

Celebrating the New Nixon Library



RICHARD NIXON
FOUNDATION ★ LIBRARY ★ MUSEUM



Opening Day 2016: As the USC Marching Band played *Fight On* – a tribute to alumna Pat Nixon – 24 pounds of confetti filled the air and Christopher Nixon Cox and Melanie Eisenhower, two of President and Mrs. Nixon’s grandchildren, officially cut the opening ribbon, joined by Tricia Nixon Cox.

Nixon Library Reopens with Fanfare

Noted presidential historian Richard Norton Smith said that Richard Nixon’s story is “our story – it’s the country’s story – and it’s an unfinished story.”

It’s hard to think of a President – indeed, of any American leader – who more defined a generation than Richard Nixon.

He appeared five times on presidential tickets, equaled only by FDR. More people voted for Richard Nixon than any person in American history. He spent more time in national office than anyone in American history. While Nixon was a dominant figure from the 1940s through the 1970s, his influence lives on into the 21st century. His continuing impact is undeniable.

And it speaks volumes that this giant can trace his roots back to Orange County, to Yorba Linda and his Quaker boyhood.

His presidential library, dedicated in 1990 with four presidents and first ladies, sits on land his family used to own; the home in which he was born in 1913 has been visited by more than four million guests, and he and Mrs. Nixon rest just steps away in a flower-ringed memorial.

In October 2016, after a yearlong \$15 million renovation, visitors to the *New Nixon Library* are offered a “cutting-edge experience,” according to *USA Today*, with what the *Wall Street Journal* called “sleek interactive displays.”

The Opening was a spectacular climax of several years of planning, fundraising

and construction to allow visitors to discover how Richard Nixon shaped our world. It celebrated the efforts of hundreds to create a dramatic presentation with new technologies, interactive displays and critical thinking opportunities for visitors and students of all ages.



When you go through this Library, I hope you will remember that while the past is interesting, it is important only in so far as it points the way to a better future.”

– President Richard Nixon



I wish every American could see this Library.”

– Speaker of the House Newt Gingrich

Notable participants, in addition to co-chairs Christopher Nixon Cox and Melanie Eisenhower, included Tricia Nixon Cox and Edward Cox; Ed Nixon; Dr. Henry Kissinger; His Excellency Cui Tiankai, Ambassador of the People’s Republic of China to the United States; former Calif. Gov. Pete Wilson; and Rep. Ed Royce, Chairman of the House Foreign Affairs Committee.

Over 40 municipal and county officials from across Southern California represented their constituencies in the true American spirit of bipartisanship.

Julia Argyros, President of the Argyros Family Foundation, introduced Dr. Henry Kissinger at a luncheon following the ceremony.

The program was bookended by heartfelt toasts to President and Mrs. Nixon.

Dr. C.L. Max Nikias, President of the University of Southern California – the first lady’s alma mater – toasted Mrs. Nixon, while Ben Stein of *Ferris Bueller’s Day Off* fame, toasted President Nixon.

Visit the Nixon Library today! Ticket information is available at NixonLibrary.org.



A presidential history in Orange County: Four U.S. presidents and first ladies opened the Nixon Library: Gerald and Betty Ford, Ronald and Nancy Reagan, Richard and Pat Nixon, and George and Barbara Bush.



Dr. Henry Kissinger was joined for a conversation on stage by Ambassador Winston Lord, former U.S. Ambassador to China, and Fox News National Security Analyst KT McFarland – now President Trump’s Deputy National Security Adviser.



Group tours include docent-guided explorations of the President's original farmhouse birthplace.

The Nixon Library Is the Perfect Corporate Getaway

Book your corporate rental or museum group tour to experience the all-new Nixon Library and Museum, a dramatic presentation that takes you through the extraordinary life and times of President and Mrs. Nixon.

Corporate Rentals

Whether you're hosting a meeting, special event, holiday party or nonprofit fundraiser, the Nixon Library offers unmatched quality and service with multiple venue options that will surely fit your needs.

Choose from our dazzling 4,800-square-foot White House East Room, lush Pat Nixon Rose Garden, private presidential meeting rooms or impressive executive board room. To ensure satisfaction and success, all of our events are full service.

Museum Group Tours

Docent Guided Tour: \$18 per person
Senior Docent Guided Tour: \$14 per person

Applies to groups of 15 or more with a reservation made two weeks in advance.

