

SMU Unbridled

THE SECOND CENTURY CAMPAIGN



Honoring Teachers

The success of a major campaign depends upon the people who are committed to achieving the campaign's goals.

In this issue of *Campaign Update*, we are pleased to report on several key advancements in The Second Century Campaign and to publish the names of the volunteers who make up the 16 steering committees guiding this historic effort.

These dedicated and hardworking alumni, families and friends of the University are leading the way in ensuring that SMU will continue to rise in quality and reputation as an internationally recognized center for teaching and research. With your efforts, as well as the generous support of SMU's extended family, we are certain to achieve our goals for the future.

We also report in this issue on the groundbreaking of Annette Caldwell Simmons Hall. This will be the first-ever home for the Annette Caldwell Simmons School of Education and Human Development, dedicated to providing the best training for educators as well as advances in our understanding of human development.

As we seek support for this building, many people are responding to the opportunity to honor a teacher through a naming opportunity such as a classroom or meeting space.

Many of us remember a teacher who profoundly affected the direction of our lives by inspiring a love of learning or sparking an interest in a particular subject. Also, many of us know a friend or family member who has inspired others through their example and dedication to education.

This opportunity is certainly relevant for me. My wife, Gail, was a teacher for 13 years, and I have taken the opportunity to highlight her service by contributing funds to name a room in this new facility in her honor.

The school and its home are themselves named in honor of Annette Caldwell Simmons '57, a former teacher. She and her husband, Harold Simmons, have generously supported SMU's expanding studies in educational curricula and human development.

It is fitting that this groundbreaking, and the expansion of this school, are one of the early achievements of The Second Century Campaign, which itself seeks to solidify the University among the premier universities in the nation.

R. Gerald Turner

R. Gerald Turner
President

Make an Impact!

Annual Giving Strengthens Campaign, Scholarships

Building on three years of record contributions to The Second Century Campaign, SMU unveiled a new focus on annual giving designed to encourage the broadest possible participation by the University's alumni, parents and friends.

"It has been truly gratifying to see the support that The Second Century Campaign has generated throughout the country and internationally," said President R. Gerald Turner. "While we continue to seek and receive leadership

"We must ensure that we continue to provide the best possible education to our students and that we make the high quality of an SMU education accessible through scholarships, needed now more than ever."

- President R. Gerald Turner

support at a record pace, we also want to highlight the importance of annual contributions that support student and faculty achievement in the classroom, library and laboratory."

Annual giving has an immediate impact and helps meet the needs of SMU's many areas of excellence that require ongoing support. Yearly giving also affects the University's rise in national prominence, since alumni participation rates are a factor in determining national rankings.

The campaign's focus on annual giving also represents an effort to adjust to the special challenges presented by the current economic climate.

Applications to the University are at an all-time high, reflecting the growing awareness of SMU's quality and offerings. Financial considerations, however,

are forcing many families to consider educational options more carefully than before.

For that reason, there is a particular need for gifts made in support of annually funded scholarships. These funds can help bridge support for scholars at a time when the SMU endowment, because of market conditions, is providing fewer dollars for operational expenses.

"We must ensure that we continue to

provide the best possible education to our students," Turner said, "and that we make the high quality of an SMU education accessible through scholarships, needed now more than ever."

Honoring Annual Donors

As part of the new focus on annual giving, the University announced the creation of two societies honoring SMU's generous and consistent yearly donors.

President's Associates comprises select supporters who contribute \$1,000 or more during a fiscal year, June 1 - May 31. These farsighted individuals harken to SMU's founding, when donors joined the first University president in setting a vision for SMU.

Those who have contributed for two or more years consecutively will be wel-

comed into the new Hilltop Society, a name that invokes the celebrated crest on which SMU is built.

The Hilltop Society will award special recognition to donors who give for two, five, 10 and 20 years consecutively. Membership in both societies is based on a fiscal year, June 1 - May 31.

Members of both societies will receive special communications and will be acknowledged in SMU publications. They also will receive invitations to special events in Dallas and cities around the United States.

The societies are intended to encourage participation by donors at every level, from students making their first gifts to longtime contributors.

"We must maintain the unprecedented progress that is occurring in all areas of the University," said Turner. "So we are reminding everyone that gifts of all sizes, to all areas, are vitally important."

