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Recapping the Madison Century

Success beyond dollars means a new culture begins to flourish

August 25, 2008--The Madison Century, JMU's first-ever comprehensive capital campaign, was victorious on many fronts -- boasting a final total that topped the campaign goal by \$20 million.

A total of \$70 million was committed as a direct result of JMU's six-year capital campaign. The final total is \$20 million, or 40 percent, more than the campaign's \$50 million goal.

JMU President Linwood H. Rose, who announced a major commitment to private fundraising in his presidential inaugural address 10 years ago, expressed his satisfaction: "I am truly heartened and excited by the unqualified success of our first comprehensive campaign. On behalf of JMU, I extend sincere thanks to everyone who contributed to this milestone accomplishment."

The six-year comprehensive campaign, The Madison Century: A Campaign for JMU, began July 1, 2002, with a goal of \$50 million. The campaign officially closed June 30, 2008.

Joanne Carr, senior vice president of university advancement, along with campaign volunteer and leadership donor Steve Leeolou ('78), shared the initial news in a letter to major donors earlier this summer. "Just as encouraging as the total dollars raised is the change in culture at Madison," they said. "Along with fundraising goals, the Madison Century campaign also set out to change the Madison culture to one in which philanthropy was an accepted part of university life. In just six years, a new culture of giving at Madison has taken root and begun to flourish."

A series of successes

The Madison Century capital campaign comprised a series of success stories. Among them was the \$16.6 million in private giving received last year. "That's the highest one-year total JMU has ever enjoyed and an increase of 24.8 percent over our best previous year," according to Carr.

In addition, she said, "85 percent of the almost 250 donors who made a major gift had never before given at that level to JMU."

Gifts to the Madison Fund, the core of the annual giving program, totaled \$18.6 million over the course of the campaign and came to a record \$4 million last year.

Duke Club giving topped \$4.4 million during the six-year campaign and \$1 million in the final year. That's the first time Duke Club giving has crossed the \$1 million threshold in just one year.

The President's Council has seen significant growth since it was established three years ago. Membership in this giving leadership group has grown from 1,124 in Fiscal Year 2006, to 1,269 in FY07 and currently to 1,361 in FY08. "This growth in membership puts JMU on the right track for continued success in expanding that culture of giving," said Rose, who initiated formation of the council.

PUBLISHER:
[Division of University
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Impact already evident

Campus is already seeing the positive effects of giving to the campaign. The Plecker Athletic Performance Center, which was built primarily from private gifts of \$8.3 million, has been serving JMU's student-athletes for two years. Almost \$8.4 million has been raised to build and equip the future Performing Arts Center, which is under construction now and due to open in March 2010.

New endowed scholarship gifts of \$13.8 million allows JMU to assist 370 additional students every year. An additional \$2.26 million in scholarships raised through annual giving was disbursed to students almost immediately.

Campaign goals

The capital campaign surpassed four of its five major fundraising goals and topped several by significant amounts.

- \$5.2 million raised: Faculty chairs, professorships and teaching excellence (\$7.5 million goal)
- \$16.3 million raised: Student scholarships: (\$4 million goal)
- \$25 million raised: Support for academic and athletics programs (\$20 million goal)
- \$17 million raised: Improved facilities (\$17 million goal)
- \$5.7 million raised: Unrestricted operating support (\$1.5 million goal)

"The close of the Madison Century campaign signifies the end of one incredible era and the beginning of another at Madison," Carr and Leolou told major donors. "It is with great pride that we can claim Madison truly has come of age."



Comprehensive campaign tops \$70 million, surpassing goal by 40 percent

July 29, 2008--James Madison University's first comprehensive fundraising campaign concluded with \$70 million committed, surpassing the campaign goal by 40 percent. The six-year comprehensive campaign, The Madison Century, began July 1, 2002, with a goal of \$50 million. The campaign officially closed June 30, 2008.

The six-year comprehensive campaign, The Madison Century, began July 1, 2002, with a goal of \$50 million. The campaign officially closed June 30, 2008.

"I am truly heartened and excited by the unqualified success of our first comprehensive campaign," said JMU President Linwood H. Rose. "On behalf of the university, I extend sincere thanks to everyone who contributed to this milestone accomplishment.

"The significance of this successful campaign goes beyond the dollars raised and the programs funded," Rose said. "The success of the Madison Century campaign positions James Madison University well as we enter our second century of preparing students to be educated and enlightened citizens. I have no doubt our campaign success will support enhanced educational experiences for students who will live rewarding lives devoted to serving society."

The [Madison Century](#) served as a bridge for JMU as the institution commemorated its first 100 years while looking forward to another century of educating students.

First professor selected for Mengebier Professorship thanks Class of 1958

May 23, 2008--Dave Pruett, Department of Mathematics and Statistics of the College of Science and Mathematics, expressed his gratitude for being the first recipient of the Bill Mengebier Endowed Professorship to the Class of 1958 at their reunion banquet April 25. "It is humbling to be the first recipient of the Mengebier Professorship," Pruett said, "knowing full well that many others in our college are at least as deserving as I. And as a representative of the College of Science and Mathematics, please know too that we are all grateful for this gracious gift. It will allow for opportunities and creativity that would not have existed otherwise.

"For my own part, I confess to still being in a bit of shock," Pruett continued. "I have just begun to think about how to make use of your generosity. I can't tell you yet exactly how your money will be used, but I can tell you I will do my best to use it wisely and not to spend it all in one place."

Mengebier Professorship

May 9, 2008--The Class of 1958 gave two gifts to JMU during Reunion Weekend April 25-26, 2008, which saw the class inducted into the Bluestone Society. The idea for one of the gifts, an endowed professorship, actually started 20 years ago, at the class's 30-year reunion. Pat Smith Wilson ('58) told classmates gathered in 1988, "If 10 people gave \$10 each month for 10 months over 10 years, we could collect a large amount of money." That simple mathematical formula led to \$163,082 in memory of Dr. William Mengebier, head of the biology department at Madison College from 1954 through 1968.

A second check from the class of 1958, of money given over five years not specifically designated for the Mengebier gift, totaled \$316,114.36.



Dr. William Mengebier

Webcam offers round-the-clock views of Performing Arts Center construction

May 5, 2008--A live Web-enabled camera offers Internet users round-the-clock views of the [construction site](#) of JMU's new [Performing Arts Center](#). When the building is completed in 2010, the Performing Arts Center will symbolically complete Madison's Quadrangle.



Longtime JMU supporters [Bruce and Lois Forbes](#) gave the university the largest gift in the institution's 100-year history to name the Performing Arts Center.

Alumna creates Phillips Family Endowment for libraries

April 25, 2008--Susan Geiser Phillips ('77) spent more than her fair share of time in the Carrier Library when she attended James Madison University in the '70s. So when she heard that JMU was building a new science-centered East Campus library, she knew she wanted to support it. Phillips was inspired to create the Phillips Family Endowment for the University Libraries.

"This is very significant because it is the first endowment in years set up to support the library," says Karen Guntharp, director of development for college and university programs.

"An endowment provides a source of funding on a perpetual basis," adds Bill McAnulty, director of development for Science, Technology, Engineering and Mathematics/Health and Human Services. "This is nice for the library to know that it is something they can count on from year to year."

While JMU's endowment is small compared to other universities of comparable size, it has increased significantly over the last couple of years. The school just crossed the \$50 million mark as it wraps up its first-ever capital campaign.

Read more about Phillips decision to support JMU in the Faces of Giving "[Library Love](#)" feature by Sande Snead ('82).

Buddy Showalter's purple pride will never be forgotten

April 22, 2008--Raymond "Buddy" Showalter ('50) and his wife, Dolly Rutherford Showalter ('54) raised the level of play for generations of JMU athletes through personal relationships with JMU coaches and student-athletes. When, in 2003, Buddy and Dolly gave a lead gift for the Robert and Frances Plecker Athletic Performance Center it was just another example of their lifelong support of JMU athletics.

