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the **BENEFACTOR**

A PUBLICATION FOR BENEFACTORS OF THE UNIVERSITY OF ARKANSAS



UNIVERSITY OF
ARKANSAS

Aspire. Advance. Achieve.



A MESSAGE FROM THE VICE CHANCELLOR



We have so much to be grateful for at the University of Arkansas. First and foremost, we are grateful for you – our benefactors. Your investments impact every aspect of our

campus – from our students and faculty to our programs and buildings. Private gift support allows us to offer a unique and excellent academic experience.

Earlier this spring, we hosted our second annual giving day, All In for Arkansas, in conjunction with the university's 146th birthday. The outpouring of pride and excitement we witnessed was spectacular. As you'll see on the next page, we raised an impressive \$411,326 in 1,871 minutes – more than doubling the goal we set for ourselves. We couldn't have done that without your support. As we move toward the

university's sesquicentennial celebration in 2021, it's encouraging to see us gaining momentum and enthusiasm.

Fostering student success continues to be a focus of ours, and – as you'll read in this issue – we are addressing that with the creation of a new scholarship initiative called Advance Arkansas. This initiative is just one example of how we are taking the university's Eight Guiding Priorities and turning them into tangible opportunities for involvement. Campaign Arkansas will continue to reinforce these priorities, and we look forward to sharing these developments in subsequent issues.

As always, thank you. Your gift truly makes a difference.

A handwritten signature in black ink that reads "Mark Power". The signature is fluid and cursive.

MARK POWER
Vice Chancellor for University Advancement

THE BENEFACTOR
SPRING 2017

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THANK YOU

FOR BEING



ALL IN
FOR ARKANSAS

YOU HELPED
US RAISE

\$411,326

IN 1,871
MINUTES

1,022
TOTAL GIFTS

6 MONTHS
AGE OF
YOUNGEST
DONOR

GIFTS FROM
42
STATES AND
COUNTRIES

714 GIFTS
OF \$50 OR LESS

171
DIFFERENT AREAS
IMPACTED

209
SOCIAL MEDIA
AMBASSADORS

1.76M
SOCIAL MEDIA
IMPRESSIONS



1 APPEARANCE FROM
MISS AMERICA

ADVANCE ARKANSAS: NEW SCHOLARSHIP INITIATIVE WILL ASSIST ARKANSANS

The University of Arkansas is introducing a new scholarship initiative, Advance Arkansas, that will create campus-wide undergraduate scholarship endowments to benefit academically promising students from Arkansas.

The Advance Arkansas scholarships will support new, returning and transfer students from Arkansas who exhibit strong academic ability, impressive leadership skills, some financial need, extraordinary determination and a deep sense of connection to the state and its local communities. Recipients will also exhibit a strong desire to attend and graduate from the University of Arkansas. Preference will be given to students who are the first in their families to pursue a four-year baccalaureate degree. The scholarships will be “portable,” meaning they will follow their student recipients regardless of changes in major, as long as other renewal criteria are maintained.

“It is our hope that these students will make significant contributions to the overall achievement of the state,” said Chancellor Joe Steinmetz, who was a first-generation college student himself. “It is a top priority of ours to ensure that hard-working, academically gifted students graduating from Arkansas high schools have the opportunity to attend the state’s flagship institution.”

“Many of the state’s best students attend other schools because they receive better financial incentives,” said Charles Robinson, vice chancellor for student affairs. “Advance Arkansas will help us attract more of these Arkansans by making the university more financially accessible. These students will contribute very positively to the strong academic and community-focused culture of our campus.”

The university is setting aside \$2.5 million to match the earnings in the spending accounts generated by the scholarship endowments to double the impact. Therefore, an endowment generating \$2,000 in scholarship spending will be matched with another \$2,000 by the university, for a total scholarship award of \$4,000. The amount of the scholarships awarded will range from \$4,000 to full tuition awards. The minimum endowment required for Advance Arkansas scholarships is \$50,000.

Chancellor Steinmetz and his wife, Sandy, have shown their support by making another \$50,000 gift, bringing the total amount they have provided to support scholarships for Advance Arkansas to \$100,000.



Advance Arkansas will give more students from Arkansas the opportunity to graduate from the university, thereby increasing the number of degree-holders in our state.

ALUMNA'S LOVE OF EDUCATION INSPIRES SCHOLARSHIP FOR FULBRIGHT STUDENTS

To all who knew and loved her, University of Arkansas alumna and lifelong education advocate Mary Jane See Adamson was *sui generis*, or in a class by herself. And after being a guiding light for her family and hundreds of students, her husband and children wanted to memorialize her for generations to come by establishing a scholarship in her name.

