GIVING BACK
NEWS FROM THE OSU FOUNDATION
HALLIE FORD’S LEGACY

GIVING BACK COVER STORY
BY GREGG KLEINER

While chimes played across campus at precisely 9:09 a.m. on September 9, 2009, a dream was launched that will benefit children and families in Oregon and beyond for decades to come.

The dream belonged to the late philanthropist Hallie Ford. Shortly before she died in 2007 at the age of 102, she gave OSU $8 million to establish the Hallie Ford Center for Healthy Children and Families, a research initiative focused on the physical, mental and behavioral health of children.

Part of the OSU College of Health and Human Sciences, the new center addresses issues such as early childhood development, school readiness and childhood obesity, as well as child, youth and family resiliency.

The only research cluster of its kind in Oregon, the center also addresses the needs of rural children and other vulnerable populations.

“What makes this unique is that our research looks at children’s health holistically, from neuron to neighborhood,” said Dean Tammy Bray. “We take a multidisciplinary approach to understanding the interactions of body and mind in the context of families, schools and communities. I hope this becomes a national model.”

continued on page 28

See event photos and video at campaignforosu.org/fundraisingpriorities/facilities/hallieford

President Ed Ray looks on as Dean Tammy Bray greets Carmen Ford Phillips, ’59, ’63, daughter of the late Hallie Ford. Photos by Karl Maasdam

Previous page: Braxton Bastian, son of Sarah and Todd Bastian, ’99, helps out with the launch ceremony.
RETAINING EXCELLENCE

By Gregg Kleiner

Sometimes a gift given at just the right time can provide extraordinary impact.

When Todd and Cindy Woodley decided to establish a fund to support faculty excellence in the College of Engineering, they knew their gift would help OSU retain one of its most promising professors. They didn’t know which professor, but they knew the importance of keeping good faculty.

Honoring the company Todd has been with since 1991, the Woodleys created the Slayden Construction Group Inc. Faculty Excellence Fund with a commitment of $50,000 a year for five years. At the same time, a prestigious university in another state was heavily recruiting Chris Higgins, a professor in the OSU School of Civil and Construction Engineering. When the College of Engineering offered Higgins the chance to become the Slayden Construction Group Faculty Scholar, he immediately recognized the far-reaching opportunities this support could provide and decided to remain at OSU.

“Chris Higgins is an outstanding educator and a superb researcher,” said Scott Ashford, ’83, head of Civil and Construction Engineering. “And private support to recruit and retain top faculty like Chris is critical to our success. I’m deeply grateful to the Woodleys for their gift.”

The Woodleys, whose son, Michael, is a student at Oregon State, view their gift as an investment in community, specifically at OSU and more generally in Oregon.

“Our family philosophy is that we give back to the causes that help better our respective communities,” said Todd Woodley, a 1986 civil engineering alumnus and president of Stayton-based Slayden Construction Group, Inc., which specializes in transportation projects. “A good university researcher will ultimately save the taxpayers money. So this investment is a personal commitment to Oregon State University as well as a prudent business practice. We wanted to take some of our company’s profits and invest in excellence.”

Higgins is at the heart of excellence when it comes to the research underway in his cavernous OSU lab — innovative work that has saved Oregon taxpayers a half-billion dollars in bridge repair costs.

“We’re doing some things that no laboratory in the world has ever done before,” said Higgins, whose research team builds structural components and then tests them to failure.

Higgins and his students are hard at work piecing together technologies that will enable off-the-shelf digital cameras to capture images of a bridge (or building), collect information from the images and then determine just how strong the bridge is and what load it can safely carry.

“It’s going to transform how we manage infrastructure in this country, and it’s happening here at OSU,” Higgins said.

Higgins has mentored many students at OSU, including doctoral candidate Thomas Schumacher, ’07.

“I’ve had the chance to be a part of some amazing research projects at OSU,” said Schumacher, who led a large-scale experiment investigating the forces of hurricane-generated waves hitting coastal bridges, a study that’s received worldwide attention.

