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Summer 2007

## **Benefactor, Summer 2007**

University of Arkansas, Fayetteville

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# the Benefactor



A Newsletter for Benefactors of the University of Arkansas Fund-Raising Programs

Vol. 7, Issue 2, Summer 2007

## Students Call the Hogs

...AND ASK FOR THEIR SUPPORT OF THE UNIVERSITY OF ARKANSAS



To say the least, fund raising is one of the most critical foundations of higher education institutions. Development professionals work hard to secure the future of the University of Arkansas by encouraging alumni and friends to contribute to scholarship funds, new construction projects, research initiatives and countless other areas.

Seasoned professionals are not the only hard-working individuals representing the University, though. Sunday through Thursday, current UA students gather in the National Phone Campaign call center to contact alumni and friends to update alumni information, provide campus updates and ask for gifts to the University. Under the direction of Sarah Ernst, this group makes up an essential component of the overall Annual Fund operation.

Whenever possible, student callers are assigned to alumni and friends based on their fields of study.

“The best experiences I’ve had involve calling architecture alumni,” said Kelly Jackson. “Since I am an architecture student and my father graduated from the University’s architecture school in 1979, it is really exciting to be able to talk with some of my dad’s friends and co-workers.”

Many students do admit their initial interest in the position began when they realized the pay scale is a bit higher than other areas of campus. “National Phone Campaign positions are extremely important and the results of their work directly affect the fund-raising goals of the development office,” said Susan Neyman, director of the Annual Fund. “Students are entrusted with a high level of responsibility and we need to compensate them for their hard work.”

Just as much as the students enjoy their paychecks, they have learned a lot about fund raising — a skill that is hard to teach in a classroom. Students are gaining real-life work experience in negotiation, communication and confidentiality practices. The job is challenging at times and students hone skills that are necessary for corporate America.

“One major challenge of this job is learning to take ‘no’ for an answer,” admitted Duc Huynh. “It is also difficult when the people we call think of us as just solicitors.”

Rachel Bonner adds, “Too many times, alumni think their gifts need to be large to make a difference. We always explain that every gift is combined with others to help the University continue a tradition of excellence.”

Representing all areas of campus, students work a minimum of 10.5 hours each week. ■

### CHIEF CALLER



**NAME:**  
Sarah Ernst

**POSITION:**  
Manager,  
National Phone  
Campaign,  
University of Arkansas

**HOMETOWN:**  
Cedar Rapids, Iowa

**ALMA MATER:**  
Coe College in Cedar Rapids, Iowa

**HIGHLIGHT OF YOUR JOB:**  
Seeing the students get enthusiastic about raising money for their school and being competitive with each other about their results

**GREATEST CHALLENGE:**  
Making the job as fun as possible so the students want to stay while still hitting all of our goals

**HOBBIES OUTSIDE OF WORK:**  
Working out, traveling (mostly to Iowa!), reading, shopping

**FAVORITE THING ABOUT FAYETTEVILLE:**  
The weather and its proximity to other big cities

### Top 10 National Phone Campaign gifts for the 2007 fiscal year thus far:

Amount	Designation
\$15,000	Willard J. Walker Hall
\$10,000	Robert D. Maurer-Physics Research Fund
\$5,000	Sam M. Walton College of Business
\$5,000	Chemical Engineering Alumni Fund
\$2,500	Sam M. Walton College of Business
\$2,500	Arkansas Academy of Civil Engineers
\$2,000	Chancellor’s Society Fund
\$2,000	Chancellor’s Scholarship Fund
\$2,000	F.K. Deaver Scholarship Fund
\$2,000	Chancellor’s Society Fund

Thoughts from the chairman...

So far, 2007 has been a year of mixed emotions: sadness and joy. The year began with the tremendous loss of Clay Edwards — a man whose leadership and friendship have meant so much to me since he and Sandy came to Arkansas. The suddenness of Clay's passing reinforced my commitment to live every day in a way that would make my friends and family proud — as Clay did.



Julian Stewart

Arkansas also lost two dear friends and supporters in the recent months. J.B. Hunt and Helen Walton have each had an immeasurable impact on the University, the northwest Arkansas community and the state. They will be greatly missed, but their legacies will continue to live on through the many areas affected by their generous philanthropy.

Then, the world watched with shock and horror as the tragic events unfolded at Virginia Tech. That event had a tremendous impact on the psyche of those in the higher education community. As my heart goes out to the families of the victims and the entire Virginia Tech community, I am reminded that there is a tremendous amount of good in the world.