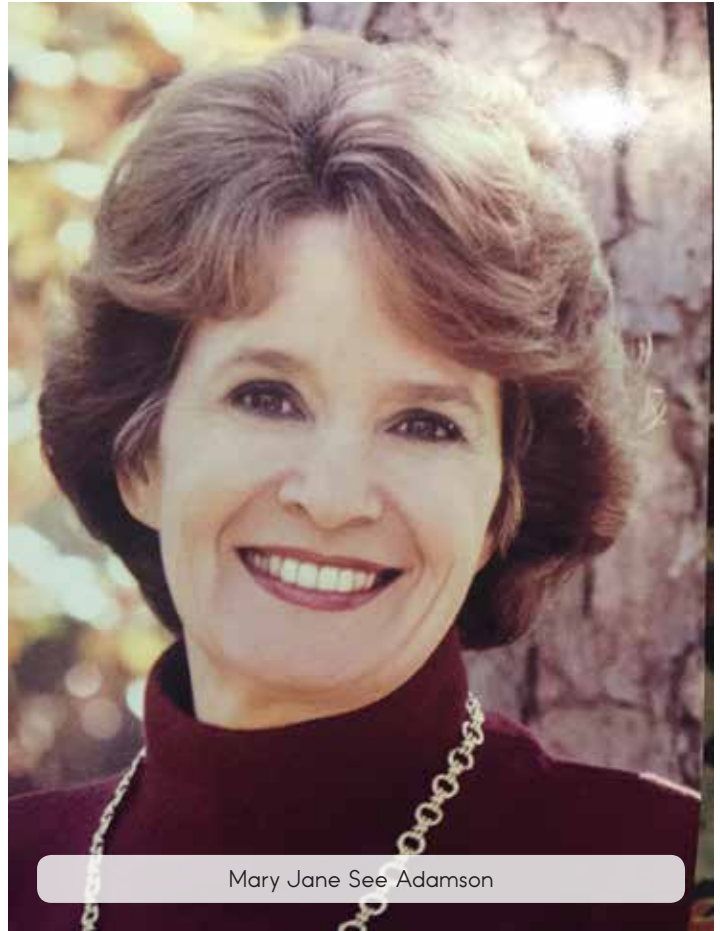
Thanks to a \$200,000 gift from her husband, Dr. James Adamson of Little Rock and her three children, Leslie Sogandares of Reston, Virginia; Jim Adamson III of Little Rock and Paige Westbrook of Birmingham, the Mary Jane See Adamson Scholarship Endowment has been established in the J. William Fulbright College of Arts and Sciences to benefit students in the Department of English.

"We were married for almost 57 years, and our three children and I wanted to honor her in a way we thought would bring lasting recognition to her life," said Dr. Adamson. "This gift reflects her strong feelings for the benefits that can be gained from a broad college education, her love for the University of Arkansas and the education she received during her four years as an undergraduate student."

Mary Jane See Adamson majored in English and earned her degree in 1958, ranking first in the senior class and first in the College of Arts and Sciences in both semesters of her senior year. She received several academic recognitions, but her most cherished recognition was membership in Phi Beta Kappa, the oldest national honor society for the liberal arts and sciences in the United States.

"She was our rock, our compass, our tugboat, our guiding light," he said. "We are very pleased to establish this award and hope those who receive it will give a brief thought to the wonderful woman for whom it is named."

The Mary Jane See Adamson Scholarship Endowment will benefit undergraduate English majors who are residents of Arkansas, demonstrate financial need and carry a GPA of at least 3.0.



Mary Jane See Adamson

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our tugboat, our guiding light.
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THE ENDOWMENT EFFECT: WHEN PHILANTHROPY COMES FULL CIRCLE

Assistant professor Ashlea Bennett Milburn was a first-generation college student when she originally came to the University of Arkansas as an undergraduate. A recipient of the Chancellor's Scholarship, Milburn said her undergraduate education was made possible thanks to private gift support.

"Without my scholarships, I would've had to work or take out loans," she said, noting that her parents' abilities to help fund her education were limited.

Milburn graduated with honors and later went on to earn a master's degree from Virginia Tech and a doctorate in industrial and systems engineering from Georgia Tech.