New Giving Societies

President's Associates
Honors SMU donors who give
\$1,000 or more in a fiscal year

Hilltop Society
Honors SMU donors
who give for two
or more years
consecutively



Charging Ahead Previous issues of *Campaign Update* introduced the Campaign Leadership Council, Campaign Steering Committee Co-chairs for the University's various schools and areas and Campaign Steering Committee Regional Co-chairs. In this issue we're proud to feature the complete list of all confirmed campaign volunteers, hardworking members of SMU's extended family dedicated to ensuring that SMU meets the ambitious goals of The Second Century Campaign. Committee members are pictured at their inaugural meetings.

Second Century Campaign Volunteers

Campaign Steering Committee for Central University Libraries



Ann Warmack Brookshire '77 Co-chair
Tavenner C. Lupton, III '79 Co-chair
Celia Whitfield Crank '83
M. Janis Calvin Cravens '70
Elizabeth A. (Betsy) Dillard '02
L. R. (Bob) Gibson, '48
Perry B. Hall '77, '81
Juli Callan Harrison '70, '72
Dominique Cranmer Inge '83
Sandy Plowman Kraus '76, '80
Natalie Ornish
H. Winfield Padgett, Jr.
C. L. Mike Schmidt '62
Jo Ann Geurin Thetford '69
Sue Trammell Whitfield '54
Elizabeth Leachman Whitney '78
Gillian M. McCombs *Ex-officio*

Campaign Steering Committee for Cox School of Business

Edwin L. Cox, Sr. '42 Honorary Chair
Frank M. Dunlevy '71 Co-chair
David B. Miller '72, '73 Co-chair
C. Fred Ball, Jr. '66
Pat S. Bolin '73
Tucker S. Bridwell '73, '74
Felix Y. Chen
Martin L. Flanagan '82
Charles L. Gummer
Brad K. Heppner '88
Thomas W. Jasper '70
James Johnston '70, '71
D. Scott Luttrell '77
James H. MacNaughton '72, '73
Michael F. McGehee '80
Kenneth R. Morris '72
Randel L. Perkins
Carl Sewell '66
John C. Tolleson '70
Julia C. Wellborn
William M. Wheless, III '71
Billie Ida Williamson '74
Albert W. Niemi, Jr. *Ex-officio*

Campaign Steering Committee for Dedman College of Humanities and Sciences

Nancy McMillan Dedman '50 Honorary Chair
Kelly Hoglund Compton '79 Co-chair
Frederick B. Hegi, Jr. '66 Co-chair
Pierce M. Allman '54
Stephen L. Arata '88
Dan H. Branch '83
Stacey Salvino Branch '84
Donald J. Carty
Jeanne Tower Cox '78
John F. Harper '68
Laurie Spencer Harper '71
Carmen Crews McMillan '64
E. G. McMillan, III '61
Caren H. Prothro
Gail G. Thomas '58

Amy A. Ware '87, '90
Cordelia Chávez Candelaria *Ex-officio*

Campaign Steering Committee for Dedman School of Law



Nancy McMillan Dedman '50 Honorary Chair
Marilyn Hussman Augur '89 Co-chair
Ron K. Barger '81 Co-chair
George W. Bramblett, Jr. '63, '66 Co-chair
Alan D. Feld '57, '60 Convening Co-chair
Philip J. Wise '78, '81 Co-chair
Michael M. Boone '63, '67
Frank L. Branson, III '69, '74
Adelfa B. Callejo '61, '64
Marshall P. Cloyd '60
Donald E. Godwin '73
Robert S. Hart '85, '87
Albon O. Head, Jr. '68
Walter J. Humann '67
Thomas W. Luce, III '62, '66
Donald J. Malouf '62
Carl W. McKinzie '66
Robert E. Mellor '68
William D. Noel '82
Erle A. Nye '65
Edward B. Rust, Jr. '75
Richard Lynn Scott '78
Michael W. Shore '86, '90
Helmut Sohmen '66
George M. Underwood, Jr. '41
Nancy E. Underwood '73
Amy A. Ware '87, '90
Les Ware '89, '92
Donald Wayne Watts '80
John B. Attanasio *Ex-officio*

