

# Horizon

JANUARY 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

## Scholarships enable student to attend college

For Dawn Booher, being a scholarship recipient has made it possible to pursue her dream of becoming a medical doctor of naturopathic and holistic medicine. She has received the KBI (Kansas Beef Industry) Foundation Endowed Scholarship, established by Sam and Milly Marcus, every semester since the fall of 2002. Additionally, she has received the Lawrence A., Alma A. Pray Lallement and Maurice I. Lallement Scholarship, established through the estate of Anita Pollack, for the past two semesters.

“Without the scholarships I would not be able to be in school,” she said. “I believe that I owe my education to my scholarship donors.”

Booher, a single mother of four children ranging in age from 5 to 14, plans to graduate from Wichita State in Dec. 2008 with a Bachelor of Arts degree in psychology. She intends to pursue a master’s degree in psychology before attending the National School of Naturopathic Medicine near Portland, Ore., one of only three schools in the U.S. that offers the MD degree in naturopathic medicine.

She explained that the holistic medicine philosophy believes “the body has the ability to heal itself,” and its goal is to find and deal with the problem or cause of pain instead of just treating the symptoms. While she is not anti-traditional medicine, she believes it is overused, which helps fuel high health care costs. She hopes to see health care become attainable for everyone and believes holistic healing can help lower the cost of care.



Dawn Booher credits her scholarship donors for making it possible for her to attend WSU.

Booher hasn’t decided where she will settle down after she finishes her education, but knows she wants to travel. One of her goals is to spend time working at missionary medical clinics.

“I’m hoping to use my career in medicine to help people all around the world,” she said.

Booher also dreams of establishing a scholarship, so she can assist students in the same way Pollack and the Marcuses have helped her.

“If I couldn’t be in school, I don’t know where I’d be,” she said. “I’m so grateful to my scholarship donors for their generosity.”

Just as Booher’s donors made it possible for her to attend college, you can help deserving students by establishing a scholarship or contributing to an existing fund.

To find out how you can make a difference, contact Terre Johnson, WSU Foundation vice president for development, at (316) 987-3808 or [terre.johnson@wichita.edu](mailto:terre.johnson@wichita.edu).

Working to assure a university of excellence by identifying donors, cultivating and maintaining relationships, securing gifts and managing resources to enable students and faculty to excel.

A P U B L I C A T I O N O F T H E W S U F O U N D A T I O N



WSU professor emeritus Robert L. Schrag

## Appreciation for professor emeritus Robert L. Schrag prompts gift from former student

The influence professors have on their students can be monumental, as Dr. Cheng Donn '68 attests. Donn credits WSU professor emeritus Robert L. Schrag for

helping him learn how to study—a simple-sounding activity, but one that left a huge impact on Donn. To show his appreciation for Schrag, Donn created a charitable remainder trust for the establishment of a professorship in electrical engineering.

On Jan. 25, 1965, Donn arrived at WSU after a long flight from Taipei, Taiwan, to Los Angeles and a two-day, two-night Greyhound bus trip from LA to Wichita. He came to WSU to pursue a master's degree in electrical engineering after receiving his bachelor's degree from National Cheng Kung University in Taiwan.

Donn first met Schrag during the fall 1965 semester and, in addition to taking a class from him, Donn was given a teaching assistantship with Schrag as his supervisor.

“What a wonderful semester in my life,”

Donn recalled. “I took four courses. One of them was intermediate electromagnetic field theory, which was taught by Professor Schrag.”

Donn remembers that Schrag gave his students a take-home exam consisting of five problems. Though Donn thought the exam would be rather easy, that was not the case. As he looked at the exam, he saw no

connection to Schrag's lectures or the textbook. Since most of the students did poorly, Schrag gave the class two more weeks to work on the exam, but even with a second chance Donn was still puzzled.

“I struggled for some time that evening, and then I decided to pay a visit to the library,” he said. “I checked out all technical books that had any mention of electromagnetics, totaling about a dozen. I read them all.”

The trip to the library revolutionized Donn's study habits. He was finally able to see the connection between Schrag's lectures, textbook and exam. After turning in the test for a second time, Donn received the highest grade in the class.

