One of my guilty pleasures is television quiz shows, and a new favorite is Cash Cab. If you haven't seen the show yet, it's a simple concept. Passengers get into a New York City taxi and discover it's a rolling game show, with the opportunity to earn cash prizes during the time it takes to drive to their destination.

A recent show asked contestants which phrase coined by science fiction writer Robert A. Heinlein referred to paying back a debt by helping someone else. When I was in junior high, I read nearly all of Heinlein's works in the school library so I knew the answer was "pay it forward." In one of his novels, the recipient of a charitable gift promises to pay it back, but his benefactor replies, "Instead, pay it forward to some other brother who needs it."

Wishing to pay forward the great opportunities a Northwest education opens up is the reason many donors choose to establish scholarship endowments. In October, we learned from an estate attorney that someone had left the Foundation a sizable bequest in their will for the establishment of a new scholarship fund. Many alumni and friends of the University have advised us of their estate plans, but this was a surprise because the link to Northwest was not the donor but a spouse who pre-deceased him. In addition to paying it forward, a scholarship endowment will provide a measure of immortality for these generous donors.

Despite the past year's swings in the market, the Foundation has still been able to fulfill its core mission of helping students with the cost of higher education. For the 2009-2010 academic year, there were 919 scholarships awarded. This was possible because the formula used to calculate scholarships takes a longer-term view in recognizing that markets fluctuate but our mission to assist students with their education does not.

My term as president of the Northwest Foundation ends at mid-year, so this will be my final message in Foundation Focus. My closing sentiment is very simply a big Bearcat thank you to all those who have helped the Foundation's board and staff advance our mission of providing support to Northwest and its students during the two years it has been my privilege to serve in this capacity.

Sincerely,

Mike Faust '74
President, Northwest Foundation
Building improvements is the topic of a report issued by the Missouri Department of Higher Education. Wells Hall, home to Northwest’s mass communication department along with the communication, theatre and languages department, is mentioned in the report citing inadequate facilities. A potential building to address this issue is one of the funding priorities for the Melvin D. and Valorie G. Booth College of Business and Professional Studies.

The mass communication department also is revamping its curriculum based on rapid changes that are currently taking place within the field.

“Our graduates are in high demand; we hear great things about our students, both through their internships and in the workforce,” said Doug Sudhoff, mass communication department chair. “We want to make sure what we are teaching doesn’t become obsolete and we continue to provide a quality education for our students.”

Based on feedback from current and past students along with professional contacts, faculty have learned that all mass communication students need a baseline of multimedia skills, including video and audio training, along with an understanding of print communication and social media. Faculty plan to have a vision of the new curriculum by the end of the spring 2010 trimester with the official plan in place by fall 2012.

For more information, contact Neil Elliott at neile@nwmissouri.edu.
College of Arts and Sciences

Dr. Eddice Barber, a 1942 Northwest alumna and professor emerita from Minnesota State University, recently gave $10,000 to endow the Eddice B. Barber English Scholarship for Northwest English majors.

As a student at Northwest, Barber majored in English and speech. The Burlington Junction native also has a master’s from the University of Colorado at Boulder and a Ph.D. from the University of Minnesota.

Two of Barber’s brothers, Lee and Kent, also are Bearcats and have endowed scholarships in their names at Northwest.

“I have given to both of my brothers’ scholarships and thought I should have one for myself,” said Barber, who lives in Mankato, Minn. “Education has always been a value in my family, and education has taken me many places. I want other students to get that same experience.”

A proponent of education at any age, Barber is the co-founder of Mankato Area Life Long Learners, an organization established in 1996 that welcomes individuals to share the joys of learning and friendship in an academic setting.

For more information, contact Teresa Gustafson at teresa@nwmissouri.edu.

Jasinski Welcome Receptions

Northwest alumni and friends have enjoyed the opportunity to meet Northwest’s 10th president, Dr. John Jasinski, and his wife, Denise, at a number of welcome receptions organized by the Northwest Foundation and the Northwest Alumni Association. Receptions occurred in November and December in Arizona, Kansas City, Des Moines, Iowa and St. Joseph.

To view more pictures from the welcome receptions, visit www.nwmissouri.edu/alumni/photoalbum.

