

- 2 William E. Boeing
3 Senator John McCain
4 Oprah Winfrey

LEADERSHIP PROFILES

A Western Union Publication for Corporate Management

Leadership Principals

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young."
—Henry Ford

Whenever I'm asked about leadership, which is quite often, I respond by saying that I firmly believe we can all learn more and be better leaders. I say this because I truly believe that we can always learn how to improve ourselves, regardless of our roles. If we look at other people in this issue, for example, and see how they have achieved their goals, we can truly extract some important lessons.

On the subject of learning the futurist, Alvin Toffler said "The illiterate of the future are not those who cannot read or write, but those who cannot learn, unlearn, and relearn."

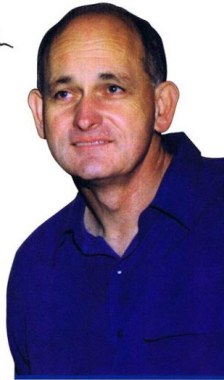
As we continue to look at the leadership lessons of others, I challenge you to be quick to learn, unlearn, and relearn.

In the articles contained in this issue, discover how these people did something unique or contributed greatly to our society. Their achievements can show us valuable examples about the qualities of leadership. Always be alert for the lessons each person or situation can provide.

And keep your mind young!

Mike Yerington

Mike Yerington
President
Western Union North America ▲



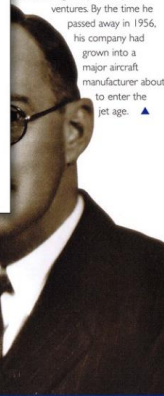
planes for the Navy. He decided that his C-47 seaplane just might be what they needed. He had the plane shipped off in pieces to Florida and reassembled for Navy

Boeing's Dreams

Boeing's hunch paid off—his received an order for 50 of the planes. Boeing outbid other airlines in 1927 to select to deliver air mail between San Francisco and Chicago. To keep up with the handling air mail, Boeing built the transport planes and formed Boeing Air Transport (BAT). BAT proved itself extremely under his vision and guidance, and the company had grown by the late 1930s into a thriving business.

At the Roosevelt Administration federal antitrust laws which forbade aircraft manufacturers to be the same company, Boeing's air mail service was cancelled and he was forced to sell into several different companies.

Boeing sold all his stock in the company, never lost his enthusiasm for aviation, and he volunteered his time as a Boeing engineer during World War II. He began a very successful thoroughbred business, among many subsequent ventures. By the time he passed away in 1956, his company had grown into a major aircraft manufacturer about to enter the jet age. ▲



Copyright The Boeing Company

Senator John McCain: Forged by Resolve and Courage

Senator John McCain's life is a story of character and courage: character passed down from generation to generation by sterling examples of family bonds and devotion to duty; courage that ultimately comes from engaging in a noble enterprise larger than oneself. McCain learned about life and honor from his grandfather and father, both four-star admirals in the U.S. Navy. Both their careers and courage helped McCain for the biggest challenge of his life when, as a naval aviator, he was shot down over Hanoi in 1967 and seriously injured.

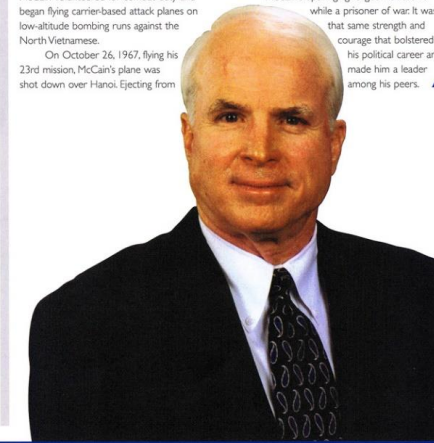
Born John Sidney McCain III, on August 29, 1936, in the Panama Canal Zone, McCain spent his childhood and adolescent years moving between naval bases in America and abroad. He graduated from the Naval Academy at Annapolis in 1958 and trained as a Navy pilot. With the outbreak of the Vietnam War, McCain volunteered for combat duty and began flying carrier-based attack planes on low-altitude bombing runs against the North Vietnamese.

On October 26, 1967, flying his 23rd mission, McCain's plane was shot down over Hanoi. Ejecting from

his aircraft, McCain was seriously injured, and his injuries were exacerbated by the way his captors treated him during his captivity. His captors soon learned that he was the son of an admiral in the U.S. Navy and repeatedly offered him early release. But McCain knew that the Vietnamese would use his release as a powerful propaganda tool. Further, he did not want special treatment. Instead, he spent more than five years in various prison camps—three and half of those in solitary confinement—and was repeatedly tortured. Two months after the Vietnam war ended in March 1973, McCain was released, along with other American POWs.

After his return and two terms as a U.S. representative, McCain was elected to the U.S. Senate in 1986 and re-elected in 1992 and 1998.

McCain's upbringing forged his resolve while a prisoner of war: it was that same strength and courage that bolstered his political career and made him a leader among his peers. ▲



McCain's upbringing forged his resolve while he was a prisoner of war; that same strength and courage bolstered his political career.

Oprah Winfrey: Day Time Diva (and billionaire)

She's been reported to earn \$150 million a year, with a personal fortune estimated at nearly \$1 billion. Who is she? No, not a rock star; not a

million by the end of its first year, of which Winfrey received \$30 million.

In 1994, with talk shows becoming increasingly trashy and exploitative, Winfrey pledged to keep her show free of tabloid topics. Although the ratings initially fell, she earned the respect of her viewers and was soon rewarded with an upsurge in popularity. Winfrey soon contributed immensely to the publishing world when she launched "Oprah's Book Club," as part of her talk show.

Oprah Winfrey is a dedicated activist for children's rights; in 1994, President Clinton signed a bill into law that Winfrey proposed to Congress, creating a nationwide database of convicted child abusers. She founded the Family for Better Lives Foundation and also contributes to her alma mater. In September 2002, Winfrey was named the first recipient of The Academy of Television Arts & Sciences' Bob Hope Humanitarian Award. ▲