Campaign Steering Committee for Lyle School of Engineering



Bobby B. Lyle '67 Convening Co-chair
Karen Livesay Shuford '70 Co-chair
Donald A. Berg '71, '77
G. Mark Cullum '69
George P. Cullum, Jr. '42
Milledge A. Hart, III
Hunter L. Hunt '90
Stephanie E. Hunt
David K. Kao '81
Wendy A. Lopez
Angela Steffen Meyer '83, '85, '87
Edwin E. (Boots) Nowlin, Jr. '66, '68
Leonard H. Paton '71
Michael D. Pegues '84
Elizabeth Schrodell Perry '84, '91
Richard L. Rotto '62
Greg Wilkinson '69

Robert L. Zollars '72
Geoffrey C. Orsak *Ex-officio*

Campaign Steering Committee for Meadows School of the Arts



Linda Harris Gibbons '58 Co-chair
John S. McFarland '59, '61 Convening Co-chair
Sarah Fullinwider Perot '83 Co-chair
Linda Pitts Custard '60, '99
Ward L. Huey, Jr. '60
Stephanie E. Hunt
Jeanne Roach Johnson '54
Gene C. Jones
Margo R. Keyes
Sara T. Martineau
Sharon C. McCullough
Harvey Mitchell
Frank M. Roby '74
Ann Swisher '82
George E. Tobolowsky '70, '74
Brad Todd
José Antonio Bowen *Ex-officio*

Campaign Steering Committee for Perkins School of Theology



Dodee Frost Crockett '03 Co-chair
Michael McKee '78 Co-chair
Kay Prothro Yeager '61 Co-chair
L. James Bankston '74
Talmage Boston
Nita Prothro Clark
Mark Craig
Barbara L. Dorff
Dan L. Flanagan '72
Judy Walker Gibbs
Tyrone D. Gordon '84
Zan W. Holmes, Jr. '68
Missy Darwin Kincaid
Steven J. Lindley '74
Robert E. Long '79
Katherine Glaze Lyle '71, '73, '94
Charles R. Millikan '71
Mark A. Nerio '78
Rena M. Pederson
Holly Prothro Philbin
M. Kevin Tully '87
D. Max Whitfield '69
Julie Yarbrough
William B. Lawrence *Ex-officio*

Campaign Steering Committee for Annette Caldwell Simmons School of Education and Human Development

Richard H. Collins '69 Co-chair
Connie Blass O'Neill '77 Co-chair
Anne Perdue Herrscher '58, '86
Carol Seay '66, '71
Bobbie Sue Williams
David J. Chard *Ex-officio*

Campaign Steering Committee for Athletics

Denny R. Holman '67 Co-chair
Paul B. Loyd, Jr. '68 Co-chair
Bradley W. Brookshire '76
A. Baron Cass, III '66
Richard L. Dennie '60

Eric D. Dickerson '84
R. Steve Folsom '81
Maureen E. Frieze '84
Joseph M. (Jody) Grant '60
Clark K. Hunt '87
Robert A. Leach '86
David B. Miller '72, '73
Bruce A. Robson '74
Jack A. Turpin
Ray W. Washburne '83
Steve Orsini *Ex-officio*

Campaign Steering Committee for Campus and Student Life

Craig James '83 Co-chair
Richard Ware '68 Co-chair
Nate E. Crain '92
Lance S. Etcheverry '90
Dianne Warren Green '70
William L. Green '69, '72
Albon O. Head, Jr. '68
Brian F. Hegi
William H. Lively '65
Amy E. Mitchell
Anne Mewhinney Monning '71
Anne Clayton Parra '97
Mark B. Plunkett '96
Amy Ford Prestidge '95
Robin Gilliland Weir '84
Abby Sassenhagen Williams '94
Thomas R. Yenne '74
Christine Casey *Ex-officio*
Paul W. Ludden *Ex-officio*
Lori S. White *Ex-officio*

Campaign Steering Committee for Atlanta



Jennifer D. Flanagan '82 Co-chair
Martin L. Flanagan '82 Co-chair
Deborah B. Akers
John Frederic Akers
Mary Terry Benton '93
Terrell W. Benton, III '92
Jennifer L. Boettcher '92
Matthew Boettcher '92
Vivian Noble DuBose '77
William H. Grumbles, Jr. '71
David E. Harrison '61
Gay S. Harrison '61
Kimberly A. Head-Amos '94
Richard R. House, Jr. '90
Lara L. Lowman '85
Chuck Paul '72
Todd E. Rushing '87

Campaign Steering Committee for Chicago



Leslie Zahn Wilson '81 Co-chair
Royce (Ed) Wilson Co-chair
Lindsay Yedinak Corby '00
Bert A. Getz, Jr. '89
Paul Thomas Kilborn, II '81
Paulette McConachie Moen '75
Timothy P. Moen '74
Douglas M. Ramsey '95
Barbara A. Swanson
Steven M. Swanson '74
Becky White '82
Jim White, Jr. '82
George P. Yedinak '97



Volunteers Report Campaign Progress

The Second Century Campaign's volunteer leadership reported that total contributions grew from \$317 million at the time of the public phase kickoff in September to \$344 million in December. The report came during the second meeting of the Campaign Executive Committee (CEC).