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(Top, left) Northwest President Dr. John Jasinski visits with Northwest alumni in Kansas City. (Above) Northwest Foundation board member Dr. Bill Hedge ’74, ’77, ’89, Dr. Virgil Freemani ’73, assistant professor of educational leadership, and Jasinski converse during the welcome reception at the Northwest St. Joseph Center. (Left) In Des Moines, John and Denise Jasinski reunite with Michelle McKnight Kellar ’93, ’97, who previously worked with Denise in the Upward Bound office at Northwest, and Eric Kellar ’90, ’92 and future Bearcats, Jay and Molly Kellar.
Donor Relations – Scholarships

With an all-time record enrollment this year of 7,076 students, Northwest remains on target to meet its goal of increasing enrollment by 20 percent over a five-year time frame that concludes with the 2011-2012 academic year. Therefore, scholarship dollars are proving more critical than ever to Northwest’s recruiting and retention efforts.

Northwest’s students will benefit from the creation of several new scholarships, including the TKE Delta Nu Actives Scholarship, the Peter J. Greve Memorial TKE Alumni Scholarship and the Central Iowa Alumni and Friends Chapter Scholarship.

To further assist, donations made in honor of the inauguration of Dr. John Jasinski established the Jasinski Scholarship fund to benefit the American Dream Grant, which remains a top priority for the University. Scholarship dollars for out-of-state students, transfers, alumni legacies, along with awards based on academic merit and cultural enrichment also are in high demand.

To date, 42 individuals and businesses have secured memberships in The 1905 Society with their unrestricted gifts of $1,000 or greater for FY10. In October, Society members enjoyed a cast party with Encore performers of Irving Berlin’s “I Love A Piano.” Society members will have the opportunity to visit with former Foundation board member Mercedes Ramirez Johnson ’97 when she returns to campus March 1 as a Distinguished Lecturer as well as an event with President and Mrs. Jasinski later this spring. ❖

For more information, contact Laurie Long at laurie@nwmissouri.edu.

TKE alumni Steve Moss ’87, Darwin Rold ’73, Ron Woolsey ’74, Bruce Barlow ’75, Merle Jones ’73, John Newberry (attd. ’68-’74) and Dick Westbrook ’76 returned to campus in November to advance two TKE scholarship funds. The Peter J. Greve Memorial TKE Alumni Scholarship, which provides $1,000 awards to entering freshmen, honors the late Pete Greve ’74 and his efforts to reconnect TKE alumni with their alma mater. The TKE Delta Nu Actives Scholarship now affords its actives with $1,000 awards as the chapter celebrates its 55th anniversary since its start on the Northwest campus.

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For more information, contact Andrea Wagner at andrea@nwmissouri.edu.

College of Education and Human Services

The findings of a report from the Missouri Department of Higher Education have resulted in a new project rising to the top of the list of priorities for the College of Education and Human Services. The lower level of Brown Education Hall houses the Early Childhood Education Laboratory facilities, which include preschool and pre-kindergarten as well as the kindergarten classroom of Horace Mann. According the Missouri Department of Higher Education's report, the program could run into accreditation trouble due to a lack of natural light in the basement's classroom area. The realization of these findings makes it imperative to work to find a solution. Dr. Max Ruhl, the College's dean, and his Department Chairs Council are working to revamp their strategic plan for the College, which will include how to move forward with this initiative.

Recent gifts to the CEHS include $10,500 for the Heckman Family Scholarship for International Student Teaching. Northwest alumnus and former employee Cherine Heckman established this scholarship in honor of her parents, (Horace) Erle Heckman, a 1950 Northwest graduate, and Lola Weathermon Heckman, who graduated from Horace Mann High School in 1946. This award also is in honor of her niece, Ashley Heckman, who graduated from Northwest in June with a degree in elementary education. ❖

For more information, contact Andrea Wagner at andrea@nwmissouri.edu.
The Northwest Alumni Association strives to meet its mission of establishing and maintaining connections with alumni and friends of Northwest by offering events and opportunities for Bearcats and friends to get together. Our 16 chapters are continually planning events to meet this mission. We are looking at several areas as possible locations for new chapters, including Minneapolis-St. Paul, Minn., Cedar Rapids, Iowa, Oklahoma, and Houston, Texas.

Additionally, the Northwest Alumni Association hosted several events in a successful trip to Florence, Ala., as the Bearcat football team was crowned the 2009 Division II National Champions. We will be present for similar events at the MIAA conference basketball tournament in Kansas City.