“At that particular time, I suddenly realized that I knew how to study for the first time in my 27 years of life,” he said.

In addition to helping Donn pass his classes, what he learned from Schrag contributed to his successful career.

Donn has 38 years of radio frequency system experience with emphasis on antenna and radome analysis, design, fabrication and testing, and is currently a consultant to the Joint Tactical Radio System program at Boeing Anaheim.

Because he continues to be grateful for the way Schrag helped him as a student, he decided to establish a professorship at WSU.

“I hope, with my partial support of this chair, that future professors may continue what Professor Schrag has done for me—to open an ordinary student's mind to see a clear way to study, to strive, to achieve, to contribute positively to one's community locally and, maybe, to humanity as a whole,” he said.



Dr. Cheng '68 and Sabrina Donn of Tustin, Calif., created a charitable remainder trust, from which they will give to the WSU Foundation for the establishment of a professorship in electrical engineering honoring Robert L. Schrag, a former professor of Cheng's.

## Beta Theta Pi Alumni — making a difference together



Jim Mann '56 and Bruce Schreck '70 partnered in 2003 to lead the largest scholarship fundraiser by any Greek organization at WSU and the first one for the Beta Theta Pi fraternity.

Individually, one person can make a difference. However, the positive results are multiplied when several people work together toward a common goal. This concept has been illustrated by the efforts of several Beta Theta Pi fraternity alumni.

In 2003, a fundraising campaign was initiated to provide scholarships and resources for students who are members of the Beta Theta Pi fraternity. The campaign effort was led by Beta alumni Bruce Schreck '70 and Jim Mann '56.

“Bruce and Jim did an excellent job of leading this effort and set a positive example for other university organizations to follow,” said Michael Lamb, WSU Foundation vice president for planned giving and development services, who assisted with the campaign.

“I had a great experience in the fraternity,” said Schreck. “Our goal is to hopefully attract students to Wichita State and also encourage them to get involved in the Greek system.”

The effort has been successful, leading to the creation of four new scholarships: the Oliver B. Elliott Beta Theta Pi Endowed Scholarship; the Jerry Riedl/Jim Mann Endowed Scholarship; the Beta Theta Pi Endowed Scholarship; and the Minnie and James D. Armour Ph.D. Endowed Scholarship.

Together, these scholarships and the previously established Alpha Gamma Gamma Endowed Scholarship annually award nearly \$10,000 to Beta Theta Pi members, relieving some of the financial stress that comes with paying for college.

Dustin Dvorak, this year's recipient of the Jerry Riedl/Jim Mann Endowed Scholarship, said it pays for his books, which are often expensive and many students struggle to come up with the extra money to purchase them.

Dvorak, a sophomore majoring in business management, is grateful for his experiences as a Beta.

“Personally, I think it's the best thing I've done in college,” he said. “I love being a Beta.”

He explained that his grades and campus experiences have improved since he joined Beta

Theta Pi, and he appreciates the close friendships he has formed with his fraternity brothers.

Working with Beta alumni to raise money for the scholarships has reminded Mann of the importance of relationships like the ones Dvorak mentioned.

“It's been a reaffirmation that the strong friendships you make in college survive for many, many years,” Mann said. “I would encourage any bright, ambitious freshman coming into WSU to consider Beta Theta Pi.”

As Schreck and Mann discovered, there is strength in numbers. If you were a member of a fraternity, sorority or other special interest organization at WSU, you and your fellow members can make a significant difference—together.

“It's incredible what Mr. Schreck and Mr. Mann have accomplished,” Dvorak said. “I very much appreciate my scholarship. It has helped me out a lot.”

Dustin Dvorak, WSU sophomore majoring in business management, is this year's recipient of the Jerry Riedl/Jim Mann Endowed Scholarship.



To find out how you can contribute to the funds mentioned above, contact Michael Lamb, WSU Foundation vice president for planned giving and development services, at (316) 978-3804 or [mike.lamb@wichita.edu](mailto:mike.lamb@wichita.edu). To learn how members of your organization can start a new fundraising campaign, contact Terre Johnson, WSU Foundation vice president for development, at (316) 978-3808 or [terre.johnson@wichita.edu](mailto:terre.johnson@wichita.edu).

