



JIM BRUNER
1938

Honored as a Historymaker 2014
Civic Leader



The following is an oral history interview with Jim Bruner (**JB**) conducted by Pam Stevenson (**PS**) for Historical League, Inc. and video-graphed by Laurie-Sue Retts (**LR**) on November 19, 2013.

*Transcripts for website edited by members of Historical League, Inc.
Original tapes are in the collection of the Arizona Heritage Center Archives, an Historical Society Museum, Tempe, Arizona.*

PS This is Pam Stevenson doing an oral history for the Historymakers with Laurie Sue Rett's running the camera. And, today is Tuesday, November the 19th of 2013. I'd like to have you introduce yourself and give us your full name.

JB Jim Bruner.

PS You prefer Jim?

JB I prefer Jim.

PS Okay. And tell me, when and where were you born?

JB I was born in Iowa in September of 1938.

PS Give me a date.

JB September 5th, 1938.

I was, I don't recall, this is what my mother said, the nurse made a comment that she would never bring people into the world during that time, because that's when Hitler was just starting the war over in Europe.

But things happen and I was born, and I'm proud I was.



PS Well, you weren't in Europe, so...

JB I wasn't in Europe. That's correct.

PS And where in Iowa were you born?

JB Little town of Lake View. But I lived in Rockville City for about eight or nine years.

My dad was in the military. He went down to the Veterans Auditorium in Des Moines. He said, all on the right side of the aisle was the Navy. All on the left side was the Army. He ended up in the Navy.

And when I was a young child, five or six, I accompanied him and my mother to Baltimore where he was initially stationed, then to Long Beach, California.

He was in the group that was planning the preparation of the invasion of Japan. But, with the war coming to an end like it did with the bomb to bring the Japanese to surrender, didn't have to do the invasion work.

So, from that standpoint, my mom was very glad. My dad may not have survived that.

PS You were quite young, but you remember traveling?

JB I do. I do remember some things. I remember going to grade school, probably first grade out in Long Beach, California. I remember we lived near what was called the Pike. They had their ocean and came back. I don't think it's there anymore.

I've gone back years later to try to find that spot and I'm sure it's long gone now.

PS I'll interrupt. I was born there.

JB In Long Beach?

PS Yes. My father lived in Long Beach.

JB Okay. We may have seen each other. Who knows? (laughter)

PS Tell me a little bit more about your family.



JB I had a great family. Right after the war, my dad moved to the little town of Lake View, Iowa. There's about twelve-hundred people in it today. And he and my mother started a hardware store - retail hardware store.

And it was just a great environment. Small town. Everybody knew everybody. It was a resort community. Lake View is on a lake. The town goes around the lake. And in those days as kids we'd ride around the lake on our bicycles. Go anywhere. I'm not sure you can do that today. But, in those days the freedom was great.

And I loved working at the hardware store. After school; even on vacations. During college I would come back and work, because I really enjoyed working with the people

My parents were great mentors. In a small town, my dad would say, you take care of your customers and they'll take care of you. You have to do a good job and sell them quality paint or whatever it is, and they'll come back tomorrow and buy something else.

My parents had the hardware store for about thirty years, and made a good living. Not, not rich, but a very comfortable (can't understand). It was a just a great environment to grow up in.

PS Did you have brothers and sisters?

JB I had two sisters. I had a brother that died at birth. I was thinking about this the other day. He died just about the time we were going to move. And I remember he died at birth. Never, never knew him, never saw him.

And I remember my dad out in the garage, stooping down to tell me that. For whatever reason God decided that, that we were not to have a brother then.

And I remember for a year or so after it was all (can't understand) my mother would break down in tears in the kitchen and so forth.

But then we moved to Lake View (can't hear), and I had a sister born. And then my second sister was born eighteen years after me. So, she was born after I graduated from high school. So, real kind of a separation there.

PS You were the big brother.

JB I was the big brother.

But it was a great town to grow up in. We still have a family cottage back home on the lake.



Both my parents are gone, but my two sisters and our families get together at least once a year there. And it's a nice way to keep contact with family, you know, scattered all across the country.

PS And, you say you liked working in the hardware store. What did you like about it?

JB I loved it. I loved working with people. My dad was the ultimate salesman who could sell ice to the Eskimos, as the expression goes. But he did it in a nice way and people respected him. And I loved working with people.

I've always thought that if things didn't work out in law, I might start a hardware store someday. I don't think I'll do that anymore.

But, for years it was just a great environment. I enjoyed the people. People were great. And, just fun to work with people.

PS Well, what about the school? You, you say you went to school in, in Long Beach.

JB Well, yes. But then I, that was just for a year or so when my dad was there.

We came back and graduated from little, Lake View. Was active in all activities. Valedictorian of my class.

And, going off to college, I looked at two colleges. Drake University in Des Moines, and Iowa, University of Iowa City. (can't understand). And for different reasons we picked Drake.

Drake was then and now is a great school. It's a relatively small school of about five thousand people. So, you could get involved, but you weren't overwhelmed by a large, you know, student body.

But I went there as a freshman. I was really kind of scared. You know, I did well in high school. But how was a small-town guy from a little farming community in Iowa going to do in the big city of Des Moines.

And, uh, it turned out pretty well. Uh. I did very well academically. Uh. Joined a fraternity, and, and I was president of the fraternity. It was the largest fraternity on campus.

Very active in all types of activities. On student council. Just a wonderful environment. Really have some very good memories from my four years at, at Dr, Drake.



Then went on to law school. And law school, the expression is that they, the first year they work you to death, the second...I'm sorry.

The first year they scare you to death. The second year they bore you to death. The, the third year you just want to get out.

Yeah, yeah, and I did. I really, uh, my goal was to get my law degree. I got that. And pass the Iowa Bar

And, you needed to have a law degree to get into the field I wanted to get into in the Air Force.

So, I, I got a commission as a 1st Lieutenant in the Air Force as a Judge Advocate. (can't understand) which is a lawyer in the Air Force.

This is right during the Vietnam era. I was at, I was very fortunate at how it worked out.

At that time, I was single and didn't have really any idea where I wanted to live. I thought, well, let's volunteer for every overseas as, place I could find.

They sent me (bells start chiming...turns into clock bonging loudly) from Iowa across the wide Missouri River to Nebraska, about 120 miles from home. And I spent the next two and a half years in the Air Force defending the heartland of Nebraska.

I initially was very upset because I wanted to do something else besides just (can't hear) in that part of the country. But it turned out well. It was, uh, I can't say it was one of the exciting places, but I did my military duty. I'm proud of that.

But the highlight of that is that a friend of mine that I knew from law school was working at a, the bank in Beatrice, Nebraska, (chiming stops) about thirty miles south of Lincoln.

A young lady by the name of Sandy Wycha (sp?) had just come back from teaching school at the Republic of Panama for a couple years. And she went in to open up a savings account with a small amount of money. And, uh, she got to talking with my friend, and my friend had indicated that perhaps this might be somebody I might be interested in.

So, he sent me a postcard from Beatrice to Lincoln, and says, this may be your girl. You need to come down. He got so excited he called me before the postcard got there.

And the end of this story is I did go down, and had a blind date with Sandy Wycha (sp?). Picked her up about six o'clock. Went to a little steakhouse in Jansen, Nebraska. And about four hours



later we decided to get married.

We didn't get married that night, but we decided to get married a week later. I had a ring on her finger. And, and, uh, right now we're in our forty-seventh year of marriage. It's been great.

So, I can't knock the brass, I can't knock being in the Air Force there. It turned out very well.

PS But, that was the Vietnam era but you never went to Vietnam.

JB No. You know, when you're in the military they can send you wherever they want you, want you to go.

But, uh, I had, initially I had been, had been ordered to go to Thule, Greenland. But because of circumstances, didn't have enough time left in the service, they, uh, they cancelled that.

So, uh, I got my discharge in April of 1966.

PS I usually ask if, if you were a good student, but if you were valedictorian obviously you were.

JB I did okay. Did okay. In college I was in the National Honor Fraternity, both for, uh, (hear some electronic sound in background) well, for college and for law school.

I did, actually my grades my freshman year were the best because the second and third year I started getting active in more activities. I have, you know, the equivalent of Phi Beta Kappa for business (?) school. I frankly forget the name of what they call it.

But my best memories in college were activities with the fraternity house. We had a, had a house mother who was a wonderful lady. And, uh, she instilled good manners in all of us.

When she entered the room all the men stood up. When we sat down to eat, no one started to eat until she started first. And it just was a wonderful, wonderful environment.

Had 120, 125 guys in the chapter. And some of my best memories of college were the activities associated with my fraternity.

PS What about, uh, athletics? Were you involved in any kind of sports?

JB Well, some. Not a lot. I had a lot of, a lot of interest but didn't have a lot of talent. I played sports in high school, but, uh, didn't play any in college. You had to be much better than I was.



PS What sports did you like to play?

JB Well, my favorite sport would have been baseball. I think if I, if I had the talent to be a professional sports person, baseball would be (can't understand) the best. It's a great game. You play in good weather. If it rains you don't play. It's basically not a contact sport. And, uh, I just, I just loved baseball. I enjoy all sports, but probably baseball is my favorite.

PS But you did play in high school.

JB Hmm, hm. High school in basketball and football.

PS So, um, as, as a good student, did you have any ideas of careers when you were in high school?

JB Didn't have a clue. Didn't have a clue.

I always knew I wanted to get a law degree. Use that as an opportunity maybe for something else. But I had, I really didn't know what I wanted to do.

Even after I'd gone through college and gone through law school. When I first got my commission in the Air Force, well, if I like it, I might make a career out of it. Then, I decided I didn't want to do that because in the military they had total control over where you lived, where you go. And I really wanted to have more control over that.

Actually, I got into the trust business really kind of by accident. It's been a great career; I was (can't understand) it.

