



KANSAS STATE UNIVERSITY FOUNDATION

OVATIONS

The Campaign for
Kansas State University

.....
MAY 2007

PARTICIPANTS IN K-STATE'S
WOMEN IN ENGINEERING AND
SCIENCE PROGRAM ARE
PICTURED WITH GENE CARTER
WHO, ALONG WITH HIS
FOUNDATION, RECENTLY
ESTABLISHED THE E. EUGENE
CARTER FOUNDATION FOR
EXCELLENCE WOMEN IN
ENGINEERING FUND TO
SUPPORT THE RETENTION AND
RECRUITMENT OF STUDENTS
OF LATINO OR IMMIGRANT
BACKGROUNDS. CLOCKWISE
FROM TOP LEFT: LAURA
TORRES, GENE CARTER,
MEGAN DWYER, LEYLA
CELEBI, MARILYN CHAVEZ,
IRIS WILSON.



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Welcome to Gene's world

Wichita native creates opportunities for Latina and immigrant engineering students

Gene Carter is a practical guy. He maintains a full-size 1973 Buick convertible, but forgoes driving it in favor of the Washington, D.C., public transportation system. He admits to wearing out-of-date suits and shopping at Costco.

That same practical sensibility has led the Wichita native to support K-State over the roster of elite institutions he's been affiliated with — big name schools like Northwestern, Carnegie Mellon, MIT and Harvard. Through his foundation, Gene has given \$1.51 million to K-State, including a recent \$1.05 million gift to create the E. Eugene Carter Foundation for Excellence Women in Engineering Fund for K-State's College of Engineering. The first gift to carry his name, the fund is designed to support the retention and recruitment of students of Latino or immigrant backgrounds in the College of Engineering's Women in Engineering and Science Program (WESP).

"I feel it's important to use money in some sensible way to accomplish something one cares about," Gene said.

But why would a former professor of finance living on the East Coast care about creating innovative financial aid opportunities and program support for Latina and immigrant engineering students at a Midwestern state school he never attended? To understand why, you have to enter Gene's world — a world where inspiration is found everywhere from the Wall Street Journal to family and friends, and where ideas and people are united by a philanthropic spirit.

Gene was first united with K-State more than 40 years ago. As a high school student, he declined the Putnam Scholarship to study engineering at K-State and accepted a scholarship to Northwestern, where he studied business. He received master's

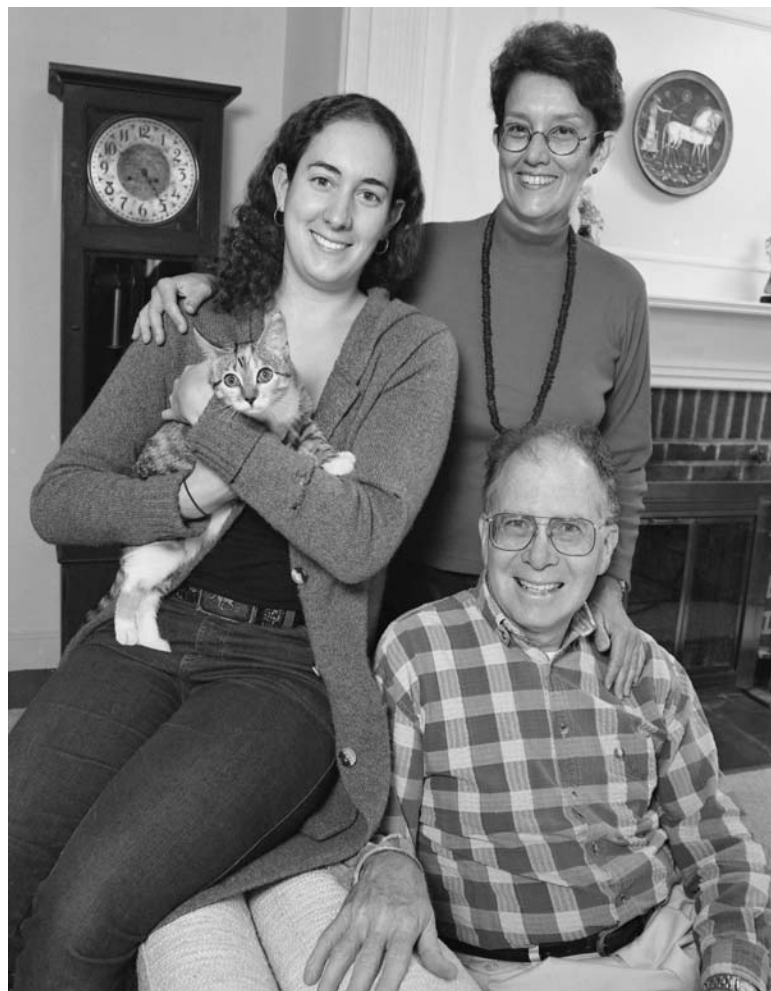
and doctoral degrees from Carnegie-Mellon University and began his teaching career at Harvard. He served as a visiting professor at MIT, professor at the University of Illinois and associate dean and professor of finance at the University of Maryland, College Park. In addition, Gene has given more than 30 years of service as a director of A.G. Edwards and Sons Inc.

