, those who subscribed to "Bullmoose" were significantly enhanced.

TO: The Del Belden Family

FROM: Fred Lyle, Lomanco Manufacturers Representative

DATE: August 28, 1993

Many of us have had experiences in our lives that are never to be forgotten. I would like to share with you one such experience that I had with Del. The year was 1973. Knowing Floyd Dudley, the legendary Lomanco representative, was soon to retire, I called Del to talk to him about my interest in the Lomanco line for my area. After conversation, Del said, *"Fine, I'll talk to you, but you will have to convince me why you should have the line, and that won't be easy!"*

In early 1974, we finally met to discuss the possibility, i.e., the possibility of Lomanco's interest in the Lyle Agency representing them. Del and I met in the lobby at the St. Louis Airport. I found out what he meant when he said, *"That won't be easy"*--Del talked non-stop for four hours! He told me everything about Lomanco, about the dedicated, best people, why their products were best, how Lomanco started, how he envisioned Lomanco to be at the top in the marketplace and stay there. Never will I forget his enthusiasm, sincerity and open honesty. And never will I forget how it seemed I barely got a word in!

In late 1974 I received an invitation from Del to come to the plant. He stated, *"I think I would like to have you, but you still have to convince my top people, the real Lomanco management, that I am right."* I visited the plant on Dec. 23, 1974. We all talked, especially Del. Late that evening I departed for home, still without getting confirmation I would get the line. I remember the date so well because I almost missed my flight home. Not only was it the last flight that day, it was the last flight out before Christmas, because all flights for the next day, the 24th, were booked.

It was in February 1975 when Del finally called again. It became what I now consider one of my best days when he said, "Just thought I would call to tell you, you are the new Lomanco Representative for Kentucky." Soon after, we traveled together throughout my new territory for a full week. And what a week that was! Non-stop talk, all Del! We called on every customer. He wore his cowboy hat, boots, and string tie! We had a ball. Customers all loved it, seeing The Man! I know that because many of them still talk about it, even today. I later realized those four hours in St. Louis were nothing more than a warm up!

During Del's memorial service, Dr. Diffine said it all when he talked about how, if asked, he would describe Del. Dr. Diffine's list was so long, so true, so complete.

If I were asked to describe Del, I could only add the following to Dr. Diffine's comments:

1. *To our Lomanco representatives who were not fortunate enough to have known him—you should have experienced his four-hour introduction as a warm-up and a full week of traveling with "The Man"...*
2. *Del Belden was one of the finest true business entrepreneurs I have ever known...*
3. *One of my most never-to-be-forgotten experiences was knowing and working with Del Belden...*

Del will forever be missed by all of us.



TO: Belden Family and Associates

FROM: Samuel P. Cleveland, CLU, Minneapolis, Minnesota

DATE: August 16, 1993

In early 1967, Del Belden was one of a group of men who brought a long-standing dream into reality. Minneapolis did not have a half-way house for recovering alcoholic men. Del and others sold several hundred membership certificates to recovering alcoholics. With the money they made a down payment on an old, but solid, rooming house at 2200 1st Ave. South. They painted and renovated the inside, creating a large kitchen, dining room, TV room and some 20 individual rooms for future residents.

Nu Way House was born. Men who were released from alcohol treatment facilities, who had made a good start in the recovery process, but who did not have a home to go to, were the guests, and the house quickly filled.

Del was a member of the original board of trustees. And he played a big part in formulating four simple rules that helped make Nu Way House successful:

1. Each guest must find employment as soon as possible.
2. He must pay room and board of \$35 per week--a figure that did not change for 20 years.
3. He must attend AA meetings in the House and become an active member of an AA group outside the House.
4. As a member of the Nu Way community, he must accept and perform one household chore the same as he would in any family.

Those rules were enforced; without them, Nu Way House would not have succeeded.

Very shortly after the House opened, Del became the second president of the board of trustees serving nearly three years.

The first house manager was Harvey S., a recovering alcoholic who was one of the first residents. He was only a few months away from sleeping under bridges, but he caught Del's enthusiasm for the House. Harvey had his own mind, and he and Del had many heated discussions as long-term policies of Nu Way House evolved. Harvey became director, and remained a very effective manager until his death six or seven years ago.

Del probably was the major reason Nu Way House got off the ground. He had faith in the idea, and in the ability of men to recover from alcohol abuse with the right help at the right time. He brought tremendous zeal and energy and his organizational ability to the job. When he left the board, the House was self-sustaining and a home to 28 men.

Nu Way celebrated its 25th anniversary in 1992. It had been home to over 6,000 men over the years; presently, it has over 90 guests and is always full. I served on the board with Del and succeeded Del as president for the next three years after his term. Because of Nu Way House and because of Del, thousands of men have benefited. This corner of the world is a much better place for Del's having been here.

