

# ADVANCEMENTS

A PUBLICATION OF THE MISSOURI STATE UNIVERSITY FOUNDATION | SPRING 2021

40  
YEARS

1981-2021

*Four decades, countless reasons to celebrate:*

**WE'RE CELEBRATING THE  
FOUNDATION'S 40th ANNIVERSARY**

# ADVANCEMENTS

SPRING 2021

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**Director of editorial and design services:** Stacey Funderburk  
**Magazine managing editor:** Michelle S. Rose  
**Magazine art director and designer:** Amy Schuldt  
**Content manager and approver:** Stephanie Smith  
**Staff photographers and videographers:**  
Chris Nagle, Jesse Scheve, Kevin White  
**Contributing writers:** Juliana Goodwin, Michelle S. Rose

## CONTACT THE MISSOURI STATE UNIVERSITY FOUNDATION

SPRINGFIELD  
417-836-4143 • [Foundation@MissouriState.edu](mailto:Foundation@MissouriState.edu)  
[MissouriStateFoundation.org](http://MissouriStateFoundation.org)  
WEST PLAINS  
417-255-7240 • [Development@WP.MissouriState.edu](mailto:Development@WP.MissouriState.edu)

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**Missouri State University  
Foundation**

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Matt McDonough first came to Missouri State University to work for The Bears Fund. Now, he is a director of development who loves to see how much the university means to people.



## BRENT'S CORNER

# THE REASON WE LOOK SO GOOD AT AGE 40? IT'S YOU!

*A celebration of our anniversary is really a celebration of your loyalty.*

### THE MISSOURI STATE UNIVERSITY FOUNDATION STARTED ITS OFFICIAL OPERATIONS IN 1981.

For four decades, supporters like you have changed the face of the university.

If this is the year we officially become middle-aged, that's fine with us! The foundation has all the best qualities of being 40: We're stable, purposeful and accomplished. We have experience meeting the needs of the university, and we have a clear plan for the future.

One amazing thing about this anniversary is how many supporters have given each year for those 40 years. You have shown us so much loyalty and love.

We are also thankful for each donor who has joined us along the way.

What your continued support has done to enhance Missouri State is difficult to put into words. I can't imagine what the university would be like in 2021 without the private support that has led to buildings, scholarships and huge improvements across the university.

It's not just me who thanks you. Ultimately, it is our students who benefit from your generosity of spirit.

You are giving the gift of a great education.

You are creating the leaders of tomorrow from the Bears of today.

Like we said, it's been a great 40 years. We have so much gratitude for our recent successes, and we expect many more — thanks to you.

**W. Brent Dunn**  
Vice president for university advancement and executive director of the Missouri State University Foundation

## (SOME OF) THE TOP 5 THINGS THAT CHANGED THE TRAJECTORY OF PRIVATE SUPPORT AT MSU

### 1. MISSOURI STATE IS FOUNDED BECAUSE OF PRIVATE GIFTS

Private support for MSU is older than the university itself. In the late 1800s, the sites for "normal schools" (schools that trained high school graduates to become teachers) were determined by a bizarre bidding process.

Communities that wanted a normal school would make a bid that included both a proposed campus site and a cash subsidy.

In the early 1900s, when it was time to locate State Normal School #4 in southwest Missouri, Springfield competed against six other towns.

A tract on the west side of National Avenue, just north of Grand Street, appealed to members of the locating commission. They told Springfield: Secure that property for the state, as well as \$25,000, and you'll get the school.

That's a lot of money now, and was REALLY a lot of money then.

So city representatives called a public meeting that included 200 men and women dedicated to making it happen.

As reported in the book "Daring to Excel: the First Hundred Years of

Southwest Missouri State University," state Sen. F.M. McDavid read an agreement to be signed by citizens. It guaranteed the gift of the land and the money.

Then, one of the property's owners (who was strongly in favor of the gift) reported that someone closed the doors of the auditorium, and the meeting leaders said no one could leave until everyone pledged to give the land and help raise the money!

"There was a rush on the part of nearly everyone to sign," the book reports.

And so State Normal School #4 came to Springfield. That's why we have private support to thank for our university, all the way back to our founding in 1905 (and no, I wasn't there!).

### 2. THE FOUNDATION BECOMES A PERMANENT PART OF CAMPUS

Our first offices in 1981 were in Carrington Hall for a short time, then we moved to Burgess House. It had been purchased in the 1960s to serve as the university president's home. The last president to live there was Dr. Arthur Mallory, who left that role in 1971.

It was rather big for our needs — at first.

When I became part of the staff in 1985, we moved around in there a lot. My office was in the dining room, then a bedroom, and then, finally, I got the master bedroom.

Reception was in the

breakfast nook, with other staff in the living room.

By late in the 1980s, the university saw the need for more space for alumni and development operations.

Now, Burgess House is home to the university's planning, design and construction team.

### 3. WE MOVE TO OUR CURRENT LOCATION AND CONTINUE TO GROW.

In 1989, we purchased the Boatman's National Bank building in downtown Springfield.

Downtown wasn't a desirable location then, and we got the six-plus story building, full of office space, for about \$1.7 million. You can't buy a parking garage for that amount now!

It was named the Kenneth E. Meyer Alumni Center in 2003 in honor of the supporter and 1950 alumnus who made a significant gift for its purchase.

It's the home of the Missouri State University Foundation, the Alumni Association, the division of marketing and communications, offices for Missouri State outreach programs and more.

Fun fact: We still have the bank's sturdy vault in the basement (handy for waiting out tornado drills), as well as the drive-thru window on the first floor.

For years after we bought the building, we had people coming through trying to make deposits — and not to the foundation!

*Continued on page 30*

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## THINK ABOUT 1981.

MTV was launched. “Donkey Kong” was released. “Raiders of the Lost Ark” was the top movie.

If you were around then, you have probably changed in the years since. So has Missouri State.

In 1981, we constructed the Grand Street underpass. The “old library” became Cheek Hall.

We began offering a master’s degree in accounting.

And the Missouri State University Foundation was established, forever changing how people could give back to the university.

### FOUNDATION IS CRUCIAL TO UNIVERSITY’S DEVELOPMENT

The foundation’s first official day of operation was Jan. 13, 1981.

That means Fiscal Year 2021, which runs from July 1, 2020, to June 30, 2021, is the 40th anniversary of the foundation.

In those 40 years, staff members have raised more than \$449 million.

This support has improved the university in boundless ways.

It has gone to student scholarships, faculty endowments and support, building projects, athletics needs and many other campus improvements.

“The money we receive is crucial to the development of the university,” said Brent Dunn, vice president of university advancement. “We are grateful for the continued support, and we use it to better the MSU experience for everyone who comes through our campus.”

### ORGANIZATION ESTABLISHED TO MEET ONGOING NEEDS

The need for the Missouri State University Foundation arose in the 1970s due to a deep recession.

Public institutions across the state found they needed to raise more private money because the state would no longer be covering all operational costs.

In addition, MSU’s athletics program

had started the move to Division I of the National Collegiate Athletics Association. University leaders knew athletics fundraising would become part of the future.

Lastly, some supporters wanted to give major donations, such as property. The state school needed a private organization to best manage those types of assets.

The university established the foundation in fall 1980. By early 1981, fundraisers had been hired and the organization was up and running.

### ALUMNI, FRIENDS HAVE LONG SHOWN A GIVING SPIRIT

The brand-new organization quickly found supporters.

It has progressed from raising about \$376,000 in its first year to raising more than \$22 million in 2020.

It plays a significant role in filling gaps between state funding and the university’s actual operating costs.

The foundation has allowed thousands of alumni and friends to directly contribute to decades of expansion.

“The entire Missouri State community is better for the support of these generous individuals, foundations and organizations,” said President Clif Smart. “I am gratified to see the giving spirit.”

MEET A FEW  
ALUMNI WHO HAVE  
GIVEN EVERY YEAR  
FOR 40 YEARS



*“I pledged to myself that, if at all possible, I wanted to contribute something every year. I fortunately have been able to do that.”*

— CLARENCE McELROY

# CLARENCE McELROY, '63

*He says supporting students “makes all you’ve done worthwhile”*

## Clarence E. McElroy has always loved being on MSU’s campus.

He has been near the university in some way since about 1953, when his parents moved to Springfield. He was in junior high then, and eventually went to Central High School.

He attended Greenwood Laboratory School during a few summers.

“By the time I was ready to choose a college, I was very familiar with what was then SMS.”

He majored in business, partly because his parents were entrepreneurs. They started Midwest Window & Door Corp. out of a garage in 1957.

McElroy arrived at MSU at a fortuitous time. His chosen area was full of professors who would become lifelong mentors. In addition, a student who went on to be one of our best-known graduates was on campus.

“David Glass (future CEO of Walmart Stores, Inc.) was the star of the business department at the time. I was a freshman when he was a senior.”

McElroy took full, challenging course loads. He also worked at the family business during weekends and breaks.

He loved learning and could often be found in the library.