## Major Gift Highlights

The WSU Foundation received \$15,000 or more from these individuals, corporations, foundations and estates between September 1 and November 19, 2007. The projects funded are listed with their names. We appreciate their contributions.

### The Boeing Company

Boeing Current Graduate Fellowship in Engineering, Boeing Female Engineering Recruitment Scholarship, Boeing Engineering Scholarships, Boeing Engineering Teaching Awards, Boeing/Society of Women Engineers Current Scholarship, Boeing National Society of Black Engineers Scholarship, Society of Women Engineers Student Chapter Operating Fund, Boeing Scholarships for the W. Frank Barton School of Business, Boeing Undergraduate Education Scholarships, Boeing Student Teaching Scholarship, Boeing Professional Development School Program, Alternative Teaching Program, Boeing Scholarships for Student Support Services, Upward Bound Math & Science Scholarship, College of Education

### James & Catherine Buck Charitable Trust

- James & Catherine Buck Charitable Trust Scholarships (General)

### P.L. & Hilary Cooley

- BESA-Coleman Tennis Complex

### Virginia Farah Foundation

- Eck Stadium Skyboxes

### Richard D. Fink '73

- Richard Fink Endowed Scholarship (Engineering)

### Rachel Gardner Living Trust

- Lieutenant Samuel R. Gardner Education Scholarship  
- Lieutenant Samuel R. Gardner Memorial Golf Scholarship

### Aleta M. Gile

- Larry Gile Memorial Violin Endowed Scholarship Fund

### Gridley Family Foundation

- Gridley-Hoover Pilot Research Program

### Randal A. '80 & Shirley Johnson

- Roundhouse Renaissance Campaign

### John L. & Sharon Kiser

- Baseball Indoor Practice Facility  
- WSU Science Advancement Fund

### True H. '60 & Elizabeth Knowles

- Welcome Center

## Robert Town pledges \$50,000 to maintain WSU organs



Robert Town, professor emeritus of organ at WSU; Lynne Davis, Ann & Dennis Ross Endowed Faculty of Distinction in Organ; and James Rhatigan, WSU Foundation consultant, celebrate after Town's announcement of a \$50,000 pledge.

Robert Town, professor emeritus of organ at WSU, helped countless students discover the joys of organ music during his 41-year teaching career. Now, Town has pledged \$50,000 for an endowment to provide annual upkeep for four of WSU's organs, guaranteeing current and future students the opportunity to benefit from them. Three of the organs the endowment will support are

in music studios used for practice by students and faculty, and the other is in Grace Memorial Chapel.

Town's gift is in honor of James Rhatigan, dean emeritus of students and now a consultant for the WSU Foundation.

"This recognition by Professor Town was wholly unexpected and greatly appreciated," said Rhatigan.

## Memorials

New memorials were established in honor of the following deceased friends of Wichita State through the WSU Foundation between Sept. 1 and Nov. 30, 2007. To contribute, please call the Planned Giving Office, (316) 978-3809, toll-free (888) 316-2586, or e-mail Michael Lamb, vice president of planned giving and development services, at [mike.lamb@wichita.edu](mailto:mike.lamb@wichita.edu).

Dr. J. Keith Graham  
M. Eloise Hartong  
Ophelia Hirsh '59  
Anton "Hap" Houlik '50  
The Honorable Patrick F. Kelly '52  
James "Jim" McClure  
Elmo L. Meek  
Berle Walkup  
Jean Robertson Watrous '68  
Eleanor Webb

## Society of 1895

These individuals were named to the Society of 1895 between Sept. 1 and Nov. 30, 2007, by establishing a deferred gift through the WSU Foundation. To do the same, please call Michael Lamb at (316) 978-3804 or toll-free (888) 316-2586, or e-mail [mike.lamb@wichita.edu](mailto:mike.lamb@wichita.edu).

William '81 and Beverly '83 Harmon  
Evelyn Henricks-Morris '78

## Larry Jones' passions helped many

*“Who needs our help the most?”*

That seemed to be the mantra by which Larry Jones lived. Jones' idea of help could mean rolling up his sleeves and taking the lead on a committee project, sharing his lifelong experiences with a classroom of college business students, or supporting his community through a financial gift to promote his love of music through Chamber Music at the Barn.

