

"SUNCOAST BUSINESS FORUM"

MARCH 2008

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>> THE FOLLOWING IS A SPECIAL PRESENTATION OF WEDU, TAMPA, ST. PETERSBURG, SARASOTA.

>> THERE'S NO ONE EXACTLY LIKE YOU.

NO ONE HAS THE SAME FINANCIAL GOALS OR CARES ABOUT THE SAME PEOPLE.

THAT'S WHY RAYMOND JAMES FINANCIAL ADVISORS HAVE THE INDEPENDENCE TO OFFER UNBIASED ADVICE THAT'S RIGHT FOR YOU.

IT'S WHY WE PIONEERED THE IDEA OF FINANCIAL PLANNING.

YOU MIGHT SAY WE'RE JUST AS UNIQUE AS YOU ARE.

RAYMOND JAMES, INDIVIDUAL SOLUTIONS FROM INDEPENDENT ADVISORS.

>>Geoff Simon: MOST PEOPLE WHO ARE SUCCESSFUL IN BUSINESS WILL TELL YOU IT TAKES A REAL PASSION TO REACH THE TOP.

BUT OFTEN THOSE WHO ARE MOST SUCCESSFUL WILL TELL YOU THAT PASSION DOESN'T END WITH THEIR BUSINESS.

IT EXTENDS INTO THEIR INVOLVEMENT IN THE COMMUNITY.

OVER THE YEARS, WE'VE INTERVIEWED MANY SUCCESSFUL BUSINESS

PEOPLE ON THE "SUNCOAST BUSINESS FORUM."

NOW WE'VE PUT TOGETHER A SPECIAL PROGRAM THAT EXPLORES THAT PASSION, THAT INNER DRIVE TO BE MORE AND DO MORE.

THE PASSION TO BE PHILANTHROPIC THAT MAKES ALL THE DIFFERENCE WHEN IT COMES TO REAL SUCCESS NEXT ON THE "SUNCOAST BUSINESS FORUM."

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>>Geoff Simon: THERE ARE AS MANY REASONS WHY PEOPLE WHO ACHIEVE SUCCESS CHOOSE TO GIVE BACK TO THEIR COMMUNITIES AS THERE ARE CHARITIES.

OFTEN, PHILANTHROPY IS MORE THAN JUST A TAX DEDUCTION.

IT'S PART OF THE DEEPLY ROOTED BELIEF SYSTEM THAT STEMS FROM A ROUGH CHILDHOOD OR A PRIVILEGED ONE, A TRAGEDY OR A TRIUMPH.

SOMETHING OR SOMEONE THAT CONVINCES YOU THERE IS MORE TO LIFE THAN JUST DOING WELL FOR YOURSELF.

PHILANTHROPY IS A PASSION SHARED BY MANY OF THE TOP BUSINESS PEOPLE WE HAVE PROFILED OVER THE YEARS.

IT'S A COMMON THREAD THAT IS A THEME OF THIS SPECIAL "SUNCOAST BUSINESS FORUM."

>> I'M A SOFTY.

I SHOULDN'T SAY THAT ON TV BECAUSE I'LL GET A THOUSAND REQUESTS.

WE HAVE A COMMITTEE NOW THAT WE DO ALL OUR CHARITABLE WORK THROUGH.

EVEN WHEN WE WERE LOSING MONEY, WE DID A PROGRAM CALLED "RUN FOR THE KIDS" AT CHRISTMAS.

THE POLICE DEPARTMENTS WOULD GO THROUGH TOYS R US AND GATHER UP TOYS AND GET THEM TO A CASH REGISTER, AND WE WOULD PAY FOR THOSE.

I THINK WE GAVE AWAY A HUNDRED THOUSAND DOLLARS' WORTH OF TOYS THE FIRST YEAR.

MY BOARD SAID, WHAT ARE YOU DOING, PETE?

WE'RE NOT MAKING ENOUGH MONEY -- WE'RE NOT MAKING ANY MONEY.

IT'S NEAR AND DEAR TO MY HEART.

>> WE'RE OFTEN TOLD THAT YOUR ONLY COMMITMENT IS THE SHAREHOLDERS WHEN YOU'RE IN A PUBLIC CORPORATION.

I WOULD TELL YOU NOT REALLY.

BECAUSE IF YOU TAKE THAT NARROW VIEW, YOU DON'T HAVE A COMMUNITY THAT'S ATTRACTIVE TO WORK IN, THAT HAS ALL THE SUPPORT SYSTEMS YOU NEED FOR YOUR EMPLOYEES AND THE EDUCATIONAL OPPORTUNITIES, THE CULTURAL ACTIVITIES.

SO I THINK IT'S EXTREMELY IMPORTANT THAT YOU GIVE BACK TO THE COMMUNITIES IN WHICH YOU LIVE AND WORK, AND THAT WILL REDOUND TO YOUR BENEFIT.

I THINK YOUR CLIENTS RECOGNIZE THAT YOU DO IT.

THEY REWARD YOU WITH BUSINESS.

I WILL TELL YOU, IT PROVIDES A LOT OF SELF SATISFACTION.

