

**CMN CHAMPIONS
ANNUAL CONVENTION OF CHAMPIONS
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**KEYNOTE SPEECH
BILL CONSIDINE**

(Ad lib Introductory Remarks.)

It's an honor to stand here today and invite you to see, with me, the perspective on the future which we, as Trustees, see for CMN Champions.

We see what we have always seen; in a word: children... The Kids. We see miracles of life happening before our eyes. And, we see children in need of miracles. We see the little victims of accident, disease and abuse who need our constant care and attention. We see new ways on the horizon of better providing that care and attention through our CMN hospitals. And, we see all of us doing everything in our power to give children the very best shot at life possible.

What don't we see? We don't see a radical shift in direction or a substantial change in our focus. Every action or decision we have made and will make in the future, with your input, is to make certain that there is a continuation and an enhancement of the life-saving, life-enhancing and life-affirming care and services we provide on behalf of the kids in the 200 CMN-affiliated hospitals and via the 165 TV stations throughout our network.

CMN Champions is the logical evolution of the joint effort between children's hospitals, the media, celebrities and corporate marketing strategies. Now, I could quote you statistics about how much more can be done via sports-related cause-marketing but beyond statistics and balance sheets, there is a different kind of bottom line: simply put, we can save and improve the lives of more kids by this step in our evolution, than by all the great innovations and strides we have made to date. Healthy, secure children: that is our primary goal and our only true measure of worth. We have already achieved lofty peaks on their behalf through CMN Champions. But there are peaks even loftier. We have already taken the first steps toward reaching them.

We've mounted the first ten-year "peak" in this climb towards better health and quality of life for kids; and little-by-little: sort-of like Todd on the rock wall, completing another pitch in his ascent; and another, and another... And though it can get pretty dicey at times, we have good equipment, firm support, and the heart to accomplish our task; and though we must focus our eyesight on the toe-hold we have established here-and-now, ever in our mind is the image of the summit: the warm glow of health in each and every child's face, both in a CMN hospital and around the globe.

Advances in medical care are steadily opening-up new vistas It's constantly in the headlines. Same goes for advances in the media. But our direction is always the same, as is our resolve. And let us never forget that, like Todd and his fellow-climbers, we are bound together: as hospitals and CMN

Directors; as stations, as sponsors; and, as sports celebrities... All for kids. Champions for kids.

You know, I really liked the idea, as Todd described his ascent, of being able to climb a fixed rope to scout-out the face he would be free-climbing later. For us, that fixed rope is made of many strands: and each and every strand is the life of one of the kids who has already been treated -- often literally saved -- at one of our CMN hospitals. That rope of life helps us better see the pitch we must take. That pitch is the CMN Champions campaign.

What are the steps? The moves? Well, the first requires each of us have a firm grip on mutual respect -- for the kids and families, of course, and also for each other as partners in this climb. Then comes a tricky move: empathy for the needs, goals and objectives of our partners -- sort of a crossover maneuver. Next, we find ourselves facing sacrifice: it's a toe-hold thinner than a credit card. And, as we carefully choose our path, we need to be glad for the give-and-take that allows us to progress: I believe the climber's term for that process is "belay."

Well, I'm out of my league, when it comes to climbing analogies, but I'm proud of the league I am in, and of the people like Todd... and Joe Viviano, J.W. Marriott, Jr. and, of course, Marie Osmond; and each of you, who are my teammates. Who share with me the overriding commitment to do what we can to help our partners meet their objectives... Because we know that our partners, like us, have placed the lives of the children as their primary objective.

Certainly, we want to improve the business climate for our sponsors. We want to move products, drive traffic, enhance profitability. But along with all of that, we want to hear the laughter of a child that is mute. We want to see new hope in the eyes of a blind child. We want a hug from a child with no arms. Amazingly, we can do all these things -- and more -- because of who we are, together. We are the Champions of children and nothing less. We don't work in a vacuum, of course. We believe and practice sound business principles and base our decisions accordingly.

Steven R. Covey, in his Seven Habits, lists a principle which reminds us to share knowledge and think globally in our dealings in this Age of Information. By sacrificing a selfish "us-and-them" approach, and working together, we truly make a difference, often globally: for charity begets itself. Champions have the ability to inspire others. We have that ability because of our long-term commitment to long-term principles.

Championship has its obligations, too. We're not only pledged to reach the summit, but we're also pledged to do it via the right path, through very careful planning, and then striking a strong, steady course towards our goal. The CMN Champions move to Walt Disney World and our marked emphasis on sports is not a change of course. Our direction is the same. Our goals are the same. But we have seen a more direct and fruitful path to reach them. Once again, I have to allude to that fixed rope of ours: it has shown us something we could not have seen from the climb.

Even with careful planning, sometimes a mistake is made; but with good partners, sound equipment and undaunted spirit, the risk taken by a CMN Director to stretch a bit can have great rewards in the future of the climb; never forgetting that the risk taken is based on sound knowledge, in Todd's case: mountain climbing; in ours: clinical care and other services vital to the health and well-being of the children in each community. We can still be incredibly creative and innovative while maintaining our consistent, compelling direction.

I agree with Todd, that the payoffs take awhile, but oh, when they finally come!... That's why we have to stay the direction... Remain constant... Step-by-step... The big payoff comes after a long-term commitment without getting discouraged. Continuity... Consistency... Commitment. Set backs, real and imagined, do not and will not change the basic principles upon which we operate. We continue, with anticipation and exhilaration. For thousands and thousands of children, we are the bridge to the future. Let the Arc of CMN Champions be sound and true.

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