The Tourin’ Bearcat travel program continues to thrive as nearly 70 people have committed to the May 28-June 5 Hawaiian Cruise. The cruise includes special guests John and Denise Jasinski and their children.

For more information, contact Steve Sutton at ssutton@nwmissouri.edu.

The reality of the tough economic times has altered the way many corporations and foundations are approaching charitable giving. Beyond the lack of funding, however, many corporations and foundations are realigning their priorities to accommodate basic human needs: food, water, clothing and shelter.

While these should be the top priorities for those who are able to provide assistance, many corporations and foundations continue to support Northwest and the needs of our students. For example, the John Sublett Logan Foundation recently donated $25,000 to the Melvin D. and Valorie G. Booth College of Business and Professional Studies to provide MBA scholarships. This brings the organization’s total giving to Northwest to $125,000 since 2005. DST Systems Inc. of Kansas City is another longtime supporter that has contributed $65,000 since 2004. Of that total, $15,000 was given this year for Theatre Northwest and the Encore Series. Additionally, the Encore Series received a gift of $5,000 from the J.L. Houston Company, and a proposal has been submitted to the Goppert Foundation for a gift of $100,000 for the American Dream Grant.

For more information, contact Andrea Wagner at andrea@nwmissouri.edu.

The Intercultural and International Center continues to focus on recruitment and retention as well as an understanding of diversity on campus.

Fifty-three members of the Northwest and Maryville communities graduated as the inaugural class from Intercultural U. The certification program addresses what is needed to graduate global citizens equipped to thrive in a multicultural world.

International enrollment numbers at Northwest continue to grow. A total of 302 students representing 36 countries were enrolled during the fall trimester. India is the most represented followed by China, Korea and Japan.

Funds made possible from members of the Society of International Ambassadors have helped establish a scholarship program along with a Celebration of Culture Series and Emergency Fund strictly for international students.

For more information, contact Polly Howard at pollyh@nwmissouri.edu.
Two VPs join Northwest

Dr. Timothy McMahon and Stacy Carrick have joined the University and serve on the Northwest Leadership Team.

McMahon, an accomplished marketing communications executive, came to Northwest in January and is the vice president of marketing and university relations. He has headed corporate marketing and communications at ConAgra Foods, founded a regional advertising agency bearing his name, headed advertising for Pizza Hut Inc. and was founding marketing director for Godfathers Pizza. He also has taught graduate and undergraduate courses.

Carrick, a Certified Public Accountant and Northwest alumna, is the new vice president of finance and will begin her duties in February. Since 1991 she has been employed in a variety of capacities at Heartland Health in St. Joseph, most recently as director for Decision Support Services.

Northwest, BIVI formalize partnership

Representatives from Boehringer Ingelheim Vetmedica Inc. in St. Joseph and Northwest recently signed a Memorandum of Agreement at the Northwest St. Joseph Center. The agreement builds on Northwest’s longstanding tradition of providing graduate education in the St. Joseph area and results in Northwest tailoring the delivery method of its Master of Science in Biology program to fit the needs of BIVI staff scientists.

As a result of the agreement, courses will be offered in a variety of methods, including instruction at the Northwest St. Joseph Center as well as online, at Northwest’s Maryville campus and through blended instruction. A cohort of 11 students from BIVI are now enrolled in the 18-month program.

IT firm is fifth tenant to join CIE

Northwest has announced an information technology services firm will become the fifth tenant in the Center for Innovation and Entrepreneurship.

Hero Teams LLC is the latest tenant in the University’s mixed-use incubator that emphasizes technology-based start-up companies, provides assistance existing to small businesses and encourages development of new small businesses.

Hero Teams will join current CIE tenants Carbolytic Materials Company, Practical Sustainability, Riley and Rabel Consulting and Alyoop.

Hero Teams specializes in providing full-service support for Internet servers, Web hosting and the emerging cloud computing industry. (Cloud computing is a general term for anything that involves delivering hosted services over the Internet.)

Robin Greenhagen, chief executive officer and founder of Hero Teams, said his company plans on hiring 10 to 15 full time employees and will be providing up to six months of on-the-job training to prepare staff members for these IT support positions.

For a complete schedule of alumni events, visit www.nwmissouri.edu/alumni or call (660) 562-1248.

Northwest news briefs

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