The FOUNDATION News

Spring 2002
Arkansas State University alumna Dr. Kathy Brittain White (center, front) is supporting ASU’s College of Business through her gifts as well as through a unique partnership between her company, Cardinal Health, and the college. Pictured with Dr. White are the VIP interns (from left:) Alisha Cobbs of Brinkley, Dianna Stevens of Jonesboro, Shawn Cummins of Pocahontas, Angie Opperman of Mountain View, and Joe Burleson of Hardy. (Cover photo by Straley Snipes)
**Holiday spirit in the springtime**

Memorial Day is still a month away, but here in the Development Office, we’ve got Christmas on our minds.

The afternoon of Sunday, December 8, 2002, is the date of our first Holiday Spectacular—and the beginning of what we anticipate will become an annual holiday tradition among Arkansas State University’s special friends.

Throughout the year, ASU is the beneficiary of astounding generosity from thousands of our alumni, faculty and staff, special friends and community partners. We find ourselves forever thankful and wish to demonstrate that thanks in a tangible way.

The Holiday Spectacular is ASU’s gift back to our community and to our many generous benefactors. It’s designed to be a good time for all and we think you’ll enjoy it.

The Holiday Spectacular will be launched in the awesome setting of Fowler Center’s Riceland Hall and will feature some of the most outstanding talent anywhere around.

Highlights of the festive 90-minute performance will feature the ASU Choir, Concert Orchestra, Wind Ensemble and the popular Handbell Choir. There will be great entertainment, seasonal holiday fare, special donor recognition; all in an atmosphere guaranteed to put you in the spirit of the season.

There will be many more details to follow, but we want you to mark your calendars now.

You won’t want to miss it.

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Speaking of Fowler Center, if you haven’t had the opportunity to visit yet, you need to see what this magnificent facility has to offer our region.

Four great venues include Bradbury Gallery, Riceland Hall, the ASU Drama Theatre and the Black Box Experimental Theatre. By way of some outstanding performances and community events, we have seen what each of these settings can offer individually, and, moreover, how they all come together to make Fowler Center one of the most unique treasures that any university in the country would envy.

A superb schedule of art exhibitions, quality entertainment and other cultural and educational activities remain on Fowler Center’s schedule for 2002.

Pick up a schedule, go by and see it, or give us a call for more information, but don’t miss out on what Fowler Center has to offer.

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A few days ago during a distracted moment of an unexceptional meeting, I realized an exceptional fact—an obvious one that I think we often overlook when considering the greatness of this place that brings us all together.

Sitting at a table, I counted professional people who are notable experts in the areas of health care, fine arts, communications, engineering, agriculture, business, history, psychology, science, education and higher education management.

With all those people working together, it is hard to imagine what we cannot do.

Our many thanks to each of you for your continuing support.

(Steve Watkins is director of development at Arkansas State University and serves as executive editor of “The Foundation News.”)

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**Dear Alumni and Friends:**

As you will read in this issue, the 2001 holiday season was a very good one in terms of charitable gifts at Arkansas State University.

I won’t spoil the news, but I will say how very humbled and grateful we are.

For the work of our development and planned giving staffs; the staffs of the Alumni Office, the Public Relations Office, the Publications and Creative Services Office; and my staff, I am truly grateful. These men and women make our university a better place through their examples of commitment and service. University Advancement is truly a team effort, and we only succeed by helping one another.

But most of all, I am grateful to you, our friends and supporters, for your fathomless giving and support of this institution. We have come a long way, but we have so much farther to go. Together I believe we will continue to make a positive difference for Arkansas State University.

Thank you so very much for your continued support to Arkansas State.

Very Sincerely,

Steve Owens
Vice President, University Advancement
President/CEO, ASU Foundation

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Arkansas State University
The generosity of an Arkansas State University alumna has allowed the establishment of the first fellowship in the university’s College of Business.

Beginning this fall, the Kathy Brittain White Fellowship in Management Information Systems will be in place, according to Dr. Jan Duggar, dean of the ASU College of Business.

“Kathy White is making a difference by strengthening our faculty, which, in turn, affects the quality of our students and their educations,” he said. “Her gift will help us to attract and retain exceptional faculty to this institution.”

White received her bachelor’s and two master’s degrees at Arkansas State. She also earned her doctoral degree from Memphis State University, now the University of Memphis. She serves as executive vice president and chief information officer of Cardinal Healthcare, Inc., of Dublin, Ohio.

White said ASU provided her with an affordable education. She was a married student and she said the affordable housing, daycare and tuition made it possible for her to return to school.

The Oxford, Ark., native said she has made the commitment to support the College of Business because of the commitment and encouragement she received from her professors while she was a student at ASU. It was a commitment that was important to her continuing in the university’s master’s program.

“I have great stories of how faculty supported me the first summer I returned to school,” she explained. “My father died the first summer session and I missed the finals. One faculty member came to my trailer on campus, unannounced, saying she knew I had studied, and did not want to make me restudy. She gave me an oral exam. Her commitment to teaching and her support of her students was a role model for me when I was a professor.”

“Another professor spent a lot of time talking about different future possibilities in the teaching field. I identify strongly with the student population and believe I need to encourage them like I was encouraged before.”