Some of that good is found at our beloved University of Arkansas, and is the direct result of people like you with a focused and caring commitment to improving education in Arkansas. We are building facilities for our students that will enhance our students' educational experience. We are raising money to endow the alumni house and secure a prosperous future for our graduates and friends. Most importantly, we are working toward the goals set for our University for the year 2010, and we are well on our way to achieving them.

Look forward to the rest of this year with excitement and enthusiasm. We are all part of a wonderful University. I also look ahead with a greater awareness of what is real and how life can throw curveballs when we least expect it. As we work together to achieve great things, I encourage you to live your life as you want to be remembered. And, I will do my best to follow my own advice.

Thanks for all you do for Arkansas,

*Julian*

Julian C. Stewart  
Chair, Board of Advisors

## Health Care Research Partnership CENTER AIMS TO IMPROVE DELIVERY SYSTEMS

The University of Arkansas will partner with Wal-Mart Stores Inc. and Blue Cross Blue Shield to create a research center to focus on improving the health care delivery system with the use of information technology.

Wal-Mart, as the lead strategic partner, pledged \$1 million over five years to fund The Center for Innovation in Health Care Logistics. The center will be dedicated to conducting research aimed at identifying and addressing gaps and roadblocks in the application and delivery of health information technology, and highlighting and replicating proven applications that are working to benefit patients and providers.

The goal of the center's work is to put the right materials in the hands of doctors and nurses where and when they need them; it also aims to eliminate the threat of medical errors arising from wasteful and unreliable practices in health care supply networks.

In making the announcement, Wal-Mart Vice Chairman John Menzer said the center's work will help fill a large information gap in the health care system. "The best example of this need was Hurricane Katrina. Medical records, property records, court records were lost. Entire family histories — medical, cultural and otherwise — were gone in an instant, and the entire region is still recovering from this massive loss of information," Menzer said.

"The University of Arkansas has a strong track record of success with industry-university research collaborations in the ever-changing realms of information technology and logistics," said Chancellor John A. White. "A fundamental purpose of any flagship university is to stimulate economic success and enhance quality of life. We are well positioned to leverage our logistics center experience to ensure success in identifying real solutions for transforming health care processes, which holds benefits for the state of Arkansas and the entire nation."

"Blue Cross Blue Shield is proud to join Wal-Mart and the University of Arkansas in this worthy venture," said Bob Shoptaw, CEO, Blue Cross Blue Shield Arkansas. "We look forward to contributing to the advancement of health care technology through the creation of this research center."

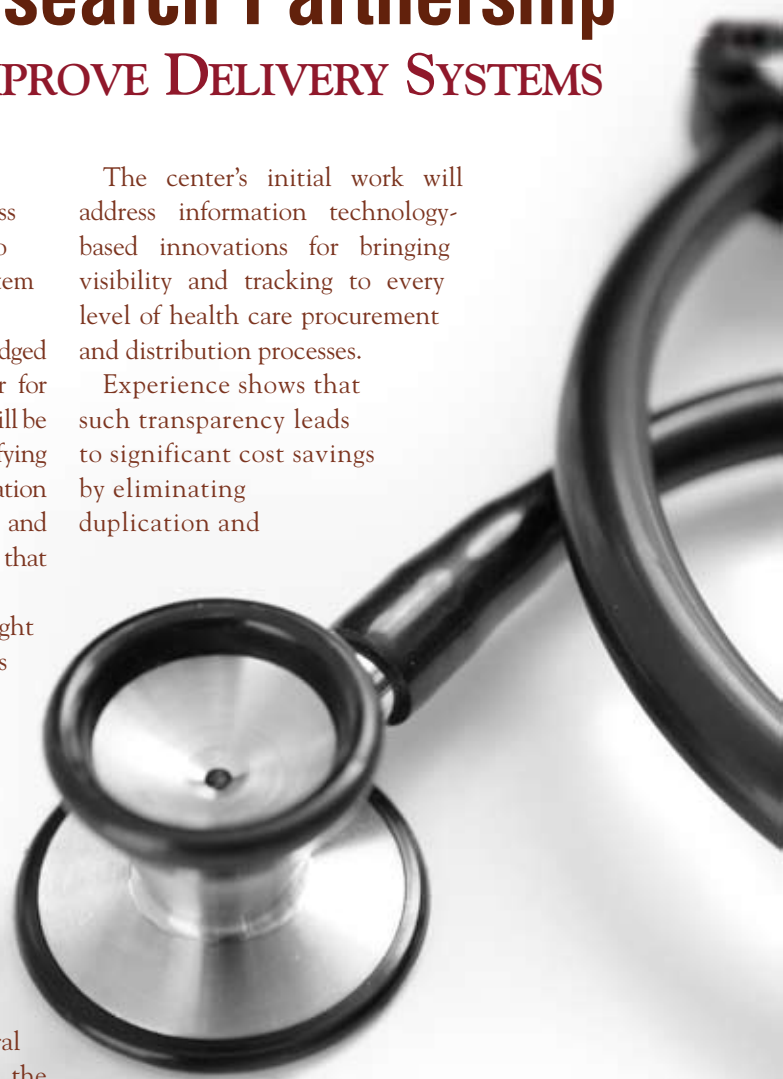
The center's initial work will address information technology-based innovations for bringing visibility and tracking to every level of health care procurement and distribution processes.