**TO: The Belden Family and Friends**

**FROM: Beverly Phifer, Phifer Wire Products, Inc., President  
and CEO**

**DATE: September 3, 1993**

I was deeply saddened to hear of the recent passing of Mr. Del Belden. We considered him a true friend and an inspiring entrepreneur. We so admired the business that he and his father started, and that you are so ably continuing.

I remember the great pride he felt in sharing this business with his family, and the happiness it brought him to see you carry the business forward in a world class manner. You, in turn, gave him an opportunity to enjoy the benefits of his success, which I know meant a great deal to him.

My thoughts are with you and Mrs. Belden. Just wanted to let you know I'm thinking of you.

2. He must pay more and build a house—a figure that did not change for 20 years.
3. He must attend AA meetings in the House and become an active member of an AA group outside the House.
4. As a member of the Nu Way community, he must accept and perform one household chore the same as he would in any family.

Those rules were enforced; without them, Nu Way House would not have succeeded.

**THE WHITE HOUSE**

**WASHINGTON**

**September 10, 1993**

**Penny Stender  
Post Office Box 519  
Jacksonville, Arkansas 72076**

**Dear Penny:**

**Hillary and I were saddened to learn of your father's recent death, and we want you to know that we're thinking about you.**

**You will be in our prayers in the days to come.**

**Sincerely,**

**Bill**

TO: The Fielden Firm  
**THE WHITE HOUSE**

FROM: Beverly Fielden, President  
and CEO  
**WASHINGTON**

DATE: September 2, 1993  
**September 22, 1993**

**Penny Stender  
Lomanco, Inc.  
Post Office Box 519  
Jacksonville, Arkansas 72076**

**Dear Penny:**

Thank you for your letter about your dad, which I received after I wrote you on the 10th expressing my sadness over your loss.

Your father's support meant a great deal to me. It made a big difference to Hillary and me, and we'll never forget him.

**Sincerely,**

**Bill**

**P.S. I'll never forget how Del stood by me in '82--I have treasured his friendship and that of all your family--Thanks, Bill**

TO: Friends and Family of Del Belden

FROM: Russ Peterson

On one occasion, Del Belden and a friend were on a fishing trip in Canada. That Sunday Del decided his friends needed some spiritual inspiration, so Del proceeded to preach a sermon right there in their cabin. Del's sermon was off to a good start when he was interrupted by a question about something he had said. Del's retort was: *"Do you interrupt your preacher in the middle of his sermon when you are at home? If not, don't interrupt me here!"* Del finished his sermon without further interruption.

On another occasion, Del was fishing in Canada with a friend who liked to know what type of tree or bird he was admiring. For the umpteenth time, he asked Del what kind of bird that was in the tree on the shore near them. Del advised him that it was a chickadee. When his friend told Del that it was not a chickadee, Del said, *"I thought you didn't know what kind of bird that was."* His friend replied, *"I don't. But I know what a chickadee is, and that isn't a chickadee."* Del had been answering all his previous inquiries with seeming confidence, while pulling his answers out of thin air. He really enjoyed this and has told this story many times.

Then there was another time that Del Belden and five friends went on a Canadian fishing trip. They were flown into a remote fishing camp in a float plane, which landed on the lake at the campsite. Fishing arrangements were discussed. Four of the friends decided to go two in a boat with a guide and good-sized outboard motor and fish in the lake at the camp.

Del wasn't satisfied. He asked the owner of the camp if there was any place to go where fishing was especially good. The owner said there was one lake which could only be reached by making two or three portages and would require the use of a canoe instead of a larger, safer boat. He said he would allow only

expert canoeists to go up there without a guide. Del convinced the owner that he and his friends were experts (they had never been in a canoe together).

Off they went in their canoe with a 3 h.p. outboard motor and without a guide. On their first portage they came face to face with a black bear. While carrying their canoe from the first lake to the second, the bear paid little attention to them and sauntered off into the woods. After reaching their destination lake, Del's friend hooked a large northern pike. When the pike was finally brought up alongside Del, who had the gaff hook, Del refused to gaff it and bring it into the canoe because of its size. He said, "I'm not going to bring that fish into this canoe with us—I'm going to have a cigarette." This he proceeded to do (this was before his smokeless days).

After he smoked his cigarette, Del made the decision to try to run the fish up on the beach. Before reaching the nearest shore, the fish gave up on these "fishermen" and slowly swam away to seek more interesting company. It seems he could have left unhindered at any time he chose. He just opened his mouth and coughed out the 18 inches of steel leader and steel lure with triple hooks which had been inside him.