SO AT OUR FIRM, OUR MOTTO IS WORK, WORK, PLAY.

AND THE PLAY PART OF THAT IS WE'RE IN FLORIDA, GREAT PLACE

TO BE OUTDOORS, TAKE PART IN YOUR CITY ACTIVITIES, YOUR RELIGIOUS ACTIVITIES, YOUR SPORTING EVENTS, ALL THE THINGS THAT THERE ARE TO DO IN YOUR COMMUNITY, AND YOU'RE GOING TO BE BETTER FOR IT AND YOUR WORK PERFORMANCE IS GOING TO BE BETTER FOR IT.

YOU'RE GOING TO BE BETTER RESPECTED, AND YOU'RE GOING TO BE SUCCESSFUL.

SO I REALLY BELIEVE IT'S A TWO-WAY STREET AND THAT YOU MUST HAVE MORE CONSTITUENCIES THAT YOU WORRY ABOUT THAN JUST YOUR CLIENTS AND JUST ALMIGHTY PROFITS.

>> YOU AND YOUR WIFE HEATHER AND YOUR FOUNDATION ARE VERY ACTIVELY INVOLVED IN PHILANTHROPY.

WHAT GUIDES YOU IN YOUR PHILANTHROPIC DECISIONS?

>> I LIKE THE CONCEPT OF LIFE IN THAT MY LIFE'S CHECK BOUNCES, AND THAT WOULD GIVE ME A MEANING IN LIFE.

IF I LOOK BACK WHEN I WRITE THAT LIFE'S CHECK KNOWING IT'S GOING TO BOUNCE AND I CAN LOOK AROUND AND SAY I HAVEN'T ACCUMULATED A LOT OF MONEY NOW, IT'S ALL GONE, BUT LIFE HAS BEEN MEANINGFUL AND IT'S BEEN ABLE TO GIVE TO OTHERS A PURPOSE, A HOPE, AND POSSIBLY A CHANGE OF ATTITUDE FOR BETTER LIFE FOR THEM, THEIR CHILDREN, THEIR GRANDCHILDREN. AND THAT TO ME IS WHAT LIFE IS ABOUT, NOT TRYING TO ACCUMULATE EVERYTHING OR HAVE THE BIGGEST TOYS.

BUT TO BE ABLE TO GIVE TO OTHERS THE CHANCE FOR A BETTER LIFE.

>> MY PERSONAL PHILOSOPHY HAS BEEN TO FOCUS ON EDUCATION
FIRST, HEALTH SECOND.

IT'S HARD TO SAY WHAT THE PRIORITY SHOULD BE, BUT I BELIEVE
THAT IF YOU HAVE EDUCATION, THEN EVERYTHING ELSE WILL FALL
IN PLACE.

NATURALLY, YOU DO NEED HEALTH.

SO ALL OF OUR PROJECTS PRIMARILY FOCUS IN THAT DIRECTION.
ESPECIALLY IN THE DEVELOPING COUNTRIES, MORE ENERGY IS PUT
ON EDUCATION AND HEALTH.

IN THE UNITED STATES, WHAT WE TRY TO DO WAS FOCUS ON WHAT I
WOULD CALL SOME KIND OF LEGACY GIFT.

BUT, AGAIN, WHERE I KNEW THAT IT'S GOING TO TOUCH MANY, MANY
LIVES, AND IT'S GOING TO PERPETUALLY GROW.

>> MOFFITT IS ONE OF THE FASTEST GROWING CANCER CENTERS IN
THE UNITED STATES.

THAT DOESN'T HAPPEN IN A VACUUM.

THAT HAPPENS IN A VERY SUPPORTIVE COMMUNITY.

AGAIN, YOU ASKED ME WHAT STRUCK ME ABOUT MOFFITT.

IT WASN'T JUST MOFFITT.

IT'S THIS COMMUNITY, AND IT'S THE ENTIRE STATE AND THE WAY
IT SUPPORTS ITS CANCER CENTER.

SO PHILANTHROPY HAS ALLOWED US TO START SOME OF THESE
INITIATIVES THAT OTHER CENTERS, FRANKLY, CAN ONLY DREAM
ABOUT.

AND IT'S THAT SUPPORT, THAT MONETARY SUPPORT AND OTHERS THAT

HAVE ALLOWED US TO CREATE INITIATIVES THAT HAVE BEEN BLOSSOMED.

SO PHILANTHROPY IS KEY.

>> SOME MEN EXPRESS THEIR LOVE FOR THEIR SPOUSES WITH DIAMONDS OR PEARLS.

FRANK MORSANI SHARED HIS LOVE FOR HIS WIFE CAROL BY MAKING A MULTIMILLION-DOLLAR GIFT TO THE TAMPA BAY PERFORMING ARTS CENTER AND PUTTING HER NAME ON ITS LARGEST HALL FOREVER.

THAT'S JUST PAR FOR THE COURSE FOR A MAN WHO HAS BECOME ONE OF TAMPA BAY'S LEADING PHILANTHROPISTS AND BUSINESS LEADERS OVER THE PAST 30 YEARS.

