

SMU CAMPAIGN UPDATE



CAMPAIGN LEADERSHIP

Caren H. Prothro, Gerald J. Ford '66, '69, R. Gerald Turner, Carl Sewell '66, Ruth Collins Sharp Altshuler '48, Ray L. Hunt '65

IT'S OFFICIAL!

SMU to Launch Second Century Campaign in September

Encouraged by a series of historic gift commitments and growing momentum for SMU's rise in national prominence, the Board of Trustees voted at its May 9 meeting to launch a new major gifts campaign on September 12.

SMU President R. Gerald Turner reports there has been an outpouring of financial support from the SMU family of alumni, parents and friends following the adoption of the University's Centennial Strategic Plan in 2006, and the appointment of new academic and administrative leadership.

"We have been truly impressed," Turner says. "We thought the last campaign, A Time to Lead, was historic, but the University has experienced record-breaking gifts over the past two years. This has encouraged us that the time is right to move forward aggressively to accomplish the goals and objectives of the Centennial Strategic Plan, and to ask our alumni and friends to join us in this important enterprise."

As SMU completes its first century and looks toward its second, unprecedented opportunities are at hand. This is why the University named this effort The Second Century Campaign.

The campaign's quiet phase began in early 2006. During this time, SMU has received gifts supporting priority projects across all schools and units of the University. All combined, more than 40 individuals, corporations and foundations each have provided gifts of \$1 million or more, including five gifts of \$10 million or more, for a total that exceeds \$300 million. An additional 171 donors have provided gifts between \$100,000 and \$999,999.

The impact of these gifts is being felt across campus. Already, as a result of the contributions of more than 27,000 donors, the following endowments and special projects have been supported:

- 1 newly endowed school
- 1 newly endowed academic department
- 5 new academic institutes, centers, programs and initiatives
- 8 newly endowed faculty positions
- 168 newly endowed scholarships
- 7 new facilities

In endorsing the Board's decision, Chair Carl Sewell comments, "We are tremendously excited about the pace of our forward progress, and as we interact with alumni and friends, we have received encouragement to move forward with the campaign. SMU supporters around the world are ready and eager to see the University achieve its next level of national prominence."

The campaign will be led by a Campaign Executive Committee, including members of the Campaign Leadership Council, as well as chairs of school, unit and regional steering committees.

"We are extremely excited about the upcoming campaign and the many SMU alumni, parents and friends who have signed on in volunteer roles," says the campaign's convening co-chair, Gerald J. Ford '66, '69. "Each of the campaign's steering committees is made up of committed individuals who are supporting SMU in new and important ways," says Ford.

The Second Century Campaign will officially launch September 12, 2008, with a series of events on the Dallas campus, and later in locations throughout the country. Current plans call for the campaign to conclude in May 2013.



Announcements during the quiet phase include the historic \$33 million gift from The Meadows Foundation.

Why a Campaign?

The vision of SMU's first president, Robert Stewart Hyer, and the civic and church leaders who founded the University, was to create a great institution of higher learning with far-reaching impact, one that would support the building of the central United States into a region of importance.

I believe those founders would be proud of their institution and pleased that their most expansive dreams have been more than accomplished.

Now, we have the same responsibility to steward this great institution, addressing the challenges and seizing the opportunities of a new century. As the University celebrates the centennials of its founding and opening, in 2011 and 2015, we will look back over the past century with pride.

I've been asked: Why another campaign? Why now? What difference will it make?

The future is calling SMU. We must keep our focus on the century ahead.

I'm a firm believer that if SMU stands still and rests on its past accomplishments, the world will pass us by. The expectations of our founders, and of today's leaders, is that SMU will remain competitive and relevant in a changing world.

We must constantly strive for increased excellence among our students and faculty and address new societal issues. We must remain energetic, vital and relevant. We must anticipate and adapt to the emerging needs of today's students, equipping them to provide enlightened leadership for our region, nation and world. We must tell our story to new generations of potential students who will benefit from the unique mix of educational resources offered by SMU. And we must leave behind a stronger institution than the one we inherited, continuing the boldness of our founders in envisioning unlimited potential.

The tremendous opportunities within our grasp are possible only through the productive work of our students and faculty, and your continued involvement and support. Please join us as we launch this new era of accomplishment. We invite you to be a partner with us in defining SMU's second century.

