More than numbers

It is easy to get caught up in numbers. How much money did we raise for scholarships? How many alumni chapters do we have? What did our endowment investment earn this year?

However, during the last year, I have made a concerted effort to observe our office’s intangibles – the soft side of the business. In other words, how are we working together as a team? Henry Ford once said, “Coming together is a beginning. Keeping together is a process. Working together is success.”

I believe we have been fortunate to have some of our staff working with the Northwest Foundation for many years. This would be the “beginning.” They have provided the groundwork and history for us to not relive prior mistakes. On the other hand, some of our staff are rather new employees. These recent additions bring fresh thoughts and a new perspective. Furthermore, it’s important that they ask why we do things in a specific way. This causes us to reevaluate what we do and why we do it.

I believe that with the addition of new positions and personnel, we have navigated the “process.” Our team is assembled and “keeping together.” This year we have experienced great success, and as Ford suggests, this is due to our staff “working together.” Without this team, and the support of so many dedicated alumni and friends, success would not be possible.

Sincerely,

Orrie Covert
Vice President, University Advancement
Executive Director, Northwest Foundation

A message from the president

The growth of the Northwest Foundation is progressing at an exceptional pace. We continue to realize positive gains in the impact areas of the Foundation and Alumni Association performance. These results confirm that we remain on track toward the attainment of the aggressive growth targets forecast at our April 2007 meeting.

The anticipation of these new growth horizons requires that we make advance preparation for their fulfillment. As a board, making decisions allocating resources to facilitate and enhance this projected growth can be somewhat disconcerting as we venture into uncharted waters for our Foundation.

This sense of trepidation in preparing for this unknown future is not unlike the fledgling bird faced with the realization that it is time for its first flight. Intuitively it knows that it’s time to leave the familiarity of the nest. Is the “risk” of flight really necessary? After all, the bird is equipped with feet, so walking is an option. In addition, the bird has talons that enable the option of continuing to cling to the tree branch. So why is this penchant for flight so strong?

The Fulfillment of Potential. The one characteristic that distinguishes the bird from other creatures is its ability to fly. The decision to do anything less would result in lost potential and non-fulfillment of purpose.

I am proud to report that the directors of the Northwest Foundation board are taking the steps necessary to enable the fulfillment of our potential. The directors have demonstrated their willingness to allocate the resources where needed to allow manifestation of this vision. Decisions are made and priorities established based on their positive impact upon long-term goals. The members of our Bearcat family entrust their generous gifts to the Foundation so that our mission of providing maximum sustainable support to Northwest and its stakeholders can be realized. The Board and advancement professionals are focused on maintaining and enhancing, where necessary, the processes and procedures that this high level of donor trust so rightly deserves.

As always, all of this effort to maximize our potential is driven by this one underlying, motivating factor – future Bearcats are counting on us!

Sincerely,

Jim Blackford ’72
President, Northwest Foundation

MISSION
The Northwest Foundation promotes the welfare, goals and programs of Northwest Missouri State University. Its mission is to encourage, receive, invest, manage, steward and disburse private support on behalf of Northwest’s donors, for the benefit of the University, its students, faculty, staff and alumni. Established in 1971, the Foundation operates independently of the state institution as a separate 501(c)3 not-for-profit corporation governed by its own board of directors.
Thanks to the generous contributions of many Bearcat supporters, the installation of the new artificial field surface and lights at Bearcat Stadium is complete and, just minutes prior to the season opening kickoff, football fans witnessed the dedication of Mel Tjeerdsma Field. The latest stadium improvements were showcased to a national television audience as the Bearcats hosted, and defeated, defending national champion Grand Valley State in a national semifinal playoff game. Although Northwest lost in the championship game, thousands of fans made the trek to Alabama to support the Bearcats. There is no doubt that Northwest has a football program and facility of which to be extremely proud.

Plans continue to move forward to begin renovations of the women’s locker facilities. It is vital to Northwest’s women’s programs that these facilities are updated in order for the coaches to continue to attract quality student-athletes in the future.

Work continues toward addressing Northwest’s baseball facility. While still in the planning stages, it appears that the best option involves renovating the existing facility at its current location. This will be a major project, requiring both donors and volunteers to step forward to advance this initiative. ✤

For more information, contact Neil Elliott at neile@nwmissouri.edu.

Contact Us
Northwest Foundation
Office of University Advancement
(660) 562-1248
advance@nwmissouri.edu
www.nwmissouri.edu/alumni

New online resource for charitable gift planning

In addition to a new planned giving newsletter to be distributed three times a year, Northwest has created a new, easy-to-navigate Web site to help alumni and friends dream a little – about Northwest’s future and theirs.

The Web site provides visitors many giving options from which to choose – strategies that enhance a donor’s personal well being, as well as Northwest.

The interactive Build Your Gift planner answers a few basic questions and guides donors through the process of narrowing down their choices. If donors already have gift options in mind, they can compare gifts to see how their choices match up or request specific information on a planning option. There’s a gift calculator, sample bequest language, a quiz to test your planned giving knowledge, articles for planned giving advisers, donor testimonials and much more.