FRANK, WELCOME TO THE "SUNCOAST BUSINESS FORUM."

>> THANK YOU.

PLEASURE BEING WITH YOU.

>> HOW DID CAROL REACT WHEN YOU SAID, YOU KNOW, I THINK WE'RE GOING TO DO SOMETHING SPECIAL, YOUR NAME IS GOING TO BE ON THE MAJOR HALL AT THE PERFORMING ARTS CENTER?

>> WELL, SHE WASN'T THAT CRAZY ABOUT IT, ACTUALLY, BUT THEN SHE WAS -- SHE'S BEEN VERY PLEASED.

SO IT WAS THE RIGHT THING TO DO.

IN PHILANTHROPY, I CAN SAY THIS, MY WIFE WOULD SAY SHE HAD -- WE CAME FROM AN ENTIRELY DIFFERENT BACKGROUND.

AND WE BOTH LEARNED ABOUT PHILANTHROPY AND THE IMPORTANCE OF IT IN OUR LIVES, IN OUR COMMUNITY, AND FOR -- AND HOW THAT'S THE LEGACY THAT PEOPLE LEAVE, I.E., AS AN EXAMPLE, THE FORD

FOUNDATION OR MELLON FOUNDATION, THE ROCKEFELLER.

SO WE HAVE THAT RESPONSIBILITY.

BOTH OF US HAVE LOOKED AT LIFE AS LEAVING IT A LITTLE BIT BETTER PLACE THAN WHAT WE FOUND IT.

>> A GOOD FRIEND OF MINE -- I'LL GIVE FRANK MORSANI CREDIT FOR THIS -- MADE A COMMENT TO ME THAT JUST HITS THE NAIL RIGHT ON THE HEAD.

AND HE SAID, A MAN'S LIFE SHOULD BE DIVIDED INTO THIRDS, THE FIRST THIRD HE LEARNS, THE SECOND THIRD HE EARNS, AND THE FINAL THIRD HE RETURNS.

AND I THINK ALL OF US AT SOME LEVEL, WHETHER IT'S OUR TIME OR OUR TALENT OR OUR TREASURE, AT WHATEVER LEVEL YOU HAVE TREASURE SHOULD GIVE BACK AND SHOULD RETURN TO THE COMMUNITY.

AND THAT'S WHAT PAM AND I ARE DOING.

WE LOST A DAUGHTER AT BIRTH, SHORTLY AFTER BIRTH IN THE NEONATAL CARE CENTER AT TAMPA GENERAL HOSPITAL.

AND WE BOTH, AND PAM IN PARTICULAR, WANTED TO GET INVOLVED IN THAT WHEN WE GOT BACK TO TAMPA.

AND IT'S OUR DREAM AT TAMPA GENERAL, USF COMBINATION, TO BUILD WHAT IS NOW A VERY, VERY GOOD NEONATAL CARE OPERATION INTO A WORLD-CLASS NEONATAL CARE OPERATION.

AND THE MONEY THAT WE GAVE IS GOING TO THE REDEVELOPMENT OF NEONATAL CARE FACILITY AT TAMPA GENERAL.

IT'S GOING TO FUND A CHAIR, ENDOWED CHAIR AT USF FOR

NEONATOLOGY.

IT WILL BUILD A LABORATORY AT USF FOR NEONATAL RESEARCH, AND THOSE THREE WILL WORK TOGETHER TO MAKE -- WE WANT IT TO BE WHEN A CHILD IS BORN AND NEEDS HELP ANYWHERE IN THE COUNTRY, ESPECIALLY IN THE SOUTHEAST, THEY THINK OF TAMPA GENERAL AND USF FIRST.

THAT'S THE GOAL.

I THINK WE'RE HEADED IN THAT DIRECTION.

>> YOUR ALMA MATER, UNIVERSITY OF FLORIDA ASKED YOU TO HEAD UP A CAPITAL CAMPAIGN.

THE GOAL WAS \$200 MILLION.

AND YOU RAISED --

>> WE RAISED 400.

>> THEY NAMED THE SCHOOL OF ACCOUNTANCY AFTER YOU.

>> YEAH, YOU KNOW, MARSHALL CRISER WAS THE PRESIDENT.

HE CALLED ME INTO HIS OFFICE ONE DAY, AND HE SAYS, PUBLIC UNIVERSITIES IN THE STATE OF FLORIDA HAVE NEVER HAD A CAPITAL CAMPAIGN.

WE'RE GOING TO HAVE ONE, AND YOU'RE GOING TO BE THE CHAIR.

I SAID, OH, NO.

HE SAYS, OH, YES.

HE SAYS, IF YOU DON'T TAKE THE CHAIRMANSHIP OF THIS CAPITAL CAMPAIGN, I WON'T TAKE THE MONEY.

I LIKE TO TELL THIS STORY.

SO WE ALWAYS -- WE ARGUED AND WE FOUGHT AND WE COMPROMISED.

I TOOK THE JOB.

HE TOOK THE MONEY.