The Kathy White Fellowship will be competitively awarded before the Fall 2002 semester, Duggar noted. He said tenured or tenure-track faculty with strengths in database management information systems or network administration whose scholarly accomplishments will advance the reputation of the College of Business will be considered. He also said the fellowship will be up for renewal every three years.

This is not the first significant gift White has made to the university. During the Fall 1998 semester, White helped to establish a virtual internship program between Cardinal Healthcare and Arkansas State University. (See the Fall 1999 issue of Foundation News.) Additionally, she has made charitable gifts to ASU-Mountain Home to establish the White Computer Lab. She said she very much wants to be a part of extending the outreach of ASU and the College of Business, and believes the fellowship is one way she can help.

“If the gift can provide for additional training or hiring of professors in the field, I think it is very important,” she said. “Learning is so enhanced with an enthusiastic, knowledgeable professor. There is a shortage of MIS professors, so I’m hopeful this will assist in attracting and/or training those professors.”
Cardinal-Allegiance internships foster training, careers for ASU students

Now in its fourth year in the College of Business on the Arkansas State University campus, the VIP-Virtual Internship Program between Cardinal Healthcare and ASU continues to be a model of success.

Administered under one of Cardinal’s companies, Allegiance Healthcare, the internship program involves six ASU students who perform various computer functions, from software review to HTML coding and website development.

Each ASU intern is paired with an Allegiance work group, and interacts with that group in the virtual world for 12 hours during the week.

ASU alumna Kathy Brittain White, executive vice president and chief information officer for Cardinal Health, Inc., said this a unique program.

“As a part of giving back, I wanted to offer ASU students an opportunity to intern with a large, well-respected company,” she explained. “Many could not actually move to Chicago, so we brought the program to them. We truly made it virtual so they were working for us, but were still on campus. We don’t know of another company nor school participating in such an innovative program.”

The students, most of whom are computer science or management information systems majors, interview in an on-campus visit with Allegiance. When students are chosen as interns, they are flown to the Allegiance campus in McGraw Park, Ill., where they tour the facility and meet the members of their work group.

“We’ve had great success, and the students believe they have truly learned a great deal. We now bring former ASU students back to recruit with us.”

One of those recruits who was hired is Gus Granger, a 2000 ASU graduate who earned a Bachelor of Science degree in management information systems. He is now a programmer analyst with the company.

“I was a Cardinal intern the spring semester of my senior year,” Granger said. “When I graduated in the summer of 2000, I wasn’t really sure what direction I wanted to take. I interviewed with several companies in Central Arkansas and in Memphis. And then I interviewed with Allegiance. I went to work that fall. For me, every day is a good day with this company. I really enjoy my job.”

Granger’s supervisor, Arnie Weller, said Granger has a strong work ethic and has done well with Allegiance.

“Gus was promoted faster than most people are when they come into this organization,” Weller said. “His work is excellent.”

White said Granger is one of several students that have hired on full-time with Cardinal who have already been promoted. She said the company has been very pleased with the interns in the VIP.

“I would say their work ethic and desire to achieve are very important,” she explained. “I had believed that some of those characteristics were why I have been successful and I see the same thing in the student population at ASU. Many of them come from very modest means and rural areas, and are very grateful for opportunities. That translates into doing the very thing we expect and ‘then some.’ For years I have given talks on going the extra mile to truly excel.”

“I see that in many of the graduates we have worked with.”
Bells may soon toll new tune for ASU campus, community

The bell tower in the Dean B. Ellis Library on the Arkansas State University campus could soon be chiming a whole new set of tunes.

New bells have been delivered to the university and another is on order, according to ASU Director of Development Steve Watkins.

“We’ve recently received three bells that were purchased by friends of the university,” he said. “These include the bell in honor of Curtis and Marjorie Moore, purchased by Dr. Mary Moore; the bell in memory of Dr. Herbert Wendell Ward purchased by Mrs. Maxine Ward; and the bell in honor of the Arkansas State classes of 1950 and 1960.”

Watkins said another bell, the C4, is in the process of being cast. That bell was purchased by Henry and Verbeth Coe of Tuckerman in honor of Mr. Coe, a 1938 engineering alumnus.

Watkins said the bell tower was begun 10 years ago with the installation of four solid bronze pealing bells. Each bell bears the name Arkansas State University “en relief.” Originally dedicated in 1994, the bells can be heard across campus and across the community as they play the Westminster Chimes at 15-minute intervals between 7 a.m. and midnight daily.

“Also, a special ringing of the bells, called the peal, occurs at noon each day,” he noted. “Until additional bells are acquired, this is a random pealing, but we eventually hope to peal melodies, the alma mater and other tunes.”

Watkins said the framework is in place in the bell tower to accommodate up to 48 bells. During the last 10 years, the university has accepted gifts to purchase a carillon. A carillon is made of 23 or more bells in fixed suspension, tuned in chromatic order with a musical range of at least two octaves. He said this will provide the necessary range to play most popular melodies.

The design and casting of the bells for the library carillon has been performed by van Bergen Bellfoundries, Inc. of Charleston, S.C., with the casting of the bells being completed at their Paccard Fonderie de Cloches in Annecy-le-Vieux, France. Founded in the Netherlands in 1795, the van Bergen family foundry is considered the leader in the bell, clock tower and carillon industry.

