

# JAMES MADISON UNIVERSITY.

Campaign kickoff video



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## Seven is lucky number for students

### Young alumni group creates business scholarship

Jason Minton and six of his friends get together at least once a year to play golf for charity. And then there are bachelor parties, weddings -- any excuse will do. These seven Dukes travel from four eastern-seaboard states to meet. Why? What's their bond? Pi Kappa Phi and the JMU College of Business.

The first gathering of 2007 was in Zane Showker Hall as they met to establish the Madison Business Scholarship as a tribute to their alma mater and an investment in future JMU students. This may be the youngest alumni group to ever establish an endowment, according to Elizabeth Pharr, CoB director of development.

Six of the young men met on Jan. 20 to sign a \$25,000 scholarship agreement: Jim Bonnell ('02), Michael Lentine ('03), Michael Marcantonio ('03), Jamie McDonald ('02), Jason Minton ('03) and Jon McWhinney ('02). Though he was there in spirit, Dave Krause ('03) was unable to attend. The former classmates, whose friendships continue long distance, will ask family and friends -- over the next five years -- to help support the endowment.

"When you benchmark the JMU College of Business against other great business schools, ... we believe that the CoB needs the same resources as those schools," Minton says about what motivated him and his colleagues to establish the endowment. The group unanimously agreed that CoB graduates are competitive in the marketplace and that an increasing endowment will make it possible for the college to recruit the best students and help bring deserved recognition. Minton spearheaded the project with full support from his fellow donors.

"Working collaboratively in teams is a hallmark of the College of Business curriculum," says Robert Reid, CoB dean. "These alumni have extended this concept beyond graduation by putting a stake in the ground and challenging other young alumni to become involved. By establishing this endowment fund, they have demonstrated that young alumni can give back early in their careers. Their endowment will benefit others for decades to come."

"We have been fortunate to experience early success in our careers, and it is rewarding to have the opportunity to give back," says Bonnell, who is director of member benefits services for the Home Builders Association of Virginia.

McWhinney agrees. "We want to help others have the same great experience we had."

McDonald recently proved the value of a CoB education. He passed the Chartered Financial Analyst Level I exam on his first attempt, a significant accomplishment considering only about 40 percent of exam takers worldwide passed Level I in June 2006. Even fewer, about one-third, pass on the first attempt.

The founders of the Madison Business Scholarship invite friends and classmates to contribute. It takes \$250,000 to endow a scholarship to support a full-time, in-state student. This group intends, in time, to exceed that amount with the support of friends, family and business associates. They already have many ideas to help them accomplish that goal.

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To contribute to the Madison Business Scholarship, contact Elizabeth Pharr at [pharrge@jmu.edu](mailto:pharrge@jmu.edu), or call (540) 568-3228.