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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



Another academic year has started on the University of Arkansas campus, and the class of 2021 has begun its journey. These students are joining us at an exciting time since

fundraising is stronger than ever, and Campaign Arkansas will undoubtedly enhance their experience over the next four years.

This fall, we announced a historic gift that will benefit students and faculty across our campus - \$120 million from the Walton Family Charitable Support Foundation for a School of Art in the J. William Fulbright College of Arts and Sciences. This gift will transform art for our university and our state, creating

collaborations between Fulbright College and other units on our campus. It is an unprecedented gift, and we are thrilled to share its impact.

We are also excited about the momentum generated by the Advance Arkansas scholarship program, which was launched in the spring. These valuable scholarships will make a quality education even more accessible for students from Arkansas.

Stories about both initiatives – and more – are shared in this issue. I hope they inspire you and demonstrate the amazing progress we see each day, thanks to donors like you.

MARK POWER
Vice Chancellor for University Advancement

THE BENEFACTOR
FALL 2017

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THANKS FOR YOUR SUPPORT!

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TO THE CAMPAIGN

CAMPAIGN *Arkansas*

ALLENS, LAUCKS FUND ADVANCE ARKANSAS SCHOLARSHIPS

Fundraising for Advance Arkansas is a top priority to which generous donors have already contributed, making a significant difference in the lives of Arkansans.

Ken and Liz Allen of Fayetteville donated \$50,000 to the Ken and Liz Allen Scholarship Fund for an Advance Arkansas scholarship. The scholarship will initially be available to students in the Sam M. Walton College of Business, with preference given to dependents of current active-duty military personnel.

Stephen and Kathryn L. Lauck of Ross, California, committed \$50,000 to create the J. Stephen and Kathryn L. Lauck Advance Arkansas Endowed Scholarship. The selection of the initial recipient will



Ken and Liz Allen

PHOTO BY LAUREN ETHRIDGE



Stephen and Kathryn Lauck

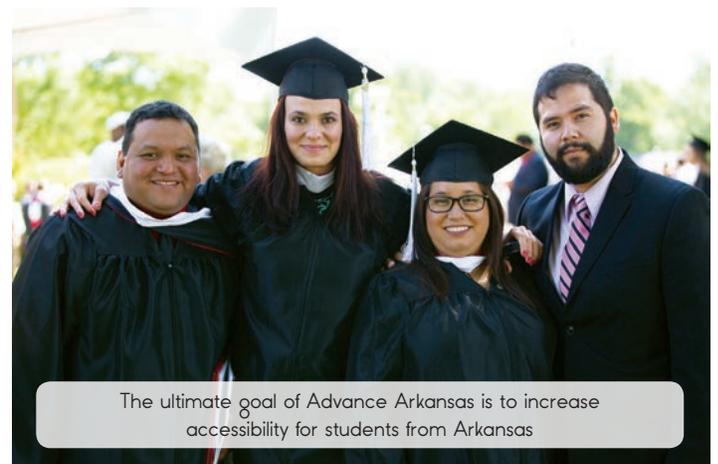
be made with preference given to students enrolled in the Walton College who are first-generation college students.

Once granted, both scholarships

will follow the recipients throughout their undergraduate studies, regardless of academic major, and as long as they maintain good academic standing.

FIVE REASONS TO SUPPORT ADVANCE ARKANSAS

1. Reinforce the land-grant mission of the University of Arkansas by making higher education affordable for students from Arkansas.
2. Foster student success through renewable scholarships in any field of study on the University of Arkansas campus.
3. Double the impact of your investment's spendable earnings with a university match to increase the scholarship award.
4. Create a sustainable endowed fund that will support the academic journeys of future Razorbacks for generations to come.
5. Join alumni and friends who believe in providing life-changing opportunities for Arkansans, while also showing your support for Campaign Arkansas.



