

Horizon

FALL 2008

Communicating with the Thinkers, Doers, Movers & Shockers of

W I C H I T A S T A T E U N I V E R S I T Y

A walk through time

It had been a typical hot summer Kansas day, but the evening had turned cool—perfect for a walk on the WSU campus. With their hectic schedules, the couple appreciated the time together walking and enjoying each other's company. They commented on the physical changes they noticed around the grounds. The couple took different paths on their evening walks, but had covered the campus multiple times during the past 10 years. It was easy since they lived so close—in the president's home.

Don and Shirley Beggs are nearing their 10th anniversary since Don Beggs became the 12th president of WSU on Jan. 1, 1999. They have witnessed many physical changes, but also changes not as easily seen by the public.

"Staff shaped the software to improve their productivity and customer services," said Beggs. "It allowed staff to have ownership. We believe it's OK to question how we do what we do and to empower the people to make decisions on what is best for the overall university."

What about changes to the president himself?

"Don is a different kind of president," said Shirley Beggs, "because of meeting with Charles Koch and learning about market-based management and implementing the matrix."

"I have learned from the various Wichita businesses that embrace

the need for change in a purposeful manner," said Beggs. "I have access to people who have been successful in their businesses and through this learning process I have become a different type of CEO."

The knowledge the Beggs have acquired continues to be passed on to the students.

"We do what we do for our students to be able to compete with students from other universities and ultimately be successful in the world," said Shirley Beggs. "We want the best for the university and its people; we want everyone to be successful."

The Beggs back up that belief not only in the giving of their time and talents to the university, but also in their philanthropy.

They established the Band Instrument Repair and Restoration Endowment on Dec. 20, 1999.

"When I saw a room full of instruments requiring repair, I knew there was a need," said Shirley Beggs. "There are many students whose major may not include playing an instrument, but they still may need an instrument for a music appreciation course, for example. We do unique donations to help someone no one else may have thought of."

On July 14, 2000, the Beggs established another fund, the Shirley and Don Beggs Scholarship for Children of Physical Plant Employees. This year seven students



First Lady Shirley Beggs and WSU President Don Beggs were honorees at the 2007 American Diabetes Association Celebrity Roast Gala.

received financial assistance.

"We have always been impressed by classified staff who work hard and mentor students," said Shirley Beggs. "They may not mentor like a faculty member, but they are everywhere on campus and around students all the time. The physical plant employees are my best friends because I don't have any neighbors. Don and I saw a need to help and to make an impact on the lives of their children and on their futures."

Other areas the Beggs support include the Marcus Welcome Center in honor of Harry Corbin, the University of Wichita's seventh president, and his wife, Sally Corbin, and the Plaza of Heroines.

"The plaza is another stop on our evening walks and we enjoy finding the new bricks each time we're there," said Shirley Beggs.

Don and Shirley Beggs have fond memories of Wichita State and the Wichita community since they arrived nearly 10 years ago, and they're looking forward to building even more.

"We have really been made to feel welcome here," said Beggs.

"We feel lucky," said Shirley Beggs. "We feel like we've lived here forever."

Two major scholarships + three area seniors = future teacher, physical therapist and political scientist

Three of the 338 students who walked into Wichita State's Distinguished Scholarship Invitational (DSI) last November walked out as winners of the Gore Scholars Endowed Scholarship and the Lenora N. McGregor Endowed Scholarship. More than \$120,000 will help support their four-year academic career at WSU.

The Gore Scholars Endowed Scholarship produces the largest undergraduate scholarships in Kansas. They have been awarded annually since 1954 to freshmen entering WSU who display outstanding potential for leadership. The two winners this year were Joseph Woodward and Consuelo Andrade. They each will receive \$12,000 a year for four years to attend Wichita State.

A family tradition continues

Woodward is a fourth-generation Shocker. His great-grandmother, grandfather and father all graduated from the university. He started at WSU in fall 2008 to study exercise science with plans to pursue a career in physical therapy.

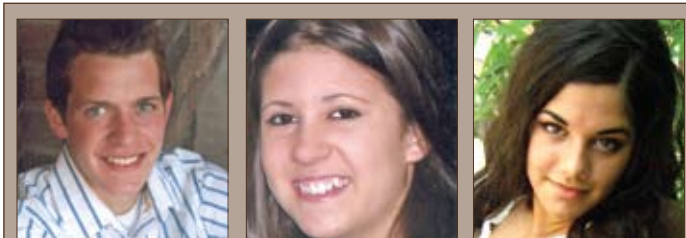
Since 2005, Woodward has owned his own lawn service company. He says he is very excited about this scholarship because he won't have pressure to spend so much time with his business.