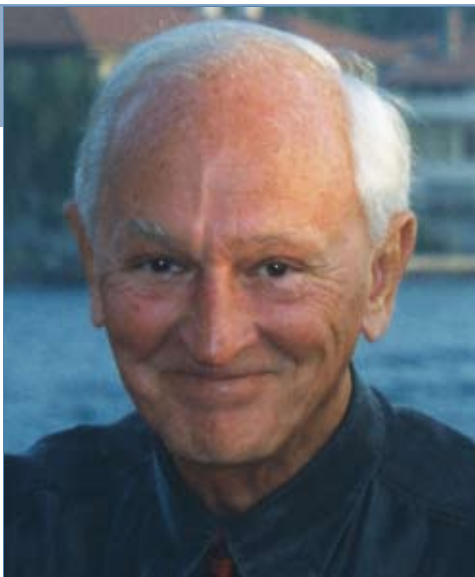
Jones led by example for 76 years until his death this past November. He had a remarkable career, including roles as a faculty member at WSU, president and CEO of the Coleman Co., and director for several corporations including Cessna, Bank IV and Union Pacific. However, it was his family and his causes that were near and dear to his heart.

Jones was married to Anita for more than 50 years. They graduated from the University of Wichita, then began their married life together. They had four children and six grandchildren.

Not only was Jones a wonderful leader in the community, he also was a nurturing mentor at home. He shared his personal and professional skills by giving his children the necessary tools and then letting them find their own way to make their successes and their mistakes.

One son, Randy, a WSU student and accomplished actor, died of complications from AIDS. But the Joneses turned that tragedy into an opportunity when they established the Randal M. Jones Endowed Scholarship in the College of Fine Arts School of Performing Arts. Later they established the Larry Jones and Anita Jones AIDS Awareness Fellowship. Larry and Anita co-chaired the committee that brought the NAMES Project AIDS Memorial Quilt to Wichita.

His support of WSU faculty was demonstrated by his establishment of two fellowships in 2005 for professors in the W. Frank Barton School of Business. When the gift was announced, Jones was quoted as



Larry Jones '53 made our community a better place to live.

saying, “In the School of Business, obtaining and maintaining (faculty) is very difficult right now. That motivated my choice of where I wanted my monies to go.”

There also is a fellowship in the College of Fine Arts established in Anita Jones' name.

Jones was on the WSU Foundation's National Advisory Council for many years serving on the investment committee.

“Larry knew he was not just stewarding funds as a portfolio, but as gifts from thousands and thousands of people who love WSU,” said Elizabeth King, president and CEO of the Foundation. “He made it personal.”

His time, energy and expertise did not go unnoticed. He received the WSU Alumni Association's Achievement Award, and both Joneses received the Fairmount Founders' Award from the WSU Foundation and the Community Service Award from the Salvation Army.

Recently the Association of Fundraising Professionals Outstanding Philanthropist Award was given to Anita and Larry Jones posthumously. They were nominated by Sharon Miles, the WSU Foundation's senior development director for the Fairmount College of Liberal Arts and Sciences.

Miles said, “Larry and Anita gave of themselves in every way to help make our community a better place to live.”

## Major Gift Highlights

### MTS Systems Corporation

- MTS Systems Corporation Fund (NIAR)

### Preferred Health Systems Inc.

- SASO

### Rand Graphics Inc.

- Baseball Indoor Practice Facility

### J.D. Rickman

- J. Dean Rickman Endowed Scholarship Fund (General)

