

# WHY WE INVEST

in Nebraska Wesleyan University

IT'S ALL ABOUT COMMUNITY

**2013-2014 Annual Report of Giving**  
*Fiscal year: June 1, 2013, to May 31, 2014*





# It's All about Community

Is Nebraska Wesleyan University urban or rural?

Seems like a simple question. Our campus stands in a city of more than a quarter-million people. We opened a new location this year in Omaha—a city with nearly half a million more.

It's clear. We're urban.



But hold on. We were founded in a sea of grass between Lincoln and Havelock, surrounded on all sides by the sunflowers that became our earliest mascot. We've always drawn students from places like Neligh, Nelson and Newman Grove.

It's just as clear. We're rural.

At NWU, the divides between "city kid" and "country kid" tend to fall away. Nebraska Wesleyan is a place where students from New York City and Nebraska City can come together to discover everything we have in common.

I see it in my own career. I've spent time in the Twin Cities and Portland; I've also worked in smaller towns in North Dakota and Wisconsin. More than a "city guy" or a "country guy," I think of myself as a community guy. I like that because communities are unhindered. They don't have those pesky city limit signs that tell you when you're in and when you're out.

Community is about being part of something special, no matter where you go or how long you've been away. No one ever proudly declares, "I'm part of a metropolitan area." Yet we can all proudly say, "I'm part of a community."

I believe giving is about community. I believe Nebraska Wesleyan remains strong because so many of us recognize what it means to be a part of this community. Our gifts keep us connected even as they open doors for new students to join us.

Whether our next students come from Houston, Texas, or Humboldt, Neb., they'll find a campus community that welcomes and values them. In the same way, whether your next gift to Nebraska Wesleyan is large or small, you can trust that it will be welcomed, valued and put to wise use.

Community, whether urban or rural, is unlimited and meaningful. So are your gifts to NWU.

Every building we see on campus, every classroom we enter, every field or stage we stand on, every path we walk down, every student we meet, every professor we learn from—in short, every part of this community—is touched by your gifts to Nebraska Wesleyan University.

Thank you for being part of this community. And thank you for caring enough to invest in our future together.

*With deepest gratitude and best wishes,*

**John B. Greiving**  
Vice president for advancement

## THE PEOPLE BEHIND THE NUMBERS

Nebraska Wesleyan's approach to raising funds is decidedly more human than what you might see at other schools. No "fundraising machine" here. Just a team of incredibly committed people (a third of them NWU alumni) eager to partner with you to sustain Nebraska Wesleyan University.

### **John Greiving**

*vice president for advancement*  
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### **Linda Birkes-Lance**

*development officer*  
lbirkesl@nebrwesleyan.edu

### **Tony Dworak**

*major gifts officer*  
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### **Rachelle Hadley**

*events coordinator*  
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### **Vanessa Hanna**

*assistant manager of data and donor relations*  
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### **Mary Hawk**

*director of major gifts*  
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### **David Joekel ('02)**

*development officer*  
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### **Sherry Lindholm**

*manager of information systems*  
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### **Brenda McCrady**

*director of planned giving*  
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### **Shelley McHugh ('91)**

*director of alumni relations*  
smchugh@nebrwesleyan.edu

### **Susan Miller ('90)**

*development officer*  
smiller4@nebrwesleyan.edu

### **Jody Navrati**

*administrative assistant for advancement*  
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### **Erika Paschold ('11)**

*director of Archway Fund*  
epaschol@nebrwesleyan.edu

### **Gary Reber**

*coordinator of advancement communications*  
greber@nebrwesleyan.edu

### **Jackie Rezac**

*manager of donor relations*  
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### **Deb Stark**

*administrative assistant to the vice president for advancement*  
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### **Amy Vasey ('11)**