It would seem that with all this success, K-State would be a distant memory to Gene. Apart from almost attending K-State as a teen, his only other connections to the university are that his father liked K-State and two of his cousins attended: Richard E. Rowland and James C. Rowland, both of Wichita, Kan. But in Gene's world, supporting K-State made good sense.

"K-State is a good school where I could make a difference," he said. "Publicly supported universities are a national treasure when they are well-run, and Midwestern ones tend to be pretty solid. Today, most public universities have less than 30 percent of their budget from the state. Hence, private giving is critical for them."

The inspiration to support women from Hispanic and immigrant backgrounds came from closer to home. Gene met his wife, Rita Rodriguez, in Boston. A Cuban immigrant, Rita attended junior college and college in Puerto Rico. She later went on to earn her doctorate from New York University and teach international finance at Harvard. They were married in 1972 and had their daughter, Adela-Marie, in 1978. In 1982, the family moved to Washington, D.C., after Rita became director of the U.S. Export-Import Bank, a position she held for 16 years. Supposedly, when President Reagan saw her résumé, he remarked, "This is the American dream."

Gene says watching Rita navigate a career as an Ivy League professor, not to mention her work as a public servant at the national level, largely



GARY GILBERT

GENE CARTER WITH HIS WIFE, RITA, AND DAUGHTER, ADELA-MARIE.

influenced his decision to support Latina and immigrant engineering students. His relationship with his father-in-law, Tomas Rodriguez, as well as high school friends from his youth in Kansas, were important influences too.

Inspiration also came from his friends Jane Sjogren and the late Richard Cohn. Co-trustees of the E. Eugene Carter Foundation, Jane and Richard helped Gene develop innovative ways to impact the lives of students. Their idea was to structure his gift to repay subsidized Stafford loans after graduation.

"Research shows significant evidence that first-generation, minority college students are reluctant to go into debt, which hampers their ability to attend college," Jane said. "But need-based federal financial aid largely takes the form of loans, which means that many students have to take on debt in order to attend college. The E. Eugene Carter Foundation has arranged to pay off these loans for scholarship recipients after they have graduated. The intent is to help these students complete their degrees and have increased professional and academic options after graduation."

Gene is quick to point out that the Stafford loan payment program, as well as program support for WESP, goes beyond helping students. Ever the professor, Gene comes back to finance and economics.

"There are real opportunities in states like Kansas to not only help students, but also to help the state's economy," he said. "Many states, like Kansas, suffer from young people's migration out of the state, and college is a way to help retain some talented youngsters. My hope is to inspire others to create scholarships that help retain students in Kansas and to challenge the Kansas legislature to look at matching private gifts for scholarships as a way to keep young people in Kansas, as Florida and other states do."

It's a big dream, certainly. But Gene's a practical guy. He knows he might not be able to change the world — or even Kansas for that matter. But in his corner of the world, he's making an impact.

