

What's in a Name?



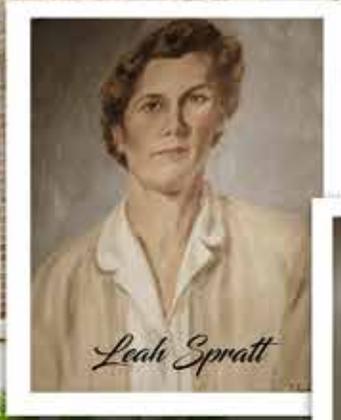
*Wes & Patsy
Remington*



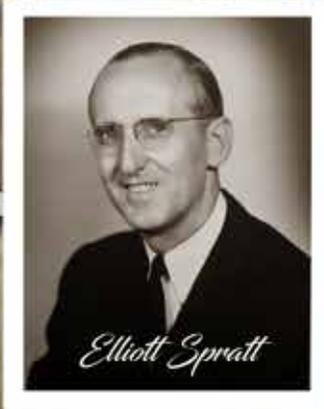
Marie Fulkerson



Steve Craig



Leah Spratt



Elliott Spratt



This special publication at a glance:

- Past history of MWSU named facilities
- Present declining trend of state funding
- Future MWSU naming opportunities

Now is the time!



Explore your opportunity to create a legacy and be a part of Missouri Western State University!

For more information, contact Kim Weddle '00, Director of Development, (816) 271-5648 or weddle@missouriwestern.edu.



Dear Friends,

Last summer, I began my ninth year as president of Missouri Western. The longer I am here, the more I realize what an outstanding institution this University is, and what a great asset it is to the community, region and state.

As you know, over the past several decades, the University's programs have grown substantially. But along with that growth has come the need to supplement Missouri Western's state allocations more and more with private funding.

As we ask our steadfast donors for gifts, it is only appropriate that large gifts come with the opportunity to name a building, space, academic school, or academic chair after themselves or someone they want to honor or memorialize.

We created this publication in an effort to pull together all the naming information so that our supporters can learn about current named buildings and spaces, naming opportunities that are available on campus, and our naming policies. The idea for the name of this publication, of course, comes from William Shakespeare's "Romeo and Juliet," Act II, Scene II. Despite Juliet's protestations in that scene, there is, indeed, much significance attached to a name. See the article about "What's in a Name?" origins on p. 3.

We truly wanted to address the serious issues of state funding shortfalls in this publication, but we also wanted to add some fun information along with it (see p. 22). Finally, we provided you a historical perspective of how buildings and spaces on campus have been named in the past, and you can read about that on pages 5-11.

As we begin the third year of our Centennial Capital Campaign, I look back on the campaign's first two years, and I am excited and proud to have been a part of it. I can't help but look ahead to the future with the same amount of excitement and anticipation.

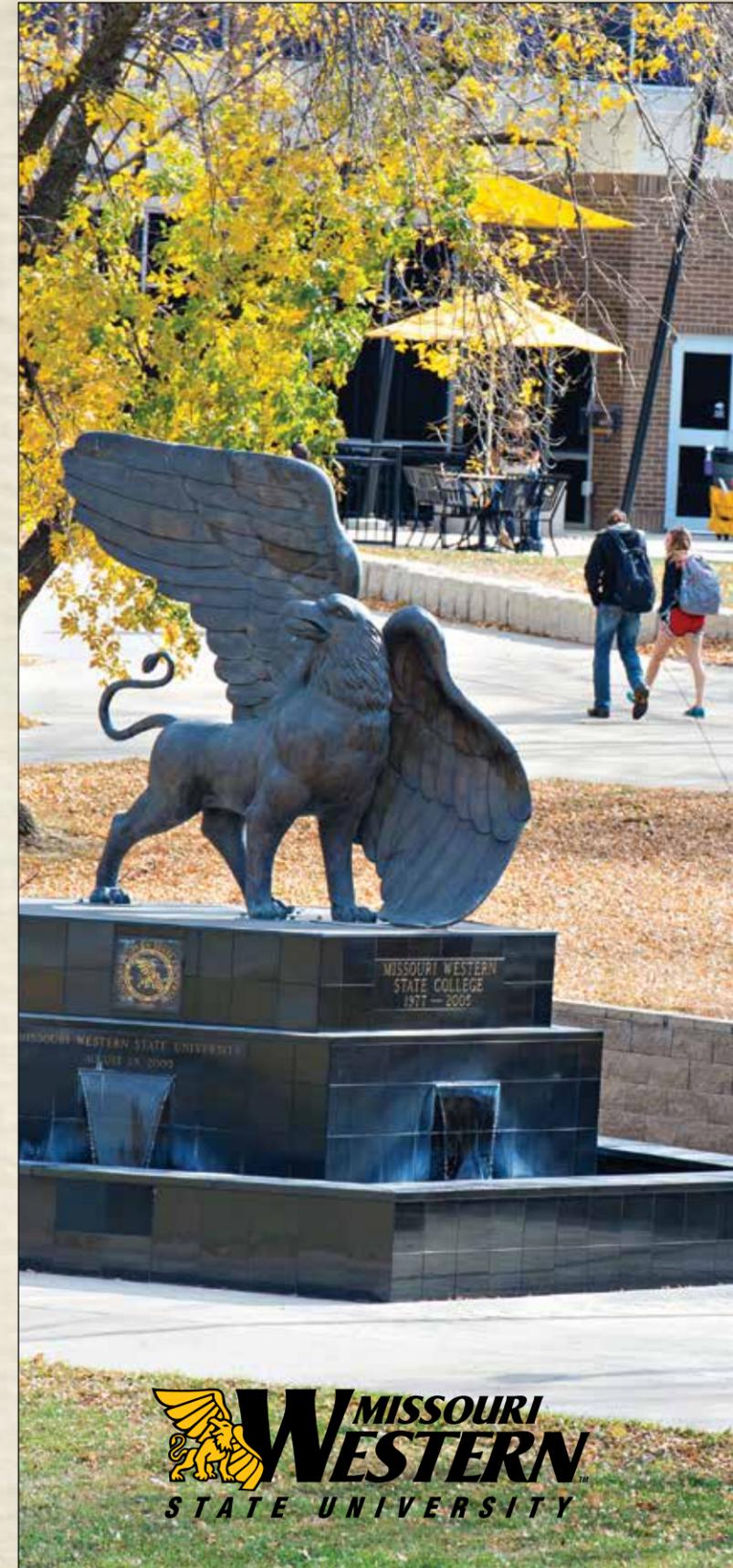
One of the focuses of that campaign, a renovation and expansion of Potter Hall, is gaining momentum. An article about it and naming opportunities for Potter Hall are on p. 12.

When I look back on my time here so far, I can't help but be grateful to our alumni, employees and friends who have been so supportive of our mission. I hope this special publication on naming opportunities will ultimately provide further support for this important mission.

Thank you.

Robert A. Vartabedian

Dr. Robert A. Vartabedian
President
Missouri Western State University





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What’s in a name? Origins

by Aubry Carpenter '14

It’s asked in trivia games, English classes and in regular conversations – where does “What’s in a Name?” come from and what does it mean?

The answer: William Shakespeare’s 16th century tragedy, “Romeo and Juliet.” Set in Verona, Italy, Shakespeare tells the story surrounding the families Montague and Capulet who are in an ongoing feud. Romeo Montague and Juliet Capulet are star-crossed lovers who met at a party hosted by the Capulet family. Romeo attends (crashes?) the party in costume and falls in love with Juliet. Romeo and Juliet are distraught to discover that their families are enemies.

In Act II, Scene II, the couple recounts their dismay with their feuding families. Juliet argues that although Romeo is her family’s enemy by name, he would be the same person, and she would love him just as much, if he were from another family, if he had another name.

Shakespeare uses the monologue below by Juliet to stress the importance of an individual’s worth rather than the worth of a name.

More than 400 years later, people and companies, especially advertising agencies, are still using the famous line. In 1956, Isaac Asimov wrote a short story mystery by the title. There’s also an advertising agency in India called What’s In A Name Creatives.

Scholars have put innumerable hours into the study of language and naming. While there may not be a definitive conclusion when it comes to what really is in a name, the phrase continues to be utilized and fondly recited, thanks to Romeo, Juliet and their creator.

Juliet: O Romeo, Romeo! wherefore art thou Romeo?
Deny thy father and refuse thy name;
Or, if thou wilt not, be but sworn my love,
And I’ll no longer be a Capulet.