“I was interested in what was going on in the world and wanted to gain as much knowledge as I could.”

## FAMILY LOSS LEADS TO LIFELONG CAREER

McElroy earned his bachelor’s degree in general business administration in 1963.

“I had planned to work for parents for a while to pay them back for college,” he said. Sadly, “right after I graduated, my

father passed away suddenly of a heart attack.”

McElroy stepped in to operate Midwest Window & Door Corp.

He put his Missouri State education and contacts to use.

“I had assistance when I needed it. In the years 1964, ’65, ’66, I would swing by and chat with some of my former business professors. There were several I had a close association with, and we maintained those relationships for years.”

The company grew enough that McElroy became his own success story.

“Later, some of the professors would come to visit me at my business.”

Now, he’s been CEO for many decades.

“We manufacture and distribute building products, several that are related to doors and windows.”

The once small startup now operates out of three buildings with 57,000 square feet of floor space.

“I laughingly say I am still in my part-time job, at 79 years old!” McElroy said. “Here I am, since June 1963. I work about 10 to 12 hours every day, except for Fridays. I think that keeps me young and active. I never let my mind get stagnant, or sit in one spot too long.”

## “I AM HELPING SOMEONE ACHIEVE THEIR GOALS”

As his career grew, he began to think about giving back.

“In the early 1980s, when the Missouri State University Foundation was forming, I was approached by some of my business professors to attend the early meetings.”

College had been “such an enriching experience” for him that he wanted to give it to others.

“I thought this was a very good place to put a donation.”

He gave that first year.

“I pledged to myself that, if at all possible, I wanted to contribute something every year. I fortunately have been able to do that.”

He usually directs his gift to business — except for when he designated it to the restoration of the pipe organ in Ellis Hall.

“My nephew Garrett Lea just completed his master’s degree at MSU in music. He and his brother both attended Greenwood for a while. I used to pick him up sometimes from school, and I would be blasting Bach’s ‘Toccatina and Fugue’ in my Corvette. I joke that could have led to him being interested in pipe organ — little did I know he’d later get a degree in it from MSU!”

One of his major gifts came a few years ago: The Clarence E. McElroy Endowed Scholarship. It is awarded to undergraduate students in the College of Business who have financial need. Preferences are given to graduates of Central High School, then graduates of Springfield high schools and first-generation students.

“At least two students have now earned it,” McElroy said.

The first year, he was able to have dinner with the recipient.

“I had a Zoom meeting with the recipient of it this year,” he said. “It was a great experience. She is a very talented and ambitious young lady looking at a degree in international law.”

Once, she wrote a letter

to him about her appreciation for the award.

“I got that letter on a particularly frustrating day at work. I went home that evening and it was there,” he said.

“I opened it and read it and thought, this makes it all worth it. I am helping someone achieve their goals. It’s a breath of fresh air. It makes all you’ve done worthwhile.”

## ENJOYING THE SPIRIT OF CAMPUS AS A NEIGHBOR

It’s no surprise McElroy plans future support for Missouri State. After all, he’s a loyal neighbor.

“I have lived in the university neighborhood most of my life. My first home was on Grand Street. That was 1969. Then I moved to the north side of the university, and then I owned property across the street. I was even living in Sunvilla Tower when the university bought that in the 1970s. Now, I live in a condo nearby. I can look out the window and view the university any time of day or night.”

He likes the vitality of campus and the easy access to activities.

“Homecoming has always been one of my favorite things. I also enjoy football games in the fall and basketball in the winter.”

He keeps in touch with friends and classmates around the country.

“College was one of the most enjoyable times of my life.”

His reason for giving for 40 years is simple: “I want to continue to see the growth of Missouri State.”

# »»» KERRY MONTGOMERY, '58, AND NOMA MONTGOMERY, '64

*Their view: "If you help one program, you are helping all of them"*

## Noma and Kerry Montgomery can't remember a time when Missouri State basketball wasn't in their lives.

Noma's dad, Donald Pollard, was born in 1914. He was the first person in his family to go to college when he attended MSU, which was then Southwest Missouri State Teachers College.

"He had been an outstanding high school basketball player in Humansville, and played intramural basketball at MSU," Noma said.

When her dad graduated, he remained a Bears fan.



Kerry Montgomery 1958 OZARKO



Noma (Pollard) Montgomery 1963 OZARKO



"I am 78, and I started going to games as a little girl. I don't remember ever not going."

Kerry has been a "rabid fan since the 1950s."

His dad, Lewis Montgomery, was also first in the family to attend college, and also went to then-SMS. His mother, Hazel, attended for two years before becoming a teacher.

Kerry went to his first Bears game in 1952, when he was 16.

"I attended a small high school nearby, so it was a big deal to go to the college campus. I got to see one of the Bears teams that won the NAIA championship."

Both Noma and Kerry later attended the university, sealing their love for Bears athletics forever.

### "MY COLLEGE DAYS WERE JUST GLORIOUS"

Kerry was on campus from 1954-58. He graduated with a bachelor's degree in history and physical education.

"I was a member of the Kappa Alpha fraternity and really enjoyed that," he said. "I am still very close with five or six of my brothers."

Noma was at the university

from 1960-64. She earned a bachelor's degree in education with a minor in English.

Noma was a cheerleader for basketball and football, putting her close to the sports action.

"I still remember which area was my 'cheer corner' in McDonald Arena, and who sat there. My college days were just glorious. They really were."

She made lifelong friends while at MSU.

"What I probably cherish the most are the wonderful memories and lasting friendships I developed through my Tri Sigma sorority and other campus activities. I stay in contact with at least 15 or 20 of my sorority sisters. Some of them who are local, I see weekly."

The couple didn't attend the university at the same time, but they met on campus — and again, there's a basketball tie.

"Her boyfriend at the time was one of my best friends," Kerry said. "We were sitting in McDonald Arena watching people come in during a basketball game. I saw Noma and said, 'There's a cute girl.'"

Kerry's friend replied: "That's my girlfriend!"

They officially met through

that friend. When Kerry dated a friend of Noma's, they even went on double dates — though not as each other's dates!

When those other relationships didn't work out, they connected with each other.

They married in 1966.

### BUILDING CAREERS AND A FAMILY

Both Noma and Kerry had careers after college.

Noma taught school in Independence, Missouri, for two years. After marrying Kerry, she moved back to Springfield. She was an employment counselor, and retired from that to raise their two sons, Scott and Grant (who have given them seven grandchildren).

"When the children were grown, I worked in Branson for about 25 years as a tour guide."

She would meet groups at the airport, host tours on buses and take people to shows and attractions.

"It was one of the most enjoyable jobs a person could ever have — like being on vacation all the time!"

She retired about two years ago.

Kerry continued his education after MSU. He earned a master's degree in secondary school administration from the University of Missouri, and then a juris doctor degree from MU's law school.

He worked for a law firm, then the prosecutor's office, and next went into private practice.

In 1991, then-Gov. John Ashcroft appointed Kerry to



# To our loyal donors: THANK YOU!

*A number of supporters have given to the foundation every year for 40 years. This is a full list to show our appreciation to each and every one!*

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the Missouri Court of Appeals, Southern District. Kerry worked there until retiring in 2003, and served one three-year term as chief judge in those 12 years.

He said his start at MSU set him up for success.

“My professors and the academics in general were excellent. Dr. Duane Meyer (who later became the university president) was my history teacher. I sat in the first class he ever taught at SMS. What a wonderful professor. We later became friends, and I always had such respect for him.”

## SUPPORTING THEIR TEAMS FOR 40+ YEARS

The couple kept many MSU connections through the years.

In fact, Kerry served as Alumni Association president in the 1970s.

When the Missouri State University Foundation was started, Kerry and Noma were a natural fit to become some of its first supporters.

Kerry, who is a huge proponent of exercise and fitness — “I still play golf almost every day, weather permitting” — especially wanted to give to Bears athletics.

“I bought my first season pass to basketball games in 1965,” Kerry said. “Every year since then, I have had season tickets. I think if you help one program, you are helping all of them — there’s more funds to spread around.”

They plan to continue giving as long as they can, he said.

“We want to help any efforts to guide our school and make it the best it can be.”



# A TIMELINE OF ACHIEVEMENT

**1981**

On Jan. 13, Missouri Secretary of State issues certificate of incorporation for Southwest Missouri State University Foundation

First meeting of Foundation Board of Directors held June 26, convened by then-SMSU President Duane G. Meyer

Ken Brown named first executive director

**1982**

Annual amount raised: \$376,161

Gregory P. Onstot hired as second executive director

The Founders Club, most prestigious organization for major-gift donors, established

The Bears Fund, fundraising program for men's and women's intercollegiate athletics, established

**1983**

Baker Observatory, named for William G. and Retha Stone Baker (supporters who donated the land) dedicated in April



**1985-1991**

Foundation holds first capital campaign, A Time of Opportunity, with goal of \$9 million to be used for Juanita K. Hammons Hall for the Performing Arts and David D. Glass Hall. Hammons was a '41 alumna and Glass was a '60 alumnus.