BUT IT WORKED OUT WELL THAT WE GOT -- A LOT OF PEOPLE WORKED ON THAT CAMPAIGN.

DON'T GET ME WRONG.

BUT I TRAVELED THE COUNTRY AND VISITED WITH A LOT OF -- MET A LOT OF WONDERFUL PEOPLE, AND THEY GAVE US A LOT OF DOLLARS.

A LOT OF DOLLARS, 400 MILLION.

AND THAT CHANGED THE GIVING CULTURE IN THE STATE OF FLORIDA, THE PUBLIC UNIVERSITIES, I BELIEVE.

BECAUSE HERETOFORE HAD BEEN CERTIFIED AS A TAX BASE, TAXPAYER BASED.

BUT IF YOU'RE GOING TO BECOME A PREEMINENT UNIVERSITY, AND AS MARSHALL USED TO SAY, FLORIDA SHOULD HAVE SEVERAL PREEMINENT UNIVERSITIES, BUT FIRST WE MUST HAVE ONE, AND WE HAVE MADE THAT THE UNIVERSITY OF FLORIDA AT THIS POINT.

>> I TRULY BELIEVE THAT USF CAN BE THE CENTER OF MEDICINE FOR THE TAMPA BAY AREA AND CAN ULTIMATELY MOVE IT TO THE POINT WHERE IF I'VE GOT SOMETHING MEDICALLY WRONG, I DON'T HAVE TO LEAVE THIS CITY TO GET MY CARE.

I'LL DO IT HERE, AND WE'LL GET PEOPLE TO COME TO TAMPA FOR CARE, WHICH IS WHERE I WANT TO SEE IT GO.

>> WHEN I WAS DOING TAMPA PREP, I WAS ON THE BOARD OF FELLOWS AND THEN BECAME A MEMBER OF THE BOARD OF TRUSTEES,

AND AGAIN, MY FUND-RAISING ABILITY HELPED WITH THE DEVELOPMENT.

AND FROM THAT, I BECAME THE CHAIRMAN OF THE BOARD.

WE HAD SOME BAD YEARS, HAD TO BRING IN A NEW PRESIDENT TO HELP TURN IT AROUND FINANCIALLY, BRUCE SAMSON FOR FIVE YEARS, AND I GOT OFF THE BOARD.

I WAS INVITED BACK ON.

THEY HAD A NEW PRESIDENT.

DIDN'T WORK OUT, SO WE WERE DRIFTING BACK FINANCIALLY.

AND THEN THEY BROUGHT ON RON.

HE TURNED IT AROUND.

THEY MADE ME CHAIRMAN EMERITUS AND ASKED ME IF BEV AND I WOULD CHAIR A CAPITAL CAMPAIGN.

UNIVERSITY OF TAMPA NEVER HAD A CAPITAL CAMPAIGN.

AND I'VE ALWAYS BEEN A RISK TAKER.

AND SO I SAID, YOU KNOW, I DON'T KNOW IF WE CAN DO IT.

IT'S TOUGH.

THERE ARE SO MANY PEOPLE OUT LOOKING FOR MONEY, BUT IT'S WORTH A SHOT.

AND SO OUR FIRST GOAL WAS 20 MILLION.

AND WE ACHIEVED THAT ALMOST INSTANTLY.

ALL THE BOARD MEMBERS TO CONTRIBUTE AT WHATEVER LEVEL THEY COULD.

AND THEN WE HAD SOME SIGNIFICANT GIFTS.

AND THEN WE RAISED THE BAR TO 30, THEN TO 40, THEN TO 60,

AND ULTIMATELY WE WOUND UP RAISING ABOUT \$83 MILLION.

>> WE'VE BEEN ACTIVE WITH EVERY CIVIC ORGANIZATION, BUT WE HAVE TO BE KIND OF PASSIONATE ABOUT IT.

WE JUST CAN'T TAKE ON EVERYTHING, BUT IF WE REALLY HAVE A GREAT FEELING FOR IT, THEN WE'RE WILLING TO GIVE OF OUR TIME, PROBABLY THE MOST DIFFICULT THING WE'VE EVER DONE IN THAT AREA WOULD BE THE CREATION OF THE PROGRAM STRAIGHT, WHICH IS A DRUG REHABILITATION PROGRAM FOR YOUNG PEOPLE THAT WE BEGAN -- MY WIFE AND I AND A FEW OTHER CITIZENS FROM ST. PETERSBURG BEGAN IN 1976, AND WE'VE GRADUATED NOW FROM THE TIME TILL WE CLOSED THE PROGRAM DOWN IN 1993, OVER 12,000 SUCCESSFUL YOUNG PEOPLE WHO GRADUATED FROM THAT PROGRAM.

AND WE WERE JUST PLEASED THAT WE WERE ABLE TO ACCOMPLISH THAT, AND REALLY IT BEGAN BECAUSE THE CITY OF ST. PETERSBURG CAME TO SEE MY WIFE AND I ALONG WITH A FEW OF THE OTHER CITIZENS, TO CONVINCING US TO HELP THEM START THIS PROGRAM IN THE COMMUNITY.