Experience it yourself by visiting www.nwmissouri.edu/alumni/giving/plannedgifts.htm. ✤
College of Arts and Sciences

The College of Arts and Sciences received a gift of four paintings, valued at $9,400, created by Olive DeLuce, a professor and chairwoman of Northwest's art department from 1915 to 1955. Dr. George Myers traveled from Hilton Head, S.C., to deliver the paintings he inherited from his mother, Ruth Kramer Myers, a 1933 Northwest alumna.

A new scholarship recently has been established and endowed at $49,000 by Don and Dorothy Myers Rice. Dorothy, a 1946 Northwest graduate, is originally from the Bethany area and taught in the St. Louis area most of her career. The scholarship will be awarded to full-time students majoring in art.

“Our main goal is to help someone go to Northwest who otherwise would find it impossible without a little help,” Dorothy said. “I’m happy to be fortunate enough to do this for future students.”

In addition, a gift of about $10,000 was given to Northwest’s theatre department for upgrades and repairs to the Performing Arts Center sound system. Ron Houston, a Maryville resident and former Foundation board member, provided the funds for the much-needed improvements.

For more information, contact Teresa Macias at teresa@nwmissouri.edu.

Booth College of Business and Professional Studies

The Master of Science in Applied Computer Science is one of the fastest growing master’s programs at Northwest. The interest in this area is one of the reasons the Booth College is considering the development of a usability lab on campus. Northwest’s computer science/information systems and mass communication students would get hands-on experience conducting usability studies. These studies help companies that develop computer software make their products easier to use. The cost for the hardware and software is $75,000 to $100,000, not including the facility.

Another area of emphasis related to technology for the Booth College is the creation of a state-of-the-art convergence media lab. This is a $250,000 project. Convergence media brings together television, radio, web and print mediums, a commonly used practice in the industry.

The study abroad initiative intended to go before the Board of Regents for a vote in December has been rescheduled for the February meeting. If this passes, all marketing/management students will be required to study at least three credit hours overseas. We are continuing to work to secure scholarship dollars to help students cover additional costs they may incur while studying abroad.

For more information, contact Polly Howard at pollyh@nwmissouri.edu.

Pack your bags!

Northwest alumni and friends have been enjoying the company of fellow Bearcats by participating in the Tourin’ Bearcats travel program. In October, a group traveled to California Wine Country. Earlier this month, Bearcats hit the slopes of Winter Park, Colo. Next stop: a relaxing cruise to the Caribbean.

For more information about upcoming Tourin’ Bearcats destinations, call (660) 562-1248 or visit www.nwmissouri.edu/ALUMNI/travel.
As part of the 2007 Homecoming festivities, the College of Education and Human Services hosted a ceremony near the entrance of Brown Hall to dedicate a memorial honoring Everett Brown, a 1937 alumnus, administrator and longtime state representative. The memorial, a timber-framed structure shaped as a one-room schoolhouse, holds the bell from a school where Brown taught in the 1930s. The bell was donated by Brown’s widow, Shoba, and was rung three times during the ceremony, once for each decade of Brown’s service to the University. Brown Education Hall, the home of the College of Education and Human Services, is named in his honor.

Additionally, we are in the final stages of setting up two new scholarships. The first scholarship is The Morris Rodecker Haley Scholarship, which will be awarded to students completing their student teaching requirement. The second is the Beverly J. and Edward J. Shelton Scholarship, awarded to a continuing student who graduated from the Independence Public School District who is pursuing an education degree.

Looking toward the future, Dr. Max Ruhl, dean, has revised the priorities of the College to include a foods laboratory and furniture/equipment in the Department of Family and Consumer Sciences. The total cost for this project is about $220,000. ❖

For more information, contact Andrea Wagner at andrea@nwmissouri.edu.

The 1905 Society follows in the footsteps of the prestigious Centennial Society. Currently, 59 members are leading Northwest into its next 100 years by providing flexible, unrestricted support that will help position Northwest in meeting the University’s future needs as they arise. These charter members will be recognized at exclusive events during spring 2008.

A Florida couple established the Warren S. and Rita Peck Shuck Scholarship and, because of their recognition of the importance higher education and of the study of science in particular, the Warren S. and Rita Peck Shuck Museum of Life Sciences was dedicated on Oct. 25.

Securing new scholarships for current and future students continues to be a top priority, and multiple agreements for $10,000 to $30,000 out-right gifts for new and existing endowments have been finalized. Furthermore, progress has heightened in the conversion of the Foundation’s scholarships. Efforts will continue to enhance both the decentralized award process and the centralization of scholarship data. ❖

For more information, contact Laurie Long at laurie@nwmissouri.edu.
Corporate and Foundation Relations

The $10,000 proposal submitted to DST Systems Inc., which was mentioned in the last issue of Foundation Focus, was fully funded. This marks DST’s fourth consecutive year of funding for Theatre Northwest. We are grateful for DST’s generosity and the partnership that has developed.