Six main steps go into making a bell, according to van Bergen: designing, making the templates or patterns, building the mold, casting, tuning and fitting the bell with the clapper or appropriate striking mechanism.

The casting process begins with a three-part mold consisting of the core, the dummy or false bell, and the cope or case. A space is exposed when the dummy is removed that is just large enough to receive a molten alloy of about three-fourths copper and one-fourth tin. Each bell has a different metal content, depending on its size. When the bell has cooled, it is cleaned and then tuned.

van Bergen has placed many bells, clock towers and carillons across the United States, including the carillon at St. Patrick’s Cathedral in New York City, and on college campuses like Texas A&M University and Wake Forest University.

Just three more bells are needed to complete the carillon in the library tower, Watkins said. The A#3 bell, the B3 bell and the C#4 bell all need benefactors before they can be purchased and installed.

“We are very close to completion of the carillon,” he said. “Purchasing one of these bells is a perfect way to honor or memorialize a person, family or group. And it is an excellent venue with which to mark an anniversary, career or contribution to the university or the region. We hope to complete the carillon very soon. It will provide a great new dynamic to the campus environment.”

Watkins said persons interested in the library carillon may contact the Development Office at 972-3940, or toll-free outside Jonesboro at (888) 225-8343, or by writing to the ASU Development Office, P.O. Box 1990, State University AR, 72467-1990.
With warm smiles, handshakes and hugs, Cleburne County residents recently celebrated a housewarming of sorts for one of their neighbors—Arkansas State University-Heber Springs.

The new John L. Latimer Skills Training Center, named after a long-time member of the Cleburne County Economic Development Corporation, was showcased to more than 500 people during an open house on January 20. Participants witnessed the ceremonial ribbon cutting, toured the new building, and viewed demonstrations of the state-of-the-art technology used in the center’s classrooms.

The creation of ASU-Heber Springs was set in motion in November 1997 when a small group of citizens initiated a grassroots effort to bring higher education to the community.

Meetings between officials with A-State and Cleburne County business, civic and community leaders, along with a survey of industry, chamber of commerce members and schools, found a need for continued education past the high school level in the area, school officials said.

In the fall of 1998, 80 students in 10 classes began evening studies at Heber Springs High School, with the help of a $15,000 start-up fund from the State of Arkansas. The following spring, the Arkansas General Assembly designated $700,000 to continue the momentum the school was gaining.

This semester’s classes began January 7 in the new 25,000 square-foot facility, which encompasses 11 classrooms, two computer labs, two science labs, a multi-purpose lab, an interactive video classroom and administrative offices.

Enrollment has almost tripled that of three years ago. Full-time and adjunct teachers provide instruction to 235 students for core curriculum classes like physical science, studio art, psychology, college algebra and government, in addition to several business courses, including accounting and business statistics. This spring, “Fast Track” business foundation courses for the master’s of business administration degree were added to the schedule.

During the open house, ASU-Beebe Chancellor Dr. Eugene McKay welcomed the visitors and recognized faculty and staff from ASU Beebe and ASU-Heber Springs for their work and dedication to the new school, and its mission to serve the educational needs of Cleburne County. ASU President Dr. Les Wyatt warmly welcomed the Cleburne County group to its new college, and expressed deep appreciation for the local support shown for the school.

Dr. Wyatt also recognized the Herget Family Foundation for its major gift to the university for the completion of the new facility. Members of the Herget family were given a plaque in commemoration of their gift.

“This is a first step,” said Dick Herget. “There will one day be a permanent facility here in Heber Springs.”

Dr. Dianne Tiner, director of the Heber Springs campus, said the new location will serve a great need in Cleburne County.

“This gives us an opportunity to better serve our students,” she noted. “And they’re our number one priority. We’re so proud to be in this wonderful facility.”

Dr. Les Wyatt (left), president of Arkansas State University, presents a plaque to members of the Herget family, expressing appreciation for the $200,000 gift to ASU-Heber Springs from the Herget Family Foundation.
It has been six years since Arkansas State University Art Professor Evan Lindquist developed an idea to bring an exhibition of small print work on campus. In those six years, the Delta National Small Prints Exhibition has gained a following among artists, patrons and lovers of the arts across the nation.

“My original goal was to bring this kind of art to the Delta region,” Lindquist said. “This exhibition has given our students and our university community several opportunities—the chance to see a variety of artwork and a chance to be exposed to national jurors as well.”

Lindquist explained that the Delta National Small Prints Exhibition is a juried exhibition, where a national juror is brought in to select a number of artworks that have been submitted for consideration and will be displayed in the exhibition, as opposed to a curated exhibition, in which a curator picks pieces from an established collection.

“This exhibition is unique, I believe, in that it is one of only two exhibitions in the country that accepts the artist’s original print to be considered for exhibition,” he noted.

Bradbury Gallery Director Les Christensen said the exhibition is one of the most significant showings in the country today, and attracts many artists throughout the country.

“We’ve had entries from almost any section of the country you can imagine,” she said. “Artists from New York and Pennsylvania to California and Washington have been chosen to exhibit here. This year, our national juror told me the quality of the submissions was so high and he was so impressed by the works themselves that he could not allow exhibition of multiple works by some of the artists.”