She returned to the U of A in 2010, where she joined the faculty of the Department of Industrial Engineering. Now, her experience with philanthropy has come full circle, and the student who was once supported with scholarships has become an academic professional supported with an endowed chair. Milburn is the 2017-2018 recipient of the John L. Imhoff Chair in Industrial Engineering – a position named after a faculty member who Milburn served under as an undergraduate student officer of Alpha Pi Mu.

Milburn teaches courses in probability and statistics, healthcare systems and transportation logistics, and her research interests include applying operations research tools and techniques to problems encountered in healthcare, humanitarian and transportation systems. She is especially motivated by the modeling and analysis of challenges associated with disaster relief and the delivery of home healthcare.

Milburn plans to use her chair to foster excellent research with a global impact and enhance her teaching by incorporating new humanitarian logistics modules and case studies into the courses she teaches.

"This chair provides resources that can be utilized in more flexible ways," she said. "I can use it to fund travel for a student to accompany me to an international conference, supplement financial support for students involved in unpaid internships and create new ideas to enrich my students' educations."



The John L. Imhoff Chair in Industrial Engineering was established in 1983 to honor the memory of John L. Imhoff, founding head of the University of Arkansas Department of Industrial Engineering.

STUDENT START-UPS TO BENEFIT FROM STEGALL GIFT

University of Arkansas alumna Janet Ryan Stegall and her husband, Bob, have committed \$100,000 to create the Janet Ryan Stegall and Bob Stegall Entrepreneurship Fund in the Sam M. Walton College of Business because they believe entrepreneurship inspires innovation and creativity. The fund will allow future entrepreneurs to dream big by providing faculty and student support, program support and even facility support, particularly through the university's Office of Entrepreneurship and Innovation.

In her career, Stegall has had the opportunity to work with clients who started their own companies.

"I have a core belief that the United States was built from small businesses," she said. "Many of my clients did not come from great wealth but have created great wealth. The entrepreneurship journey often fosters a strong belief in giving back."

Bob Stegall is equally passionate about entrepreneurship, thanks to his father, who was a small-business owner. "Great innovation often comes from individuals and small companies," he said. "We want to encourage future entrepreneurs to dream big."



Bob Stegall and Janet Ryan Stegall

TWO CAMPAIGN GIFTS SUPPORT ENTREPRENEURSHIP HUB

Two University of Arkansas alumni and their wives are contributing a total of \$600,000 for a new entrepreneurship hub that will support students from across campus. Jerry and Kay Brewer are contributing \$500,000 to create the Brewer Family Entrepreneurship Hub, and their son, Clete, and his wife, Tammy, are contributing another \$100,000. The hub will support interdisciplinary entrepreneurship and innovation efforts across campus and serve as a starting point for students and their companies to launch their ideas.

"I hope this Entrepreneurship Hub will remove boundaries for anyone on campus – no matter their background, GPA or major – so they can achieve success in entrepreneurship," Jerry Brewer said.

Clete Brewer describes his father as his "entrepreneurial hero" and notes that Sam Walton was his.

"My dad knew how to coach people and was a football-coach-turned-entrepreneur who wanted to provide a better life for his family," said Clete Brewer. "He always looked at things from an entrepreneurship standpoint instead of just the status quo. To him, there was always a better way, and that is what we strived to do in business."

This respect is what inspired Brewer and his wife to donate to the entrepreneurship hub.

"Tammy and I contributed in honor of my dad," said Brewer. "We're honored to do this. This space will give people access to resources, so they can realize their dream while they work on their education. It will give them a foundation of knowledge on which to build their dreams."

FAYETTEVILLE COUPLE'S GIFT HONORS FAMILY

Alumna Katy Nelson-Ginder has traveled to several countries with faculty and students during her career, and she has seen first-hand how study abroad experiences can be life-changing for students. With that in mind, she and her husband, alumnus Grant Ginder, are establishing two scholarships through a \$100,000 planned gift that will make international education and study abroad experiences more accessible for U of A students.

The Talmadge and Laverne Nelson Study Abroad Scholarship will support students in the Dale Bumpers College of Agricultural, Food and Life Sciences who wish to participate in a Global Community Development Program or study abroad program with a service-learning component.