**1986**

Annual amount raised: \$1,652,676

**1987**

April 6: Glass Hall is dedicated

**1989**

Foundation purchases building at Jefferson Avenue and McDaniel Street to house its office

**1990**

Construction begins for Juanita K. Hammons Hall for the Performing Arts

**1991**

Gift allows us to renovate the Robert W. Plaster Sports Complex

A Time of Opportunity campaign successfully concludes

**1992**

Annual amount raised: \$4,173,243





**1993**

William G. and Retha Stone Baker establish university's first endowed academic chair

**1996**

\$2 million gift from C. Robert Wehr and James R. Wehr for band facility

**1997**

Annual amount raised: \$6,280,002

Gift for Jim D. Morris Center for Continuing Education

**1998**

Strong Hall completed

**2000-2005**

Imagine the Possibilities campaign launches with goal of \$50 million



**2001**

Seven-figure gift received for the Darr Agricultural Center

**2002**

Annual amount raised: \$8,365,498

The Strong family endows Thomas G. Strong Chair, Blanche Gorman Strong Chair and Strong Family Graduate Scholars Endowment. Thomas Strong is a '52 alumnus.

**2003**

Alumni Center named in honor of alumnus Kenneth E. Meyer, '50, to recognize his long-term commitment to Missouri State and the foundation



**2005**

Imagine the Possibilities campaign successfully concludes

Our Promise: The Campaign for Missouri State starts silent phase with goal of \$125 million

**2006**

Alumnus John Q. Hammons, '40, makes \$30 million gift commitment — largest single gift in foundation's history — for JQH Arena



**2007**

Annual amount raised: \$10,960,508

Brent Dunn becomes third executive director of the Missouri State University Foundation

**2009**

Our Promise: The Campaign for Missouri State publicly announced with goal of \$125 million

Foundation wins Award for Educational Fundraising from Council for Advancement and Support of Education, or CASE\*

*\*CASE is a standard-bearer in collegiate development and marketing. Their awards validate that the foundation is a good steward of your donations. It also lets us know we are among the top universities in the nation as far as our depth of support from our alumni and friends.*



**2010**

Annual amount raised: \$15,512,371

University announces second-largest single gift in its history: Journagan Ranch, given by businessman Leo Journagan and his family

Ground broken for what was then called University Recreation Center

Seven-figure gift received for Plaster Center for Free Enterprise and Business Development

**2011**

Gift names Bill R. Foster and Family Recreation Center

Emergency Scholarship Fund established following the Joplin tornado; it still exists, and assists students who face an unforeseen crisis



**2012**

Annual amount raised: \$20,311,218

Foundation sets new record for fundraising for fifth consecutive year in a row

Our Promise: The Campaign for Missouri State successfully meets original goal of \$125 million; new goal of \$150 million set; final total raised was \$167,000,783

Gift names McQueary Family Health Sciences Hall

**2013**

Gift names recreational facilities around campus in honor of Bobby and Betty Allison

Inaugural MarooNation Ball, black-tie optional event to support scholarships, held in St. Louis

**2014**

Gift names new Davis-Harrington Welcome Center

**2015**

University celebrates 110th birthday with giving challenge

Gift from Robert Gourley family funds expansion of Glass Hall. Gourley is a '60 alumnus.

MarooNation Ball expands to Kansas City

**2016**

Foundation wins Overall Performance Award in Educational Fundraising from Council for Advancement and Support of Education\*

MarooNation Ball expands to Springfield





**2017**

David D. Glass Hall dedicated after expansion and renovation supported by donors, including the Robert Gourley Student Success Center

Ellis Hall dedicated after renovations supported by donors, including the June Hamra recital room

Gifts from alumni William and Virginia Darr, '57 and '54, establish new endowed funds in agriculture

Gift from alumna Rev. Dr. Paula Kindrick Hartsfield, '76, and her husband, George Hartsfield, establishes The Kindrick Family Farm at Missouri State University, an 80-acre farm for crop production

Gifts name both Magers Courtyard and Mike and Barbara Ingram Lobby at Davis-Harrington Welcome Center. Mike Ingram is a '72 alumnus.

**2018**

Annual amount raised: \$21,534,074

Gift names McQueary College of Health and Human Services; leads to facilities upgrades, student scholarships and faculty support

Gift renames upgraded, expanded health center on campus to Bill and Lucille Magers Family Health and Wellness Center

Greenwood Laboratory School celebrates 110th anniversary; facilities undergo multimillion-dollar expansion project supported by donors

**2019**

Gifts surpass \$20 million for second year in a row

Onward, Upward: The Campaign for Missouri State publicly announced; goal of \$250 million is biggest in university history

Gift from Darr family establishes agriculture magnet school, expands small-animal program



**2020**

Annual amount raised: \$22,663,988

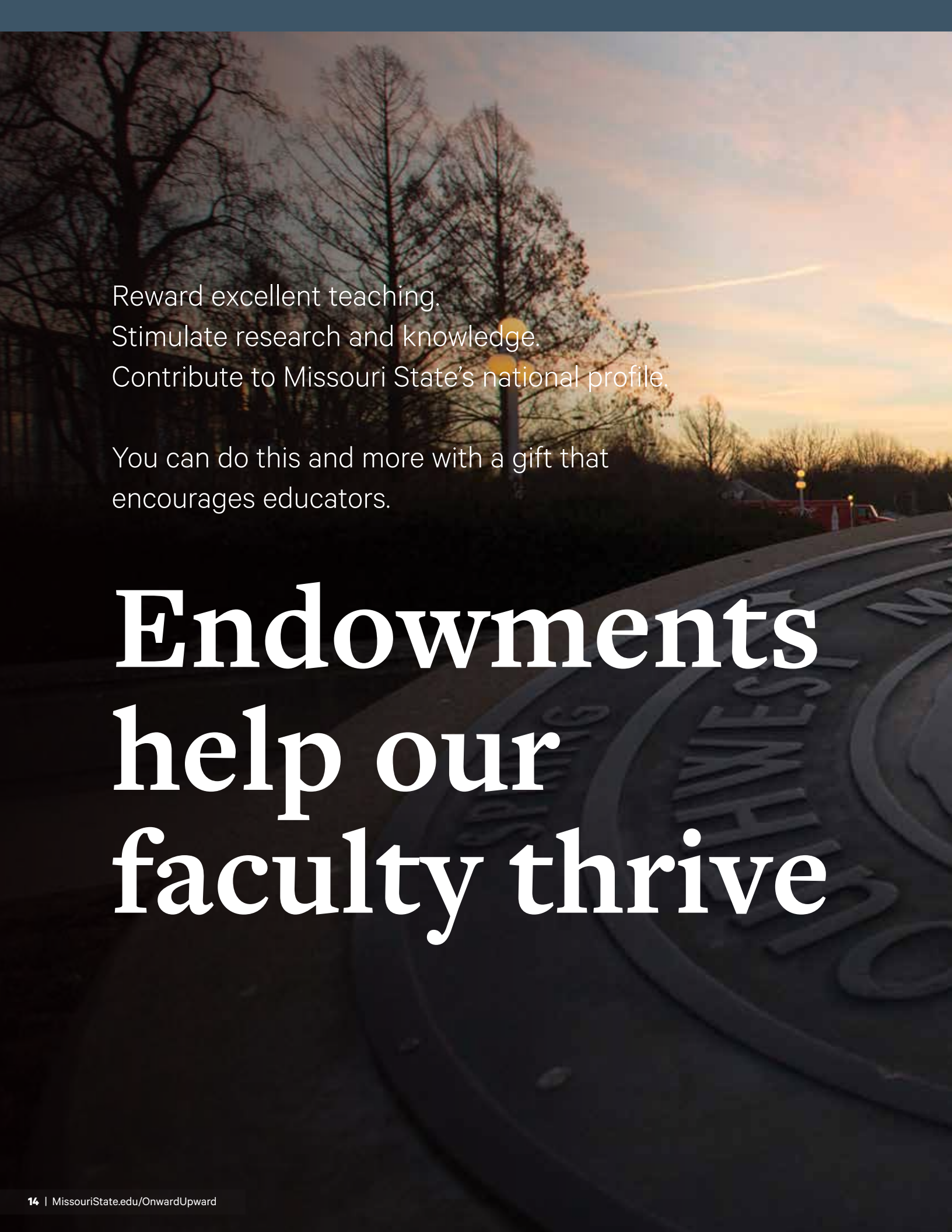
Gifts surpass \$20 million for third year in a row

Gift names Judith Enyeart Reynolds College of Arts and Letters; leads to facilities upgrades, student scholarships and faculty support

Gift from alumna Ann Kampeter, '97 alumna, names Ann Kampeter Health Sciences Hall (formerly the Professional Building)

Foundation steps up to offer students support during COVID-19 pandemic





Reward excellent teaching.  
Stimulate research and knowledge.  
Contribute to Missouri State's national profile.