This year’s juror was Daniel Piersol, who is the Doris Zemurray Stone Curator of Prints and Drawings at the New Orleans Museum of Art. He said he was very pleased by the submissions.

“It was a very rewarding and extremely informative experience for me to review the nearly 400 images in a broad range of graphic media,” Piersol said. “After much consideration and thought, I selected 70 works for this year’s exhibition. Not only do these creations fit comfortably within the spatial confines of ASU’s handsome new Bradbury Gallery, but also they present a memorable overview of the divergent and exciting directions being pursued by con-

See “Delta National “ page seven
Christensen said the catalog that is published with the works from the show has also gained a national following, and some believe it to be about the greatest printmaking catalog in the United States.

“The catalog represents the exhibition well in that it extends the exhibition to other parts of the country, also,” she noted.

Christensen said the response to the exhibition has continued to be very favorable, and that support for the event has continued to grow.

“We’ve had an amazingly positive response for this exhibition within the region, which is impressive considering the size of our community. The repeated generosity we’ve seen has kept the exhibition going, and it’s a good sign that there is real interest in keeping the arts in Northeast Arkansas.”

Phillip and Becky Wells of Jonesboro are in their second year of supporting the exhibition, and Mr. Wells said the couple believes it is a worthwhile gesture.

“We support the arts in this community,” he said, “and we believe Arkansas State University has been a forerunner for this kind of exhibition. It gives ASU the opportunity to show itself as a patron of this particular type of art and gain some notoriety as a leader in print exhibitions on a national level.”

Lindquist said he believes after six years the exhibition continues to be a viable one that does the community good.

“I’m really gratified that the region believes it is worthwhile, and that people have kept it going.”

In 1984, Arkansas State bestowed the honorary Doctor of Laws degree on McAdams, for his “standards of creativity of thought, high personal standards of integrity, contributions to education and society in general, and dedication to free inquiry and the search for truth that are qualities of an educated mind.”

In 1992, ASU, assisted by contributions from numerous Arkansas Banks, established the McAdams-Frierson Chair of Bank Management in the College of Business, named for McAdams and the late Charles Davis Frierson, for their practical approach to banking in action.

McAdams began his banking career as co-founder of the Lake City State Bank, which he later moved to Jonesboro and merged with Citizens Bank. In the early 1970s he bought the ailing Union National Bank of Little Rock and turned it into a profitable concern. He eventually sold his banking interests.

A 1933 graduate of Jonesboro High School, McAdams was also a graduate of Northwestern University and received his law degree from the University of Arkansas at Fayetteville. He was a decorated Navy veteran of World War II, and a member of the Craighead County, Pulaski County, Arkansas and American bar associations.

He will be missed.
Hoke gift benefits ASU College of Agriculture

Recent construction start-up of the new Nestlé plant in Jonesboro has benefitted Arkansas State University through an in-kind gift to the College of Agriculture.

Craighead County farmer Kevin Hoke donated more than $4,000 worth of soybean hay that has been used for the college’s cattle operation.

“I was renting 50 acres from the Jonesboro Industrial Development Corporation and had it planted in soybeans,” Hoke explained. “About two weeks before harvest time, Nestlé was ready to begin construction of the new plant they are locating on the site I was renting. It was too early for me to harvest, and there had to be no plant residue left on the ground.”

Hoke said he approached Greater Jonesboro Chamber of Commerce President and JIDC Agent Henry Jones about an idea he had for bailing the soybean crop into hay.

“I said, ‘Henry, what do you think about me donating that to ASU?’”

Jones liked the idea and Hoke contacted ASU Farm Director Charles Long. The gift was accepted and with the help of the Craighead County Road Department, the 109 round bales were delivered to the ASU farm.

“Shumway said in-kind donations like feed, seed and fertilizer are meaningful to the College of Agriculture, because they allow the college to direct funds to other vital needs.

“It is a really positive thing for us,” he said.

Hoke is a third-generation family farmer who cultivates more than 2,800 acres in Craighead County; 1,000 acres of which are in soybeans, 800 acres are in rice, 800 acres are in cotton and 250 acres are in wheat. He said 65 to 70 percent of his crops are planted using the no-till method of farming. His farm is in its fifth year as a Monsanto “Center of Excellence Farm” for his work in tillage analysis, and he also performs field trials for Syngenta and RiceTec. He and his family were selected Craighead County Farm Family of the Year in 1997.

A U.S. Navy veteran, Hoke said although he did not attend ASU, he has employed ASU students in various capacities on his farm during the last ten years. He said he is pleased his gift was so well received by the College of Agriculture.

“Of course you hate to lose a crop before it reaches maturity, but it was good to be able to put it to use in a way that benefits students and the university. I’m glad to know that it made a difference.”
Enthusiastic student + telephone = many gifts for Arkansas State University

If you believe listening to stories of college pranks, having phone conversations with toddlers, and singing the Arkansas State University fight song doesn’t sound like the regular duties of a collegiate part-time job, Kristin Pratt will beg to differ with you.

Pratt, a senior computer science/Spanish major from Hot Springs who works as a student caller during the Phonathon annual giving drive on the A-State campus, has done all these things. And because of her good nature and steady effort, she has become the first student worker to cultivate more than $10,000 in annual gifts.

