

## TIME CAPSULE



Photo provided

One photo Joanie Loeher didn't take the night George H.W. Bush made a 1988 campaign stop at Lake Michigan College. She is seen with her husband, Ron, left, and the vice president.

Time Capsule, which runs every Monday, takes a look back through the HP photo archives. If you would like to share a nostalgic comment about this photo, please join the discussion on our Facebook page: [facebook.com/HeraldPalladium](https://www.facebook.com/HeraldPalladium).

# Clicking with Bush

## Couple recalls LMC campaign stop in 1988

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A lot of Americans reflected on a lot of memories of President George H.W. Bush after he died Nov. 30.

But few have the kind of recollections about him that Ronald and Joanie Loeher do.

They got to know Bush for a few impromptu hours when he was a 1988 presidential candidate making a campaign stop at Lake Michigan College. The press plane with the vice president's photographer had to land elsewhere because of stormy winter weather, and Joanie was the only supporter around that night with a camera.

Thus, Ron recalls, she got pressed

into service as vice presidential photographer.

"He was so enthused that someone could take pictures," Ron recalled.

And snap them she did.

She took numerous photos of the vice president hob-nobbing with supporters. She had the film developed at Neuchterlein's photo shop in downtown St. Joseph, and she mailed prints to the White House. The one taken by someone other than Joanie came back with Bush's signature. It shows Bush with the Loehers.

Ron said he was wowed by Bush's warmth and congeniality.

"He was very, very humble. He looked you in the eye, remembered your name, asked your opinion. He cared about people," Ron said in a phone interview. The couple, then Benton Township residents, now live

in Traverse City.

Loeher said the vice president had just come from a brutal GOP candidate debate in Iowa. Loeher said he told Bush he did a good job despite being on the defensive.

"I think that's how we established a rapport," said Loeher, a retired corporate recruiter.

He said Bush was surprised he had seen the debate in the days before heavy cable TV penetration. Loeher explained that he had a satellite dish.

Loeher said he regrets not making a point to meet and talk to Barbara Bush. He said he recalls her sitting in the bleachers of the LMC gym by herself.

Barbara Bush died in April.

George H.W. Bush would win his party's nomination and general election in 1988.

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