The ultimate goal of Advance Arkansas is to increase accessibility for students from Arkansas

Visit campaign.uark.edu/advance-arkansas for more information, or contact Ben Carter, senior director of development, to make a gift today: (479) 575-4663 or bcarter@uark.edu.

WALTON GIFT HELPS SCHOOL OF ART TAKE SHAPE

In August, the University of Arkansas announced an unprecedented gift from the Walton Family Charitable Support Foundation to establish the School of Art in the J. William Fulbright College of Arts and Sciences.

A \$120 million gift from the foundation will transform the Department of Art into the School of Art and is the largest gift ever given to a U.S. university to support or establish a school of art. This gift creates the first and only accredited, collegiate school of art in the state of Arkansas and will propel art education and research in the state forward while also providing unparalleled access and opportunity to students.

The gift will also help position the School of Art as a center of excellence in art education, art history, graphic design and studio art curriculum.



“The School of Art will shape a new generation of artists, historians, designers and teachers with a unique understanding of the hope art can bring to communities,” said Alice Walton, chairwoman of Crystal Bridges Museum of American Art’s board. “The unparalleled access to meaningful American art will connect the heartland of the world.”

Chancellor Joe Steinmetz agrees and says the university is grateful for such transformative gifts from the Walton Family Charitable Support Foundation. The investment is the first transformational gift toward Campaign Arkansas, as well as the largest gift given to the campaign.

“The newly endowed School of Art will transform the university and region into an international hub for

the study of art,” Steinmetz said. “The School of Art will also have an immediate, resounding positive effect on the culture of our entire state, and its imprint will be seen across the nation and beyond.”

The school will place a strong emphasis on American art and art of the Americas, which uniquely complements the mission of Crystal Bridges Museum of American Art, located in nearby Bentonville.

“The vision to create the School of Art could not have come to fruition without the cooperative, close and mutually beneficial relationship between the world-class Crystal Bridges Museum of American Art and the university,” Steinmetz said. “With an emphasis on cross-



disciplinary collaborations and signature outreach efforts with the museum, and a focus on student, faculty and staff diversity, the school will be uniquely positioned to develop programs to rival the top competitors in the field.”

Todd Shields, dean of the Fulbright College, said, “It is impossible to adequately acknowledge the gratitude that we feel toward the Walton Family Charitable Support Foundation for envisioning and pursuing this unparalleled addition to our community.

“The impact of their philanthropy will be felt for generations to come. With this endowment, Fulbright College, the University of Arkansas and Crystal Bridges Museum of American Art will become the epicenter for the study and creation of art in all of its many forms.”

The development of the School of Art will be phased in over a five-year period and will factor in the approvals for developing degree programs by the University of Arkansas Board of Trustees, the Arkansas Department of Higher Education and the Arkansas Higher Education Coordinating Board.



WHAT’S TO COME FOR THE SCHOOL OF ART

- Student support in the form of scholarships, travel grants and internship opportunities
- Engagement in outreach and public service through partnerships with Crystal Bridges Museum of American Art and a variety of community arts organizations
- Expansion of graduate programs and degree offerings in art history, art education and graphic design
- Support of the Fine Arts Library
- Renovation of the historic Edward Durrell Stone-designed Fine Arts Center



ACXIOM HONORS JONES FAMILY WITH CREATION OF SCHOLARSHIP

Acxiom Corporation has contributed \$100,000 to establish an endowed scholarship for the Office of Global Engagement in the Sam M. Walton College of Business.

The Jones Family Endowed International Experience Scholarship is named after alumni Jerry and Judy Jones and their children, Grant Jones and the late Barret Jones. The gift was made in memory of Barret, who passed away in 2016, and in honor of the Jones family to support underrepresented students in the Walton College who wish to study abroad or pursue an international experience.

“My family and I are honored that Acxiom established this scholarship in our name, and we’re grateful that they chose such a meaningful way to honor Barret,” said Jerry Jones. “Studying abroad is a tremendous opportunity for young people to experience other cultures and broaden their understanding of the world. Our family is humbled to have our name on a scholarship that will give bright, deserving students the opportunity to fulfill their dreams of an international educational experience.”