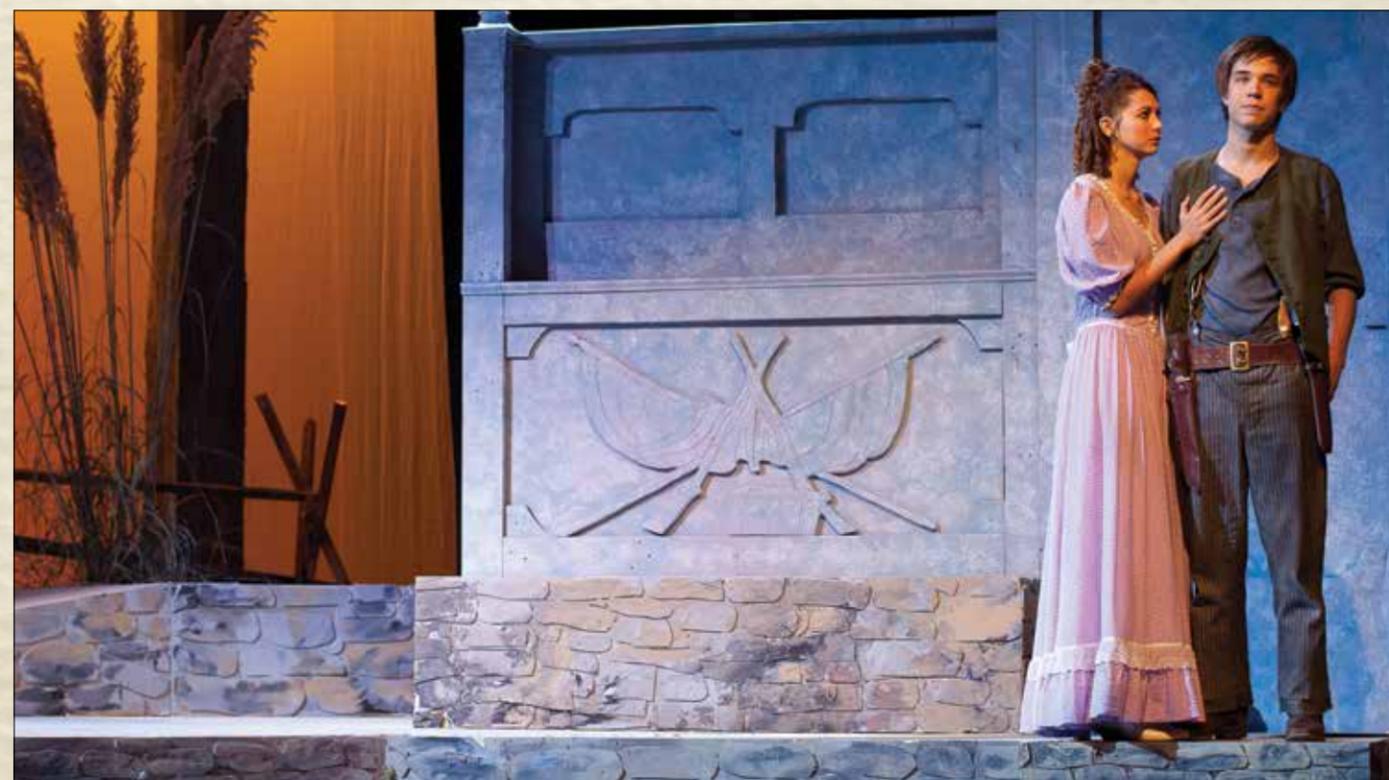
Romeo: [Aside] Shall I hear more, or shall I speak at this?

Juliet: ’Tis but thy name that is my enemy;
Thou art thyself, though not a Montague.
What’s Montague? It is nor hand, nor foot,
Nor arm, nor face, nor any other part
Belonging to a man. O, be some other name!

What’s in a name? That which we call a rose
By any other name would smell as sweet;
So Romeo would, were he not Romeo call’d,
Retain that dear perfection which he owes
Without that title. Romeo, doff thy name,
And for that name which is no part of thee
Take all myself.

Romeo: I take thee at thy word:
Call me but love, and I’ll be new baptized;
Henceforth I never will be Romeo.

Missouri Western theatre students performed a Civil War-era “Romeo and Juliet” in 2011.



What's in a name?

A legacy

by Aubry Carpenter '14

Driving around campus, you may notice that many of the buildings and landmarks are named for significant members of the Missouri Western community. The Craig School of Business and Craig Field, Remington Hall, the Fulkerson Center, and Spratt Memorial Stadium are just some of the spaces that have been named after generous donors to Missouri Western.

Benefactor **Steven L. Craig** pledged the largest gift in Missouri Western's history, \$5.5 million, in 2008 to establish the Steven L. Craig School of Business. Craig not only committed the funding, but he has also continued to work closely with the School of Business's franchise program and the alumni who are a part of it.

When Craig pledged the gift, which is now worth almost \$8 million, he noted that, although he is a graduate of the University of Southern California, he wanted to give a gift to a university where it would make a great difference. In 2015, he pledged an additional \$1.1 million to help build the video scoreboard in Spratt Memorial Stadium, and that gift is the largest individual gift in Athletics' history. That same year, Craig Field was named in his honor because of his continuous support and commitment to the University.

Remington Hall was named after **Wes and Patsy '79 Remington** by the Board of Governors to honor their gift of \$5 million in 2007. The gift, at the time the largest gift in Missouri Western's history, was given to help build the new science and math facility.

Kim Weddle '00, Director of Development, noted that donors may choose to name a building or space after themselves, but often they may choose a name to honor someone else. On campus, for example, the Rochambeau Room in the Fulkerson Center was named in memory of the parents of **Richard Rochambeau**. Missouri Western also has memorial benches

around campus that have been donated in memory of someone. Most recently, donors were given the opportunity to purchase bricks for the Victory Plaza near the renovated stadium. Many bought a brick in honor or in memory of someone.

"Naming something in honor or in memory of someone is an excellent way to recognize a person, and many donors choose this option when they have a naming opportunity," Weddle said. Many scholarships are also named in memory of someone close to the donors, she said.

According to the article, "To Inspire People to Give, Be Public About Your Giving" on effective-altruism.com, most people do not realize the extent to which others donate to nonprofits, so naming a project after a donor allows others to put a name to the donation and hopefully be inspired to give to the same cause.

Additionally, publicizing donor names also lends an air of credibility and quality to a nonprofit organization. A Wall Street Journal article noted an experiment where direct-mail fundraising requests were sent to potential donors who had not donated to a certain charity previously. One group of potential donors was told of an anonymous matching donor. A second group was told that the matching donor was the Bill and Melinda Gates Foundation. Those who were told the name of the matching donor were 22 percent more likely to donate than the first group. Even in the case of small donations, that 22 percent increase can make a large difference.

"Buildings and spaces on a college campus last for a long time, and if there is a name attached to them because of a gift, that donor's legacy will last for many generations," Weddle said.

Missouri Western buildings: *notable names*



Gifts to Missouri Western directly benefit students and help the University achieve its mission.





**Agenstein Hall
(Science and
Mathematics Building)**

Agenstein Hall was named the Evan R. Agenstein Science and Mathematics Building in 1971. Agenstein, a native of Stewartville, Missouri, began his teaching career as a principal and coach at Stewartville High School. He was superintendent of the Stewartville school district for two years before joining

the Lafayette High School (St. Joseph, Missouri) faculty as math chair. He served in that role for 17 years before joining the St. Joseph Junior College faculty in 1958 as chair of the Mathematics and Physics Department.

After he retired in 1971, he served on the Board of Trustees and also as its president. He was president of the Board of Trustees when the bond for the original campus buildings was ceremoniously burned in 1987.

In the 13 years he served the junior college and Missouri Western, he was revered by the students he taught.

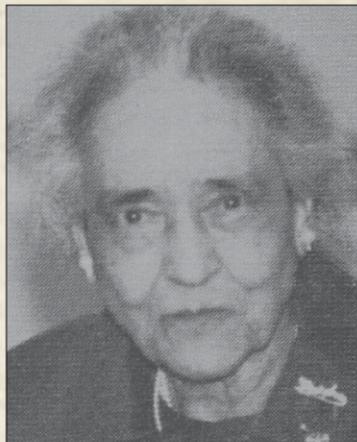


The Baker family with Dr. James Scanlon, president, second from right, in 2001.

Baker Family Fitness Center

The fitness center is named after the Cecil and Ruth, and Jack and Betty Baker families because of their longtime support of Missouri Western students and Athletics. Originally built in 1994, it was not named until 2000, when the Board of Regents voted to honor the Baker families with the naming.

The Baker Education Fund had been recently established from the estate of Betty Baker, where half of the fund was designated to provide for education and the remainder for capital improvements of athletic facilities. A dedication ceremony was held in May 2001.