Today the total stands at \$357,296,194.

The CEC also discussed plans for taking the campaign message to Denver, Washington, D.C., San Francisco, St. Louis, Fort Worth and several international regions.

The CEC will meet again in May 2009. The group comprises chairs of steering committees for schools and areas of the University as well as those representing key regions of the U.S. and internationally.

Houston Celebration

Members of SMU's extended family in Houston gathered January 28 to celebrate The Second Century Campaign, four months after Hurricane Ike forced postponement of the original launch party.

Houston Steering Committee Co-chairs Dennis E. Murphree '69 and Scott J. McLean '78 welcomed more than 150 guests at the Houston Country Club.

"We had a fantastic celebration in Houston. I'm proud of the support that turned out from our great city," said Murphree. President R. Gerald Turner, Board of Trustees Chair Carl Sewell and Development and External Affairs Vice President Brad Cheves were featured speakers at the event.



Sue Trammell Whitfield '54 (center), an honorary co-chair of the Houston steering committee, joins Gillian McCombs, dean of Central University Libraries, and Brad Cheves, vice president for development and external affairs.

Building the Future

Work begins on Annette Caldwell Simmons Hall

Annette Caldwell Simmons '57 said she envisions the time when the next generation of teachers and counselors would train for their professions in the facility bearing her name during an emotional groundbreaking ceremony December 5.

"It seems like just a minute ago that this building was a drawing," said Simmons, referring to plans for the new facility. "In just another minute, it will be a building with hundreds of students going in and out. And what a day that will be!"

Members of the Simmons family and the SMU Board of Trustees were joined by more than 300 SMU students, faculty, alumni, family and friends for the groundbreaking at the new building site east of the Dedman Life Sciences building. The new hall will house the Annette Caldwell Simmons School of Education and Human Development.

The ceremony came a year after the announcement of a \$20 million gift from Harold Simmons and Annette Caldwell Simmons to endow the previously unnamed school. The gift provided the lead commitment for Annette Caldwell Simmons Hall. Mrs. Simmons is an elementary education graduate of SMU.

The gift also established two endowed funds – the Fairness Simmons Graduate Fellowship Fund, named for Mr. Simmons' mother, and the Leon Simmons Endowed Deanship and Faculty Recruitment Fund, named for Mr. Simmons' father – to support faculty and student quality.

"The Simmons' commitment will help establish SMU

as a leader in addressing the educational challenges facing the nation," said President R. Gerald Turner.

Turner added that the building will be funded in part by donors wishing to name a room or other feature of the hall in honor of a teacher who had a particular impact on their lives.

Turner was joined on the platform by Mr. and Mrs. Simmons, Second Century Campaign Co-chair Carl Sewell '66, Brad E. Cheves, SMU vice president for development and external affairs, David J. Chard, the Leon Simmons Dean of the Annette Caldwell Simmons School of Education and Human Development, G. Reid Lyon, distinguished professor of education policy and leadership, and Beverly Weiser, a Ph.D. candidate in education.

Richard H. Collins '69 and Connie Blass O'Neill '77, Second Century Campaign steering committee co-chairs for the Annette Caldwell Simmons School of Education and Human Development, joined the platform committee in using shovels to mark the groundbreaking as audience members applauded.

"I am pleased to support this innovative school, Annette's alma mater," Harold Simmons said when the gift was announced. "This represents our shared commitment to support teachers like the ones who made a difference in our lives."

Chard said, "The Simmons' generous gift has meant that we've been able to strengthen our academic programs in a swift and steady way."