*gift and data specialist*  
avasey@nebrwesleyan.edu

### **Nancy Wehrbein ('75)**

*director of foundation relations*  
nwehrbei@nebrwesleyan.edu

### **Lori Wellman ('75)**

*manager of research and prospect management*  
llwellman@nebrwesleyan.edu

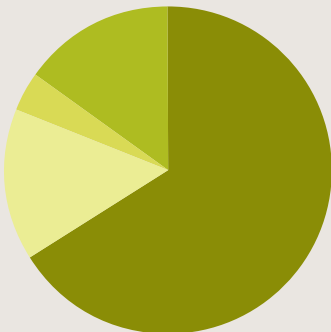


## Dollars Raised in 2013-2014 by Gift Type

■ Archway Fund:	\$1,460,672
■ Restricted gifts and Endowment:	\$5,778,225
■ Realized estates and planned gifts:	\$1,195,067

**TOTAL:** \$8,433,964

### SOURCES OF UNIVERSITY REVENUE



- Tuition and fees
- Gifts and grants
- Investment earnings
- Auxiliary enterprises and other

Financial overview, winter 2013-2014 *Archways*



# BRIDGING THE GAP

Many people assume that revenue from tuition is more than enough to sustain a university. But that's never been the case at Nebraska Wesleyan. While tuition revenue after financial aid totaled just over \$25 million last year, Nebraska Wesleyan's expenses topped \$36 million.

Gifts play a key role in helping NWU bridge that \$11 million gap between what students and families are asked to pay and what it actually costs to provide an outstanding Nebraska Wesleyan experience.

## *Looking for your name?*

All those who made gifts in the **2013-2014 fiscal year (June 1, 2013, to May 31, 2014)** will receive Nebraska Wesleyan's exclusive Donor Honor Roll in the mail in the coming days.

Nebraska Wesleyan University's 2013-2014 audited financial overview will appear in the winter issue of *Archways*.

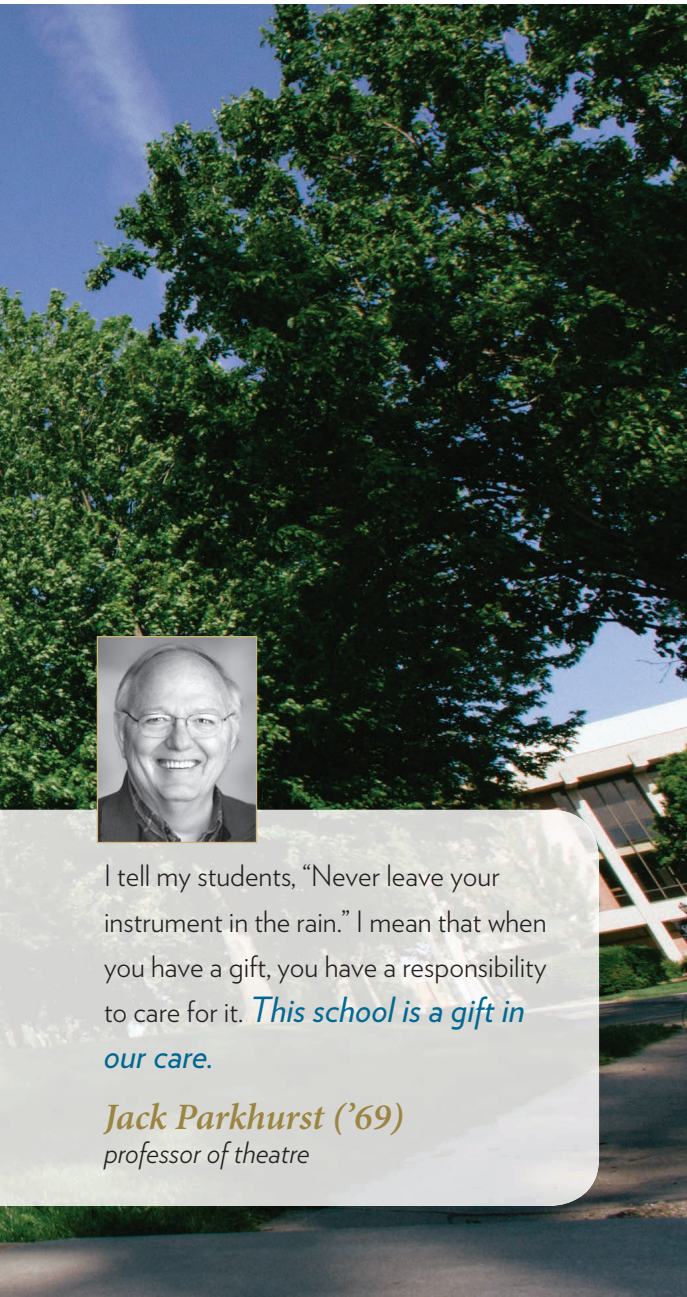




# THIS IS WHY

*We asked the people who know NWU best—current and retired professors and staff members—why supporting Nebraska Wesleyan University matters. What they said changed the way we look at stewardship, philanthropy and the university itself.*