Thanks to Todd and Cindy Woodley, Higgins is staying put at OSU, where he’ll mentor more students like Schumacher, and help meet transportation challenges in Oregon and in the world beyond.

Professor and structural engineer Chris Higgins, right, consults with doctoral candidate Thomas Schumacher, ’07. PHOTO BY KARL MAASDAM

The Campaign for OSU has a goal of $97.5 million for faculty support, ranging from endowed chairs to smaller annual awards.
Taiwanese-born Bray selected the launch date and time because nine is an auspicious number in Chinese numerology, signifying change and transformation.

OSU President Ed Ray said the center will bring new focus to one of the three signature areas in the university’s strategic plan: improving human health and wellness.

“Youth the most important contribution of the Hallie Ford Center is to marry the spirit and memory of an extraordinary woman to educating and inspiring countless students who will leave OSU ready to resolve critical challenges facing human health,” Ray said.

“Their determination, skill and odds of success will be dramatically increased because of the generosity — and spirit — of Hallie Ford.”

A teacher, painter and lifelong advocate for Oregon’s children and families, Ford believed deeply in the transforming power of education.

Special guests at the launch ceremony included her children, Carmen Ford Phillips, ’59, and Alyn Ford, and several grandchildren.

Phillips told how her mother put herself through college in Oklahoma during the Great Depression, becoming the first person in her family to earn a college degree.

“It is my wish that the Hallie Ford Center for Healthy Children and Families will carry Mom’s spirit and her legacy forward,” she said.

The launch ceremony was followed by a symposium highlighting faculty research on children and families.

Hallie Ford’s $8 million gift will help fund construction of a new facility for the center and create an endowed position for the director. Efforts are underway to raise additional funds to support the center’s programs.

A tradition for more than 40 years, the annual President’s Dinner celebrates the philanthropy that sustains and inspires the work of Oregon State University. This fall, the university’s most generous and visionary supporters gathered for dinner at the Portland Art Museum to welcome 16 new members into the Harris Society.

OSU’s highest donor recognition group, the Harris Society honors those whose generous gifts to the university have exceeded $1 million during their lifetimes and is named for Milton Harris, a 1926 alumnus and noted chemist, who made the first $1 million gift to OSU.

Seventy-four households and 39 organizations are now members of the Harris Society.

President Ed Ray told the almost 300 guests in attendance, “Together, you are making a profound investment in the next generation — in the people, knowledge and innovation that continue to shape a bright future for all of us. I am grateful for your commitment and your confidence.”

The President’s Dinner program featured faculty members and the students they’ve mentored speaking passionately about how private gifts to the university have changed their lives. Remembering a class with Distinguished Professor of Philosophy Kathleen Dean Moore, Abby Phillips Metzger, ’04, said, “I learned the value of ideas, the importance of curiosity and the significance of critical thinking. She (Moore) empowered me as a student and as a human being.”

Moore went on to acknowledge donors as role models for students like Metzger: “I’ve seen entrepreneurial donors like you make an incredible impact on our programs because you can cross disciplinary boundaries to address issues coming down the road. I want to thank all of you who partner with OSU to find innovative solutions.”
Kathleen Dean Moore, distinguished professor of philosophy, and Abby Metzger, ’04, thank OSU’s most generous friends and alumni. PHOTOS BY KARL MAASDAM

Remembering Joyce Furman, 1941-2009

OSU lost a dear friend on October 26 with the death of Joyce Collin Furman. A 1964 graduate in science education and a member of Alpha Chi Omega, Furman was a tremendous advocate for her alma mater. She served as a member of the OSU Campaign Steering Committee and was a member of the Harris Society, the university’s highest donor recognition group.

Furman graduated from Lebanon High School and was crowned Miss Oregon in 1962. After completing her degree at OSU, she taught school in Hawaii then returned to Oregon to work for IBM. She and her husband, Bill Furman, president and CEO of Greenbrier Companies, married in 1973 and lived in Portland.

In addition to her service to OSU, Furman was a volunteer leader for numerous Portland organizations, including New Avenues for Youth, an agency serving at-risk and homeless teens, which she and her husband helped found. The OSU College of Education recognized Furman in 2005 with their Caring Award, and the College of Business named her a Distinguished Business Partner in 2006.