In 2003, Showalter told *Madison* magazine, "Our family has always backed [JMU athletics](#). We've supported the Duke Club, purchased championship team rings and endowed two athletic scholarships in the names of six alumni in our family." Those alumni include son, David Showalter ('78), a former JMU baseball player; David's wife, Kimberly Long Showalter ('81); Mindy Showalter Deviers ('77); and the Showalter's grandsons, Wes Deviers ('04), Drew Bowman ('08) and Coleman Showlater ('10).

While the Madison community mourned the loss of [Buddy](#) on March 10, 2007, his memory lives on in a legacy of support. When Buddy and Dolly made their lead gift of \$250,000 for the Plecker center, the couple knew that throwing support behind this facility was the best way to "build a lineup of successful student-athletes and academic stars."

The former business major, who also studied at the Juilliard School of Music, lived his motto: "It takes a team effort to build something strong -- a marriage, a family, a team."



New science-centered East Campus Library will house primarily science, technology and health sciences collections



Longtime supporters of JMU athletics, Dolly Rutherford Showalter ('54) and Raymond "Buddy" Showalter ('50)



Help create the magic

April 18, 2008--Naming a seat in JMU's new [Performing Arts Center](#) lets you participate in transforming the performing arts at Madison. When the center opens in 2010, its premier venues will set the stage for world class performances by our award-winning music, theater and dance programs that will create magical moments for artists and audiences.

"Since we announced the seat campaign at the Portraits in Bluestone Concert on March 14, we've had a very positive response to the seat campaign," says Christine Bilbrey, assistant director of the Madison Fund. "Seats have been purchased by performing arts alumni, faculty and parents. Individuals are honoring graduating students, retired faculty, their parents, deceased classmates and others. We've had a number of people who have gone in together to purchase seats. We're so excited to have had such a wonderful response to the seat campaign."

A total of 1,050 seats can be underwritten in two venues: the Concert Hall, for large ensemble musical performances, and the Proscenium Theatre, for major dramatic arts and dance performances. Patrons can name a seat for \$1,000 or name two seats for \$1,500. A plaque on the back of the seat and a comprehensive plaque in the lobby will recognize [the gifts](#).

For information on naming seats, call (800) 296-6162.

Scholarship honors mother and teacher

April 14, 2008--Nancy Kurtz O'Hare decided that the moment was right to do something she had always wanted to do--endow a scholarship in her mother's name.

O'Hare created The Ella Stephenson Kurtz-Nancy Kurtz O'Hare Scholarship Endowment to provide a scholarship for rising seniors with a concentration in social science and a minor in middle education. O'Hare's mother, Ella Stephenson Kurtz, was a social sciences and English teacher for many years at the middle school level.



Nancy Kurtz O'Hare

O'Hare, who taught communication disorders for 34 years in JMU's speech pathology program, retired in 1998. She had the satisfaction of creating a vitally important new scholarship that will begin helping students immediately.

"I thought about it for years, but like so many people I simply procrastinated," O'Hare says. "[My mother] was the best teacher I've ever known, so I wanted to do this in her honor."

For information on making your charitable gift, contact Ted Sudol, J.D., Madison's director of gift planning at (540) 568-1776 or by e-mail at sudoltj@jmu.edu.

Changing the face of Madison and the future

April 8, 2008--[Lois Cardarella Forbes \('64\)](#) and her husband, [developer Bruce Forbes](#), have transformed the face of campus -- yet again.

Their quest to accentuate the connection of James Madison University with the intellectual legacy of President James Madison, has led them to contribute not one, but [two statues of James Madison](#) to the university. The couple's donation has changed the face of the campus by situating the Founding Father's image in two prominent spots.

The Forbes' influence is also seen and felt all over campus through their gifts to the Plecker Athletic Performance Center, men's and women's golf, the College of Business and their own Forbes Family Scholarship. They also have given time as generously. Lois, currently a member of the Board of Visitors, has served on the JMU Foundation board, the James Madison Day planning committee, and the Duke Club board. Both are committed Dukes fans.

In one more grand magnanimous gesture, this spring the Forbes made the single largest gift in the university's history to transform the future Performing Arts Center from promise into reality. Their \$5 million gift makes the Forbes' financial devotion to JMU second to none.



Bruce and Lois Cardarella Forbes ('64)

Honoring a Madison legend

April 4, 2008--Among the new world changers recently added to JMU's Be the Change Web site is Madison benefactor, [Inez Graybeal Roop \('35\)](#).

In 1931, she stepped onto campus as a student and began a steadfast involvement with the university that has made her a Madison legend. After graduating from the Harrisonburg State Teachers College in the midst of the Great Depression, Inez maintained a day-to-day involvement in the life of the university. All five JMU presidents, including the first, Julian Burruss, have counted her among their friends; and she's the namesake of JMU's Roop Hall, dedicated in 1995.

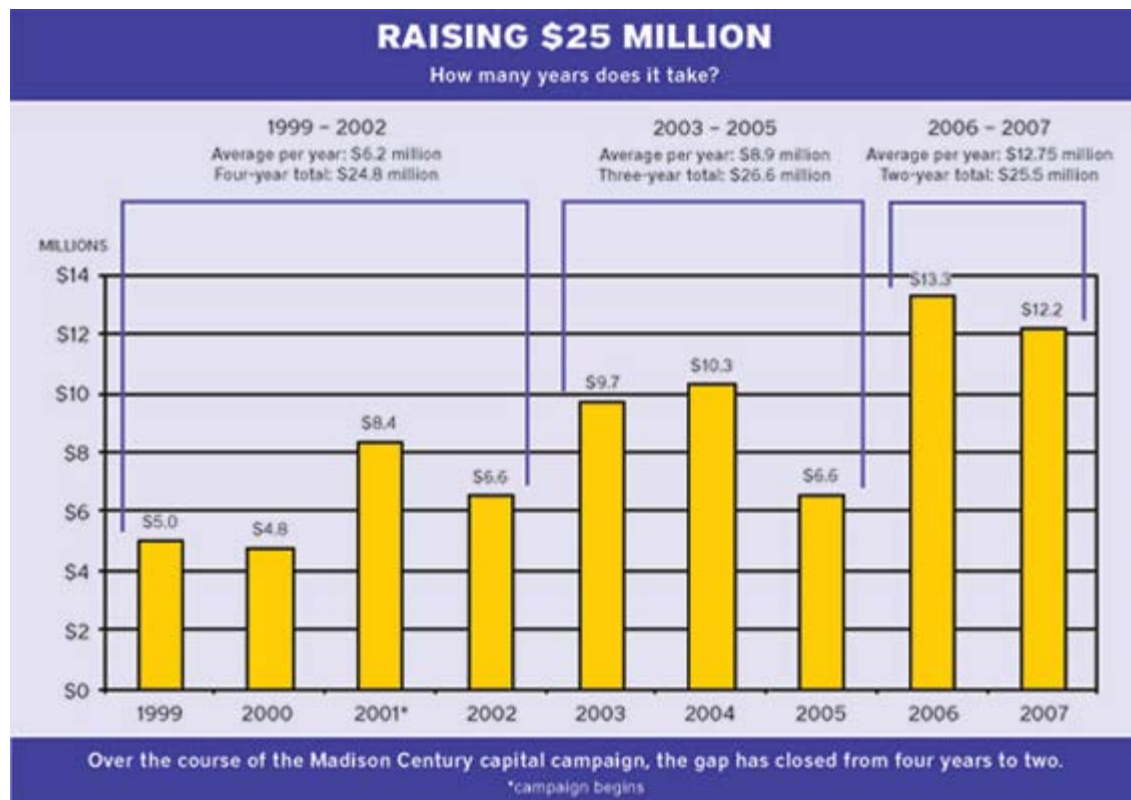
[Inez and her husband, the late Ralph Roop](#), also demonstrated their commitment to JMU through a lifetime of giving, providing funds for student scholarships and faculty advancement.

