

## Brand '44 Receives Superintendent's Meritorious Achievement Award

On March 30, 2011, Edward (Cabell) Brand '44 was presented with the Superintendent's Meritorious Achievement Award – the VMI administration's highest honor. Superintendent Gen. J.H. Binford Peay III '62, USA (Ret), made the presentation during a luncheon in Moody Hall.

The award, which was initiated in 2004, consists of a medallion and a certificate signed by the superintendent. It recognizes many years of extraordinary service and dedication to the Institute.

See the certificate below and the article in this section titled, "Cadet Selected for Brand Center Scholarship" for more about Brand and his contributions.



**Photo at right:**

Gen. J.H. Binford Peay III '62, USA (Ret), superintendent, presented the Superintendent's Meritorious Achievement Award to Edward Cabell Brand '44 for furthering the legacy of Jonathan Daniels '61 and for a lifetime of humanitarian efforts on behalf of low-income families.

### Superintendent's Meritorious Achievement Award: Edward (Cabell) Brand '44 March 30, 2011

WHEREAS, Mr. E. Cabell Brand, VMI class of 1944, has been instrumental in support of the Jonathan Myrick Daniels '61 Humanitarian Award since its inception by the Board of Visitors in 1997 and for furthering the legacy of Jonathan Daniels; and

WHEREAS, Mr. Brand was responsible for securing President Jimmy Carter to speak at VMI and accept the first Daniel's Humanitarian Award at VMI in 2001, and whereas he and his wife, Shirley, erected, on behalf of the VMI Promaji Club – an organization which worked to improve better relations among all races within the Corps of Cadets – a memorial to Jonathan Daniels in the town square of Hayneville, Alabama; and

WHEREAS, he received the Promaji Club's Jonathan Daniels Award in 1992, which Mr. Brand credits as one of his greatest honors. The Promaji Club graciously agreed to give the Institute the name of its award, thus paving the way for the Daniels Humanitarian Award; and

WHEREAS, Mr. Brand, an astute businessman who established the Stuart McGuire Company, taking it public in 1970 and selling it to the Home Shopping Network in 1986, devoted much of his career and life to assisting the less fortunate in society and continues to do so with an incomparable passion; and

WHEREAS, he founded Total Action Against Poverty (TAP) in the Roanoke Valley in 1965 and was its president for 30 years, during which time Mr. Brand also helped launch: Head Start, the national program which benefits at risk children with early education; Child Health Investment Project (CHIP); and Virginia CARES Water Project, all focusing on low income families; and

WHEREAS, he served as chairman of the State Board of Health for nine years, was the 1980 recipient of the National Vista Award as the businessman in the United States who has done the most for low income families, and the 1990 recipient of the Lyndon Baines Johnson Humanitarian Award; and

WHEREAS, this distinguished VMI graduate and veteran of World War II has received honorary degrees from Roanoke College, Washington & Lee University, Ferrum College, and Virginia Western Community College; and

WHEREAS, Mr. Brand is chairman of the Cabell Brand Center, a research and action organization that seeks to examine, understand and network for students to study poverty, environmental and peace issues, and whereas he has authored a book, *If Not Me, Then Who?*, which focuses on young people, as well as people of all ages, becoming involved with these same issues;

NOW, THEREFORE, based on a life of selfless dedication for the betterment of mankind, General J.H. Binford Peay III, on behalf of the faculty, staff and Corps of Cadets, presents Mr. Cabell Brand with the administration's highest honor, the Superintendent's Meritorious Achievement Award.

## Superintendent Inducted into Fort Leavenworth Hall of Fame



On May 24, 2011, VMI Superintendent Gen. J.H. Binford Peay III '62, USA (Ret), was inducted into the Fort Leavenworth Hall of Fame. According to an article in the Fort Leavenworth Lamp, this induction is Fort Leavenworth's highest honor and is given to Americans who have contributed to the success of the Army and Fort Leavenworth. The Hall of Fame lines the walls of the Lewis and Clark Center's atrium, displaying photos, stories and medals dating back to the Civil War, according to the Lamp article. In the photo at left, Gen. Peay, left, is unveiling his Hall of Fame portrait with Command and General Staff College Commandant Lt. Gen. Robert Caslen Jr. and Combined Arms Center Command Sgt. Maj. Philip Johndrow. For the complete story, go to [www.ftleavenworthlamp.com/news](http://www.ftleavenworthlamp.com/news), and enter "Hall of Fame" in the search box.

### History of the Superintendent's Meritorious Achievement Award

This award was established by VMI Superintendent Gen. J.H. Binford Peay III '62, USA (Ret), when it was presented for the first time on Dec. 4, 2004, to George G. Phillips Jr. '60.

The award includes the Superintendent's Coin, a medallion which is affixed to the inside front of the award citation folder in such a way that both front and back views are displayed. The award citation appears on the opposite side of the folder.

The Superintendent's Meritorious Achievement Award is the VMI administration's highest honor. Awardees are selected by the superintendent based on input from members of the VMI Board of Visitors, the VMI Alumni Agencies and others.

Below is a listing of those who have received this award, as of this writing:

- Award presented to **George G. Phillips Jr. '60** (Dec. 4, 2004) for service as chairman of *Reveille, A Call to Excel*, VMI's most successful capital fundraising campaign.
- Award presented to **Samuel B. Witt III '58** (June 24, 2005) for service as a member of the VMI Board of Visitors

(1994-2005) and as its president (2001-2005).

