



DBU Welcomes Richard and Jill Reeves for BLAST Lecture

*Former British Steel Executive
Provides Insight into the Global Economy*

This spring, DBU welcomed Richard and Jill Reeves of Essex, England, to campus as part of the College of Business BLAST (Business Luncheon and Seminar Training) lecture series. Friends of DBU, the Reeves serve as the executors of the Lord Bernard Braine of Wheatley estate and are responsible for donating all of the items that comprise DBU's Braine Archives.

Richard Reeves served as the keynote speaker for the BLAST luncheon, and he shared his insight from years as a chartered accountant and executive for British Steel, later renamed Corus. In his talk, entitled "If My Word Is



My Bond, What Price Integrity?" Mr. Reeves highlighted issues of integrity and business ethics in a global society.

"Many of you will be facing moral challenges in your careers, and you will have to deal with them," said Mr. Reeves in his address. "You can either cave in and go with the flow, or you can stand firm to your principles."

Mr. Reeves warned that honesty often has a cost, but he hoped future business people would discover the "inner satisfaction of knowing that you have not betrayed your personal integrity, those core values that you have instinctively within you, that you have grown up with and that have been instilled into you at home, school, church, and college."

The Reeves were also special guests for the annual DBU Women's Auxiliary Board Bluebonnet Luncheon. During the luncheon, several items from the Lord Braine Archives were placed on display.

Among these items were several newly donated pieces, such as a congregation chair used during the coronation of Queen Elizabeth II in 1953, a hard-cover program from the coronation, a photo album of Lord Braine's political career, and a specially framed photograph of a new pillar clock that was recently dedicated in memory of Lord Braine in his home district of Castle Point. Wendy Goodwin, mayor of Castle Point, led the drive to raise funds for this permanent tribute to a legendary figure.

Lord Braine of Wheatley was the honorary chairperson of the DBU Board of Visitors and came to campus five times in the 1990s. For 40 years he served as a member of the British Parliament, representing various constituencies from Essex County. He was the senior ranking member of the House of Commons and upon his retirement from the House, he was named a Lord by Queen Elizabeth.

"I know Lord Braine would be at a loss for words with what DBU has achieved with his papers and memorabilia," states Mrs. Reeves. "I hope that the DBU students who study his work will not only gain insights into the day-to-day workings of the British Parliament, but will also develop a deep appreciation of Lord Braine himself."



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