



*Changing the Future of Leadership*

# The Shepperd E-Leader

## From Nixon to Bush: What President Obama Can Learn from Presidents Past

This fall, the Shepperd Public Leadership Institute welcomes Pulitzer Prize winning journalists, Bob Woodward and Carl Bernstein.

In the early 1970s, Carl Bernstein and Bob Woodward broke the Watergate story for *The Washington Post* and set the standard for modern investigative reporting, for which they and *The Washington Post* were awarded the Pulitzer Prize. Since then, the pair have written two classic best sellers: *All the President's Men* (also a movie starring Robert Redford and Dustin Hoffman), about their coverage of the Watergate story; and *The Final Days*, about the denouement of the Nixon presidency.

With more #1 best-sellers than any other non-fiction author, Bob Woodward has a reputation for uncovering Washington's untold truths. Called "the most famous investigative reporter in America" by *The New York Times*, he first made headlines when he and Carl Bernstein broke the Watergate story. He again won accolades 30 years later, writing an acclaimed four book series on the inner-working of the Bush administration. At *The Washington Post*, he earned a second Pulitzer as lead reporter for the team that reported on the aftermath of September 11th. Woodward's latest book is titled *The War Within: A Secret White House History 2006-2008*.



Bob Woodward

Few journalists in America's history have had the impact on their era and their craft as Carl Bernstein. Bernstein has written, among other works, the national bestseller, *A Woman In Charge: The Life of Hillary Rodham*, acclaimed as "a model of political biography" [*Los Angeles Times*], "balanced and convincing" [*New York Times*], and chosen by Amazon.com readers as one of the ten best books of 2007. He is a political analyst for CNN, a contributing editor for *Vanity Fair* magazine, and a former Washington Bureau Chief and correspondent for ABC News. In addition to his political coverage and commentary, Bernstein has written and lectured extensively and critically about the American press, its role and responsibilities.



Carl Bernstein

Join us as Bernstein and Woodward explore:

- What President Obama must do to lead in the current political climate
- What history can teach President Obama in his decision making
- Where previous administrations have succeeded and failed in dealing with domestic and international issues

**Thursday, October 15, 2009  
7 PM**

**UTPB Gymnasium**

For more information,  
please call 432-552-2850.

John Ben Shepperd  
Public Leadership  
Institute

Dead scandals form good  
subjects for dissection.

- Lord Byron

A public man must never  
forget that he loses his  
usefulness when he as an  
individual, rather than  
his policy, becomes the  
issue.

- Richard M. Nixon

"Deep Throat" was a  
very unfortunate name  
given to the source by  
the managing editor of  
*The Washington Post*.

- Bob Woodward

### Institute Staff:

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## Misters Combs, Norris and Zuniga Head to Washington

This fall, three UTPB students will have the experience of a lifetime, serving as Archer Fellows in Washington, D.C. The three were chosen to join the elite group of 35, selected from more than 3000 applicants across the UT system. Each will complete coursework as well as an internship to broaden their academic knowledge base, political prowess and leadership acumen.

The Shepperd Public Leadership Institute held a brief reception and send-off for the three at the Midland International Airport on Tuesday, September 1, 2009, just prior to departure. Institute Director Robert Burns congratulated them on their achievement and encouraged them in their endeavors.



(Norris, Combs, Burns and Zuniga)

Gentlemen, we wish you the best of luck. We are confident you will admirably represent both the Institute and the University.

## Now Accepting Registrations

The Shepperd Public Leadership Institute will host the 25th Annual Texas Leadership Forum on January 15 –16, 2010, in Austin, Texas.

Registration forms are available now. Please contact our office at 432-552-2850 if you would like to receive a registration form.

Forms will also be available online at:

<http://aa.utpb.edu/jbs-leadership-institute/texas-leadership-forum/registration-information/>

This year's forum boasts an impressive slate of world-renowned speakers, practical training workshops and unparalleled networking opportunities. For more information on the Forum, lists of speakers and sessions, please visit our website at:

<http://aa.utpb.edu/jbs-leadership-institute/texas-leadership-forum/>