**Beshears Hall
(200s Hall)**

The 200s Hall was renamed in 1997 in honor of Kelsy B. Beshears, an advocate for civil rights in St. Joseph and the state. She was a school teacher and the first guidance counselor in the Washington, D.C. School District. Beshears moved to St. Joseph in 1946 and served as president of state and local chapters of

the National Association for the Advancement of Colored People and as a coordinator of the regional chapter of the NAACP. As president of the NAACP Missouri chapter from 1956 to 1962, she helped organize boycotts of segregated lunch counters, movie theaters and hotels while addressing other discriminatory concerns. She also served as the state's human rights coordinator and on the Missouri Development Corporation.

**Blum Union
(Student Union)**

The student union, which was called the College Center when it was opened in 1972, was named in honor of longtime St. Joseph Junior College dean Nelle Blum when it was dedicated that year.

Blum had been a teacher of education, logic and psychology at the junior college when she was named dean in 1931. She served in that position until she retired in 1957.

In an excerpt from "Missouri Western State College, A History 1915-1983," author Dr. Frances Flanagan wrote, "Intelligent, strong-minded, fair and calm, Miss Blum set the tone for the entire institution. In 1940, a student who recognized her strengths ... wrote that she was an ideal example of what a perfect leader should be."

After Blum retired, she remained in St. Joseph until she died in 1991 at the age of 101.



**Christopher S. "Kit"
Bond Science and
Technology Center**

Missouri Western's new incubator was named in honor of Christopher S. "Kit" Bond when it was dedicated in 2008. Bond had assisted in procuring some of the center's funding when he was United States Senator.

Bond, from Mexico, Missouri, began his political career as Missouri State Auditor in 1971. In 1973, he was elected governor, the youngest governor in the history of Missouri. He served one term as governor, lost a re-election campaign in 1976, and won the seat again in the 1980 election. He became a United States Senator in 1987, serving until 2011.



**Eder Hall
(Student Services/
Classroom Building)**

Fred Eder Hall was named in honor of Fred Eder, who served on the Board of Trustees for one year and the Board of Regents for six years. He also served as Regent president.

Eder, a lifelong resident of St. Joseph, Missouri, owned a real estate company downtown. Prior to owning that business, he had owned

an apple orchard and the Brown Bear Tavern on St. Joseph Avenue.

Dr. M.O. Looney, who was Missouri Western's president when the Eder Student Services/Classroom Building opened, said that Eder did a lot for the students. He visited campus often and was an avid supporter.

Eder served on several community boards, including the former St. Joseph Hospital, which became part of Heartland Health, now Mosaic LifeCare.

Fulkerson Center

The Fulkerson Center was named for Marie Fulkerson and her late husband, Lyman. Marie funded a large portion of the cost of the center.

Marie Fulkerson moved to St. Joseph as a young woman to work in the DeMuth Supply Company with her uncle, who founded the company in 1881. She and Lyman assumed ownership of the business in 1949 and operated it until it was sold in 1972.



As a former small business owner, Marie Fulkerson was particularly interested in seeing the new center utilized to assist existing businesses with training and retraining needs, as well as attracting new businesses to St. Joseph.

Along with her, 43 additional donors funded the project. The Fulkerson Center is the only building on campus to date which has been fully funded by private donations.



**Hearnes Center
(Learning Resource
Center)**

The Warren E. Hearnes Learning Resource Center was named in honor of Missouri Governor Warren E. Hearnes. The building was named by the time of the campus groundbreaking in August 1967, which Gov. Hearnes attended.

Gov. Hearnes served from 1965-1973. In 1965, he signed a bill that laid the groundwork

for the formation of the four-year Missouri Western State College. In an excerpt from "Missouri Western State College, A History 1915-1983," author Dr. Frances Flanagan notes, "... not only had Gov. Hearnes played a major role (possibly the major role) in securing the four-year college ... but he had also continued his support with the off-the-record proddings when university officials had slowed down the approval process."

As governor, he was known as a champion for education and mental health care.

continued on next page

continued from pg. 7



Juda Hall (400s Hall)

The 400s Hall was renamed in 1997 for Peggy Juda and her late husband, Eugene. The couple was honored for their devotion to nontraditional students, as Peggy Juda had established the Eugene S. Juda Family Scholarship for Nontraditional Students. Peggy Juda was active in

the community and had been involved in the Performing Arts Association, United Way, Open Door Food Kitchen and Temple Adath Joseph.

Leaverton Hall

The Leaverton family supported Missouri Western for many years, and helped fund the College's adult literacy program, Pass the Power. The residence hall was completed in 1991, but was not named until 1995, a couple of months shy of the completion of the College's fifth residence hall, Vaselakos Hall. In June 1995, a

ceremony was held to name the hall in honor of the Leaverton family.

Ralph R.

Leaverton founded Leaverton Auto Supply Co. in 1920 in St. Joseph. Ralph's son,

William, and his wife, Barbara, owned and operated the company for several years. Barbara, who spoke at the ceremony, had retired as president of the company.



Logan Hall (100s Hall)

The 100s Hall was named in honor of the John Sublett Logan Family. John Sublett Logan had five children: John Sublett Logan III, John Byrne Logan, Mary Louise Logan, Thomas Ashton Logan and Sheridan A. Logan.

Col. John Byrne Logan helped bring the Air National Guard to St. Joseph and pioneered

the idea for the Missouri Western Alumni Association awards program. Sheridan Logan was a banker in New York and wrote

"Old St. Jo, Gateway to the West, 1779-1932." He also served as a member of the Missouri Western Foundation Board of Directors. Sheridan and Thomas Logan established the John Sublett Logan Business Fellowship Program at Missouri Western in honor of their father. The program funds scholarships for students pursuing graduate studies in business, law, accounting and economics.



Looney Complex (Health, Physical Education and Recreation Building)

Dr. M.O. Looney was Missouri Western's president from 1967-1983. The Health, Physical Education and Recreation Building was named in his honor shortly before he left in June 1983. During his 16 years, Dr. Looney had transformed the two-year junior college into a four-year college in 1969, and then secured full funding from the state in 1977. He oversaw the move from the downtown campus at 10th and Edmond to land east of Interstate 29, and he was responsible for the construction of 11 campus buildings.



Murphy Hall (Janet Gorman Murphy Academic Center)

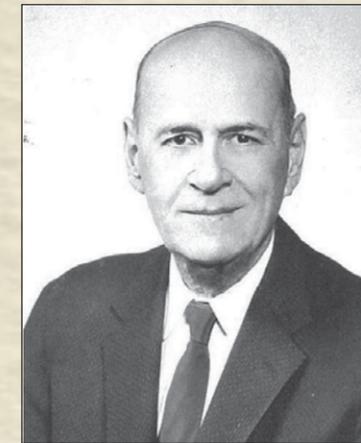
Murphy Hall was named for Dr. Janet Gorman Murphy, Missouri Western president from 1983-2000. The building was under construction at the time she announced her retirement in November 1999, and the Board of Regents approved the naming in January 2000.

A look around campus in mid-2000 would reveal many of Dr. Murphy's tangible accomplishments: a fitness center, Leaverton and Vaselakos residence halls, the Missouri Department of Conservation Regional Headquarters, the Leah Spratt Multipurpose Classroom Building and the Glenn E. Marion Memorial Clock Tower, along

with additions to the Potter Fine Arts Center, Hearnese Learning Resource Center, and the Nelle Blum Student Union.

One of her most successful academic initiatives was Access Plus, a mission enhancement program that garnered Missouri Western national awards and recognition. Dr. Murphy also secured \$3.9 million from the state to place state-of-the-art presentation technology in every classroom on campus. She developed an honors program and cooperative graduate programs with six universities.

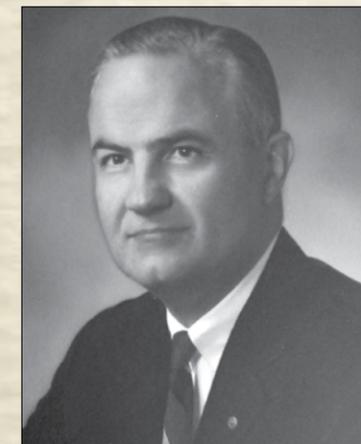
During her tenure, two new academic programs began, Health Information Management and Physical Therapist Assistant, along with the new Law Enforcement Academy.



Popplewell Hall (Administration Building)

The Popplewell Administration Building was named for Frank S. Popplewell, a long-time beloved social sciences professor and department chair. Popplewell started at the St. Joseph Junior College in 1931 and retired from Missouri Western in 1972. The building was named in his honor before he retired.

When a movement was started to change the College's mascot from the Griffon to something related to the Pony Express in the late 1960s and again in the 1980s, Popplewell wrote letters of protest both times.