R. Gerald Turner

R. Gerald Turner
SMU President



Quiet Phase Highlights

'05

January to December 2005

The SMU Board of Trustees authorizes planning to begin for a major gifts campaign in support of the Centennial Strategic Plan. The Board also establishes a 15-person Campaign Leadership Council led by five co-chairs: **Ruth Collins Sharp Altshuler '48**; **Gerald J. Ford '66**, '69; **Ray L. Hunt '65**; **Caren Prothro**; and **Carl Sewell '66**.

'06

January 2006

The campaign receives early support from members of the SMU Board of Trustees, including **Ruth Collins Sharp Altshuler '48**; **Linda Pitts Custard '60**, '99; **Milledge A. Hart, III**; **Bobby B. Lyle '67**; and Board Chair **Carl Sewell '66**, among others. These gifts establish the campaign's first endowed scholarships (President's Scholarships in the names of L. Frank Pitts, Linda Pitts Custard and William A. Custard, and the Carl and Peggy Sewell President's Scholarships), the campaign's first endowed faculty position (the Lyle Professorship in Entrepreneurial Studies in the Cox School of Business) and other campaign funding priorities.

March 2006

The University receives a gift of \$33 million from **The Meadows Foundation**, at the time the largest single gift to SMU in its history. The gift supports public programs, staff, acquisitions and exhibitions at the Meadows Museum and strategic planning and facilities at the Meadows School of the Arts.



May 2006

Jeanne Roach Johnson '54 provides a \$1 million gift to support renovation of the music practice rooms in the Meadows School of the Arts and the establishment of the Jeanne Johnson Piano Guest Artists Endowment Fund, which brings to campus outstanding performers and educators who interact with SMU's students and faculty.

June 2006

The campaign receives a gift of \$2.5 million from **David B. Miller '72**, '73 and **Carolyn Miller**, establishing the David B. Miller Endowed Professorship in the Cox School of Business and providing support for SMU Athletics.

August 2006

History is made again as SMU announces a gift of \$35 million from **Ray L. Hunt '65** and **Nancy Ann Hunt '65**. Their commitment supports the development of SMU's Dallas campus as well as leadership academic programs to be identified during the course of the campaign.

August 2006

Margaret McDermott joins with fellow Dallas arts patron **Nancy Hamon** to provide \$1 million to renovate the public entrance plaza of the Meadows Museum. Plans call for completion of the project in late 2008.

September 2006

SMU dedicates the J. Lindsay Embrey Engineering Building, the first Gold-certified Leadership in Engineering and Environmental Design (LEED) building on the SMU campus and the only academic building in Texas to qualify for this designation. Lead gifts for the facility were provided by the late **J. Lindsay Embrey, Jr. '45**, '47 and his wife, **Bobbie Embrey**; **M. Lee Halford '42**; **Huitt-Zollars Inc.** (president, **Robert L. Zollars '72**); **Bobby B. Lyle '67**; the **Stemmons Foundation** (president, **Allison S. Simon**); **Robert C. Womack**; and the **Kresge Foundation**.

September 2006

SMU Trustee **Paul B. Loyd, Jr. '68** provides \$1 million in additional support for the renovation of the Paul B. Loyd, Jr. All-Sports Center, creating new office space for the Department of Athletics.

November 2006

Adding to its support of the J. Lindsay Embrey Engineering Building and the Crum Basketball Center, the **Embrey Family Foundation** provides \$1 million to develop the Embrey Human Rights Education Pilot Program in Dedman College.



December 2006

A groundbreaking ceremony for the new Crum Basketball Center is held. Named in recognition of a lead gift from SMU Trustee **Gary T. Crum '69** and **Sylvie Crum**, the Crum Basketball Center provides new practice facilities for men's and women's basketball and builds on the April 2006 appointment of new men's head basketball coach **Matt Doherty** and the 300-wins record of the women's coach, **Rhonda Rompola**. Other major donors to the new facility include **David B. Miller '72**, '73 and **Carolyn Miller**, **Vic Salvino** and **Gladie Jo Salvino** and the **Embrey Family Foundation**.

