

Fall 2011

Foundations

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foundations

FALL 2011 | VOL. 11 | NO. 2

A NEWSLETTER FOR FRIENDS OF THE MISSISSIPPI STATE UNIVERSITY FOUNDATION



no place like home

NUSZ FAMILY CEMENTS TIES TO MSU

THE SKY'S**THE LIMIT**

Fiscal year 2011 was a turning point for the MSU Foundation. Giving to Mississippi State University soared to new heights as alumni and friends entrusted us with their contributions for the betterment of the university.

When reflecting on FY 2011, it is challenging to adequately express our gratitude for your overwhelming generosity. Gifts and pledges reached an all-time high in excess of \$80 million as donors, like you, expressed their confidence in the university.

Over the past four giving years, contributions to MSU have climbed at year's end from \$51 million to \$61 million, then from that point to \$65 million, and finally to \$80 million. This upward trend is part of a phenomenon for charities nationwide, and we certainly hope the trend continues. Additionally, our alumni giving percentage held strong at 18 percent, which ranks MSU ahead of many of our peer institutions in the Southeastern Conference.

We appreciate your investments in the future of Mississippi State, and we continually strive to be good stewards of your gifts. A strong investment return of 20.4 percent for the fiscal year, combined with outright gifts and pledge payments to endowed funds, grew MSU's endowment to nearly \$347 million. While this growth is exciting, we must continue to make strides in this area to overcome several of our peers.

One positive impact on the university's endowment and overall giving is *StatePride*: An Initiative for Student and Faculty Support. The initiative has reached nearly \$66 million toward our goal of \$100 million. Funds available from the initiative allow us to provide \$1 million in immediate, one-time financial awards to 405 faculty this fall who have shown outstanding leadership in teaching, research and service. The initiative is also providing scholarships to talented and deserving students across the university, which often make the difference in whether or not they can pursue a four-year degree.

The *StatePride* initiative was launched with MSU President Mark E. Keenum's investiture, and his administration continues to find ways to better position the university and enhance the value of an MSU degree. Dr. Keenum will soon release the university's long-term strategic plan with our vision to become one of the nation's top 50 institutions. The plan will detail our goals to impact the economic well-being of our state and region.

With your continued outpouring of support for our beloved university, the sky's the limit in what MSU can accomplish. You offer your loyalty, pride and passion and, in return, we are able to set progress in motion at Mississippi State.

**John Rush**

VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI

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The Mississippi State University Foundation is a nonprofit corporation organized to foster, encourage, and promote the educational purposes of the university. In providing its support and services through the pursuit of endowments and other gifts, as well as asset management, the foundation enriches and enhances the academic quality and reputation of Mississippi State University.

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no place like home

NUSZ FAMILY CEMENTS TIES TO MSU





MSU freshman Brant Nusz
with grandfather Dave Nusz

A successful career in the engineering field was simply a matter of finding where his passion lay for Thomas B. “Tommy” Nusz. After almost 30 years in the oil and gas industry, the Texas resident’s love of engineering is as strong as ever, as are his ties to his alma mater.

For a number of years, Nusz, who is president and CEO of Oasis Petroleum, has supported Mississippi State with his time and financial resources. He hopes to make a meaningful difference in the life of the university through his efforts, especially with his latest major gift for academic scholarships, an engineering professorship and a planned football facility for his favorite Bulldog sports team.

Nusz is extremely proud of the lifelong association he’s built with the campus and his adopted hometown, Starkville. Despite living in quite a few places over the course of his dad’s football coaching career, Nusz always maintained a fondness for the Mississippi town and the state’s largest university. The family moved from El Paso, Texas, to Starkville when he was in the fifth grade.

The Starkville-MSU area was more than just a place to live for Nusz, a native of Newport News, Va. It was a place where he desired to put down roots that would last a lifetime.

“My dad was a defensive backfield coach for Charlie Shira during his last few years at MSU,

and we had a great time here as Bulldogs,” Nusz recalled.

Dave Nusz served from 1970-1972, under part of Charles N. Shira’s tenure as head coach and athletic director. The elder Nusz went on to coach at several universities including Memphis, Southern Methodist, Vanderbilt and University of Louisville, and later worked for the NFL’s Seattle Seahawks where he scouted football talent from Mississippi State for several years. He and wife, Bette, are retired and live in St. Augustine, Fla.