Campaign Steering Committee for Houston



Ginger Blanton Honorary Chair
 Jack S. Blanton, Sr. Honorary Chair
 Kirbyjon H. Caldwell '81 Honorary Chair
 Suzette T. Caldwell Honorary Chair
 Gary T. Crum '69 Honorary Chair
 Sylvie P. Crum Honorary Chair
 Ann P. Gibbs Honorary Chair
 James R. Gibbs '66, '70, '72 Honorary Chair
 Paul B. Loyd, Jr. '68 Honorary Chair
 Penny R. Loyd Honorary Chair
 Sue Trammell Whitfield '54 Honorary Chair
 Scott J. McLean '78 Co-chair
 Dennis E. Murphree '69 Co-chair
 Michael S. Alexander '00
 George Brueggeman, Jr. '77
 Robert L. Cabes, Jr. '91
 James (Ross) Canion '03
 Thomas E. Clarke, II '85
 Jonathan M. Clarkson '72
 Rufus P. Cormier, Jr. '70
 Yvonne Clement Cormier '70
 James A. Cummins, Jr. '80
 Larry J. Del Papa, Jr. '77

Marc H. Folladori '71, '74
 Mark D. Hanley '78
 James E. Hibbert '75
 Timothy Horan, Jr. '70
 Cindee Travis Klement
 Steven J. Lindley '74
 Marcus P. Malonson '93
 Anna A. McLean '87
 Ron Morris '56, '60
 Penny Mize Murphree '70
 B. Kelley Parker, III '72, '73
 David Pruner '82
 Yandell Rogers, Jr. '61
 Scott E. Rozzell '71
 Bradford Tucker '75
 David M. Underwood, Jr. '88

Campaign Steering Committee for Los Angeles



Marion Palley Co-chair
 Roger B. Palley Co-chair
 Kelly Allen Welsh '78 Co-chair
 Kevin D. Welsh Co-chair
 John J. Abraham '94
 Jimmy Dunne

Chris Furman
 Monica Furman
 Arlene Kolodziejski
 Dan Kolodziejski
 Richard C. Lewis '91
 Joseph M. Medlin '02
 Karin C. Ott '82
 Scott Riddles '84
 Susan Mullanax Riddles '84

Campaign Steering Committee for New York City



James H. MacNaughton '72, '73 Co-chair
 John L. Dozier, Jr. '94
 Katherine M. Gormly
 Matthew E. Gormly
 Dianne Warren Green '70
 William L. Green '69, '72
 Bradley J. Hoecker '84
 Nonie W. Mackin
 Terry Mackin
 Erik N. Nikravan '06
 John C. Phelan '86
 Mark A. Robertson '85
 John Sidney Trahan '83

Campaign Steering Committee for International Regions (including Hong Kong and Mexico City)