Potter Hall (Fine Arts Center)

The Thompson E. Potter Fine Arts Center, which opened in February 1971, was named in memory of Dr. Thompson E. Potter. Dr. Potter was a well-known physician who was very involved in the establishment of a four-year college. He served on the Board of Trustees 1965-68 and the Board of Regents from 1966-68. Dr. Potter

served as the Trustee's first president when it was formed in 1965 and had also served as Regents president.



Remington Hall

Remington Hall is named in honor of Wes and Patsy '79 Remington, who donated \$5 million toward the construction project. It was the largest gift in Missouri Western's history when it was given.

In 1956, Wes Remington was hired as a sales trainee for Anchor Serum (now Boehringer

Ingelheim Vetmedica, Inc.) in St. Joseph, Missouri. It was his passion for the animal health industry that led his wife and him to make the donation for a new building to house the science and mathematics departments. In 1968, Remington started up another company for Anchor Serum, then went on to found more companies, all relating to animal health. In 2008, St. Joseph community leaders estimated between 1,200 and 1,500 employees in the area were employed by Remington's firms or their successors.

Scanlon Hall (Living/Learning Center)

Dr. James J. Scanlon served as Missouri Western's president from 2001-2008. The naming of the residence hall was announced at his retirement dinner.

One of his greatest accomplishments as president was the designation of university status for Missouri Western in 2005. Also during his tenure, Missouri Western built a new residence



hall, a commons building for the residence halls, the Fulkerson Center and the Christopher S. "Kit" Bond Science and Technology Incubator. Dr. Scanlon also oversaw the remodeling of several student spaces around campus, including the library, cafeteria, and study and lounge areas in several buildings.

Missouri Western also broke ground on the Remington Hall/Agenstein Hall project when he was president. He led Missouri Western through the creation and implementation of two strategic plans, and in 2003, the College joined the Academic Quality Improvement Project (AQIP), an alternative accreditation plan that focused on continuous improvement.



**Spratt Hall
(Multipurpose/Classroom Building)**

At the groundbreaking ceremony for Spratt Hall in 1995, it was announced that the building would be named in honor of Leah Spratt '21, who had been a great supporter of the College. After she graduated from college, Spratt taught school before joining Spratt Realty and Investment Co., a family business. She was very involved in the community and was the first woman to serve on the YMCA Board.

In 1990, she donated \$200,000 to establish Missouri Western's first faculty chair for Dr. Elizabeth Latosi-Sawin's Writing Across the Curriculum program. She also pledged a leadership gift in the capital campaign that raised funds for the classroom building.



Spratt Memorial Stadium

The stadium is named in memory of Elliott C. Spratt, an outstanding supporter of Missouri Western and St. Joseph. His bequest to the College helped fund the construction of the stadium in 1979.

Spratt, brother of Leah Spratt, was comptroller of St. Joseph when the city purchased land for the park and boulevard system, the

public golf course, the airport and a civic center. Later, he was an executive with Hillyard, Inc. and was founding president of the Basketball Hall of Fame in Springfield, Massachusetts.

Spratt served on many community boards and organizations, and anonymously paid many Missouri Western students' tuition. He was the speaker at the first Commencement breakfast for the four-year college in 1970.

Vaselakos Hall

Vaselakos Hall was dedicated in August 1995 and named in honor of John Vaselakos and his late wife, Betty. John Vaselakos was a charter member of the Gold Coat Club and served on



the campaign to purchase lighting for Spratt Memorial Stadium.

The couple owned three McDonald's restaurants in St. Joseph with John's brother, Pete, and they were very active and involved in a number of organizations in the community. When the residence hall was dedicated, John Vaselakos was serving on the Missouri Western Foundation Board of Directors.

**Wilson Hall
(Professional Studies Building)**

At its April 1983 meeting, the Board of Regents voted to honor former State Sen. Truman E. Wilson '47 by naming the Agriculture and Engineering Technology Building (later known as the Engineering Technology Building and the Professional Studies Building) after him.



Sen. Wilson, from Rushville, Missouri, was a state representative for two years before serving in the State Senate from 1970-1990. He was recognized by Missouri Western because of his support of legislation that provided capital and operational funding to the College, for his leadership

in the transfer of 330 acres of state property to Missouri Western in 1972, and for his support which resulted in the state's full-funding bill in 1977.

Three residence halls named in one ceremony

After more than two decades of being known as just numbers, a ceremony on May 21, 1997 finally gave names to the 100s, 200s and 400s residence halls. The three halls were the first to be built on the new Missouri Western campus and were completed in the early 1970s. The original plan called for a fourth hall to be built and called the 300s Hall, but it never materialized. It would have been built on the fourth side of the courtyard.

The new hall names were Logan, formerly the 100s; Beshears, formerly the 200s; and Juda, the 400s.

"The halls are named for individuals who are the kind of students we would like to see graduate from Missouri Western, ones who go into the community and work for the betterment of greater St. Joseph," Dr. Murphy said in a News-Press article covering the ceremony. She noted that students had requested that the buildings be named.

2005 Building Name Changes

In 2005, Dr. Scanlon proposed a change to the names of buildings across campus. Most of the buildings would now be known as halls, and the person for whom the building was named would be used when referring to the buildings. Up to this point, the buildings had been called by their functions – Science and Math Building, Administration Building, etc., and only the residence halls had been known as "halls" and commonly referred to by their namesakes.

"Use of the term 'hall' for such buildings is a long tradition in American colleges and universities," Dr. Scanlon told the Board of Regents at its January meeting. "Western is now placing itself in that tradition." He also said it was very important to honor the buildings' namesakes.

Building Names Changes

PREVIOUS BUILDING NAME(S)	2016 BUILDING NAME
Agenstein Science and Math – SM	➔ <i>Agenstein Hall</i>
Fitness Center	➔ <i>Baker Family Fitness Center</i>
200s Hall	➔ <i>Beshears Hall</i>
College Center/Student Union – SU	➔ <i>Blum Union</i>
Eder Student Services/ Classroom Bldg. – SS/C	➔ <i>Eder Hall</i>
Hearnes Learning Resources Center – LRC	➔ <i>Hearnes Center</i>
400s Hall	➔ <i>Juda Hall</i>
Leaverton Hall	➔ <i>Leaverton Hall</i>
100s Hall	➔ <i>Logan Hall</i>
Health, Physical Education and Recreation Building – HPER	➔ <i>Looney Complex</i>
Janet Gorman Murphy Academic Center – JGM	➔ <i>Murphy Hall</i>
Popplewell Administration Building – A	➔ <i>Popplewell Hall</i>
Potter Fine Arts Center – FA	➔ <i>Potter Hall</i>
Living/Learning Center	➔ <i>Scanlon Hall</i>
Spratt Multipurpose/Classroom Building – MC	➔ <i>Spratt Hall</i>
Agriculture and Engineering Technology Building Engineering Technology Building – ET Professional Studies Building – PS	➔ <i>Wilson Hall</i>



Potter Hall project gains momentum



Naming opportunities in Potter Hall	
Space	Gift Amount
Performing Arts Center*	\$7.5 million
School of Fine and Performing Arts Theater	\$5 million
Instrumental Rehearsal Hall	\$1 million
Gallery	\$600,000
Vocal Rehearsal Hall	\$500,000
Black Box Studio	\$400,000
Ceramics Studio	\$300,000
Percussion Room	\$250,000
Drawing Room	\$250,000
Graphics Lab	\$250,000
Digital Animation Lab	\$250,000
Photography Studio	\$250,000
Sculpture Studio	\$250,000
Interactive Design Lab	\$250,000
Painting Studio	\$100,000
Dance Studio	\$100,000
Percussion Room	\$100,000
Patio	\$100,000
Green Room	\$ 50,000
Costume Shop	\$ 25,000
Dressing Rooms	\$ 10,000
Piano Rehearsal Rooms	\$ 5,000

**Construction based on availability of funds*

The Centennial Capital Campaign, Missouri Western's largest privately funded campaign, began in January 2015, and has been very successful to date. The campaign is positioned to exceed the \$20 million initial celebration goal, one of the focus projects has been completed, and some work has been completed on the second focus project.

The first project, the complete renovation of Spratt Memorial Stadium and a new video scoreboard, was completed last year. It was funded by private donations and bonding, including a \$1.1 million gift from Steve Craig for the scoreboard, the largest individual gift in Athletics history.

The second focus of the campaign is Potter Hall, home of the School of Fine Arts.