I tell my students, “Never leave your instrument in the rain.” I mean that when you have a gift, you have a responsibility to care for it. *This school is a gift in our care.*

**Jack Parkhurst ('69)**  
professor of theatre

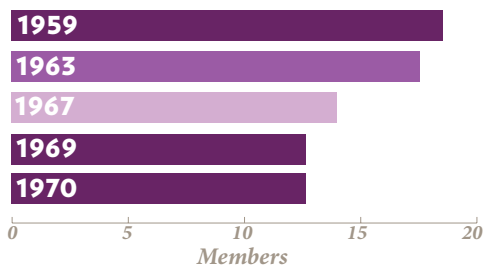


When I interviewed for my job in 1980, President John White said, “We really do well with the students we get.” And it’s still true. We turn out kids who are assets to their communities—decent human beings who do well in their careers. We do indeed get great kids and *we give them a great sense of the world.*

**Elaine Kruse**  
professor emerita of history

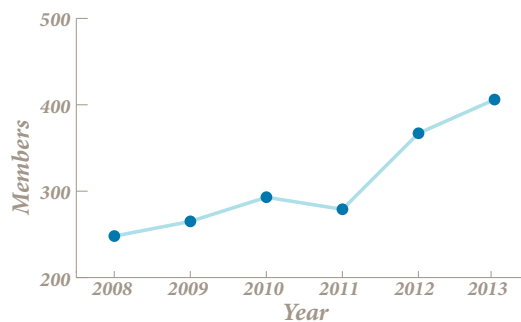


### TOP 5 CLASSES IN PRESIDENTS SOCIETY MEMBERSHIP



The Presidents Society honors donors whose annual gifts to the university exceed \$1,000.

### 6-YEAR TREND IN TOTAL PRESIDENTS SOCIETY MEMBERS





Nebraska Wesleyan is *a place where students find their voices* and discover how to take on the roles of community leaders.

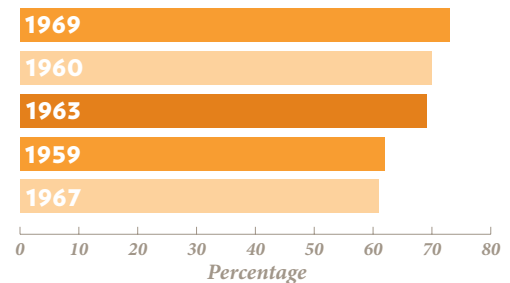
**Ruth Stephenson**  
professor emerita of music



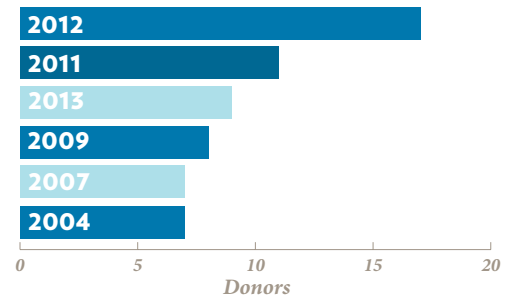
In my 30 years teaching at NWU, I never ceased to be *amazed by the support* alumni gave us. From donations to contributions of time and internship opportunities, I knew when I asked, the answer would be, "Yes." I trust alumni will continue the tradition of paving the way for others. It is support for a professor that cannot be measured!

