

REMARKS AT "COOPER D. CASS OPEN"
BY SENATOR ROBERT MORGAN
OCTOBER 4, 1975
WINSTON-SALEM, NORTH CAROLINA

I WANT TO THANK YOU FOR INVITING ME TO WINSTON-SALEM AND TO TANGLEWOOD. THIS IS A BEAUTIFUL PART OF OUR STATE, AND IT IS ALWAYS A PLEASURE TO BE HERE. I HOPE YOU WON'T EVER START TAKING IT FOR GRANTED. I KNOW WHAT GOING TO WASHINGTON, HAS HELPED ME REALIZE AND APPRECIATE MORE WHAT WE'VE GOT HERE IN NORTH CAROLINA.

IF THERE IS ONE THING I MISS, BEING INVOLVED IN THE FEDERAL GOVERNMENT NOW, IS SEEING FIRST HAND THE GOOD WORK THAT PEOPLE DO IN PLACES LIKE WINSTON-SALEM, FOR THE BENEFIT OF THEIR INSTITUTIONS.

I AM AFRAID PEOPLE IN WASHINGTON FORGET TOO SOON THAT THE REAL WORK THAT GOES ON IN OUR NATION IS MOSTLY DONE AT THE LOCAL LEVEL. AND IT IS A TERRIBLE THING TO FORGET THAT.

A SMALL BUSINESSMAN HERE IN NORTH CAROLINA HAS COMPLAINED THAT IN HIS TOWN, THE BIG RETAILERS WHICH HAVE MOVED IN ACTUALLY DISCOURAGE THEIR TOP PEOPLE FROM TAKING PART IN COMMUNITY AFFAIRS.

THIS IS TRAGIC AND WE ALL KNOW THAT'S NOT GOING TO BE SO PROFITABLE, IN THE LONG RUN, FOR EITHER THE COMPANY OR THE COMMUNITY.

LOOK AT WHAT HAS HAPPENED HERE IN WINSTON-SALEM WITH REGARD TO WAKE FOREST UNIVERSITY. WAKE FOUND A NEW HOME AND SUPPORT HERE IN THE TWIN CITY, AND IN A RELATIVELY SHORT TIME IT HAS BEEN BUILT INTO AN INSTITUTION OF WORLDWIDE RENOWN, BECAUSE OF WHAT PEOPLE WORKING AT THE LOCAL LEVEL STARTED.

YOU JUST CANNOT UNDERESTIMATE THE IMPORTANCE OF THE KIND OF COMMUNITY WORK PEOPLE LIKE COOPER CASS AND HIS COMPANY HAVE DONE. HE HAS ALWAYS BEEN A BOOSTER OF HIS COMMUNITY, AND ESPECIALLY OF THE WAKE FOREST SPORTS PROGRAM.

AND I THINK WE CAN TAKE IT AS TYPICAL THAT TONIGHT, WHEN HE OUGHT TO BE THE CENTER OF ATTENTION, THE SPOTLIGHT HAS BEEN TURNED AWAY FROM HIM, AND TOWARD THOSE THINGS THAT HAVE ALWAYS BENEFITTED FROM HIS INTEREST.

IN THE LONG RUN, THE SUCCESS OF THE THINGS WE CONTRIBUTE TO ARE OUR REAL HONORS, SO IT IS FITTING TO DWELL ON WAKE FOREST'S SUCCESS IN GOLF TONIGHT.

JUST AS COOPER HAS BROUGHT HONOR TO HIMSELF, WINSTON-SALEM, AND NORTH CAROLINA, SO HAS THE WAKE FOREST UNIVERSITY GOLF PROGRAM EARNED WORLDWIDE ESTEEM, WITH REPRESENTATIVES AT BOTH THE WORLD CUP AND WALLACE CUP MATCHES.

THE GOLF TEAMS HAVE FOR YEARS MADE A CONTRIBUTION TO

NATIONAL AND INTERNATIONAL ATHLETICS. AS ATTORNEY GENERAL I WAS AWARE OF THE TREMENDOUS REPUTATIONS OF COACH JESSE HADDOCK AND HIS TEAMS. AS A SENATOR, I HAVE NOW COME TO REALIZE THEIR NATIONAL REPUTATION AS SPORTSMEN AND GOODWILL AMBASSADORS.

IT SEEMS TO ME NORTH CAROLINA HAS DESERVED THE TITLE OF GOLF CAPITAL OF THE WORLD FOR SOME TIME NOW, BEING THE HOME OF THE GOLF HALL OF FAME, AND SOME OF THE RICHEST AND MOST PRESTIGIOUS TOURNAMENTS GOING.

BUT IF THERE HAS BEEN ANY DOUBT, THE DOINGS OF THE DEAMON DEACONS OUGHT TO CLINCH THE TITLE FOR US. TWICE NOW, THE DEACONS HAVE WON THE TOUGH NCAA CHAMPIONSHIP, WHICH I UNDERSTAND QUALIFIES AS ONE OF THE BEST TOURNAMENTS AROUND, AMATEUR OR PROFESSIONAL.

WAKE FOREST HAS IN ITS RECORDS A LIST OF 21 ATLANTIC COAST CONFERENCE INDIVIDUAL CHAMPIONS, GOING BACK TO 1954 AND THE ILLUSTRIOUS ARNOLD PALMER.