"Gene Carter is truly an inspiration," said Kimberly Douglas, director of WESP. "It is extraordinary to have someone with his academic credentials believe in our programs and invest in the future of women engineers at K-State. Dr. Carter is touching lives and making a difference for our students, but he is also making K-State engineering and Kansas better for everyone. Gene may not have a K-State degree, but he is definitely a member of the K-State family." ●

SUSAN WOLF BERHOW



RITA AND ADELA-MARIE WITH RITA'S FATHER, TOMAS RODRIGUEZ, ON A VISIT TO COSTA RICA.



GENE (RIGHT) WITH HIS FOUNDATION CO-TRUSTEES AND FRIENDS JANE SJOGREN AND THE LATE RICHARD COHN.



A PASSION FOR PROGRAMS

This issue of Ovarions features the impact that has been made by private gifts designated for program development. Programs are created within departments when a situation or opportunity is identified that can benefit from a specific focus. Donors have both created and enhanced program funds during the Changing Lives Campaign. The range of programs is very broad — providing students opportunities to participate, learn and explore both within and beyond the classroom.

There are programmatic needs in every college. Examples might include:

- Honors programs
- Diversity initiatives
- Student recruitment
- Curriculum enhancements for a niche area of research or student experience
- Study abroad opportunities

Charitable giving can have a huge impact in the area of programs, especially when state-appropriated funds are stretched so thin. And, not only does this type of investment make an impact on the university, it is especially meaningful for you, the donor, because the impact is typically very easy to recognize. If you are ready to turn your charitable passion into support for a program, one of our development professionals will be happy to guide you through the process.

TRESA WEAVER

SENIOR DIRECTOR, UNIVERSITY CAMPAIGNS

OVATIONS

Investing with confidence

Personal financial planning students gain real-world experience

Ask yourself this question: Would you trust K-State students to manage your money?

One of the toughest challenges facing young financial planners today is having the self-confidence to ask someone to trust them with their assets. The Invest-a-Cats (Charitable Asset Training for Students) program at K-State gives personal financial planning students hands-on, practical investment experience before embarking on their new careers.

Invest-a-Cats was formed by K-State students to manage a diversified portfolio fund. Since its inception in February 2005, the student-managed portfolio boasts a three-year return of 15.36 percent.

“The students have enhanced their account dramatically,” John Grable, Invest-a-Cats adviser, said. “They are performing strategic asset allocation and researching investment strategies. It’s a huge accomplishment.”

The student-led program is an extracurricular activity for students studying personal financial planning in the College of Human Ecology. Students work closely with faculty members and professional financial planning advisers to ensure success. The group is organized into three committees responsible for fundraising, investing and awarding scholarships.

“It’s a great learning experience,” Grable said. “What better way to learn about sales and how to present yourself than in an academic fundraising setting?”

Students learn from all stages in the program — working with professional financial advisers and investors to build the principal, managing and growing investments through mutual fund and stock research and asset allocation strategies, and making distribution decisions by awarding student scholarships and enhanced learning opportunities from the principal earnings.

“Invest-a-Cats has enabled me to implement my education outside of the classroom,” Theresa Kasper, senior in personal financial planning, said. “In-class scenarios are a great teaching tool, but seeing the real-world effects of the market on our investments makes the Invest-a-Cats program irreplaceable.”

Invest-a-Cats provides a real-life learning opportunity unmatched at any other university. Although other universities, and even other courses at K-State, have programs in which students are responsible for money management, its unique aspect includes

actual fundraising for the program. In partnership with the KSU Foundation development staff, students build a client base and gain firsthand experience raising funds to increase the Invest-a-Cats endowment principal.

“It’s very common for universities to have a program where students provide advice to manage large pools of money,” Grable said. “Our students, however, are actively engaged in the fundraising process. That’s what’s unique about Invest-a-Cats — the students are not just receiving money, they’re also receiving trust from those who donate to the fund.”

One of those supporters is Pat Raskob, a 1959 K-State business administration graduate. Raskob, a fee-only financial planner in Tucson, Ariz., believes that Invest-a-Cats is a unique program for financial planning students.