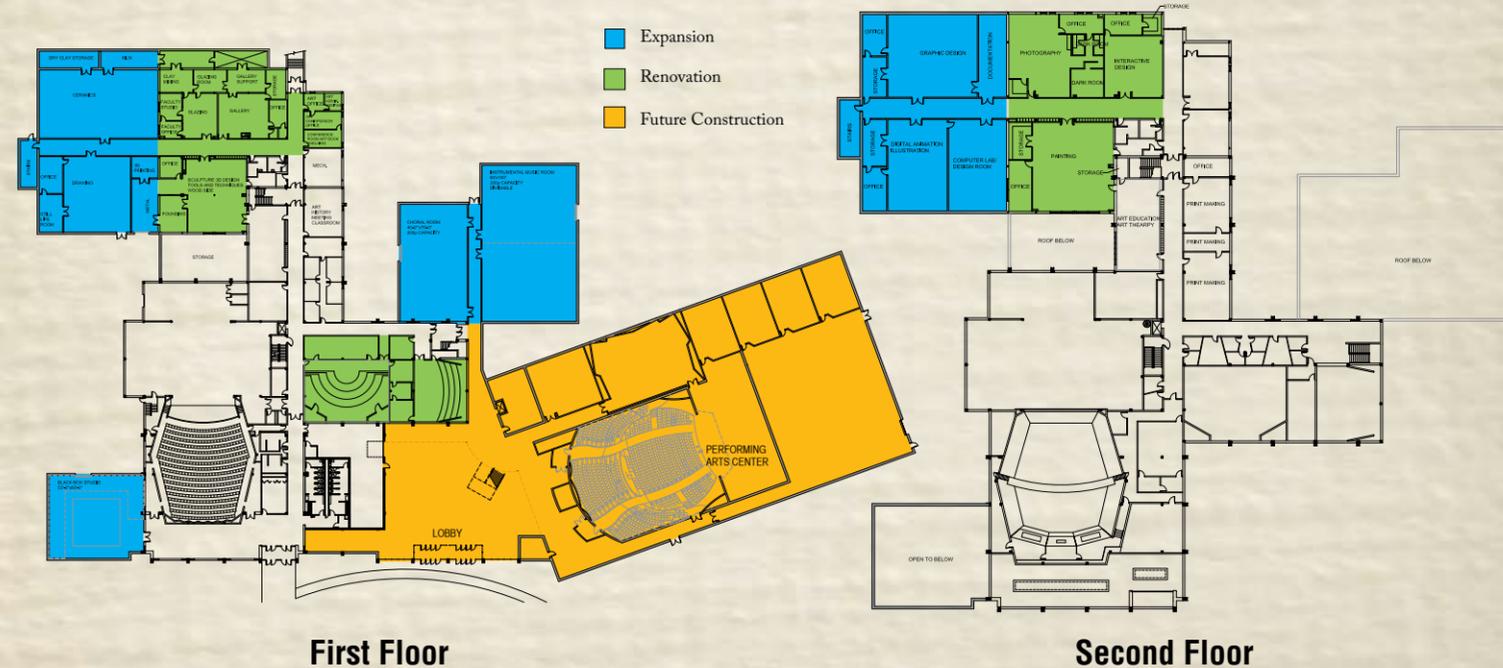
Thanks to a Missouri House bill to fund capital improvements, \$325,000 was spent on new ceiling tiles and carpeting in the main corridors, and heating and cooling improvements. Additional funds that had been raised in the campaign were used to carpet and paint the band and choir rooms, a classroom and conference room.

"Those projects made vast improvements to Potter Hall and provided momentum for the next phases," said Jerry Pickman '85, vice president for University Advancement and executive director of the MWSU Foundation. "We are excited to see what the future brings as the Centennial Capital Campaign continues."

The Potter Hall project has been divided into two phases. The first phase includes \$5 million for immediate classroom needs, and the second phase, \$10 million, includes the building façade, a gallery and a fine arts performance hall. Construction will take place as funds become available, Pickman noted.

In June 2016, Gov. Jay Nixon signed a bill which includes \$150,000 in matching funds for the design, planning and architectural study of Potter Hall renovations. The matching funds will be provided from donations raised in the campaign.

On the next page is a listing of naming opportunities in Potter Hall, and the gift amount attached to the name.



Conceptual Renderings
(Subject to change)

Leaving a Legacy: Naming Opportunities



The following is a list of naming opportunities available in recognition of significant gifts to Missouri Western State University. This list is only a partial representation of recognition opportunities for leadership gifts to the Centennial Capital Campaign. Donors are encouraged to work with the Development staff early in the process of determining naming opportunities that will most closely match the donor's interests with the University's needs.

COLLEGES

College of Liberal Arts and Sciences	\$7.5 million
College of Professional Studies	\$7.5 million

SCHOOLS

School of Fine and Performing Arts	\$5 million
School of Nursing and Health Professions	\$5 million

BUILDINGS/COMPLEXES

Craig School of Business Building*	\$15 million
Performing Arts Center*	\$7.5 million
Indoor Sports Complex	\$2.5 million
Spring Sports Complex	\$1.5 million
Commons Building	\$750,000

CENTERS

Center for Entrepreneurship	\$4 million
Non-Traditional Student/Veterans Center	\$500,000
International Student Services & Recruitment Center	\$500,000
Center for Multicultural Education	\$500,000
Center for Student Involvement	\$500,000
Accessibility Resource Center	\$500,000
Biology Studies Center	\$500,000
Chemistry Studies Center	\$500,000
Student Testing Center	\$500,000
Career Development Center	\$500,000
Counseling Center	\$250,000

INDOOR SPACES

Library (Hearnes Center)	\$2 million
Theater (Potter Hall)	\$1 million
Instrumental Rehearsal Hall (Potter Hall)	\$600,000
Gallery (Potter Hall)	\$500,000
Fieldhouse (MO Looney Complex)	\$500,000
Vocal Rehearsal Hall (Potter Hall)	\$400,000
Black Box Studio (Potter Hall)	\$300,000
Special Collections Room (Hearnes Center)	\$250,000
Ceramics Studio (Potter Hall)	\$250,000
Basketball Court (M.O. Looney Complex)	\$250,000
Volleyball Court (M.O. Looney Complex)	\$250,000

Lecture Halls†	\$250,000
Atrium (Agenstein-Remington Halls)	\$250,000
West Wing (Agenstein-Remington Halls)	\$250,000
Greenhouse (Agenstein Hall)	\$250,000
Drawing Room (Potter Hall)	\$250,000
Graphics Lab (Potter Hall)	\$250,000
Digital Animation Lab (Potter Hall)	\$250,000
Photography Studio (Potter Hall)	\$250,000
Sculpture Studio (Potter Hall)	\$250,000
Interactive Design Lab (Potter Hall)	\$250,000
Painting Studio (Potter Hall)	\$100,000
Dance Studio (Potter Hall)	\$100,000
Percussion Room (Potter Hall)	\$100,000
Computer Laboratories†	\$50,000
General Laboratories†	\$50,000
Green Room (Potter Hall)	\$50,000
General Classrooms†	\$25,000
Costume Shop (Potter Hall)	\$25,000
Dressing Rooms (Potter Hall)	\$10,000
Interview Rooms (Eder Hall)	\$10,000
Piano Rehearsal Rooms (Potter Hall)	\$5,000

OUTDOOR SPACES

Outdoor track*	\$1 million
Baseball Stadium	\$750,000
Softball Stadium	\$750,000
Tennis Courts*	\$500,000
Walking Trail	\$250,000
Hearnes Patio	\$100,000
Murphy Patio	\$100,000
Potter Patio	\$100,000
Cross Country Course*	\$100,000

ENDOWED FACULTY SUPPORT FUNDS (State assisted)

Dean	\$2.5 million
Chair	\$2 million
Professorship	\$1.5 million
Visiting Scholar/Artist	\$1 million

ENDOWED PROGRAMS

Eggs & Issues Speakers Series	\$200,000
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ENDOWED SCHOLARSHIPS (\$10,000 minimum required)

Full Scholarship (in-state tuition, room & board, general fees)	\$350,000
Partial Scholarship	\$10,000 minimum

GENERAL ENDOWMENT (\$10,000 minimum required)

Unrestricted	\$10,000 minimum
Restricted to Program or Department	\$10,000 minimum



*Future construction based on availability of funds.

†Commemorative opportunities are available throughout the campus i.e. general classrooms and laboratories. Donors will be recognized appropriately with a plaque.

According to the University's Naming Policy, all permanently named buildings and grounds must be approved by the University president and Board of Governors, and all other physical assets and nonphysical assets must be approved by the University president and vice president for University Advancement, as appropriate.

Payment schedules for naming pledges will be negotiated on a case-by-case basis; however, at least 50 percent of the donor's pledge must be received before a naming request is presented to the Board of Governors for final approval.

Named spaces and places

Along with almost every building on campus, lecture halls, spaces and places have been named in honor or in memory of someone. Below is a list of who they have been named after with a little information about the honoree(s).



