

Associate professor Megan McClelland, whose work focuses on giving children a better start in preschool, works with Kasaundra at OSU's Bates Family Study Center. Photo by Dennis Wolverton



Hallie Ford's legacy for Oregon's children

A philanthropist's final gift caps a lifetime of generosity and will touch the lives of children and families for decades to come

By Cathleen Hockman-Wert

GIVING BACK

NEWS FROM THE OSU FOUNDATION

"It's not what you have, but what you give to your family, your community and your country." — the late Hallie Ford, in one of her few public statements

In her last years, Hallie Ford lived in a small apartment in Monmouth, enjoying regular meals at a local diner with her daughter, Carmen Ford Phillips, '59, '63.

She loved the arts. She was a quiet, private person. But her generosity could speak volumes, as it did shortly before she died June 4 at the age of 102, when she pledged \$8 million to OSU to establish a center to promote the health of children and families.

As a signature program within OSU's College of Health and Human Sciences, the Hallie Ford Center for Healthy Children and Families will house researchers who take a collaborative and preventive approach to child and family health. Ford's gift, the largest in college history, also will create an endowment to recruit a nationally-acclaimed director. As a condition of the gift, OSU is raising an additional \$2 million to support the center's research and outreach.

"There is no question about it: this is a transformational gift, one that creates the anchor for our college's research across the lifespan," said Tammy Bray, dean of the College of Health and Human Sciences. "The new Hallie Ford Center for Healthy Children and Families, teamed with our Center for Healthy Aging Research, will enable us to attract world class faculty and exceptional undergraduate and graduate students," she added, thereby building the momentum of what is already OSU's fastest-growing college.

Several characteristics will make this center like no other. Its work will take into account a child's entire environment, with specialists of many disciplines collaborating on complex topics. The pressing issue of childhood obesity, for example, will be scrutinized from neuron to neighborhood, with researchers analyzing exercise, diet, and behav-



Associate professor Megan McClelland and (from left) twins Kasaundra and Kathryn, and Barron, have fun with an experiment showing how a vortex works. *Photo by Dennis Wolverton*

ioral factors in school, at home, and in broader society.

Perhaps most importantly, center researchers will take a holistic and lifespan approach to each child's well-being. What do children need to develop into adults who are healthy in every sense of the word — physically, emotionally, and socially?

Associate professor Megan McClelland is one of the approximately 20 faculty members who will be affiliated with the center, working to explore better ways to give children the best possible start in life. As context for her work, she described a recent study finding that more children are expelled or suspended from preschool than from any other grade.

"This was a big shock, because we tend to think of preschool as a place where children have fun," McClelland said. "It's an indication that a substantial number of children enter kindergarten unprepared to succeed socially or academically."

Her research has demonstrated that children's self-regulation and social skills (such as cooperation, paying attention, or following directions) in

kindergarten predict their sixth-grade proficiency in reading and math. Those at the low end seldom catch up. The take-home lesson: strengthening social skills and self-control early on may bring a lifetime of greater achievement and quality of life.

Now McClelland is preparing the next critical step: an attempt at intervention. As part of a study next year, she and a graduate student will teach children games that practice self-regulation and social skills. Their school readiness then will be compared with that of a control group to determine the effectiveness of the intervention.

Work like this has the potential to significantly impact the state's most disadvantaged populations, such as those with lower education and fewer resources. Although OSU's center will benefit Oregonians first, it will also produce valuable knowledge for communities everywhere and will become a national model.

Ford's gift mirrors the giver's spirit, Dean Bray observed: "Hallie Ford cared deeply about children, families, and communities. And she embodied a resiliency that enabled her to live through difficult

times. She wanted to give others practical tools to help them do the same."

Born in Oklahoma in what was then Indian territory, Ford struggled through the Great Depression to become the first in her family to go to college. After earning a teaching certificate and marrying Kenneth W. Ford, she helped establish Roseburg Forest Products, one of the nation's most successful private timber companies.

She gave millions to the arts and education and co-founded the Ford Family Foundation, taking particular interest in its scholarship program for single parents. One OSU recipient re-



In more than a century of life, Hallie Ford used hard work and a generous spirit to improve opportunities for innumerable young people.

called meeting her benefactor.