Once, Del's friend was flying him up to Flin Flon in Canada in a small C172 airplane. They were just east of what was shown on the map as Reykjavik just north of lower Lake Manitoba, where it seemed the town consisted of one old house, probably abandoned. Del was smoking a cigarette and dropped it on the floor of the plane. The burning cigarette couldn't be found. They expected to see or smell smoke at any time, so they flew down near to the ground in case they had to make an emergency landing. They stayed in that position for many minutes, until they felt the cigarette must have burned itself out, and then they climbed back up to normal altitude and continued on to Flin Flon. Never a dull moment.

Del Belden and a friend were going to meet for lunch at their favorite restaurant. Unknown to Del's friend, Del had invited his minister to join them. Del was concerned about his friend's religious thinking and wanted his minister to help in getting his friend straightened out. As it turned out, the minister and the friend agreed on their thinking while Del was in disagreement with both of them. Del figured his minister was the first one to tackle and immediately went to work to get him on the right track, while his friend sat back and enjoyed their lively, friendly argument.

On another Canadian fishing trip, Del decided that he and his friends should find out if they could survive on their fishing catches should they become stranded in a remote area. They decided to keep the next fish caught and try to fix it for lunch. The fish was soon caught, and Del's friend cleaned the fish while Del hunted up kindling for the fire. Without matches, Del finally started a fire alongside a rock hot enough to cook the fish.

However, when the fish was eaten, it was discovered that this was not the case. The fish was a long way from being done. However, it was eaten by both men with less than their usual eagerness, especially when they discovered that fish without salt lost much of its appeal. That they could survive in an emergency was assured, but their enjoying it was not to be expected.

Del Belden and three AA friends flew up to Flin Flon, Manitoba, Canada, on a fishing trip in a small single-engine airplane. A few days later when it came time to leave, one of the men expressed his reservations about flying back as he saw clouds on the horizon. The weather man was there at the airport with them and assured them that it was only a thin line of clouds and that they could either fly over them or under them. There was an agreement that if any of the members of the party did not want to fly for any reason, they would wait until all were ready to go.

Some AA friends they had met had taken them to the airport and now took them back to their cabin. That day they were invited by these friends to join them in going to an AA meeting up



at a Cree Indian village where a road had just been constructed about two years earlier. They all went to the meeting, where the language spoken was Cree. One of the Indians acted as interpreter, first interpreting English into Cree, then interpreting Cree into English. The village was governed generally by Indian law, not Canadian law. This was a very interesting experience, which would have been missed were it not for the man who had expressed reservations about flying back that morning. The group left the following morning in beautiful weather.

On another Canadian fishing trip, Del Belden and his friends were through for the day and stopped at a Canadian Legion club. Del explained that they were both members of the Veterans of Foreign Wars in "The States." Del and his friends were made welcome. The club's bartender had come to Canada from England recently. Del's friend thought they would be put out in the cold when Del chided the Englishman about the royal family. He said that with all the intra-family marriages, they were probably all idiots. Instead, Del and his friends were invited to join the Englishmen the next morning for a day of fishing together.

On leaving the Canadian Legion club, Del's friend missed a turn to their cabin and was told in no uncertain terms that he had messed up. He turned around and missed the turn again, whereupon Del really let him have it. Del's friend stopped the car in the middle of the road and told Del to take over the driving himself. Del took the wheel and he, too, drove right on past their cabin road without seeing it. The next try was successful. There was only one bed in the cabin, and it was somewhat in the shape of a "v". One had to hang onto the edges of the bed to keep from rolling down into the center. A deluxe accommodation it was not!

On his fishing trips into remote areas where there were no cafes or lodges to supply meals, Del Belden preferred to be the cook, rather than to get stuck with cleaning the fish and washing the dishes. His friends preferred to clean fish and wash dishes rather than to get stuck with the cooking. It was a good arrangement.

On one trip when their cabin had an electric stove, Del decided to make a meat loaf. He made up the meat loaf, put it into the oven, and turned the oven on to heat. When the meat loaf was figured to be about one-third done, the electricity went out. There was nothing to do but eat a couple of slices of bread and go fishing. On their return to the cabin that evening, they noticed that the electricity was back on. Del decided to put the meat loaf back into the oven and see if it would turn out edible after completely guessing at the time it would take to get it done. The guess was successful. The meat loaf was a complete success. Del said it was the best he ever made, and enjoyed telling about it.

On another trip to Eagle Lake, Del and his friends found the weather very windy on their first day of planning fishing. They found out that none of the other fishermen were going out on the lake with that much wind and the waves as high as they were running. Del and his friends decided that since they had come all this way they weren't going to miss out on their first day of fishing. They got their gear into the boat, started the motor and headed out onto the lake. They immediately realized they had made a mistake, but felt they would be swamped if they turned the boat around with the waves as high as they were.