December 2006

Trustee *emeritus* **Roy M. Huffington '38** makes a \$10 million gift, creating two endowed funds in support of student scholarships and faculty resources. Initially, these funds are being used to support students and faculty in Dedman College.

'07

January 2007

A trust established by the estate of former U.S. Congressman and Judge **Brady P. Gentry** provides a gift of \$2 million to support scholarships for students from several East Texas counties, including Smith, Van Zandt, Gregg, Wood, Upshur, Camp, Panola and Rusk counties.

September 2007

Paul W. Ludden is named provost and vice president for academic affairs at SMU. Under his leadership, the following new deans, each an outstanding teacher and scholar, are recruited to the University: **David J. Chard**, the Leon Simmons Endowed Dean of the Annette Caldwell Simmons School of Education and Human Development; **James E. Quick**, dean of research and graduate studies; and **Cordelia Chávez Candelaria**, dean of Dedman College.



September 2007

A groundbreaking ceremony and prayer service are held at the Perkins School of Theology to celebrate the beginning of construction on Elizabeth Perkins Prothro Hall. A \$6 million lead gift from the **Perkins-Prothro Foundation** and trustee *emerita* **Elizabeth Perkins Prothro '39** makes the project possible. Along with \$1.4 million in gifts from anonymous donors through the **Texas Methodist Foundation**, approximately 300 donors have contributed more than \$11 million toward the \$13 million project goal.

A BOLD START



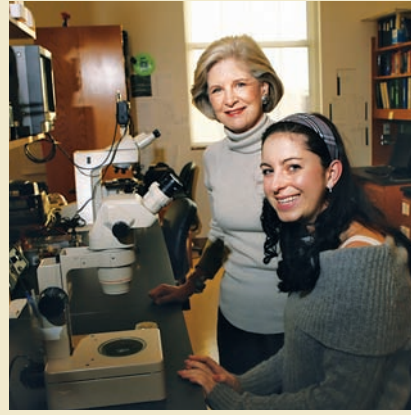
October 2007

A \$10.1 million gift from the **W. W. Caruth, Jr. Foundation of Communities Foundation of Texas** establishes the Caruth Institute for Engineering Education and provides a lead gift for a new Caruth Hall, replacing the original building from the 1940s. The Caruth Institute is a national leader in engineering education focusing on the development of pre-collegiate science, technology, engineering and mathematics educational programs as well as gender parity in engineering education.



November 2007

Annette Caldwell Simmons '57 and Harold Simmons provide a gift of \$20 million endowing the Annette Caldwell Simmons School of Education and Human Development and providing a lead gift for the School's primary facility. The Annette Caldwell Simmons School is a national leader in language, literacy, bilingual and reading research, as well as dispute resolution and counseling. The Simmons' gift also establishes the Fairness Simmons Graduate Fellowship Fund and the Leon Simmons Endowed Deanship in memory of Mr. Simmons' parents, both educators.



January 2008

Trustee **Caren H. Prothro** and the **Perkins-Prothro Foundation** establish the C. Vincent Prothro Biological Sciences Initiative in Dedman College with a gift of \$3.6 million. The gift provides \$2 million for a Distinguished Chair of Biological Sciences, whose work will be supported by a \$1 million Endowed Research Fund, a \$500,000 Graduate Fellowship Fund and a \$100,000 Undergraduate Scholarship Fund. The faculty chair and endowed funds are named in memory of Caren Prothro's late husband, an SMU alumnus and longtime supporter of the University.



February 2008

Trustee *emeritus* **William P. Clements '39 and Rita Clements** make a \$4 million gift in support of facility improvements at the SMU-in-Taos campus. Beginning in summer 2008, planned enhancements include new and renovated student and faculty housing, state-of-the-art technology and a new student center. A number of donors have made additional contributions to the Clements' gift, including **Roy Coffee and Janis Coffee; Richard T. Mullen '61 and Jenny Mullen; Jo Ann Geurin Pettus '69; Caren H. Prothro; Steve Sands '70 and Marcy Sands '69; Richard Ware '68 and William J. Ware '02**, among others.