SO IT BEGAN AT THE REQUEST OF THE CITY OF ST. PETERSBURG.

AND I TALK ABOUT THAT A LOT BECAUSE WHEN THEY PRESENTED TO ME THE ISSUE, AND THE ISSUE WAS, THEY SAID, MEL, WE'VE GOT A SERIOUS PROBLEM WITH YOUNG PEOPLE AND DRUGS IN OUR COMMUNITY.

AND THE PROBLEM IS THAT WE ARE REARRESTING THESE SAME YOUNG PEOPLE.

SO GIVING THEM BACK TO THE PARENTS IS NOT THE ANSWER BECAUSE WE'RE REARRESTING THE SAME KIDS.

SENDING THEM TO PRISON IS NOT THE ANSWER.

I SAID, WELL, WHAT IS THE ANSWER?

THEY SAID WE NEED TO HAVE A LOCAL PROGRAM LIKE THE SEED PROGRAM THAT YOU HELPED BRING TO OUR COMMUNITY, WHICH SPENT ABOUT A YEAR HERE, AND WAS VERY SUCCESSFUL WITH KIDS AND THEN LEFT.

WE HAD BEEN A YEAR WITHOUT THE SEED PROGRAM HERE, COULD WE START A PROGRAM HERE FOR OUR LOCAL COMMUNITY?

AND I SAID, I'M SURE YOU CAN, AND HERE'S HOW YOU WOULD STRUCTURE IT.

IT'S A GOOD IDEA.

I'M HAPPY TO GIVE YOU A CHECK, BUT I DON'T HAVE TIME TO GET INVOLVED WITH THAT BECAUSE I'M BUSY BUILDING SHOPPING CENTERS, TO WHICH MY WIFE SAID, MEL, YOU CAN BUILD ALL THE SHOPPING CENTERS YOU CAN BUILD AND STILL HELP THIS PROGRAM, AND YOU NEED TO DO THIS.

OF COURSE, AFTER ALL THESE YEARS, YOU TURN TO YOUR WIFE AND YOU SAY, "YES, DEAR," AND I SAID I'LL GIVE YOU ONE YEAR.

AND 17 YEARS LATER I WAS STILL CHAIRMAN OF THE BOARD OF THE OPERATION.

SHE WAS ABSOLUTELY RIGHT.

AND I GUESS IF YOU WANT SOMETHING DONE, YOU SEE A BUSY PERSON, BUT YOU HAVE TO HAVE THIS BURNING INSIDE THAT YOU

THINK YOU CAN REALLY ACCOMPLISH SOMETHING AND DO SOMETHING THAT'S IMPORTANT.

AND IF YOU HAVE THIS BURNING DESIRE, THEN I THINK YOU CAN SPEND THE TIME AND THE EFFORT TO HELP A LOT OF PEOPLE.

AND I'M CONVINCED THAT STRAIGHT DID THAT.

>> YOU HAVE SET UP THE HOUGH FAMILY FOUNDATION.

YOUR DAUGHTER SUSAN HEADS UP THAT FOUNDATION.

>> YES, SHE DOES.

>> DISCUSS YOUR STRATEGY ABOUT PHILANTHROPY, BECAUSE YOU ARE ACTIVE.

>> WELL, WE LIKE TO GIVE BACK TO THE COMMUNITY.

WE LOVE ST. PETERSBURG.

WE LOVE FLORIDA.

WE LOVE THE TAMPA BAY AREA.

AND MOST OF THE THINGS THAT WE DO ARE EITHER EDUCATIONALLY ORIENTED LIKE SCHOOLS, UNIVERSITIES, CANTERBURY SCHOOL, ALSO THE ARTS, THE PALLADIUM THEATER, SALVADOR DALI MUSEUM, THE MUSEUM OF FINE ARTS, THOSE THINGS.

>> YOU'RE NOT ONLY BUSY IN PHILANTHROPY, YOU'RE ALSO BUSY IN SOLICITING OTHER PEOPLE TO BE PHILANTHROPIC.

>> THAT'S RIGHT.

I LIKE TO MAKE SALES.

>> THE COMMITTEE OF 200 IS AN ORGANIZATION OF TOP WOMEN BUSINESS OWNERS.

THEY ARE VERY PHILANTHROPIC, ENCOURAGING YOUNG LADIES TO

TAKE THE STEP INTO WHATEVER CAREER PATH THAT THEY MIGHT WANT TO LOOK INTO.

SO THAT'S ALWAYS A FEEL-GOOD.

MANY OTHER THINGS ON THE INTERNATIONAL LEVEL, SPEAKING ENGAGEMENTS, GOING TO MBA CLASSES AT COLLEGE CAMPUSES AND REALLY GIVING THE STUDENTS A LITTLE BIT OF A BOOST.

THEY HAVE ALREADY IDENTIFIED THAT THEY WANT TO BE ENTREPRENEURS AND IN THE BUSINESS WORLD.