When I was just about to get out of the Air Force, and knew I was going to get married, had to get a job, I interviewed for a job up in the bank in Sioux City, Iowa. And I, just a general banking job. I didn't know what they had.

And I was having coffee with an individual, uh, waiting for my interview. And this guy found out that I had a law degree. Said, well, you ought to be upstairs talking to the Trust Department. I said, what's that and why? He said, well, they pay more.

So that's how I ended up in the trust business. And it's been a phenomenal career.

I, uh, after I was out of the Air Force we got married and moved to Des Moines, and worked there for about three and a half years for the largest bank in the state of Iowa, in the trust business. And I really enjoyed it because I enjoy working with people.



I enjoy being a salesman, and basically, I was a salesman for the Trust Department. And the great, great experience, great learning.

One of the hardest things I had to do was to tell my boss in the morning that my wife and I wanted to move to Arizona. And no reflections upon him, no reflections upon the bank. In fact, he and his wife are still very close friends of mine. And we see them quite often.

But it was a great career in terms of being able to work with people, and you learn a lot about them. Over the years I've developed a lot of long-term friendships working with people. And I've been asked on several occasions to give the eulogies at, for the deaths of these people.

You know, theoretically they're customers. I guess they are customers, but they're more than that. They're very important.

PS Well, how did...you don't have your mike on you. It's behind you.

(camera off)

(camera back on...audio now good)

PS Well, uh, tell me about how and why you came to Arizona.

JB Why we came to Arizona is a good question.

We enjoyed the people we worked with in Des Moines. We had some friends. But we just weren't sure that we wanted to spend the rest of our life in Des Moines.

The lure of the West was very strong.

My wife and I had gone to California on vacation. Stopped through Arizona. I had an aunt and an uncle and a grandparent, set of grandparents, that lived here. And, and just thought it might be a nice place to live.

The West had a romantic, romantic, uh, flavor to it, I guess.

And so, I interviewed for jobs as, as, in the fall of 68. In Arizona. And there really wasn't anything. But they kept my name. And about six months later I got a call-back from one of the local banks, the Arizona Bank. Had an opening in the Trust Department, would I be interested?

So, my wife and I came back out here on vacation. And discussed it. And we were talking about this the other day.



We took a lawyer's yellow pad, and we had pros and cons. Should we stay; should we move? Should we stay; should we move? And we both spent our, in the Mid-West, our entire life. I knew a lot of people throughout the state of Iowa for my job and going to school there.

So, if we moved, we'd be giving up all those connections, all those contacts up and basically starting over.

At that time, we had one boy. He was about a year, year and a half old. And we said, if we're ever going to move, we better do it now. Because more children come along; it's just tougher to pick up and move.

So, we, we accepted the job. We basically sold the house we had and everything in it. Even sold our bed and mattress.

The bank had given us a certain dollar amount for moving expenses. And my wife did a great job, and working with the moving company...we had this, we could do it. If we had this, it cost too much, we couldn't.

So, we moved out here, and lived in an apartments (sic) that my grandparents owned around 36th Street and Camelback.

Spent the first year there, working at the Arizona Bank. And then, a second child came along. We decided we had to, uh, you know, get a little bit bigger house.

One of the best decisions we ever made. Uh. Sandy's mother was so concerned because the only grandchild we had is moving 1500 miles away. And, uh, so it was a factor, but we were very deci...we wanted to come out here and start fresh, if you will.

Didn't know a lot of people. Had no idea we were going to get that involved in the community as we have. So, it was a great place to live, to raise a family, work and play. And it's one of the best decisions we've ever made.

PS And what was, uh, the Phoenix area like when you came here in 1969?

JB Well, it certainly wasn't as big as it is ri, is right now.

During the first year we were here, it really was a great time because we really weren't involved. And so, one weekend a month we'd put the boy in the backseat and, and head out to a different part of the state.



North in the summer, and South during the winter. And really got to see Arizona. And, you know, as we all know, what a great state this is from a standpoint of variety of, of different, uh, locales and so forth.

But it was kind of a small town. We ended up in Scottsdale. And the first civic group we got involved in was the Scottsdale Boys Club. And, uh, through that, we just made a lot of friends. The town was probably easier to get involved in in those days than it is now because it was smaller.

Scottsdale, I think, and Tempe and Mesa only had about sixty thousand population each. Phoenix had about five, six-hundred thousand, I suppose. And so, between Scottsdale where we lived and Phoenix where I worked, uh, it was just a great environment. You...great, great time to be in Arizona.

PS And, so, when you say you lived in an apartment the first year, how did you decide...did you buy your first house?

JB Yes. We bought our first home. And we kept looking for homes.

And, the reason we ended up where we did, we, we saw a model home that we liked, uh, closer in, but it was more expensive than what we could afford. And the realtor, the builder, (phone ringing) somebody told us that, (swallows) that if we moved farther North, into Scottsdale, uh, the same home would be, would be, would be less money because the, the cost of the land, I guess. And so, that's what we did.

Our first home was at the, about two blocks from the corner of, of, uh, Pima and Shea. And there was nothing out there then. And there was nothing.

There was not even a stoplight at Pima where it crossed Shea. Shea was a two-lane road, had dips in it. And, when it rained the dips would fill up. A, a couple times our car got stalled out.

And I remember the first night we were there, moved in this home. It was a subdivision. Probably twenty-five or thirty homes all on acre lots.

When I looked outside, it was just pitch dark. The only lights we could see were lights at Taliesin West up in the mountains. And I thought, what have I done to my family? Bringing them out in the middle of nowhere. And rattlesnakes all over. And, uh, (laughs), yeah.

There were a couple times we weren't sure we shouldn't have gone back to the city, but we



stayed out there. And we en, we enjoyed it.

We really liked the summers as much as any. Because we had a pool. Our boys were young then. And it was just a great family time, a great family environment. Come home from work. Everybody had their bathing suits on. They'd jump in and go swimming. And barbeque. By nine o'clock the kids were exhausted and cooled down to go to bed. And it just was a fun, fun time. (some electrical chime sound in background) We had a lot of good memories from those, those years.

PS (can't hear) (chiming stops...hear photographer talking in background)

So, you were really out in the desert.

JB We were out in the desert. I remember that my wife brought a couple of our friends' home, (swallows) To our home once. I don't know, to go swimming or whatever. And the friends commented, there aren't any Circle K's out here. It was nothing.

Had to drive I don't know how many miles to the close, closest grocery store.

But we knew that in time that corner was going to be a, really a busy corner. And so, we, we moved to another location in, uh, near Cactus and Miller. We were there for about twenty years.

We stayed in that area because the kids were in school then. We liked the school they were in. And, uh, it was a K through eight school in Scottsdale. And we stayed there until we moved up to Pinnacle Peak area in the late 19, in the 90s.

PS So you've seen a lot of Scottsdale.

JB Seen a lot of Scottsdale. Seen a lot, uh, lot of growth. And, for the most part, I think it's, it's been very orderly growth. Uh. Just from a standpoint of activities, I'm delighted with the activities we now have in this community, both from an artistic, a cultural standpoint, athletic standpoint.

There's just so much to, to do that we can live in a major metropolitan area and have access to all these things. And in some ways, it's still a relatively small town. And, you can get to know people and be, be involved.

I'm not sure you can say that about a lot of, lot of cities. But you can about Metro Phoenix.

PS So, how did you first get involved with, um, the civic, uh, groups?



JB Somebody had just mentioned, a good friend of ours, I guess I'm not even sure how I knew him. Suggested a couple things. One, a, a Kiwanis Club in, in Scottsdale. And the Boys Club in Scottsdale. Both were relatively small then.

And I was always interested in, you know, doing civic activities. My parents did that when I was growing up. My dad was, you know, president of the Chamber of Commerce and the City Council for a couple terms. He was mayor for three terms. My mother was active in different things.

And, they never talked about it. It was just something that you did because there was a need. Uh. The community needed people to get, get involved.

I was active in college. My wife was active in college in different activities, too. And so somehow, we just said, well, let's find something we can be active in. Something we can help the community, and have fun along the way.

So, I did. And, as with any group, you, you, you do a good job, or whatever your job is, the next thing you know you're working your way up the chairs. And pretty soon you're president of this group or that group. That's kind of how it all started.

I had no master plan. When we moved here in 69, we, we just wanted to be successful. We just wanted to have a nice place to raise our family, to work, and eventually to retire.

And had absolutely no plans, no idea that we would be as involved in all the different activities that we have been over the last forty-five years.

PS So, you continued, continued to work with the banking?

JB Yes. Oh, yeah. During, during this time...I've always had a career in the banking, with the Arizona Bank, for, uh, four or five years. (swallows) And ended up then with, at Northern Trust. President and CEO there. Worked there about seventeen, eighteen years.

Then I took a break, uh, because of my political career. Ended up with a plum Snell and Wilmer law firm in downtown Phoenix for about five years.

And I was recruited back in the banking business, which I'm still in, with Mutual of Omaha Bank. I'm kind of semi-retired now.

But, during the time of all my civic activities and family responsibilities, I always had a full-time job doing something else. And the, the civic activities were things that, (can't understand) you



know, they kind of worked together with my, my career, I guess. In the banking or the law.

But, uh, all these activities are all volunteer activities. And you need a job to, you know, pay the mortgage and put the kids through college, and stuff like that.

PS So, the only time you actually worked for a law firm was Snell and Wilmer?

JB That's right.

PS And, what would you...

JB I was doing estate planning. In the banking industry as it, in the Trust Department, as it sha...estate planning and things related to, related to that.

And when I was with Snell and Wilmer firm for a little over five years, it was in estate planning area, too. Drafting wills and documents. And, and that's how I kind of got involved with Virginia Piper over the years.

During that period of time, uh, I was Virginia's lawyer for about the last seven, eight years of her life. And she was, was making little adjustments to her charitable trusts. This was when she was still alive obviously.

And I would assist her if she wanted to change this charity, or add this, or whatever the case might be.

