

# DBU REPORT

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## 2005 Russell H. Perry Dinner

### J.C. Watts Serves as Keynote Speaker at Event Honoring Pete Schenkel

*(From left to right) Mike Arnold, dinner chair;  
J.C. Watts, keynote speaker; Pete Schenkel, award recipient;  
and J.L. Sonny Williams, honorary dinner chair*



2005 Russell H. Perry Award Recipient Pete Schenkel and wife, Pat.

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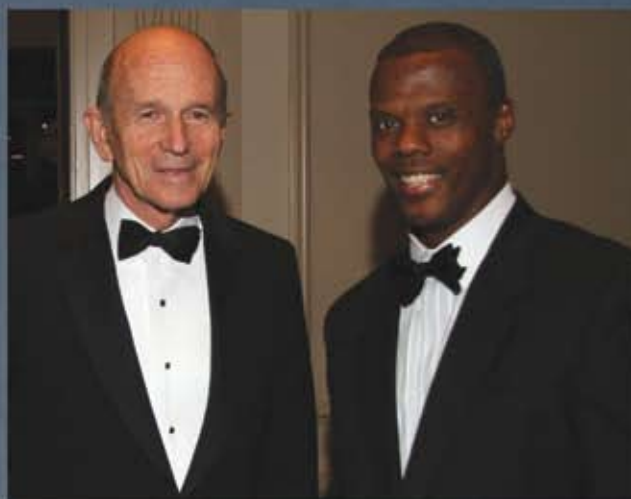
18th Annual

# RUSSELL H. PERRY AWARD DINNER HONORS PETE SCHENKEL

Dallas Baptist University proudly named Mr. Pete Schenkel as recipient of the 2005 Russell H. Perry Free Enterprise Award during the annual award dinner held on November 21 at the Wyndham Anatole Hotel. Former U.S. Congressman J.C. Watts served as the keynote speaker for the evening, and Mike Arnold, DBU alumnus and president of Arnold Stone, Inc., was the chair of the dinner, which saw over 1,200 in attendance. Fellow DBU alumnus and president/CEO of Momentum Advertising & Communications, J.L. Sonny Williams served as the honorary chair of the dinner.

The annual gala event marked its eighteenth anniversary this year as it contin-

ues to honor Dallas leaders whose lives are testimonies of achievement in free enterprise and service to the community. The event is named in memory of Dallas leader and philanthropist Russell H. Per-



1992 Russell H. Perry Award recipient Dr. Kenneth Cooper (left) and this year's keynote speaker, J.C. Watts, former Congressional leader and current chairman of the J.C. Watts Companies.

ry, whose life of service to Dallas impacted many lives. Mrs. Russell H. (Phoebe) Perry continues to be a friend of the city of Dallas and especially DBU. She and Mr. Perry began their support of the school in the 1960s.

Over the past eighteen years, the dinner has honored many North Texas leaders, and in doing so, has raised \$2 million in scholarship funds for DBU students.

During his address, Mr. Watts stressed to the audience the exceptional character of America and the duty of all to ensure that it remains exceptional for the next generation.

"We are an exceptional nation, not a normal nation, but an exceptional nation," stated Mr. Watts. He went on to list various leaders who through

the years ensured that future Americans would inherit an even better America. These included Abraham Lincoln, John F. Kennedy, Martin Luther King, Jr., and Ronald Reagan. Each in their own way challenged America to dream large and fulfill its destiny of exceptionalism.

"I ask myself what kind of nation do I want my kids and my grandkids to inherit," explained Mr. Watts. "I do not want them to inherit a normal nation. I want them to inherit America."

To this end, Mr. Watts challenged those present to strive to make America better by holding to four core principles—faith, family, freedom, and free enterprise. A perfect model of these principles, according to Mr. Watts, could be found in this year's Perry Award recipient, Pete Schenkel.

Pete Schenkel is a devoted Christian and family man with a decades-long history of civic involvement in the Dallas area. In the world of business, Mr. Schenkel has risen to the pinnacle of his

industry. As president of Dean Foods' Dairy Group, Mr. Schenkel oversees operations of the largest dairy processing entity in America with processing facilities in 47 states.

Mr. Schenkel's values and work ethic were formed at an early age. As the son

Avenue High School in 1954, Mr. Schenkel was hired by Schepps Dairy as an entry-level helper. A year later, he was given a milk delivery route.