“The Invest-a-Cats program intrigued me,” Pat said. “When I was at K-State, I took business classes where we selected stocks and tracked progress. But doing it with real dollars gives students more responsibility than researching in newspapers or online can ever do.”

Pat believes that financial planners are genuine in their intent to help people reach their goals and objectives.

“Everybody who makes money has a need to know if they are spending it wisely,” she said. “Financial planners take pride in giving guidance. Part of what we do is to free people to do the things that they are fearful to do.”

“Financial planning is more than taking care of your assets, it’s helping people decide on what makes life worth living, and that’s what makes financial planning an extremely rewarding career path,” Pat said.

As a bridge between financial planning and charitable giving, Invest-a-Cats serves as an important program to educate students about the significance of philanthropy in the financial planning business, Pat said.

“Charitable giving helps people support their interests while giving back to the community,” she said. “Educating students about philanthropic giving before they begin their careers is important so they are aware of the benefits of philanthropy.”

AMBER WEAVER



PAT RASKOB



PERSONAL FINANCIAL PLANNING AT K-STATE

Housed within the College of Human Ecology’s School of Family Studies and Human Services, the personal financial planning program focuses on improving the lives of individuals throughout the lifespan. Students consider both the financial and the human aspect of financial planning. The program has experienced rapid growth and its students have achieved national recognition — the K-State financial planning team has placed first in the National Collegiate Financial Planning Competition in 2000 and 2003, and qualified for the finals every year since 2000. Graduates of the program become financial planners, financial service providers and financial counselors.



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Making the connection

Lee and Barbara Harris provide future teachers with the opportunity to make a difference

PATRICE SCOTT



MEMBERS OF THE BOARD OF THE NORTHEAST KANSAS PARKINSON'S ASSOCIATION — ROB PEPPERS, CLARA ERDMAN, LENORE OLSON, DARVIN HAWLEY AND EVELYN BARNGROVER — PRESENT A RESEARCH GIFT TO MARK WEISS (RIGHT).

MATRIX CELLS OFFER FRESH HOPE

"Be a person of service," his mother said to Mark Weiss, now a professor of neuroscience at K-State's College of Veterinary Medicine. Weiss took her advice to heart and is passionately pursuing research that holds huge promise in the treatment of neurodegenerative diseases such as Parkinson's, Alzheimer's and stroke. He is part of a team of researchers that discovered a new source of stem cells in the cushioning material, or matrix, within the human umbilical cord — a source that is noncontroversial, plentiful and inexpensive. The work he has done with these cells on rats with Parkinson's disease has yielded exciting results.

Weiss was thrilled when he learned that the Northeast Kansas Parkinson's Association decided to support his research with a gift of \$50,000. "I'm really thankful," he said. "This is the first nongovernmental source of money I've ever received." Weiss also pointed out that private donations help to leverage public sources of money.

The first purchase made with the donation was a water purification system for Weiss' lab, which will also be shared by nearby labs. "We've been buying water, which is needed for every solution we use. It's expensive and inefficient compared to this wonderful new source." The new system provides researchers an instant, accurately measured source of purified water.

For Weiss, every step that shortens the path from basic research to human trials is important. He envisions a cord cell bank including both blood and matrix cells that will be available for clinical trials.

After hearing Weiss discuss his research, the board of the Northeast Kansas Parkinson's Association agreed. "It was a unanimous vote to donate \$50,000 to further his work," President Lenore Olson said. "We were impressed with the potential for a cure."

HEARD THE ONE ABOUT THE NEW HERD?

Surgeons at K-State's Veterinary Medical Teaching Hospital made history recently when they successfully completed the world's first total hip replacement on an alpaca. It's the kind of teaching opportunity that may come their way more frequently in the future. The Mid America Alpaca Foundation, Hiawatha, Kan., has committed \$50,000 to establish and maintain a camelid teaching herd at K-State. This initiative will allow students and practitioners to work together in all aspects of training and education relative to camelids.