PARSCH SCHOLARSHIP ACKNOWLEDGES LIFELONG APPRECIATION FOR INTERNATIONAL EXPERIENCE

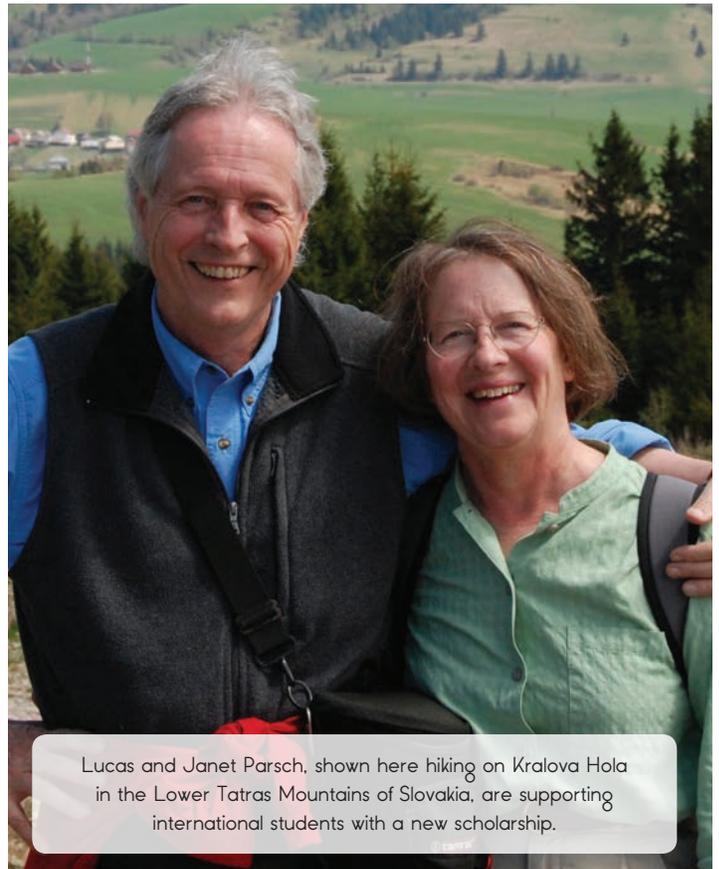
Lucas and Janet Parsch participated in their first international experiences as junior-year study abroad students in Germany. The benefits of this were immediately obvious and life-changing, and a lifelong appreciation for international experiences was born.

“It taught us not only how people from another culture live and think but also gave us a new perspective on who we – as Americans – are,” Lucas Parsch said.

Parsch notes that increasingly more American students are now able to study abroad, yet the presence of international students studying in the U.S. affords a similar experience to American students who do not have the same opportunity.

Recently, the Parsches committed \$100,000 to establish a scholarship specifically for international students at the University of Arkansas. The Lucas and Janet Parsch Endowed International Student Scholarship will support the recruitment and retention of undergraduate and graduate degree-seeking international students who demonstrate financial need and are coming to the U.S. to study at the university.

Parsch is an emeritus professor of agricultural economics and agribusiness, and his wife Janet is currently on the faculty for the University Libraries.



Lucas and Janet Parsch, shown here hiking on Kralova Hola in the Lower Tatras Mountains of Slovakia, are supporting international students with a new scholarship.

CARNINES GIVE HELPING HAND TO DOCTORAL STUDENTS

Alumnus Les Carnine and his wife Linda have a passion for education and believe helping others is part of their DNA. The Carnines, who have 70 years of education experience between them, have committed \$250,000 to the College of Education and Health Professions to create the Carnine Endowed Scholarship in Education Leadership.

Their scholarship will benefit students pursuing a Doctor of Education degree in the educational leadership program of the Department of Curriculum and Instruction in the College of Education and Health Professions.