"Mrs. Ford was just a very gracious, simple presence. There wasn't anything about her philanthropy that was about making her look good or ulterior motives. This was her heart," said Elizabeth Tilgner, '03, '05, of Maricopa, Ariz. "You could see this in everything she did, everything she said. She believed in giving people a chance to make something of themselves. And so she did just that." 🍊

New venture fund to boost OSU innovations

OSU researchers constantly develop inventions with the potential for commercial success. Yet without sufficient start-up capital, many highly promising projects wither away.

Now these good ideas have a better chance of becoming real-world successes, thanks to the passage of Senate Bill 582 during the 2007 Oregon legislative session. The bill creates a development fund aimed at strengthening the state's economy and building a brighter future for all Oregonians.

If that isn't enough good news, try this: Oregon donors to the fund can receive generous tax benefits.

The new University Venture Development Fund offers individual and corporate donors the opportunity to invest in research at any of Oregon's seven participating institutions.

According to John Cassady, OSU vice president for research, donations will be used to help translate intellectual property through the difficult early stages of commercialization.

"The new venture fund is an essential component of our innovation agenda," Cassady said.

Besides developing new products and services, this exciting program will benefit students by providing opportunities for them to gain experience in applying research to commercial

activities.

In addition to a federal charitable contribution tax deduction, donors are eligible for a dollar-to-dollar Oregon income tax credit equal to 60 percent of the donation.

(There are limits on how much of a tax credit the donor can get and when it can be taken. See examples at osufoundation.org/venturefund.)

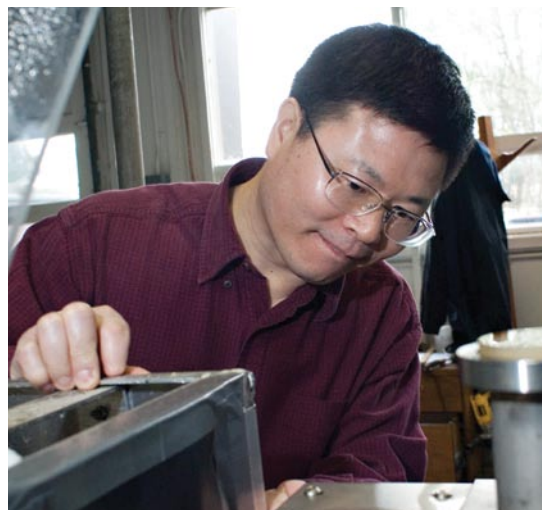
OSU's share of the allotted \$14 million in tax credits is \$5.35 million. "We're eager to see those dollars used; the goal is to distribute them by the end of 2008," noted Tad Davies, '78, an OSU Foundation Trustee and president of an accounting firm in Albany.

As Oregon State innovations enter the marketplace, 20 percent of the licensing fees, royalty income, and other revenue generated will be returned to the fund — allowing new tax credits to be issued.

"It's a win-win situation any way you look at it: great for OSU students and researchers, great for industry and Oregon's economic future, and great for donors," said State Senator Frank Morse, '70, (R-Corvallis/Albany).

Morse worked with colleagues State Senator Ryan Deckert (D-Beaverton) and State Representative Tom Butler (R-Ontario) in passing the legislation.

Kaichang Li, an associate professor of forestry at OSU, invented an environmentally friendly, commercially successful glue for composite wood products after observing how mussels cling to shoreline rocks. A new venture fund aims to help more researchers get their ideas into the marketplace.
Photo by Karl Maasdam



The Campaign for OSU kicks off October 26 – and you're invited

Supporters of OSU have long had many reasons to be proud, and recent months have been no exception.

As the Beaver baseball players threw themselves onto their now-famous winners' dogpile at the College World Series for a second straight year, it was hard to imagine how Beaver Nation could be prouder.

Before that came the annual pride of commencement, which was palpable this spring as OSU graduated its largest class in history.

And earlier this year, the campus voiced its pride as OSU's colleges of forestry and agricultural sciences placed at the top of national rankings.

Many more such moments lie ahead. Through The Campaign for OSU, this amazing place is about to become even better.

OSU's first campus-wide fundraising campaign officially kicks off Oct. 26, when all alumni and friends are invited to a public celebration and reception

from 4 to 6 p.m. at the LaSells Stewart Center. An elaborate multimedia show will highlight the university's impact on students, the state and our world. Afterward, OSU's most generous donors will be recognized at a formal dinner and presentation.