### Lee R. Riley '42

- Lee R. Riley Distinguished Graduate Assistantship
- University Libraries

### Paul Ross Charitable Foundation

- Tom Otterness Sculpture Fund

### Spirit AeroSystems Inc.

- Robotics in the Classroom, Kansas Best (College of Engineering Dean's Circle), Spirit AeroSystems Engineering Graduate Fellowship, Spirit AeroSystems Female Engineering Recruitment Scholarships, Spirit AeroSystems Non-Need Based Engineering Recruitment Scholarships, Spirit AeroSystems Need Based Engineering Scholarships, Spirit AeroSystems W. Frank Barton School of Business Scholarships, Spirit AeroSystems Student Teaching Education Scholarships, Spirit AeroSystems Operation Success Scholarships, Spirit AeroSystems Society of Women Engineers Scholarships, Engineering Open House, Society of Women Engineers Student Chapter Operating Fund, Barton Business Week, Upward Bound Math & Science Scholarship, College of Engineering GEEKS Program

### Via Christi Our Lady of Lourdes Rehabilitation Center

- Gift-in-Kind – Athletics (SASO)

### World Trade Council of Wichita Inc.

- Dharma Desilva Scholarship or Professorship in International Business

## Reidenbaugh remembered as a fundraiser with integrity

Howard Richard “Dick” Reidenbaugh Jr. spent much of his career in higher education, holding executive positions at Franklin and Marshall College, Chatham University, the University of Akron and Drexel University before coming to WSU in 1969.

He came to help then-president Clark D. Ahlberg build an endowment program, and served as the Endowment Association’s first director, as well as executive vice president of the Board of Trustees.

Reidenbaugh passed away on Aug. 30, 2007, at age 85. He and his wife, Jean, to whom he was married for 63 years, have two children, five grandchildren and eight great-grandchildren.

He served as a pilot during World War II and, after leaving the military, earned a Bachelor of Arts degree from Franklin and Marshall College in 1948 and, subsequently, a master’s degree from Stanford University.

Bernie Nichols, senior vice president of investments at UBS (formerly PaineWebber), worked with Reidenbaugh while managing WSU Foundation

(formerly the Endowment Association) investments and was well acquainted with his character.

“Clark Ahlberg made a fine selection when he asked him to come here,” said Nichols. “When you think of a gentleman with integrity, that fit Dick Reidenbaugh to a ‘T’.”

One example of Reidenbaugh’s character qualities in action occurred after the tragic plane crash in 1970 involving the WSU football team, when he coordinated and led hundreds of volunteers to raise funds for spouses and children of those who lost their lives or were injured.

Nichols recalled that guests at “The Night of the Stars,” a nationally televised fundraiser Reidenbaugh orchestrated with the Alumni Association, included Monty Hall, at the time a famous TV personality from “Let’s Make a Deal”; singer Kate Smith; Woody Hayes, then one of the most successful football coaches in the country at Ohio State University; singer Mac Davis; and entertainer Bill Cosby. According to Nichols, the event raised a “significant” amount of money for victims’ families.

Throughout the 15 years he spent at WSU, Reidenbaugh helped turn the Endowment Association into a thriving fundraising program and is credited with substantially increasing the number of donors supporting the university.

“He was a real leader in starting the philanthropy program at WSU,” said Roger Lowe, university vice president for administration and finance. “He laid a sound foundation for what has become a very successful operation.”

One of Reidenbaugh’s tasks as a leader was educating people about deferred giving and estate planning; neither of which was widely promoted or known among donors.

Nichols said one notable gift of this kind was from Edwin A. Ulrich’s charitable remainder trust. Reidenbaugh worked with Martin H. Bush, founding director of the Ulrich Museum of Art, to obtain a gift from Ulrich and, upon his passing, the trust was given to the Endowment Association to help fund the museum.

In the WSU community, Reidenbaugh will be remembered as the man who guided the fledgling Endowment Association to success and, in the Wichita community, as a man of integrity.



Howard Richard “Dick” Reidenbaugh Jr. poses next to the plaque in his honor at the Woodman Alumni Center. The plaque reads: Dedicated to: H.R. “Dick” Reidenbaugh, The first Executive Secretary of the Endowment Association Wichita State University (1969-1985)

## Dr. Dharma deSilva—touching the lives of 20,000 students and still counting

### *World Trade Council of Wichita initiates fund to honor deSilva through WSU Foundation*

For the 30th consecutive year, Dr. Dharma deSilva, chair of the World Trade Council, helped commemorate the annual World Trade Week Celebration. That special occasion in 2006 prompted the World Trade Council of Wichita's executive board to initiate a way to honor deSilva for his ability to help students and professionals learn, lead and contribute to the communities in which they reside. The initiative will become a scholarship and, hopefully, a professorship in his name.

deSilva is professor and founder/director of the Center for International Business Advancement (CIBA) at the W. Frank Barton School of Business.