“As a former grad student, I understand that it’s an effort for these students to come up with the money to fund their educations,” said Les Carnine. “We want to give them a helping hand and know what an impact education can have on people’s lives.

“The impact of a quality education has immeasurable benefits to not only the individual but to the community and to society in general,” he said. “Quality leadership is



Linda and Les Carnine

an essential ingredient. It impacts students, families and co-workers. Linda and I want to do everything we can do to help people aspiring in the field of educational leadership.

“We thoroughly enjoyed our time at the university,” he said. “Once I became a Razorback – even though we weren’t natives – it became a life-long love affair.”

MEMORIES, CAREER INFLUENCE WITTMER SCHOLARSHIP GIFT

Alumnus Leon Wittmer wanted to pay tribute to those who influenced his career, so he and his wife, Mary, are supporting Campaign Arkansas through the creation of the Wittmer Family Endowed Scholarship in Electrical Engineering. The \$100,000 scholarship fund combines a \$50,000 gift from the couple and a \$50,000 match from the Medtronic Foundation.

The Wittmers’ scholarship will provide financial assistance to sophomores, juniors or seniors who are enrolled full-time and pursuing a major in electrical engineering. Consideration will be based equally on merit and financial need.

“I was a first-generation college student and wanted to help others who might be in similar situations as me,” said Leon Wittmer. “This scholarship is something that will outlive me and will continue to give others opportunity into the future.

“When you look back over your career, you think about the impact – the people who gave me the background and skills to have the career I had,” he said. “I wouldn’t have had the career I had without the university. It gave me good memories and the opportunity for a great education.”



Leon and Mary Wittmer

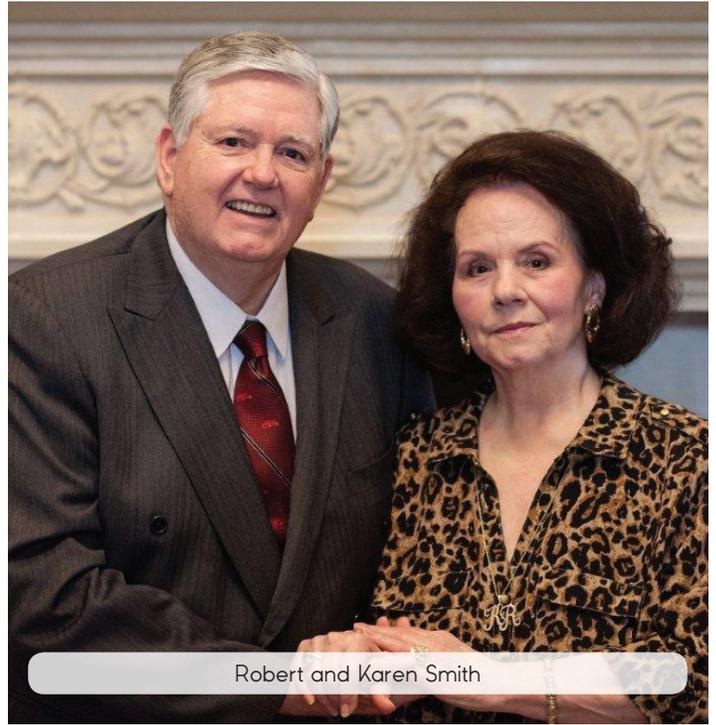
ROBERT AND KAREN SMITH BACK THE BANDS

Alumnus Robert Smith says the decision to give is easy and every amount helps. He and his wife, Karen, are contributing two \$50,000 gifts to support the University Bands in the J. William Fulbright College of Arts and Sciences – one for the Robert and Karen Smith Recruiting and Outreach Fund for University Bands and the other for the bands' areas of greatest need.

As a freshman at the U of A, Smith knew no one, so he joined the band as a tenor sax player. From there, the band became an important part of his life and college experience.

"Everything about the university to me was the band," Smith said. "It was a huge part of who I was as a student. Band was my second home, and it gives students an opportunity to belong to something."