And it was from that relationship then that, uh, when she died, I was one of the four original trustees of the trust.

One of the original four was, died about a year after that. After Virginia died in 99.

We have since named four other trustees, so we have eight trustees.

And, real proud of the work that we are doing. Uh. I used to tell Virginia, you have no idea. Virginia...was, the good you're going to do for this community after you're gone.

During her lifetime she did a lot, but when she died, because all of her assets came into the trust, and we were then able to have a lot more income, that we could distribute out to the ca, community.

The, the trustees and the staff I think have done a wonderful job in upholding Virginia's legacy



in terms of what she would have done if she were here.

And frequently say, what would Virginia have done in a situation like this? And, I'm hoping she's looking down. Hope she is being very proud of, of what those of us who have steward her assets have been able to accomplish in the, in the community.

PS So that's been a big job for you.

JB Well, it is. But, uh, we have a, a great staff. It's, it's a job we all enjoy. And it's, it's challenging to make the best use of the money we have.

You know, even though it's one of the, if not the, the largest foundation in Arizona, it still is a finite amount of money. We can't solve all the problems of Maricopa County.

We try to do the best that we can. And I think, thanks to the staff at the Piper Trust, and, and all the trustees, as I say, I think we've been able to uphold whatever Virginia would have done if she were here.

PS And that's a volunteer job, also?

JB Well, we, we get, we get paid, but it's basically, uh, it's, it's kind of like a volunteer job in terms of love. (**PS** laughs) Of helping out. You bet.

PS Well, when did you first decide to run for an elective office?

JB That's an interesting, interesting question.

Good friends of ours had, had inquired about whether I'd be interested in running. That's when I was through with the Boys Club. I this is...Kiwanis Club. And I'm not sure what else I was involved in at that point in time.

And, they asked if I'd be interested in running for City Council. And my wife and I thought about it, and, uh, so I ran.

The first time I ran, I lost. Uh. Cause there were three incumbents running, all very good people, and there were only three open spots. So those three were re, reelected.

I was appointed to discuss a planning commission for a couple of years. And then in 1980, uh, I ran again with Herb Drinkwater, Jeff Schubert, Travis (can't understand), and myself on the, on the team, and we were all e, elected.



And then, Herb and I ran together in 84. He as, for mayor, I as for councilman. And we were all, the both of us were re-elected.

Those, uh, were some great times working on Scottsdale's City Council. The city was small, had a great staff, with Ralph Pedersnick (sp?) the County Manager. Uh. Trying to make things happen.

We didn't care who got the credit, how it happened. We just wanted to make this a better community.

And, we had great camaraderie among all of us. We didn't necessarily agree on every issue, but we could disagree without being disagreeable. Uh. I'm not sure in the political world today, it's quite the same. But, uh, it was a very good time to be involved in Scottsdale politics.

PS Did you ever think about running for mayor?

JB Well, not really. Because, uh, His Honor Herb was mayor. (laughs) And, uh, Herb was a very close friend. And number one, it would have been political suicide to run against him. And number two, I had no particular interest.

After I was there for eight years, and I pretty much said that two terms or eight years is enough.

There was a seat open on the County Board of Supervisors. Uh. George Campbell was retiring, and I ran for his seat. And, uh, had opposition in the Republican primary. Was fortunate to be elected in 88, and re-elected in 80, 80...I'm sorry. 88 and re-elected in 90, 92. And I served there for six, six and a half years.

PS The County Board of Supervisors is sort of the, not a very recognizable (?—audio glitch), uh, board. Uh. People don't even know what they do. A lot of people, if you ask them who is your supervisor, they wouldn't know. Uh. Tell me about serving on that.

JB Well, this, there are those that joked that the County Supervisors could move out of town tomorrow and no one would know or probably care.

But the board does a lot of things, uh, in terms of social services and things of that nature. A lot of people don't realize.

The board probably, uh, (swallows) got a little higher profile, and perhaps because of me, because of some of my role dealing with some of the sports related, both for the Cactus League as well as major league baseball.



And so, I think people that really probably got to know who the board was a little bit more.

I was instrumental, both at the city level and at the board, of, uh, suggesting that the meetings be televised. Now it's quite common, but in those days, it was not common.

And when I was city council, I remember recommending that the meetings be televised and at the same, at the Maricopa County Board of Supervisors.

Had no idea if anybody would watch that. But I remember one night on Scottsdale City Council, we were on some issue. I don't remember what the issue was. But...

A friend of ours was home getting ready to go out to eat because it was his birthday. He happened to see something on TV that really got him upset, so he drove down to City Hall and testified. I don't know what, if it was for or against. That's not the point.

The point is that people did watch these city council meetings.

I thought they'd be boring as heck, cause who's going to watch all these things?

The only thing I said, when I mentioned we were going to do this, that at that time, I think around City Channel Number 7. I said, I want the camera to be like it's in the seventh row. So, you get the same effect as if you're sitting in the seventh row in the city auditorium.

I didn't want any of these "60 Minute" close-ups right up your nostrils. You know, that wasn't the purpose, to try to embarrass anybody.

So, people get this perspective of what's going on.

And, and now it's quite common obviously, that almost everything is televised. But, in those days it was kind of revolutionary. Revolutionary.

But I'm pleased that I was, I played a small part in making city and county government more accessible. More known to people.

PS Going back to the, the city, what were some of the major issues when you were on the city council?

JB There were a number.

At that time, and perhaps to a certain extent they're still is somewhat, uh, the "no-growth"



philosophy. That, now that I'm here, keep everybody else out. You know.

Interestingly enough, you'd get the objections from the people who'd moved in six months ago. Now that I'm here, you know, don't let anything else happen.

And I, I told people, I asked them a couple times to bring this up. Said, so when did you move? So, I moved, you know, X number of years ahead of you. I said, if I would have had that same philosophy then, to keep anybody out after me, you wouldn't be here. Well, they didn't want to hear that.

But, but, you know, I think Scottsdale...not perfect...but I think Scottsdale and the city's done a pretty good job of trying to control the growth.

A couple things that really involved, that I was proud to be involved in that Scottsdale dealt with, the Scottsdale Culture Council as well as the Tournament Players Club of Scottsdale.

Scottsdale's Center for the Arts had been open about ten years. Uh. Opened in 76 and this was 86.

And I said, you know, it's great, but let's take a look and see if, if that's what we ought to be doing in the future. Because our competitors in Mesa and Chandler and Tempe were building new Centers for the Arts. Want to make sure that Scottsdale continued to be, as we felt, a leader in the arts. It's very important to people in this community.

And so, as a result of that I recommended to the mayor that we appoint a task force to study what we have, the Center for the Arts, to see if, if this is what we want. How we can make it any better.

And Herb, in his own fashion, he said, well, since it's your idea we're going to appoint you chairman of this group. And I really wasn't too excited about that because usually a (hits mike or something) sitting member of a council with, did not serve as chairman. They have somebody outside do it. But I did.

Had a nine-member committee work for about a year, year and a half. (swallows) Without going into all of the difficulties, all the problems, we basically decided that we needed a new model. A new public-private partnership between the community, and between the city and the private sector.

And out of that came the Scottsdale Cultural Council. Which is just celebrating this year it's 25th year.



And I think it has taken, this model that we developed that Scottsdale's been using, nationally in other communities. It's a public-private partnership. There never ever was any intent for the City of Scottsdale to reduce its, its civic commitment to the arts.

Just a thought to those public-private partnership to be a way to increase more participation by the, by the private sector. And I think that's, that's happened.

There are a lot of great art venues around the metropolitan area, and I think that's great. It's like gold. You never have too many, too much gold. You never have too many arts activities. But, I'm real proud of what Scottsdale has been able to do in that respect.

Another activity really involved with in Scottsdale that kind of came by accident.

I was in my office one day. I got a call from the mayor. Herb, Herb Drinkwater. Asked me to come to his office. He had a fellow by the name of Deane Beman and a couple of Phoenix Thunderbirds in his office at City Hall.

I didn't know who Deane Beman was. I soon found out that he was the commissioner of the PGA Tour.

And the PGA Tour was interested in developing golf courses around the country that would be kind of a stadium effect, where you could have larger crowds.

And the Phoenix Open was great. It had been in Phoenix forever, but it had just kind of outgrown the Phoenix Country Club from a capacity standpoint.

And, Deane Beman was in his office. Uh. Herb's office.

Got there, and Herb knew I played golf. Not well, but I do, did play it.

And he asked, uh, me to kind of get involved. And ex, and Deane explained what happened. That he was very reluctant to work with any municipal government. He'd always worked with the private govern, or private sector before.

I said, well, Scottsdale is different. Scottsdale has a way of making things happen. He said, well, I'll see it when I believe it. (sic)

Six months later we had a handshake deal between the City of Scottsdale, the Bureau of Land Management, where the, where the golf course was going to be located, and, and the PGA Tour.



And he, Deane Beman said, I'm surprised that happened as fast. I said, why did it take this long? Should have done it quicker.

But, from that, of course, now the TPC in Scottsdale has grown into, well, what it is. The largest attendance golf tournament, I think, in the world. Deane Beman, uh, the commissioner I just mentioned, just wrote a book here about a year or so ago, and he cited the example of the TPC in Scottsdale. How working with us for the city government, where they made it win-win for the Phoenix Thunderbirds, be able to raise more money for charity, the City of Scottsdale and the PGA Tour.

So, it was kind of fun to be involved with that. That, like the Culture Council, at the time was controversial. The, the editor of the Scottsdale paper was very much against Scottsdale spending money to build a golf course when you could use the money for something else.

The City Council thought it was in the best interests of the city, and I think by any, any standards you want to make, it's been a, a booming success.

Not only for, for the tour and the Phoenix Thunderbirds, but also for the people in Scottsdale, in terms, they've got a great course fifty-one weeks a year that they can play on. It brings a lot of money for our, into our community. And, uh, it's just something I think has worked well for everybody.