"Our goals are to support educational and research programs that encourage the addition of alpacas to existing veterinary practices," said Bob Sines, president of the Mid America Alpaca Foundation. "We also want to enhance the knowledge of veterinarians who are currently treating alpacas while introducing students to alpaca treatment, care and study."

"By having a herd in residence, we will be on the cutting edge of new developments with nutrition, reproduction, herd health and performance," said David Anderson, professor of clinical sciences, and one of the surgeons involved in the hip replacement.

Alpacas are one of four species of South American camelids, which include llamas, guanacos and vicunas. Alpacas are smaller than llamas, the other species commonly raised in the United States.

For more information on alpacas, visit www.alpacainfo.com. The Mid American Alpaca Foundation is online at www.midam.alpacafoundation.com.

KIM ZERFAS



LEE AND BARBARA HARRIS

Some say when it comes down to it, it's about who you know — connections. Barbara and Lee Harris thrive on those connections.

In 1999, the Harrises established the Tomorrow's Teacher Scholarship Program to attract and reward the "best and the brightest" young Kansans who wish to pursue a career in teaching and desire to attend K-State. The program awards four-year scholarships to four freshmen each year, so Barbara and Lee knew they would have a rapidly increasing number of recipients. What they didn't anticipate was the level of connection they would enjoy with their students.

"We opted from the beginning to really reach out and know these students," Lee said. "Each of the new freshmen come to a football game with us, their parents come to our skybox, and the student is king or queen for the day. Dean (Michael) Holen is there, and we have a cake and a few gifts for the student at halftime. We print programs that include all their achievements and excerpts of their essays — they are really treated first-rate.

"We get to know the students and their parents and we get notes and cards from them throughout the year. Now we're hearing from people who have graduated, and they'll tell us what they're doing and how much they appreciated their time at K-State and, of course, thank us for the financial help," Lee said. "But when you launch something like this, you have no idea that you will end up with that level of lifelong connection with these students. It's very rewarding."

Barbara and Lee are Manhattan natives. They were in the same church choir and began dating in high school. They were married in 1974. Barbara (Edwards) attended K-State and later earned bachelor's and master's degrees in nursing. She has worked in the neonatal intensive care unit at Children's Mercy Hospital in Kansas City, Mo., since 1979. Lee earned his bachelor's degree in economics in three years, graduating from K-State in 1975. He then began work in Topeka as an apartment manager for Cohen-Esrey Real Estate Services. He is now the company president. The couple resides in Leawood, Kan.

Tomorrow's Teacher was initially established with a gift of \$10,000. During the Changing Lives Campaign a cash pledge of \$200,000 and deferred gift of \$600,000 have been added. Barbara and Lee have given a total of \$1.4 million to a wide variety of programs at K-State.

"We believe that generosity is an opportunity to make a difference," Lee said. "If you're not a generous person, you're missing a big-time opportunity to make a difference in a lot of lives. We also believe that when you are generous, good things come back to you in ways you can't imagine. That's the way we were both raised. We watched our parents practice that, and that's what we do today."

"It definitely does come back to you," Barbara said. "We recruit the best and brightest to K-State,

and we give to their future so they can learn how to give back like we have."

In addition to setting a philanthropic example, the Harrises are exhilarated about the impact of the Tomorrow's Teacher Scholarship Program.

"We thought, 'How can we make the biggest impact with what we want to do?' And that's why we picked teachers," Lee said. "They touch so many lives, and they do it over so many years. If a Tomorrow's Teacher, over the course of a 30-year career, has 25 kids a year in his or her classroom, you're talking about 750 children who have been impacted over the course of that career. Multiply that by the number of Tomorrow's Teachers who are out there, and you're talking thousands of kids who are, hopefully, positively influenced by these really bright people who got a great education at K-State. You absolutely know when you're educating teachers that there's going to be a major-league difference made for decades to come, and we like that."