We cater specific dining packages for your group. Reserved seating is available in the beautiful Pat Nixon Rose Garden or the magnificent White House East Room.

PLUS! Museum audio tours can be purchased from the App Store or Google Play. Search "Richard Nixon: Library Tour & Research"

To book the Nixon Library for your special event, contact Laura Curtis, Director of Sales, at 714.364.1182 or laura@nixonfoundation.org.

To book your group tour, contact Anne Brown, Visitor Services Director, at 714.364.1161 or anne@nixonfoundation.org.

“It's a tremendous place. It's a great place. It's very Middle American. It's sort of understated as a presidential library, and I think it's perfectly in keeping with what President Nixon really believed in.”

— Pat Buchanan



The magnificent White House East Room offers multi-purpose event opportunities.



The Ambassador and Mrs. George L. Argyros Oval Office – the exact size with period décor – is a visitor favorite!



Group tours include docent-guided explorations of the glimmering Marine One presidential helicopter.



Former California Governor Arnold Schwarzenegger gave his millions of Snapchat and Facebook fans a virtual tour of the New Nixon Library.



Julie Nixon Eisenhower welcomed scores of Girl Scouts for a special museum tour!

The Nixon Library: Southern California's Premier Event Center

The Richard Nixon Foundation is a nonprofit, nonpartisan institution dedicated to educating the public about the life, times and legacy of President Nixon.

The Foundation is actively working now to tie President Nixon's legacies to contemporary geopolitical issues and promote President Nixon's legacies to a new generation; in short, making an impact and a difference.

The new programs and initiatives have already resulted in actionable information for use by policy makers. Ideally, they will also inspire students to more fully understand the Nixon story in totality.



I would say to visitors here, look at Richard Nixon the man."

– President George H.W. Bush



"I've had the opportunity to visit the Nixon Library and Museum on a number of occasions, served in the Nixon administration during the first term, so I'm always pleased to come back and be reminded of a very important time in our history. The President did a superb job."

– Vice President Dick Cheney

UPCOMING NIXON LIBRARY EVENTS

- ▶ Meet Rob O'Neill: July 26 at 7 p.m.
- ▶ United States, China and Russia Panel: July 27 at 7 p.m.

All upcoming events, authors and speakers are listed at NixonLibrary.org. For reservations and books, call 714.993.5075 or visit NixonLibrary.org.

If you can't attend, order autographed books now and we'll ship the day after the event.



In 2016, the Nixon Foundation partnered with South Coast Plaza in presenting a one-of-a-kind, 2,300-square-foot exhibition celebrating significant arts and cultural developments resulting from President Nixon's historic 1972 trip to China.

CRITICAL THINKING. EXPECTING THE UNEXPECTED. TOUGH CHOICES.

By Kittridge Chamberlain, EVP/Corporate Finance, Pacific Mercantile Bank



The New Nixon Library teaches lessons that are relevant to all leaders, whether in public service or the private sector.

Critical Thinking is the disciplined, skillful blending of information with experience to guide our beliefs and actions. As a business leader, you synthesize objective and subjective factors to decide on a course of action every day -- usually many times every day. In a world of instant communication, information overload, and almost limitless inputs, it's challenging to ponder anything in a thoughtful,

dispassionate way. But that's how we make high-quality decisions. Just collecting information isn't enough. Neither is simply having the skills to engage in critical thinking. Nor is applying the skills without accepting the logical conclusion. All three facets, approached with intellectual honesty and fairness, must be put into play. When they are, business leaders make rational, fair, objective decisions. That is essential to creating and sustaining a high-performing, valuable company.

Expecting the Unexpected should be a way of life for a business leader. Most of us plan for the most-likely scenario. Smart business leaders anticipate surprises, whether on the upside or the downside. Contingency planning -- playing out "what-if" scenarios -- prepares you and your team to be agile, resilient, and competitive. It also makes you think about how an unexpected event could affect your company's financial health. What would you do if a new competitor enters the scene? What could happen if you take on the large customer who grows your top line but shrinks your bottom line? How would you replace key employees if they leave?

Planning for opportunities or challenges before they become real is pivotal to how fast and how well you and your company can respond.