"This scholarship is going to give me the time to participate in cross-country and track," he said. "I won't feel like I need to put work before school."

Woodward graduated from Sunrise Christian Academy in May 2008. He lettered in three sports and participated in other extra-curricular activities, including choir, musicals and scholars' bowls.

Dr. Robert Lindsted, Sunrise Christian Academy principal, said that Joseph is going to be a great addition to WSU.

"He would often come back during study hall or lunch to continue the discussion from class," Lindsted said. "For Joseph, class didn't stop when the bell rang."



Joseph Woodward

Consuelo Andrade

Elena Nightingale

Joseph Woodward and Consuelo Andrade were awarded the Gore Scholars Endowed Scholarship beginning the Fall 2008 semester. Elena Nightingale was awarded the Lenora N. McGregor Endowed Scholarship beginning the Fall 2008 semester.

A first for the family

Andrade is the youngest of 10 children and the first to attend college. In fall 2008, she came to WSU to study political science with plans to be a U.S. senator or a political adviser. Andrade says she is thankful for the scholarship because "without it, I would have had big loans or might not have even gone to college at all."

While attending West High School, she took classes at Wichita Area Technical College and originally studied nursing. She said that is when she realized she wanted to major in political science instead.

She was president of her high school's Health Occupations Students of America chapter and of Students United. Additionally, she won the Dockum Sit-in Award for Outstanding Youth Leadership in Hope Street Youth Development.

"Consuelo has drive and

determination, sticking to a task and infecting others with excitement," said West High English teacher, Melody Robinson. "She has potential to be an effective and innovative leader at WSU."

The **Lenora N. McGregor Endowed Scholarship** was established in 1963 through her estate, and is awarded annually to an incoming freshman. The recipient is chosen based on academic merit and receives \$26,000 over four years. This year's winner is Elena Nightingale.

Scholarship helps student pursue educational dreams

After finishing high school a year early, Nightingale enrolled in classes at WSU this fall to pursue a secondary education degree with an emphasis in English.

"I've always wanted to work with junior high or high school students," said Nightingale. "There is a need for teachers in public schools."

She is concentrating on English because she believes it is essential for students to know how to express themselves and communicate well with others.

Nightingale was home-schooled for much of her life, with the exception of a few courses taken at Friends University and WSU.

"She's a very dedicated, hardworking student," said her mother and teacher Collette Nightingale. "She doesn't accept anything but the best from herself."

Nightingale is excited about being a WSU student, and is honored that she was chosen to receive the McGregor Scholarship and thankful for the assistance it provides.

"It is extremely important financially," she said. "It means I will not have to work as many hours."

Wichita State's Distinguished Scholarship Invitational

Students from Kansas and other states with at least a 3.5 GPA and an ACT score of at least 24 are eligible to compete for the Gore, McGregor and other major scholarships. During the DSI, students participate in small group interviews and group exercises so observers can determine their leadership skills.

Marvin Bastian remembered as an outstanding business and community leader



Marvin Bastian

By the time he was 11, Marvin Bastian already was an industrious businessman, selling popcorn outside his uncle's movie theater in

Atwood, Kan. This early ambition and business savvy helped him become one of Wichita's most outstanding business and community leaders.

Bastian, who died on May 24 at the age of 87, joined his father's business, The Fidelity Investment Company, in 1946. After his father's death in 1969, Bastian became the chairman of what is now Fidelity Bank and its holding company, Fidelity Financial Corp.

Bastian was deeply involved in his community, and donated his time, resources and expertise to, among others, Quivira Council - Boy Scouts of America, St. Francis Hospital Foundation, Wichita Chamber of

Commerce, United Way and St. James Episcopal Church.

Although he did not attend WSU, Bastian generously supported the university and was a member of the Fairmount Society, President's Club, Society of 1895 and the WSU Alumni Association. He served on the WSU Foundation's National Advisory Council, the WSU board of trustees, and received the president's medal in 1989.