The most recent gifts from the Smiths are in addition to a scholarship already established by the couple – the Robert M. Smith Endowed Band Scholarship. Robert Smith has advice for these recipients, as well as other students currently involved in the band: "The most important time in your life is right now, and in 20 years from now, you'll realize how important the band was to you."



THE HEARST FOUNDATIONS CREATE SCHOLARSHIPS FOR ECAP STUDENTS

The Engineering Career Awareness Program, or ECAP, is a recruitment-to-graduation diversity initiative designed to increase the number of underrepresented students with financial need who are entering and graduating from engineering disciplines by removing traditional barriers to success. The impact of ECAP in the College of Engineering at the university has been significant, with a 286 percent increase in enrollment of ethnic minority undergraduate engineering students. The college has nearly tripled the number of female students over the last five years as well.

Recently, The Hearst Foundations made a \$150,000 gift to the program that will provide scholarship assistance for ECAP students. The Hearst Foundations are national philanthropic resources for organizations working in the fields of culture, education, health and social services.

On average, 75 percent of ECAP students graduate with a U of A degree in six years, as compared to 63.6 percent of the overall undergraduate engineering population. Because of its success, ECAP has received national and international recognition as a model program for higher education institutions and has since been replicated at other engineering colleges.

WHEN RAZORBACK RED RUNS THROUGH YOUR VEINS

Charles and Anne Allen of Little Rock are in love with the University of Arkansas and have wonderful things to say about the school they attended.

Charles Allen came to the university as a first-generation college student, while Anne continued the family tradition of going to school on the Hill. Both are tremendous advocates of higher education and believe the University of Arkansas serves a critical role in the state.

“The university can and does set the standard for why all Arkansans should get a college degree,” they said.

The Allens show their love for all things Arkansas by speaking highly of the campus and have taken a philanthropic interest in it as well. Charles feels motivated to give back and help students “go out into the world and do good” and continues to be impressed with the strength of research the university produces. Anne firmly believes that all gifts are meaningful and fuels some of her giving through the Women’s Giving Circle, which, she says, “brings the research into focus.”

The couple created an endowed scholarship in the College of Education and Health Professions with an estate gift and serve on the Campaign Arkansas unit committee for the college. They are members of the Chancellor’s Society and the Towers of Old Main. Most recently, they funded two spaces



Anne and Charles Allen

in the forthcoming Delta Gamma house in honor of their mothers and Anne’s Delta Gamma – Alpha Omega sisters.

“We are so grateful that we have reached the point in our lives where we can give back,” the couple said. “We hope our fellow alumni and friends realize that they too can do something to support the university.”

GOSAIN GIFT CREATES INTERNSHIPS

Hemant “Sunny” Kumar Gosain graduated with his M.B.A. from the Sam M. Walton College of Business in 1995 and is now giving back to help fellow students. Gosain recently contributed \$25,000 to create the Sunny Gosain Technology Accelerator Internship, which will support internships for students participating in the accelerator program at the McMillon Innovation Studio. The gift will be used for hourly salaries, marketing, materials and management costs associated with the program, where students work on next-generation technology in fields such as artificial intelligence, machine learning and big data.

GOSACK GIFT CREATES M.P.A. ENDOWMENT

University of Arkansas alumnus Ray Gosack spent nearly all of his professional career in public administration before he passed away in 2016. To commemorate this passion and love for the U of A, Gosack made an estate gift of over \$500,000 to create the Raymond W. Gosack Master of Public Administration Endowment in the J. William Fulbright College of Arts and Sciences. Through the endowment, his gift will provide ongoing support for the program, which aims to provide a broad, flexible foundation to prepare students for careers in public service for the government, with non-governmental organizations and in the nonprofit business sector.

THE WILSONS: A FAMILY THAT GIVES TOGETHER

Alumnus Victor Wilson has many great memories from his time at the University of Arkansas, including meeting people and building friendships that have lasted a lifetime. And as the Sam M. Walton College of Business grad returns to campus this fall, he'll be doing more of the same – as one of the 2017-2018 co-chairs of the Chancellor's Society.