October 2007

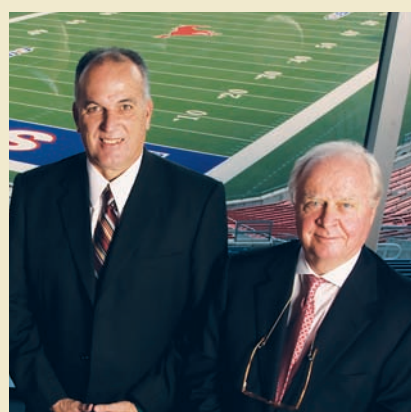
SMU trustee *emeritus* **Edwin L. Cox, Sr. '42** provides a gift of \$5 million to initiate a drive to endow the successful BBA Scholars Program. Trustee **John C. Tolleson '70** is the first to respond with a commitment of \$1 million, followed by other commitments totaling more than \$4 million, including \$2 million from an anonymous donor. The innovative program helps the Cox School recruit a stronger student body; with the help of the BBA Scholars Program, the SAT scores for entering Cox undergraduates have risen significantly over the past five years.

November 2007

The estate of **Catherine Perrine**, wife of former SMU English Professor **Laurence Perrine**, provides \$1.5 million to establish the Laurence and Catherine Perrine Endowed Chair in English, a faculty position specializing in creative writing. In addition, the estate provides \$1 million to create the Laurence and Catherine Perrine Endowed President's Scholarship Fund supporting at least two President's Scholarships, to be chosen from among Dedman College majors.

December 2007

Trustee **Richard Ware '68** provides \$1 million in support of several University priorities, including initiatives in the Department of Athletics and at the SMU-in-Taos campus.



February 2008

Donors to the Circle of Champions, led by **Gerald J. Ford '66, '69**, provide new head football coach **June Jones** with financial resources to support efforts to build a winning Division I-A football program.

February 2008

The George W. Bush Presidential Library Foundation announces that SMU has been chosen as the site of the George W. Bush Presidential Center, consisting of a library, museum and institute. As the Bush Foundation achieves its fundraising goals, SMU will receive funds to endow joint programs between the University and the Bush Presidential Center in areas such as political science, economics and law, among others.

March 2008

Alumni giving participation for the 50-year reunion surpasses the 30 percent goal, up from 24 percent this time last year, with 35 percent participation predicted by the end of May. One of the campaign goals is a 30-percent overall alumni participation rate.



March 2008

Tony Blair, former prime minister of Great Britain and Ireland, receives the Medal of Freedom awarded by the John Goodwin Tower Center for Political Studies in Dedman College. Along with public campus ceremonies, a private function raises nearly \$600,000 for programs of the Tower Center, with major support provided by **Berry Cox and Jeanne Tower Cox '78; Gerald J. Ford '66, '69 and Kelli Ford; Jerry Jones and Gene C. Jones; Lawrence Lacerte and Joyce Lacerte; Ross Perot, Jr. and Sarah Fullinwider Perot '83; and John C. Tolleson '70 and Debbie Tolleson**. The following day, the former prime minister also speaks with local high school students at the 2008 Hart Global Leaders Forum and participates in discussions with SMU students and faculty.

March 2008

David B. Miller '72, '73 and D. Scott Luttrell '77 establish the EnCap Investments & LCM Group Alternative Asset Management Center in the Cox School of Business with a gift of \$3 million. Created to help meet the demand for alternative asset management professionals, SMU is one of only a handful of universities in the world to offer this training at the undergraduate level.



March 2008

SMU's Perkins School of Theology receives a \$1 million gift from **Barbara Cook Wendland '55, '86 and Erroll Wendland '50, '51** to establish the Wendland-Cook Professorship in Constructive Theology. The professorship will contribute to the academic study of systematic and constructive theology to address current issues, inequality of power, a commitment to the liberation of all peoples, the promotion of justice and the encouragement of nonviolence.

March 2008

The Texas Instruments Foundation endows the Texas Instruments Distinguished Chair in Engineering Education and Director of the Caruth Institute for Engineering Education. **Delores M. Etter**, a nationally known engineer, scientist and innovative educator, is appointed to the chair and director positions.



March 2008

Roy M. Huffington '38 adds to earlier support with a second \$10 million gift permanently endowing the Huffington Department of Earth Sciences in Dedman College, only the second endowed department in the college's history. The gift also establishes five endowed funds in support of related science departments and programs.