Experience shows that such transparency leads to significant cost savings by eliminating duplication and

confusion, enhancing collaboration among participating organizations and avoiding mistakes that can lead to dangerous errors.

Professor Ron Rardin, holder of the John and Mary Lib White Systems Integration Chair in Industrial Engineering, will be the center's executive director. Before joining the University of Arkansas, Rardin led the National Science Foundation's efforts to foster research in health care delivery and later played a key leadership role in Purdue University's Regenstrief Center for Health Care Engineering.

"Although health care presents formidable challenges, many of the needed solutions can be adapted from innovations in other industries, including those where our corporate partners have been leaders," Rardin said. "The center's efforts will focus on identifying and replicating best-practice solutions, as well as conducting novel research to address technology gaps and roadblocks." ■



## KUAF: On the Move

Following recent approval by the University's Board of Advisors, KUAF Public Radio 91.3 FM has launched a year-long, \$1.5 million On the Move campaign to raise money for a new 6,000 square-foot facility. The new state-of-the-art facility will allow for much-needed expansion of office space and production studios, greater interaction with the campus and local communities and the operation of three additional high definition radio stations.

"We attribute KUAF's success and growth over the past 22 years to our listening members, business and corporate underwriters, the Corporation for Public Broadcasting and other foundations, and from the University of Arkansas," said KUAF general manager Rick Stockdell. "And, we feel very confident that, during this On the Move campaign, public radio enthusiasts and the community

in general will get behind us on this." "These are exciting times," said Stockdell. "We're happy to be on the cutting edge with our new HD stations, and we're looking forward to being On the Move with our campaign for a new home."

KUAF 91.3 FM has been a National Public Radio affiliate for 22 years and is a licensee of the University of Arkansas. Serving a 16-county listening area, KUAF's weekly audience has grown from 4,000 in 1985 to more than 55,000 today. ■



## Hi-Tech Times

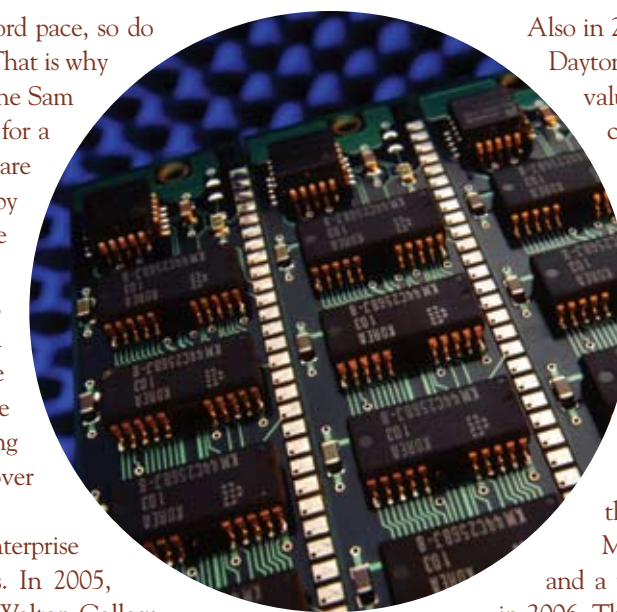
### GIFTS HELP BUSINESS STUDENTS PREPARE FOR TECHNOLOGY JOBS

As the world of business changes at a record pace, so do the technologies that run the businesses. That is why the Information Systems Department in the Sam M. Walton College of Business prepares its students for a lifetime of learning with curriculum revisions that are continual. Fortunately, the curriculum is supported by the latest technologies, thanks to the generosity of the world's top technology companies.

This spring, through its Academic Initiative, IBM announced that it is providing the Walton College access to its IBM System z900 mainframe and related software. Access to this platform will give students experience in real-world business computing environments. The gift was valued at \$25.5 million over the next five years.