Wilson and his wife, Monica, who live in Arlington, Texas, are excited to be this year's co-chairs, as their entire family shares a love for the university. The Wilsons' two daughters, Courtney and Megan, are current students, and the Wilsons themselves have given back to the university for years. Victor even serves on the Campaign Arkansas Steering Committee. Though they are relatively new to the Chancellor's Society, they look forward to encouraging others to join.

"Giving back to the university is important, because it's a major component to building student success, attracting and retaining high quality faculty and administrators, supporting first-in-class research and providing great facilities to support quality academic achievement," said Victor Wilson. "All of this helps make our society better."

This love of giving back is shared with their daughters as well.

"We've always encouraged them to give back," said Wilson. "As we help others, we are truly beneficiaries too. Both our daughters have been involved in volunteerism and giving back since a very early age. It is a joy to know that they are also Razorbacks and will join me – as alumni – in giving back to our alma mater."

As Chancellor's Society co-chairs the Wilsons will encourage others in the University of Arkansas family to support this important annual giving society as well.

"The Chancellor's Society provides an opportunity to come together and share ideas that foster the achievement of our common goal," Wilson said.

The Chancellor's Society is the most prestigious annual giving group and is made up of some of the university's most loyal and generous benefactors. Donors who contribute \$2,000 or more to the university in a given fiscal year are eligible to join. For more information, contact the Office of Annual Giving at (479) 575-2944 or society@uark.edu.



Victor and Monica Wilson with their daughters, Courtney [left] and Megan [right].

SAVING CASH ON GREAT LASH: CAREER-BUILDING OPPORTUNITIES FOR ILIANA HERNANDEZ

If you forget any of your safety equipment, you're likely to get a firm nudge before you pass the first production line. The workers walk around in steel-toed boots, goggles and hairnets while automated machines whir to life about them. This isn't exactly the glamorous image an outsider would expect from a global cosmetics company, but L'Oreal has to attend to the serious business of cranking out 250 million units a year.

Iliana Hernandez, a senior chemical engineering major from Siloam Springs, helped keep the ship running smoothly at this L'Oreal plant in North Little Rock. During her summer internship, she looked to improve efficiency in the UP1 production unit, which makes 65 percent of all mascaras sold in the U.S.—that's a tube produced every two seconds.

Sometimes the best ideas came from visiting with workers on the floor. Julie Halford, who has been working at L'Oreal for 39 years, helped Hernandez come up with a strategy to cut down the use of Isopar, an expensive cleaning chemical. "She's the expert," said Hernandez. She found that the chemical drums weren't being lined after cleaning, causing them to be washed twice. The liners cost \$13 a pop, so as part of her strategy she looked for a cheaper way to mark clean drums.

"I told her we're not giving you projects just to keep you busy. There definitely is a need and a problem that can be solved here. By putting in her problem-solving skills, creativity and hard work, she can help drive business results," said her supervisor Danny Canady, manufacturing controller.

At first, Hernandez was intimidated by the higher-ups, but that didn't last long: "I didn't think I would be working with the highest people in this facility so actually reaching out to them and making one-on-one appointments with the directors was definitely out of my comfort zone. I am typically shy, but I think this internship has changed that."

Hernandez was born in El Salvador but moved to the United States when she was young, her parents sacrificing promising careers in telecommunication and law in an effort to keep their daughter safe from the violence in their home country. She's making the most of her opportunity: She served as the president for the University of Arkansas Society of Hispanic Professional Engineers, and a full scholarship with the Engineering Career Awareness program allowed her to attend a national conference where she first met L'Oreal representatives. Hernandez was also among the first students selected for the Honors College Path Program, which recruits and supports students from underrepresented populations.



Iliana Hernandez gained real-world experience and helped increase efficiencies for L'Oreal thanks to a summer internship and scholarship support.

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