The campaign, whose goal will be announced during the celebration, will accelerate the university's progress by increasing the number of major philanthropic contributions and by engaging more donors and alumni at all levels in a commitment to OSU's future.

Recent fundraising success (see page 44) has set the stage for this exciting undertaking.

The Campaign for OSU is led by a committee co-chaired by volunteers Patricia V. Reser, '60; James H. Rudd, honorary alumnus; and Patrick F. Stone, '74.

Below is a glimpse into why they choose to give time, talents, and resources to make the campaign a success.



This Amazing Place. This Historic Moment. The campaign logo incorporates colors and shapes that evoke OSU's impact on Oregon and the world as a land, sea, sun, and space grant institution. The curvature at lower left reflects the curve of the earth as well as a sundial, suggesting the importance of this moment in university history. The building blocks at right impart a more modern, high-tech look and feel, while the colors make reference to Oregon landscapes.



Faces of the Campaign: Pat Reser



"Since our gift for the stadium, more people than I ever dreamed have come up to me and said, 'I'm an Oregon State graduate, too.' People are feeling proud, starting to believe that OSU can be the best. And when we believe we can, that's when behavior starts changing and great things begin happening."

Home: Beaverton, Ore.

Class: 1960 (Education)

Occupation: Corporate treasurer, Reser's Fine Foods

Favorite areas to support at OSU: Athletics, Business, Science, scholarships

Al and Pat Reser came to OSU as juniors, a young married couple with big dreams for developing Al's parents' potato salad

business. As their success grew, so did the couple's appreciation for what OSU had done for them.

"We started to think: How can we help to raise the whole university in the eyes of its community?" Pat Reser said. "Rightly or wrongly, it's through the scoreboard. Given the athletic department's financial challenges at the time, we felt our investment in them would help stabilize the program then start advancing it under a new leadership team."

The Resers believe their gifts have accomplished everything they had hoped for OSU, and more. Through the campaign, they look forward to seeing the entire campus undergo the revitalization they've witnessed in athletics.

Faces of the Campaign: Jim Rudd



"I've never heard any good reason for not getting involved in your community. Why would you want to sit back and be passive when you could help make a difference?"

Home: Lake Oswego, Ore.

Class: Honorary OSU alumnus, 2006; Graduated 1970 (Business) from the University of Northern Iowa

Occupation: CEO and Principal, Ferguson Wellman Capital Management, Inc.

Favorite areas to support at OSU: Athletics, Health & Human Sciences, scholarships

For Jim Rudd, one of the most satisfying things about being involved with The Campaign for OSU is his confidence that it's being done right. He's in a

position to know.

From 1974 to 1982, Rudd worked in OSU athletics, including a stint as executive director of the Beaver Club. After starting a second career in finance, he chaired the Oregon Health and Science University's \$500 million campaign. He sees OSU making smart moves, even though the campaign is a big stretch.

"There's nothing endearing about a small-minded campaign," he noted. "Meaningful change occurs when courageous thinking is matched with bold planning and inspirational leadership. Success is ultimately dependent upon thousands of donors believing that every dollar is a critical investment in the university's future."

His interactions with OSU leaders assure him that the university's trans-



formation "is really going to happen — and that makes you want to be part of it," he said.

"In many respects, this campaign is an opportunity to help shape the world."



Faces of the Campaign: Patrick Stone



"I think we all want to accomplish something that will live on beyond us. I'm not going to invent a cure for cancer. I'm not going to go down in the annals of fine literature. But by supporting education, I can make a difference."

Home: Santa Barbara, Calif.

Class: 1974 (Liberal Arts)

Occupation: Chair, The Stone Group, a commercial brokerage and development company; and President, Bretton Woods, Inc., a company offering real estate related strategic consultation to private equity companies.

Favorite areas to support at OSU: Scholarships, athletics, Liberal Arts, Science, Libraries

Patrick Stone didn't grow up expecting

to go to college. He served two tours in Vietnam before taking a job as a plumber's apprentice in Vancouver, Wash.

"It was mid-January, and I had a bit of an epiphany — that I didn't want to spend rest of my life crawling under houses in freezing water," he recalled.

Stone went on to become CEO of Fidelity National Information Solutions and president and chief operating officer of Fidelity National Financial, a Fortune 500 company.

He stresses that the good feeling that comes from supporting OSU isn't just for those who can afford major gifts.

"I started making small gifts to the library soon after graduation, and that had the same emotional impact as I experience now."