"Inez Roop is one of the grand ladies of JMU," says President Linwood H. Rose. "Inez and Ralph's support to the university has been constant over the years, not just financially, but in sharing their time, talents and trust. JMU is better for it."

"Our parents felt it was a No. 1 priority for us to earn our education and to be generous," says Inez. "They put us through school during the Depression and they would be pleased if they knew that we have benefited so much from our education. They would also be pleased that we are giving back so that others might have the opportunity to study for a college education."



Ralph and Inez Graybeal Roop ('35)



How many years does it take?

April 1, 2008--The Madison Century campaign, the university's first major capital campaign, concludes on June 30, 2008. JMU alumni and friends have responded generously throughout the campaign. As demonstrated in the above graph, over the course of the campaign the number of years required to raise \$25 million narrowed from four years to two. "But the work is just beginning," says Andy Perrine, associate vice president for communications and marketing.

The campaign's final push should end the first century with a bang and jumpstart the next century, propelling the university into new and exciting arenas and opportunities.

To date, the capital campaign has exceeded goals set for scholarships, capital projects and program support. The one area still lagging, says Weston Hatfield, associate vice president for development, is in faculty and staff support, an area considered critical for the university. Donations designated for faculty support provide endowed chairs, competitive faculty salaries, and professional development. "If donors want to make an impact on students," Hatfield says, "the best way is to support the faculty."

When the campaign closes on June 30, it will be a total success if all the targeted goals -- including faculty and staff support -- are met, Hatfield says. JMU's current endowment of \$50 million must grow substantially if the university is to remain competitive in its second century. Colleges and universities can no longer rely solely on public funding as they did for much of the first century. "The measure of health of a public institution," Perrine says, "is to have an endowment equal to the annual operating budget. For JMU, that's more than \$300 million.

While "we are making wonderful strides in creating a fundraising culture," JMU President Linwood H. Rose says, "we're just getting started."

Ladies and gentlemen, take your seats ... literally

March 28, 2008--Alumni and friends of James Madison University can now sponsor individual seats in the future [Performing Arts Center](#). Sponsorships will enrich the rehearsal, performance and study experiences for students in the university's award-winning theater, dance and music programs.

"Our seat campaign offers alumni and friends a tangible and affordable opportunity to support the arts," says Christine Bilbrey. She is assistant director of the Madison Fund for class and reunion giving.

With a donation of \$1,000, donors can sponsor one seat in the future PAC. A donation of \$1,500 designates two seats. There is a total of 1,050 seats available for sponsorship in the PAC's premier venues: the Concert Hall and the Proscenium Theatre.



"The primary focus of the new PAC will always be students, their ability to learn, practice and train in the performing arts," Bilbrey says. "Each sponsored seat will enhance learning."

By underwriting seats in the Performing Arts Center, donors will make a transformational impact on the performing arts throughout the Shenandoah Valley as well. When it is completed in 2010, the center will be the finest performing arts complex in the valley.

Each seat sponsor's name will be displayed on a plate attached to the seat back. Also, donors' names will be listed on large plaques in the lobbies. It is important to note, Bilbrey says, that sponsoring a seat does not entitle the sponsor to sit in the seat. "It is not the same as a season ticket. It is, however, a great way to honor someone and support JMU's performing arts."

"I go to performances now and imagine how wonderful it will be to have a facility that matches the talent and creativity of our students and faculty," Marilou Johnson, interim dean of the College of Visual and Performing Arts, said at the PAC's 2007 groundbreaking. "The arts of JMU are a valuable asset for the university and the surrounding community. We are excited to realize our dream of sharing our numerous performances with audiences in the valley and to present them in such beautifully designed spaces."

And in such comfortable seats.

For more information on the PAC seat campaign, please call (540) 568-3863 or send an e-mail to royersd@jmu.edu.

Best seat in the house reserved for PAC champion

March 24, 2008--When Richard F. Whitman joined James Madison University in July 1987, he immediately identified "bringing resources up to the demands of creative folks" as one of his major responsibilities as the new dean of the then College of Fine Arts and Communication.

In addition to program growth and enrichment, his successes in that quest for appropriate facilities for the arts are evident -- the Music Building, The Studio Center for the School of Art and Art History and improvements to arts facilities that are currently scattered on campus. But the future [Performing Arts Center](#), the venue that will match the talents of JMU students and faculty with the performance halls, classrooms and rehearsal areas they need, will be the visible symbol of JMU's Decade of the Arts.

And the center will be much more. Dean Emeritus Whitman, who died Nov. 11, 2006, after retiring as dean of the College of Arts and Letters in 2005, was the steadfast, optimistic champion of the Performing Arts Center from which others will derive enrichment and pleasure.

A mighty vision

Two people who knew him best -- his wife, Denise Whitman, and Marilou Johnson, interim dean of the College of Visual and Performing Arts -- agree that Whitman's vision for the Performing Arts Center was mighty.

"I truly believe that Dr. Whitman was a champion for the Performing Arts Center and a champion in the



Denise and Dick Whitman

truest sense of the word because he never gave up the quest," says Johnson, whom Whitman hired in 1988 to join the communications faculty and appointed in 1995 to serve as assistant provost in Arts and Letters. "This was a man who knew that someday it would happen, and that's vision. He was patient and he brought it to the forefront when he saw things were right to bring it forth."

"He was very optimistic," Mrs. Whitman says. "JMU did have some lean budget times, but he never gave up that dream and vision. He just didn't. This plan was always about the students so that they would have facilities that would really allow them to grow to their full potential and their dreams."

Perseverance and dedication

The journey to take the Performing Arts Center from idea to plan to reality has been a ponderous trek, one that may have proved daunting to some. But Whitman knew the value of perseverance.

"Opportunities would arise, and Dr. Whitman would get folks together and work to create the proposal and do the study," Johnson says. "In 2000 he wrote the Case for the Arts proposal. He worked with the directors of the arts programs to craft a proposal for an academic performing arts facility with specialized performance space. That's when the direction that it would truly be an academic facility for [the] Theatre and Dance [programs] and [School of] Music with academic performance space -- rather than multipurpose performance space -- took hold."

Whitman's dedication to the arts transcended a bricks-and-mortar based responsibility. "He was a tremendous supporter of the Masterpiece Season and the major performances of the School of Music, openings at the Sawhill Gallery and main stage performances in Latimer-Shaeffer Theatre," says Johnson. "And, of course, he always had Denise by his side."

Dean and Mrs. Whitman attended a multitude of concerts and performances during his tenure at JMU, Denise Whitman recalls. "We loved it, and part of it was seeing this incredible student body that was so talented," she says. "Dick was all about the students. That was so important to him. Over the years we just saw their talents increase and we were so impressed by their abilities. We enjoyed every minute of that."

Culture and the arts central to liberal arts education

Whitman's appreciation for the arts went far beyond enjoying an outstanding concert, play or art exhibition. "His training was in speech communication, but clearly he understood that culture and the arts are central to a liberal arts education, rounding-out of a person's life -- having beauty, having the opportunity to experience beauty, to experience the arts no matter what walk of life you're in," Johnson says.

After retiring as dean, Whitman channeled his influence in fundraising for the Performing Arts Center. As he called on potential donors, Mrs. Whitman says, "He enjoyed sharing what the center could mean for students."

"I go to performances now and imagine how wonderful it will be to have a facility to meet the human gifts that are here, the talent that's here and the creativity that's here," Johnson says.