Instead, they headed toward an island out in the lake, with Del running the motor. They figured they could get on the lee side of the island out of the waves and turn the boat around without swamping. This they were able to do. They headed toward shore and took on some water, but not enough to cause alarm. When they got close to the shore, the boat was heaving up and down with the waves and coming down hard on some rocks under the surface. Fortunately, the motor did not stop, and they were able to get back out and make a successful run at shore. Solid ground had never been more welcome to them.

Del and two friends were on Eagle Lake in Canada fishing for muskies. Catching a muskie does not come quickly or easily. After fishing since sun-up without any of the three getting a strike

or a follow-up, things didn't look good as the sun was setting. Finally, it was decided that they had to quit for the day and all brought in their lines; but Del had to make one last cast. As soon as the bait hit the water, a muskie hit it and headed for the boat. Del reeled in as fast as he could. He was standing up in the boat when the muskie came up out of the water next to him.

Del said he was looking that muskie straight in the eye at Del's full height. The friend next to him in the boat swore that the fish didn't come completely out of the water. This made him a very large muskie. When the fish came back down into the water, he headed off under the boat and just kept going. There was nothing that was going to stop a fish this size. It was the only muskie seen on that fishing trip.

Del Belden and a couple of friends were golfing at North Oaks Country Club in St. Paul, Minnesota. One of Del's friends was having trouble hitting the ball with his driver and, in frustration, offered it for sale for \$1. There were no takers. After playing the ninth hole, Del bought three new golf balls at the club house to use on the last nine holes of golf. On the 10th tee, Del hit all three new balls into the water and then offered the friend \$.50 cash for the driver.

A deal was made; Del paid the \$.50 and took the driver. He immediately threw the driver as hard as he could into the middle of the pond where his three new balls had just disappeared. An inch or two of the club grip could be seen bobbing in the water as they walked past the pond and continued with their game. What struck Del as so funny was the reaction of his caddy, who dropped his jaw and stared. It seems he felt it was his responsibility to retrieve the club for his golfer. He was fortunate that this was not expected of him in this situation.

## XVI. Del Belden--"The Most Amazing Man I Ever Met"--

### Eulogy by Dr. Don Diffine

We are assembled in this house of worship to offer our last tribute of respect to Delbert R. Belden, retired C.E.O. of Lomanco, past president of the Jacksonville Chamber of Commerce, and long-time resident of this fair city. The presence of family, friends, associates, and neighbors, together with these lovely floral tributes, speaks volumes for the high esteem and honor in which this good man was held. He was many things to many people.

To the surviving relatives, we bring hearts overflowing with sympathy and understanding. You are good people. We earnestly desire to share your sorrow. And we have much for which to be grateful.

*Prayer Our gracious Father, the Author of life and of death, we turn to Thee in this hour of grief, knowing full well that we may find comfort and help in the hour of need. Grant to these sorrowing ones thy richest blessings, that they may be strengthened and comforted. More and more may they take hold of thy hand of helpfulness, in faith and understanding. Guide them into channels of usefulness, and bless us one and all as we share this great sorrow. In the name of Christ our Lord we pray. Amen.*

As we gather together to honor the life and memory of Del Belden, it fulfills our need to honor our departed in a dignified way. As determined by custom, the memorial tribute is for the living--helping survivors to deal with the past, to cope with the present, and to prepare for the future.

Solomon, the wisest man who ever lived, put it this way, as it is recorded in Ecclesiastes 3:1-7:

*To every thing there is a season, and a time to every purpose under the heaven...A time to be born, and a time to die; a time to plant, and a time to pluck up that which is planted...A time to kill, and a time to heal; a time to*

*break down, and a time to build up...A time to weep, and a time to laugh; a time to mourn, and a time to dance...A time to cast away stones, and a time to gather stones together; a time to embrace, and a time to refrain from embracing...A time to get, and a time to lose; a time to keep, and a time to cast away...A time to rend, and a time to sew; a time to keep silence, and a time to speak.*

It has always been so. One day in the last year of his life, John Quincy Adams was tottering down a Boston street. He was accosted by a friend who said, "And how is John Quincy Adams today?" The former president of the United States replied graciously:

*Thank you, John Quincy Adams is well, sir, quite well. I thank you. But the house in which he lives at present is becoming dilapidated. It is tottering upon its foundations. Time and the seasons have nearly destroyed it. Its roof is pretty well worn out, its walls are much shattered, and it trembles with every wind. The old tenement is becoming almost uninhabitable, and I think John Quincy Adams will have to move out of it soon; but he himself is quite well, sir, quite well.*

And with this the venerable statesman, leaning heavily upon his cane, moved slowly down the street.

There never seems to be a right time for a loved one to depart this life, even in cases of acute, lingering illness. Plans are interrupted. Dreams for the future become vague.

In spite of the wrongness we feel about the passing of Del Belden, there is something fundamentally right about a world created by the Word of God. The created order includes *Winter* as well as *Spring-Death* as well as *Life*. It is right to have been made a part of that creation.