ALUMNI GIVING
Percentage of alumni supporting The Campaign for OSU, by college

| College of Pharmacy | 26.6% |
| College of Engineering | 26.2% |
| College of Business | 26.1% |
| College of Education | 25.5% |
| College of Forestry | 22.7% |
| College of Agricultural Sciences | 21.8% |
| College of Science | 20.6% |
| College of Health & Human Sciences | 20.4% |
| College of Oceanic & Atmospheric Sciences | 19.1% |
| College of Liberal Arts | 17.2% |
| Graduate School | 17.0% |
| College of Veterinary Medicine | 15.6% |
| University Honors College | 14.8% |

Visit campaignforosu.org to join more than 30,000 fellow alumni who have made gifts to the campaign.
By Cathleen Hockman-Wert

Fifty years ago this January, Jim Searcy met Julie Davies on a blind date. Over coffee, she learned that Jim’s parents, like hers, had met at Oregon State. He learned that she played cello in OSU’s symphony orchestra.

“That was part of what initially drew us together, that we both liked music,” recalled Jim, who was part of the class of 1959. In September 2010 the couple will celebrate their golden wedding anniversary.

The Searcys have remained active with the Corvallis-OSU Symphony Orchestra, which is the longest continually operating orchestra in Oregon. They’ve both served on the Symphony Society board, starting, as Julie put it, back when that meant bringing cookies to the rehearsals.

“The orchestra has come a long way since I played with it as a student,” she said. “We used to go to performances and just hold our breath during the solos, hoping the student could get through it. Now it’s much more professional.”

In appreciation of the gift music has been in their lives, the Searcys are making a lasting contribution to the orchestra. Through a planned gift, they will endow its principal cello position and create an endowed fund for the OSU Alumni Association.

The Searcys’ OSUAA gift also reflects the couple’s lifelong involvements. Jim is serving his fifth year on the association’s board of directors.

Julie, who earned three degrees from OSU, culminating with a Ph.D. in education, worked for many years at Western Oregon University as well as at Oregon State, focusing on continuing education. She is vice chair of the advisory board for the OSUAA’s Academy for Lifelong Learning.

The James T. and Julie A. Searcy Lifetime Learning Fund will support programs that encourage alumni and friends to engage with the university throughout their lives, and it will also help connect students with the alumni association.

The endowments will be funded by a charitable remainder trust, established when the couple donated appreciated real estate to the OSU Foundation.

After 40 years as a certified public accountant, Jim Searcy knew a charitable remainder trust made good sense. In this arrangement, a donor transfers assets to the OSU Foundation, as trustee. The trust usually sells the asset without incurring capital gains tax and invests the proceeds. Investment income goes back to the donor until the end of the trust’s term, at which point the remainder benefits OSU.

“The alternative would have been to sell the property, pay taxes on the sale proceeds and then give what was left. This way, the foundation gets the entire property,” Jim said. “We saw this as a way we can do something for the university and still provide some income for our retirement.”

That’s music to the ears of Marlan Carlson, director of the OSU-Corvallis Symphony and holder of the Gene and Eleanor Otwell Endowed Chair for University Orchestras. “The capacity to engage some of the finest professional musicians in the area as leaders in the orchestra has made a huge difference in its artistic level,” he said.

Dean Larry Rodgers of the College of Liberal Arts noted that many of the symphony’s principal musicians also teach in the music department. “In this way, the Searcys’ gift will also enhance our teaching mission. We’re tremendously grateful for this ‘forever’ gift.”
Connect the dots
All across Oregon and beyond, proud Beaver alumni are putting their dots on the map. Add your own dot, and you can:

- Make new connections
- Find an alumni-owned business
- Locate nonprofits and join alumni who are helping the community
- Make some new friends!

Because when you’re part of Oregon State University, you are

**Powered by Orange.**

Visit [poweredbyorange.com](http://poweredbyorange.com) to add your dot to our interactive map, upload photos and videos, join us on Facebook and Twitter, tag your workspace with free downloads and more.