“Kristin is so open and friendly with our alums,” said Elaine Poynter, ASU coordinator of annual giving. “In her conversations, she advises them of what’s happening on campus, and talks about the great things that are occurring in academics as well as athletics. She even enjoys the occasional opportunity to pass along greetings from alumni to former professors.”

It was a semester of volunteering, Pratt said, that sparked her interest in becoming a permanent Phonathon caller.

“I was a volunteer with my sorority, Chi Omega, and I won the prize for the most volunteer hours that semester,” she explained. “When the Fall 1999 semester started, I applied to become a student worker for Phonathon, got hired, and have been here ever since. I like the flexible hours I can work after class, and it’s a very casual atmosphere. Alums will ask me if I know their children who are on campus, or tell me about things that happened when they were here. I like that.”

Poynter said the Phonathon experience is a valuable resource, in that alums have a link to the goings-on at the university, and Phonathon callers have the opportunity to make valuable contacts. Additionally, Phonathon is an important part of annual giving at ASU, accounting for almost 25 percent of the annual giving program.

In recognition of her successful performance, Poynter and the Phonathon staff surprised Pratt with a small party that included her favorite, cheesecake, and congratulatory messages from some of her professors. Dr. Jeff Janness, chairman of the Department of Computer Sciences and Math, stopped by to give personal greetings on behalf of the faculty. Some former Phonathon co-workers even stopped by with congrats.

“It was a nice surprise,” Pratt said.

Poynter said the average amount of a Phonathon gift is between $25 and $50. Since her October celebration, Pratt has cultivated an additional $6,000 in Phonathon gifts, her largest single gift being $500.

Pratt said her most unusual experience as a Phonathon caller came when she spoke with a toddler one evening. She admits she was a little concerned when the toddler kept talking to her and asking her everyday questions; she even thought of hanging up the phone.

“That’s when the dad got on the line and said ‘did you enjoy talking to a future Indian?’ I was relieved at that point, and he and I had a nice conversation.”

In addition to her Phonathon job, Pratt serves as vice president of the Association for Computing Machinery and is in the Saturday Scholars program on the ASU campus. She said after she graduates next May, she’d like to come back to ASU and get her teaching degree, and would also like to travel in Mexico and South America. For now though, she’s said she’s content working at Phonathon.

“Our alums are very genuine,” she said. “They make my job easy and enjoyable.”
A Chicot County family has presented a historically significant gift to Arkansas State University that will serve not only as a museum of its era, but as an educational classroom and laboratory for students in ASU’s newest doctoral program.

The Lakeport Plantation house, one of the few surviving remnants of ante-bellum architecture in southeast Arkansas, has been donated to ASU by the Sam Angel family of Lake Village. Built in the late 1850s, the modified Greek revival home is one of the only, if not the only, plantation houses that has not been remodeled, redecorated or extensively modernized.

Ruth Hawkins, ASU director of Delta Heritage Initiatives, said the gift will serve as a great hands-on laboratory for students working toward the doctorate in heritage studies degree at Arkansas State.

“We always wanted the house to be preserved,” Donna Angel said, “but we knew the job was too big for us as a family and we didn’t want to see all this history wasted. Ann Bradford, a friend from Pine Bluff, suggested we contact Claudia Shannon of Jonesboro concerning her ideas for restoration. She was the one who suggested we talk to ASU.”

“Ruth assured us the plantation house wouldn’t fall by the wayside. We were able to see what the university had done with the Hemingway-Pfeiffer home and were very pleased—we realized they knew what they were doing. Everything all came together at the right time.”

Lakeport Plantation was founded in 1857 by Lycurgus Johnson, who owned extensive cotton land in Chicot County. The plantation stayed in the Johnson family until the late 1920s, when the land was sold to Sam Epstein, Sam Angel’s grandfather. The Angel family deeded the plantation home to Arkansas State University in October 2001.

Hawkins said she is hopeful the home will serve as a southern anchor for heritage-minded tourists who travel from Hemingway-Pfeiffer down the Crowley’s Ridge Parkway to the Great River Road.

“From a historical perspective, visitors will be able to learn a great deal,” she said. “The architecture, the agricultural significance and the plantation’s history itself have the ability to draw visitors here.”

Donna Angel said a lot of interest has been generated in the last few months, and her family believes that will continue.

“We do have great hope for the project, to make the house a working educational facility that will also bring in tourism,” she said. “People have always been fascinated with the house and its history.”

“We believe ASU has the knowledge to bring the story of this home to life.”
A lot of things have probably changed in the 25-plus years Ron Looney has been at Arkansas State University, but one thing has remained constant—the ability to produce a quality product for his customers.

Looney serves as director of the Publications and Creative Services Department in University Advancement at ASU. That title has changed little; he was named director of publications when he was hired in 1976. What has changed though, is the size of his department and the way the department functions.

“When I was hired as director of publications, the rest of the University Advancement staff consisted of Tom Manning, who directed news and information services; Andy Morris, who was the director of public relations; and a secretary,” he explained. “Now, just our P&CS staff alone employs art director Mark Reeves, graphic artists Georgia Summitt and Heath Kelly, and two public relations staff members who also work part-time for P&CS: secretary Vicki Nelson and writer Straley Snipes. We also have a student employee, Betsy Wyatt, and a student intern for the fall, spring and summer semesters.”