You can do this and more with a gift that encourages educators.

# Endowments help our faculty thrive



## Where does a great education begin?

Many students and alumni would say it starts with excellent teachers who bring passion and dedication to the classroom.

Decades after their graduations, many alumni still remember their dedicated professors.

Maybe a mentor helped them navigate a difficult class, or an instructor helped them chart a path to personal and professional success.

Quality faculty members keep the campus moving forward: They inspire students and motivate their peers. They raise the profile of their departments and the entire university.

They make discoveries and create knowledge, the basic currency of any institution of higher learning.

Missouri State University wants to recruit and keep the kind of faculty members that make a difference in the lives of their students.

One of the best ways we can do that: Endowed faculty positions and other faculty support.

“The student journey begins and ends in the classroom with faculty interaction. It’s the foundation of the education we provide,” said Missouri State University President Clif Smart.

He believes in this type of faculty support so much that he and his wife, Gail, have established several endowed professorships in a variety of different academic areas.

“We must continue to attract and retain great faculty, for without quality faculty there can be no quality education.”

### WHAT ARE ENDOWMENTS?

An endowment is a gift of money or other assets that provides an annual amount of income, into perpetuity, for your specified designation. Your gift is invested, and the principal is never spent. Missouri State only distributes the earnings from the gift.

By establishing an endowment, your gift makes a difference every year. This support provides a link between our past, present and future generations of Bears.

You specify and document the purpose of your endowment through a donor agreement.

### WHAT ARE FACULTY ENDOWMENTS?

A faculty endowment is a gift that helps Missouri State attract and retain outstanding educators.

Earnings from these endowments help the university provide competitive salaries and research opportunities, making it more likely that leading professors will come to, and stay at, MSU.

Endowments also increase the amount of money we have available for laboratories, equipment, support for travel, networking and more.

### WHY ARE THESE GIFTS SO IMPORTANT?

The type of faculty members who receive endowments and other private-gift support are considered top experts in their fields. They are sought-after not only in academic circles, but in the corporate sector and government.

Faculty support through the foundation puts MSU on an equal footing to recruit and retain these leading scholars and scientists. It helps us succeed as the university expands our graduate and professional programs.

These gifts also keep faculty energized and relevant. A single endowed faculty member can raise the profile and standing of an entire academic department.

### WHAT ARE THE BENEFITS FOR DONORS?

Your faculty support can benefit any area of the university you choose.

If there is an area of study you feel strongly about supporting, you are welcome to do so by creating an endowment.

When you establish an endowment, you make a permanent mark. You help provide support that allows us to hire and retain experts in a variety of academic fields. You honor a leading professor who wants to build a career here.

### WHY IS NOW A GREAT TIME TO CREATE AN ENDOWMENT?

Cultivating new faculty endowments is a top priority for Missouri State’s Onward, Upward campaign.

“We really hope many of you will join us in this effort to establish many more new chairs and new professorships,” Smart said. “This will energize our faculty, it will improve student outcomes and it will raise the profiles of departments all across campus.”

## WHAT TYPES OF FACULTY ENDOWMENTS COULD YOU SUPPORT?

**ENDOWED FELLOWSHIP:** A fellowship is an honor for an outstanding faculty member. They may be established with gifts beginning at the \$100,000 level.

**ENDOWED PROFESSORSHIP:** An endowed professorship is an honor bestowed on an outstanding faculty member. These endowed funds generate an annual income to help the faculty member with additional resources for research and teaching. Professorships may be established with a gift of \$250,000.

**ENDOWED CHAIR:** An endowed chair is an elite academic position held only by top professors. The annual income generated from this endowment provides the faculty member with additional resources for research and teaching. Endowed chairs begin at \$1 million.

*Talk with us about creating an endowment!*

 [Foundation@MissouriState.edu](mailto:Foundation@MissouriState.edu)

 417-836-4143

 [MissouriStateFoundation.org](http://MissouriStateFoundation.org)

**From 2006-09, due to an emphasis on establishing endowments, the number of named chairs and professorships at MSU increased from**

**3 to 26**

**The first endowed academic chair at Missouri State, the Baker Chair of Insurance, was established in**

**1997**



# MSU Foundation-funded faculty appointments

Some of our most recent endowments and foundation-funded faculty positions, such as those announced at the kickoff of the Onward, Upward campaign, are not yet held by faculty members.

## CHAIRS

|   |                          |
|---|--------------------------|
| Baker Chair of Insurance  | Dr. Puneet Prakash       |
| BKD Chair in Forensic Accounting  | <i>Available</i>         |
| Blanche Gorman Strong Chair of Protestant Studies                         | Dr. John A. Schmalzbauer |
| David D. Glass Distinguished Leadership Chair                             | Dr. David B. Meinert     |
| Dean's Distinguished Chair in Business Ethics                             | <i>Available</i>         |
| Dr. Robert W. and Charlotte K. Bitter Endowed Chair — College of Business | <i>Available</i>         |
| Mary-Charlotte Shealy Chair in Conscientious Psychology                   | Dr. Amber R. Abernathy   |
| Missouri State University Leadership Chair                                | Harold Wesley Pratt      |
| Missouri State University Leadership Chair                                | Ryan DeBoef              |
| Thomas G. Strong Chair in Middle Eastern Studies                          | Dr. David Romano         |

## PROFESSORSHIPS

|  |                             |
|--|-----------------------------|
| BancorpSouth Endowed Professorship   | Dr. K. Stephen Haggard      |
| BKD Leadership Professorship   | Dr. Kimberly Swanson Church |
| Clif and Gail Smart Professorship in Agriculture   | Dr. Melissa A. Bledsoe      |
| Clif and Gail Smart Professorship in English   | <i>Available</i>            |
| Clif and Gail Smart Professorship in Music   | <i>Available</i>            |
| Clif and Gail Smart Professorship in Musical Theatre                                     | <i>Available</i>            |
| Clif and Gail Smart Professorship in Political Science                                   | <i>Available</i>            |
| COB Star Professorship   | <i>Available</i>            |
| College of Business International Professorship  | Dr. Kent P. Ragan           |
| College of Education Hispanic Assimilation Professorship                                 | <i>Available</i>            |
| Daisy Portenier Loucks Dean's Distinguished Research Professorship — College of Business | <i>Four available</i>       |
| Darr Honors Program Endowed Professorship (West Plains campus)                           | Alex Pinnon                 |
| Donna J. Jones Endowed Professorship of Nursing (West Plains campus)                     | Amy Ackerson                |
| Endowed Professorship in College of Business   | Dr. Christopher S. Hines    |
| Guy Mace/Turblex Engineering Professorship   | Dr. Matthew C. Pierson      |
| James F. Morris Family Professorship   | <i>Available</i>            |
| Kenneth E. Meyer Professorship   | Dr. Elizabeth J. Rozell     |
| McBride and Son Homes Professorship — College of Business                                | Dr. Richard J. Gebken       |
| Noel Boyd Professor of Ozarks Studies  | Dr. Brooks R. Blevins       |
| Plant Genetics Professorship (formerly Alumni Professorship in Reproductive Biology)     | Dr. Chin-Feng Hwang         |

## FELLOWSHIPS

|   |                            |
|---|----------------------------|
| James F. O'Brien Fellowship in Chemistry  | <i>Available</i>           |
| Matthew and Patricia Harthcock College of Natural and Applied Sciences Faculty Fellowship | Dr. Nikolay N. Gerasimchuk |
| Mike Oldham and Tim Foote College of Business Sales Faculty Fellowship                    | <i>Available</i>           |

# Faculty members who hold endowed positions accomplish great things

*Learn about the research and national leadership that three endowed faculty members bring to Missouri State.*



## ★ ★ ★ DR. KIMBERLY SWANSON CHURCH

**Director of the School of Accountancy**

**Faculty endowment:** BKD Professor of Leadership

**Degrees:**

- Bachelor's in business administration, Pittsburg State University, 1998
- Master's of accountancy in taxation and information systems, Kansas State University, 2002
- PhD in accounting information systems, Sam M. Walton College of Business at the University of Arkansas, 2010

*Imagine you are an accountant when computers first arrived on the scene.*

In a short time, those machines changed almost everything about the way many businesses were run. You would have seen a

seismic shift in how your industry operates, and would need to keep up to be successful.

What will be the next tool that could lead to a similar transformation?

Dr. Kimberly Swanson

Church researches the answer to that question.

"My specialty area is emerging technologies in the accounting profession," Swanson Church said.

She explores tools and technologies such as:

- **Blockchain.** This is a type of distributed database. "A traditional database is within one company. An enterprise blockchain is usually cloud-based and can be shared with many stakeholders — for

example, a supply chain like Walmart and its vendors,” Swanson Church said. Blockchain can be viewed as a digital ledger, where business transactions are bundled into “blocks” and stored, or “chained,” together. A blockchain allows data to be stored on thousands of servers around the globe, while letting anyone on the network with secure access see everyone else’s entries almost in real-time. Blockchain technology gives accountants a tamper-evident, verifiable and transparent history of business transactions.