Foundation briefs

OSU celebrates another strong fundraising year

Thousands of alumni and friends contributed gifts of all sizes to OSU for a total of \$76.9 million in fiscal year 2006-2007, which ended June 30. Particularly generous donors stepped forward with 13 gifts of \$1 million or more in that period.

By funding scholarships, faculty recruitment and retention, programs, facilities and more, private gifts play an essential role as OSU pursues its mission to serve students, the state, and the world.

President's Weekend participants explore the Columbia River Gorge

President Ed Ray welcomed some 90 of OSU's most generous supporters to the beautiful Columbia River Gorge for the 2007 President's Weekend June 22-24.

Guided by OSU faculty with expertise in water management, wildlife and recreation management, dam restoration, Native American culture, and the philosophy of nature, participants explored the many ways OSU is helping address pressing issues at the local and global levels.

The event included tours of the Columbia River Gorge Interpretive Center Museum and Bonneville Dam, a golf tournament, and sunset riverboat cruise. Previously known as the Council of Regents Event, the annual President's Weekend offers OSU's top donors, members of the 1868 Society and President's Council, a behind-the-scenes glimpse at OSU's impact on the region and beyond.

Milosh Popovich honored with Lifetime Trustee Award

Milosh "Poppy" Popovich, '39, '41, received the OSU Foundation's highest honor, the Lifetime Trustee Award, at an awards banquet on May 17. Popovich, an emeritus vice president of administration who helped transform the OSU campus in the 1960s and 1970s, has volunteered extensively on behalf of the university,

including serving more than 23 years on the OSU Foundation Board of Trustees.

The Corvallis resident had a 33-year career at OSU, during which he oversaw more than 40 new construction projects, including eight residence halls, Peavy Hall, Wilkinson Hall, Weniger Hall and the Kerr Administration Building. Even after retirement, Popovich continued to contribute his expertise by guiding the construction of the LaSells Stewart Center and the CH2M HILL Alumni Center.



Milosh Popovich, '39, '44

Popovich and his wife, Jeanne, are members of the August LeRoy Strand Society, part of the 1868 Society that recognizes OSU's most generous donors. Their gifts have benefited many university programs, facilities, and scholarships, including an endowed fellowship for engineering graduate students and two Presidential Scholarships.

Linus Pauling Institute receives historic \$5 million gift for research

USANA Health Services, Inc., has announced its intention to contribute \$5 million to OSU's Linus Pauling Institute, which is the largest gift the institute has received for research.

During a formal announcement June 12, LPI director Balz Frei recognized the institute's long-term relationship with USANA and shared commitment to research on the role of nutrition and supplements in healthy living.

"The partnership between LPI and USANA will significantly enhance the institute's research mission, enabling our scientists to better understand the role antioxidants, phytochemicals and other nutrients play in human health," Frei said. "We are very excited about this opportunity."

"The Linus Pauling Institute is clearly at the forefront of research in the arenas of nutrition and health," said USANA's Executive Vice President of Research and Development Tim Wood. "USANA is proud to be supporting their efforts and we look forward to working with LPI in advancing the science of nutrition in both laboratory and clinical settings."

Darry Callahan begins service as chair of OSUF Board of Trustees

The OSU Foundation Board of Trustees has elected Darry Callahan, '64, as chairman.

Before his retirement, Callahan was president of Chevron Chemical Company and vice president of Chevron Texaco Corporation. He assumed the new leadership role on July 1, succeeding Mark Kralj, '77.

Callahan has served as a trustee since 1996. He also serves on the Harvey Ranch Corporation Board and the College of Engineering Environmental Engineering Advisory Board.



Darry Callahan, '64

He and his wife Betty live in San Rafael, Calif., and are the parents of two adult children,

Shawna and Brady, '94, '00.

The board is joined by six new trustees this year: Gayle Fitzpatrick, '78, Morristown, N.J.; E. Scott Hildebrandt, '78, Portland; Tod D. Perkins, '86, New York City; Gregory R. Serrurier, '79, Menlo Park, Calif.; Thomas W. Toomey, '82, Evergreen, Colo.; and Anthony "Tony" Williams, '87, Clyde Hill, Wash. Three members have returned to the board following their trustee sabbatical last year: Suzanne McGrath, '70, Portland; Susan Poorman, Portland; and Harley Smith, '59, Stockton, Calif.

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