Some days, does it seem that all choices are **Tough Choices**? You are not alone. For every leader--from the President of the United States to Presidents of small to medium-sized companies--every meaningful choice influences the course of history in some way. Leaders must have the courage to gather information and make decisions. Use your critical thinking skills. Set a deadline. You'll rarely have all the information you want; know when you have enough. Consider the implications, and make your decision. Some of your decisions will be welcomed. Others might be unpopular. Whether your team agrees or not, they will respect you for making the tough decisions. The best team members want to follow a strong, decisive leader. If you want your company to succeed, you want to be that leader.



Kittridge Chamberlain
EVP/Corporate Finance

Kittridge Chamberlain is EVP/Corporate Finance at Pacific Mercantile Bank. With over 30 years of experience in sales, relationship management, and risk management, she is responsible for helping companies succeed, by understanding their business (and what keeps them awake at night), providing tailored solutions, and being flexible and proactive as their companies evolve. Prior to joining Pacific Mercantile Bank, Kittridge was a consultant to banks and other capital providers. Previously, she was a Senior Credit Officer and Senior Relationship Manager at Silicon Valley Bank. Kittridge also held positions at Tokai Bank of California, First Interstate Bank of California, and Bank of America. To explore how Pacific Mercantile Bank could be the right banking partner for you, email: kchamberlain@pmbank.com.



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City of Yorba Linda Celebrates Its 50th Anniversary!

November 2, 1967 will mark 50 years since Yorba Linda was formally incorporated as a city. As Yorba Linda celebrates this milestone, the city has never been more excited to embrace the culture, resources, and people of this great community. This town has an interesting and unique story and this year, we invite you to learn all about Yorba Linda's continued growth and prosperity.

Yorba Linda, known as the "Land of Gracious Living" is a city with a strong sense of community and small-town character. The "Yorba Linda" name originated from Jose Yorba, a member of a Spanish expedition. In 1907, portions of the former Yorba lands were sold to the Janss Corporation, who then subdivided the property and named the new town "Yorba Linda" ("Yorba" after the early land grant family and "Linda" meaning pretty in Spanish).

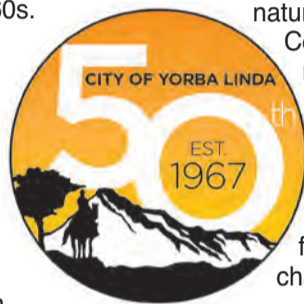
Early residents came to Yorba Linda with the intent of operating small farms, constructing numerous ranch houses, and planting citrus groves. The construction of the Pacific Electric Railroad line between Yorba Linda and Los Angeles provided growers a more efficient means to deliver their produce to major markets. Soon after, two packing houses were built adjacent to the railroad station and the center of the community was established. Yorba Linda continued to grow and prosper in the 1920s with agriculture as the main industry of the local economy. Several new commercial structures were built on the town's Main Street, but the overall character of the community remained primarily agricultural. The Depression of the 1930s brought an economic slowdown to the city, but the population remained stable and the agricultural economy continued to be productive. During the post-World War II era, the city retained its small-town character and experienced a tremendous population growth in the 1960s.

Yorba Linda, once a small agricultural community of two-and-a-half square miles with approximately 1,198 residents, began its transformation into a modern community with its incorporation in 1967. During that decade, the population increased by 890%, reaching 11,856 in 1970 and the city adopted a General Plan for municipal development in 1972. Yorba Linda's population of 28,254 in 1980 experienced a surge in 1990 with over 52,422 residents. Growth has slowed since, with over 67,000 people residing in the city.

Today, Yorba Linda comprised of 20 square miles, remains a suburban community characterized by mostly residential family neighborhoods, key commercial centers, parklands and open space, multi-use trails, and important historic resources. Recognized as one of the "100 Best Places to Live" in the



Yorba Linda's Main Street in the 1930s



United States, Yorba Linda continues to uphold its shared values of responsible growth, preservation of existing neighborhood character, and conservation of natural resources. Today's residents enjoy a multi-purpose Community Center, multi-use recreational facilities, an equestrian center, a veteran's memorial, Black Gold Golf Club, the Susanna Bixby Bryant Ranch Museum, and the beautiful Richard Nixon Presidential Library and Museum. Safe neighborhoods, high property values, award-winning schools, investment in public infrastructure, strong leadership, visionary planning, public and private partnerships, an engaged community, and an exceptional quality of life all continue to lay the foundations for Yorba Linda's success, which has and will continue to characterize our community for decades.

A number of special events are planned as we commemorate our 50th Anniversary! For a full list of events planned, please visit ci.yorba-linda.ca.us/50thanniversary.