**LaVerne (Chittim) Rudell ('65)**  
professor emerita of business administration

### TOP 5 CLASSES IN PARTICIPATION



### TOP 5 CLASSES IN NEW DONORS







We give because Nebraska Wesleyan makes a quality liberal arts education available to all kinds of students—traditional and nontraditional, undergraduate and graduate. *We've seen firsthand the transformative effects of our work.*

**Karla Jensen**  
associate professor of communication studies

**Travis Jensen**  
assistant dean of faculty and curriculum,  
University College



### TOP 5 CLASSES IN PLANNED GIFTS



Want to make a planned gift to Nebraska Wesleyan? It's easier than you might think. Brenda McCrady can help you get started. Call her at 402.465.2129.



Photo by Dan Luedert



Nebraska Wesleyan only exists today because during the Great Depression, the faculty, staff and administrators took a 50 percent pay cut to keep it going. The fierce pressures on NWU today are not so very different and are serious and complex. Our giving to Nebraska Wesleyan today, and in the years to come, is *part of a great tradition* allowing it to continue to stand for high quality education.

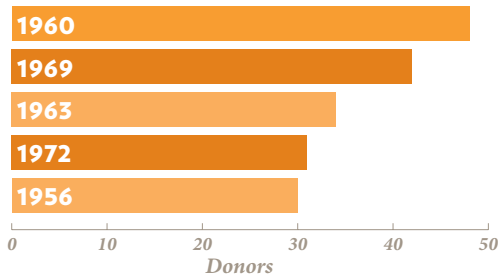
**Loretta (Good) Fairchild ('66)**  
*professor emerita of economics*

**Robert Fairchild**  
*Physics Department chair*

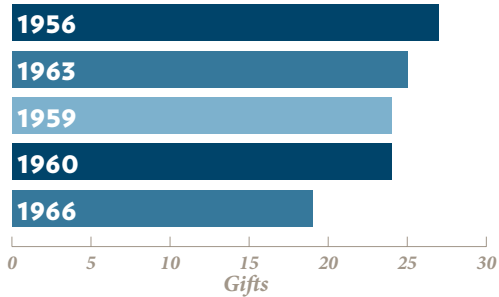


### TOP 5 CLASSES IN ALUMNI LOYALTY

(for consecutive annual gifts spanning 25+ years)



### TOP 5 CLASSES IN GIFTS TO THE ENDOWMENT



Gifts are fully endowed at \$25,000. To create a new endowed fund honoring a loved one, or to help an existing fund reach its full potential, call Brenda McCrady at 402.465.2129.





This is something I've been telling students for 30 years. *"You are not an interruption of my work. You are the purpose of it."*

**Nancy Newman**  
director of student health and wellness



# 12 WAYS to support NWU

1. **Give** at [nebrwesleyan.edu/donate](http://nebrwesleyan.edu/donate).
2. **Refer** students.
3. **Cheer** on the Prairie Wolves.
4. **Attend** alumni events, catch a concert or exhibit, or take in a lecture.
5. **Follow** NWU on Facebook, Twitter, LinkedIn and Instagram.
6. **Update** your information on our alumni directory and connect with classmates at [nebrwesleyan.edu/alumni-and-friends/alumni-directory](http://nebrwesleyan.edu/alumni-and-friends/alumni-directory).
7. **Come** to homecoming and NWU holiday parties.
8. **Take** a class through our adult learning programs.
9. **Volunteer** on campus or in your community.
10. **Tell** people about your NWU experiences.
11. **Take** an NWU pennant on your next trip and share your photos.
12. **Read** *Archways* magazine.





# NEBRASKA WESLEYAN UNIVERSITY

## Board of Governors 2014-2015

**Judith R. Maurer** ('69), M.S., chair of the board and chair of the Executive Committee; founder, Low Load Insurance Services, Tampa, Fla.

**Susan Keisler-Munro** ('85), M.S., vice chair of the board and chair of the Committee on Board Affairs; Senior Vice President, Chief of Operations, Assurity Life Insurance Company, Lincoln, Neb.

**Richard A. Peterson** ('59), J.D., secretary of the board; senior counsel, Crete Carrier Corporation, Lincoln, Neb.

**Matt Harris** ('93), B.S., treasurer of the board and chair of the Finance and Audit Committee; Chief Executive, Arbor Day Foundation, Lincoln, Neb.