Subsequent promotions—route supervisor, salesman, sales manager—helped set the stage for phenomenal corporate growth that began in the 1980s. In 1986, Mr. Schenkel led a group of investors in the purchase of Schepps Dairy. The success with Schepps helped serve as the foundation for many more acquisitions, sales and mergers culminating in 2002 with the purchase of Dean Foods, the largest dairy processing firm in the country. Today,

the Dean Dairy Group, managed by Mr. Schenkel, has annual sales of \$10 billion. Among the properties owned by Dean today is the same Schepps Dairy where a young Pete Schenkel began his career more than 50 years ago loading milk trucks.

Mr. Schenkel gives freely of his time and talents to benefit many organizations. He is chairman of



Over 1,200 people filled the Wyndham Anatole Hotel for this year's event. The Dallas Baptist University Chorale, under the direction of DBU professor of music Dr. Stephen Holcomb, presented the evening's entertainment with a medley of patriotic songs.

of a dairy farmer in South Dallas County, a very young Pete Schenkel worked long hours helping tend to the family cows and hauling milk. Valuable lessons learned from his parents, the late Rudy and Mary Schenkel, included adhering to the highest ethical standards and being loyal to and respectful of friends and customers.

Mr. Schenkel climbed the ladder to success one rung at a time, starting from the bottom. After graduating from Forest



W. Forrest Smith (far right), recipient of the 1996 Russell H. Perry Award, along with members of his family, (l-r) daughter Sherry, wife Martha, and granddaughter Carley.



Gretchen Minyard Williams (left), who was the 1994 recipient of the Russell H. Perry Award along with the Minyard Family, and Lonnie "Bo" Pilgrim, 1995 recipient of the Perry Award.

## PREVIOUS RECIPIENTS

2004-Noble Hurley (posthumously)  
 2003-The Weir Furniture Family  
 2002-George A. Shafer  
 2001-Mary C. Crowley (posthumously)  
 2000-Erle Nye  
 1999-Ross Perot, Jr.  
 1998-Jim L. Turner  
 1997-Rodger Meier  
 1996-W. Forrest Smith  
 1995-Lonnie "Bo" Pilgrim  
 1994-Bob Minyard, Liz Minyard,  
 Gretchen Minyard Williams,  
 J.L. Sonny Williams  
 1993-Boone Powell, Sr.,  
 Boone Powell, Jr.  
 1992-Dr. Kenneth H. Cooper  
 1991-Tom Landry  
 1990-Maurice and Ebby Halliday Acers  
 1989-Trammell Crow  
 1988-John Stemmons, Sr.



*Dr. Jim Denison (left), pastor of Park Cities Baptist Church, and Dr. Mac Brunson (right), pastor of First Baptist Church of Dallas, along with their wives, Janet Denison and Debbie Brunson.*

the board of the Methodist Health Care Foundation, has served as chair of the Dallas/Fort Worth International Airport Board of Directors, and was chairman of the State Fair of Texas board.

The men and women of law enforcement hold a special place in the heart of Mr. Schenkel. He has provided assistance to officers through the years in a number of meaningful ways. He serves on the board of the Dallas Blue Foundation, a non-profit organization providing financial assistance to the families of police officers wounded or killed in the line of

duty. He also oversees a 30-year-old corporate program where Schepps and other dairies around the country assist law enforcement investigations by posting \$10,000 rewards.

Mr. Schenkel frequently works with appointed and elected officials. His advice and counsel—as well as his endorsements—have been sought out by a long succession of mayors and council members. He is often called upon to be the conduit between governments and the business community in advisory and fund-raising for public projects.

“The Russell H. Perry Free En-

terprise Award is a tribute to what can be accomplished when a team of people work together and what can be accomplished when that work is performed within the framework of Christian values,” stated Mr. Schenkel in accepting the award.

A modest man, Mr. Schenkel shies away from the spotlight and is quick to credit others for his success. Chief among those he praises is his lovely wife, Pat. Mr. and Mrs. Schenkel worship regularly at the Highland Oaks Church of Christ. They have three children and seven grandchildren.



*Joel Allison, president of Baylor Health Care System, and Mrs. Alicia Landry, wife of the late Tom Landry, 1991 Perry Award recipient.*



*Ebby Halliday Acers, who along with late husband Maurice received the 1990 Perry Award, and 2002 Perry Award recipient, George Shafer.*



*Mrs. Margaret Nichols, friend and supporter of Dallas Baptist University and former president of the DBU Women's Auxiliary Board.*



Members of the DBU chorale perform a special musical medley honoring the United States entitled "Our Flag Was Still There."

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DBU alumna Jaime Parrish Feaster, leads in the singing of the National Anthem.

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Amy Jones, DBU alumna and trustee, entertains the crowd along with her friend, Rusty.

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