Shirley and David R. Bradley Wing

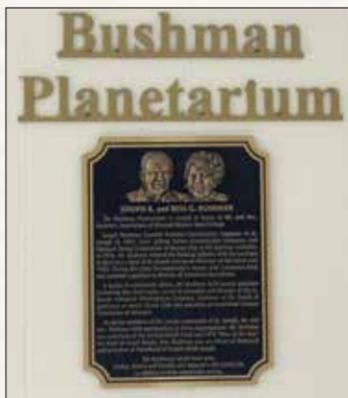
When the 30,000 square-foot addition to the Hearnes Center opened in 1990, it was named the Shirley and David R. Bradley Wing. Two years earlier, Missouri Western had received \$1 million from the David R. Bradley estate, the largest gift in College history.

The wing was built east of the original structure and encompassed three floors.

Shirley Bradley received an honorary doctorate and was named the Missouri Western Foundation's first Life Member for her many years of service to the Foundation. She was also the first woman on the College's Board of Regents.

Bushman Planetarium

In 1996, the Joseph R. and Bess Bushman estate donated more than 400 acres of farmland, including three houses, to Missouri Western. Of that amount, \$250,000 from the proceeds of the sale was used to renovate and update the planetarium, and it was named the Bushman Planetarium at that time.



Steven L. Craig School of Business Craig Field

The Craig School of Business is named for Steve Craig, whose gift to the University established the School. Craig, from Newport Beach, California and owner and president of Craig Realty Group, donated \$5.5 million in 2008. As an entrepreneur who grew up near Savannah, Missouri, Craig wanted to emphasize an

entrepreneurial focus for the School of Business. By 2013, the total value of Craig's gift to Missouri Western exceeded \$7.7 million. In 2015, Craig also donated \$1.1 million to help fund a new video scoreboard for Spratt Memorial Stadium, and the stadium field was named Craig Field in his honor.



Thomas Eagleton Indoor Pool

At its August 2016 meeting, the Board of Governors voted to name the newly renovated indoor swimming pool, The Thomas Eagleton Indoor Pool.

When Eagleton was the lieutenant governor of Missouri in 1965, he was instrumental in passing the house bill that made Missouri Western a four-year

institution. Additionally, as a United States Senator, Eagleton secured federal funds for Missouri Western, and some of those funds were used to build the swimming pool in the M. O. Looney Complex.

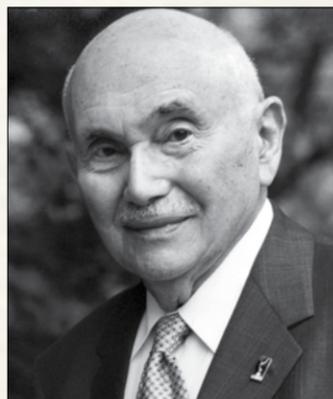
Enright Community Rooms

Spratt Hall rooms 214-216 are named the Enright Community Rooms in honor of William Fairleigh Enright Jr. Enright was the chair of the board of the American National Bank in St. Joseph, Missouri. He served on the Board of Trustees from 1965-75 and the Board of Regents from 1966-76 and was the first president of the Board of Regents. Enright was also the recipient of Missouri Western's first honorary doctorate in 1977.



Joe Friedman Alumni Room, Fulkerson Center

Dr. Joseph Friedman '39 had a podiatry practice in St. Joseph for several years before he became a professional actor. His gift provided funds for the Fulkerson Center, and the items in the display case in the Alumni Room are mementos from his successful acting career. The room is in honor of Friedman and his wife, Gladys, and Joseph J. Droher.



Hoff Conference Rooms

The Hoff Conference Rooms were named in honor of Forrest Hoff '58, dean of students, when he retired in 2000. Hoff had been with Missouri Western since 1970, and he became dean of students in 1971 when the position was created. At the request of the Student Government Association, two rooms that were part of the Blum Student Union addition in 2000, room 218 and 219, were named the Forrest Hoff Conference Rooms.

Kelley Commons

Kelley Commons is named for the James and Jean Kelley family, who donated the funds for the popular student gathering space. The couple's three children are alums – Jeanie Grahl



'72, Molly Pierce '77 and Chris Kelly '86. Grahl's daughter, Kelley Meirose, is a 1999 graduate, and Chris' daughter,

Kealey Mathieson, is a current student. A previous gift from the family funded the University Plaza, which was dedicated in 2007.

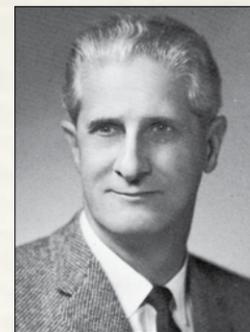


Kemper Recital Hall, Spratt Hall Kemper Room, Fulkerson Center W.T. Kemper Hall, Agenstein Hall

W.T. Kemper Hall, located on the third floor of Agenstein Hall, and the Kemper Room in the Fulkerson Center are named in honor of William T. Kemper. The W.T. Kemper Foundation helped fund the renovation of Agenstein Hall and the building of the Fulkerson Center. Kemper was born in 1866

in Gallatin, Missouri and is the patriarch of the family that developed both Commerce Bancshares and United Missouri Bank, Kemper Grain Company, and Kemper Loan and Investment Company.

The Kemper Recital Hall, inside Spratt Hall, is named in honor of Crosby Jr. and Bebe Kemper. Crosby Jr. is the grandson of William T. Kemper.



Glenn E. Marion Memorial Clock Tower

Glenn Marion began teaching engineering at the St. Joseph Junior College in 1944 and served as department chair. As soon as Missouri Western moved to its new campus in 1969, he developed landscaping plans for the campus and worked tirelessly for many years, planning and planting.

He retired from full-time teaching in 1974, but continued to work on the campus' landscaping until 1983. In 1991, he told the St. Joseph News-Press/Gazette that he had personally planted 400 trees and shrubs on campus.

From the time the idea for the clock tower was conceived, College administrators planned to name it in memory of Marion.



Richard Jr. and Joyce Rochambeau

Mead/Rochambeau Room, Fulkerson Center

The Fulkerson Center opened in 2005 and was funded totally with private donations. The Mead Room is formally known as the MeadWestvaco Room, thanks to a gift from the MeadWestvaco Foundation. The Rochambeau Room is named in memory of Richard Austin Rochambeau Sr., father of Richard Rochambeau Jr. The gift was from the Leah Spratt Charitable Trust.



Monya Rositzky Chautauqua Room

When the 30,000 square-foot addition was built on to the Hearnes Center in 1990, a meeting room in the expanded library was named the Monya Rositzky Chautauqua Room to honor Rositzky's many years of service to and support of Missouri Western. A Chautauqua Lecture Series, based on

the popular movement in the late 19th and early 20th centuries in the United States, was started in November 1990 and continued for more than a decade.



Zack and Mary Workman Academic Success Center

In 2014, Zack '74 and Mary '76 Workman made a gift to the University to fund an academic resource room for student athletes in

the Griffon Indoor Sports Complex. The Workmans are long-time supporters of Griffon Athletics. Zack was co-captain of Missouri Western's first football team and has served as president of the Gold Coat Club for many years.



Why name now?



When Missouri Western celebrated its Centennial in 2015, a look back at its 100-year history clearly showed how the support of St. Joseph and the surrounding area has been a mainstay of its existence, right from the start.

The St. Joseph Junior College began because of the work of the school district and the Commerce Club (now the Chamber of Commerce), and the school district continued to solely fund it until a junior college district was formed in 1965.

When the junior college was ready to expand to a four-year college and build a new campus, the community and region, then part of the junior college district, again stepped up in a big way, passing a bond issue worth more than \$6 million to build the present campus.

And when it became a four-year college, the state of Missouri supported the junior and senior years, and the junior college district continued to fund the first two years until 1977, when the state began funding all four years.

State funding for all four years has continued since then, but as Missouri Western continued to grow, state budgets have fluctuated every year. More and more, the University has had to rely on private funding to supplement its state funding.

The second source of revenue for colleges and universities is tuition, and unfortunately, institutions across the state have had to raise their tuition and fees to counteract the state funding decreases.

According to the Missouri State Auditor's report, "Findings in the Audit of Public Higher Education Funding and Affordability" Citizens Summary, issued August 2016, "Reductions in state appropriations have

resulted in a greater portion of public higher education costs being passed along to students and families. In addition, reductions in overall state grant aid, and specifically reductions in the amount of need-based aid, have also had a negative impact on the affordability of higher education for students in the state."