PS the City of Phoenix wasn't too happy. (laughs)

JB Well, (**PS** laughs) I represent the City of Scottsdale. (laughs)

And, uh, I think some of the people in Phoenix were concerned that it would take the name of Phoenix Open off and make it the Scottsdale Open. They never ever had that intent. It was always the Phoenix Open at the TPC of Scottsdale.

We had no interest in, in trying to take the name of Phoenix off of it. Not at all. But we're real, real proud that we can host the Phoenix Open in Scottsdale. And that it's successful.

And the Thunderbirds, as you know, do a wonderful job, Phoenix Thunderbirds, in raising money for local charitable causes. And if they didn't have the bigger stadium, didn't have the bigger event menu, they wouldn't have the people there to raise some money to do all the work that they do. So.

PS And, when you moved on to the Maricopa County Board of Supervisors, what were some of the



issues that were going on there?

JB Well, a lot of the issues were kind of behind the scenes, if you will. Uh. Because they're social issues and justice issues that, you know, unless you need those services or in court, you probably don't even know they're going on.

I never forget the guy by the name of Joe Arpaio came to me one day and said, I've got the ability to get some tents from, uh, the first, uh, Gulf War. The Persian War of 1991.

Said, what are you going to do with them? Said, we're going to have a Tent City. I had no clue, but he said he'd get the tents for free. He'd get 'em put up in places.

So, we all said, sounds, you know, sounded fine.

I don't think any of us, certainly on the board, had any idea that Tent City would grow into what, what it has been.

That's probably one of the more high-profile things, I suppose.

A couple of the things that I was involved in...

PS Joe Arpaio was already the sheriff?

JB Yes. He was the sheriff.

Well, he, he came in as sheriff after I was elected, right. But he was the one that came to us with the idea, he could get these tents free of charge from the Army Surplus, or some place.

And he wanted to make it a Tent City. And, didn't have any clue, but, you know, the (can't understand). Seemed like he was going to take care of it, to house the people some place, I guess. Certainly, cheaper than building jails. And, that's been a little controversial to some people.

Some people think it's great. All right. And then there was, uh, he got the tents free of charge, so we said, okay. Have at it.

PS Okay. Well, that certainly was a, it became a very public...

JB It became a very public...that's right.



Probably a couple of the other things of a higher profile I was involved in at the county, (swallows) both relate to baseball, but they're really separate and distinct.

Obviously, I probably have some recognition for bringing Major League Baseball to Arizona, but I, I'm equally as proud of what happened with the Cactus League.

In the late 1980s, and 89, 1990, somewhere in there. Just after I got on the board.

The Cactus League was in, was in trouble. There were eight teams here. The stadium, the facilities were getting old. And I don't want to say they were falling apart, but the teams wanted better facilities. Cause they were looking at Florida. What the state of Florida was doing. And two-thirds of all the teams trained in Florida then. And only eight, as I said, here in Arizona.

And, I remember we met with the Commissioner of, of Baseball, Fay Vincent, at the Giants training place. And he basically said, Major League Baseball likes Arizona. But you folks are going to have to do it yourself. And make it happen in terms of improving facilities. Otherwise the teams are going to go.

Major League Baseball either didn't have or wasn't going to give Arizona any money to fix up the stadium.

So, in working with, uh, Chris Herstam and people in the legislature, and, and Governor Symington, passed a bill giving the Board of Supervisors, the existing Board of Supervisors, in both Maricopa and Pima county (sic), the ability to set up a separate sports stadium in the district for the purpose of raising more money and helping the different, different stadiums.

Well, again, as I said, at that time there were eight teams in the Cactus League. Seven here and, and the, uh, Tucson had the Cleveland Indians.

Cleveland Indians had started in Tucson in 1946 or 47. Right after the war. They announced they were moving to Florida.

So that took the Cactus League from eight down to seven teams.

The Padres, San Diego Padres had trained in Yuma. And (audio glitch) Yuma's community, they didn't like the four-hour drive back and forth. The teams didn't like it. Didn't want to go out to Yuma and play. And said, we're either coming to Maricopa County or we're going to go to Florida.

The Seattle Mariners had basically been evicted from the Tempe Diablo Stadium because the



City of Tempe had the California Angels move in. So, we had the Seattle Mariners kind of say the same thing. That if you didn't find a place for us in Maricopa County, we're going to go to Florida.

So, if those two teams had gone, we'd have been down to five teams. Five teams in the Cactus League. And there was really a question of whether the Cactus teams, the Cactus League as a league could survive. Because they needed enough teams to play each other.

So, that's kind of the background of how the legislation came about giving Maricopa County Board of Supervisors the ability to, to take some action.

So, the stadium district was formed. I was chairman for the first three and a half years. And during that time, we worked hard, working with the county staff of the various cities, because the county could put up two-thirds of the money; each city had to put up one-third of the money.

So, we worked with Tempe, worked with Mesa, with Scottsdale, Phoenix Muni, to try and, you know, give them some money to improve the stands or the practice facilities or whatever that would keep those teams happy.

We then worked with (swallows) Ken Forgy (sp?) who was then mayor of Peoria. He came to us and he said, you know, I think the city of Peoria can help.

And, it ended up then that the city put in one-third, the county put in two-thirds for the first dual stadium any place in Major League Baseball. It's in Peoria.

It's shared by the Seattle Mariners and the San Diego Padres. So, they have two teams. One common stadium, but two separate and equal practice facilities.

So that basically started to stabilize the Cactus League. So, we had seven, seven teams. And from that, over the years, we have developed that there are now fifteen teams in the Cactus League.

Now I haven't been involved in the last ten, fifteen years, but that kind of started the process that, if those people then, the city, the county, the state, hadn't worked together, the Cactus League I don't think would be here.

So, I take a little bit of satisfaction being able to play a small part in helping the Cactus League not only stabilize, but to expand where we now have fifteen or one half. Think of that. One half of all major league teams train in the Metropolitan Phoenix area.

And that economic stimulus is the equivalent of having Super Bowl every year.



You know, think of it, because you've got a team here, a team there. and whatever. You put them all together. Uh. It's a phenomenal impact on our community.

Brings in tons of tourists, tons of money. But, for people like myself, enjoying going to baseball games, I can drive down to the games, then come home and sleep in my own bed at night. It's just a wonderful, wonderful deal.

The other aspect of baseball is, what I'm probably a little better known for, is Major League Baseball.

And a lot of it has gone on on that, but Chris Herstam also passed a bill that give, that gave Maricopa County Board of Supervisors the authority to impose a sales tax if and when a baseball team was ever awarded to Phoenix.

And that had been in the books for a couple of years. Because when we had tried in the early 90s to lure the San Francisco Giants from San Francisco to Phoenix, they were thinking about moving because they had problems with the stadium. Well, it turned out that, that they stayed up there.

We also were trying to get one of the first expansions, but Major League Baseball eventually gave the teams to Denver and, and Florida. We were in the hunt for that.

I remember that Rose Mofford and Joe Garagiola, Jr. and I, and the two senators McCain and DeConcini, we all went to a meeting in New York City with major league people.

You know (can't understand) Rose Mofford with her hairdo and everything, you know. And I'm sure these people, wow, you know, who is this person? She's your governor?

Well, she started to talk about how when she was a young girl, she played softball in, in Madison Square Garden and so forth. When she got through, they were just eating out of her hands.

Rose was just, as governor, was just delightful. And, uh, unfortunately we didn't get that franchise either.

I was in my office at Snell and Wilmer one day and happened to see in the *USA Today* a little article about this high. I still have it in my scrapbook.

It said, Major League Baseball was thinking about expanding to St. Petersburg/Tampa Bay, Florida and Phoenix, Arizona. It had two teams.

And so, I called Joe Garagiola, Jr., because he knew the baseball context. I didn't. I didn't know



whether this was some sports writer who had been at a bar one night was making up something. Or where there was two.

So, he went and checked and came back and said, no, it's, it's a true story. There is some interest.

So, then I placed a call to Jerry Colangelo. It was in June of 93. I know exactly when because that's when the Phoenix Suns were playing Chicago Bulls for the NBA finals.

And I told Jerry that Joe and I would like to come visit with you. We decided to wait till after the finals, basketball finals, were over with. Uh. So, we did.

We went over in, in July of 93. I didn't tell Jerry what we were coming about. I was afraid he'd say, no, I'm not interested. Uh. You know, and stop it right there.

So, (swallows) Joe and I went over, and we explained what the role the county is, what the county could do in terms of building a stadium, if and only if a major league franchise were awarded. But we needed somebody like you, Jerry, who had the ability and the financial, uh, moxie, if you will, to go out and raise 125-million dollars.

Cause that's what the cost of the team was. The franchise. Not the stadium. The cost of the franchise.

And, as I said, this was in July. So, let me think about it.

At that time, it was well-known that Major League Baseball was having labor problems, and they weren't getting along together. The owners and the players.

And he wasn't sure he wanted to get involved in that. But he said, let me think about it. I'll call you after Labor Day.

The day after Labor Day he calls and says, Jim, I'd like to sit down with you and Joe again. So, that started the pro, process that Jerry and his group did to raise the money for the team.

Then I was involved over in the county with Rick Romley, the County Attorney, Roy Pederson, County Manager, and others, in trying to develop the concept of how the county could put together the stadium. And the cost, what it would be and how we could finance it.

And the end result is, it's all public knowledge. There are five members of the Board of Supervisors. Well, one, one had a conflict because her family had owned property in the



proposed location for the stadium.

The second one was dead set against it. Just didn't want to have any involvement in Major League Baseball and public financing.

Two others were very much in favor of us, so that left me as the swing person.

Well, I was certainly interested in getting Major League Baseball to Arizona. I was the one that started the whole process, if you will. But I also wanted to protect the taxpayers, wanted to get the best deal that we could for, on behalf of the county.