- **Robotic process automation.** RPA is software that can be programmed to perform high-volume, repetitive, manual tasks. In accounting, RPA may be used to automate tasks such as managing accounts-payable vendor payments, monitoring accounts-receivable customer due dates and other tasks related to inventory management.
- **Data-mining software.** This software is commonly considered part of data analytics. It can collect and organize all kinds of data, such as costs, sales, payroll and inventory. It allows accountants to analyze that data for business insights. It may help businesses predict future trends or uncover fraud.
- **Process-mining software.** This software creates information about the “metadata,” or processes of a business, such as orders received, products

#### WHAT MESSAGE WOULD YOU GIVE TO DONORS CONSIDERING ESTABLISHING AN ENDOWMENT?

*“Endowments are a game changer for faculty who receive them. These gifts can allow for more scholarship, more student engagement, more innovative practices in the classroom and more national recognition through service to our professions.”*

delivered and payments made. You can think of it as data about data, such as the data collected about a user every time a transaction is entered into the system (user ID, date, time, length of time, IP address, GPS location, etc.). Having this information in an easily accessible and searchable format can help accountants if they need to gather audit evidence or other financial data.

To research these, Swanson Church investigates the technology itself using design science (a research methodology), and use-case methodologies, which explore how people actually use a process or system.

“I also do behavioral surveys with accounting professionals on the use, management, audit and other impacts of emerging technologies on the accounting profession.”

#### RESEARCH BENEFITS CURRICULUM AND UNIVERSITY

Swanson Church’s students benefit from her insight.

“Whenever I am researching a new technology, I always spin off curriculum related to it. Every semester, the last week is dedicated to emerging technologies. I inform them about technologies they should take ownership to learn. It makes them look informed about current trends when they go into the job market.”

She’s been published many times and won research and teaching awards.

One of her latest honors: She was asked to be a co-chair for the CPA (Certified Public Accountant) Evolution curriculum committee. Specifically, her expertise was requested to lead a task force to incorporate a data analytics section of the U.S.’s Uniform CPA Examination.

“That kind of national service can bring recognition to Missouri State,” Swanson Church said.

#### ENDOWMENT MAKES ACTIVITIES POSSIBLE

She is able to conduct more extensive research because of her endowment.

“This award affords me the opportunity to stay engaged in accounting on a national level,” she said. “Being able to spin off my research into my classroom would not be possible without the support of an endowment. I am allowed to buy back some of my time.”

She has only worked at Missouri State since July 2020, but already has met some local representatives of BKD, LLP, the accounting company that established the endowment.

“BKD has done everything possible to make me feel welcome in the community,” she said. “They are so supportive of the School of Accountancy and the College of Business, and we are very grateful.”

To her, the best part of holding an endowment is that she can contribute to her profession on a national level, reach her own research goals and use these outcomes to elevate accounting students at Missouri State.

“Endowments allow faculty to do a deeper dive into any area where they can bring the most value to the university.”



## ★ ★ ★ DR. MATT PIERSON

**Associate professor of civil engineering**

**Faculty endowment:** Guy Mace/Turblex Engineering Professorship

**Degrees:**

- Bachelor's in civil engineering, University of Kansas, 2006
- Master's in civil engineering, University of Kansas, 2008
- PhD in civil engineering, University of Kansas, 2010

*In the Robert W. Plaster Free Enterprise Center in downtown Springfield, research is happening that could affect how people test concrete.*

Dr. Matt Pierson, associate professor of civil engineering, is on the American Society of Testing

and Materials' committee for fiber-reinforced concrete. The society, known as ASTM, develops standards related to materials, products, systems and services.

Traditional concrete is weak in "tension," which means when it is pressed or stretched, it can crack or even break. Adding fibers — which can be made of steel, plastic, glass or other materials — while making concrete produces a material that holds together better.

The fibers don't stop all cracks, but they make it harder to rip up or pull apart concrete. They can keep the cracks small, and they make the concrete more tough.

Pierson's most recent research is related to concrete with steel fibers. He is among a group of volunteers hoping to develop an ASTM formal standard for "a tensile test" of this type of concrete.

In a tensile test, also known as a tension test, pulling force is applied to a material, then the response to the pulling is measured.

"There are more than 20 different ways people have tried to do this test with this concrete, but when we rip it apart, we don't do it the same way. To get a consensus, we need to show test data and results."

A standard tensile test would help manufacturers of products, design engineers and testing labs get better performance out of fiber-reinforced concrete.

"Fiber-reinforced concrete is used in construction. If we

can get a tensile test, it will help engineers design buildings.

"Also, different products could be compared in an apples-to-apples way, rather than everybody coming up with their own tests."

### **OTHER CURRENT RESEARCH INVOLVES LOCAL CREEK**

This isn't Pierson's only research project.

He is also a trained geotechnical engineer who is fascinated with water resources, rainfall and river flow.

He has installed sensors in Springfield's Jordan Creek to monitor the water level. These can provide valuable data to the city.

"The area is a floodplain, and this research can potentially give a warning about when flooding could happen."

The data could also help the city better calibrate its rainfall-runoff model.

His research interests are on top of his teaching duties. His students have prepared some concrete specimens, and electrical engineering students are helping with the water monitoring.

"It's a matter of public awareness for them," he said.

### **ENDOWMENT MADE RESEARCH DREAMS REALITY**

Pierson holds the Guy Mace/Turblex Professorship. He has worked at Missouri State since 2010, and held the professorship since 2016.

The endowment has allowed him to do things he would not otherwise be able to do.

"I have been able to buy equipment. I have bought tools and supplies for the student designers on our steel bridge and concrete canoe teams. I have bought supplies for our 3D printer."

He said endowments help teachers and researchers achieve goals, immediately.

"I dreamt up this stormwater project. If I didn't have a war chest to pay to drill holes, buy sensors, etc., I would have had to seek out money or write a grant that may not even get funded. I have been able to get around all that. I can get the tools I need, right away."

He's appreciative of Guy Mace, a fellow engineer and businessman whom he's met a few times, and all supporters of faculty endowments.

"They help recruit faculty, and help the faculty who are already here follow their dreams."

### **WHAT MESSAGE WOULD YOU GIVE TO DONORS CONSIDERING ESTABLISHING AN ENDOWMENT?**

*"Thank you. It will change a faculty member's life in meaningful and long-lasting ways."*



## ★★★ DR. CHIN-FENG HWANG

**Professor and department head of environmental plant science and natural resources**

**Faculty endowment:** Plant Genetics Professorship

**Degrees:**

- Undergraduate education in Taiwan
- Master's in plant science, University of Iowa, 1991
- PhD in plant science/plant molecular biology, University of Iowa, 1997

*Dr. Chin-Feng Hwang's research intent is to develop crops that are stronger and thrive in Missouri.*

He has a focus on grapes. "Norton is the state grape of Missouri and has been grown here for more than 160 years," he said. However, not much research had been done on this plant. Enter Hwang and his colleagues.

Traditionally, it can take up to 20 years to breed a new type of grape, known as a "cultivar." He and his teams use cutting-edge DNA marker technology to speed up the production of cultivars.

His research — which has resulted in more than \$2 million worth of grants — includes developing cultivars. These hybrids blend desirable traits from European grapes and Norton grapes. Compared to European cultivars, Norton is more disease-resistant and cold-hardy.

His team, which includes students, recently sent out a paper that branches out into a new topic: Taste.

"With Norton grapes, the berry quality has not been as consistently good as French wine-making grapes."

So the team went looking for ways to make Norton wine taste great. The main acids in grapes are tartaric, malic and citric. These affect the color

and taste of the wine.

Different types of grapes also have different levels of chemical compounds called tannins. Tannins affect the structure of wine and how it feels in your mouth.

The team looked for DNA markers specifically related to desirable levels of malic acid and tannins, among other traits they measured.

He and the researchers will use these markers to cross-breed French grapes with Norton grapes to make fruit that is more ideal.

"This is the first paper we have done on Norton grapes that touches on quality."

He's trying to improve these grapes in other ways as well. He has a \$300,000 grant from the USDA for a three-year study to target and possibly improve the rooting ability of Norton plants.

### RESEARCH ALSO EXPLORES BLACK WALNUTS

Hwang's interests go beyond grapes. He has led teams that examined how to improve the breeding process of black walnuts, another important state crop. He may be expanding that research.

"We wrote a proposal at the end of 2020 to collaborate with Cornell University and the University of Missouri. We are targeting about \$650,000

in funding to build a genetic map and genome sequence for black walnuts. These walnuts matter in Missouri economics, but nobody really knows the genome. It's not a done deal yet, but we should find out in March or April if we can do this research."

### STUDENTS CAN CONTRIBUTE ON TWO CAMPUSES

Hwang's teams include students. Many are master's degree candidates working on research for a thesis.

He also encourages undergraduates.