Mrs. Whitman likewise eagerly anticipates the opening of the Performing Arts Center. "I can't wait and I know Dick is going to have the best seat in the house."

An exciting time in JMU history

March 21, 2008--In their Jan. 23, 2008, letter to [President Linwood H. Rose](#), Kevin and Martha Dunbar ('80) wrote "It is an exciting time to be a part of the James Madison University community. JMU has rapidly become a nationally recognized institution of higher learning, thanks in large part to your outstanding efforts and leadership.

"For us, JMU is a lot more than just the place where we received top-notch college educations. It is that very special place where we met one another, grew into adulthood and made many of the lifelong friendships that we treasure today. JMU is a place dear to our hearts, and we are truly thankful for the many opportunities that it afforded us during our years as undergraduate students - valuable experiences that we would now like to share with today's students.

"For a long while, we have looked forward to 'just the right time' to give something special back to JMU. And, quite



Martha and Kevin Dunbar ('80)

frankly, we couldn't think of a better opportunity to give a meaningful gift than right now during the Centennial Celebration - when a contribution might likely inspire other alumni to give as well. Therefore, it is our intention to make a donation gift of \$100,000 to JMU to help our school achieve its mission in providing valuable learning opportunities for current students. We would like to personally present you with a check in the amount of \$100,000 on March 14, 2008 - James Madison Day, as an expression of our enduring commitment to JMU."



Contributions on track to surpass campaign goals, work still to be done

March 18, 2008--The bridge between James Madison University's past and future is 100 days long and counting. The Madison Century campaign, the university's first major capital campaign, concludes on June 30, 2008. The campaign's final 100-day push links the end of JMU's first century with the beginning of the next.

In many ways, this first capital campaign has tested the philanthropic waters of its constituency -- and found them deep. JMU alumni and friends have responded generously to the Madison Century capital campaign. In fact, "we have been incredibly successful," says Andy Perrine, associate vice president for communications and marketing. "But the work is just beginning."

The next 100 days -- as the end of the capital campaign closes in on an accelerating new century -- will set the tone for the future. The campaign's last 100-day push should end the first century with a bang and jumpstart the next century, propelling the university into new and exciting arenas and opportunities.

To date, the capital campaign has exceeded goals set for scholarships, capital projects and program support. The one area still lagging, says Weston Hatfield, associate vice president for development, is in faculty and staff support, an area considered critical for the university. Donations designated for faculty support provide endowed chairs, competitive faculty salaries, and professional development. "If donors want to make an impact on students," Hatfield says, "the best way is to support the faculty."

Endowment key to remaining competitive

It is a sentiment President Linwood H. Rose echoes: "The individuals who are given the primary task of delivering the educational experience are members of the faculty." JMU competes with top universities -- Harvard, U.Va. William and Mary -- in recruiting faculty members. To get the best teachers -- those renowned in their fields -- the university must compete on a dollar-to-dollar basis with schools whose endowments rival the national debt.

"Although the capital campaign has raised a significant amount of money, we have a way to go," Hatfield says. "This is only the beginning." Because of JMU's relative youth, JMU is playing catch up. And unlike Harvard and U.Va., a contribution to JMU means far more to the university. "Every dollar has an enormous effect on JMU students and professors," Perrine says.

When the campaign closes on June 30, it will be a total success if all the targeted goals -- including faculty and staff support -- are met, Hatfield says. JMU's current endowment of \$50 million must grow substantially if the university is to remain competitive in its second century. As the JMU president has said repeatedly throughout the capital campaign, colleges and universities can no longer rely solely on public funding as they did for much of the first century. "The measure of health of a public institution," Perrine says, "is to have an endowment equal to the annual operating budget. For JMU, that's more than \$300 million.

"The world is exponentially more expensive now," Perrine says. Health care is one example. Health care costs for the JMU faculty and staff have risen 10 to 12 percent every year, he says. Fundraising in the new century is more important now than it has ever been. The success of the last 100 days of the Madison Century campaign will indicate whether JMU is fully prepared to face the new century.



Virginia officials raise a toast in Richmond in January to recognize the centennials of JMU and the University of Mary Washington: (l-r) Acting UMW President Richard V. Hurley, Lt. Gov. Bill Boling, Attorney General Bob McDonnell (giving the toast), Speaker of the House of Delegates William J. Howell, State Sen. R. Edward Houck and JMU president Linwood H. Rose.

Keeping ahead of the curve

"The challenge for colleges and universities today is to stay nimble," says Douglas T. Brown, provost and senior vice president of academic affairs, "and to respond to a world evolving by the hour. Where 30 years ago we were replacing books in the library every decade or so, now we must replace entire computer systems in order to stay current and competitive."

Referencing Thomas Friedman's *The World is Flat*, Brown points out that JMU, like so many universities, is in the business of training some of its students for jobs that don't yet exist. "The rate of innovation and change is so fast," he says. Each year, the bar continues to rise and the need for continued private support only increases. Keeping the university's programs, infrastructure and faculty ahead of the curve will be critically important to every student in the new century.

One of the overarching objectives of the capital campaign, Hatfield says, has been to create a culture of philanthropy among the university's alumni and friends, one that will propel JMU far into the future. To date, the capital campaign, which began in 2002, has raised more than its \$50 million goal.

Just getting started

"During the last 100 days I would love to see us push that number to \$65 million or even \$70 million," Hatfield says, because our needs never diminish. They only grow. There will always be students who continue to need scholarship help. We can't do too much to try and bring the best professors to JMU." So how the first capital campaign ends and the second century begins depends largely on those who are willing to help underwrite the cost of a new Madison Century, Hatfield says.

Perrine adds, "Not only are we in a new century of learning, we are in a new century of funding. In the next decades, given its current trajectory -- and with precedent as any indication -- we're confident JMU will be counted among the best universities in the nation -- especially as its endowment continues to grow." While "we are making wonderful strides in creating a fundraising culture," Rose says, "we're just getting started."

A new culture of philanthropy at Madison

March 14, 2008--While James Madison University was busy celebrating the 100th anniversary of its beginnings and a century of achievement, an inner core of leaders and celebrants cheered a founding of another kind.

At the Centennial Luncheon earlier today, President Linwood H. Rose led a salute to the ongoing successes of JMU's first comprehensive capital campaign -- including the announcement of the largest-ever gift to JMU -- and thus the birth of a new culture of philanthropy at Madison.

"We've come a long way in a relatively short time," said Joanne Carr, senior vice president of university advancement, to open the luncheon. "We launched the Madison Century



Madison's All Together ONE Hundred photo

campaign in this room two years ago, and the progress made so far is beyond our expectations," she announced. "In four days we'll begin the last 100-days countdown in the Madison Century capital campaign."

Carr noted that the very first private gift to JMU was a \$10 prize in 1918 for the best student essay from early Madison faculty members Raymond and Agness Stribling Dingledine ('15). The vice president recognized their grandson, [Tom, and his wife, Karyn](#), for continuing the family legacy with a gift of \$2.5 million, the largest-ever for scholarships at JMU.

The president put the achievement of JMU's fundraising campaign, which wraps up June 30, into historical perspective and thanked donors for their support.

"Here we are today, considered to be one of the top universities in a commonwealth envied nationally for the quality of its institutions of higher education - some of them hundreds of years old," Rose told assembled donors and friends. "Measured against many of the other institutions to which we are favorably compared academically, our overall fundraising program is just getting started. But the Madison Century campaign is demonstrating that great potential exists for us to develop the university's private fundraising into a world-class program."

Board of Visitors member and lead campaign volunteer [Steve Leeolou \('78\)](#) announced that JMU had subscribed all four of the marquee naming opportunities available during the Madison Century campaign. "That's right," Leeolou said, "mission accomplished." Leeolou and his wife, Dee Dee ('78), had helped launch the public phase of the campaign two years ago with their second \$1 million gift to JMU.