Thinkwell Is a Proud Partner of the Richard Nixon Foundation and Museum

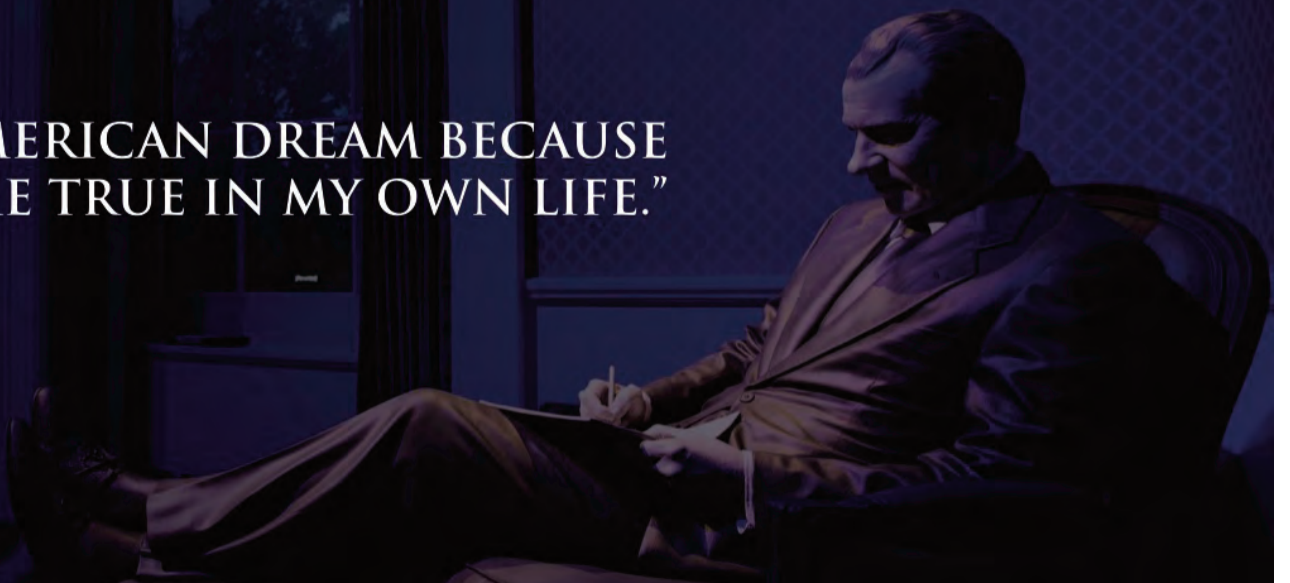
Thinkwell Group congratulates the Richard Nixon Foundation and Museum on the successful milestone of welcoming more than 100,000 visitors to the new Nixon Presidential Library and Museum. This immersive and interactive permanent exhibition tells the story of the president's life and legacy, capturing both the ups and downs of his career. Thinkwell is proud to have partnered so closely with the Richard Nixon Foundation and the National Archives and Records Administration to bring the new exhibits to life, working together from concept and design through production of the new museum exhibition. Headquartered in Los Angeles, with offices in Beijing and Abu Dhabi, Thinkwell Group is a global experience design and production agency specializing in the creation and master planning of theme parks,



destination resorts, major branded and intellectual property attractions, events and spectacles, museums and exhibits, expos, and live shows. Thinkwell is a creative, collaborative team that has designed and produced location-based entertainment projects worldwide since 2001. The award-winning company has become a leader in experiential design by bringing a unique holistic approach to every creative engagement, delivering extraordinary results to notable clients over the years, including Fortune 500 companies, movie studios, museums, theme parks and destination resorts.

For more information on Thinkwell and the redesign of the new Nixon Library, please visit www.thinkwellgroup.com.

"I BELIEVE IN THE AMERICAN DREAM BECAUSE I HAVE SEEN IT COME TRUE IN MY OWN LIFE."





Helping Foundations Face Today's Investment Challenges

by D. Robinson Cluck, Chairman, Canterbury Consulting

Canterbury Consulting provides the Richard Nixon Library Foundation, as well as many other Orange County endowments, foundations, and families, with independent investment advice. We have truly enjoyed the 20-year partnership with the Richard Nixon Library Foundation and are happy to celebrate its success in opening the new library. At Canterbury, our clients come first, and we are passionate about helping our clients succeed in achieving their missions.