We are in the presence of the Lord of life. Let us, then, be grateful for the blessings God has permitted us to enjoy, and try to accept the painful experiences of life as also a part of His total providence. "Be thankful for what?" you may ask. Be thankful for special moments cherished by all of us as we think of the Del we loved—the time that we were privileged to spend together—times described in that poem Del wrote and read at Christmastime nearly six years ago titled "A MESSAGE TO MY FAMILY:"

*This is the story that's never been told  
This is the story of a man getting OLD  
And when you get old—in the past you must look  
To see if the steps you have taken are the steps you should  
have took.*

*Well, there is one error that has been difficult to cope.  
And when this poem is over that mistake will be behind, I hope!*

*Life has been good to me.  
It started with the greatest Mom and Dad.  
But they forgot to teach me one thing, and that was sad.  
Besides a Mom and Dad there were others;  
for I had three wonderful sisters and a brother.*

*But still the one thing I should have done  
would have been the one thing  
that people would have said, "Now he's won!"  
My first-born was a daughter called Penny.  
She gave me a son-in-law, but maybe not.  
I'd like to forget the in-law, for a son is what I got.*

*They gave me my first grandchild—two others later,  
two more grandchildren by marriage and then  
blessed me with my own two great-grandchildren,  
both were boys.*

*Now you would think with all of this I would surely  
tell the world how I felt with a very loud noise.  
But that was yet to be—to say what I felt I still could not see.*

*Life continued to give me its best.  
I then had a son called John; but let me tell you the rest.  
He gave me five grandchildren and a daughter called Dot.  
They all have a great sense of humor, and that helps a lot.*

*The next wonder was a son called Dennis.  
For a long time I thought this was my menace.  
He taught me a lot about how I felt about others.  
What he was trying to make me say made me shudder.*

*He continued his gift to me with Merle and Kim.  
A better gift I could never have received from him.  
But life still handed me more;  
A wife to love; One I could adore.*

*She gave me two sons, Paul and Ted.  
One gave me joy, the other made me see red.  
Paul was the one who made me mad.  
For he was too much like his old Dad.*

*For every mistake I made in the past,  
he came along to make them last.  
But then, like the rest, he gave his gifts—  
Roxie, Stacey and Joshua, and this was a lift.*

*I believe the Lord must have said—  
"Old man, I will teach you patience, love and  
understanding, and that must last.  
So, I will give you a granddaughter and we will call her Ash."*

*With the four children he gave me, he put me to a test,  
and the IT was said: "The children and you all passed my test,  
so now my special gift to you and the others shall be Ted."*

*Ted gave us Leslie, Melissa, and Mary Val.  
I don't know if he is through,  
or whether we can expect a little Al.*

We now come to the end of this poem  
and the most important part.  
I know because of you all I have become a little smart.  
At least smart to the degree, that I can say how I feel  
and do what I want to do.  
And that is to say aloud to each of you,  
I LOVE YOU, I LOVE YOU, I LOVE YOU--DAD, CHRISTMAS 1987

So, again, we ask the question, "Be thankful for what?" Be thankful for the love which you shared, and know that God loves all of us with even greater love than could possibly be expressed by any of us. Be thankful for the lessons taught, the good accomplished, the example set, and the influence for good that will linger on and on, because of this tremendous life that was lived.

As time goes by, the wound in our hearts will heal--not because we have lost our love for Del who was so dear to us--but because we have gained new strength, a greater faith, and a keen assurance of God's presence at all times. This will seem strange to us, but his absence will make us feel more keenly the presence of Del. Haven't we all experienced this very thing during this last week? We will indeed feel that we are together all the time; whereas, in the flesh we were limited in our being together.

Physicians and surgeons, nurses and loved ones--all have done their utmost to prolong life, but in God's mysterious yet gracious providence, the end has come. Nothing is more certain in this life than the fact of death; nothing is more uncertain than the time of our death. When release finally comes, no bird stops its singing, and all life continues to move along oblivious to our personal sorrow. At first this seems very cruel. But on second thought, it reveals the naturalness of the experience.

Benjamin Franklin, before his passing, composed his own epitaph which reads: *The body of BENJAMIN FRANKLIN, printer (like the cover of an old book, its contents torn out, and stript of its lettering and gilding.) Lies here...Yet the work itself shall not be lost, for it will, as he believed,*



*appear once more, in a new and more beautiful edition,  
corrected and amended by The Author.*

It is said that God gave us memories so we could have roses in mid-winter. Valerie, Penny, John, Dennis, Paul, Ted--you own your memories, and they are the great museum of your heart and life experiences. Del will always be a vital part. Therefore, don't try to put him totally in the past. In this sense, Del Belden lives on!