"Marvin was truly a Renaissance man: He had a keen sense for business, loved the arts, possessed a deep faith, was well-read and was a connoisseur of wine," said Elizabeth King, president and CEO of the WSU Foundation. "He also loved his family deeply and they were a source of great strength in his later years."

Bastian and his wife, Bobbie, were married for 54 years until her death in 2003. They had three children: Clark, Clay and Christine.

That business way of thinking led him to establish a \$1 million insurance policy with the WSU

Foundation. The proceeds from the insurance policy will benefit the areas of the university that were close to Bastian and Bobbie: a fellowship in the School of Music, an endowed business fund, an endowed fund for the Ulrich Museum of Art and an endowed President's Discretionary Fund.

"He had a strong feeling of giving back to the community, and WSU was certainly a big part of that," said Clay Bastian. "He looked at life insurance as a much more efficient way to give a much larger gift."

The Bastians enjoyed art and were friends with Martin H. Bush, for whom WSU's Outdoor Sculpture Collection is named.

"He was generous, honest and hard-working," said Clark Bastian. "Education was extremely important to him, even though World War II got in the way of his earning a college degree. He was active in community and church. He was the eternal optimist. For his children, he was a great dad."

Giving to deferred maintenance plan—not sexy, but necessary

No glamour. No glitz. No engraved name plaque. What you will receive for your donation to help improve 26 WSU buildings is the sincere gratitude of WSU faculty, staff and students for your generosity. You'll also receive the satisfaction of knowing that you increased the safety and comfort of everyone entering those WSU buildings.

Win-Win Situation

Your gift to the Kansas Board of Regents State University Five-Year Maintenance Plan through the WSU Foundation may, for example, help alleviate the groaning, grinding and jerking of the elevators in McKnight Art Center and Lindquist and Jardine halls that cause students and faculty to wonder whether they will reach their

destination. In return, your gift, in accordance with program requirements, will be eligible for the Higher Education Deferred Maintenance Tax Credit Program, which went into effect this past July.

The credit, against Kansas income tax, is 50 percent of the amount contributed (\$20,000-\$500,000) for deferred maintenance during the taxable year. It allows you to receive charitable deductions on state returns and federal returns, and tax credits on the bottom line tax bill due on State of Kansas income tax.

For a detailed brochure and list of approved projects, please contact the WSU Foundation at (316) 978-3040 or view them on the Foundation's Web site at foundation.wichita.edu.



One of the heating, ventilation and air conditioning systems on the WSU Five-Year Maintenance Plan that needs replaced.

Major Gift Highlights

The WSU Foundation received \$15,000 or more from these individuals, corporations, foundations and estates between April 1 and June 30, 2008. The projects funded are listed with their names. We appreciate their contributions.

Airtechnics Inc.

- Elaine O. Mann Endowed Scholarship in Liberal Arts and Sciences
- Claude E. Mann Endowed Business Scholarship

Artworks of Wichita

- Gift-in-Kind, Ulrich Museum of Art

Bombardier Learjet Inc.

- Baseball Indoor Practice Facility

Bomhoff Enterprises LC

- H. Russell Bomhoff Endowed Scholarship in Engineering

Bradbury Company Inc.

- Men's Basketball

S.M. & L.H. Brown Charitable Trust

- The S.M. & L.H. Brown Charitable Trust Guest Artist Fund
- Ulrich Museum of Art

Gayla & Dan '53, '04 Carney

- Men's Basketball

Bill and Dorothy Cohen

- Men's Basketball Margin of Excellence
- SASO
- Men's Basketball
- All American Club (Athletics)
- Current Unrestricted Fund (General)
- Bill and Dorothy Cohen Endowed Scholarship (General)

Cessna Foundation Inc.

- Cessna Foundation Engineering Scholarships
- Cessna Industrial Engineering Scholarship

Davis-Moore Auto Group

- Davis-Moore Endowed Scholarship (General)

Devlin Family Foundation

- Men's Basketball

ExxonMobil Foundation

- Lee and Carolyn Riley Distinguished Graduate Assistantship in University Libraries
- Geology Diamond Anniversary Project

Robert '64 & Maura Geist

- Men's Basketball

Geraldine Hammond Estate

- Geraldine Hammond Scholarship Fund (Fairmount College of Liberal Arts and Sciences)

Hawker Beechcraft Corp.