"My position is not only in Springfield. I also work at the Mountain Grove campus, which has the Fruit Experiment Station. We provide several summer internships for undergraduates. We like it when they start as a student worker, get interested and go into the graduate program."

### ENDOWMENTS LIKE HIS CAN LEAD TO MORE RESEARCH

Hwang has worked for Missouri State since 2010. He has held his endowment since 2016.

The support has contributed to his lab.

"Equipment in the molecular biology field is very, very expensive. We are lucky almost every year to get to add something."

He experienced the power of faculty endowments at his past university, and hopes they become more widespread at Missouri State.

#### WHAT DOES YOUR ENDOWMENT MEAN TO YOU?

*"It's an important encouragement to go on with my work. It's great confirmation — you work so hard, and then you get an award like this. Faculty appreciate it so much. It boosts you up."*

"Before I come here, I was at UC-Davis California, which is also an agriculture school. It had a lot of endowments compared to us, so I am really hoping we can have more. Creating them in different fields will help to encourage research here."

# MEET A MISSOURI STATE UNIVERSITY FOUNDATION TRUSTEE

*Members of the Board of Trustees are some of the most exceptional supporters of Missouri State University.*

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**Who:** Joe Carmichael

**MSU degree:** Bachelor's in general business with a minor in French, 1969

**Career:** Certified public accountant and also president and law firm manager of Carmichael and Neal. He has practiced law in Springfield for more than 40 years and once taught in MSU's accounting department.

**Service to the community and MSU:** He is chairman of the Board of Trustees, and has been a trustee since 2017.

Carmichael is also a former chair of the university's Board of Governors.





## *Alumnus is envisioning new ways for supporters to interact with the university*

Joe Carmichael is part of a group shaping the long-range plan of the Missouri State University Foundation. He wants alumni and supporters to be able to share their knowledge, ideas and connections.

WRITTEN BY JULIANA GOODWIN

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*When Joe Carmichael enrolled at Missouri State, his goal was to go into the foreign service.*

But life shifted him in a different direction.

After earning his bachelor's degree at MSU, this Springfield native went to law school at the University of Arkansas and decided to become a tax lawyer.

"I fell in love and got married. Trotting around the world didn't seem very practical at that point," Carmichael said.

He worked in Tulsa, Oklahoma, for a few years. There, he became a certified public accountant.

Carmichael moved back to Springfield in 1975, started his own practice and began teaching at Missouri State in the accounting department.

After three years, his law practice had grown to the point where he needed to choose between the two careers.

"It wasn't in the cards to do both. I had a young family with two children, and

practicing law was the path I chose. I'm one of those lucky people. I've enjoyed everything I've done," Carmichael said.

His practice has been around for more than 40 years, although his partners have changed.

Today, Carmichael devotes 15 percent of his time to the practice.

He also helps his wife, Marie, with her real estate development company. Before the pandemic, they loved to travel.

He's been married to Marie for 47 years. They have two children: a son who is a colorectal surgeon and teaches at the University of California, Irvine, medical school; and a daughter who is an emergency room doctor at Liberty Hospital in Kansas City. The Carmichaels have two grandchildren.

## BECOMING A BIGGER PART OF THE UNIVERSITY BEHIND THE SCENES

While he has always been a proud Bear, Carmichael's involvement with the university deepened in January 2013. That's when then-Governor Jay Nixon appointed Carmichael to the Missouri State University Board of Governors.

One board member serves as a liaison to the foundation, and that was Carmichael's job. He attended executive committee meetings and investment committee meetings. Carmichael became chair of the



Joe Carmichael (left) is a former member of the Missouri State University Board of Governors. The board guides and supervises the entire university. 2013 PHOTO BY JESSE SCHEVE

*“The long-range planning process really breathed new life into the Missouri State University Foundation. One of the outgrowths of that process is getting members more involved and more engaged.”*

— JOE CARMICHAEL

Board of Governors and more involved in the foundation.

Most recently, he was involved in the long-range planning process.

In February 2020, there was a retreat with trustees, alumni and friends of the university. They brainstormed ways the foundation could function better, grow and get people more engaged.

“The question came, how can we have a foundation that goes beyond just collecting donations and having investments that provide scholarships? What more can we as a foundation do, and how can we provide more satisfaction to our trustees for being trustees? And what more can trustees bring to the university, other than their donations?” Carmichael said.

They developed a long range plan. Out of that came subcommittees. The foundation already had an executive committee and a finance committee, but they added four additional committees:

- A stewardship committee to be responsible for relations among and with trustees.
- A development committee to focus on fundraising and development.
- An audit and risk management committee to ensure the foundation is doing its due diligence with regard to the assets with which it is entrusted.
- A governance committee to help determine who becomes a trustee, make any needed structural changes to the foundation and ensure the recent changes get embedded in the bylaws.

## CREATING NEW, DEEPER WAYS FOR MSU SUPPORTERS TO BE INVOLVED

Something that was important to the group was finding a way to connect more with trustees to give them a deeper sense of purpose.

“Many trustees are very successful people with a lot to offer and they're generous with their donations of money. But let's give them an opportunity

to be generous with their knowledge and their ideas and their connections. As our university grows, connections around the country are going to be more important,” he said.

The foundation plans to connect trustees more with colleges at the university where they could be guest speakers, mentors or offer advice to students. Trustees will also serve on subcommittees.

The pandemic made foundation members realize the potential and power of virtual connections. They hope this will allow trustees who live outside the region to be more involved with the university, get more connected and feel satisfied.

It already seems to be working. At the annual meeting, trustees were more engaged, energized and shared a lot of ideas.

The role and responsibility of the foundation has increased in time. Universities used to be able to rely on state funding to help with capital improvements, but now much of that fundraising is done by the foundation because funding has been cut. The foundation provides significant financial support to the university.

And as its role changed, its structure needed to be tweaked.

“Part of what's happened is our university has grown up, and the foundation needed to make some changes and become more reflective of not only the times we live in, but the needs and what's going on at the university,” said Carmichael. “I'm excited about the foundation and this new path we've taken.” ▼





# Plan your legacy:

## *Make a gift of a bequest*

### **You're never too young to need a will or trust.**

If you would like to help build the long-term financial strength of Missouri State, but feel you cannot make a significant gift today, your solution may be in a charitable bequest.

### **Your benefits include:**

- **It's easy.** To make a bequest, you just need to either establish a new will or trust, draft a codicil (a type of amendment) to an existing will or amend your revocable trust in order to name Missouri State University Foundation as a beneficiary.
- **It's versatile.** You can bequeath a specific item, an amount of money or a percentage of your estate. You may also specify the program or project of your choice, or give an unrestricted gift that can be used where it is needed the most.
- **It's revocable.** You can change the provision in your will or trust at any time.
- **You may save in taxes.** The amount you give to Missouri State is not subject to federal estate tax.
- **You have control.** You maintain full use and control of your property during your lifetime. You can modify your bequest if your circumstances change.
- **It's private.** Your will or trust is not filed or made public until your death.

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*To learn more about a bequest, contact the  
Missouri State University Foundation*

📞 417-836-4143

🌐 [Foundation@MissouriState.edu](mailto:Foundation@MissouriState.edu)

📞 [MissouriStateFoundation.org](http://MissouriStateFoundation.org)

**Missouri State University**  
Foundation

# 5 QUESTIONS *with a* CAMPAIGN CABINET MEMBER

## Matt Harthcock

Matt Harthcock graduated from Missouri State with a bachelor's degree in chemistry in 1977 and went on to receive his PhD in chemistry from Texas A&M University.

Since then, he has made significant contributions to product development and innovation in the plastics,

### Q. THIS ISSUE IS ABOUT FACULTY SUPPORT. DURING YOUR TIME AT MISSOURI STATE, WAS THERE A SPECIFIC FACULTY MEMBER WHO TRANSFORMED YOUR EDUCATIONAL EXPERIENCE?

**A.** I had great professors in general at Missouri State. Drs. James O'Brien, Ralph Sheets, Wyman Grindstaff, Robert Ernst and Clifton Thompson stand out, for example.

In particular, Dr. Clif Thompson, who was at the time dean of what is now the College of Natural and Applied Sciences, was instrumental in me becoming attached to physical chemistry and research. I did undergraduate research with him. Imagine that he had time for me and research as the dean, while he was also teaching a course or two. He was a great teacher, advisor and mentor.

We got a new piece of equipment for the department which I/we were the first to use and on which I did my research. This Cary UV Visible Spectrophotometer was a great instrument for us to study charge-transfer complexes. I even gave a paper on the research at the Missouri Academy of Science and got the third-place award.

Dean Thompson advised me on my career interests, which turned from forensic science/chemistry to physical chemistry research. I got more interested in going

to graduate school to do research. He had done some postdoctoral work in the state of Texas and recommended that I apply to Texas A&M University's chemistry graduate program. It was an up-and-coming program — you can tell that today by how they rank. I applied and was accepted. I did great on entrance exams to determine which graduate courses that I could take because of, what I have said many times over the years, my solid education at MSU. I did great in all the graduate courses

and graduated with my PhD with an emphasis in physical chemistry five years after graduating from then-SMSU.