In addition to the changes in the size of the staff, the volume of work has increased dramatically over the years, thanks to the explosion in technology.

“Back when I started we were strictly a paste-up art shop with a drawing board. We went to computerized art work beginning in 1993. As recently as five years ago, we logged in a project a day, around 20 or 25 a month. Now we log in between 60 and 80 projects a month.”

He noted his staff members have to carry the design job further than the old days, by scanning photos and working with the print shop, whether it is the on-campus service or a commercial shop. While the creative output has increased, he said technical capabilities have mushroomed.

“Today’s artists continue to be creative, but they must double as computer technicians as well.”

Looney said the creative work for the majority of ASU’s publications comes through his office.

“Although we don’t always prepare all materials for everyone, all materials should be routed through our office for identity approval,” he said. “Our goal is to present a unified image of the university to our various constituencies, and to conform to university standards as well as recognized printing standards.”

He also noted that a big chunk of the department’s work is devoted to the Admissions Department’s recruiting materials, which can consist of as many as 25 different published pieces. His said P&CS has also had an increased role with the addition of the branch campuses and new departments within the ASU system.

“We can do more with design now faster than ever, and we can give more variety in design than we used to,” he noted. “Another big difference between when I first came to ASU and now is the addition of color in our work. When I started, it was very unusual to do any printed piece in anything other than black and white. Now, it’s just the opposite—we rarely do a publication that is just black and white.”

Looney said not only is he proud of his staff, but he is glad to see the department’s revived internship program.

“It’s good for each of our interns, because they get real experience working on live projects,” he explained. “It benefits them in that they’re able to build their art portfolio, and it benefits us, too, by giving us another perspective—we benefit from their youth.”

In his leisure time, Looney and his wife, Pat, who also serves ASU as the staff development specialist in the Training and Development Department, show registered quarter horses throughout Arkansas, and in western Kentucky, Tennessee, north Mississippi and Alabama, a hobby they have enjoyed for 30 years.

“We’re gonna do it ‘til we get it right,” he quipped.

Known for his practical jokes and quick humor, Looney says his other hobby is mowing the yard and picking up pine cones from the 67 pine trees he and Pat have in their yard.

But he is pretty much all business when it comes to business, and he says it’s the variety of the jobs that keeps him and his staff coming back.

“The job stays fresh because we don’t do the same thing day after day, and we have different customers from the different departments and campuses all the time,” he said. “What’s gratifying is to see a piece come to life from design to finished production, and know that we gave our customers something better than they expected.”
The family of a longtime advocate for children in Northeast Arkansas has established a scholarship and is building it toward the endowment level at Arkansas State University to honor her for more than 70 years of service in early childhood education.

The “Mother” Ruth Allison Steinsiek Excellence in Education Award was established in the College of Education to honor Mrs. Steinsiek, BSE ‘42, MSE ‘56, for her support of children through programs like Head Start, according to her granddaughter, Straley Snipes, BS ‘99. Snipes said the idea took shape in the spring of 2000, prior to Mrs. Steinsiek’s 90th birthday.

“Mother Ruth had received a state childhood education award, and I believed it was a good time to approach our family and her friends and colleagues about a scholarship,” she explained. “With the help of the ASU Development Office, we started a letter-writing campaign, and it just took off from there.”

Mrs. Steinsiek grew up in the Lawrence County town of Alicia. After high school, she would take a train from Alicia to Hoxie and then on to Jonesboro, where she attended the old Jonesboro Baptist College, and majored in elocution and primary education. When the college closed, Steinsiek came to Arkansas State.

“The women in my father’s family were all teachers,” she noted. “And when I came to Jonesboro I was missing my family and all of my little siblings. I think I just naturally gravitated to what was then called early childhood education. I could see that the things my mother and my grandmother taught me were the things that children need.”

Mrs. Steinsiek said that she has worked in various capacities for each of the presidents of Arkansas State. She also taught at the old Training School on campus. A colleague and friend is still a member of the ASU faculty.

“Mildred Vance is my mentor, even though I am older than she is,” she noted. “She also taught two of my children. We have been close friends and colleagues for many years. I can see how all of my training prepared me for my Head Start experiences.”

Snipes said her grandmother, along with colleague Celia Barnhard, opened the first Head Start Center at Jonesboro in 1965.

“The community was wonderful in helping get the Head Start program started,” Mrs. Steinsiek said, “and the university was very cooperative. I think we did a lot for our children. We did a lot for integration, too. I’m glad we had a part in working toward that.”

Mrs. Steinsiek eventually became a regional training officer for Head Start, serving 31 training locations in Arkansas, Louisiana, Oklahoma, Texas and New Mexico. She said that not only did she get to travel all over the United States, but she was able to broaden her contact with other people and cultures.

Although she has cut back her schedule somewhat, Mrs. Steinsiek has never retired. An accomplished artist, she still works on teaching materials, and has just completed a collection of materials for extending children’s language development.

Snipes said her grandmother is a study in strength and determination. When her husband unexpectedly died early in their marriage, she was
An Arkansas State University emeritus faculty member has brought a scholarship established in her honor to the endowment level.

