During his 29 years at Control Data, Norb built a legacy to innovation in human resource management unmatched in American corporate history. For example, he introduced the first U.S. corp. employee assistance program—a 24-hour family crisis intervention and counseling service. He also was the driving force behind Control Data’s becoming the first major U.S. employer to implement flexible work hours.

Time does not permit me to describe all of the innovative ideas, policies, and projects that Norb has brought to Control Data, or the community at large.

But there’s one particular program that perhaps tells the story of the caring and innovativeness that Norb Berg has brought to us. The program is one that encourages taxi drivers to be alert to needy runaway youth and empowers the drives to take these young people to homes for help. In Minneapolis, it pays the fare or runaways to be taken to The Bridge for Runaway Youth. In Los Angeles, where the program has been replicated, cab drivers take youths to Children of the Night facilities. Hundreds of young people have found help when they most needed help.
I single out this program because—typical of Norb’s ideas—it’s a simple, creative, common-sense approach to a problem. It also exemplifies the depth and breadth of his caring. It has been said, and I quote: "A person can be no bigger than the number of people for whom he (or she) genuinely cares."

When Norb retired from Control Data last June, he received hundreds of cards, letters and telephone calls from people whose lives he had touched. Without exception, they praised Norb’s deep sense of caring. Let me read comments from two of those letters. An executive—from another company—wrote: "...you’ve proven to me and, doubtless many others, that high ethics, social concern and good citizenship are not incongruous with high corporate growth and profitability."

A Control Data employee wrote: "Many, many times over the years, I have seen you invest a great deal of your personal time and energy into individuals. It always gave me a sense of reassurance that you would invest in me, too. When the time came that I needed it, it proved to be true because you were there when I needed help."

That letter could have been written by me or the hundreds of other people who have benefited from Norb’s caring and tutoring. In nominating Norb for the award, I said: "Norb looks at every opportunity in his business, community and personal life for ways to maximize the caring of people and organizations."
I know that I owe a great deal of my personal success to my friendship with Norb and his wise counsel, but more than that -- his genuine caring.

The Caring Institute has made an outstanding choice in Norb Berg. He’s truly deserving of the recognition, and it’s a tremendous pleasure for me to be here today and be a part of the honor you are giving him. Thank you.