March 2008

Construction is completed on the new Turpin Tennis Stadium, made possible by a \$1 million gift from **Jack Turpin**. Plans call for the construction of an adjacent indoor tennis stadium in 2009.

March 2008

The "Remember the Ladies" campaign, benefiting the Archives of the Women of the Southwest in SMU's DeGolyer Library, reaches a new milestone in its goal of raising \$1 million to endow an archivist position. As part of this effort, the female members of the SMU Board of Trustees (**Ruth Collins Sharp Altshuler '48; Laura Welch Bush '68; Linda Pitts Custard '60, '99; Jeanne Tower Cox '78; Gene C. Jones; Connie Blass O'Neill '77; Jeanne L. Phillips '76; Caren H. Prothro; and Ann B. Sherer**) jointly make a gift to the Archives in honor of SMU President R. Gerald Turner's wife, **Gail Oliver Turner**.

April 2008

The SMU School of Engineering receives an in-kind software grant with a value of \$5.7 million from **Siemens PLM Software**. The software grant will be used to enrich the engineering curriculum at the Research Center for Advanced Manufacturing at SMU.

April 2008

The Noel family endows the dean's position in the Dedman School of Law in honor of **Judge James Noel**. Contributors include **James L. Noel, III and Melinda C. Noel; Carol Noel King (JD '76) and J. Stephen King (JD '77); Ed ('75) and Pat Oden Noel ('75); Will (JD/MBA '82) and Barb Noel; and Robert ('80 and JD '89) and Deanne (JD '89) Noel**. The family's gift also secures a \$1 million matching gift from the **Dedman Foundation**.



May 2008

Ground is broken on the new Caruth Hall, replacing the original 1948 facility. To be built to LEED Gold-certified standards, Caruth Hall is named in honor of **W. W. Caruth, Sr.**, whose family provided much of the original land parcel on which SMU is located. Lead donors to the project include the **W. W. Caruth, Jr. Foundation of Communities Foundation of Texas; C. Robert Palmer '57, '66 and Rebecca Palmer; the Hillcrest Foundation; and the J. E. and L. E. Mabee Foundation**.

May 2008

SMU President **R. Gerald Turner** reports to the Board of Trustees at its May meeting that more than \$300 million in early campaign commitments has been received and that an international campaign volunteer structure is in place. In response to the significant support and enthusiasm exhibited by SMU's alumni, parents and friends and the campus community, the SMU Board of Trustees unanimously approves the September 12 launch of the public phase of The Second Century Campaign.

Campaign Leadership Council

Meet the Campaign Leadership Council, a coalition of long-standing SMU supporters leading The Second Century Campaign. Beginning in 2006, a 15-member Campaign Leadership Council has assisted the University in the execution of the campaign's quiet phase, which focused on solicitations of leadership gift commitments of \$1 million or more. Going forward, the Campaign Leadership Council will continue to oversee the campaign's leadership gift solicitations, as well as provide general oversight of the campaign's volunteer organization.



Gerald J. Ford '66, '69
Convening Co-Chair

Gerald Ford is the chairman of the board of Diamond A Ford Corporation. He is a current member and the immediate past chair of the SMU Board of Trustees. He is the chair of the Finance Committee and a member of the Executive, Investment, Trusteeship and Real Estate committees of the Board. Mr. Ford has been awarded SMU's Distinguished Alumni Award. Over the years, his significant support of the University has resulted in the Gerald J. Ford Stadium and the Ford Research Fellows Program, among other projects. In the University's last major gifts campaign, A Time to Lead, Mr. Ford served on the Campaign Executive Committee and as co-chair of the Dedman College campaign committee.



Ruth Collins Sharp Altshuler '48
Co-Chair

Ruth Altshuler is a Dallas civic and philanthropic leader. She has served as a member of the Board of Trustees from 1968-87 and 1988-present. She was the first woman to serve as chair of the SMU Board of Trustees from 2000-02 and is a recipient of the University's Distinguished Alumni Award. She is chair of the Board's Development and External Affairs Committee, vice chair of the Trusteeship Committee and a member of the Academic Affairs and the Executive committees of the Board. She also is a member of the Maguire Ethics Center Advisory Board and the Meadows School of the Arts Executive Board. The Ruth Collins Sharp Drama Building is named in her honor, as is the Altshuler Learning Enhancement Center and the Altshuler Distinguished Teaching Professor Award. In the University's last campaign, Mrs. Altshuler served as one of five general co-chairs.