In 2000, IBM had previously donated an S/390 Enterprise Server and software to the University of Arkansas. In 2005, through its Academic Initiative, IBM provided the Walton College with a gift of software and a zSeries mainframe.

Other technology companies have stepped forward. In 2000, SAP, the world leader in enterprise resource planning software established an alliance with the Walton College. At the time, the gift was valued at \$2.2 million. The program gives students access to its R/3 software and is intended to increase the supply of technically qualified professionals by providing students with high-demand knowledge and skills in business processes and enterprise software. In 2005, SAP provided additional MySAP software valued at approximately \$8 million.



Also in 2005, the Walton College announced that NCR Corp. of Dayton, Ohio, had donated a Teradata® System and software valued at \$1.1 million for the information systems and computer science and computer engineering students. In 2000, NCR had partnered with the Walton College, the College of Engineering and University Computing Services to provide a Teradata System valued at more than \$7 million dollars. The first system had 1.7 gigabytes of storage. The 2005 gift was an update of the Teradata technology with a 5251 system and 5.4 terabytes of disk storage. Thanks to the Teradata University Network, more than 500 university information systems and computer science departments around the world can access massive databases housed in the Walton College.

Microsoft Corporation donated an MS SQL Server 2005 and a wide range of software worth approximately \$7 million in 2006. The gift is part of a joint venture with the Walton College to establish a consortium of information systems and computer science departments from universities around the world.

In 2003, ACNielsen U.S., an operating unit of ACNielsen, a VNU company, announced that it had donated Homescan® consumer panel tools and information valued at nearly \$500,000 to the Center for Retailing Excellence, housed in the Walton College. The gift has enabled students to learn from the same tools and information used by retailers and manufacturers in the consumer packaged goods (CPG) industry. ■

## Alumni Couple Gives to COEHP and School of Law



Alumni couple J. Conley (B.S.B.A. 1967, J.D. 1970) and Charlotte D. Meredith (M.Ed. 1978, Ed.S. 1983, Ed.D. 1986) of San Antonio have committed \$300,000 to establish endowed scholarships to benefit the College of Education and Health Professions and the School of Law at the University of Arkansas.

"The education and advanced degrees Charlotte and I received from the University of Arkansas have helped to open doors for us throughout our lives," said Conley Meredith. "While we do not have children of our own, we hope in some small way to help open the doors of opportunity for deserving students so they can also

achieve their dreams and life goals."

Conley Meredith earned his United States Air Force commission through the Air Force ROTC program at the University of Arkansas. He served in the Air Force for more than 27 years as a member of the Judge Advocate General's Corps (JAG lawyer). He retired as a full colonel and continues to serve as a civilian attorney for the Air Force Services Agency. Meredith is a member of the bar associations of Arkansas, Florida and Colorado.

Charlotte Meredith's career began in 1974 as a speech, drama and debate teacher in Little Rock. In 1993 while teaching in Orcutt, Calif., her performing and communications arts inclusion program at Orcutt Junior High was selected by the California School Boards Foundation to receive the Golden Bell Award because they determined it to be the best middle school inclusion program in the "kids at risk" category in the entire state. Currently, she is a reading teacher at Alamo Heights Junior School in San Antonio.

"It is wonderful to see married alumni giving back to both individuals' areas of study," said Dave Gearhart, vice chancellor for University Advancement. "If the Merediths' goal was to open doors of opportunity, that is exactly what they've accomplished. And, I thank them." ■

## SAYING GOODBYE TO A VALUED FRIEND AND COLLEAGUE



William Clayton (Clay) Edwards, Jr., 59, of Fayetteville, Arkansas died Jan. 7, 2007, in his home. Clay was born Jan. 14, 1947 to William Clayton and Emma (Burton) Edwards in New Orleans. He is survived by Sandra Keiser Edwards, his wife of 24 years.

Clay and Sandy Edwards were recruited in 1998 to lead the University of Arkansas' Campaign for the Twenty-First Century. The couple was recruited to the University specifically for their effectiveness as a fund-raising team. Clay's methodical administration was critical at each step of the campaign and resulted in attainment of the \$1 billion goal.

Clay continued his unrelenting focus on fund raising, post-campaign,

and was supervising 15 fund-raisers on the Fayetteville campus at the time of his death.

Clay also served occasionally as a consultant for community organizations outside of Arkansas, particularly for those involved with public radio and television, a special interest of his.

