

By: Crownover

H.R. No. 2034

R E S O L U T I O N

1 WHEREAS, M. Cass Wheeler retired as chief executive officer
2 of the American Heart Association in 2008, concluding a
3 distinguished tenure with the organization that spanned 35 years;
4 and

5 WHEREAS, A native Texan, Cass Wheeler studied business at The
6 University of Texas at Austin, and after graduation, he worked for
7 the American Cancer Society and also as a stockbroker in Dallas; in
8 1973, Mr. Wheeler joined the Texas affiliate of the American Heart
9 Association, where he became vice president for field operations
10 and later executive vice president, and in 1982, he made the
11 transition to the organization's National Center in Dallas as its
12 chief operating officer; by 1996, he was named senior vice
13 president for field operations, and the following year he took on
14 the role of CEO; and

15 WHEREAS, Under the skilled leadership of Mr. Wheeler, the
16 association merged its 56 state and metropolitan affiliates into
17 eight regions, adopting a single corporate structure, and its
18 revenue increased by \$250 million; moreover, Mr. Wheeler oversaw
19 several new initiatives, including the Go Red For Women campaign to
20 raise awareness about heart disease, the Power to End Stroke
21 targeted at African Americans, and the Alliance for a Healthier
22 Generation, a partnership with the William J. Clinton Foundation
23 aimed at fighting childhood obesity; and

24 WHEREAS, Despite his busy professional life, Mr. Wheeler

1 published the book, *You've Gotta Have Heart: Achieving Purpose*
2 *Beyond Profit in the Social Sector*, and he was active on the boards
3 of the National Human Services Assembly, the Partnership for
4 Prevention, the Campaign for Tobacco-Free Kids, the Independent
5 Sector, and Research!America; in addition, he was a member of
6 various committees for the American Society of Association
7 Executives, a board chair of the National Health Council, and a
8 co-convener of the Panel on the Nonprofit Sector, and he was
9 appointed by former President Clinton to serve on the Commission on
10 Improving Economic Opportunity in Communities Dependent on Tobacco
11 Production While Protecting Public Health; and

12 WHEREAS, The recipient of numerous accolades, Mr. Wheeler was
13 asked to carry the Olympic torch as it traveled through Dallas
14 before the 2002 Winter Games in Salt Lake City, and he was given the
15 Essence of Leadership Award for Excellence in National Executive
16 Leadership from the National Human Services Assembly; he was also
17 included in the *NonProfit Times* Power and Influence Top 50 list for
18 three years in a row beginning in 2006, and he has been a guest
19 lecturer and speaker at Harvard University, UT Dallas, the
20 Georgetown University Law Center, the University of Mississippi,
21 and UT Austin; and

22 WHEREAS, Today Mr. Wheeler continues to participate on the
23 boards of the American Legacy Foundation and the Paul G. Rogers
24 Society for Global Health Research and on the advisory committees
25 of the UCSF Center for Tobacco Control Research and Education and
26 the Centers for Disease Control and Prevention; he has also
27 launched a consulting practice, and he resides in Walburg with his

1 wife, DeLisa, and their family; and

2 WHEREAS, With the utmost dedication and a genuine concern for
3 his fellow citizens, Cass Wheeler has made lasting contributions to
4 the American Heart Association and to the entire nonprofit
5 industry, and he has garnered the respect and admiration of all who
6 are fortunate enough to know him; now, therefore, be it

7 RESOLVED, That the House of Representatives of the 81st Texas
8 Legislature hereby honor M. Cass Wheeler on his outstanding career
9 and extend to him sincere best wishes for continued success and
10 happiness; and, be it further

11 RESOLVED, That an official copy of this resolution be
12 prepared for Mr. Wheeler as an expression of high regard by the
13 Texas House of Representatives.