So, there were certain things I thought that were important for the county in terms of guaranteed revenue to the county. Uh. That the team did well, there'd be a little escalator clause. The county would get more money.

The county would get part of the naming rights. And they did get one-third of the naming rights, went to the county.

And last but not least, even though it was a county-owned facility, I didn't want the county responsible for any of the maintenance costs.

I could just see that air conditioning bill go around and round in the summertime, and people start to complain.

Well, got some pretty tense negotiations between myself and Jerry. He was representing his interests; I was representing the county. And, I, I wanted baseball, but not at any price.

The end result is, an agreement was to develop. And we voted on it at a public meeting which was held in a school down at 7th Street and Van, Van Buren. Eight hundred people. Channel 8 televised it live. Probably half for and half against.

And, uh, I cast the third vote, the deciding vote, to have Major League Baseball come to Phoenix. And if they came there would be a one-quarter of one percent sales tax imposed during the time it would take to finance the cost of the stadium.

My goal was that the sales tax would raise enough money to pay off the stadium before the first pitch was thrown. I was off by four months.

They raised enough money four months before the first pitch was ever thrown.



So, when the stadium, and the first pitch was thrown out the first game, the stadium was totally debt-free. Which I'm kind of proud of the fact.

But from a personal standpoint it, it was kind of a challenge because, uh, I resigned then a month after that to run for Congress. Been planning to do that for some time. It was no secret.

In Arizona you can't run for another office unless you're in the last year of your term. I was not in the last year of my term.

So, I re, resigned in March of 94. In August of 94, Major League Baseball players went out on strike.

And Labor Day, on Labor Day weekend of 94, they cancelled the World Series for the first time in history. The Republican primary that I was running in was September of 94. All in six months.

And, I had very high name ID. A lot of people knew who I was, but it wasn't all good cause some people didn't like Major League Baseball and some people did.

And I lost my, my last election for Congress.

People asked me about that, and I have said that I would do the same thing over again in a heartbeat if I thought it was the right thing to do.

I always felt that you're elected to do what's right, in your opinion, for the community. Not what's right for you personally.

So, that's kind of my, two of the more high-profile things, I guess, when I was on the Board of Supervisors.

PS And, I think people today can't remember, many people can't remember how controversial that was.

JB Oh, it was.

PS Yeah. And you were really the one that was credited or blamed. (laughs)

JB Either way. That's right.

During that time, or during all the time I've had my, I've been in public service, Sandy and I have always had our phone number in the phone book. People say, well, I don't know how to get



ahold of you. I say, well, look in the phone book. We've always had a number

I did take my address out, because I didn't want people driving by, you know, tossing stuff in the windows. (laughs) But, but always had the phone book, my phone number in the phone book.

During that time, I was running for Congress, it really got pretty rough. We would get a lot of phone calls at night, and no one was there. Or somebody was there saying all kinds of nasty things. Never was really physically threatened like Mary Rose Wilcox was. At least not to my knowledge.

But, was kind of interesting. Years later I remember walking down the, the aisle of, of a local store here, I don't know, three or four years after that.

I was walking down one way, somebody's coming the other way. And he asked me, uh, are you Jim Bruner? Well, I was hesitant to say it, because I didn't know, he may...punch me or something.

And he said, I said, yes, I am. He said, well, I just wanted to shake your hand. I said (sic), I was very much against what you did, but I'm glad you did what you did. Because, uh, I appreciate having baseball.

I had a number of people both like that.

Probably the one that had the most gall was one of the guys, local guy. He lived here in Scottsdale. McCormick Ranch was really upset with what I did with Major League Baseball. (swallows) And he, uh, he wrote letters to the editor during all this time.

Well, after the team was awarded and so forth, he gave me a call. He said, well, I'm sure, because you know Jerry, you can help me get some good season tickets. I said, I'm really not involved with that. I wasn't nice to him. I hung up and probably, after I hung up, probably said a few words I shouldn't have. (laughs) The ultimate gall, you know.

Here he was adamant against me, yet, uh, he wanted me to help him get some season tickets after the team came.

But as I told people, I thought it was the right thing to do. I'd do it again in a heartbeat. I, disappointed I didn't win my election to Congress, but, you know, I served fourteen and a half years in public service. I enjoyed it; hopefully I contributed. So, ready to move on to the next challenge.



PS Why did you decide to run for Congress?

JB Always had an interest at the national level. And, uh, maybe I was naïve, but I thought that based upon my past experience in working in government and being able to work with people regardless of what side of the aisle they were on, uh, to work for the common good.

I think President Reagan had a sign on his desk, and I've heard Bill Shover say this a lot, too. You can get a lot done if you don't care who gets the credit. And that's kind of my philosophy.

You know, I, I've got my share of the credit, but it's not all because of me. Because there's a lot of people that have helped along the way. And, certainly having a very supportive wife has been one of the things that's been great.

But I just thought I could help.

I've had a number of people including somebody just the other day said, aren't you glad you're not there with all the controversies? I said, well, not really. I would like to think maybe I could have made a difference. Maybe I couldn't have.

But, uh, I had no offer, interest running any, any other office. You asked about running for mayor. I said, not really. I just, uh...

You know, once you're moved past the city and the county, you want to go to the next level.

PS The next level would be at the state level though.

JB Yeah, it could be. But at that point, for whatever reason, I was more interested in, in the federal level. I've had people ask about running for different offices. The state and... I don't know.

Timing and life and love and everything, you know, depends upon a lot of things. They just did, didn't seem right.

And timing for baseball, obviously, wasn't right. I identified the six months when everything happened. You know, if my primary had been in two years after that, or when we won the World Series, things might have been different. But they weren't. And, you know, life goes on.

PS Who was it that defeated you?

JB John Shaddegg.



And that's, it was a seat that Jon Kyle was giving up when he ran from the House, ran for the Senate. And it's a Republican District and, you know, whoever, whoever wins the primary is going to, the Republican ticket is going to be on their, you know, basically as long as he or she wants to.

PS Would you ever think of running again?

JB Well, yes and no. People have asked about it. But that was the one position I wanted to run for, and those seats don't come up very often, you know. Pretty tough. Challenge an incumbent, and I was not interested in doing that.

No, my (can't understand). I got involved in other things. Like the Piper Trust. Been very involved with that. And, involved with some other civic activities in Scottsdale. Have been. (swallows) And, uh...no, no. my political career is over.

PS I think...

JB Well, I think we've covered a lot of the highlights. There were a lot of issues, lot of the...particularly in the city level dealing with the zoning. And, uh, those became very controversial, very heated.

You know, I understand that people are very passionate about their neighborhoods. You do, want to do all you can to protect the neighborhoods.

But sometimes people who have property, have property rights and they have the right to develop the property as long as it follows the code and so forth.

And trying to balance those issues probably was the toughest thing.

One of the things in Scottsdale at the time was there was a height restriction of thirty-two feet. You couldn't build any building in downtown Scottsdale higher than thirty-two feet.

And, this is back in the, well, the restriction had been in place for a long time. But back in the early 1980s, Fashion Square and Camelview Plaza were two separate entities. They didn't even speak to each other let alone have any coordination between the two.

And, uh, Fashion Square was losing some of its major tenants. Wanted to do some changes, and they needed to go up a little bit higher, into forty-four- or forty-eight-foot level.

And, a lot of controversy about it then.



I understood that, but I thought that the trade-off for having a little higher, for having a Nordstrom Department Store and things like that, was worth it.

And the end result is that by adjusting, letting the height go up another, another story, now Fashion Square, you got the connection with the original Fashion Square, Camelview Plaza where Nordstrom is, one of the largest shopping centers probably in any downtown.

And what downtown in the country wouldn't kill, if you will, to have a shopping center like, like Fashion Square, right in the heart of the city.

In the early 1980s there was concern that if Fashion Square went downhill, that's when the Borgata were getting built. Which I don't like this being torn down. That the people are going to be moving farther North. Downtown Scottsdale would go to...heck in a, in a handbag.

And we spent a lot of time, not only dealing with Fashion Square so it would be a viable shopping center as it is now, but also with Main Street and Old Town. Each have their separate characteristics. And, you know, downtown has had its ups and downs. But on the whole, it's doing very, very well.

And for downtown of a major city, I think it's remarkable.

That was one of the things on the city that was controversial. It took two or three years to develop the downtown plan, but, you know, I think it speaks for itself in terms of the economic development that's happened downtown since then.

But of all the issues in, on city council, probably the zoning issues were the toughest. Because you're dealing with neighbors, people you know, and people that you see out there, you see on the street.

But, you know, if, if what they wanted to do wasn't correct, wasn't within the confines of what the zoning (clock starting to chime) wanted to do, well, they had no choice but to approve it.

PS can't understand

JB Civic Center Plaza. Another controversial issue.

In the early 1900s, 1980s, I'm sorry.

You may recall there was a narrow two-lane road that went right through the heart of Civic Center Plaza.



And there was controversy, discussion about building a deck and putting the road underneath it.

And, oh, my gosh, was that controversial. And, uh, you look back now and you wonder what the controversy was about.

People thought it was going to ruin the Center for the Arts. The ambulances were going to go through there, there would be a play, and you'd hear the screaming sirens go down there.

But the council stuck to its guns and did what we thought was right, in terms of making a plaza all the way across the...you walk from City Hall to Center for the Arts, traffic went underneath it, four lanes of traffic. Now people don't give a second thought to it.

But it was so controversial at the time that it cost three people running for re-election on the council, fortunately not me, it cost them their election. That was a major issue.

So, you look back. You wonder about those issues. But, I'm just proud that the, the city council in those days, uh, for the most part I think, did what they thought was, was right.

And the results...you have a downtown plan in Scottsdale. You have the Civic Center Plaza in Scottsdale, which is a gem.

But the zoning issues were, by far and away, the hardest ones.

