

# Distinguished Nevadan Nomination Form

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**Deadline: December 31**

**Please send all nominations to:**

**Scott G. Wasserman, CEO and Special Counsel to the Board of Regents  
2601 Enterprise Road, Reno, NV 89512  
e-mail: [Scott\\_Wasserman@nshe.nevada.edu](mailto:Scott_Wasserman@nshe.nevada.edu) Fax: (775) 327-5049**

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1. **Salutation:**  Mr.  Mrs.  Miss  Ms.  Dr.

2. **Nominee's Name** (*Please ensure correct spelling.*):

Mr. Bruce R. James

3. **Nominee's Mailing Address:**

4. **Nominee's Phone Number:**

5. **Employment History** (*Attach additional material if necessary.*):

Please see biographical information (attached).

6. **Educational Background** (*Attach additional material if necessary.*)

Please see biographical information (attached).

7. **Reasons for Nomination** (*Please include outstanding accomplishments, achievements, and contributions to Nevada and its people. Please be specific and provide considerable detail. You may attach additional pages if necessary.*):

Please see biographical information (attached).

8. **Other NSHE Awards** (*Please list other awards this individual has received.*) :

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9. **Nominated by\***: Regent Rick Trachok (District 10)

\* Candidates for the Distinguished Nevadan Award may only be nominated by a current member of the Nevada Board of Regents. (Added 6/05)

## The Honorable Bruce R. James



It is likely that more than one graduate of John Marshall High School has been listed in Who's Who of America, but maybe no one other than Bruce James has been named to Who's Who in the West, Who's Who in Business and Industry, Who's Who in America and Who's Who in the World. Bruce, a June 1960 graduate of JMH has distinguished himself as a business, government, education and civic leader known for his vision and his ability to find innovative solutions for complex problems.

I'll leave it for him to tell you about his experiences at John Marshall, I'll just pick up when he headed off to study Printing Sciences and Management at Rochester Institute of Technology in Rochester, New York. After graduating from RIT in June 1964 he moved straight to Evansville, Indiana to work for the Keller-Crescent Company, then one of the nation's leading color printers and a major regional advertising agency. Within five years, Bruce rose from intern to vice president of client services, supervising the advertising and printing services they provided for five of the nation's top ten advertisers.

Then, at 27, he moved to San Francisco where over the next two decades he founded and led more than a dozen technologically advanced printing and publishing businesses operating throughout the country and around the world. As an example, one of those businesses, Barclays Law Publishers, was ranked for four years as one of the 100 fastest growing private companies in America, and is credited with inventing the electronic means of delivering customized legal information to lawyers and judges that is still in use today.

In 1991 he founded, in conjunction with the U. S. Government, the Polish-American Printing Company, headquartered in Warsaw, employing 4000 people in large plants in Gdansk and Krakow, printing daily newspapers for more than 20 publishers in the emerging democracy.

In 1993, at 50, when his youngest son headed off to college, Bruce decided to retire from business and devote his life to public service, moving with his wife, Nora, to Lake Tahoe, Nevada. There began a new and very interesting life.

His first focus was on higher education. He became a board member of five colleges and universities, including his alma mater, Rochester Institute of Technology, the nation's 8<sup>th</sup> largest private university where he was elected chairman of the board of trustees and is now chairman-emeritus of this great university. He also served on the boards of the National Technical Institute for the Deaf, the Desert Research Institute, the Boyd School of Law at UNLV, and Sierra Nevada College, Nevada's only four-year, private residential college. In addition, he has been a director of the Associated Governing Boards of Universities and Colleges, the Washington, DC organization which is comprised of the trustees of most American colleges, and has served as a commissioner of the Northwest Commission on Higher Education, which accredits colleges and universities in the Western United States in conjunction with the state and Federal governments.

In addition to higher education, Bruce also began to serve on the boards of non-profit and governmental organizations in his adopted state of Nevada including the Western Folklife Center, the Nevada Test Site Development Board, the Board of Tax Equalization, the Nevada Policy Research Institute and, he was a founding director of both the Community Foundation of Western Nevada and the Davidson Academy of Nevada, the nation's only public school for profoundly gifted children. In 1998 he ran for the United States Senate from Nevada—as his wife says, he won, he got to stay home!