Face Your Investment Challenges Head On

Foundations and endowments are the heart of Canterbury's business. Our many years of experience with them give us great understanding of the unique issues facing investment committees today:

- ▶ Attracting donors
- ▶ Changes in operating budgets, gifts, or donations
- ▶ Creating a sound investment policy to last through turnover of board, committee, or staff members
- ▶ Socially responsible investing
- ▶ AICPA standards for alternative investments
- ▶ Understanding appropriate asset classes and investment choices
- ▶ Meeting a specific spending requirement

We do not believe a one-size-fits-all approach is in the best interest of our clients. That's why we do not have model portfolios, and no two client accounts look exactly alike. Rather, we balance deep understanding, insight, and intellectual rigor with a focused approach targeting top-tier investment managers, integrated into a thoughtful and customized portfolio. Our goal is to help our clients achieve their goals, by helping them face their investment challenges for the long term.

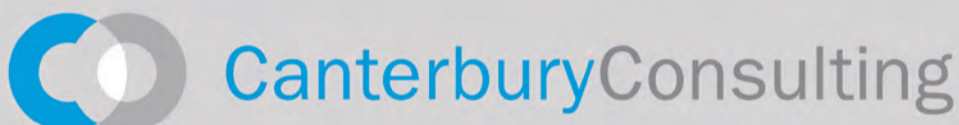
For 28 years, some of the most prominent hospitals, universities, religious organizations, community foundations, and family offices on the West Coast have

looked to Canterbury for unbiased, customized investment plans that help them meet goals, focus on their core missions, and sustain programs and services for the long term. With more than \$17.5 billion in assets under management, we combine access to institutional-quality managers and service with a deep understanding of the unique challenges facing our clients.

If you are interested in partnering with Canterbury and learning more about the unbiased advice and customized approach we provide, please contact us at inquiries@canterburyconsulting.com or visit www.canterburyconsulting.com.

D. Robinson (Bob) Cluck

Bob Cluck serves as Chairman of Canterbury Consulting. As co-founder of Canterbury Consulting, Mr. Cluck has over 35 years of investment consulting experience. He is a member of Canterbury's Outsourced Investment Management Committee and sits on both the Global Equity and Hedge Fund Manager Research Committees. Mr. Cluck is a co-author of *Asset Management for Endowments & Foundations* and currently serves as Chair on the Investment Committee of the University of California Irvine Foundation. He also serves on the United Cerebral Palsy Foundation of Orange County as both board member and Treasurer.



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"It's a tremendous place. It's a great place. It's very Middle American. It's sort of understated as a presidential library, and I think it's perfectly in keeping with what President Nixon really believed in."

– Pat Buchanan



The Esther and James Cavanaugh Lincoln Sitting Room takes you into the White House to hear President Nixon discuss the pivotal events of his era.

The Ambassador and Mrs. George L. Argyros Oval Office – the exact size with period décor – is a visitor favorite!



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Reserved seating is available in the beautiful Pat Nixon Rose Garden or the magnificent White House East Room.

PLUS! Museum audio tours can be purchased from the App Store or Google Play.
Search "Richard Nixon: Library Tour & Research"

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Yorba Linda, CA 92886



Richard Nixon Library Offers Presidential-Caliber Catered Events

A catered affair at the elegant Richard Nixon Presidential Library truly is a presidential experience; firstly, because it is served in an actual replica of the White House East Room, complete with magnificent crystal chandeliers, golden Italian silk draperies and imported marble fireplaces. The actual dining experience itself bears a presidential stamp thanks to the credentials of the culinary team behind one of its exclusive vendors, White House Catering. Their extensive experience includes preparing lavish dinners for U.S. presidents, royalty, world leaders, captains of industry, entertainers and other dignitaries. Overseeing the culinary operations is Master Chef Maurice Brazier. His name might ring familiar to gastronomes thanks to his many honors including,

Chevalier du Merit National presented by the French President and Commandeur de l'Ordre National, the French equivalent of knighthood. Together with Director of Operations Amine Aghamir, the pair work closely with clients to craft menus, assist in wine selection and perform all necessary details to ensure that their every expectation is exceeded. Since being tapped by the Richard Nixon Presidential Library, White House Catering has met the high standards of such figures as former Vice President Dick Cheney and Secretary of Defense Donald Rumsfeld.

For more information, call **714.528.6888** or visit whcatering.com.



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