Clay was active on the board of the Northwest Arkansas Association of Fundraising Professionals and received their Professional Fundraiser Award in 2005. He was also on the board of the Council for Advancement and Support of Education (CASE), district III. Clay was an active member of the Downtown Rotary in Fayetteville.

Clay's life centered around an appreciation for music and the arts. He was an avid cook of his native Louisiana cuisine and will be remembered as an enthusiastic conversationalist and host. ■



## International Alumnus Gives to Walker Hall

Sunthorn Arunanondchai, president of C.P. Land Co. Ltd. and C.P. Plaza Co. Ltd. of Bangkok, Thailand, gave \$50,000 to support the construction of Willard J. Walker Hall in the Sam M. Walton College of Business.

An industry project partnering room in the new building will be known as The Sunthorn Arunanondchai Room. The room is designed to help students work on consulting projects with business and industry.

"We are very pleased to have this gift for our new graduate building," said Walton College Dean Dan L. Worrell. "As an alumnus, Sunthorn has been a great supporter of the college through his service and advice on the Dean's Executive Advisory Board. We also hope that the new building will reflect the international focus of the college."

In 2005, the Walton College awarded Sunthorn the Alumni International Achievement Award for his leadership in the banking and securities industries and his service to higher education in Thailand. C.P. Land Co. Ltd. and



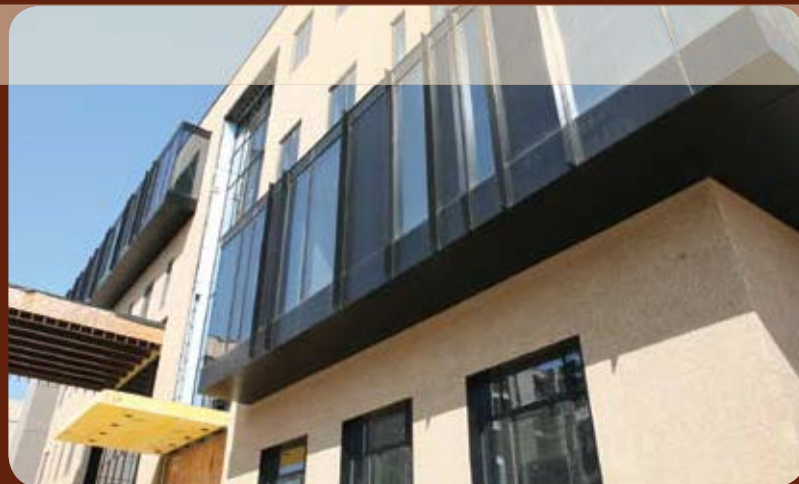
C.P. Plaza Co. Ltd. are part of the C.P. Groups, the largest conglomerate in Thailand. Sunthorn is director of several companies in the C.P. Group and is chairman of a wide range of businesses, including manufacturing, retailing, investment holding companies, hotel and shopping mall, office and residential buildings.

Sunthorn received a bachelor's degree in business administration from Southern Arkansas University. He received an M.B.A. in 1969 from the University of Arkansas. He did post-graduate work at the University of Hawaii and attended advanced management courses at Harvard. He began his career at Bankers Trust Co. in 1969. He joined Asia Credit Ltd. in 1975, which under his leadership, became Thailand's largest investment bank, where he served until 1986. He was a pioneer in Thailand's securities industry and worked on the committee to draft the first Security Exchange Act in 1970. The Securities Exchange of Thailand opened for trading in 1975, and he served on the board and as deputy chairman.

Sunthorn has been active in the academic world since 1969. He is a regular lecturer at various Thai universities. In 1993, he helped set up the College for Graduate Studies in Management, including the building which is named for him, at Khon Kaen University, where he still lectures. Over the past 30 years, he has established several endowments at numerous universities in Thailand. ■

### UNDER CONSTRUCTION

In April 2003, the Sam M. Walton College of Business announced plans for a new graduate education building to be constructed northeast of the business building. The building will be named for the late Willard Walker, in honor of his success in retail management with Wal-Mart Stores Inc. At the time, the Willard and Pat Walker Charitable Foundation pledged \$8 million for the construction of the building. The building will showcase technology-enhanced teaching classrooms and student learning spaces, student team rooms, project rooms for industry partnering, a financial markets trading room and two research centers. The building is scheduled for completion this summer. Willard Walker Hall is being designed by Machado and Silvetti Associates Inc. of Boston and Allison Architects Inc. of Little Rock. More information and drawings are available at <http://waltoncollege.uark.edu/walkerhall/>. ■



Willard J. Walker Hall



Contact the University of Arkansas to learn more about how you can benefit UA fund-raising programs.

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