The naming opportunities Leeolou alluded to include two that were announced today at the luncheon, one of which is the largest-ever gift to JMU.

"This afternoon I have the great privilege to inform you that a gift - the largest in JMU history - from [Bruce and Lois Forbes](#) will name the Center [for the Performing Arts]," Leeolou said. He said the Forbeses' \$5 million gift fulfills "the naming opportunity at the top of the Madison Century campaign."

Lois Cardarella Forbes and her husband, Bruce Forbes, are longtime supporters of James Madison University. Lois, a 1964 alumna, serves on the Board of Visitors. She and Bruce gave the university the James Madison statue on the plaza in front of Varner House. The longtime athletics donors also gave a new, heroic-sized statue of the Father of the Constitution, which was dedicated following the luncheon on the east side of campus.

Leeolou also announced that 1956 alumna [Shirley Hanson Roberts and her husband, Dick](#), who had earlier made a \$1 million gift to name the premier concert hall, have increased their commitment to \$2.5 million. The entire music facility within the Performing Arts Center will now be named the Shirley Hanson Roberts Center for Music Performance.

The other two naming opportunities were designated earlier in the campaign.

In 2003, [Ed and Susan Estes](#) gave the university \$2.5 million, the largest-ever gift at that time, to name the theater and dance facilities of the Performing Arts Center. The center was named in memory of Estes' late wife and class of 1945 alumna, Dorothy Thomasson Estes.

The new Center for the Performing Arts is the largest construction project ever undertaken all at once by the university. The structure will be bigger than the ISAT building and Costco combined. Five state-of-the-

art performance spaces will be included and transform the arts at JMU and in the central Shenandoah Valley.

Rounding out the four top naming opportunities of the capital campaign is a \$2 million gift made in 2003 by [Frances Plecker and her late husband, Robert](#), to name the Plecker Athletic Performance Center. The facility has already made an enormous contribution to the academic and athletic lives of student athletes. "This facility also has helped elevate Madison's ability to recruit the best student athletes, and is on a level with many of top Division 1A programs in the country," Leeolou said.

During the luncheon, the president thanked all campaign supporters and recognized members of the campaign's Million Dollar Society. They are

- The late Alvin and Nancy Chappelle Baird ('39)
- The Bridgeforth family, including J. Scott ('86) and Laura Bridgeforth and William E. ('83) and Lisa N. Bridgeforth
- Thomas and Karyn Dingedine
- The late Myra Fensterwald Doherty ('49)
- Joseph F. ('76) and Pamela Craun Damico ('77)
- C. Edwin and Susan E. Estes
- Bruce and Lois Cardarella Forbes ('64)
- Steve ('78) and Dee Dee Collins Leeolou ('78)
- Bill V. and Elizabeth Neff
- Frances Plecker and her late husband, Robert
- Dick and Shirley Hanson Roberts ('56)
- Inez Graybeal Roop ('35) and her late husband, Ralph G.
- The late Zane Showker
- Judy Shreckhise Strickler ('60)
- Elizabeth Swallow
- Jeffrey E. ('90) and Robin Tickle

"Thank you all for your part in this campaign," Rose said. "Our major gift announcements today on our 100th birthday in a campaign named for the centennial indicates to me that we are on track and that great potential exists."

The Madison Century campaign is not over yet, he added. "Beginning March 19, ... we will start the 100-day countdown to the close of the campaign," he said. There is still time to make a gift in this historic and transformational campaign before it ends on June 30 this year.

Perfect harmony

March 5, 2008--When [Elizabeth Swallow](#) called professor Eric Ruple and asked for piano lessons, what happened next could only be described as perfect harmony--which comes about when a donor sees a need at the university and has the desire and vision to make a difference. School of Music Director Jeffrey Showell says this performance "will help people realize what's been true for some time -- that JMU has an extraordinary School of Music."

Ruple introduced Swallow to Showell, who told her about his dream of JMU's becoming an All-Steinway School, a designation held by only 50 colleges and universities in the world. Swallow soon made the decision to anonymously donate \$1 million to elevate the school to All-Steinway status. The gift, along with the Steinways already at JMU, means the school will soon have more than 100 of the elite instruments.

Energized by the piano purchases and contact with Steinway officials, Swallow envisioned other projects. Running each morning through campus, she became convinced that she had an idea that must be given life -- a one-of-a-kind Steinway Art Case painted with an ethereal, timeless view of JMU's Quad. She chose local artist Mia LaBerge ('92) to paint the piano. Jonathan Luster did the lettering above the keyboard. The Bluestone inlays on the legs of the piano, identical to the Bluestone used on the buildings of the JMU Quad, were cut with a water jet by Steve Brydge of Brydge Works from stone donated by the Frazier Quarry of Harrisonburg.

As JMU prepared to unveil its [Centennial Art Case Steinway](#), Swallow had still more in mind. She



Elizabeth Swallow and Eric Ruple with her creation at Steinway Hall in New York City.

conceived of selling 100 limited edition Steinways -- in all shapes and sizes -- with a painting by Mia LaBerge on the piano's music stand to raise money for School of Music scholarships. The limited edition pianos -- one for each year of JMU's history -- constitute the first limited edition Steinway series to commemorate an All-Steinway School of Music. Swallow has agreed to match gifts by Steinway purchasers to the school's scholarship funds up to a total of \$100,000.

20/20 is all about loyalty

March 3, 2008-- A growing list of donors have given to JMU for more than 20 years. These alumni, employees and friends, dubbed 20/20, have given at least \$20 for at least 20 years.

Linda Elliott, director of donor relations, says loyalty is key for the more than 680 people who have given year after year for at least two decades. Thirty-one of these loyal donors are current JMU employees.

Through big gifts and small, these loyal donors have helped to sustain JMU's growth. "I think they have a great connection to the university and want to see it succeed. They've made this huge commitment and stood by the university and stood by what they've given too," Elliott said.

One loyal donor, Herman "Butch" Hale ('73), has given to the university every year since he graduated. He says he was inspired to give that first year because of a letter sent by the alumni relations office that asked for alumni to give \$10 for each year they were out of college. He said he felt like he could send \$10. "That's how I started. I thought they were doing a nice job and I certainly appreciated the opportunity to give there," Hale says.

Just as JMU has grown, so has Hale's giving. The one thing that hasn't changed is his devotion to his alma mater. Alumni such as Hale are indicative of how [inspiring 20/20 donors](#) are, Elliott says, because their participation is about loyalty, not just about how much they give. "They're the backbone of the university," Elliott said. "We appreciate their unwavering support and look forward to future decades of giving."



Through big gifts and small, loyal donors have helped to sustain JMU's growth

J. Craig Williams ('79) practices "pay it forward"



J. Craig Williams' ('79) credits Madison Experience and Dr. Ray Sonner for his "pay it forward" attitude and his recent donation to JMU for a Justice Studies scholarship

February 29, 2008--J. Craig Williams '79) never forgot the Madison vice president who taught him the importance of "paying it forward." Dr. Ray Sonner, for whom Sonner Hall is named, made the phone call that helped Williams land his first job. Today, The Williams Law Firm in California receives countless resumes from hopeful lawyers who have no chance of getting a job with the practice that focuses on complex business litigation and hires no one with less than 10 years of experience. Yet, every "rejection" letter contains an offer from Williams to buy the applicant lunch and discuss his or her future. Williams says probably less than 10 percent of recipients read beyond the first sentence, but those who do send him wonderful letters about the jobs they eventually get. Given Williams tight schedule, the lunches represent especially valuable time.

"Madison was directly responsible for influencing me to adopt this pay-it-forward philosophy," Williams says. Williams is also "paying it forward" through a recent donation to JMU for a + "I've been very grateful for the education I received [at Madison] and thought it was appropriate to give something back," he says.