- Kansas Best (College of Engineering Dean's Circle)

Consistent contributions make big impact: Loyal donors

Wichita State University has been fortunate to receive very generous donations in the past few years. Not only do they make the news, they make an immediate positive impact on our people and on our campus.

In addition, WSU has a network of quiet yet consistent donors—people who make it a priority to contribute every single year. It might not get their name in the local newspaper or a building named for them, but it creates big opportunities for our students and will continue long into the future. Take a sneak peek into the lives of just a few of the people who have supported WSU for more than 20 years.



Ruth Fahrbach lost her husband, Dr. Carl Fahrbach, in the 1970 plane crash that killed 32 WSU football players, coaches and supporters. He was

the university's dean of admissions and records. After the tragedy, she established the Carl Fahrbach Memorial Graduate Assistantship.

She said that event definitely played a role in her commitment to philanthropy, but she also believes her parents set a good example.

"They weren't wealthy people," Fahrbach said, "but they were sharing people."

During the Great Depression, she said she watched them give out loans when people needed to share to make it through.

Fahrbach said she also believes that some people are born wanting to share. She resists making that claim about herself, but does admit that the assistantship she established has made an impact.

"I find it really satisfying to know someone is getting good use out of that fund," Fahrbach said. "I do love to help other people, even if it is just helping them get to the grocery store."

Fahrbach met her late husband when they both attended Emporia State Teachers College. They were married in 1948 and had two children.

Along with her longtime commitment to the Carl Fahrbach Memorial Graduate Assistantship, she has been a supporter of the KMW Radio Fund. Fahrbach still resides in Wichita, and each year she attends the annual ceremony of remembrance for the victims of the 1970 plane crash.



Nancy C. Millett learned about the impact of philanthropy from her parents, Herbert and Elizabeth Carlyon. She said they were generous people

who enabled her to be the first in their family to receive a college education.

Millett was determined to help someone else in the same way. She established the Nancy C. Millett Scholarship Fund in 1988 to encourage articulate students who read widely and write proficiently to become teachers. She said she doesn't understand why more people don't give.

"If people will just put together whatever they have with whatever somebody else has," she said, "they can watch it grow over time."

In 1968, Millett began teaching at WSU in the department of instructional services. In 1990, she became the first faculty member to serve on the WSU Endowment Association's Board of Governors, now the WSU Foundation's National Advisory Council.

Loyal donors understand the benefits of routine giving

Millett's dedication to teaching literature and language arts was a commitment matched by few. A nationwide speaker, consultant and director of in-service workshops, she wrote publications on teaching writing as a process, reading/writing connections and integrating literature and composition.

Millett continues to contribute to the scholarship and other various initiatives and stays connected to WSU from her home in Florida.



Helen J. Throckmorton

Even though Helen J. Throckmorton was a teacher, that didn't stop her from learning at the same time. She said she saw how her colleagues had established and contributed to

scholarships and knew that was something she wanted to do, too. Throckmorton established the Helen J. Throckmorton Endowed English Teacher Scholarship/Fellowship in 1988.

"I knew the value of an English education program," she said, "and I wanted to see it continue."

Throckmorton joined the University of Wichita faculty in 1954. She was a professor of English, composition and teacher education courses, as well as the coordinator of English education for the department of English. She has encouraged and enabled countless students to excel in the study and teaching of English. In addition, she has co-authored four books and has published several articles.

In 1992, Throckmorton received the Leadership in the Advancement of Teaching Award. Additionally, she is a Benders of Twigs and Plaza of Heroines honoree. She retired as professor emeritus in 1992 and now splits her time between homes in Wichita and Colorado.

In addition to her scholarship, Throckmorton gives to the Fairmount College of Liberal Arts and Sciences and the Holiday Card Endowed Scholarship, among other funds.



Beverly Shea hasn't been back to Wichita since she earned her master's degree in piano from the University of Wichita in 1964. However, she has remained connected to the university and, as soon as she and her husband, Gerald, pictured above, were able to take advantage of Exxon's (now ExxonMobile) matching gift program in 1988, she thought of WSU's College of Fine Arts.

"What a terrific idea," Shea said, "A company that makes a lot of money is willing to donate like that ... and we use every bit of it."