**D. Todd Duncan** ('88), B.S., chair of the Advancement Committee; Chairman, Duncan Aviation, Lincoln, Neb.

**Hon. John M. Gerrard** ('76), J.D., L.H.D., chair of the Student Affairs Committee; U.S. District Court judge, U.S. District Court-District of Nebraska, Lincoln, Neb.

**E. Susan Gourley**, Ph.D., chair of the Academic Affairs Committee; superintendent (retired), Lincoln Public Schools, Lincoln, Neb.

**Kent Seacrest**, J.D., chair of the Enrollment and Marketing Committee; attorney, Seacrest & Kalkowski, Lincoln, Neb.

**Charlotte A. Abram**, M.Div., D.D., senior pastor (retired), TRI Community United Methodist Church, Omaha, Neb.

**Jeffrey J. Butterfield** ('98), M.B.A., president, Nebraska Wesleyan University Alumni Association; assistant vice president-institutional middle markets, RBC Capital Markets, Lincoln, Neb.

**Dan L. Flanagan**, Ed.D., district superintendent, Great Plains Conference, United Methodist Church, Omaha, Neb.

**David G. Hansen** ('77), B.S., partner/CEO, Swanson Russell, Lincoln, Neb.

**Ben H. Harris**, J.D., principal and general counsel, Nebraska Heavy Industries, Lincoln, Neb.

**Harry Huge** ('59), J.D., LL.D., attorney, The Huge Law Firm PLLC, Charleston, S.C.

**L. Bradley Hurrell** ('73), B.S., partner (retired), KPMG, Charlotte, N.C.

**Thomas A. Jackman** ('84), Ph.D., associate professor of business administration, Nebraska Wesleyan University

**Mary Sanders Jones**, M.B.A., vice president and treasurer, Union Pacific Corporation, Omaha, Neb.

**Bishop Scott Jones**, Ph.D., Great Plains Area United Methodist Church, Wichita, Kan.

**Richard Legge** ('82), M.D., neuro-ophthalmologist, Omaha, Neb.

**Katherine Lesiak**, student, Nebraska Wesleyan University, Class of 2015

**Karen Linder** ('82), B.S., president & CEO, Tethon 3D, Omaha, Neb.

**Larry McClain**, Ph.D., associate professor of English, Nebraska Wesleyan University

**Lawrence Mohr**, M.D., Sc.D., professor of medicine and director, Environmental Biosciences Program, Medical University of South Carolina, Charleston, S.C.

**Kim S. Moore** ('90), M.S.N., president and CEO, CHI Health St. Elizabeth, Lincoln, Neb.

**Frederik Ohles**, Ph.D., president, Nebraska Wesleyan University

**Bernard A. Olsen** ('75), Ph.D., senior research fellow (retired), Eli Lilly & Company, West Lafayette, Ind.

**John E. Sampson** ('63), M.B.A., president, Sampson Associates Inc., Edina, Minn.

**Robert Scott**, B.S., co-manager/principal, WRK LLC, Lincoln, Neb.

**L. G. Searcey**, M.B.A., senior vice president, commercial loans, Union Bank & Trust Company, Lincoln, Neb.

**Evan Sheaff**, student, Nebraska Wesleyan University, Class of 2015

**Sheryl Snyder**, M.A., co-founder (retired), Snyder Industries, Inc., Lincoln, Neb.

**Cori Yokoun**, B.A., vice president, Sampson Construction, Lincoln, Neb.

**Bill White**, M.S., president, The Austin Company, Inc., Milford, Neb.

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**Duane W. Acklie**, J.D., LL.D., president, Crete Carrier Corporation, Lincoln, Neb.

**B. Keith Heuermann**, B.S., Sc.D., founder (retired), BKH Popcorn, Phillips, Neb.

**Gordon "Mac" Hull** ('59), J.D., president and CEO, Tasty-Toppings, Inc., Columbus, Neb.

**Lindy Mullin** ('67), Ed.D., coordinator (retired), Lincoln Public Schools, Lincoln, Neb.

**Warren K. Urbom** ('50), J.D., LL.D., U.S. District Court judge (retired), Lincoln, Neb.

**F. Thomas Waring** ('53), M.D., physician (retired), Fremont, Neb.





## NEBRASKA WESLEYAN UNIVERSITY

# President's Board of Advisors 2014-2015

The President's Board of Advisors was formed in 2006 as a body of ambassadors and advisors to Nebraska Wesleyan. The group meets twice each year to learn more about Nebraska Wesleyan's current operations and programming, and to act as a sounding board. Its members are invited by the president and include alumni, parents of current and former students and friends of the university from around the nation and world.

