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.

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

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

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

Julian G. Skelly, Chair, Board of Advisors

The University of Arkansas will partner with Wal-Mart Stores Inc. and Blue Cross Blue Shield Arkansas 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 Delivery. 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 process improvements that are shown to be cost-effective and workable in real-world health care environments.

The center’s initial work will address information technology-based innovations for improving visibility and tracking to every aspect of the healthcare delivery system and distribution processes.

Experience shows that such transparency and accountability can lead to significant cost savings by eliminating duplication and redundancy.

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Blue Cross Blue Shield is proud to join Wal-Mart, the University of Arkansas, and the entire Arkansas 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 the direct needs of people like you, 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 training money to ensure the alumni house and secure a prosperous future for the University. 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 those goals.

I look forward to the rest of this year with excitement and anticipation. As we all know, the University of Arkansas is also looking ahead with a great sense of purpose and direction. I am confident that we can achieve our goals and accomplish these important objectives and more.

The University of Arkansas is a great institution with a proud history of excellence in education. We are building facilities for our students that will enhance our students’ educational experience. We are training money to ensure the alumni house and secure a prosperous future for the University. 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 those goals.

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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/.

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.

For more University of Arkansas news, visit www.uark.edu.