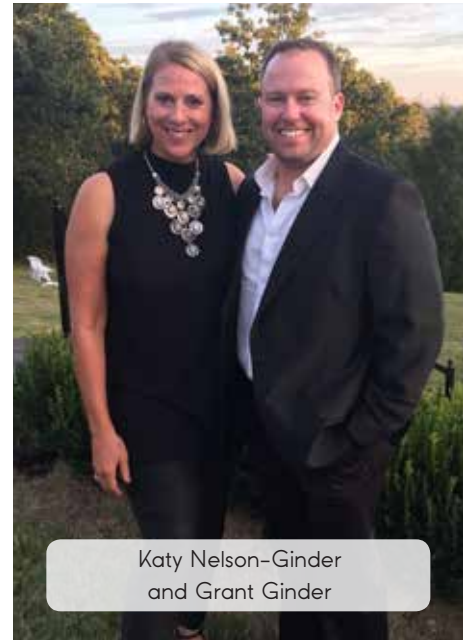
The scholarship is named after Nelson-Ginder's parents, who both

contributed years of service to the Bumpers College. Her father is an emeritus faculty member, and her mother is an emeritus staff member.

"Grant and I wanted to honor my parents' contributions to the Bumpers College, the Division of Agriculture and the university as a whole," Nelson-Ginder said. "I have many fond memories of their time on campus."

The Grant Ginder and Katy Nelson-Ginder International Excellence Fund will benefit students with financial need and faculty in the J. William Fulbright College of Arts and Sciences or the Sam M. Walton College of Business who are participating in a Global Community Development Program or a study abroad program with a service-learning component.

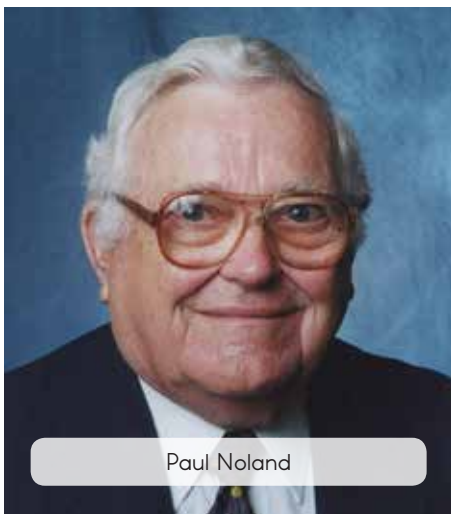
"The faculty at the U of A are dedicated and spend countless hours developing meaningful experiences for



Katy Nelson-Ginder
and Grant Ginder

the students," Ginder said. "Katy and I are impressed with their commitment and passion to the students and university."

SCHOLARSHIP PAYS TRIBUTE TO PANAMANIAN PARTNERSHIP



Paul Noland

In 1951, Dr. Paul Noland welcomed the first group of agriculture students from Panama to the University of Arkansas as part of a partnership between the U.S. State Department and the Republic of Panama for programs in research, extension and educational instruction.

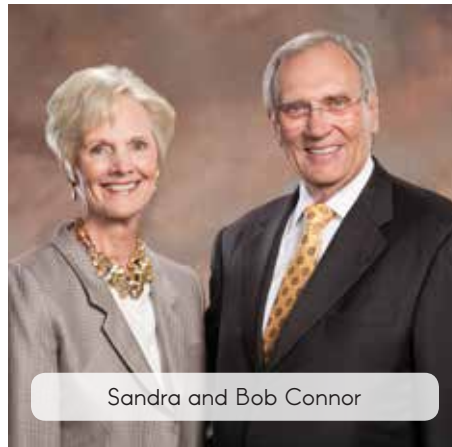
To help establish the first foreign agricultural mission by a United States land-grant institution, the university sent Noland and his family to live in Panama from 1955 to 1957. Noland was a part of the program that laid the foundation for agricultural teaching and research in animal nutrition and management between the U of A and Panama.

Noland passed away in December 2015, and his connection to Panama is being recognized through a new scholarship established by his son, Stewart Noland. The Dr. Paul and Eunice Noland Endowed Scholarship for Panamanian Students will provide support for students pursuing agricultural studies in the Dale Bumpers College of Agricultural, Food, and Life Sciences, with preference for an international student from Panama. The scholarship pays tribute to and continues the 60-year relationship between the U of A, Panama and the Noland family.

CONNORS, WHILLOCK NAMED 2017 CHANCELLOR'S MEDAL RECIPIENTS

Alumna Sandra Connor and her husband, Robert, and alumna Margaret Whillock were recognized as Chancellor's Medal recipients at the University of Arkansas Towers of Old Main event on April 21. The biannual event celebrates benefactors whose cumulative giving or commitment to the university has reached or exceeded a threshold of \$100,000.