Ray L. Hunt '65
Co-Chair

Ray Hunt serves as chairman and CEO of Hunt Oil Company. Mr. Hunt has served as a member of the SMU Board of Trustees from 1976-present. He is the chair of the Trusteeship Committee and a member of the Executive, Finance and Presidential Library Special Advisory committees of the Board. He also is a member of the Maguire Energy Institute Advisory Board and the Maguire Ethics Center Advisory Board. Mr. Hunt has been awarded SMU's Distinguished Alumni Award. Among numerous gifts, he and his wife, Nancy Ann, created the Hunt Leadership Scholars Program, offering one of the most prestigious merit-based scholarships at SMU, which allows students to combine learning and leadership. In the last campaign, Mr. Hunt served as one of five general co-chairs.



Caren H. Prothro
Co-Chair

Caren Prothro is a Dallas civic and philanthropic leader. She is past vice-chair of the SMU Board of Trustees and has served as a member from 1992-present. She is the chair of the Academic Affairs Committee and a member of the Buildings and Grounds, Executive and Trusteeship committees of the Board. She also is a member of the SMU-in-Taos and Dedman College Executive Boards and the Maguire Ethics Center Advisory Board. Mrs. Prothro's most recent gifts include support of the new Elizabeth Perkins Prothro Hall and its Charles and Mac Cullum Lecture Hall, as well as the C. Vincent Prothro Biological Sciences Initiative in Dedman College. Mrs. Prothro served as one of five general co-chairs of SMU's previous major gifts campaign.



Carl Sewell '66
Co-Chair

Carl Sewell is chairman of Sewell Automotive Companies. He is the current chair of the SMU Board of Trustees and has been a member of the Board since 1996. As the chair, he is an *ex officio* member of all SMU board committees and all executive boards for the University's schools and centers. He also is the chair of the Executive Committee and a member of the Presidential Library Special Advisory Committee of the Board. Mr. Sewell has been awarded SMU's Distinguished Alumni Award. He has been a strong advocate of the strategic initiative to recruit higher-achieving students and improve academic quality at SMU and helps to support the President's Scholars Program, the Department of Athletics and student career services, among other areas. In SMU's previous campaign, he served as Annual Fund co-chair, as a member of the Campaign Executive Committee and as a member of the campaign committee of the Cox School of Business.



Michael M. Boone '63, '67

Michael Boone is a co-founder and member of the board of directors of the law firm Haynes and Boone, LLP. He earned both his undergraduate and J.D. degrees at SMU. He has been awarded SMU's Distinguished Alumni Award and, most recently, the 2008 J. Erik Jonsson Ethics Award from SMU's Cary M. Maguire Center for Ethics and Public Responsibility. His service to SMU includes membership on the Board of Trustees, chairing its Legal and Government Affairs Committee and serving as a member of the Executive, Finance, Trusteeship, Real Estate and Presidential Library committees. He also is a member of the Dedman School of Law Executive Board, which he previously chaired. In the previous campaign, Mr. Boone served on the Campaign Executive Committee and as co-chair of the Dedman Law campaign committee.



Gary T. Crum '69

Gary Crum is president of the CFP Foundation, a charitable foundation focused primarily on educational issues related to Texas. He is a member of the SMU Board of Trustees and its Athletics and Finance committees. He also is a member of the Cox School of Business Executive Board and provided funding for the Crum Auditorium in the James M. Collins Executive Education Center. Named in recognition of a lead gift from Gary and Sylvie Crum, the new Crum Basketball Center was dedicated in February 2008.



Linda Pitts Custard '60, '99

Linda Custard is the general partner of Custard/Pitts Land and Cattle Company and an active civic and philanthropic leader. She is a member of the SMU Board of Trustees and serves on its Student Affairs, Academic Affairs and Audit committees. She chairs the Meadows School of the Arts Executive Board and chaired the International Festival of Opening Events for the Meadows Museum and the Jubilee Opening of the Greer Garson Theatre. Mrs. Custard was awarded the SMU Distinguished Alumni Award in 2007. Mrs. Custard, along with her husband, William Custard, and her father, L. Frank Pitts, established the first endowed scholarships of The Second Century Campaign.