- Award presented to **Eugene Williams '74** (July 20, 2007) for dedicated service to the College Orientation Workshop (COW), founded by him in 1986 for minority male high school students and held each summer at VMI.
- Award presented to **Virginia Gov. Timothy M. Kaine** (Jan. 14, 2010) for his service to the commonwealth and VMI (2006-10 as governor of Virginia).
- Award presented to **E. Cabell Brand '44** (March 30, 2011) for furthering the legacy of Jonathan Daniels '61 and for a lifetime of humanitarian efforts on behalf of low-income families.

*Editor's Note: At press time, we were notified that **Thomas G. Slater Jr. '66** received this award on June 7, 2011, for his service as a member of the VMI Board of Visitors (2003-11) and as its president (2008-11). See the next Review, 2011-Issue 4, for more about this.*

### Cadet Selected for Brand Center Scholarship

In May 2011, Cadet Kippur Taylor '12 of Lynchburg, Virginia, was awarded the first \$2,000 Charles "Hap" Fisher Scholarship to Promote the Common Good by the Cabell Brand Center for Global Poverty and Resource Sustainability Studies ([www.cabellbrand-center.org](http://www.cabellbrand-center.org)). Taylor was selected based on an application essay describing what he plans to do with his studies and his life for the common good.

"If I could ever help just half the amount of people Mr. [E. Cabell] Brand ['44] has, I'd be happy," said Taylor, on being notified of his selection. Brand is chairman of the center and author of the book, *If Not Me, Then Who?* He is also the founder of Total Action Against Poverty in Roanoke, Virginia.

"Mr. Brand made a promise to himself that he would give one-fifth of his work week to helping others, and by keeping this promise for more than 40 years, he's made great strides for the social welfare of our state and our nation," continued Taylor. "I hope I can use my life to make a positive difference as has Mr. Brand, and I believe I can use my business skills to do so, just as [he] has."

The scholarships were funded by Charles Harold (Hap) Fisher, Ph.D., of Roanoke and proceeds from Brand's book.

## Career Humanitarian, Hebert '68, Receives Daniels Award

On March 30, 2011, Paul V. Hebert '68 received VMI's Jonathan M. Daniels '61 Humanitarian Award. In his talk during the ceremony, he shared insights gleaned from his 35-year career in humanitarian work with VMI's Corps of Cadets gathered in Cameron Hall.

The international community, he said, needs to focus on preparedness and prevention, rather than reaction. Nearly three-quarters of all aid goes to conflict-related events; one-quarter goes to alleviate the effects of natural disasters. Just 1 percent is spent on avoiding the disasters in the first place. "Even so, we never raise the amount of money that is necessary to fully restore livelihoods following a disaster or to rebuild." Prevention is the key to real success.

Preventing conflict, he said, is as hard – and as possible – as the work of ending international slavery in the 19th century. "We need to work equally hard to end armed conflict within and between nations. ... Recognizing our common bonds may be the first step in preventing conflict." It's just a great paradigm shift, he said, and we can do it.

"I encourage each of you to look for opportunities to be of service to others," he counseled the cadets.

The Jonathan Daniels Award recognizes people who have made significant personal sacrifices to protect or improve the lives of others. Former President Jimmy Carter and former Ambassador Andrew Young,

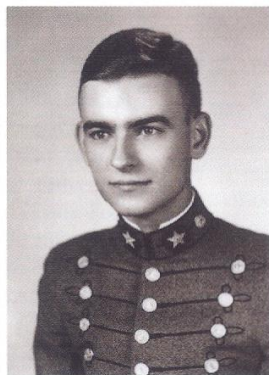
the first two recipients, received the award for their very visible lives of service. Hebert, the third recipient, has labored in relative anonymity.

"I was totally dumbfounded when I learned that I had been selected by the VMI Board of Visitors to receive this award," said Hebert. "I consider Jimmy Carter and Andrew Young as American heroes who I have admired for most of my adult life."

Hebert's story has its roots in his childhood in Richmond, Virginia, where he observed both the oppression of African Americans



Thomas Slater Jr. '66, right, president of the VMI Board of Visitors, presented the Jonathan Daniels Humanitarian Award to Hebert in Cameron Hall. VMI photo by Kevin Remington.



Daniels '61

and civil rights protests at close range. Later, as a second class cadet at VMI in the 1966-67 academic year, the year after Jonathan Daniels '61 was killed protecting a black teenager during the voter registration drives in Alabama, Hebert began to think his life would take a different path.

"When I graduated in 1968, there was no international program," said Hebert. "There was resistance to the admittance of African

Americans and, of course, women. ... For me, it was a time of thinking about where I was and what was going on in the world around me; the oppression was something we had to deal with."

Hebert and his wife, medical anthropologist Dr. Mayling Simpson-Hebert, decided they would devote themselves to work in developing countries and educating themselves about diverse cultures.

Hebert first went to Asia and Africa, using his skills as an engineer developed at VMI and in a master of science and eventually

a doctoral degree in environmental engineering/planning at the University of North Carolina, to develop low-cost water supply and sanitation approaches in 12 countries, mostly through the World Bank. "Training engineers, technicians and financial planners in how to plan and design affordable and appropriate systems was my principle focus. ... Transferring knowledge, skills and technology and seeing this put to use in providing basic services to poor people in need by local professionals was very satisfying," said Hebert. "By 1990, we had revolutionized how design and planning was done in the entire region, including in China, India and all of Southeast Asia. We were the first to introduce microcomputers in engineering design, and the technology spread like wildfire."

In what amounts to a second career, Hebert was later employed by the United Nations Department of Humanitarian Affairs. Having just completed a computerized inventory of all the rural water systems in Nepal, Hebert was asked by the U.N. in 1991 to help a new office develop systems to monitor humanitarian relief for the Kurds in northern Iraq who, following the first Gulf War, were in what Hebert calls a "desperate situation."

"I found this need and work so compelling