IT'S FUN FOR THEM TO HEAR THE A.D. MORGAN STORY AND FIND OUT THAT AS CRAZY AS IT MAY SOUND TO THEM SITTING IN THEIR CLASSROOM DESK TODAY, IT'S VERY POSSIBLE, AND MOST PROBABLE IN OUR COUNTRY THAT THEY CAN ALSO BE VERY, VERY SUCCESSFUL.

>> WHAT DIRECTS YOUR PASSION FOR SHARING THIS WEALTH BETWEEN YOU AND NANCY AND THE COMMUNITY?

>> WELL, FIRST OF ALL, WE'VE BEEN SO BLESSED, YOU KNOW, WE'VE HAD OUR HEALTH, OUR KIDS.

WE HAVE THREE KIDS.

TWO BOYS AND A GIRL.

THEY ARE NOT KIDS ANYMORE.

OUR DAUGHTER -- OUR BABY IS, LIKE, 48.

SHE'LL PROBABLY SHOOT ME FOR SAYING THAT.

BUT THEY ARE ALL STILL MARRIED.

THEY ARE STILL TOGETHER.

AND WE'VE BEEN BLESSED, AND IT'S OUR OPPORTUNITY TO GIVE BACK.

WHEN WE WERE MARRIED, WE HAD, AFTER OUR HONEYMOON, \$26 TO
OUR NAME.

AND WE STARTED OVER WITH \$26.

AND WE'VE BEEN BLESSED, AND ONE THING -- AND I'LL GIVE NANCY
THE CREDIT, SHE SAYS, YOU KNOW, WE DON'T JUST GIVE.

WE SHARE.

AND JUST URGE EVERYBODY TO GO BEYOND GIVING AND SHARE YOUR
WEALTH, SHARE YOUR ASSETS, GIVE BACK.

>> YOU ACTUALLY CHALLENGE OTHER PEOPLE AND OTHER COMPANIES
IN THIS COMMUNITY TO DO THAT.

YOU'VE SET ASIDE FUNDS THAT ARE ACTUALLY MATCHING FUNDS OR
FUNDS THAT ARE SET ASIDE TO CHALLENGE OTHERS.

>> YES, YES.

WE HAVE DONE THAT.

WE GAVE THE FIRST MILLION DOLLARS TO SET UP THE "LEAVE A
LEGACY FUND" WITH THE COMMUNITY FOUNDATION.

ANOTHER GREAT ORGANIZATION HERE TO HELP ALL THESE
501(C)(3)s.

>> YOU ARE VERY INVOLVED IN THE ORCHESTRA.

>> YES.

I WAS CHAIRMAN OF THE FLORIDA ORCHESTRA FOR THREE YEARS, AND
I'LL HAVE TO SAY OF ALL THE COMPANIES I'VE EVER TRIED TO
RUN, THAT WAS THE TOUGHEST.

>> BUT YOUR INVOLVEMENT IS, IT SEEMS AT THIS POINT, YOUR
TIME SEEMS TO BE DEDICATED TO THE COMMUNITY AS MUCH AS IT IS

TO BUSINESS, IT SEEMS TO BE DEDICATED TO THE COMMUNITY.

>> BUSINESS IS LIKE INDUSTRIAL CHESS.

YOU HAVE TO STUDY YOUR MOVES, YOU KNOW, KNOW ALL YOUR MOVES,
AND TRUST YOUR MOVES.

AND WAIT AND BE PATIENT.

I'VE GOT, YOU KNOW -- SO I CAN HAVE TIME TO DO THINGS FOR
CHARITY.

>> YOU AND YOUR WIFE SUSAN HAVE BEEN VERY PHILANTHROPIC.

YOU HAVE MADE MAJOR GIFTS IN THIS COMMUNITY TO UNIVERSITIES,
TO OTHER CIVIC ORGANIZATIONS.

WHAT GUIDES YOU?

WHAT IS BEHIND YOUR COMMITMENT TO BOTH PHILANTHROPY AND
CIVIC INVOLVEMENT WITH YOUR TIME AS WELL?

>> WELL, PERSONALLY I BELIEVE THAT GOD HAS PUT US HERE TO
FEED ONE ANOTHER.

THE BLESSINGS THAT I HAVE RECEIVED CERTAINLY DIDN'T COME
FROM MY OWN TALENTS.

I MEAN, THERE'S SOME REASON THAT -- THERE'S SOME REASON THAT
GOD GAVE ME THAT OPPORTUNITY.

THEREFORE, I NEED TO GIVE BACK.

AND WE'VE BEEN VERY BLESSED.

IT'S FAR MORE REWARDING TO GIVEN THAN IT IS TO RECEIVE,
GEOFF.

AND WE'VE BEEN VERY FORTUNATE IN THIS COMMUNITY.

THIS COMMUNITY HAS BEEN VERY GOOD TO US, AND IT'S JUST BEEN

A REAL JOY FOR US TO TRY TO DO OUR PART AND TO INSPIRE OTHERS TO GIVE BACK SO THAT OUR COMMUNITY CAN SURVIVE AND LIVE AND PEOPLE CAN HAVE A BETTER QUALITY OF LIFE.