Robert H. Dedman, Jr. '80, '84

Robert Dedman is president and CEO of DFI Management, Ltd. A trustee since 2004, Mr. Dedman serves on the Board's Academic Affairs, Audit and Legal and Government Affairs committees, and is a member of the Dedman School of Law Executive Board. Mr. Dedman continues the leadership of his parents, the late Robert H. Dedman, Sr. and Nancy McMillan Dedman, whose gifts included endowments naming Dedman College and the Dedman School of Law; the lead gift constructing the new Dedman Life Sciences Building dedicated in 2001; and \$1 million toward the construction of the Dedman Center for Lifetime Sports, a multi-use sports complex for SMU students, faculty and staff; among other projects.



Milledge A. Hart, III

Mitch Hart is chairman of Hart Group, Inc. He is a member of the SMU Board of Trustees, chairs its Investment Committee and is a member of its Academic Affairs, Development and External Affairs, Executive and Real Estate committees. He is a member and former chair of the Willis M. Tate Distinguished Lecture Series Board and is a member of the School of Engineering Executive Board. With his wife, Linda, he endowed the Hart Global Leaders Forum, which enables SMU and selected local high school students to learn from world figures such as former British Prime Minister Tony Blair, as well as other innovative projects like the Hart eCenter. In the last campaign, Mr. Hart served as a member of the Campaign Executive Committee and co-chaired the Dedman College campaign committee.



Gene C. Jones

Gene Jones is a Dallas civic and philanthropic leader. Her service on the SMU Board of Trustees includes membership on the Academic Affairs, Development and External Affairs and Student Affairs committees of the Board. She is a member of the executive board for the Meadows School of the Arts and the board of directors for the John Goodwin Tower Center for Political Studies. Her support of the University includes the creation of the Gene and Jerry Jones Great Hall in the Meadows Museum, which allows the museum to welcome thousands of individuals each year from around the world for special events and programs. Mrs. Jones and her husband, Jerry, have graciously provided their home for SMU special events, including dinners honoring SMU's Tower Center Medal of Freedom recipient President George H. W. Bush and actress Lauren Bacall, who was featured at a campus event benefiting Meadows School of the Arts.



Jeanne L. Phillips '76

Ambassador Phillips is senior vice president of Corporate Affairs and International Relations at Hunt Oil Company. She served as U.S. Ambassador and Permanent Representative to the Organization of Economic Cooperation and Development in Paris, France (2001-03). Ambassador Phillips was executive director of the 54th Presidential Inaugural Committee (2000-01) and chair of the 55th Presidential Inaugural Committee (2005). She recently was appointed by Governor Rick Perry to the Cancer Prevention and Research Institute of Texas. She has received SMU's Distinguished Alumni Award. Her service to SMU includes membership on the SMU Board of Trustees and its Academic Affairs, Buildings and Grounds, Development and External Affairs and Presidential Library Special Advisory committees. She also is a member of the executive board of the John Goodwin Tower Center for Political Studies and the Dedman College Executive Board.



John C. Tolleson '70

John Tolleson is chairman and CEO of Tolleson Wealth Management. As a member of the SMU Board of Trustees, Mr. Tolleson is vice chair of the Investment Committee and serves on the Academic Affairs, Audit and Real Estate committees. He is chair of the executive board of the Edwin L. Cox School of Business and a member of the board of directors of the Willis M. Tate Distinguished Lecture Series. He also is a member of the Parent Leadership Council. His support of SMU includes an endowed deanship as well as endowed BBA Scholarships in the Cox School of Business. In SMU's previous campaign, he served as a member of the Cox School campaign committee.



R. Gerald Turner
Ex officio

As president of SMU since 1995, R. Gerald Turner is overseeing an era of unprecedented progress at the University. Under his leadership, the University's endowment has grown to more than \$1 billion; SMU has completed its most successful campaign to date, A Time to Lead (1997-2002); a new strategic plan has been developed for the University's advancement in its second century; and the Centennial Master Plan is guiding the physical development of campus. He co-chaired the Presidential Library Special Advisory Committee of the Board.