AND NOW THE SPORTS PUBLICITY OFFICE HAS NEW ENTRIES IN ANOTHER LIST, HEADED "NCAA INDIVIDUAL CHAMPIONS," WHICH INCLUDES ARNOLD PALMER, AND NOW ADDS CURTIS STRANGE AND JAY HASS. I THINK IT WILL GET TO BE A LONG LIST.

OF COURSE, THE NCAA VICTORIES, AND ALL THE OTHERS, INCLUDING THE LAST NINE ACC CHAMPIONSHIPS, WERE TEAM EFFORTS.

COACH JESSE HADDOCK IS RIGHT WHEN HE SAYS THE FINE PROGRAM IS THE RESULT OF THE WORK AND SUPPORT OF MANY, MANY PEOPLE. BUT I THINK WE OUGHT NOT TO LET MODESTY TAKE ANYTHING AWAY FROM COACH HADDOCK HIMSELF.

I UNDERSTAND COACH HADDOCK NEVER OWNED A SET OF GOLF CLUBS UNTIL HE WAS 30 YEARS OLD. I MUST SAY HE LEARNED RIGHT QUICK WHAT YOU DO WITH THEM.

NOW, I'VE BEEN ASKED TO DRAW SOME CONCLUSIONS ABOUT SUCH CONSISTENT EXCELLENCE AS THE WAKE FOREST GOLFERS HAVE SHOWN. I'M NOT SURE I'M THE RIGHT PERSON TO DO THAT.

MY SPORTS ACCOMPLISHMENTS ARE MORE IN JIM LEIGHTON'S DEPARTMENT, AND I'M AFRAID THAT EVEN AS A TENNIS PLAYER I HAVE PROVED I BETTER STAY IN POLITICS.

BUT I'LL TAKE A STAB AT IT. WHAT IS IT THAT MAKES FOR PERFORMANCE AND LEADERSHIP, IN SPORTS AND BUSINESS AND IN POLITICS?

WELL, AMONG THE THINGS YOU MIGHT EXPECT ARE PLAIN HARD WORK, TALENT, AND TEAMWORK. NOBODY'S GOING TO ACHIEVE WHAT HAS BEEN ACHIEVED HERE AT WAKE FOREST WITHOUT ALL THREE

OF THESE INGREDIENTS.

BUT I AM REMINDED OF SOMETHING ELSE BY WHAT I'VE HEARD HERE TONIGHT ABOUT THE WORK OF COOPER CASS FOR ONE WORTHY CAUSE AFTER ANOTHER.

IT ALWAYS SEEMS TO BE THE CASE THAT THOSE WHO HAVE THE MOST TO DO, DO THE MOST. THE ACTIVITIES OF THE SPORTS CHAMPION, OR THE SUCCESSFUL BUSINESSMAN, ARE ALWAYS FAR MORE THAN HIS JOB REQUIRES.

I THINK THERE IS A STATE OF MIND BEHIND THIS, AND IT IS THE SAME STATE OF MIND THAT PRODUCES WINNING RESULTS IN THE FIRST PLACE.

WHETHER HE IS AN ATHLETE WORKING FOR A CHARITY OR A BUSINESSMAN WORKING FOR CIVIC BETTERMENT, IT IS THE PERSON WHO IS BIGGER THAN HIS OWN JOB WHO WINS IN HIS FIELD, AND YET HAS PLENTY OF ENERGY LEFT OVER FOR THE BENEFIT OF OTHERS.

I'LL GRANT YOU, THE GOLFER WINS THE MATCH BY MAKING THE PUTT, BUT IN THE BACK OF HIS MIND HE'S GOT TO BE WINNING THE TOURNAMENT. AND BACK OF THAT HE'S GOT TO BE THE SORT OF FELLOW WHO CAN WIN THE TOURNAMENT AND STILL REMEMBER THE REAL GAME IS NOT GOLF, BUT BEING OF USE TO OTHERS.

MY EXPERIENCE IN WASHINGTON HAS BEEN ONE OF REALIZING HOW THE SHEER LOAD OF LEGISLATION, AND ALL THE PROPOSALS, CONSPIRE TO KEEP THE LEGISLATOR CONSTANTLY REACTING. EVERYONE HAS EXPERIENCED THIS KIND OF THING.

YET I THINK IT IS POSSIBLE TO WORK ONE'S WAY THROUGH TO THAT STATE OF MIND IN WHICH YOU GRASP THE GREATER TASK YOU ARE INVOLVED IN.

THAT'S THE REAL SECRET OF THE GOOD WORK I TALKED ABOUT AT THE BEGINNING OF MY REMARKS TONIGHT. THAT'S WHAT MAKES PEOPLE WORKING AT THE LOCAL LEVEL FOR OUTSTANDING CAUSES MORE EFFECTIVE THAN THE FEDERAL GOVERNMENT CAN EVER HOPE TO BE.

I'M GLAD TO SEE THAT PRINCIPLE IS STILL ALIVE HERE IN WINSTON-SALEM. THANKS FOR HAVING ME DOWN, AND I HOPE I CAN COME SEE YOU AGAIN REAL SOON.