PS But, now we are seeing some high-rise buildings in the downtown area.

JB They've come after I was gone. That's right. And I don't know the circumstances.

The one high-rise at Camelview came through, through a court decision before I got on city council. But when I was there, there weren't any others. We went up to forty-eight feet to allow for Fashion Square to expand, but not (audio glitch).

PS Well, of course, you have the canal going through, um, the Scottsdale, too.

JB Well, yes. And I give credit to Bill Walton. A lot of people, before I got on the city council.

In the early 19, the late 60s, early 70s, the Army Corps of Engineers wanted to build a concrete ditch right through the heart of downtown Scottsdale. Like they have in LA.

And Bill Walton, who then was a staff member for the city council, and others, stood up, said,



no, we want something different. That then developed into the Indian Bend Wash which, uh, now, of course, is a greenbelt. Golf courses. It rains, two days later they clean it up and you can play golf again.

It's, now the Army Corps of Engineers would like to take credit. It was their idea to make it happen.

Interesting, over in LA, I was there a couple years ago, and they now are trying to tear up some of that concrete ditch and put some of the greenbelt like we have.

The problem is they've got so much development all around it, it's pretty hard to, to do.

The McDonald's on Indian Bend and Hayden, when they first opened in the early 1970s, this is a true story.

The opening day, it was before the canal was finished, for, the flooding came down there. There were kids going through the drive-in at McDonald's in inner tubes.

I'm sure that people at McDonald's thought, what the devil have we done? (laughs) We've got (can't understand) when it opens up.

Well, that hasn't happened since because of the, how they've, they've developed it.

Yeah, Scottsdale and other communities have followed suit. That's a real tribute to the people. And that was done ahead of me. I just kind of helped implement it. But the people who had the idea were ahead of me in terms of making something unique and distinctive.

PS And, of course...

JB There's twenty-six miles.

PS the SRP Canal, uh, that brings the water to (**JB** – Yeah.) the city. Uh. I know at one point there was talk of turning it into like, uh, (doorbell rings) the Texas (can't hear).

JB Like San Antonio. That's, that's correct.

We had talked about trying to do that. But the SRP was very cooperative, but someone would have to raise the bridges too high to have like the boats like in (can't understand) or San Antonio. But...



The, the waterfront is really neat in terms of development that's going out along there. The, the Solari Bridge and so forth, that's, that's there. And it really is a unique water feature part of our community.

Wish it were longer, but at least we have what we have.

The county was involved, speaking of water features, the county was involved with Tempe Town Lake. The county put up, through the county flood district, over 30-million dollars to help channel that, and, and build the, the walls.

If that would have, if the county would not have done that, the, that Tempe Town Lake would not be there.

Now, Tempe has taken the ball from that point, uh, forward, but the county...

And it's getting to be one of those things, most people don't realize the county does stuff like that. But they do a lot of work like that, and work in cooperation with the cities that, you know, makes a nice amenity for everybody. Not just people in Tempe. But the entire county.

PS Of course, there was a movement for the Rio Salado to do the whole river.

JB Right. Right. And that went to an election, uh, and was turned down. That was, that was after I was off the board.

Who knows what it might look like if that had taken place? But, yeah.

PS Well, they are doing a little bit in Phoenix around the Audubon.

JB That's right. That's correct. That's correct.

PS Very different from the Town Lake, but at least they're cleaning it up.

JB Exactly right.

No, I, I think it's great. The Audubon Society has done a lot of work in that area. Right.

PS Well, let's talk about a little bit of your, your volunteer...not a little bit. (**JB** laughs) You do so many volunteer...I saw a list of all the things that you've done as a volunteer. Um. Which ones do you feel are the most important? That you would want to talk about.



JB Well, maybe two, two or three.

In 86 I chaired, again as a volunteer, I was the Valley of the Sun United Way Campaign Chair for the entire metropolitan area.

And, and really got a lot of satisfaction out of that. A lot of work, a lot of volunteers obviously.

But if, we had the largest percentage increase of any United Way, major United Way in the country, in terms of what we did for the community.

Erma Bombeck was active in United Way then, and I got an award with her name on it.

But that was very satisfying in terms of raising money. The campaign closed just before Thanksgiving, and just really made you feel in the spirit that you're, you know, helping other people who, for whatever reason, couldn't help themselves.

Other activities in that regard, both my wife and I have been very active in the church. That's very important to us.

My wife has a Masters in, in, uh, religious philosophy, I guess would be the correct title. But she was the first female administrator of a church. Catholic Diocese in Phoenix did that for a number of years. Very proud of her.

I was, as a volunteer, uh, Bishop Brien (sic) would, could call me. And I'd say, I can't turn you down, Bishop, but please stop calling me. You know. (laughs)

But, happy to do it.

I served as chairman of the Bishop's Finance Committee for a number of years.

Bishop Brien called me and said he was, he's had a group called the Catholic Community Foundation that involved in some different things. But it didn't have any formal structure and trying to get a board together. He asked me to serve on the board. And again, I never turn Bishop O'Brien down.

So, I get to the first meeting, about five or six people there. (swallows) And the bishop says, Jim, why don't you chair the meeting. I didn't know what I was doing. (laughing)

I know how to chair a meeting, what the group was. So, almost by default I guess I was the first chairman for a couple years of Catholic Community Foundation, which started out with, with not



much and now is a very substantial, uh, foundation. Giving money back to schools and students and so forth. I'm proud of that.

And then, the bishop asked me to chair the ka, the (can't understand) development drive which within the Catholic Church is the same thing as they have for the United Way.

And, and that was for the entire diocese center. And I did that for one year. And that was very satisfying, working with the different pastors and, and parishes, and raising money. And we met our goal that year in terms of being able to help other people.

Now, another foundation I started that, uh...I was president of the Scottsdale Boys and Girls Club.

An individual had given a few shares of Circle K stock; a very modest beginning. And, you know, how's this thing ever going to grow? Well, over the years it's grown Now it's a very substantial multi-million-dollar foundation.

And, I, you know, I had nothing to do with the last couple years. I was chairman of the foundation. A lot of people beside me make it grow.

But the point is, you have to start these things sometime. And, uh, and you don't think it's going to be much, like the Catholic Community Foundation, like the Boys and Girls Club Foundation, but they do grow and develop.

And, they've done a phenomenal job in terms of helping the Boys and Girls Club, and the people in need in our community.

So, I've had some satisfaction out of doing that.

One of the more fun boards I'm on, and again these are all volunteer, is McCormick-Stillman Railroad Park Board.

And I have a, a fairly extensive, uh, model train collection of my own. Uh. Started right after the war when my parents gave me my train at Christmas in 1946. Which I still have. Still operates. And added since then.

But the board at McCormick Railroad Park is an all, you know, it's a volunteer board that works with the staff of the park and with the city to do a lot of enhancements that the city either can't or won't afford for the park.



And over the years we have raised through the train rides and the carousel and whatever, a, a lot of money that we, we pour back into the park in terms of play equipment. Just finished about a half-million dollars over a couple of years of remodeling all the play equipment.

You don't think play equipment wears out, but it does. Kids work on it. Play on it obviously.

And so, we, thanks to very generous contributions of different people, they've given money to re, revamp all that, both with a kind of foam ground covering with overhead covering for the protection from the sun.

Just finished, uh, couple things.

A couple of Pullman cars were donated by somebody up in Flagstaff. They move them down here on the interstate, which I don't know how they did it, but they did.

Those now are right at the park entrance. One is, is, has been totally rehabbed for children's birthday parties. The tables are small, and the decorations with balloons and stuff like that. You can rent it all for birthday parties.

And another one which is just being finished practically as we speak is a Pullman car that will be used for receptions and things like that, so you can have the effect of a Pullman car impact right here in Scottsdale.

Probably the big thing we've done in the last couple years is built a new model railroad train building. It's at the far eastern end of the Pullman car that President Roosevelt used for campaigning. Both...Eisenhower use it, too, I guess.

Proud of that is that building, this ten-thousand square foot building with three different model clubs inside. There's not a dime of public money that went into building that building. All from donations. Primarily from Guy Stillman, the founder of the park, left a lot of money. But this group I'm talking about that I'm part of it, has raised a lot of money.

And, uh, we have built the building. It's owned by the city. The city now maintains it.

But it's one of its kind. It's really unique among all the railroad parks in, in the country.

I've had a couple of people, one is from, from, uh, Toronto...no, Vancouver...here a year or so ago that was really proud of what they had, and probably rightly so.

He went down there and saw (can't understand), and is jealous of what we have. It's really a



unique, uh, amenity for our community. For the three different clubs to develop, and, and build their layouts for the people to come in.

It's free. It's designed so kids can walk all the way around, three hundred and sixty degrees all around it with, with screens, so they obviously can't touch.

But it's very fan-friendly. It's disable-friendly so wheelchairs can get in and out. And it's just something that's really, really special for our community. And I'm proud I played a small part in making that thing happen.

PS Didn't they just add the Bil Keane (can't understand)

JB Just added the Bil Keane. And that credit goes to that, to the town of Paradise Valley. They raised the money through local contributions to build, build the statue. Or to have a statue created.

And initially it was going to go by the Town Hall in Paradise Valley, but the Keane family and others thought, well, people would drive by it on the road but they wouldn't be able to stop and see it.

So, the Keane children were interested in finding another location. They, we, the park got together with the Town of Paradise Valley, and the Keane family has paid for building the ramada that covers that. It was just dedicated last week.

And it really is special. It really is. It's just another unique thing for the park. All private money in doing it. Great cooperation between the Town of Paradise Valley and Scottsdale. And, uh, it's just something to benefit the entire co, community.

PS I thought that was nice when I heard it was going to be there. He was also a History Maker. Um. What's the Charros? I saw that you were active in that. What is that?

JB Scottsdale Charros is, is a, the equivalent in Scottsdale what the Phoenix Thun, Thunderbirds are in Phoenix. To give a, uh, a separate analogy.

