

Lloyd Westbrook Receives 2010 Floyd Bruce Award



Mr. Lloyd Westbrook receives Bruce Award from Mr. Winston Wolfe, Arkansas Federation President

Lloyd Westbrook of Conway received the 2010 Floyd Bruce Community Service Award at the National and Active Retired Federal Employees (NARFE) State Federation Convention in North Little Rock May 13-15. Established by the heirs of Floyd Bruce, an ardent NARFE supporter and a tireless community volunteer, the Bruce Award is the highest award presented by the NARFE Arkansas Federation.

Westbrook, a 21-year member of NARFE Central Arkansas Chapter 966, received the award not only for his attendance and participation in NARFE chapter activities and leadership roles but also for his demonstrated promotion of NARFE ideals and community service activities in “retirement.”

After retiring from the University of Arkansas Cooperative Extension Service, he became president and CEO of the Conway Chamber of Commerce. Under his leadership the Chamber became the fifth in Arkansas to become accredited with the U.S. Chamber of Commerce. He

established 16 volunteer committees and grew the Chamber membership from 450 members to 980. Beginning in 1998, he led a committee that raised more than \$1.5 million to build a new Chamber of Commerce building that was paid for in 2008.

During 1991 and 1992, he served a chairman of the Faulkner County Beef Cattle Association which grew to more than 1,100 members and became the largest locally organized association in the United States.

Westbrook has served on numerous boards including John Hawk Foundation, the Faulkner County Heart Association, Central Arkansas Planning and Development District, the 4-H Foundation, Faulkner County Farm Bureau, the United Way Committee for Conway and the Conway Rotary Club. He's has also served in many leadership roles, such as president of the 4-H Foundation, president of the Arkansas Forage and Grassland Council; on the committee to get buyers for the Junior Livestock Auction and as judge for selection of Arkansas Young Farmers and Ranchers. He has worked closely with the presidents of all three institutions of higher learning and also chaired the fund drive for Central Baptist College.

When Westbrook was recruited to join Chapter 966, it was in danger of dissolving because no one wanted the leadership role as president. Westbrook agreed to become president, a position he held from 1988 through 2003, on condition that chapter members agree to accept responsibilities as needed. He has chaired the Nominating Committee every year since 2003.

He has attended 98 percent of all NARFE chapter meetings, served five terms as president of Chapter 966, obtained program speakers for chapter meetings and represented the chapter at all Federation Board meetings and at a regional training conference where he was a speaker.

Under his leadership, Chapter 966 hosted three federation conventions, and he has served as entertainment chair for the last two.

Westbrook was nominated for the Bruce Award by Chapter 966 because of the support he has given the chapter, the federation and the city of Conway. Westbrook received a plaque and a check for \$100.

END