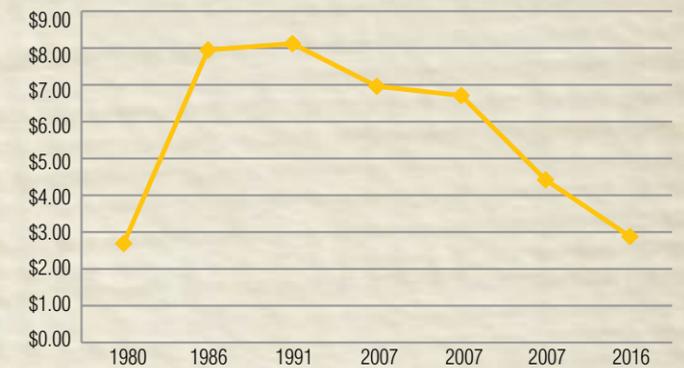
Two statistics from that summary further highlight the funding situation:

- State appropriations for Missouri's 4-year public institutions **decreased 9 percent** from 2009-2015, even as enrollment grew by 12 percent.
- Missouri ranked 43rd nationally in state higher education funding per \$1,000 of personal income for the 2014-2015 school year.

The graph on this page further illustrates the need for private funding for Missouri Western.

"Now, more than ever, private funding is important to the continuation of Missouri Western's success and growth," said Jerry Pickman '85, vice president for University Advancement and executive director of the MWSU Foundation. "And one outstanding way to leverage a large gift to the University is a naming opportunity."

Appropriations of the State Tax Funds for Higher Education per \$1,000 of Personal Income



Pickman noted that Missouri Western has a naming policy in place and has identified naming opportunities associated with gifts across campus (see p. 14-15).

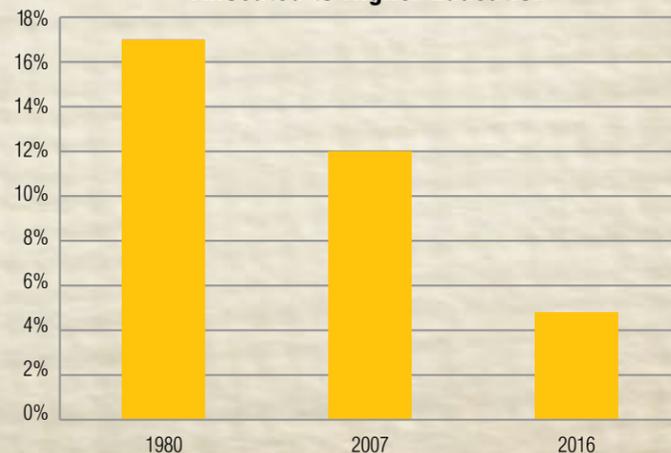
"This may be the best time for donors to consider a naming opportunity," Pickman said. "It's an outstanding legacy, and Missouri Western students will benefit greatly, along with the community, region and state."



Percentage of MWSU's Institutional Budget Funded by the State



Percentage of State Budget Allocated to Higher Education



University naming policy *covers campus*



In 2009, Missouri Western established its current naming policy in order to create uniform and consistent guidelines for the granting of named recognition.

“The naming of University activities or property is a well-established custom at Missouri Western,” said Jerry Pickman ’85, vice president for University Advancement and executive director of the MWSU Foundation. “We felt we needed a comprehensive policy to address issues that have come up in the past and may occur in the future.”

The policy covers the entire gamut of naming opportunities, Pickman said:

- Building or substantial parts of buildings or other locations on campus, such as roadways
- Special research, teaching, recreational, service or other facilities
- Programs of research, teaching
- Departments, faculties, schools
- Lectureships and special lecture series
- Fellowships and scholarships
- Endowed chairs and professorships
- Library collections of books or other materials
- Collections of works of art
- Such other entities as the University may from time to time see fit to name in order to recognize service or philanthropic donations

The following are components of Missouri Western’s naming policy:

Considerations

1. Gift/Donor Considerations: Naming proposals should be consistent with University and MWSU Foundation policies and will reflect not only the donor’s appropriate financial support, but also the donor’s commitment to the mission,

vision and values of the University. Gift-related naming of buildings or facilities requires a donation which makes a significant contribution to the cost of the building or facility. Further guidelines related to the solicitation and acceptance of gifts can be found in the University’s Gift Policy.

2. Non-gift/Non-donor Considerations: University elements may also be named in honor of an individual or group, without consideration of a gift when a significant contribution of good deeds or exemplary service has been made to the University or to the State of Missouri and who are of recognized accomplishment and character.

General guidelines

1. Ultimate authority to accept or decline any proposal to name at Missouri Western State University rests with the Board of Governors.
2. Ultimate authority to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area at Missouri Western State University rests with the Board of Governors.
3. Consistent with the University’s Gift Policy, the acceptance of any philanthropic donation which involves a proposal to name is conditional upon approval of the naming by the Board of Governors.
4. Notwithstanding any other provision of this policy, no naming will be approved or (once approved) continued that will call into serious question the public respect of the University.
5. All due attention shall be given to both the long-term and short-term appropriateness of a naming.
6. No name will be approved that will imply the University’s endorsement of a partisan political or ideological position or of a commercial product. This does not preclude a naming with the name of an individual who has at one time held public office or with the name of an individual or a company that manufactures or distributes commercial products.



7. When permanent named recognition has been extended for a gift received, it will be honored in perpetuity. In the event of changed circumstances, e.g. a facility no longer exists, the University reserves the right to determine the form which such permanence may take. The Board of Governors reserves the right to rescind any existing naming where continued association with the named individual(s) or group calls into serious question the public respect of the University.
8. From time to time, it may be appropriate to offer named recognition for a limited period of time. In this case, the University is obligated to honor the name for that period of time, subject to renewal of the opportunity.
9. The University may choose to extend recognition through a naming (e.g. a named building) after a donor/donors provided that the donor will provide all or a major part of the cost of funding the facility or activity. “Major” is deemed to mean either a significant part of the cost, or a contribution which is regarded as central to the completion of the facility or activity, and represents a substantial part of its value.
10. Provisions in this policy that refer to naming for a benefactor also in general apply to naming for a third party at the wish of a benefactor.
11. Only in exceptional circumstances will facilities or activities be named to honor outstanding service of members of faculty or staff while the honoree remains in the full time employment of the University. Members of faculty and staff making philanthropic donations remain eligible for naming recognition.
12. The University reserves the right to decide on the physical displays which may accompany named recognition. The texts of plaques shall be forwarded to the Vice President for University Advancement for review and approval.
13. To avoid any appearance of commercial influence or conflict of interest, additional due diligence should be taken before recommending the naming of a major program or area, building, open space, or roadway that involves the name of a corporation or a corporate foundation. The naming for an individual associated with a corporation should be handled as any naming for an individual.

Approval process

1. Individuals contemplating a naming opportunity to recognize outstanding service are to consult with the Vice President for University Advancement.



2. If the Vice President for University Advancement is satisfied that the proposal falls within the policy guidelines, or is sufficiently unique to justify special consideration, the Vice President shall submit a request in writing to the President, outlining the reasons for the proposal to include the nature of the gifting and/or meritorious activity; and other conditions, concerns, or impacts of the naming.
3. The Vice President and the President shall consider any objections that are received and decide whether a formal motion should go forward to the Board of Governors.
4. The same procedure as outlined above shall be followed when there is a recommendation to discontinue the designated name of a building, room, or area, or to transfer the name to another building, room, or area.

Negotiating named recognition for philanthropic gifts

1. It is the responsibility of individuals negotiating on behalf of the University to consult with the Vice President for University Advancement when gifts involve a proposal to name.
2. It is the responsibility of individuals negotiating on behalf of the University to advise potential benefactors that the acceptance of any philanthropic donation which involves a proposal to name is conditional upon final approval of the naming by the Board of Governors.
3. The Vice President for University Advancement is responsible for securing approval from the Board of Governors for schedules of general naming opportunities and the minimum level of philanthropic donation required for each (e.g. endowed chair).

What's in a name?

by Aubry Carpenter '14

“To speak the name of the dead is to make them live again.” – Egyptian Proverb

While we like our names and think they are pretty important, the ancient Egyptians seemed to take their names to another level completely.

While Western cultures tend to think of themselves as composed of two parts, the body and soul, ancient Egyptians considered themselves to be composed of several parts: the ka, the spiritual copy of the body; the ba, the character and personality; and the akh, the entity that enabled the person to exist in the afterlife.