The Scottsdale Charros have been around, just celebrated our fiftieth year. Uh. Interested in promoting things from Scottsdale primarily through Spring Training in baseball.

You're, uh, you're an active Charro till you're forty-five, and then they have what they call a Charro For Life. You can participate, but you're not required to do things.



But, baseball, Spring Training, has been one of their main things. They are the, the, uh, the glue that holds the San Francisco Giants in Scottsdale, as well as the City of Scottsdale, to, uh, raise, raise money for charities.

Scottsdale Charros are a volunteer group. Uh. We don't raise as much money as the Phoenix Thunderbirds. We don't have a Phoenix Open. But we do an awful lot. And we give hundreds of thousands of dollars back every year, after Spring Training, to local schools.

We have a program for teachers who can go get their, upgrade, get their Masters. And we send students to any one of the three state schools, NAU, ASU or UofA, who want to be teachers and come back. Full-ride scholarship with everything.

It's been a great group to be involved in. We've made a lot of friends. They play hard, they have a Charros Trail Ride every year. I've gone on twenty of those.

Ride a horse for three or four days. I'm not a horseman, but I've managed to stay on with relatively minor injuries.

In the good old days, they said you had to sleep on the ground. You couldn't bring a tent. If it rained you got wet. And, and then now we've got big tents, so we kind of say they're a bunch of wimps. This isn't, that's not true. But, uh, anyway. (laughs)

It's a great group to be involved in. And, uh, at my stage now, I just participate. I go to what they call a Day in Camp for the ride, but I participate in Major League Baseball.

One of the things I was involved in, (swallows) uh, some years ago. I was involved with the beginning of GPEC. Greater Phoenix Economic Council. That's when I was on the Board of Supervisors.

Hard to believe, but it wasn't too many years ago Tempe and Scottsdale and Mesa and Phoenix wouldn't even talk to each other to deal with economic development.

And when it came to a head was, about that time, there was like a development convention over in Anaheim or someplace in California. And you got all these different cities there, and it seemed like competing against each other. And how much sense did, did that make?

Well, Gene Davis, who at that time was president of the Scottsdale Chamber of Commerce, and Jim Simmons, president of the Phoenix Chamber of Commerce, uh, got together. And, said, we've got to find a way to make this happen.



And those two people I really credit for being the catalyst for putting GPEC together. And I was fortunate to be on the first board for the first three or four years, in trying to make things happen.

And Ionna Morfessis was the first Executive Director, did a great job. And now Phoenix, the Greater, the Greater Phoenix Economic Council, GPEC for short, uh, still does a great job. So, you know, I'm pleased that to have played a small part in the beginning of, of that.

I'm not involved anymore.

PS You were also involved with the, the governor's Arizona Baseball Commission?

JB Yes. Uh. Governor Napolitano appointed the Baseball Commission to continue to do the things that I'd talked about.

It's a great group of people. Didn't have, unfortunately, a lot of power. But the, the ability to, to enhance the Cactus League as it goes back to the county stadium district that I mentioned I was involved with, the chairman for three and a half years.

Since then when the money was, the voters approved money for the Cardinals Stadium, that now has taken over and they help with the Cactus League.

But the point is, there have been a lot of people working together the last twenty years to make the Cactus League what it is. And, those people all hadn't to work together, county, city and state, uh, the Cactus League probably wouldn't be here now.

PS And, what about the Fiesta Bowl? You've been involved with that.

JB Fiesta Bowl? Yes, I have.

I got, was invited to be a member of the Fiesta Bowl Board by Ellie Ziegler who was board chairman that year.

And that's been a great experience.

Under the BCS concept, the Fiesta Bowl was one of four bowls that had a national title game every year.

So, we had, in effect, always have two bowls. The Fiesta Bowl, and the Fiesta Bowl always runs what used to be called the Inside Bowl, now the Buffalo Wild Wings Bowl. Plus, we'd have a national (can't understand) game.



So, for every fourth year we would have three bowl games within ten or eleven days. Most cities would only do one, very few would do two, and none would ever do three.

And, really proud of the volunteers in the Fiesta Bowl, the staff to make all this happen.

My wife and I have been hosts, usually every year just, just the president of one of the universities.

I remember taking President David Boren, uh, President of Oklahoma, back to the Scottsdale Plaza. They had just won the Fiesta Bowl. And we'd had the Inside Bowl a couple of days before. He couldn't believe that we got in another bowl.

I dropped him off at midnight. At six o'clock we had to be out at the Princess because another team was coming in for another bowl game.

But, really proud of the people in our community. And I've always said that the Fiesta Bowl is one of the few organizations that really covers the metropolitan area.

You had people from the East side, the West, North, the South, all working together for a common cause.

And, while the Fiesta Bowl has done a lot in terms of raising money for charities and stuff like that, uh, the fact that they have brought all of the people together I think is, is, has been great.

Had a little hiccup a couple of years ago. And, uh, I got a call from, uh, a couple of people Fiesta Bowl wanted me to meet downtown in a law office. I had no idea what it was all about. I knew nothing about all this.

And the end result, they wanted myself and another board member, Steve Whiteman, to serve as a three-member committee to investigate what was going on in the Fiesta Bowl. Had no idea what the depth or what it was.

And, the two of us were to pick a third member from the judiciary. It could be a county judge or whatever.

Well, I, through another board I served on, I became very good friends with, uh, Ruth McGregor, re, retired Chief Justice of the Arizona Supreme Court.

And I called her. She was on her vacation on Patagonia. I said, Ruth, we have a problem, we



need your help. She said, I'm there. I'll be glad to help. She really didn't know what was involved.

But the three of us were in it for six months. Hired an outside law firm from Minneapolis. Didn't want any connection to Phoenix so there couldn't be any conflict of interest.

The board really, the full board, didn't know what we were doing. They had given us full authority.

And we, uh, spent six months, and as the onion opened, it kept on peeling and more, frankly distasteful, things, I guess for lack of a better way to say it, came out.

We then said, we're not going to hide anything. Whatever there is, there is, comes out. And we, after six months, we presented our report to the Attorney General.

It was a huge report, uh, couple hundred, three-hundred pages long, but with literally thousands of footnotes and financial records. We gave them all to the State Attorney General. Said, you know, it's your role to determine if any crimes have been committed. That isn't for us.

But that same night, we put that on our website so God and the whole world could see what it was. We knew it was not going to be pretty. It wasn't going to be, uh, something that... you know, not good time reading, so to speak. But we wanted to get it all out there.

And, uh, the end result was, uh, I'm real proud of how the Fiesta Bowl has turned itself around.

I was at a, eh, a Big Ten conference in Chicago that same summer, (swallows) after it came out. And, you know, go up and introduce yourself. I'm Jim Bruner of the Fiesta Bowl. You don't know whether they're going to say, you know, get out of here. You're, you're whatever.

And I was sitting next to a guy from Northwestern. I think he was on their Board of Regents. And he went out of his way to say, what you folks at the Fiesta Bowl have done, have done, is a textbook case of how you should handle it.

You know there's a problem. You identify it, you investigate it, and you get it all out. Make it public. You clean up and move on. And that's what we did.

So, the Fiesta Bowl, from an internal standpoint, has never been in better shape.

Now, it's being changed because college football has changed. And the concept is going from where we had a title game every four years, where now they're going to have a playoff system.



And the playoff games are going to be sent out to bid, just like they do the Super Bowl. So, I think we'll have a chance to do that.

But the economic impact of what, the money we can keep here, is, is going to drastically change. But that's not because of Fiesta Bowl.

Because we in effect cleaned it up, if you will, we're still in the hunt. And that, we felt very proud that we're one of the bowls that had been selected.

But that's been an interesting experience, interesting experience, too.

PS And, I noticed in, in the list that I have, you're also involved with the Scottsdale Museum of the West?

JB Scottsdale Museum of the West. This is an idea that started as an idea thirty years ago with Herb Drinkwater, mayor. I was city council.

And Herb thought that there ought to be something in this community where people, particularly overseas, want to come and learn about the West.

We got great galleries that have western art and so forth, but there's no one place.

Well, ideas are ideas, and nothing really happened for a number of years. And we had stops and starts.

But, about five or six years ago we got serious. We incorporated. We had, uh, got our 501-C, C-3 from the federal government. And, uh, we've been working closely with our executive director, working closely raising money.

We've got a substantial financial commitment from the City of Scottsdale. And if all goes well, we'll be breaking ground this next January for the construction. Hopefully be up within a year.

For something I think will really be very special and unique.

It's going to be more than a gallery with, with great paintings. It's going to be interactive. It's going to, educational component. And, uh, working with ASU and Dr. Crowe, we think it's going to be really something special and unique.

Probably lost more sleep over that, trying to make it happen. You know, I'm just a volunteer in all these things. But, trying to raise the money and keep people happy.



But I think that this will be something that the whole community, whole metropolitan community, will embrace.

It's not in competition with the Heard or the Phoenix Art Museum. They do great things on their own. I don't think...but just something really special and unique that I think will help the whole metropolitan area.

PS Well, where will it be located?

JB Be right in downtown Scottsdale. Basically, by Main Street and Marshall Way at the southwest corner of where all the, all the art galleries are. Right across the street from Scottsdale Artists School. Eventually it'll be a cultural campus connecting the two.

You know, I always felt that museums were like gold. You never have enough gold. You never have enough good quality museums for people to enjoy.

PS Now, you have seen there's a little Scottsdale Schoolhouse Museum.

JB I've been there. That's right. Been there.

You know, another volunteer activity.

I got a call from, uh, Governor Jane Hull many years ago to be on the State Retirement Board. It's a nine-member board that, uh, controls the pension for many areas. The City of Phoenix has its own, they're not part of it. But for Scottsdale and all the school districts.

I served on that for nine years. Was chairman for a couple of years. And, uh, you know, just a volunteer. Very, very satisfying in terms of the things we put in place.