**Frederik Ohles**, chair; president, Nebraska Wesleyan University

**Robert F. Bartle** ('72), co-chair; attorney, Bartle & Geier Law Firm, Lincoln, Neb.

**A. Eugene Crump** ('69), co-chair; attorney (retired), Lincoln, Neb.

**Julie Anderson** ('97), chief business development officer, The Ezra Company, Washington, D.C.

**John Batchler** ('97), Foundation First Corporation, Valley, Neb.

**Greg Bergt** ('71), vice president, Pennfield Animal Health, Omaha, Neb.

**Eugene Braymen** ('57), businessman (retired), San Jose, Calif.

**Jolene (Munderloh) Braymen** ('57), teacher (retired), San Jose, Calif.

**Susan Wehrbein Cassat** ('80), church and community volunteer, Overland Park, Kan.

**Judy (Hogeland) Cunningham** ('63), marketing consultant, Dallas, Tex.

**Don Dorr** ('61), attorney, Buchen, Wise and Dorr, Hanover, Penn.

**Loretta (Good) Fairchild** ('66), NWU professor emerita of economics, Lincoln, Neb.

**Mary Lou (Rogers) Fredrickson** ('71), Lincoln Public Schools counselor (retired), Bennet, Neb.

**Patricia (Johnson) Hoffman** ('71), associate administrator (retired), Heartland Area Education Agency, Ankeny, Iowa

**Marilyn Hutchinson** ('69), psychologist, Hutchinson & Associates, Kansas City, Mo.

**Rev. Nan Kaye-Skinner** (P'06), Pastor, Trinity United Methodist Church, Lincoln, Neb.

**Jo (Afrank) Kinberg**, M.D., ('82, P'10, P'12), physician, Pediatrics, P.C., Walton, Neb.

**Jane (Paul) Kinyoun** ('67), University of Washington Bothell, Secondary Teacher Education Program, Shoreline, Wash.

**Judd Knispel** ('97), State Farm agent, Council Bluffs, Iowa

**Vidette (Bullock) Mixon** ('74), director (retired), Corporate Relations, General Board of Pension/Health Benefits, The United Methodist Church, Evanston, Ill.

**Patricia Schuett Peterson**, attorney, Kutak Rock LLP, Omaha, Neb.

**Mishayla Richardson** ('11), senior assurance associate, McGladrey, LLP, Omaha, Neb.

**Mervin Riepe** (P'01), independent hospital and healthcare professional, Omaha, Neb.

**David Seems** (P'11, P'13), managing partner, Business Advisors, LLC, Englewood, Colo.

**Helen Sramek** ('70), president (retired), Operation Lifesaver, Alexandria, Va.

**Michael Tews** ('86), managing partner, Northwestern Mutual Financial Network, Omaha, Neb.

**Mark Walz** ('88, P'14), President and CEO, Farmers Mutual Insurance Company of Nebraska, Lincoln, Neb.

**Jack Wightman** ('89), managing attorney, First Data Corporation, Omaha, Neb.

P=parent of alumnus/alumna



# THANK YOU.

Nebraska Wesleyan University exists for you and because of you. Our alumni and friends continue to make Nebraska Wesleyan an outstanding university with consistent, generous support.

If you've given to Nebraska Wesleyan University, accept our sincere thanks. If you haven't yet made a gift, please accept this invitation to start today.

[nebrwesleyan.edu/donate](http://nebrwesleyan.edu/donate)

*Nebraska Wesleyan University's*

## Donor Honor Roll

will be mailed in the coming days to all those who made gifts to NWU in the 2013-2014 fiscal year, which runs from June 1, 2013, to May 31, 2014.