This last week, as I reminisced with the Belden family and close friends of Del, I was amazed at the many and fascinating stories and anecdotes--"Delisms" I call them. May I suggest to all gathered here that you seriously consider writing down these unique experiences with Del and pass them on to Lomanco. Perhaps, before long, we can put them all in print and re-weave them together into the fabric that was Del's life.

Over the last 15 years, I've enjoyed immensely being able to visit with Del Belden at length on many occasions, in and out of the classroom, to discuss our perspectives on the great economic, moral, and social issues of our times. Candor was his forte. I remember the time we were driving from Hot Springs to Jacksonville, and just as we were literally at the fork in the road, where I-30 joins I-40 (either east or west), Del, who was driving, turned to me and said, "You know, most of the world's problems could find answers in the Bible." What a great observation--the stuff of which sermons are made.

This was one of Del's favorites: *It is titled "THE MAN IN THE GLASS:"*

*When you get what you want in your struggle for self,  
And the world makes you king for a day,  
Then go to the mirror and look at yourself,  
And see what that man has to say.*

*For it isn't your father, or mother, or wife,  
Whose judgment upon you must pass.*

*The fellow whose verdict counts most in your life,  
Is the man staring back from the glass.*

*He's the feller to please, never mind all the rest,  
For he's with you clear up to the end,  
And you've passed your most dangerous, difficult test  
If the man in the glass is your friend.*

*You may be like Jack Horner and "chisel" a plum,  
And think you're a wonderful guy,  
But the man in the glass says you're only a bum  
If you can't look him straight in the eye.*

*You can fool the whole world down the pathway of years  
and get pats on the back as you pass.  
But your final reward will be heartaches and tears  
If you've cheated the man in the glass.*

Del was the recipient of the University's Trustee Award for being "a leader in the business world and a friend to Christian education." He was also the first inductee into our National Leadership Video Library and our Free Market Hall of Fame. Speaking to our students at commencement and in the classrooms, Del told them, "Sure you've learned your ABCs—now come out here in the business world, and we'll teach you the rest of the alphabet." More sermon material. He "walked the talk."

Del was the first Commencement speaker at Harding after we achieved University status in 1979, Paul's graduating class, and on that occasion Del was presented with the highest honor we can bestow, an honorary doctor of law degree. We printed his speech in the very next issue of our quarterly journal, the ENTREPRENEUR.

An entrepreneur extraordinaire, this was also a favorite of Del's: *THE ENTREPRENEUR'S CREDO* by Dean Alfange:

*I do not choose to be a common man.  
It is my right to be uncommon, if I can.  
I seek opportunity, not security.  
I do not wish to be a kept citizen,  
humbled and dulled by having the state look after me.*

*I want to take the calculated risk; to dream and to  
build, to fail and to succeed.  
I refuse to barter incentive for a dole;  
I prefer the challenges of life to the guaranteed existence;  
the thrill of fulfillment to the stale calm of Utopia.*

*I will not trade freedom for beneficence nor my  
dignity for a handout. I will never cower before  
any master nor bend to any threat.*

*It is my heritage to stand erect, proud and  
unafraid; to think and act for myself, to enjoy the  
benefit of my creations and to face the world boldly and say:  
This, with God's help, I have done.  
All this is what it means to be an Entrepreneur.*

Then, there was the time that Campus Security put a parking ticket on Del's car while he was attending a breakfast in his honor -- "Oh, Del," I said, "They wouldn't have done it if they knew it was your car." However, he showed me his personalized license plate that read, "B-E-L-D-E-N." We did some big-time groveling over that. I appreciated so much Del's forgiving spirit (not forgetting, as he loved to tease--but forgiving, nevertheless.)

I don't know of an individual, a family, a company anywhere in the history of Harding that has gotten interested so quickly and so completely as these fine folks--funding American Studies speakers, Sales Seminar speakers, our new professional sales degree program, helping fund the High School/Junior College Simulation Competition, giving an award to the "Outstanding Sales Potential Student," energy research, and, of course, the endowment of our Clark David Belden Center, named after Del's father.

Some years ago, Del was responsible for bringing former President Gerald Ford to our campus. We all watched Del and Mr. Ford deep in conversation at the banquet that evening. President Ford was a good listener. Someone asked me, "What do you suppose they are discussing?" I replied, "Oh, it could be anything--prison reform, water quality, horses, poverty, wealth...."

After Mr. Ford's speech, I got to shake his hand at a reception. As soon as I mentioned being connected with Harding's Belden Center, Mr. Ford exclaimed as he gestured across the room toward Del, "I hope Mr. Belden approved of my remarks tonight."

Del's last visit to Arkansas was in January, 1993. While he was on campus in Searcy, I wanted to show him this framed print of a painting he made of a soaring eagle--"The King of the Air," he titled it. But the greatest single memory of that last visit was observing Del looking past that painting to another photo on another wall--of himself 10 years younger at the dedication ceremony of our new building. It seems that the longer we live, the more those photos of yesteryear captivate us.