When I left the thing was very sound financially. And I, far, as far as I know, it still is.

One of the things that I learned from that goes to, uh, Dr. (can't understand) Duvall, who since has died. But he was a founding, uh, I guess Director of the Medical School at UofA in Tucson. Neat guy.

He was on the board. And I didn't know him that well, but I got a chance to sit right next to him. And, (swallows) and, uh, brilliant guy. Great sense of humor.

But he used a line, and I've given him credit for it. Because we're all volunteers, right?



And he, somehow, he made some comment to the audience. He said, you know, we're all volunteers. The only compensation that we get for serving on this board, and a lot of other boards, is the coffee we drink. And he paused. It probably never leaves the building.

So, stop and think about that. I thought that was a great line, you know.

We do it because there's a need for it to be done. As I saw my parents do things. Never got compensated for it. Just had to be done. That's kind of why I guess I've been involved in...

As I said earlier, when we moved here 44, 45 years ago, never dreamed we'd be, become this active in the community. Just wanted to, you know, contribute a little bit. Raise a family here, which we did. Both of our adult sons live in the Phoenix area, which we're very proud of. Our grandkids are here in, in Scottsdale.

And just have a great place, a great community. And hope they contribute. So, if I ever retire, I'm already where we want to be.

And that was really a big factor why we decided to come.

When I was working in Iowa, a lot of people were getting ready to retire, and they didn't want to move to Florida or Texas or Arizona, because their kids or grandkids were there. So, we said, why not move now so we can raise the family, so when the kids get married, hopefully they'll stay in the Phoenix area. And, fortunately, both of ours ha, have.

PS Like most of the History Makers that I interview, you have a long list of awards that you've received. But I always like to ask you, which of the awards that you've received mean a lot to you?

JB Probably the, the last one. The one I'm getting right now. History...

Cause it's statewide, and I really do appreciate that.

A lot of people, as I said earlier, think of me only as Major League Baseball. But I think I've done a few things besides that. Not just for this area, but some that will benefit the whole state.

I just had a number of awards. I've, I've appreciated every one of them.

I got a Visionary Award from the Valley Leadership in 1990 with Rabbi, uh, Plotkin. Which I really thought I wouldn't be on the same boat, so to speak, with him, because he was, you know, he's, he's passed on now, but, uh, he was a legend in his time.



Getting Man of the Year Award a couple of years ago for the whole metropolitan area, uh, was meaningful.

But I will say this one here is the most meaningful. I mean that sincerely and very humbly, because it represents impact in the entire state. Not just one little community. And hopefully I've been able to in some small way contribute to the metropolitan area and to the state of Arizona. And I find that very satisfying.

PS Well, and how would you like to be remembered?

JB (laughing) Uh. I don't know.

We picked out a burial spot if that's what you mean. (laughs) (**PS** – No.)

My wife and I, on that point, since we do a lot of traveling together. We've been fortunate. We've done a lot of traveling around the world as well as in our country.

Since we're together a lot, could have a common disaster, and (swallows), and we thought that we'd want to make those arrangements so our kids wouldn't question where we wanted to be buried. And so, that's all taken care of. It's all paid for, and let the kids plan the funeral, I guess. So, so we have a spot here picked out at Messingers in Scottsdale. I don't know how I want to be remembered. I guess just that he did his best. He tried. He didn't do anything for any personal gain.

There were times you think, you know, if I'd spent the same amount of time working on, things for profit, might be a lot better off. But I've been very proud of being able to have a career, either banking or law, through all this.

30:54 That's a full-time job, if you will, up until the last couple years when I'm semi-retired. As well as through the civic activities.

Then, I've been fortunate. I had employers allow me to do that, thus the two blends together in terms of helping the community, and also being able to put food on the table for my family.

It's been a good run. And I just hope that I've left this place a little bit better than when we came here in 1969.

PS And, how do you see the future of Arizona?

JB Phenomenally well. Positive.



One of the things I think that is unique about this area, (swallows) is...two things.

One, and this applies to us, I guess. I think people in Arizona, part of the Old West mentality. That they accept you for who you are. And if you work hard, do the right things, you're going to be accepted.

Most people could care less where you went to school. Could care less who your parents are. Or were. And I think that is great.

I've seen people come out here from other areas with degrees a mile long, but they act like a jerk. People are going to treat them like a jerk. You know. And, they don't care where we went to school.

But, by the same token, if you came along here and you worked hard, they don't care where you went to school, in a positive way. They accept you.

And, the other thing...about, uh, twenty-five, I'm sorry.

A couple of years ago Phoenix Journal, *Phoenix Business Journal*, did a feature on how Phoenix has changed in twenty-five years. And I was interviewed along with some others.

You know, we got baseball, we got this, we got that. I said one thing, you know, I don't think has changed and that's a can-do attitude. Cause I think the people in Arizona feel they can do, as the Old West mentality, if you will. Not cowboys and Indians. I don't mean that.

But, can make things happen. And, you come out here and if you work hard, uh, you can make the place better.

I'm not sure that's true in every place in the country. Because, even in places in the Mid-West, uh, if you didn't go to the right school or something, perhaps you weren't as accepted.

And I think that's the beauty of Arizona. And as long as Arizona has that can-do attitude and accepts people for who they are, not where they went to school or what they're, they're, uh, background might be otherwise, I think we will do very well.

I'm very optimistic about Arizona. I'm, I'm very glad I'm...and I've mentioned this before...I'm glad I had a wife that it would, agree. And she was as supportive of coming here as I was.

I know some women probably would have stayed close to their mother and the grandkids, back



there for the grandmother and so forth. But she was and has been a partner in this, all these 47 years we've been married.

The time we decided on a yellow pad, yes, no, yes, no. We come to Arizona or not.

She's been a, a key partner in any honor, any award I've, I've gotten. Uh. Half of it goes to her. Maybe more than half. (laughs)

PS You mentioned several times about where you went to school. Did you find as an attorney that, because you don't have a degree from Harvard or even the UofA Law School, that sometimes people said, what's Drake?

JB Well, some people confused Drake with Duke. You know. They both start with a "d." But, uh, not really.

No, I think people hopefully have accepted me and who I was.

I practiced law at, the five years when I was running for Congress. During that time frame. The law firm was great.

Snell and Wilmer and John (can't understand), the managing partner, were just great to me in terms of giving me the freedom to do what I wanted. But still work for the firm.

And that's where I said I developed the, the client relationship with, with Virginia Piper. And her attorney for a number of years, seven, eight years of her, last years of her life. And that's been a wonderful experience.

You know, I don't think Virginia cared where I went to law school.

Some people may, but most people that I've encountered, they don't. They accept you for who you are. Who...what you've done and what you want to do for the community.

I'm very proud of Drake. I'm still on the Board of Trustees at Drake in Des Moines. I go back, uh, three times a year, four times a year, I guess, to help Drake. And it's great to go back and, and, and help make it, hopefully, a better school.

I come back every time saying I'm proud of what I did. I'm not sure I get accepted now. Because I see the young students from the Mid-West and all around the world, just bright, bushy-tailed kids, you know. My gosh, I'm not sure how I could compete with them. You know.



You know, I, I see that a lot. And I come, come back with a very positive feeling about at least the people that I see from an educational standpoint. Uh. I think our country is in pretty good, pretty good shape.

I think Arizona is a great place, and I definitely would encourage people to, to consider coming here and getting involved.

At the speech I made, when I accepted the Man of the Year Award a couple of years ago, I made some comment. I, I. (can't understand) Uh. Theodore Roosevelt had a Dare to be Great. And I don't remember it word for word. But I read it.

Get in the fight, get involved. You may not win, but at least be involved.

And I, I gave that as a challenge to my grandkids. I said, if, and they, they were only 10, I guess, years old by that time.

I said, I don't know what you remember out of this, directed to my grandchildren. We have triplets for grandchildren. Two girls and a boy. I'm proud of them. Great kids.

I kind of directed that to them. I said, you know, if you don't remember anything else your grandfather said, remember this. Get involved. At that time, whether it was Little League or something, get involved. Be involved. Don't sit on the sidelines and then complain because things don't go right.

My grandson came up to me afterwards. And I don't know if somebody prompted him or what, but he said, Grandpa, don't worry. I'll get involved. It really kind of made tears come to my eyes. That this is something that, you know, hopefully, uh, I can pass on to the next generation after I'm gone. He can pass it on to his kids and his grandkids.

To be involved at whatever level you want to do it. But...now try to make it a better place for those that come behind you.

PS That's very good. In fact, that's one of the questions I often end with is, what advice do you have for young people today? (laughter) I think you just gave it.

JB Just gave it. Just gave it.

To get involved in, in whatever. It could be, you know, in school, it could be Little League, it could be girl's soccer. I don't care. Whatever it is.



And, just get involved. Don't let somebody else do it.

Because, uh, you make a better community. And plus, you get a lot of satisfaction out of it. I've, I've advised, people have come to me as mentors, at the bank or other areas. I said, get involved. And they, sometimes they wanted, say, well, I can get business out of it or get new clients. I said, no. That's not why you get involved.

You get involved because it's the right thing to do. You want to help people. If you do a good job, yes. You may get some business, may get some client referrals. But that's not the reason you do it.

And I've known people, and I gave a speech to Junior League many years ago, about (audio glitch).

I said, you know, you young ladies are doing great, but if you join something just for how much it's going to get, how much you're going to benefit, you're going to have "Phony" written all over your forehead. And people are going to know it.

We've all been in, with groups where people are in it for them. And, uh, they don't do very well. They don't do very well.

But, do it for the right reasons. You'll enjoy it, you'll feel better. And you may also get some personal business out of it. But that's secondary.

PS I think I've asked all the questions I have. Is there anything you wanted to tell us that I didn't ask you?

JB Can you stop for a second. I need to ask...

(camera off)

model railroad layout