His \$25,000 gift comes as Williams is helping to revolutionize the practice of law through cutting-edge technology. When he's not running his firm, he's lecturing at colleges, serving as co-host of the audiocast "Lawyer to Lawyer," or running his popular blog site, MayItPleasetheCourt.com.

Jeff Tickle ('90) establishes Tickle Family Endowment for Science and Mathematics

February 27, 2008--After serving as an executive with his family business, and running his own import business, Jeff Tickle ('90) decided to follow his passion and become a teacher. Through his new vocation, he shares his love for math and science.

When he was an executive in manufacturing, Tickle saw that there was a distinct shortage of good engineers, and now in the education field he sees few students genuinely excited about math or science.

"Science and math -- that's where as a nation we are lacking," he says. "We're becoming a service industry as a nation and we need more strong people with a math and science background to be a technology leader in the world."

Tickle is not one to just talk about this problem. He's attacking it on several levels. Along with teaching math, he also is spreading his passion through an endowment at JMU.

He recently pledged \$1 million to establish the [Tickle Family Endowment for Science and Mathematics at JMU](#). His goal is to further develop "an environment at James Madison University, where students pursue courses of study that will stimulate their knowledge of mathematics and science as well as deepen an appreciation of the fundamental importance of these disciplines in our society; and that will, ideally, lead to careers in these fields as K-12 teachers, college professors and professional scientists and mathematicians."



Jeff Tickle ('90) establishes Tickle Family Endowment for Science and Mathematics

Jarl and Beth McConnell Bliss ('84) give back to Madison

February 19, 2008--A gift from Jarl and Beth McConnell Bliss ('84) established the R. Jarl Bliss Endowment for Faculty Fellowships in the College of Business and the Elizabeth McConnell Bliss Endowment for Undergraduate Research in the College of Science and Mathematics.

When the couple heard President Linwood H. Rose speak about the vision for JMU's next century and the financial commitment required, they felt personally inspired to start rectifying that.

"We felt that being able to contribute as alumni helps to improve Madison's reputation," Beth says.

Both appreciate the impact their Madison education has had in their lives. "For me, [my JMU degree] was absolutely a springboard for my career," says Jarl, an accounting major who is vice president and partner at Lincoln Property Co. Says Beth, a biology major who worked for Upjohn for 12 years before working full-time at home with the couple's three daughters, "The biology program was a strong foundation for the medical knowledge I needed to be successful."

The couple hopes [the gift](#) will inspire others: "If anything more comes out of this [gift], we'd like it to encourage others to do a similar thing," Jarl says.

Seven young alumni start business scholarship



The group established the Madison Business Scholarship as a tribute to their alma mater and an investment in future JMU students.

February 12, 2008--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."

The Riley Family Centennial Scholarship

February 8, 2008--Thanks to [James and Julie Riley's](#) \$250,000 gift to Madison, which created the Riley Family Centennial Scholarship, the first privately funded [Centennial Scholarship](#) became a reality on Dec. 28, 2006. The first scholarship recipient began classes in fall 2007. "We feel for JMU to continue to grow and achieve its full potential, it must represent society as a whole," James says. "This requires having students of all ethnic, cultural and socio-economic backgrounds to enrich the experience of all students. Our core purpose for the endowed scholarship was to help individuals reach their full potential." As an "endowed scholarship," interest from the initial investment will be used to fund the scholarship, and the principal will perpetuate the scholarship indefinitely. It is both a "need-based" and "merit-based" full scholarship providing tuition, room, board, books and supplies for a minority student from central Virginia. A committee will monitor recipient performance to provide every opportunity for success.



James and Julie Riley created the Riley Family Centennial Scholarship

Centennial Scholars must maintain a certain GPA, must participate in at least one sponsored organization and must attend biweekly meetings to report their status and receive counseling or tutoring when necessary. This scholarship provides recipients the opportunity to achieve many personal goals.

The Rileys mentioned several of their specific goals for the scholarship:

- Help minority students who have demonstrated the ability to achieve academically to attend college when they financially could not have afforded to do so
- Support JMU's commitment to be more diverse and to help its students to become involved and enlightened citizens who are prepared to solve the problems of society
- Honor the people and the relationships we value at JMU during the Centennial Celebration
- Honor the Riley family name

"The inevitable questions that I suppose everyone must ask are, 'what will I have accomplished with my life and is there anything that I have done that will be remembered after my children and grandchildren are gone?'" says James. "Giving creates a way to perpetuate something that is meaningful not only to the giver but also to the recipients for years and years to come."

Honoring Peter Pruden



February 6, 2008--The College of Education honored Phyllis Pruden and her late husband, Peter, with the naming of the Peter D. and Phyllis S. Pruden Jr. Educational Technology and Media Center in Memorial Hall. The naming recognizes several major gifts the Prudens have made in support of the college. On Dec. 8, 2007, Center director Rich Clemens led a tour of the center for (left to right) President Linwood H. Rose, former president Ronald E. Carrier, Phyllis' daughter, Diane Hall ('92P), Phyllis Pruden, education dean Phil Wishon and Phyllis' son, Steve Stancill, and others. The day also included a program and lunch. Hall's son, David, graduated from JMU in 1992 and is an attorney in California.

Arts patrons in harmony with art education



Key donors, alumni and administrators donned purple hard hats for the official ceremonial groundbreaking on Oct. 26.

February 4, 2008--Participating in the official ceremonial groundbreaking of the Performing Arts Center with the president and dean were donors (left to right) Judy Strickler ('60) and Dick and Shirley Hanson Roberts ('56), School of Theatre and Dance Director Bill Buck, School of Music Director Jeffrey Showell,

donors Elizabeth Swallow and Ed and Susan Estes, administration and finance VP Charles King, JMU Alumni Association past president Elaine Toth Hinsdale ('85), current president Jon Offley ('89) and JMU Provost Douglas T. Brown. Denise Whitman, wife of the late Richard Whitman, dean emeritus of the College of Arts and Letters, also helped at the groundbreaking with arts students from the Class of 2011, Daniel Snyder, Christopher Walton and Erica Hirt.

The center, under construction now across Main St. from the Quad, will combine two major facilities: the Dorothy Thomasson Estes Center for Theatre and Dance and a Center for Music Performance, including the Shirley Hanson Roberts Concert Hall. A covered plaza will connect the two, and a pedestrian walkway will extend under South Main St. to give access to the Quad. A parking deck, now complete, will make arts patronage convenient for the entire region.

Look for more in-depth coverage of the groundbreaking, the Centennial preview performance of *Portraits in Bluestone* and the rest of Homecoming in the Spring 2008 issue of *Madison*.

Showcasing Inaugural President's Council



President Linwood H. Rose and his wife, Judith, unveil the Wall of Prominence.

January 31, 2008--Annual fund donors of \$1,000 or more gathered in the Great Room of the Leeolou Alumni Center in September to celebrate the fundraising and membership success of the [President's Council](#) and unveil the Wall of Prominence, which recognizes charter members of the council. Membership in the President's Council is growing, starting in fiscal year 2006 with 1,123 and increasing to 1,260 in 2007. The council was the idea of JMU President Linwood H. Rose, who wants to build an inner core of alumni and friends who feel connected to the university and its mission and who make regular annual fund contributions to support its priorities.

Performing Arts Center update

January 28, 2008--A number of sizable gifts totaling \$5.8 million have bolstered efforts to reach the \$10 million in essential private funding needed for the future Performing Arts Center, which broke ground in October. The world-class center is being constructed on South Main St. across from the Quad. It will total 167,000 square feet and cost just over \$80 million and cause a cultural as well as physical transformation. The approximately \$70 million remaining will come from state support through a bond referendum passed in 2002 and from other university sources. Private gifts have come from:

Ed Estes

In making his contribution, Ed Estes, a self-made man who built a trucking empire, wanted to honor his high school sweetheart and wife, Dorothy Thomasson Estes ('45), who died in 1996. Estes' gift -- \$2.5 million and the largest private gift in JMU history -- will fund the Dorothy Thomasson Estes Center for Theatre and Dance.