Del Belden was the most interesting man I ever met--a "Man for all Seasons:"

*Entrepreneur...Philanthropist...Stern Taskmaster...Poet...  
City Father...Philosopher...Horse Rancher...Civic Club  
Member...Tinkerer...Liberal Giver...Benefactor...Gracious  
Host...Sportsman...Impatient Achiever...Conservative  
Thinker...Patriot...Beloved Husband...Adored Father...  
Proud Grandfather...Doting Great-grandfather...Military  
Veteran...Community Leader...Inventor...Public Speaker  
...Visionary...Wise Counselor...Advisor to Public Figures...  
Reformer...Reformed...God-fearing...Man of Faith...Cham-  
pion of Excellence.*

This is Matthew 25:34-40--Doesn't it remind you of that "Always Available" Del Belden?

*"Then the King will say to those on His right, 'Come, you who are Blessed by my father; take your inheritance, the Kingdom prepared for you since the creation of the world ...For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me.'...Then the righteous will answer Him, 'Lord, when did we see You hungry and feed You, or thirsty and give You to drink? When did we see You a stranger and invite You in, or needing clothes and clothe You?'...The King will reply, 'I tell you the truth, whatever you did for one of the least of these brothers of mine, you did for Me.'"*

It is hard to believe that a decade has gone by since we presented an engraved serving plate to Mrs. Valerie Belden from her Harding University friends. It was a paraphrased portion of Proverbs Chapter 31: May I briefly cite that inscription?

*Who can find a worthy woman? For her price is far above rubies...The heart of her husband doth safely trust in her ...she will do him good all the days of her life...Her husband is known in the gates, when he sitteth among the elders of the land...her children rise up and call her blessed...Give her the fruits of her hands; and let her works praise her in the gates...*

Valerie, humanly speaking, you did the best you could. You are not as wise nor as strong as God. You must leave the results to Him. You did the best you could in giving Del total love and an extended life full of comfort, care, grace and dignity.

To the family we say this--because life is both fragile and precious, our heavenly Father is aware of your needs, your will to keep on keeping on, your desire for balance and equilibrium in daily routines. As you know, life is never going to be perfect. It wasn't before, and it won't be now.

In the meantime, any practical suggestions? Sure: *Live one day at a time—each day on earth is a gift of God...Claim the promise of God's presence...Seek the support of others—we are created as social beings...Be creative, letting your dreams come alive...Refresh yourself with quiet time and meditation...Read meaningful scriptures, books, and poetry...Recognize the value of the here and now...Cultivate the treasure of genuine relationships—share yourself with trusted persons...Find the renewal that humor brings to the inner self...Begin a journal....*

*Keep your house in order...Keep a perspective on unsolicited advice and insensitive statements by others...Allow yourself to delve into the unanswerable questions—God brings growth to such encounters...Pray with open honesty. God is not surprised by your feelings, needs, and requests...Find the support you need. A minister, social worker, counselor, trusted friend, or support group can provide you with a listening ear and spiritual resources.*

When Christ went to a funeral, these amazing words are recorded. "Jesus wept" (John 11:35). Because He had our humanity, and was touched with the feeling of our infirmity when He went to the cemetery, He wept—in spite of the fact that He intended to restore life. It is ok to hurt, to cry, to rest, and to get away now and then. Your Creator's compassion is boundless. Sometimes, when words fail, tears do flow. But that's okay. God takes special notice of those tears. We are told in Psalm 56:8 that God puts our tears in a bottle, and He records them. King David said, "The Lord has heard the voice of my weeping." God will never forget the crises in our lives that cause our tears.

Suppose, in retrospect, we know we have made mistakes. Any sin you or I may have committed in the past that may make us feel unworthy—God has already forgiven that in others before. Is it not the essence of the Gospel of His grace that He can repair the things that are broken, reset the joints of the bruised reed, restore the broken heart? Let us, then, rather be grateful for the blessings God has permitted us to enjoy, and accept the painful experiences of life as also a part of his total providence.

We are not to judge the inner secrets of any man's heart. We know not what emotions stirred Del's soul nor what secret communion he might have had with God. All any of us can do is make our peace with God on His terms and then live as to neither be ashamed of yesterday nor fearful of tomorrow. We do know this. God is a great and loving God who always does that which is right and best. So with confidence we leave Del in the hands of a merciful heavenly Father, knowing that God's way is the best way and His thoughts are far above ours.

God has been so good to prepare us for the Great Adventure into the Beyond. He surrounds us with every influence to direct us and lead us to Himself. He gives us an open Bible, in which we learn the way of life everlasting. He gives us the church, where we learn of a hope in Christ, and whose direction points us to heaven. God gives us a conscience, which points out our sins and nudges us to the better life. He gives us the prayers of friends and loved ones. He gives us sorrow to bring us to Himself.