“While my dad was coaching at MSU, my mom decided to return to school and earn a second degree. My sister, Kerry Coke, also later attended,” Nusz said. “So, the MSU experience has always been a win-win situation for the entire family.”

After graduating from a high school in Franklin, Tenn., there was little doubt where Nusz would attend college. His heart remained with Starkville and MSU.

During his college days, Nusz worked in the MSU athletic department for Wesley Reed, now associate athletic director. He tremendously enjoyed the opportunity to return to the Bulldog fold where he spent many great hours with his dad.

Since football was very much a family tradition, the decision of a life path was a difficult one for Nusz. The choice was between football, for which he had a lifelong love, and engineering, which he had been fascinated with since he was a youngster, but the decision became clear after high school.

“I played football through my senior year and learned a lot of great life lessons. However, I knew that I wasn’t going to be able to earn a living playing football,” Nusz said.



He continued, “I had some catch up work to do to pursue my other passion, petroleum engineering, since I didn’t grow up around the oil business. In order to obtain industry exposure, I went to work for Halliburton Services after my freshman year, and worked with them throughout college as part of the MSU Co-Op program.”

Following graduation from MSU, Nusz worked as an engineer for Superior Oil, Mobil Oil, and later Meridian Oil. From there, he began a productive career with Burlington Resources, of which Meridian Oil had been a main operating subsidiary.

Over the course of his career, Nusz served as vice president for several divisions of Burlington, including the international, acquisitions and divestitures, strategic planning and engineering. He also held various operations and managerial positions in several regions of the United States, and was chief engineer. He enjoyed a long career with Burlington Resources, until the corporation was acquired by Conoco Phillips in 2006.

Today, Nusz guides Oasis Petroleum, which he built along with former Burlington colleague Taylor Reid from the ground up. He is also chairman of the board of directors for the Houston, Texas-based company.

Oasis Petroleum is an independent exploration and production company focused on the

acquisition and development of unconventional oil and natural gas resources. The company concentrates drilling in Montana and North Dakota, primarily operating in the Williston Basin. Nusz is also a member of the National Petroleum Council, an advisory committee to the Secretary of Energy of the United States.

“I had a great career with Burlington, and following the sale in 2006, I had a desire to venture out on my own. I formed Oasis Petroleum by attracting many colleagues from Burlington, and securing private equity capital from EnCap Investments L.P. in Houston in 2007. We ultimately took the company public in June 2010,” Nusz said.

“We have a tremendous drilling inventory in the top oil resource play in the United States, along with a very talented organization. We believe we are on a great path,” he added.

Although busy with his career, Nusz makes time for his university.

“A great number of alumni, like myself, reconnect with MSU at certain points in their lives, particularly through a love of athletics, and I am fortunate to be one of those individuals,” Nusz said. “And, I share a passion for all things MSU with Terri and our family.”

Nusz began dating Terri Foster of Memphis, Tenn., while both were MSU seniors. They



The Nusz family: Tommy, Meagan, Brant and Terri

graduated in 1982, he in petroleum engineering and she in interior design.

“While we both moved around a good bit growing up, Terri and I say we are from Mississippi, and we work to maintain a strong connection to the university that gave us a great education,” Nusz said.

The MSU connection has come full circle for the couple. Their son, Brant, is enrolled as a freshman, and he plans to study mechanical engineering. They also have a daughter, Meagan, who attended Texas Christian University, and travels across North America as an accomplished equestrian competing in show jumping. The family lives near Houston, Texas, in the Woodlands community.

Besides family and Oasis Petroleum, Nusz also devotes his time to the MSU Foundation board of directors.

“By serving on university boards, I have learned why private gifts are such an important source of revenue for the university, and I try to do my part in that area, and also encourage others to consider financially supporting MSU,” Nusz said.

The couple’s most recent gift will support several areas of MSU. Because of the unique manner in which the gift is structured, the Nusz link to MSU athletics and academics will continue in perpetuity.

A portion of the gift will fund the Thomas B. Nusz Professorship in Engineering. Earnings from the endowment will provide a salary supplement and fund the work of the position and related activities. The holder of the chair will be an esteemed teacher and researcher within the James Worth Bagley College of Engineering.

The contribution will also create scholarships

within the engineering college. The Tommy and Terri Nusz Endowed Scholarship in Engineering will be used to recruit and retain students who have demonstrated high academic achievement and broadening participation in engineering.