Richard Ware '68

Richard Ware is president of Amarillo National Bank. He has served SMU as a member of the Board of Trustees from 1980-92 and 1994-2008. During his term he chaired three committees of the Board and was Board Vice Chair from 2006-08. He led the University's Annual Fund for two years, serves on the Dedman College Executive Board, co-chairs the upcoming campaign's steering committee for campus and student life and is a member of the Campaign Leadership Council. He will receive SMU's Distinguished Alumni Award in fall 2008. Mr. Ware's support of the University extends across SMU, with a special emphasis on programs and projects that benefit students, such as career services, recreational facilities and the Department of Athletics, among other areas.

Campaign Steering Committees

Recruitment has begun for SMU's Campaign Steering Committees. As of May 1, 2008, these individuals have agreed to serve as co-chairs of the campaign committees for SMU's schools and units, as well as a growing list of cities here and abroad. Look for the expanded list of new members in the Fall 2008 *Campaign Update*.

Campaign Steering Committee for Central University Libraries

Ann W. Brookshire '77, Co-Chair
Tavener C. Lupton III '79, Co-Chair

Campaign Steering Committee for Cox School of Business

Frank M. Dunlevy '68, Co-Chair
David B. Miller '72, '73, Co-Chair

Campaign Steering Committee for Dedman College

Kelly Hoglund Compton '79, Co-Chair
Frederick B. Hegi, Jr. '66, Co-Chair

Campaign Steering Committee for Dedman School of Law

Alan D. Feld '57, '60, Convening Co-Chair
Marilyn Hussman Augur '89, Co-Chair
Ron K. Barger '81, Co-Chair
George W. Bramblett, Jr. '63, Co-Chair
Philip J. Wise '78, '81, Co-Chair

Campaign Steering Committee for School of Engineering

Bobby B. Lyle '67, Convening Co-Chair
Karen Livesay Shuford '70, Co-Chair

Campaign Steering Committee for Meadows School of the Arts

Linda Harris Gibbons '58, Co-Chair
John S. McFarland '59, Co-Chair
Sarah Fullinwider Perot '83, Co-Chair

Campaign Steering Committee for Perkins School of Theology

Dodee Frost Crockett '03, Co-Chair
Rev. Mike McKee '78, Co-Chair
Kay Prothro Yeager '61, Co-Chair

Campaign Steering Committee for Athletics

Denny R. Holman '67, Co-Chair
Paul B. Loyd, Jr. '68, Co-Chair

Campaign Steering Committee for Campus and Student Life

Richard Ware '68, Co-Chair

Campaign Steering Committees for National and International Regions

Campaign Steering Committee for Atlanta

Jennifer D. Flanagan '82, Co-Chair
Martin L. Flanagan '82, Co-Chair

Campaign Steering Committee for Houston

Anna A. McLean '87, Co-Chair
Scott J. McLean '78, Co-Chair
Dennis E. Murphree '69, Co-Chair

Campaign Steering Committee for Los Angeles

Kelly A. Welsh '78, Co-Chair
Kevin D. Welsh, Co-Chair

Campaign Steering Committee for New York City

James H. MacNaughton '72, '73, Co-Chair

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The Development and External Affairs Committee of the SMU

Board of Trustees has played a critical role in planning The Second Century Campaign. The University community would like to thank the members of the DEA Committee for their service during this important planning process.

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CAMPAIGN UPDATE

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The *SMU Campaign Update* is published by the Division of Development and External Affairs for Second Century Campaign leaders and volunteers. The newsletter shares exciting information and news with those leading the campaign around the world. Please direct inquiries to Office of Development and External Affairs, SMU Box 750281, Dallas, TX 75275, campaigninfo@smu.edu or 214-768-2666. 08584.508

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Save the Date: Campaign Kicks Off September 12, 2008



On September 12, 2008, SMU will celebrate the launch of the public phase of The Second Century Campaign with a series of campus celebrations for alumni and the community. Please plan to join us for a celebratory day of special announcements, food and entertainment. We'll even have the Mustang Band and Peruna on hand!

Campaign Volunteer and Donor Reception
Campaign Launch Public Announcement
All-campus Picnic and Celebration

Look for your invitations to these events later this summer and check for updates at smu.edu/secondcentury.

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