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**Michael S. Josephson** serves as president without compensation of the nonprofit Joseph & Edna Josephson Institute of Ethics, which he founded in 1987 in honor of his parents after selling his legal publishing business and ending his 20-year career as a law professor. He has contributed more than \$1 million to the Institute, which creates nonpartisan, nonsectarian ethics-education programs for professional groups, government and nonprofit agencies, businesses, communities and schools. In 1993 he founded CHARACTER COUNTS!, now the nation's most widely adopted character development system, used by thousands of schools and organizations reaching millions of youth. He also founded the Pursuing Victory With Honor sportsmanship campaign. Recipient of many commendations, including the America's Award presented by former president Ronald Reagan, Josephson consults with many of the most powerful and influential institutions and companies. His daily radio commentaries and media appearances have further made him one of the nation's most sought-after commentators on ethics and character.



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**Oseola McCarty** astounded the nation in 1995 with her gift of \$150,000 to set up a scholarship for needy students at the University of Southern Mississippi. She had saved the money from eight decades of work as a washerwoman—teaching everyone who heard her story the true meaning of generosity, grace and humility. This unassuming woman, who had rarely left the town where she was raised, appeared on a Barbara Walters special as one of the Most Fascinating People of 1995, on the front page of *The New York Times* and in almost every other major publication and show, here and abroad. Harvard and other institutions rushed to confer awards and honorary degrees upon this woman who had to drop out of school in the sixth grade to care for her family. Among her awards are the Presidential Citizens Medal, the Wallenberg Humanitarian Award and the Community Heroes Award of the Urban League. A collection of her thoughts was published as *Simple Wisdom for Rich Living*. She passed away in 1999.



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**Laura Schlessinger**, or Dr. Laura as she is known to millions, dispenses no-nonsense moral advice through the nation's airwaves. The nation's second most popular radio host, she has written several best-selling books, including *Ten Stupid Things Women Do to Mess Up Their Lives* and *How Could You Do That?! The Abdication of Character, Courage and Conscience*. The Rev. Robert Schuller has called her "a power voice for positive values without equal in our time." She is the first female winner of the Marconi, awarded by the National Association of Broadcasters to the "broadcaster of the year" and the first non-Christian to win the Chairman's Award from the National Religious Broadcasters. A licensed marriage and family counselor with a doctorate in physiology, she has served on the faculties of the University of Southern California and Pepperdine University.



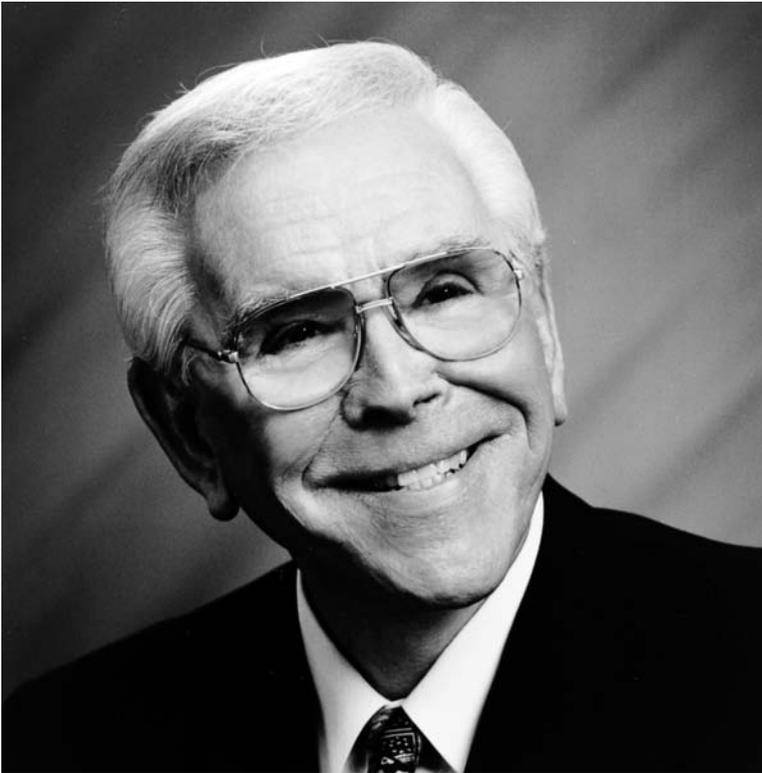
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**Robb Armstrong** takes on family life, careers and everyday challenges in "Jump Start," one of the few nationally syndicated cartoons to focus on middle-class African-American life. His wife and children often serve as inspirations and he credits his late mother's love and willpower, more than talent and a good eraser, for his success. Serious about helping kids set goals for themselves and stay in school, Armstrong also uses his cartoons at speaking engagements at schools, churches and libraries. His characters have appeared in the American Diabetes Association messages and as boosters for the American Cancer Society's "Great American Smokeout," in Gibson Greetings cards and in "The Fabulous Funnies," a television special on the history of comics. He received the 1995 Wilbur Award for the communication of family values from the Religious Public Relations Council.



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**John Naber**, a sports commentator and motivational speaker, won four gold medals and one silver at the 1976 Olympic Games in Montreal, setting four world records in the process. During his athletic career he won twenty-five national college titles and a record ten NCAA individual titles, leading his team to four undefeated seasons and winning the 1977 Sullivan Award as the nation's outstanding amateur athlete. In 1984 he carried the Olympic flag into the opening ceremonies of the Los Angeles Games and was elected to the Olympic Hall of Fame. In 1996 he was elected president of the U.S. Olympians, an association of more than six thousand American Olympic alumni and was chosen in a *USA Today* poll as the male captain of a "team" of the country's greatest Olympic champions. He serves on the Leadership Council of CHARACTER COUNTS! and is the chairman of CHARACTER COUNTS! Sports.



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**The Reverend Robert H. Schuller** is founder and pastor of the Crystal Cathedral in Garden Grove, California. With a worldwide audience of twenty million, his weekly *Hour of Power* televised services reach more people than any religious programming. His theology centers on self-esteem and “possibility thinking.” He has counseled presidents, has written numerous religious and personal-improvement books (five of them best-sellers), has received six honorary degrees and sits on several boards, including those of the Horatio Alger Association, National Council of Christians and Jews and the Y.M.C.A. of the U.S.A. He is a member of the Guild of Architects of the American Institute of Architects. He is the recipient of many awards, including the Golden Plate Award of the American Academy of Achievement, the Horatio Alger Award, Clergyman of the Year and the Freedom Foundation Award. Father of five and grandfather of seventeen, he is also the founder of New Hope, a telephone suicide prevention and counseling center that has handled more than one million calls in thirty-five years.



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**Rabbi Joseph Telushkin** is the author of several popular works on Jewish religion and culture, including: *The Golden Land*, *Jewish Literacy* (a selection of the Book-of-the-Month Club), *Jewish Humor*, and *Words That Hurt, Words That Heal*, which inspired two U.S. senators to sponsor a "Speak No Evil Day." He is coauthor of the seminal *Nine Questions People Ask About Judaism* and *Why the Jews? The Reason for Anti-Semitism*. A leading activist in the cause of Soviet Jewry, he was the first foreign Jew to meet with Jewish activists in Siberia (in 1973), met with Andrei Sakharov and was a guest of the Vatican. He has also written novels, as well as scripts for such television shows as *The Practice* and *Touched by an Angel*. Named by *Talk* magazine as one of the best speakers in America, he has served for ten years as spiritual leader of the Synagogue for the Performing Arts in Los Angeles.