The Mary Lou Wood Business Scholarship Endowment was established in 1995 by Dr. Bob Ferralasco and Dr. Dan Hoyt, colleagues of Mrs. Wood’s in the College of Business.

“They arranged a surprise retirement party for me,” Mrs. Wood said. “And then presented this scholarship. It was an honor.”

Mrs. Wood began her career at Arkansas State College when she was 17, as a secretary to Dean Robert Moore. She earned her Bachelor and Master of Science degrees in Business Education from Arkansas State, and then began teaching, first as a graduate assistant in 1964, and then as an instructor in 1965. She spent her entire 30-year career at Arkansas State. Upon her retirement, she was declared emeritus assistant professor of Business.

“I am a teacher,” she said simply. “I taught business communications and supervised business student teachers in the Bachelor of Science degree. Through the years I also taught shorthand, keyboarding and office management.”

Not only is Mrs. Wood a part of the ASU family, but her family has been a big part of ASU. She has a sister and a brother who are alums. Her husband, the Honorable Bobby Gaines Wood, and their three children are also ASU grads.

“We are very please to have the endowed Mary Lou Wood Business Scholarship,” Dean Duggar said.
A retired Jonesboro teacher has endowed a scholarship in the Department of Computer Science and Mathematics at Arkansas State University to honor the memory of her late husband.

Mrs. Ella Pierce’s gift to establish the Howard Christie Pierce Scholarship Endowment in Mathematics recognizes her husband’s professional service to education that went beyond 25 years, most of it spent teaching at Jonesboro High School.

“The Pierce Scholarship is a vote of confidence in the College of Arts and Sciences and affirms the importance of mathematics education to American society,” said Dr. Linda Pritchard, dean of the College of Arts and Sciences. “The late Mr. Pierce’s dedication to teaching math will be an inspiration to our students pursuing careers in this critical but understaffed field.”

“Howard always said he chose teaching to get out of the cotton patch,” quipped Mrs. Pierce. “But he really had a strong belief in education. He loved seeing kids learn.”

Mr. Pierce grew up in Dyess in Mississippi County. Mrs. Pierce grew up in Bell, Calif. The Pierces met in Los Angeles during World War II. He was on leave after having served in the Pacific Theater, and she was a member of the Women’s Army Corps. They were married about three months later.

After the war, the Pierces moved to Arkansas and went to school on the GI Bill. They came to Jonesboro in 1950 so Mr. Pierce could earn education hours in order that he might teach. She said he encouraged her to get her degree as well.

Mr. Pierce’s first teaching job was at McCormick, and then he began teaching math and physical science at Jonesboro High School. Mrs. Pierce said her husband often mixed other subjects into his teaching lessons and was popular with his students.

“He identified with his students,” she explained. “During the early 1970s, he grew his hair long to fit in with them. His father got on to him for letting his hair grow!”

Mrs. Pierce received her degree from Arkansas State College in 1951. The Pierces both earned master’s degrees from A-State; he in 1961 and she in 1966. During her 29-year teaching career, Mrs. Pierce taught at North, East, West and Hillcrest elementary schools and at Annie Camp Junior High School.

The Pierces raised two daughters who are also teachers. Mary, an ASU alumna, followed in her father’s footsteps and now teaches math at Jonesboro’s Sixth Grade Academic Center, while daughter Gilda is a counselor and teaches psychology at Fayetteville High School. Mr. Pierce was especially supportive of girls receiving an education, Mrs. Pierce said, and encouraged their self-reliance and independence. The Pierces’ granddaughter, Jamie, is also an ASU alumna who now works for Stephens, Inc. in Little Rock.

Because three generations of her family earned their degrees from Arkansas State, Mrs. Pierce said it was fitting that she make this gift to ASU to help deserving students obtain their education.

“We got so much out of our education at Arkansas State,” she explained. “Our granddaughter earned a scholarship. Howard started saving his money and I felt like this was a good thing to do—that we should give back and encourage others to do the same.”

Students interested in learning more about the Howard Christie Pierce Scholarship may contact the Office of Financial Aid at (870) 972-2310.
For the second straight year, alumni, friends, faculty and staff have honored the Arkansas State University Foundation with a record amount of charitable gifts during the holiday season.

Steve Watkins, ASU director of development, said that during the holiday period of Nov. 26, 2001, through Jan. 14, 2002, some $2.4 million in charitable gifts were received. This gift period almost triples last year’s record gifts of some $812,000. Total charitable giving for the first six months of the 2002 fiscal year amounted to $3.4 million. Watkins said the record gifts are most meaningful to the university.

“I think it is significant for Arkansas State University because, rightly so, many people were very specific in the ways they wanted to help their fellow man immediately after Sept. 11, 2001,” he explained. “The fact that ASU has remained a high philanthropic priority for many people is a credit to the leadership and direction of the university.”

In addition to the record holiday gifts, Torchbearers has seen a significant increase for the second consecutive year, with a membership now surpassing 600.

Torchbearers is the giving club whose members are staff, faculty and emeritus faculty that support the university’s academic programs through charitable giving to aid the university cause of their choice. The club is now in its fifth year of existence at the university. Watkins said Torchbearer participation assists the university in two ways. First through the gift itself and secondly in that it speaks well to corporations and charitable foundations who are considering making gifts or grants to the university.