A new partnership was formed this fall with The CHS Foundation. CHS is a grains and energy company based in Minnesota that works with farmers and farm supply companies and has begun to establish business in Missouri. The company’s mission is to invest in the future of rural America, agriculture and cooperative business through education and leadership development. The CHS Foundation will fund three $1,000 scholarships to be awarded for the 2008-2009 academic year to continuing students who are working toward an agricultural-related degree to pursue a career in agribusiness or production agriculture. The CHS Foundation plans to continue to fund several scholarships annually.

For more information, contact Andrea Wagner at andrea@nwmissouri.edu.

Alumni Relations

In an effort to keep Northwest alumni and friends connected, the Northwest Alumni Association is in the process of adding chapters as well as supporting existing chapters. A chapter was chartered in Chicago earlier this month, bringing our total to 14 alumni chapters. We plan to charter chapters in St. Louis and Washington, D.C., in the near future. Added support also will be provided to chapters in Colorado, Arizona and Southern California. Alumni Association membership numbers continue to be about 9 percent of Northwest’s total alumni and friends population.

The Tourin’ Bearcats travel program recently returned from a trip to California Wine Country as well as the second annual Bearcat ski trip to Winter Park, Colo. The next trip is a Caribbean cruise June 7-14, and plans are being made for another trip in the fall.

We also are excited about the possibility of a new Alumni Center. Plans are being developed for a building that alumni and friends will be proud to visit and to call home.

For more information, contact Steve Sutton at ssutton@nwmissouri.edu.

Intercultural and International Center

The Intercultural and International Center is working to develop additional programs and scholarships for multicultural opportunities on the Northwest campus. One particular area we are trying to establish is an endowed MORE (Mentors Over Retention Education) Achievement Scholarship. This program pairs incoming students of color with upperclassmen to assist them in transitioning to college. The scholarship would reward students who were mentees and then become mentors who are successful college students.

The first scholarship specifically for international students will be awarded this spring. The scholarship, along with an Emergency Fund for International Students, has been established thanks to donations from the Society of International Ambassadors. The scholarship has been endowed at the $10,000 level and will generate a $450 award with the hope that the award will grow with the endowment.

For more information, contact Polly Howard at pollyh@nwmissouri.edu.
Northwest agriculture students have been growing hydroponic lettuce and endive in a University greenhouse in order to determine the impact of organic compost. Hydroponics is a method of growing plants in a nutrient solution so that no soil is required.

### Hydroponic lettuce project leaves the dirt behind

So who says farmers need dirt? Certainly not a group of agriculture students at Northwest who participated in an experiment using hydroponically grown lettuce.

Hydroponics is a method of growing plants using mineral nutrient solutions instead of soil. When the required nutrients are introduced into a plant’s water supply artificially, soil is no longer required for the plants to thrive.

Rego Jones, instructor of horticulture, said the primary purpose for cultivating a half-dozen varieties of lettuce and endive is to study the effects of an organic plant compost, which was introduced into a portion of the study plot.

The “plot,” however, is actually a series of long plastic pipes with holes drilled in them. Individual plants, sprouted from seeds last fall, have been inserted in the holes, their roots covered with small plastic cones.

A nutrient solution is pumped repeatedly through the pipes. Artificial lamps provide extra light, and greenhouse heaters and refracted sunlight keep the temperature at around 40 degrees.

As a result, full, leafy plants explode from the pipes in an array of shades and textures. “This certainly has commercial applications,” Jones said of growing plants in a soilless environment. “There are all the issues surrounding E. coli and so forth, but here you have roots that are not exposed to any kind of contaminant. There are no pests, no rain and no dust.”

Northwest news briefs

#### Regents approve room-and-board fees, growth plan

In December, Northwest’s Board of Regents approved a new room-and-board fee schedule for the 2008-2009 academic year.

A number of factors combined to make a rate increase necessary, including an increase in the cost of food items, salary and benefit increases for Dining Services staff, a minimum wage increase and continuing upgrade and repair expenditures for residence halls.

Actual amounts paid by students vary depending on the specific housing options and meal plans they select. Current students living with a roommate in a traditional residence hall and subscribing to the “regular” meal plan pay $6,276 per academic year (fall and spring trimesters combined). That will increase to $6,590 when school starts in fall 2008.

Also during the meeting, the board approved a strategic enrollment management plan designed to address the University’s growing student population and the associated impact on facilities, faculty and staff. If, as estimated, total enrollment grows by 20 percent during the next five years, the plan calls for the incremental hiring of as many as 30 new faculty members. Northwest currently has about 250 faculty members serving 5,500 undergraduate and 1,000 graduate students.

#### Northwest signs MOU with second company

Northwest has signed a memorandum of understanding with a company that will become the second tenant in the Center of Excellence. For competitive reasons, the company has requested that its identity and specific business field be kept confidential at this time.

This company is expected to begin operations in the Center by the end of 2008.

The addition of this company to the community will result in the creation of about 25 new jobs at an average annual salary of between $30,000 and $35,000, plus some additional higher paying management positions.

An MOU between the University and Cabillytotic Materials Company, LLC, St. Louis, was signed in October.