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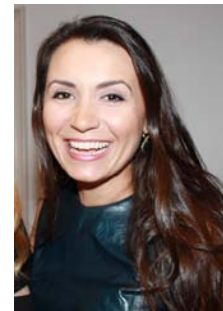
Plans Announced Schlegel Style For Ebby's 100th Birthday Gala For Horatio Alger Program

January 21, 2011



Myrna (pictured) and Bob Schlegel should go into the press conference business. Tuesday they held a one-of-a-kind media event at their Preston Hollow estate like most of the journalistic crowd hasn't experienced before. But then it had to be a remarkable affair. After all, it was to announce plans for Ebby Halliday's 100th birthday gala benefiting the Horatio Alger scholarship program on Ebby's birthday (March 9) at the Meyerson.

To start off with, valet parking for a press conference is pretty classy. But most of the media had never participated in a media event taking place on the third floor of the Schlegel mansion. Even old timers at Chateau Schlegel were amazed at what they found on the tip-top level. No, it's not an attic with Christmas trees stashed in a corner and boxes of memorabilia in another. Not the Schlegels! Their top floor is as much fun as the entire Schlegel clan. It can be used as mini-basketball court with three basketball hoops around the room or as a theater complete with elevated stage. In fact, Schlegel daughter Kim Whitman (pictured) used to stage plays and charge \$5 when she was a little one. Ah, a true business/creative type at heart!



But Tuesday afternoon the room was staged with rows of white chairs facing a head table with place settings for The Ebby, Steve Durham, Ross Perot Sr. and Jody Grant (pictured right with, from the left, Bob Schlegel, Ross Perot Sr. and Ebby Halliday). Three out of the four were Horatio Alger recipients and Steve's dad was a HA recipient.

While waiting for the VIP's to arrive, TV cameras were put into positions, reporters and

columnists compared notes and everyone eyed the spread of goodies laid out by the Schlegels. Usually, the press is refreshed with coffee, cokes and day-old cookies. Nope, not here. It was champagne in delicate flutes and sky-high cupcakes (pictured) from Gigi's. Not many were eaten, though. It was probably because most of the media thought they were just too darn gorgeous to chomp down onto. And they were way too big to put into your briefcase or purse. Drat!



Then The Ebby arrived escorted by Bob (pictured left with Ebby Halliday). She took her place at the table with applause from all assembled including gala co-chair Barbara Durham (pictured) and Sheila Grant. Highlights of the press conference included:

- Gala co-chair Steve called Ebby “the grande dame of Texas...and maybe the United States.”
- Horatio Alger Board Member Jody announced that money raised through the gala will send scholars to universities in the state of Texas.



- Horatio Alger spokeswoman **Carrie Blewitt** (pictured) reported that [Mario Frangoulis](#) will be there at the big gala, along with a guest of honor to be named in a week or two.
- Ross said the night will be about “caring for other people.” He mentioned Ebby’s selling the [Cloverine Salve](#), getting 2 cents’ commission on every 10 cent can. (By today’s standards, it would cost \$7/can, and her commission would be \$1.40). He pointed to the size of Ebby’s company and said it’s “a long way from selling skin cream.” Then he recited some song lyrics that described Ebby: “To Dream the Impossible Dream,” “You’ll Never Walk Alone” and “Climb Every Mountain.”
- Ross continued: “What a role model, particularly for young people.” He mentioned that last year, she received a basketball from the Mavericks and walked off the floor dribbling the basketball. “I understand she’s been approached several times about joining the team,” Ross joked.



- Master of ceremonies **Scott Murray** said Ebby told him, “I don’t smoke. I don’t drink. And I’ll never retire.”

Then it was Ebby’s turn and she showed wisdom and grace in her remarks on a variety of subjects.



- Ebby on basketball: Seeing the Schlegels’ basketball court here reminded her of “7-foot-11 **Dirk Lewinsky**. Towering over me, to dribble without a faux pas reminded me of another day, when my hope was to be a bareback rider in the circus. I had a little pony I rode to sell the Cloverine Salve. ...
- Ebby on her accomplishments: “Anything I’ve accomplished has been because of (my) great teams, a great city, a great country. What first attracted me to Ross Perot—he was a wonderful, patriotic American. ... If there ever was a needy kid, I was it. Reminds me when wheat got down to 10 cents a

bushel; we had to dump wheat on the side of the road because it didn't pay to take it to market."

- Ebby on the press: "You have given us press through the years that we probably deserved, but we couldn't have gotten it without you." ... Recalled early years with National Association of Realtors, researching for them a new-fangled thing called computers, to see if they would ever be of service to the industry.
- Ebby on corporate transfers resulting in Texas becoming a two-party state: When she first came here, "Texas Republicans could have met in a telephone booth."
- Ebby on the tribute gala: When Steve Durham (pictured) told her, "Meet me at the Corner Bakery" [to talk about H.A. tribute], "I thought he was crazy, she said. "But I certainly owe a lot to him." Then she said: "I'm the luckiest 100-year-old gal in the world."



Then Ross led the crowd in a hip-hip-hooray tradition; three times saying it, each time louder. Ebby laughed heartily at that.

From the back of the room, Bob Schlegel asked Ebby: "Could you sell this house to Dirk?" Ebby: "I'll give it a try."

Ross then called for a basketball, which Schlegel produced. In trying to dribble the ball, Ebby (pictured) was nearly bowled over due to the ball's lack of bounce.

Luckily the petite realtor had Steve, Ross, Jody and Bob ready to catch her.



Then the group adjourned to the first floor for a party to celebrate the plans where even more VIP bold facers were assembled.

Melissa Stewart explained her new look was the result of a "bangs change" and not surgery. She also talked about the Stewarts' recent trip



to the Middle East including Dubai and how safe it was.

Don Daseke had just announced his candidacy the day before for mayor of Addison. He's being advised by politico guru **Carol Reed** and her daughter **Laura**. Election is May 4.

Jim Keyes (pictured center with, from the left Myrna Schlegel and Melissa Stewart) was doing a solo act because wife **Margot** was in London.

Horatio Alger recipient **T. Boone Pickens** (pictured right with Sheila Grant) was talking about the upcoming Super Bowl XLV. Seems that he's having 100 folks in for the event. He got the tickets thanks to his being a million dollar founding sponsor.

His idea of the perfect matchup would be Chicago and the Jets. Why? Seems Bears head coach **Lovie Smith** coached for a Tulsa prep school and the University of Tulsa. As for the Jets? Boone's just "not a Pittsburgh fan."



Engaging couples in the room included Schlegel daughter **Kari** and fiancé **Troy Kloewer** (pictured left with Kari Schlegel) and **Jocelyn White** and her **Kim Seal** (pictured left with Jocelyn White) who are talking a spring wedding.



And just think. . . if this is just the announcement party, what the gala will be like? Better get your [tickets](#) now. A hundred-year birthday doesn't happen often.