Estes' daughter, Martha Estes Grover ('83), said her mother "would have been embarrassed by the attention, but she would have tears in her eyes that dad recognized her in such a way at JMU."



Susan and Ed Estes at the official ceremonial groundbreaking for the Performing Arts Center

Richard D. and Shirley Hanson Roberts ('56)

Love of his wife also prompted Richard D. Roberts' \$1 million gift to establish the Shirley Hanson Roberts Concert Hall. The decision to give back to JMU came after the Richard Roberts visited the school for Shirley's 50th class reunion. Before the reunion, the Robertses had not been to JMU for more than 20 years. They said they were amazed by what they saw: the growth of the school, the warmth of the atmosphere and the needs of Shirley's alma mater.

However, Shirley protested her husband's idea to give a gift to JMU in her name. "Shirley is the practical one -- I'm kind of the wild-eyed dreamer," Richard Roberts said. He finally won her over with a compelling argument.

"Students today, tomorrow, 20 years from now, will never know who Shirley Hanson was," Richard finally told her. "But when they walk into that concert hall, they will realize that someone named Shirley Hanson Roberts, Class of 1956, thought enough of her experience at JMU to be sure that they have a chance to have, in this [particular venue](#), a world-class experience."

Elizabeth Swallow

For Elizabeth Swallow support of the arts at JMU began with piano lessons from Professor Eric Ruple and enjoyment of the school's performances. Through Swallow's gifts and initiative, the [Madison Bluestone Art Case Steinway](#) was created and the university's All Steinway School designation was achieved.

"I regard the [art case] piano as a big bulletin board or a big birthday card for the school's centennial ... it seemed like a good way to raise money and publicity for the Performing Arts Center," Swallow said.

Swallow also conceived of selling 100 limited edition Steinways -- in all shapes and sizes -- with a painting by Mia LaBerge ('92) on the piano's music desk to raise money for School of Music scholarships. The limited edition pianos -- one for each year of JMU's history -- are the first Steinway limited edition to commemorate an All-Steinway School of Music.

Judy Strickler ('60)

Judy Strickler ('60), a JMU Board of Visitors member, has reserved the Proscenium Lobby for naming. Judy remembers fondly how as a student her exposure to art and music appreciation helped her to grow and develop as a person.

"Once the Performing Arts Center, with its convenient parking, is complete, it will be wonderful to have even greater accessibility for the community to experience these exceptional theater and dance productions," Strickler said. "The building itself will be spectacular. It will be a real asset not only for JMU, but also for the community at large."

Other Major Gifts

Former dance department head Earlyynn Miller has reserved the dance studio for naming Joe ('77) and Joanne Converse ('78M) have reserved the choral balcony for naming.

Other Naming Reservations

- Jackie Bourque ('74, '77M)

- Barry ('81) and Cynthia DuVal ('81)
- Kent and Karen Folsom
- John and Jeri Gallagher
- Charles and Mary Henderson
- Claudia ('65) and Davud Hottenstein
- Rich Johnson
- Betty Wilkins Lowe ('48)
- Peter and Lindsey Johnson Lowe ('01)
- Gladys ('49) and Jim Lisanby
- Mary McCormack ('50)
- Shirley McKinley ('58)
- Mary Sue Nelson ('56)
- Tom ('93M) and Tassie Pippert
- Kathryn Porter ('44)

Funds continue to be raised toward the \$10 million private fundraising goal for the center, and naming opportunities remain for others who are interested in helping to make this new arts venue world class. For more information about making a gift, please contact [Tassie Pippert](#) at (540) 568-3195.

Groundbreaking for the arts



The dean and president share their remarks in front of a rendering of the future Performing Arts Center.

January 25, 2008--University administrators, donors and friends assembled under a tent on the Quad as the rain fell around them during the official ceremonial groundbreaking for the Performing Arts Center Oct. 26, 2007. JMU President Linwood H. Rose and Marilou Johnson ('80), interim dean of the College of Visual and Performing Arts, welcomed and thanked guests and spoke of the unlimited opportunities on the horizon for the arts when the center opens. The Performing Arts Center renews the president's call for a "time for the arts" for JMU.

Addressing the big challenges makes Madison one of the great universities

March 14, 2007--JMU will be considered one of the great universities of this century because of Madison's approach to putting scholarship to work for the good of society, President Linwood H. Rose told scholarship donors and recipients in his remarks at the annual Scholarship Luncheon Wednesday.

"... the big challenges facing society today -- energy, poverty, the environment, health care -- will be solved by citizens who have educated minds and innovative spirits as well as compassionate hearts and unrelenting wills," Rose said. "Madison graduates are citizens who care, who embrace a cause and stand behind it, and who understand that the power of knowledge can truly change the world.

"This is the norm at James Madison University," the president said. "I predict that JMU will be the model for other institutions to follow on their journey to become the significant universities

of this century.

"Your support," Rose told scholarship donors, "ultimately translates into more citizens who will be actively working to find solutions for the big issues facing communities all over the globe.

Scholarship giving on the rise

March 14, 2007--More than 400 scholarship donors, recipients and Madison friends celebrated scholarship at JMU at the Scholarship Luncheon on James Madison Day Wednesday. The annual event is an opportunity for donors to meet and get to know the recipients of their scholarship gifts.

In two years, attendance at the luncheon has more than doubled, underscoring a concomitant dramatic increase in scholarship giving, says Joanne Carr. She is JMU's senior vice president of university advancement.

Today \$700,000 in additional scholarship award money is available because of scholarship gifts given during the Madison Century capital campaign, Carr said. The public phase of that campaign was kicked off exactly one year earlier at the scholarship luncheon. In that last year alone, donors have established 27 new scholarships.

McDonald Bradley CEO Ken Bartee ('83) spoke of the immense value of alumni involvement in JMU. In the luncheon keynote speech, Bartee described his involvement in the College of Business through his chairmanship of the Executive Advisory Council. Council members advise the CoB leadership on curriculum and program innovation, mentor students and support the college financially.

As part of the campaign, Bartee announced that he and his wife, Sue, have pledged a \$250,000 endowment for faculty support in the College of Business.

The president also recognized James and Julie Riley for funding a \$250,000 scholarship endowment.

Johns Hopkins wins Madison Cup

March 14, 2007--Debaters from Johns Hopkins University won the annual James Madison Commemorative Debate and Citizen Forum Wednesday and took home the Madison Cup and top prize winnings of \$5,000.

During the daylong event, debate teams from 18 universities debated the resolution: That our nation needs Affirmative Action now more than ever. Finals took place in Wilson Hall following the James Madison Day ceremony.



President Linwood H. Rose speaks to scholarship donors and recipients at the annual Scholarship Luncheon



Ken Bartee ('83) delivers Scholarship Luncheon keynote speech

JMU President Linwood H. Rose and Provost and Vice President for Academic Affairs Douglas T. Brown presented the trophy to the Johns Hopkins team. The Madison Cup will reside at Johns Hopkins until next year's James Madison Commemorative Debate. The annual debate is underwritten by John D. VerStandig and M. Belmont VerStandig Inc.

Last year's defending champions, Yale University, won second place and \$3,000. The College of William and Mary placed third and won \$2,000. Tied for fourth were Towson, Cornell and Brown University; each took home \$1,000 in prize money.

Also competing were debaters representing Appalachian State, Fordham, George Mason, James Madison, Liberty, Princeton and Wake Forest universities, Kansas City Kansas Community College, and the universities of Mary Washington, Richmond, Vermont and Virginia.