Throughout her life, Shea has lived in many places to study harp and teach piano. She grew up in Evanston, Ill., but she has lived in New Jersey, Ohio, Kansas, New York and Salzburg, Austria. She had the opportunity to study in Salzburg when Oberlin Conservatory of Music, where she received her undergraduate education, sent its junior class to the Mozarteum Academie of Music (now University Mozarteum Salzburg).

While living in New York, she played the harp for the 1974 Broadway production of "Gypsy" starring Angela Lansbury. She now lives in New Jersey with her husband and continues to teach piano privately. Whether it's the operating fund, the telephone campaign or the annual fund, the College of Fine Arts continues to pull at Shea's heartstrings.

Major Gift Highlights

Charles & Elizabeth Koch
- Men's Basketball

Koch Industries
- W. Frank Barton School of Business Dean

LSI Corporation
- Gift-in-Kind (Elliott School of Communication)

Eugene & Roberta Marts Living Trust
- Baseball Indoor Practice Facility

Olive Q. Miller Estate
- Unrestricted Reserves

Oatman Family Charitable Fund
- Mike Oatman Endowed Scholarship in Entrepreneurship

Oral Health Kansas Inc.
- Advanced Education in General Dentistry Recruitment Fund

Preferred Health Systems Inc.
- Men's Basketball

Velma L. Wallace
- SASO

Klee '01 & Jennifer Watchous
- SASO

K. T. Wiedemann Foundation Inc.
- Ninescah Biology Field Station (Fairmount College of Liberal Arts and Sciences)

Ilse Wolff Estate
- Konrad Wolff and Ilse Bing Endowed Chamber Music Award

Society of 1895

These individuals and one who wishes to remain anonymous were named to the Society of 1895 between April 1 and June 30, 2008, by establishing a deferred gift through the WSU Foundation. To do the same, please call Michael Lamb, WSU Foundation vice president for planned giving and development services, at (316) 978-3804 or toll-free (888) 316-2586, or e-mail mike.lamb@wichita.edu.

Gerald "Jerry" '63 and Jan Aaron Marlene Brown '65

Ellen Burmeister '58, '59

Betty Ellis '70

Anita Hillin '80

Robert "Bob" Jensen '55

Dr. Sam '01 and Jacque '01 Kouri

Lanita Mark '83

Janice McElhane '76

John M. '90 and Donna '90 Meyer

Patsy J. Selby '74, '80

Juanita Tate

J. Robert Young '61

Sudden death of beloved Wichita couple brings opportunity to students

Ashok and Trish Bajaj memorial is largest of its kind

“Ashok and Trish had different backgrounds,” said Prem Bajaj, Ashok Bajaj’s father, “but they blended their lives as one.”

Dr. Ashok and Trish Bajaj were killed Feb. 16, 2008, when their twin-engine plane crashed shortly after takeoff. Their families established a memorial for them at Wichita State University, and it has resulted in the largest memorial to WSU made through individual contributions.

“The overwhelming response from the community was a true testimony to the life that Ashok and Trish lived and how they touched everyone they met,” said Natalie Olmsted, WSU Foundation planned giving associate.

At this time the memorial will endow both a scholarship and fellowship.

The different backgrounds Prem Bajaj referred to included Ashok Bajaj’s birthplace of India and Trish Bajaj’s birthplace of Wichita. He was the eldest of five children: four boys and one girl. She was the youngest of five in the Turner family: four girls and one boy.

Ashok Bajaj earned his bachelor’s degree from WSU, attended the University of Kansas Medical School and completed electrophysiology training at the University of Indiana. He was a cardiologist and founder of Bajaj Electrophysiology. A pioneer in his field, Ashok Bajaj was the first to perform ablation therapy, which is a procedure that disconnects the pathway of the abnormal rhythm, for heart arrhythmias in Wichita.

“Just after graduating from high school at the age of 16,” said Prem Bajaj, “Ashok knew that he would go to medical school.”

Prem Bajaj is associate professor emeritus in mathematics and statistics at WSU.

Trish Bajaj briefly attended WSU.



Trish and Ashok Bajaj supported each other in every aspect of life. Now their memorial will support students at Wichita State active in their communities and on campus.

She earned her bachelor’s in language from the University of Kansas. A passionate teacher and linguist, she taught Russian, German and English. She was active in Junior League of Wichita and Trees for Life.

“Trish was so proud to have obtained her flying license—a week before the incident,” said Prem Bajaj. “She was looking forward to being his co-pilot.”