>> THE NOTION OF STRATEGIC ENTREPRENEURIAL PHILANTHROPY.

WHAT DOES THAT MEAN TO YOU?

>> WELL, IT DOESN'T MEAN VERY MUCH TO ME.

[LAUGHTER]

I GUESS IF SOMEBODY ASKED ME WHAT IS THE -- WHAT IS THE IMPORTANT STRATEGY OF PHILANTHROPY, I WOULD ANSWER THAT IT'S A STRATEGY WHICH LOOKS TO PREVENT PROBLEMS RATHER THAN TO CURE THEM, THAT LOOKS TO CREATE VACCINES RATHER THAN MEDICINES, AND THAT'S PART OF WHAT WE'RE ABOUT.

WE BELIEVE IN TRYING TO PREVENT BAD THINGS FROM HAPPENING, TRYING TO PREVENT MALARIA AND, OF COURSE, THERE'S NO REAL ARGUMENT ABOUT THE SUPERIOR RESULT IF YOU CAN ACTUALLY STOP A BAD THING FROM OCCURRING RATHER THAN TRYING TO DEAL WITH IT AFTER IT'S THERE.

THAT'S STRATEGIC.

>> HOW IMPORTANT IS PHILANTHROPY TO YOU?

AND HOW IMPORTANT HAS IT BEEN TO THE FORBES FAMILY?

>> WELL, GIVING IS PART AND PARCEL OF LIFE, AND CERTAINLY OF AMERICAN LIFE.

AND THAT IS, AS IN BUSINESS, YOU ARE MEETING THE NEEDS AND WANTS OF OTHERS.

YOU THINK YOU'RE GETTING SOMETHING OUT OF IT.

THEY THINK THEY ARE GETTING SOMETHING OUT OF IT.

BUT IN PHILANTHROPY, EFFECTIVE PHILANTHROPY IS MEETING THE NEEDS AND WANTS OF OTHER PEOPLE IN CREATIVE WAYS.

AND THIS COUNTRY HAS A TRADITION OF PHILANTHROPY THAT HAS ALWAYS SURPRISED OBSERVERS.

AND IT'S, OBVIOUSLY, MEETING THE NEEDS AND WANTS OF PEOPLE IN A DIFFERENT WAY THAN THE BUSINESS SIDE, BUT IT'S STILL THE SAME GOAL.

ALEXIS DE TOCQUEVILLE, A FRENCH ARISTOCRAT WHO VISITED THE UNITED STATES IN THE 1830s AND WAS STARTLED TO SEE WHAT HE CALLED VOLUNTARY ASSOCIATIONS, WHETHER IT WAS FOR SPORTS, PROFESSIONS, A TOWN DECIDING TO DO SOMETHING, TENS OF THOUSANDS, HUNDREDS OF THOUSANDS OF THESE THINGS.

AND HE SAID THAT'S HOW PEOPLE LEARN TO BE CITIZENS OF A REPUBLIC IS YOU HAVE THESE CIVIC RESPONSIBILITIES THAT HE DID NOT SEE IN EUROPE WITH ITS FEUDALISTIC TRADITION.

THAT'S WHAT HE SAID WAS ESSENTIAL IN MAKING THIS COUNTRY WORK, UNIQUE TO US.

SO LONG BEFORE WE HAD COMPLICATED TAX SYSTEMS, THERE WAS A VERY STRONG SYSTEM OF CIVIC LIFE, COMMUNITY LIFE WHERE YOU JUST DIDN'T WORK IN YOUR JOB, WORKING FOR YOUR FAMILY, BUT YOU ALSO HAD COMMUNITY RESPONSIBILITIES, AND WE TAKE IT KIND OF FOR GRANTED, BUT IT'S UNIQUE TO THIS COUNTRY.

>> I'M NOT SURE TODAY YOU CAN RUN FOR OFFICE SAYING YOU WANT TO BUILD A MUSEUM OR AN ART CENTER, IF THE PUBLIC WOULD

ACCEPT THAT, BUT THEY DID IN THOSE DAYS.

BUT I REALLY HAD A CONCERN AS A NATIVE THAT THE CITY WAS JUST DECLINING IN POPULATION.

ITS HOUSING INVENTORY WAS IN DECLINE.

OFFICE SPACE AND DOWNTOWN BUSINESS WAS DISAPPEARING.

AND SO I THOUGHT THAT WOULD BE WHAT I'D RUN ON, ON ECONOMIC DEVELOPMENT.

>> AND HOW DID YOU REACH OUT INTO THE BUSINESS COMMUNITY TO TRY AND ESTABLISH THOSE BONDS AND THOSE RELATIONSHIPS WITH THE BUSINESS LEADERS THAT WERE HERE AND THE BUSINESS LEADERS YOU WERE TRYING TO ATTRACT?

>> WELL, LUCKILY, THERE WERE TWO THINGS THAT ALLOWED ME TO GET A QUICK START ON IT.

ONE IS THAT I OWN THE CAFE SEVILLA, THE RESTAURANT.

AND EVERYBODY WHO'S WHO IN TOWN ATE THERE.