"I was attracted to WSU by Dean Larry McKibbin, who later became the president of the Association to Advance Collegiate Schools of Business, and Dr. Lee C. Nehrt Clinton, who was professor of international business," said deSilva.

Through deSilva's instruction on campus and leadership of the World Trade Council of Wichita (WTC), he has touched the lives of more than 20,000 international business students. He also has assisted in the establishment of World Trade Councils in other universities and communities worldwide.

David Glassner first met deSilva in 1978 when he joined the WTC, which promotes international trade and investment in greater Wichita and south-central Kansas. Glassner is director of regional sales at Cessna Aircraft Co. and immediate past executive secretary for the WTC.

"The best way to honor the man is to honor his students," said Glassner. "Therefore, the WSU international business students will benefit for years and years to come."

Since spring 1983, nearly 1,800 students have majored in international business. Karyn Page, one of the 435 students who received a Bachelor of Business Administration in International Business, is president and CEO of the Kansas World Trade Center Inc. located in Wichita. One of deSilva's unique qualities stands out as a great influence in Page's life.

"He does not take 'no' for an answer," said Page '92. "This combination of determination and perseverance



World Trade Council of Wichita executive board members Mark Paolucci, Dan Meyer, and David Glassner help congratulate Dr. Dharma deSilva when he was awarded the certificate announcing the Dr. Dharma deSilva Endowed International Business Scholarship.

is what has made him successful in international trade promotion. Convincing a community to embrace its international potential takes vision and even more determination."

"Dr. deSilva is passionate about international trade," said Glassner. "He is the glue that binds all people who are interested in international trade. He has the unique ability to bring academia together with private sector and students to teach everyone, not from textbooks, but from real world experiences."

Roger Hubble '76, manager special mission programs at Hawker Beechcraft Corp., is the new executive secretary for the WTC. He said, "There are dozens of people from all size companies who share our sentiments and will want to be a part of this tribute."

"Dr. deSilva has had a positive influence on business leaders around the world, and we are confident that many will help honor his extensive contributions," said Bart Hildreth, interim dean of the W. Frank Barton School of Business.

"Although I am sure Dharma feels no need to 'brand' the funds with his name," said Page, "the good that the funds will do to perpetuate his legacy of learning, leading and achieving on a global scale is exactly what he would wish."

Nearly \$250,000 already has been contributed or pledged to this fund. If you are interested in helping to honor deSilva and promote his passion for international business, please contact Angela Dudley, WSU Foundation development director for the W. Frank Barton School of Business, at (316) 978-3837 or [angela.dudley@wichita.edu](mailto:angela.dudley@wichita.edu).

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## WSU Foundation's beliefs statement completed after a year of discovery

The WSU Foundation has had in place a mission statement and a statement of ethical practice, but the third piece of the beliefs philosophy—the core values—had not been developed.

During the Foundation's annual staff retreat in 2006, Peter Cohen, professor and dean of the College of Health Professions, discussed core values and led a series of exercises for staff to begin to identify the appropriate ones for the Foundation. Understanding that core values represent the essence of the organization, Foundation staff members began the process of

discovery. During the year, president and CEO Elizabeth King met individually with staff members to discuss their personal and professional values, narrowing the field of attributes. At the 2007 retreat, the proposed core values were selected and solidified from those beliefs.

At the subsequent Foundation board of directors' meeting, the newly created core values were approved.

Through these processes of input, Foundation staff members have realized ownership of these statements and believe that they accurately reflect the ideals of the Foundation.

### Core Values

*Integrity* – An obligation to honesty and openness with accountability, not only to ourselves but to others.

*Relationships* – A commitment to enhancing trust, respect and diversity.

*Teamwork* – A reliance upon the professionalism of our colleagues with acknowledgment that all are equally valued.

*Service* – A practice of personally performing to a standard that is always exceptional.



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