The Connors were recognized for their tremendous support of faculty and students at the university and their leadership as volunteers. Sandra Connor holds a Bachelor of Arts in Sociology and Social Welfare from the university and was a member of Chi Omega sorority and the Student Senate. Robert Connor holds a degree in banking and finance from the University of North Texas in Denton and was a member of the Texas National Guard. He graduated from Officer Candidate School and served in the Army Reserves until 1971, where he attained the rank of 1st Lieutenant. Robert Connor also attended the

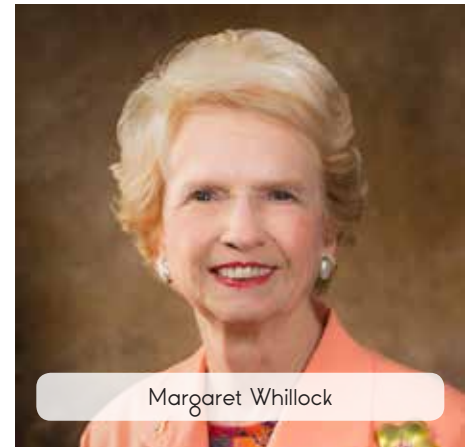


Sandra and Bob Connor

Harvard Business School Program for Management Development and the American Bankers Association-sponsored Stonier Graduate School of Banking at Rutgers University.

Whillock was celebrated for her extensive contributions to the state of Arkansas and the university. She graduated from the U of A with a Bachelor of Science in Education and was a member of Pi Beta Phi sorority.

All three individuals are benefactors of the university and active volunteers.



Margaret Whillock

The Connors previously served on the Board of Advisors and Central Arkansas Advisory Committee and are now treasurers for the Campaign Arkansas Steering Committee. They are members of the Chancellor's Society, life members of the Arkansas Alumni Association and recognized as Towers of Old Main.

Whillock and her late husband, Carl, both served on the Campaign for the Twenty-First Century Steering Committee and co-chaired the Central Arkansas Regional Committee. She was a founding member of the Women's Giving Circle and has served on the Board of Advisors, the 20th Century Garvan Gardens Advisory Board and the Dean's Development Council for the College of Education and Health Professions. She is a member of the Campaign Arkansas Steering Committee, Fulbright College Advisory Board, Chancellor's Society, Towers of Old Main and is recognized as a ThoroughRed for her consecutive years of giving. She is also a life member of the Arkansas Alumni Association and was the commencement speaker for the Fay Jones School of Architecture + Design in 1989.



CORPORATE GIVING SPOTLIGHT

Gifts from corporations and foundations continue to be essential to the University of Arkansas' fundraising success. These organizations invest in the university financially and academically as well. They collaborate with the university on cutting-edge research, innovative service ideas and

the recruitment of our students. And they provide critical internships, scholarships and fellowships.

For more information about the Office of Corporate and Foundation Relations, call (479) 575-2638.

J.B. HUNT TRANSPORT SERVICES, INC. made a \$2.75 million investment to create the J.B. Hunt Innovation Center of Excellence. The center is a collaborative effort between the company, the College of Engineering and the Sam M. Walton College of Business to advance supply chain management efficiency through technology. This industry collaboration advances the U of A's culture of interdisciplinary research through the creation of a center that allows engineering, computer science and business researchers and students to work with J.B. Hunt employees in finding solutions to real-world problems through innovative design and technology-driven supply chain solutions.

GREENWAY EQUIPMENT, INC., based in Weiner, Arkansas, is investing \$250,000 in the university through the Dale Bumpers College of Agricultural, Food and Life Sciences and Walton College. The gift will create the Greenway Agricultural Leadership Scholarship for undergraduate students in Bumpers College, as well as the Greenway Leadership in Business Scholarship Fund and the Greenway East Arkansas Excellence Fund in Walton College. The Greenway Leadership in Business Scholarship Fund will benefit two Walton College students, and the excellence fund will provide resources to recruit and retain talented students from east Arkansas. Walton College alumnus John L. Conner, Jr. and Greenway Equipment president Marshall Stewart were catalysts for the company's investment in students from this area.

NEW FUND INVESTS IN CAMPUS PROJECTS

Chancellor Joe Steinmetz has created a new campus fund to support several of the university's eight guiding priorities, established in fall 2016. When fully funded, the Chancellor's Discovery, Creativity, Innovation and Collaboration Fund will invest \$1 million a year in new projects designed to enhance the university's research and discovery mission, build a collaborative and innovative campus, promote innovation in teaching and learning and strengthen graduate education.