SO I KNEW WHO WAS INVOLVED IN BUSINESS, WHO SEEMED TO BE INFLUENTIAL IN THE BUSINESS COMMUNITY, THE POLITICAL PEOPLE, READ IT IN THE PAPER ALL THE TIME, PLUS THEY CAME TO EAT THERE A LOT.

I KNEW THEM AS WELL.

I WAS ON A CHAMBER BOARD OF DIRECTORS AS WELL.

SO WHEN I GOT ELECTED IN '79, I WENT IN KNOWING KEY PEOPLE AND MOST OF THEM HAD A GREAT COMMITMENT TO THE CITY, BUT PROBABLY HAD NOT HAD AN OPPORTUNITY TO ORGANIZE THEMSELVES TO DO SOMETHING COLLECTIVELY WITH THE PUBLIC SECTOR.

AND THAT BECAME MY MISSION.

AND MY FIRST EFFORT WAS THE PERFORMING ARTS CENTER, WHICH IS THE FIRST TIME WE FORMED A CITIZEN GROUP, AND THAT BECAME LATER A NONPROFIT ORGANIZATION, AND LATER, OBVIOUSLY, THE OPERATING ARM OF THE PERFORMING ARTS CENTER.

>> WELL, EARLY ON, I GOT MY FATHER TO START A FOUNDATION, CHARITABLE FOUNDATION TO MAKE SOME CONTRIBUTIONS TO IT. THAT HAS CONTINUED.

I STARTED ONE OF MY OWN.

FORTUNATELY OVER THE YEARS, WE HAVE DONE A PRETTY GOOD JOB SO THAT I HAVE SOME RESOURCES TO HELP THOSE KINDS OF THINGS LIKE OUR GOOD TELEVISION, WEDU, WHICH I'M A REGULAR CONTRIBUTOR, BUT I'M ABLE TO DO THAT.

AS YOU GET OLDER, YOU GET MORE AND MORE INTERESTED IN DOING THINGS THAT ARE FOR OTHER PEOPLE.

SO I'D SAY I GOT STARTED LATE ON THAT, BUT I'M TRYING TO MAKE UP FOR IT NOW.

>> WE ARE IN OUR FIFTH YEAR OF A PROJECT CALLED "EMBRACING OUR DIFFERENCES."

"EMBRACING OUR DIFFERENCES" IS AN OUTDOOR ART EXHIBIT OF BILLBOARD-SIZE WORKS OF ART, 39 OF THEM THAT WE PRESENT EACH YEAR AT THE BAYFRONT IN SARASOTA.

THE PHRASE "EMBRACING OUR DIFFERENCES" REPRESENTS THE NOTION OF THE VALUE OF DIVERSITY AND INCLUSION AND FIGHTING HATRED AND PREJUDICE.

IT'S OBVIOUSLY VERY DEAR TO MY HEART.

>> I CAN'T REMEMBER WHEN I SAW THE SAYING ON A WALL ON A BEAUTIFUL PICTURE AND UNDERNEATH IT WAS THIS SAYING THAT SAYS: MANY THINGS CAN CATCH YOUR EYE, BUT ONLY A FEW CAPTURE YOUR HEART.

AND THAT'S HOW I GO.

I KIND OF CONNECT TO WHAT REALLY MAKES MY SKIN TINGLE, WHAT MAKES MORE JUICES BECAUSE THE WORLD IS FILLED WITH WONDERFUL PEOPLE DOING GREAT THINGS.

AND YOU CAN'T DO THEM ALL.

SO THAT'S KIND OF HOW I -- I SEE WHAT RESONATES WITH ME.

>> THIS LIFE AND THE SUCCESS OF THE SMOTHERS BROTHERS HAS ENABLED ME TO GROW AS A PERSON.

VERY BRIEFLY -- I CAN'T GET INTO IT.

I WAS IN A RECOVERY PROGRAM FOR ABOUT 13 YEARS, CHANGED MY LIFE AND -- WHEN YOU START GIVING BACK AND START GROWING.

IF WE DON'T HAVE SPIRITUAL GROWTH IN OUR LIFE, THEN WE DON'T HAVE ANYTHING AT ALL.

AND THAT'S NOT NEW NEWS.

MY BROTHER SAYS I HAVE A GREAT GRASP OF THE OBVIOUS, EXCEPT WHEN IT'S IMPORTANT.

>>Geoff Simon: OUR THANKS TO THOSE WHO HAVE DONE SO MUCH FOR OUR COMMUNITY, AND THAT INCLUDES VIEWERS LIKE YOU WHO CONTINUE TO SUPPORT WEDU AND MANY OTHER WORTHY ENDEAVORS.

IF YOU HAVE QUESTIONS OR COMMENTS OR WOULD LIKE TO SEE PAST

SHOWS, PLEASE VISIT OUR WEB SITE AT WEDU.ORG AND LOOK FOR
"SUNCOAST BUSINESS FORUM."

THANKS FOR JOINING US.

REALTIME CAPTIONING BY AMERICAPTION, INC.