He was a great mentor and we remained in contact for many decades after. I appreciate all he did for me!

### Q. YOU, YOUR WIFE, PATRICIA, AND YOUR FAMILY HAVE ALL GIVEN BACK TO MISSOURI STATE, BOTH IN SERVICE AND FINANCIALLY. WHY DO YOU FEEL IT IS IMPORTANT TO GIVE BACK, AND WHY SPECIFICALLY TO MISSOURI STATE?

**A.** We made a decision as part of our philanthropic activities to give to the two universities that did so much to build a strong foundation for me to achieve what I have in my career. It has enabled and blessed us to be able to give back.

Missouri State University and Texas

A&M University — both maroon-and-white schools — are very special to us and are great educational institutions. I was so blessed and fortunate to have attended these two great universities.

My parents were very supportive of my education endeavors and interest from the start of elementary school. Every time we donate, I think of them and how they supported me emotionally and financially. They even wanted to know what special books or science tools they could get for me — which they often did. That is why our first endowed scholarship was in honor of them, for their 50th wedding anniversary.

### Q. WHAT DREW YOU TO MAKE A GIFT TO SPECIFICALLY BENEFIT FACULTY?

**A.** We had established an endowed student scholarship, as mentioned, in honor of my parents, and an endowed graduate



Dr. Clifton Thompson was an inspiration to Matt Harthcock. Thompson held many roles, including dean, teacher and researcher, but still found time to mentor students. 1975 OZARKO

automotive and aviation industries. His past employers include The Dow Chemical Company and GE Plastics, now a part of Sabic.

He retired in late 2019 from Schneller (a TransDigm company), an aviation and aerospace materials company in Ohio.

He now resides in Ohio and Florida, and is CEO of his own

company, Solutions by Harthcock Associates.

He has served MSU on the chemistry department's advisory board and the Foundation Board of Trustees.

Now, he's also a member of the Onward, Upward campaign cabinet.

He and his wife Patricia — who also attended MSU — have established gifts to help the next generation of chemists and faculty.



way to help recognize faculty. At the same time, students benefit from faculty who have the skills and accomplishments to receive such a fellowship.

Ours is just the second faculty endowment for CNAS. We have largely focused our giving to the chemistry department and CNAS as we like to target specific areas that have benefited us, and to support the sciences.

### **Q. HOW DO GREAT FACULTY AFFECT MISSOURI STATE AS A WHOLE, WHETHER THAT'S TEACHING, RESEARCH OR THE COMMUNITY?**

**A.** We recently had a meeting of the chemistry department's advisory board. During the update we received on the department's activities, I reflected on all the terrific work and activities that are occurring in the

*Continued on page 30*

student fellowship. We thought, let's do something a little different.

One of the areas of focus for the Onward, Upward Campaign is

faculty. Faculty have a significant impact on students! As I mentioned, I had several faculty that were very good at MSU. You often don't realize their impact

and quality until you are gone and experience other situations.

Again, Dean Thompson was an inspiration while and after being at then-SMSU.

We hope this gift reflects on the importance of high-quality faculty like him and others to educate students.

Creating an endowed faculty fellowship is a

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**“I GET TO MEET  
SO MANY PEOPLE  
THROUGH THIS  
JOB AND HEAR  
THEIR STORIES”**

*Matt McDonough came to Missouri State to work for The Bears Fund. Now, he is a director of development who loves to see “how much Missouri State means to people and the impact it has had on their lives.”*

WRITTEN BY JULIANA GOODWIN

## ***Life is never dull at the Missouri State University Foundation.***

Just ask Matt McDonough, a director of development.

Before COVID-19, McDonough traveled extensively for work — roughly 30 weeks out of the year. His territories include Kansas City, southern California, Dallas and Wichita, Kansas, his hometown.

On one of his first trips to Wichita, he met with an alumna, Jill, who worked at Koch Industries.

While they were talking, she kept glancing at his nametag. She told him she recognized his name. It turns out, she had purchased his childhood home.

“So, she was a Missouri State grad who I’m meeting with in Wichita who bought our house,” McDonough said. “My handprints are out there near the basketball court with my brother’s. I call my mom and I’m like, ‘This is our address, right?’ Because I was pretty young. She said, ‘Yeah, that’s the address.’ My mom sends me photos of us building the house and I forward them to Jill. I think this is the craziest coincidence.”

Or at least, he thought it was.

But on another trip to Wichita to meet with another alumna who worked for an insurance company, they started talking about his childhood home.

“Long story short, she has lived in that house as well! So, there have been two Missouri State grads other than me who have lived in this house that was built in 2001. I was like, ‘What? What are the odds? This is bizarre,’” he said.

## **HE’S A KANSAS NATIVE WHO FOUND A NEW HOME IN MISSOURI**

McDonough earned a bachelor’s degree in sports management with a business minor and master’s degree in education from the University of Kansas.

A lifelong athlete, McDonough worked for the marketing office for KU Athletics.

In 2015, his last semester in college, a job opened up for assistant director with The Bears Fund. That’s the fundraising program for men’s and women’s intercollegiate athletics at Missouri State.

He applied, got the job and finished his master’s remotely. He didn’t move here without any roots: His parents had actually relocated to Springfield in 2011.

“My dad, Brian, works for KY3, and my mom, Keli, is retired.”

When he was only 24, McDonough’s boss at Missouri State left. The young

employee quickly took on extra responsibilities. It was a challenge, but one that allowed him and his team to shine.

## **JOINING THE MISSOURI STATE UNIVERSITY FOUNDATION**

Through his role with The Bears Fund, he got to know Brent Dunn, executive director of the Missouri State University Foundation, and other foundation employees.

When a position opened in June 2017, McDonough became a director of development.

“It was a little scary at first. It was completely out of my comfort zone. I never thought I’d leave athletics, but it was a good opportunity. I was assigned to be the liaison for the Darr College of Agriculture. I went from athletics to agriculture, and I had no background in agriculture,” he said.

But he dove in, asked lots of questions, absorbed information and capitalized on one of his strengths: building relationships.

McDonough loves one-on-one or small-group interaction.

He also feels fortunate to meet so many intelligent and successful people.

“I get to meet so many people through this job and hear their stories. I’ve been able to learn so much personally and professionally from people I have been fortunate to meet and build relationships with during the last five years.”

## **FINDING COMMONALITY WITH DONORS OF ALL AGES AND BACKGROUNDS**

McDonough loves to travel, and enjoys the versatility woven into his job.

His day may start by meeting a young donor and College of Business graduate, then transition to an afternoon call with a 1950 College of Agriculture graduate.

Regardless of our backgrounds, McDonough believes we all have things in common. He enjoys finding those threads of commonality.

Wendy Ferguson, executive director of development and his supervisor, said McDonough is incredibly dependable and dedicated.

“He goes about his work each day with a strategic plan, which he follows. It is one of the reasons he’s so very successful in his job. Matt is kind and genuine in his interactions. He truly loves and wants what is best for Missouri State University,” she said.

## **HE LOVES THAT SUPPORT FOR MSU HAS A “TANGIBLE IMPACT”**

Since the pandemic hit, McDonough stopped traveling. He has shifted to phone calls and Zoom meetings.

But some positives have emerged from Zoom. For example, a donor in California set up a scholarship. McDonough and Stephanie Smith, a senior director in the foundation, were able to arrange a Zoom call

between the donor and scholarship recipients.

Some donors travel to MSU’s regular scholarship banquets, but it’s a big investment of time and resources. These virtual meetings have proven to be a great option for donors to meet the students who benefit from their gifts.

“There’s been so much value in that.

The students love

getting to know the donors that way. Those have been really positive,” he said.

Another positive during the pandemic was the outpouring of support for student emergency funds.

Despite the uncertainty in the world, donors put students first.

“It shows how much support these students have, how much Missouri State means to people and the impact it has had on their lives and can have on the lives of others,” he said.

And it’s that impact that motivates him and makes him proud to work for the foundation.

The best part of his job is helping people establish scholarships.

“It has a tangible impact on somebody else’s life — someone I’m probably never even going to meet,” McDonough said. “Fifty years from now, somebody’s going to receive this scholarship from this donor that we’re working to establish now, and it’s going to give them an opportunity to go to school. That’s humbling.” ▼

*“I love the people within the foundation, and I love the people who support the foundation.”*

MATT McDONOUGH, DIRECTOR OF DEVELOPMENT

#### 4. WE RECEIVE OUR LARGEST GIFT EVER.

On Feb. 10, 2006, we announced that alumnus John Q. Hammons had pledged \$25 million to support the creation of JQH Arena.

He later raised that gift to \$30 million toward the \$60 million project.

The arena, which opened in 2008 thanks to that gift and other significant private support, changed the face of campus. It's the biggest indoor

facility in southwest Missouri, and has upgraded the way we offer athletic events, graduations, concerts and other events.