World Changers come together

March 14, 2007--More than 40 World Changers, scholars and other Madison friends made connections, some meeting one another for the first time, at a Be the Change reception after Wednesday's James Madison Day Ceremony in Wilson Hall. The event recognized that special something these individuals have in common and the power of the Madison community to Be the Change.

"Be the Change" takes its inspiration from James Madison, who exemplified using the power of knowledge to prepare individuals to be educated and enlightened citizens. The endeavor spotlights alumni, professors, students and donors who are making positive changes in the world and the university's encouragement of "world changers."

JMU Be the Change Web page announces new world changers

March 14, 2007--Several new JMU individuals have joined the company of world changers at the JMU [Be the Change Web page](#). They are:

Be The Change graphic

- [Technology Alumni Group founder Tom Carr \('84\)](#)
- [Psychology Professor Dr. Joann Grayson](#)
- [Business and community leader David Grimm \('74\)](#)
- [Youth educator Debbie Grimm \('74\)](#)
- [WWL-TV New Orleans news anchor Mike Hoss \('84\)](#)
- [Associate Professor of Theatre Pamela Johnson](#)
- [Independent musician and activist David LaMotte \('90\)](#)

JMU welcomes new nominations for Be the Change. Please go to www.jmu.edu/BeTheChange to find the nominations form and read about JMU's world changers.

Madison advancement action moves to California

Jan. 29, 2007--The Madison advancement action is in California this week, as several alumni-donors host events for JMU President Linwood H. Rose to share his vision for the future of the university and launch JMU's capital campaign on the West Coast.

School of Media Arts and Design Scholarship donors Don ('82) and Kate ('81) Rhymer host an event Jan. 29 in Beverly Hills for alumni in the Hollywood area. Among the alumni anticipated to attend are producer, screenwriter and author Barbara Hall ('82) (*Judging Amy*, *Joan of Arcadia*) and screenwriter and author Karen Lutz ('88) (*Legally Blonde*) and her husband, Walter. Both Don Rhymer (*Big Momma's House*) and Barbara Hall are JMU World Changers. Read about them at www.jmu.edu/bethechange.

Attorney J. Craig Williams ('79) hosts a reception Jan. 30 at his law firm in Newport Beach for area alumni and Madison friends. Williams, who has established a scholarship at JMU, seeks to build awareness of JMU's emphasis on private fundraising. The JMU alumnus is an accomplished downhill skier, drives a Harley and was a member of the Tall Ships crew in 1976. His blog, <http://www.mayitpleasethetecourt.com>, won last year's LA Press Award.



JMU World Changer Don Rhymer ('82)

On Feb. 1, Lou ('79) and Sharon ('80) Parrague host the JMU president and JMU friends -- among them Mark Rossignol, Jasen and Carrie Owen Plietz, Mark Latsios, Elise Johnson, Paul Holland, Regina Blok and Paul Albright -- at Sinbad's in San Francisco's Embarcadero.

Check back for photos and updates on these events.

Seven young alumni start Madison Business Scholarship

Jan. 29, 2007--Seven young alumni from the College of Business have banded together to establish the Madison Business Scholarship. It may be the youngest alumni group gift to date, says CoB Director of Development Elizabeth Pharr.



JMU World Changer Barbara Hall ('82)

These committed young alumni are Jason Minton ('03), Jim Bonnell ('02), Michael Marcantonio ('03), Michael Lentine ('03), David Krause ('03), Jamie McDonald ('02) and Jon McWhinney ('02). The business alumni say their Madison Experience has been instrumental in their professional and personal success. By reaching out to other young alumni, they intend to build the gift beyond the minimum endowment level of \$25,000 so that future CoB students with a strong GPA will benefit from a rich and rewarding Madison Experience as well.

Newly married and on the move from Atlanta to Charlotte for his career, Minton has still managed to pull together the gift from among his friends who are spread all over the country, Pharr says.

Campaign Leadership Giving

Jan. 29, 2007--View all the donors of \$25,000 or more to the capital campaign to date at <http://www.jmu.edu/madisoncentury/leadership.shtml>.

JMU Be the Change Web page announces new world changers

Jan. 29, 2007--Several new JMU individuals have joined the company of world **Be The Change** graphic changers at the [JMU Be the Change Web page](#). They are:

- [Mountain climber, fundraiser Andy Bacon \('00\)](#)
- [Marine biologist Carole Baldwin \('81\)](#)
- [Civil affairs officer Maj. Patrick Creed \('93\)](#)
- [Football coach Lt. Col. Mike Dillon \('81\)](#)
- [Student leader Linia Duncan \('07\)](#)
- [Learning disabilities math teacher Katy Elmore \('01M\)](#)
- [JMU Black Alumni Chapter President Vanessa Evans \('93, '97M\)](#)
- [Assistant Professor Mark Gabriele \('95\)](#)
- [Tucson Audubon Society Executive Director Sonja Macys \('97\)](#)
- [Screenwriter and humorist Don Rhymer \('82\)](#)

JMU welcomes new nominations for Be the Change. Please go to www.jmu.edu/BeTheChange to find the nominations form and read about JMU's world changers.



'Madison Century News' to be published in print.

Madison Century News is bound for your (snail) mailbox

Oct. 19, 2006--JMU is now publishing *Madison Century News* in print. The first issue of the quarterly communication will be coming out in a few weeks. It will report the progress of the capital campaign to date and other advancement news. The Madison Century e-newsletter will continue to come to your e-mail inbox between the print issues.

Here are a few highlights:

- A new gift from former Virginia Sen. Harry F. Byrd
- A listing of the campaign's \$1 million-plus gifts
- A roundup of JMU's rankings and recognitions

Creating a culture of giving at JMU

Oct. 19, 2006--While raising funds to support the university's mission is the most apparent objective of a comprehensive capital campaign, the primary goal of The Madison Century campaign is to create a new culture of giving at JMU. Compared to other schools, Madison is relatively new at raising money. "Where you might see alumni participation rates of 15-to-20 percent or more at other schools," said Weston Hatfield, associate vice president for development at JMU, "our alumni were never exposed to the tradition of supporting their alma mater as students were elsewhere."

"The Madison Century is beginning to have an effect on giving among various groups, but we still have a long way to go," said Hatfield. The chart below shows that those closest to the message are responding; JMU faculty, staff and parents are hearing the campaign message and participating in high numbers. "Our challenge is getting the message out to alumni," Hatfield remarked. Regional events across the country are beginning to raise the level of excitement. "But these are folks (JMU alumni) who are involved in their careers, raising their children -- the busy life that all of us understand. It is quite a challenge to reach them."

Campaign Giving Participation Snapshot

- 24.5 percent of JMU employees gave to the university
- 20 percent of JMU parents gave to the university
- 10.7 percent of JMU alumni gave to the university

Don't miss Homecoming this weekend

Oct. 19, 2006--The Homecoming fun has already begun. JMU students have been preparing all week for today's arrival of returning alumni and friends. For a complete listing of all the Homecoming events, visit the Homecoming 2006 Web site at <http://www.jmu.edu/homecoming/>.

JMU Be the Change Web page announces new world changers

Oct. 19, 2006--Several new JMU individuals have joined the company of world **Be The Change graphic** changers at the JMU [Be the Change Web page](#). They are:

- [Alumni award winner and CEO Ken Bartee \('83\)](#)
- [JMU Rector, business leader and philanthropist Joe Damico \('76, '77M\)](#)
- [Kinesiology professor Judith Flohr](#)
- [Associate Director of University Information Shannon Kennan \('97M\)](#)
- [NASA researcher and community activist Dan Irwin \('90\)](#)
- [JMU Video Producer Nathan Marsh \('01\)](#)
- [Bus driver and volunteer Roger Myers](#)
- [JMU Office of Equal Opportunity Director James Robinson](#)



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