University of Arkansas Guiding Priorities:

- Advancing Student Success
- Building a Collaborative and Innovative Campus
- Enhancing our Research and Discovery Mission
- Enriching Campus Diversity and Inclusion
- Investing in Faculty Excellence
- Promoting Innovation in Teaching and Learning
- Reaffirming our Land-grant and Flagship Responsibilities
- Strengthening Graduate Education

A LIFELONG JOURNEY OF GROWTH AND NEW EXPERIENCES

Alumnus Bill Keenan of Charlotte, North Carolina, says the University of Arkansas is very dear to his heart. Keenan graduated from the university with a journalism degree but retired as an investment manager. His journey in between shows that a college education can provide multiple opportunities for success.

Keenan graduated high school in Miami, Oklahoma and came to the university as an Army Air Corps Reservist, selected for the Army Specialized Training Reserve Program prior to Air Corps active duty. Because of his credits earned in the ASTRP, he returned to the university as a sophomore and chose to major in journalism.

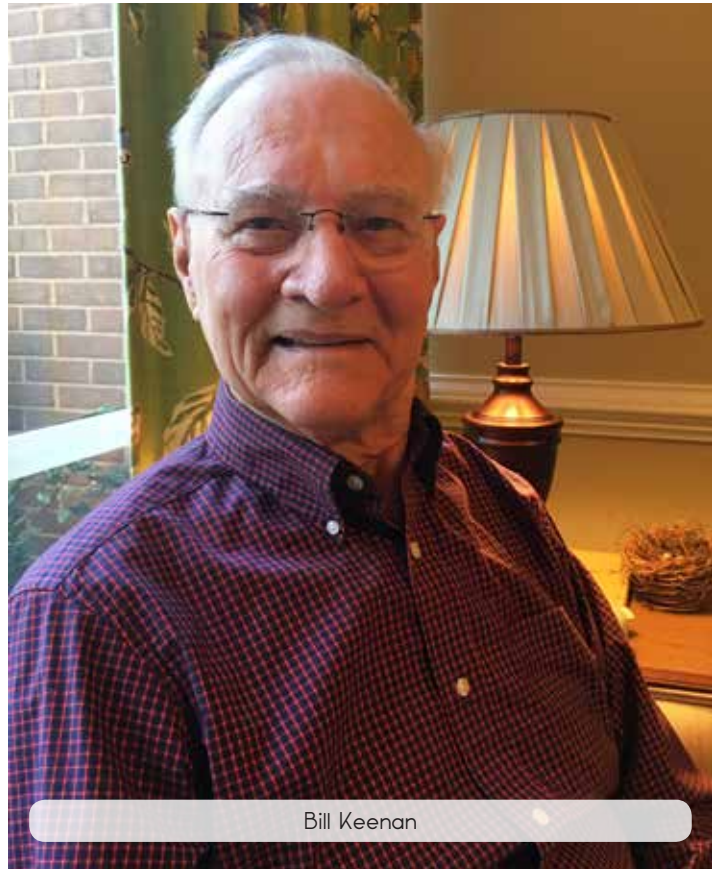
His journalism classes introduced him to Dr. Walter J. Lemke, for whom the department is now named. Keenan described him as his hero and said he was fortunate to take several classes from him.

After graduation, Keenan's first job was at the Newport Independent, where he became editor. He then moved to the Little Rock Chamber of Commerce before beginning his career writing for companies in the oil industry.

Keenan worked for Shell Oil Company and then for Exxon. At Exxon, he became an editor of Oilways, their industrial products magazine. In his role, he helped publicize the 2,200 products Exxon then made for industrial customers.

That experience gave him the opportunity to visit and write about a variety of companies and their products, and Keenan chose to start investing in the stock market. He then transitioned into banking by joining the Bank of the Southwest in Houston as a security analyst.

Keenan was soon recruited to First Union Bank in Charlotte (now Wells Fargo) and worked there for 12 years, until he and two associates decided to form their own company, Wedge Capital Management. Keenan and his colleagues were successful; by the time he retired in 1996, they were managing a portfolio of \$2 billion. Their portfolio is worth \$12 billion today.



Bill Keenan

Now, the university that is dear to Keenan's heart has become the beneficiary of his support. Keenan is a member of the Chancellor's Society and a life A+ member of the Arkansas Alumni Association. When asked why he gives back, he said, "It's easy to see how important alumni contributions are to the student body and to the strength of the university."

the **BENEFACTOR**

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