Ashok and Trish Bajaj married in 1978 and had two sons. They embraced life and loved everything they could do together, including marathons, triathlons, waterskiing, traveling and flying. Most of all, they loved spending time with their family.

A scholarship created from the memorial will be awarded to an incoming freshman who has demonstrated leadership skills or community service. The fellowship will go to a second-year graduate student from India who has contributed to campus life by participating in various university student associations.

The assistance and encouragement that these funds will provide is a continuation of Ashok and Trish Bajaj’s passionate legacy of life and learning.

Additional contributions can be made to the memorial through the WSU Foundation. For more information, contact Olmsted at (316) 978-6842 or natalie.olmsted@wichita.edu.

Scholarship Donors— Save the Date

If you have established any scholarships at WSU, we would like to encourage you to save the date for your donor/scholarship recipient luncheon(s). The events, at the Marcus Welcome Center on the WSU campus, are great opportunities to meet your recipients and hear firsthand how their college careers are progressing because of your generosity. You will receive formal invitations in the mail, but please mark your calendars now. For more information, contact Lindsey Brummett, WSU Foundation director of special events, at (316) 978-5671 or lindsey.brummett@wichita.edu.

Learn how your scholarship is making a difference.

- **Barton School of Business Scholarship Luncheon**
Noon-1:30 p.m.
Wednesday, Oct. 29, 2008
- **College of Engineering Scholarship Reception**
2-4 p.m.
Thursday, Nov. 13, 2008
- **College of Fine Arts Scholarship Luncheon**
11:45-1:15 p.m.
Wednesday, Feb. 11, 2009
- **General Scholarship Luncheon**
11:30-1 p.m.
Wednesday, Feb. 25, 2009
- **Fairmount College of Liberal Arts and Sciences Scholarship Luncheon**
11:30-1 p.m.
Tuesday, March 31, 2009
- **College of Education Scholarship Reception**
4:30-6 p.m.
Thursday, April 9, 2009
- **College of Health Professions Scholarship Reception**
5:30-7 p.m.
Monday, May 11, 2009

Planned giving impact and staffing expands

Planned giving, the process of including a gift to WSU in your estate plans, continues to grow in impact on the university. This past year, gifts from alumni and friends totaled \$11.8 million from multiple estates. With donor-directed support toward academic programs, athletics and facilities, estate gifts benefit a broad range of university areas. Using provisions in a will, trust, life insurance, retirement plan or gift annuity, donors made gifts ranging from a few thousand to several million dollars.

In recognition of the growing importance of planned giving to the university, the WSU Foundation has recently expanded and reorganized staff roles to better serve donors. Current staff member Natalie Olmsted has expanded her role in working with memorial funds and life insurance policies to include ongoing stewardship contacts with existing planned gift donors. Her new title is planned giving associate. Joining the Foundation staff after nearly two decades in roles in higher education is Darin Kater, who will serve as director of development for planned giving. Kater is well versed in planned giving techniques and the importance of estate gifts to the future of the university. Mike Lamb continues oversight for the planned giving program as vice president for planned giving and development services.

The WSU Foundation planned giving team offers their thoughts on the following areas:

Why are planned gifts important?

Kater: Planned gifts are critical to sustaining the long-term success of WSU. Through these gifts: Scholarships are funded to allow students to continue their educational dreams; professorships can be established to continue attracting the highest quality of educators; facilities will be expanded

and improved for future generations; and academic and extracurricular programs will continue their great reputation by improving our community, state, nation and the world through our alumni and academic research.

Olmsted: Planned gifts are the future of WSU. These gifts are the sustainability of the university, the promise of continuing that history.

Why should donors consider including WSU in their estate plans?

Lamb: For some, making a charitable estate gift will have positive tax results. For many, the act of making a charitable estate gift allows us to make a tangible statement about what we consider important. Through this gift, we leave a legacy reflecting our values.

Is it important to advise the Foundation of your estate gift plans?

Kater: Integrity is one of the WSU Foundation's core values. By advising the Foundation of your estate gift plans, we are able to work with you in advance to ensure that all details and guidelines for the use of your gift are established for successful outcomes. In addition, advance notice allows us to properly thank you for including WSU in your planned gifts.

What is the most interesting gift plan with which you have worked?

Lamb: I have had the privilege of working with an alumna who attended Fairmount College and the University of Wichita. Through her giving, student scholarship recipients will have a connection back to the very beginning of WSU.