Then in 2002, his life turned yet another direction when President George W. Bush asked him to become the 24<sup>th</sup> Public Printer of the United States, a post first held by Benjamin Franklin. Since the founding of our country, the Public Printer has been responsible for making certain that ordinary citizens know what their government is up to by widely circulating, throughout the nation, the information and documents created by the Executive, Congressional and Judicial branches of the government. The Public Printer must also keep these documents of our democracy safe, in perpetuity, for following generations, in part, to ensure that no future leader can rewrite the history of our nation. The Public Printer is the chief executive officer of the U. S. Government Printing Office, a billion-dollar enterprise headquartered in Washington, DC, five blocks from the Capitol, in a building that would cover 24 city blocks if laid out on one level. The organization also has operations and facilities in 21 states around the country. At the President's direction, and with Congress's oversight, Bruce led the GPO through a four year transformation from a heavy-metal, old-fashioned, paper-bound, printing operation into a modern digital information factory capable of delivering any government publication in print, or over the Internet, or in any form needed or wanted by Federal agencies, courts, libraries or the public. He claims the digital files now created by the GPO will outlive the paper archives of the past and will be readable for hundreds of years to come. We'll see!

In 2004, Bruce was inducted into the Cosmos Club in Washington DC. The Cosmos Club, founded in 1878 by John Wesley Powell, is a social club consisting of individuals who have distinguished themselves in the sciences, arts or literature. Among its members, over the years, have been three Presidents, two Vice Presidents, a dozen Supreme Court justices, 32 Nobel Prize winners, 56 Pulitzer Prize winners and 45 recipients of the Presidential Medal of Freedom.

In 2006, Bruce was named the United States Government Civilian Executive of the Year, a remarkable honor for a political appointee.

In 2007, after completing the transformation of the GPO, Bruce turned down offers from the White House to head other agencies to return to his home in Nevada. No sooner back home than the governor of Nevada called on Bruce to establish and chair the Nevada Spending and Government Efficiency Commission—SAGE Commission for short. To date this bi-partisan group of business leaders has made 44 recommendations to the governor and state legislature which would save taxpayers cumulatively more than 3 billion dollars—a hefty amount for a small state.

From dinner tonight, Bruce leaves for Washington, DC for a meeting at the National Institutes of Health where he has agreed to chair an oversight board for the NIH next year dealing with the data and information complexities arising from the decoding of the human genome. He also agreed last week to chair a newly created task force in Nevada working on re-inventing the state's community college system.

Bruce and his wife, Nora, make their principal home in the rugged mountains of the Sierra Nevada, at 6500', in a log cabin built in 1926, on a bank overlooking Lake Tahoe, in a forest of 200 year old trees. It is one of the most historic homes in Nevada having once been owned by Howard Hughes and visited by many, including Frank Sinatra, Jack Kennedy and Marilyn Monroe—sometimes together! They also have a home in the heart of San Francisco, where all three of their grown sons and four grandchildren live. Since 1993, Bruce and Nora have been directors of Nevada New-Tech, a private investment company supporting technological innovation in Nevada. Nora, a graduate of the University of California at Berkeley, is also a writer and has served on the boards of many non-profit organizations, including the Nevada Cultural Commission and the Nevada Humanities Commission, and is a board member of Public Television in Nevada and The National Trust for the Humanities in Washington, DC.

I asked Bruce about this title he has, "The Honorable." Going back to the beginning of our country, it seems that this is a lifetime title conferred on those who are both appointed by the President and confirmed by the Senate to be high officers of the United States Government. He did point out that his oldest son was somewhat disappointed to learn that the title wasn't hereditary!

Ladies and Gentlemen, I present to you the Honorable Bruce R. James, the 24<sup>th</sup> Public Printer of the United States and, most importantly, a June 1960 alumnus of John Marshall High School!