"Lee and Barbara Harris are especially insightful and visionary. Neither are graduates of the College of Education, but both have become aggressive advocates and major contributors in support of excellence in the teaching profession," Dean Holen said. "They clearly see the potential to magnify their impact by improving the quality of those responsible for the education of our nation's children. The opportunity to make the personal connections and see the results of their efforts has enriched the Harrises' lives. And it was important to them to start making a difference in other people's lives as early as possible."

"Don't wait to set up something like this. The opportunity to see the results and make the connections is so enriching," Lee said. "It gives you a lot of hope for the future that there are still smart, well-rounded kids out there, ready to make a difference." ●

KIM ZERFAS

Two unique requirements of the Tomorrow's Teacher Scholarship Program are that recipients agree to perform at least 100 hours of community service and take at least one elective course in the colleges of Business Administration, Human Ecology or Arts and Sciences dealing with personal finance, investment, economics, marketing, business process or corporate finance during each award year. Find out more about the program at www.TomorrowsTeacher.com.

"The Tomorrow's Teacher Scholarship Program has provided me with a sense of focus and passion throughout my three years at K-State. Barbara and Lee Harris have modeled their generosity through this scholarship, and through their example, I have been encouraged to give back to K-State and the Manhattan community. Overall, the scholarship has reminded me that success in teaching and life will be determined by how one makes a difference in the lives of others."

ERYN WOOD, LEWIS, KAN., JUNIOR EDUCATION-ENGLISH AND JOURNALISM

KIM ZERFAS



CHANGING LIVES CAMPAIGN: IMPACT

Meet Phil Phar, Joe Downey and Pat Koons, whose attire might provide a clue to their passion at K-State — the establishment of the Equine Education Center. These leaders have made personal charitable contributions to the effort, and have also been involved in creating the vision for a state-of-the-art equestrian center that will greatly enhance K-State's ability to attract the finest students and the nation's most prominent agricultural events to the Manhattan campus. The horse industry nationwide is experiencing a huge upsurge, and the addition of this facility will enable K-State and the area to capitalize on this growing interest.

This project, which will be funded entirely through private contributions, has the backing of a number of individuals who share this vision. But, more funding is needed in order to break ground for the first phase of the project.

According to Ken Odde, head of K-State's Department of Animal Sciences and Industry, building the Equine Education Center will allow K-State to expand the opportunities for students to pursue an equine science certification, and host a variety of equine educational activities.

Joe Downey, owner of Downey Ranch, has owned horses for 30 years and has lent some of them to a therapeutic riding program for people with various disabilities. "I especially recall one young girl who was very shy and not very enthused



JOHN LA BARGE / J&C IMAGING

about being hoisted from her wheelchair to the back of a horse," Joe said. "As luck would have it, one of my horses dumped her during one of the early sessions, and I feared that she would quit. She got back on with a very determined look on her face and by the time the program finished, she became quite a good rider.

"It was very gratifying to see the confidence build in this young lady and I'm sure that our little riding program paid large dividends in her later development."

K-State's Equine Education Center, when fully developed, will provide academic opportunities and training venues for a variety of competitions, practice space for the K-State Rodeo Club and the women's equestrian team, and a home where more success stories like Joe's will take root and flourish.

If you are interested in contributing to the future of the Equine Education Center, please contact Aaron Hund, director of development for the LMIC and the Department of Animal Sciences and Industry, at 800-432-1578.

PHIL PHAR, COUNCIL GROVE, KAN., JOE DOWNEY, MANHATTAN, AND PAT KOONS, BURDICK, KAN., ARE IN HISTORIC WEBER ARENA. THE ARENA WILL CONTINUE TO PROVIDE MUCH-NEEDED TEACHING SPACE TO SUPPORT STUDENTS AND FACULTY IN ANIMAL SCIENCES AND INDUSTRY. FOUR OTHER KEY LEADERS IN THE EQUINE EDUCATION CENTER EFFORT WHO WERE NOT AVAILABLE FOR THE PICTURE ARE LEE REEVE, GARDEN CITY, KAN., ORVILLE BURTIS JR., LENEXA, KAN., DUANE WALKER, CANTON, KAN., AND TRACE WALKER, BROOKVILLE, KAN.

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