Juan L. Elek Co-chair
 Helmut Sohmen '66 Co-chair

Ex-officio of all campaign steering committees

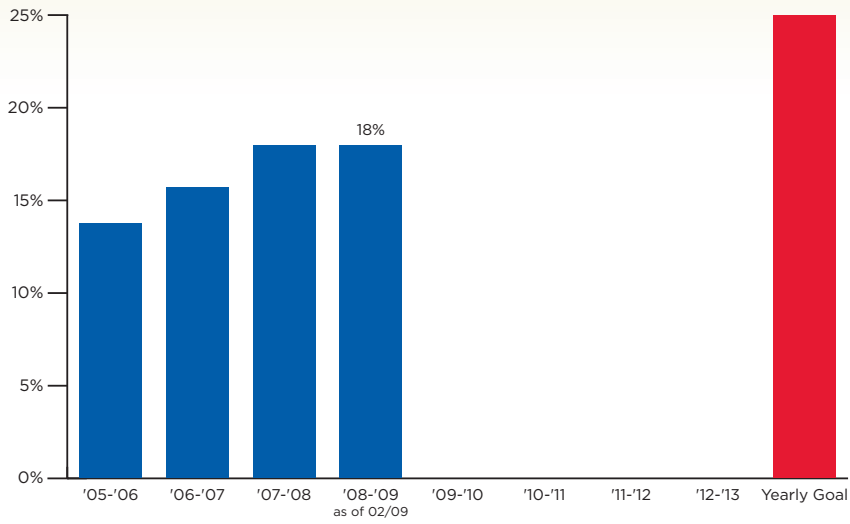
Brad E. Cheves
 R. Gerald Turner

Campaign Leadership Council

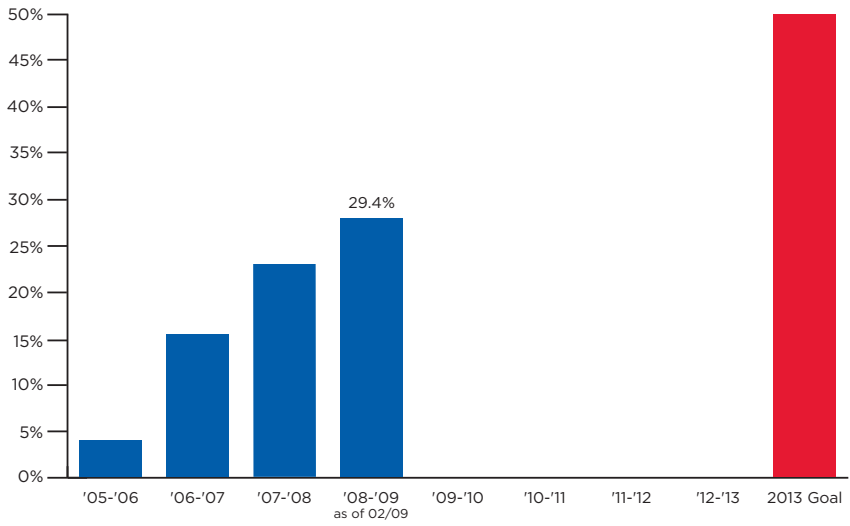
Ruth Collins Sharp Altshuler '48 Co-chair
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 John C. Tolleson '70
 Richard Ware '68
 R. Gerald Turner *Ex-officio*

Campaign Quarterly Report

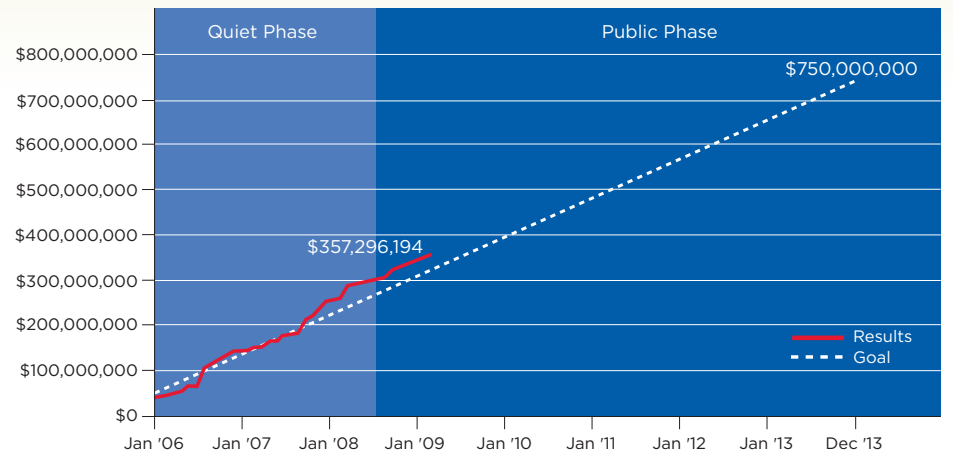
CAMPAIGN YEARLY ALUMNI PARTICIPATION GOAL: 25% PER YEAR



CAMPAIGN CUMULATIVE ALUMNI PARTICIPATION GOAL: 50% BY 2013



CAMPAIGN FINANCIAL GOAL: \$750 MILLION



This information is provided quarterly for The Second Century Campaign's volunteer leadership by the Office of the Vice President for Development and External Affairs. For the complete report, visit smu.edu/unbridled.

CAMPAIGN UPDATE

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The *Campaign Update* is published by the Division of Development and External Affairs for Second Century Campaign leaders and volunteers. Please direct inquiries to Office of Development and External Affairs, SMU Box 750281, Dallas, TX 75275, campaigninfo@smu.edu or 214-768-2666.

Campaign Leadership Council

Ruth Collins Sharp Altshuler '48, Co-chair
 Gerald J. Ford '66, '69, Convening Co-chair
 Ray L. Hunt '65, Co-chair
 Caren H. Prothro, Co-chair
 Carl Sewell '66, Co-chair
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 Milledge A. Hart, III

Gene C. Jones
 Jeanne L. Phillips '76
 John C. Tolleson '70
 Richard Ware '68
 R. Gerald Turner, President*

Division of Development and External Affairs
 Brad E. Cheves, Vice President

*ex officio



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A rendering of the new Annette Caldwell Simmons Hall's north entrance.



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SMU