Above all, let's be thankful for the hope which reigns in the human heart, and which knows no defeat. Job, one whose tribulations were exceedingly great, put it this way: *"The Lord giveth, and the Lord taketh away. Blessed be the name of the Lord."* Del knew that someday we will all die--because our earthly parents were mortal human beings. Del also knew that we can all live forever and gain immortality, because our Father in heaven is eternal.

Valerie and the extended family, God had a unique purpose for your days to this time. To smile and touch a human being's life at his point of need, and to give him hope, are just some of the great things God had in mind for you. If we fear or question the future, we have not come to a true realization of Jesus' counsel, *"Let not your heart be troubled; I go to prepare a place for you...that where I am, there ye may be also."*

God is, even now, nurturing you as part of an eternal investment in you. I know that He will give us the wisdom to make sound decisions regarding all the days of your life. As you go forward,

may the Lord bless you and keep you; may the Lord make his face to shine upon you and give you peace.

For his touching our lives in so many countless ways, we honor and salute Del Belden. And if he could speak to us today, I am sure that he would take charge of this entire service and announce, *"It has already run too long."* Yet, I do strongly believe that when the *"History of Terrific People"* is written, that the name of Del Belden will most certainly be in the headlines. He was our hero.

Let Del's memory be a blessed presence with you. Remember, he wanted you to love, laugh, serve, cry--fully participate in life. He trusted you, and his memory presence with you trusts you still. Your happiness was his goal. Remember, and have courage. So, Del, we say to you as sincerely as we know how, *"THANKS FOR THE MEMORIES."*

Now, may God bless and comfort the family and all those who are gathered here today. May you feel the loving arms of Jesus around you, and may His peace fill your heart today and in all the tomorrows which are to come.

Closing Prayer *Our loving Father, we thank Thee for the life so recently closed by death. We are grateful for the high ideals of life of Del Belden and the achievements granted through these years he was with us in the flesh. Give comfort to these sorrowing ones. Strengthen them to endure, to have faith, and to make the necessary adjustment caused by the death of their loved one. Into thy care and keeping we commit them with their hearts burdened with grief. This we pray in the name of Christ, who so loved us that He gave His life for us. Amen.*









## ABOUT THE AUTHOR

Dr. Don Diffine is currently Professor of Economics at Harding University in Searcy, Arkansas, and Director of the Belden Center for Private Enterprise Education. The Senior Research Associate of Harding's American Studies Institute, Dr. Diffine is also the Director of Economics Teams that have won First Place in national Students in Free Enterprise competitions on six occasions.

Listed in the Heritage Foundation's **Guide to Public Policy Experts**, Dr. Diffine is the author of a 200-page **Facts Book for Business and Industry** and is published frequently in the **Journal of Private Enterprise**. He currently has over 90 articles and monographs in print.

Dr. Diffine is the recipient of the Freedoms Foundation George Washington Honor Medal for his article "*All American Economics—Made in the U.S.A.*" He is the editor of the **ENTREPRENEUR**, a journal that has received five Freedoms Foundation awards in the category of Non-profit Publications.

The recipient of the \$7,500 Freedoms Foundation Principle Award for Excellence in Private Enterprise Education, Dr. Diffine has received nine other Freedoms Foundation awards in the categories of Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is also the faculty winner of a \$1,000 First Place prize in a National Essay contest judged by Nobel Economist Milton Friedman.

In 1988, the First Annual Distinguished Scholar Award was presented to Dr. Diffine by the Association of Private Enterprise Education. Dr. Diffine has provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. The Wal-Mart Foundation has designated him as a Samuel Moore Walton Free Enterprise Fellow.



Dr. Don Diffine and Del Belden at the grand opening of the Belden Center for Private Enterprise Education at Harding University.

Del Belden's story is a legacy of what is right with and about America. And when the history of commerce is written, the name of Belden will most certainly be in the headlines. Truly, as long as men like Del Belden walk our land, we can indeed be optimistic about our future.

It was Robert Frost who said it so well: *"All men are born free and equal - free at least in their right to be different. Some people want to homogenize society everywhere; I am against the homogenizers in art, politics, and every walk of life. I want the cream to rise."* In that regard, Del Belden was a wonderful role model from whom all of us can continue to learn more about our American Incentive System which can develop all the talents of all the people. Here, we are "free" to be anything we want, if we have the "enterprise" to do it.

Let us, therefore, diligently press on and pursue that noble task. By working together, we can further appreciate and fulfill the American Dream, personified so well by Del Belden. It has been said that our Creator gave us memories so we could have roses in the winter. We do fondly remember and say, *"Thanks for the memories."* Through this biography, Del Belden lives.

*Don Diffine*