This was the largest single gift in university history. It kicked off a new era for us and had a profound effect on our fundraising.

We were able to dream and plan at levels we had never considered before.

It set the stage for many major gifts that would follow.

#### 5. WE KICK OFF OUR LARGEST CAMPAIGN EVER.

We're a school on the rise. That's why we are in the middle of a bold campaign to keep the momentum going.

In October 2019, we officially launched Onward, Upward: The Campaign for Missouri State University.

It has a chairman you may have heard of: John Goodman, class of 1975.

"MSU is at a pivotal time in its history. We have a chance

to make some monumental advances," Goodman said at the campaign kickoff.

We want to raise \$250 million, the biggest goal in our history. If we meet this goal, the impressive thing won't be the numbers. It will be the impact your gifts have. You can help us transform every aspect of MSU.

If this is what we can accomplish in our first 40 years, I can't wait to see what comes next. ▶

department. There have been such significant changes in the decades since I graduated. The university overall has approximately doubled in enrollment.

And when I attended, there really were few undergraduate students who did research projects, and essentially no graduate program.

I went back to my notes from the meeting and here are some highlights that also caused me to reflect on the impact faculty can have:

- In 2019/2020, there were 175 undergraduate chemistry majors (28 graduated) and 25 graduate students (9 graduated).
- The department has an 85% retention rate.
- Nearly \$40K in foundation scholarships were given to 31 students.
- Faculty and students published 41 times this past year, with 30 in

a typical year — this was typically 0 or 1, I believe, when I was at MSU.

- The department has \$400K in funding. This is an outstanding accomplishment and change over the decades.

I would like to point out that Mind's Eye, a yearly publication put out by MSU's marketing and communication division, has been a great way to highlight faculty teaching, research, scholarly activities and community/global impact. I appreciate this initiative the university has taken to highlight faculty accomplishments.

Faculty and teachers can make such a profound impact on a student. I've experienced that personally and with my children.

A mediocre/bad teacher can be demotivating in so many ways, from a student not learning the subject

matter to having a bad attitude about education.

On the other hand, a great educator can motivate students to learn and work hard, and can inspire them to accomplish more than they thought possible.

Teachers/educators are undervalued, and our gift to establish a faculty endowment hopefully helps with increasing the impact they can have.

#### Q. YOU ARE ISSUING A CHALLENGE TO SUPPORTERS. WHAT IS IT AND WHY ARE YOU PASSIONATE ABOUT THIS?

A. Please "bear" with me (no pun intended) with a bunch of numbers to make my point – remember my first passion is science!

Also, forgive me if some of the numbers are general, not exact and precise, but hopefully they will serve to

illustrate my point.

Currently, only about 4.7% of MSU faculty positions are supported with private funds from the MSU Foundation (34 in total for the university's 742 or so faculty).

Of these, more than 50% of them are in one college, the College of Business. This translates to about 18% of the faculty in the College of Business being supported with private funds from the foundation. The College of Business is MSU's largest college. About 28% of the university's students major in some area of business.

The next largest student enrollment is in the McQueary College of Health and Human Services (24% of enrollment). Fewer than 1% of MCHHS faculty are supported with private funds from the foundation.

My family's faculty endowment in the College of Natural and Applied Sciences will still result in less than 2%

of CNAS faculty being supported with private funds from the MSU Foundation.

I would challenge alumni of this great university to dig deep, to be creative in any way they can, and add to faculty support for all of the colleges.

My challenge would be to have 10% of MSU faculty supported with endowments like ours within the next 5 years. It would be great if that is the case in each college.

While this challenge will go beyond the timetable of the Onward, Upward campaign, I, the faculty, students and the university would, however, be grateful and elated to have that occur by the end of the campaign!

Think of the impact and motivation to both faculty and ultimately the students that this kind of support can stimulate. Thanks for reflecting on this! Go Bears!! ▶

# Foundation, development and alumni relations staff



**Debbie Branson**  
Associate Director of Alumni Activities  
[DebbieBranson@MissouriState.edu](mailto:DebbieBranson@MissouriState.edu)



**Amber Carr**  
Assistant Director of Development for the West Plains campus  
[AmberCarr@MissouriState.edu](mailto:AmberCarr@MissouriState.edu)



**Lisa Clark**  
Director of Planned Giving  
[LClark@MissouriState.edu](mailto:LClark@MissouriState.edu)



**Jacqui Coones**  
Director of Prospect Management and Research  
[JacquiCoones@MissouriState.edu](mailto:JacquiCoones@MissouriState.edu)



**Kerry Dickerson**  
Senior Director of Athletics Development  
[KerryDickerson@MissouriState.edu](mailto:KerryDickerson@MissouriState.edu)



**W. Brent Dunn**  
Vice President for University Advancement and Executive Director, Missouri State University Foundation  
[BrentDunn@MissouriState.edu](mailto:BrentDunn@MissouriState.edu)



**Lori Fan**  
Executive Director of Alumni Relations  
[LFan@MissouriState.edu](mailto:LFan@MissouriState.edu)



**Wendy Ferguson**  
Executive Director of Development  
[WendyFerguson@MissouriState.edu](mailto:WendyFerguson@MissouriState.edu)



**Alison Harper**  
Director of Annual Funds  
[AlisonHarper@MissouriState.edu](mailto:AlisonHarper@MissouriState.edu)



**Cindy Howell**  
Director of Development  
[CindyHowell@MissouriState.edu](mailto:CindyHowell@MissouriState.edu)



**Patty Ingle**  
Director of Development  
[PattyIngle@MissouriState.edu](mailto:PattyIngle@MissouriState.edu)



**Shellie Jones**  
Assistant Director of Alumni Engagement  
[ShellieJones@MissouriState.edu](mailto:ShellieJones@MissouriState.edu)



**Denise Kettering**  
Director of Advancement Services  
[DeniseKettering@MissouriState.edu](mailto:DeniseKettering@MissouriState.edu)



**Stephanie Matthews**  
Director of Corporate and Foundation Relations  
[StephanieMatthews@MissouriState.edu](mailto:StephanieMatthews@MissouriState.edu)



**Matt McDonough**  
Director of Development  
[MMcDonough@MissouriState.edu](mailto:MMcDonough@MissouriState.edu)



**Keri McKee**  
Director of Development  
[KeriMcKee@MissouriState.edu](mailto:KeriMcKee@MissouriState.edu)



**Kelsey Menefee**  
Assistant Director, Donor Relations and Special Events  
[KelseyMenefee@MissouriState.edu](mailto:KelseyMenefee@MissouriState.edu)



**Sophie Pierpoint**  
Director of Development  
[SophiePierpoint@MissouriState.edu](mailto:SophiePierpoint@MissouriState.edu)



**Angela Pinegar**  
Assistant Director of Advancement Services  
[AngiePinegar@MissouriState.edu](mailto:AngiePinegar@MissouriState.edu)



**Karl Schmidt**  
Director of Development  
[KarlSchmidt@MissouriState.edu](mailto:KarlSchmidt@MissouriState.edu)



**Natalie Seever**  
Business Process and Reporting Analyst-Advancement  
[NatalieSeever@MissouriState.edu](mailto:NatalieSeever@MissouriState.edu)

**Ashley Anderson**  
Administrative Assistant II – Donor Relations and Special Events

**Cindy Busby**  
Executive Assistant to the Vice President and Building Manager

**Kimberly Clark**  
Document and Report Specialist

**Mike Ferguson**  
Building Foreman

**Debra Goodwin**  
Administrative Specialist I

**Monica Gray**  
Administrative Assistant III

**Jon Hanson**  
Foundation Accounting

**Don Hendrickson**  
Advancement Applications and Data Analyst

**Katie Dudden**  
Administrative Assistant II – West Plains campus

**Sheila McGowne**  
Administrative Specialist II

**Kathy Miller**  
Records Supervisor

**Barbie Penn**  
Administrative Specialist II

**Cindy Schull**  
Director – Grants and Foundation Accounting

**Debbie Underwood**  
Foundation Senior Accounting Analyst

**Cynthia Warnow**  
Administrative Assistant II – Alumni Relations



**Stephanie Smith**  
Senior Director of Donor Relations and Special Events  
[StephanieSmith@MissouriState.edu](mailto:StephanieSmith@MissouriState.edu)



**Jordan Taylor**  
Assistant Director of Athletics Development  
[JordanTaylor@MissouriState.edu](mailto:JordanTaylor@MissouriState.edu)



**Candice Wolf**  
Assistant Director of Alumni Activities  
[CandiceWolf@MissouriState.edu](mailto:CandiceWolf@MissouriState.edu)

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300 S. Jefferson Ave., Suite 100  
Springfield, MO 65806

*In your next issue of*  
**ADVANCEMENTS**  
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Thanks to your amazing support, we have been able to build, renovate and update many facilities in recent years.

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Learn in our next issue about how today's capital support will enhance the student experience tomorrow — and for decades to come.