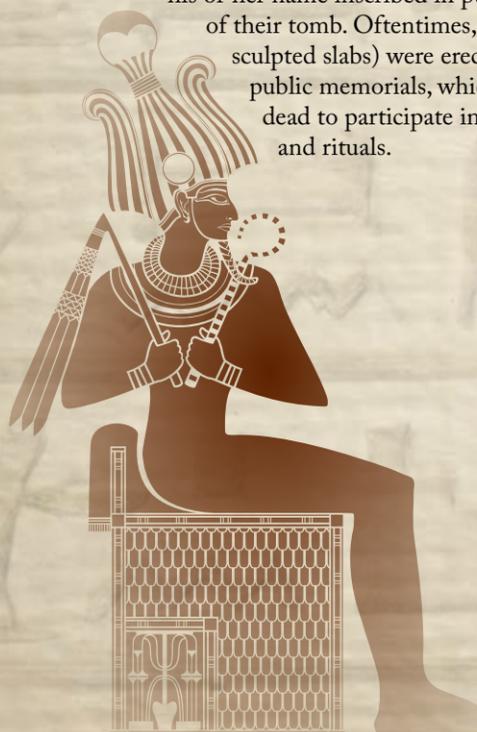
The aspect of a person considered to be most essential, though, was their name, their “spirit of individuality which distinguishes one being from another.” (El Mahdy 1989).

Egyptians named all manner of things after individuals. Every temple was given a name, as well as rooms within temples, other buildings, gateways, pylons, among other items (Monet 2011).

According to Christine El Mahdy’s 1989 book, “Mummies, Myth, and Magic in Ancient Egypt,” protection of one’s name was vital because they believed as long as their name was spoken, they were assured immortality. To have their name destroyed, cut out from a wall or monument, for example, was considered “the greatest horror.”

According to Jefferson Monet’s article on touregypt.com, to erase a person’s name in such a way was the same as erasing the memory or existence of the person altogether.

So in an attempt to live eternally, the deceased would have his or her name inscribed in public and private areas of their tomb. Oftentimes, statues or stelae (tall, sculpted slabs) were erected in temples and public memorials, which allowed the dead to participate in celebrations and rituals.



These monuments were covered with autobiographical inscriptions of the deceased’s virtues and great deeds, how they would wish to be introduced to the gods and be remembered by those they left behind (El Mahdy 1989).

Just like erasing a person’s name erased their memory or existence, a different person’s name could be added to an already inscribed monument or statue “to permeate that item with the essence and personality of the new owner” (Monet 2011). One of the most famous pharaohs and example of that in ancient Egypt is Akhenaten, who ruled for 17 years in the 14th century BC. He began as Amenhotep IV, but changed his name during the fifth or sixth year of his reign.

In the ninth year of his reign, contrary to ancient Egyptian beliefs in multiple gods, he declared that Aten was the only god, and that he was the only intermediary between the people and Aten. Akhenaten ordered that the god of the air Amun’s name be removed from all of his temples across Egypt. He even had his father’s name removed because it contained the name of Amun (Hill 2010).

When two pharaohs after Akhenaten passed away, the gods were reinstated. Once his heresy had been discredited, his image and names were chiseled from the monuments and his temples were dismantled. His city crumbled and his name was left out of the Kings lists produced shortly after (Hill 2010).

Recently, his mummy was discovered with his face mask torn and his name obliterated, most likely in an attempt to eliminate Akhenaten’s chance of being remembered and immortalized.

Ancient Egyptians thought there was a lot

So, names played a vital role in ancient Egyptian culture. They were considered a person’s true essence and were a way to ensure immortality after death. While the cultural reasons may have transformed over the years, the same can be seen in our culture today. Buildings, rooms, monuments and anything else imaginable can be named after a person. While the person may not gain immortality in the strict sense of the word, their legacies will live on for many years after their passing, all because of their name.

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Hill, J. (2010). Akhenaten (Amenhotep IV). Retrieved August 03, 2016, from <http://www.ancientegyptonline.co.uk/akhenaten.html>

Monet, J. (2011, August 28). Tour Egypt: Behind the Name: Ancient Egyptian Names Revealed. Retrieved August 03, 2016, from <http://www.touregypt.net/featurestories/names.htm>



What's important

Dale Carnegie, famous for his book, “How to Make Friends and Influence People,” noted that a person’s name is very important to them, as quoted from the Dale Carnegie Training website:

Dale Tip # 6: A person’s name is the sweetest sound

“Remember that a person’s name is to that person the sweetest and most important sound in any language.”

Dale Carnegie was a smart man; he lived his life in terms of other people. He laughed, he cried, and he cared about them. One way Mr. Carnegie often showed his respect was by using names instead of the often-overused “Hey!”

“Using a person’s name is crucial, especially when meeting those we don’t see very often. Respect and acceptance stem from simple acts such as remembering a person’s name and using it whenever appropriate.”

Carnegie came up with an easy strategy for remembering names, the LIRA formula: Look and Listen, Impression, Repetition, Association. After using this, Carnegie said, remembering names becomes much easier. Use names with everyone you interact with, practice this and make it a habit.



Ways to Give

There are many ways you can make a difference through gifts to Missouri Western. From outright contributions to planned giving, there are many opportunities for you to get involved. As a public charitable organization, gifts to the Missouri Western State University Foundation are deductible at the highest limits allowed for federal income or estate tax purposes.

Cash Gifts

Cash contributions are the most frequent charitable gift. Checks should be made payable to Missouri Western State University Foundation. The most frequent contributions are to the Annual Fund.

Gifts of Securities – Stocks, Bonds & Mutual Funds

Charitable gifts of stocks, bonds or mutual funds that have been held for at least one year and have appreciated offer special tax advantages. You will receive a tax deduction for the full market value of the gift, but you will not have to pay capital gains tax on the appreciated amount. If you sell depreciated stock and contribute the proceeds, you will receive both a tax deduction for the charitable gift and a deduction for the capital loss.

Gifts of Real Estate

Donations of appreciated homes and other real property are entitled to an income tax deduction equal to the full value of the property and no tax on the capital gain. If debt-free property is donated, the gift is deductible at the property's appraised value. It may even be possible to make your gift of property now but still maintain the right to use the property. By making this gift now, rather than in your will, you can realize an immediate income tax deduction.

Memorial Gifts

Any gift may be given in memory or honor of a friend or family member.

Gifts-in-Kind

Tangible personal property can be given to support Missouri Western. These gifts may be eligible for a deduction of the item's fair market value, if the gift is related to the charitable purpose of the university. All personal property gifts must be approved by the Foundation.

A tax-saving way to help Missouri Western

If you are 70½ years old or older, you can take advantage of a simple way to benefit Missouri Western State University and receive tax benefits in return. You can give up to \$100,000 from your IRA directly to a qualified charity such as ours without having to pay income taxes on the money.

**For more information, go to
missouriwestern.planningyourlegacy.org.**

Corporate Matching Gifts

A matching gift program provided through your employer or board membership may allow you to increase the value of your gift. Many companies match charitable gifts made by their employees, retirees or board members.

Deferred or Planned Gifts

Deferred gifts help insure Missouri Western's future. A deferred gift through an estate plan or life income gift offers you the ability to support Missouri Western but retain the income from those assets during your lifetime.

Will or Revocable "Living" Trust

A bequest contained in a person's will or revocable "living" trust is the most common form of planned gift.

Charitable Remainder Trust

This gift allows you to irrevocably place cash, securities or other property in a trust but keep a specified income for life. This can be done by an annuity trust or unitrust.

Gifts of Life Insurance

Missouri Western can be named as primary or contingent beneficiary of a life insurance policy. Life insurance gifts are simple; just ask the insurance company for the appropriate forms to make the Foundation the owner and beneficiary of a policy. Gifts of a policy are tax deductible, as are future premium payments.

Gifts of Retirement Plans

Naming Missouri Western as a primary or contingent beneficiary of a retirement plan (i.e. IRA, 401(k)) can benefit both Missouri Western and your estate. Your retirement account's plan administrator can help you designate Missouri Western as a beneficiary.

Why consider this gift?

- Your gift will be put to use today, allowing you to see the difference your donation is making.
- You pay no income taxes on the gift. The transfer generates neither taxable income nor a tax deduction, so you benefit even if you do not itemize your deductions.
- If you have not yet taken your required minimum distribution for the year, your IRA charitable rollover gift can satisfy all or part of that requirement.

Make a lasting impact!



Algae Adams '39 (left) became a member of the Clock Tower Society when she made Missouri Western State University a part of her estate plan by establishing a Charitable Remainder Unitrust. When she passed away, Missouri Western received \$260,000.

For information about how you can make Missouri Western part of your estate, contact:

Jerry Pickman '85
Vice President for University Advancement
Executive Director of the MWSU Foundation
(816) 271-5647
pickman@missouriwestern.edu

Kim Weddle '00
Director of Development
(816) 271-5648
weddle@missouriwestern.edu

Leaving a naming legacy



Explore the possibility of naming a space on Missouri Western's campus in memory of or in honor of someone you love! Or, ensure your legacy on a classroom or space. Because we are in year two of our five-year Centennial Capital Campaign, now is the perfect time to consider a naming opportunity. Many of the opportunities are in Potter Hall, which is the current focus of the campaign. See inside for all the possibilities!



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