“Many times the corporation or foundation wants to know what percentage of faculty and staff support the university,” he said. “We are fortunate in that our Torchbearer numbers have consistently risen during the time the club has been in existence. We probably have one of the highest, if not the highest, percentage of faculty and staff supporters for any state institution.”

Watkins said the record holiday gifts and the increased Torchbearer participation are especially meaningful to the university and to its continuing growth and success.

“Each year friends and supporters of the university are giving more their time, talents and resources to help move ASU forward. That momentum is very important, and sets a great example for charitable support to Arkansas State University.”

Send us your ideas

The Foundation News is published twice yearly by the division of University Advancement at Arkansas State University. We welcome your ideas about the ways in which we might better serve you with information about Development project highlights, or about information related to opportunities for charitable giving to the ASU Foundation.

Call or write to us with your comments and suggestions. You may write to: Diana Monroe, Office of Development, Arkansas State University, P.O. Box 1990, State University, AR, 72467, call toll-free at 1-888-225-8343 or send e-mail to dmonroe@astate.edu
Interesting career, fulfilling retirement mark the life of ASU alum John Woodside

Born in Jonesboro in 1916, Woodside was the first member of his family on his mother’s side to be born a U.S. citizen; his mother and her parents emigrated to the United States in 1889 from Cheltenham, England. He grew up in Thomasville, Mo., where his father, John Clare Woodside, and his mother, Mable Symons Woodside, were instrumental in establishing Thomasville High School in 1921. After he finished high school, Woodside said it was a fairly easy decision to come back to Jonesboro and to Arkansas State.

“Arkansas State offered about the most economical education I could have received at the time,” he explained. “My grandparents, Mr. and Mrs. Alfred Symons, lived at 411 Jefferson in Jonesboro and were getting up in years, so it was good that I could stay with them while I went to school. I was to look after them, but they looked after me and provided wonderful encouragement throughout my college years. They were a big influence on me.”

Woodside’s family has a connection to Arkansas State from its earliest days. In 1910, V.C. Kays recruited Woodside’s mother as one of the first faculty members at the First District Agricultural and Mechanical School, the institution that evolved into Arkansas State. Woodside’s sister, Harriet, is also a graduate of Arkansas State, and another sister and his brother attended ASC, but had to cut short their educations because of World War II.

Woodside came to ASC as a 16-year-old, having been allowed to start school as a second grader, and then completing the fourth and fifth grades in one year.

“I was a hillbilly in amongst all these flat-landers,” he joked. “I didn’t have a car, so I used to catch a ride down on Cate Street, and then after football or basketball practice, I’d catch a ride back downtown. I enjoyed school. I started out as an Agriculture major, but switched to chemistry after taking a sophomore chemistry class. It was a new field in 1932 and Dr. Roby was an excellent teacher.”

After graduation, Woodside worked for a company just outside of Stillwater, Okla., where he worked full-time at night while he got his master’s degree, which he received in 1942. That same spring, he married and took a new job in Kansas with Spencer Chemical. In 1965, Gulf Oil, which had bought out Spencer, sent Woodside to Kuwait as superintendent for their chemical company there, a job that lasted three years. From there, he was sent to Spain, where he worked...
in three different cities. In 1971, Woodside retired from Gulf.

But the business world was not done with John Woodside. Not long after his retirement, he received a call from Dr. Armand Hammer, owner of Occidental Petroleum, to come and talk with him about a job.

“Dr. Hammer interviewed me personally for four hours at his home on Harold Square in New York City,” Woodside recalled. “When it came time to prepare a contract, he wrote it out himself in longhand.”

Woodside spent the next three years in Saudi Arabia to get an Occidental plant there up and running. He came back to the U.S. in 1975 to Houston, as Occidental’s manager of Middle East chemical works, and later worked in various locations for Occidental, including Irvine and Stockton, Calif., Pasadena, Texas, Savanna, Ga., and Taft, La., before retiring in April, 1981.

Since that retirement, he has managed to stay busy, though, working as a consultant and also as a volunteer. He was chairman of the board of his church, and served on all its committees at various times. For several years he was a member of the Orange, Texas, Chapter of the Society for Retired Executives, a group supported by the U.S. Small Business Administration that advises small business owners and managers with various business challenges.

He and his wife now live in Lufkin, Texas, where he is still active in Kiwanis, tutors at Angelina College, and serves on the board of directors of the United Methodist Foundation in his conference. But he has not forgotten Arkansas State.

In 1990, the first Mable Symons Woodside Memorial Scholarship Endowment was awarded. Woodside and his wife established the scholarship to honor the memory of his mother and her commitment to students she taught over the years, many of whom returned to her during their college years for tutoring.

“She never turned down a request for tutoring,” he noted. “When a student had a question about a subject, or didn’t understand something, she was there to help. Even up to the time she was 88 or 89 years old.”

Since the endowment’s inception, Woodside has assisted more than 20 Missouri students in receiving their educations at Arkansas State University. He tries to get back to Jonesboro every fall to meet scholarship recipients, usually bringing one of his two daughters along. He said it was Arkansas State that made the difference in his career.

“I enjoyed my time at ASC. Arkansas State opened the world for me and showed me what was out there and what I could do.”