How can a donor learn about the various planning techniques?

Lamb: In addition to the



WSU Foundation's planned giving team Mike Lamb, vice president for planned giving; Darin Kater, director of development for planned giving; and Natalie Olmsted, planned giving associate, discuss the new fiscal year's goals and review new estate regulations.

background and experience of WSU Foundation planned giving staff, we also have a wide variety of printed materials available to donors. In addition, volunteer members of the WSU Foundation Planned Giving Council, who are professionals in the fields of law, accounting, financial planning, insurance and trust management, are available for consultation.

What do you enjoy about working with planned gift donors?

Olmsted: As members of the Society of 1895, our planned gift donors have expressed their commitment to WSU, continuing not only the legacy of the university but their own legacy. I find it significant to maintain that history, especially as an alumna.

Memorials

New memorials were established in honor of the following deceased friends of Wichita State through the WSU Foundation between April 1 and June 30, 2008. To contribute, please call Natalie Olmsted, WSU Foundation planned giving associate, at (316) 978-6842, toll-free (888) 316-2586, or e-mail natalie.olmsted@wichita.edu.

Richard A. Batchelor '66
Frances Evelyn Barrett Beard '38
Lois Gannon Brown '64
Robert "Buffalo Bob" Bruce
James J. Ceasar
Edward J. Costello '48
Gerald "Don" Dumler '60
Lois Vandermeulen Ellert
Evan J. Fearey '69
Mary H. (Hiatt) Goodman
Marjorie L. Williams '42

Horizon

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For a list of WSU Foundation staff, please visit our Web site at www.foundation.wichita.edu.

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Meeting the electronic needs of our friends

The WSU Foundation has hosted a Web site for nearly 10 years. It has undergone several revisions with the most recent occurring in July. But the site is actually a work in progress with updates and additions being made as necessary.

For the most recent revision, however, our research included reviewing WSU donor surveys and award-winning Web sites from the Council for Advancement and Support of Education competitions. The Foundation's goal was to host a site that meets the changing needs of electronic visitors and make the information as easily available and functional as possible.

For instance, we learned that visitors wanted to see more photos of campus, students and donors. Photos and graphics shouldn't just be used to decorate, but to show real people and real places that have an obvious connection to the Foundation and the university.

Please visit our site at foundation.wichita.edu. If you would like to make comments or suggestions, please send them to Belinda Venters, WSU Foundation director of communications, at belinda.venters@wichita.edu or call her at (316) 978-5624.

The screenshot shows the WSU Foundation website. At the top, it says "THIS IS WICHITA STATE" with a search bar. Below that is a navigation menu with links for ABOUT WSU, ABOUT WICHITA, ADMISSIONS, ACADEMICS, STUDENT LIFE, NEWS & EVENTS, ATHLETICS, and GIVE TO WSU. The main content area features a sidebar with links like Home, About Us, Support WSU, Give to Your Passion, Your Dollars at Work, Donor Relations, Media Room, Contact Us, and MAKE A DONATION. The main content area has a header "Working to assure a university of excellence...." and a news article titled "WSU Foundation announces second largest gift to WSU -- \$8.5 million gift from the estate of Evelyn D. Cassat." Below the article is a list of news items, including "WSU Foundation receives \$2 million gift from the Flora Lea Walks Trust for scholarships" and "Read the latest issue of Horizon." At the bottom, there is a footer with the text "This site is maintained by WSU FOUNDATION. This page last modified on Monday, July 14, 2008 10:44:01 AM Central US Time. If you find errors please bring them to the attention of Belinda Venters: belinda.venters@wichita.edu. Copyright 1999-2008 Wichita State University. All rights reserved." and "Thibodeau, Green, Hovers & Sheekers | Wichita State University | 1845 Fairmount St. Wichita, Kansas 67260 | (316) 978-3438

Foundation staff members develop new mission statement

During the annual WSU Foundation retreat in May, staff members reviewed mission statements from anonymous institutions and its own, and selected what was meaningful to the Foundation and what interrelated with newly developed core values. With that information, a staff committee drafted a version, which was re-evaluated and approved by all staff and by the Foundation Board of Directors during its June meeting. The new mission statement appears on the Foundation's Web site and at the bottom of page one of each Horizon beginning with this issue.



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