Another portion of the gift will support student scholarships in the G.V. “Sonny” Montgomery Center for America’s Veterans. The endowed and annual funds will be used to help students who are veterans, servicemembers, dependents and survivors with any unmet financial needs associated with school attendance. Nusz has previously supported the work of the veterans’ center and takes great pride in the opportunity.

“We realize what it takes for military personnel and their families to regain a certain quality of life after serving their country, so we hope to ease the financial burden as they pursue an MSU education,” he said. “We also honor our relatives who have served in the military with this gift.”

The remainder of the gift supports MSU athletics, and will benefit the new Leo Seal Jr. Football Complex. The complex will be constructed between the Palmeiro Center and the football practice fields. The facility is slated for completion by the end of 2012.

When the Nusz family returns to Starkville in the future, they will come home to a campus where they have made a significant impact.

“Now, with Brant here in Starkville, the family continues a relationship with the maroon and white that spans over 40 years and multiple generations,” Nusz said. “We’ll spend a lot of time traveling from Texas to Mississippi, but we definitely won’t mind coming home when we hear the cowbells ring.”



Circle of Giving

Son's scholarship prompts family to give back



Sam, Angela and Tom James

Cody Robertson excitedly left his classroom one afternoon during his senior year at Richland High School, near Jackson, to give his parents some wonderful news.

Cody informed them that he received the James Loyalty Scholarship at Mississippi State University, the college he had aspired to attend since a young age. Coming from a family of six, this scholarship would mean fewer student loans, less financial burden, and more time to concentrate on his studies.

“When I decided to attend Mississippi State, I was worried about having to take out a lot of student loans,” said Cody. “This scholarship will help me throughout my four years here by assisting with finances and serving as a constant motivator to do my best.”

Cody is now in his first semester at MSU, and while he hasn't chosen a major, he has a goal to graduate with a perfect 4.0 grade point average. His scholarship, which provides \$4,000 over four years, is possible because of a gift from Booneville natives Tom and Angela James.

While neither Tom nor Angela attended

MSU, they both have a history of visiting campus to enjoy fun-filled football weekends and the warm hospitality of the Bulldog family. Their fondness of campus and the generosity of another donor led them to establish the scholarship.

A year earlier, Tom and Angela's son had been the beneficiary of a similar scholarship. When Sam told them he wanted to attend MSU, they were excited, but also concerned. Angela taught nursing at Northeast Mississippi Community College for 25 years, and thought that a large university may not be able to give her son the personal attention he deserved.

“I was afraid he might be just a number,” Angela said. “However, as soon as we visited campus and met with professors in his department, I breathed a sigh of relief. Everyone is so nice and they genuinely care about each student.”

Sam enrolled at Mississippi State in the fall of 2010 as a junior pursuing a degree in math education. He believes MSU will give him the best possible education to be able to succeed in his future career. A member of Phi Theta Kappa at Northeast Community College, Sam was surprised to receive the Richard Brann Loyalty Scholarship, established through the *StatePride* initiative. Sam was grateful to receive a scholarship

to help with finances, especially as an upper classman.

Tom and Angela were raised in families that encouraged giving. The couple donated time and money to other organizations, and previously established a scholarship at Northeast Mississippi Community College. They are grateful their son was chosen to receive the Richard Brann Loyalty Scholarship, and the award helped them consider a gift to Mississippi State.

Their interest in contributing to MSU grew, and eventually the Jameses attended a meeting in which MSU Basketball Coach Rick Stansbury talked about giving to the university.

“We knew we wanted to give, but we just didn’t know how,” Angela said. “We weren’t sure if we had to be alumni, if we had to give a certain amount, or if there were any other restrictions.”

She continued, “We wanted to help the students who weren’t getting scholarship offers. The students who work hard and make good grades, but maybe don’t have a 4.0, or aren’t eligible for financial aid are who we aimed to assist.”

Once the couple learned Mississippi State welcomes gifts in any amount, whether from alumni or friends, they began talking more seriously about establishing a scholarship. Just a week later, they received a call from an MSU student in the Bulldog Calling Center asking for a donation through the annual giving program.

“The timing was perfect,” Tom said “We planned on giving a certain amount, but then doubled the amount after we learned about the matching gift through the *StatePride* initiative.”

In addition to Cody’s scholarship, the Jameses are also supporting a second \$4,000 scholarship this academic year. The recipient is another MSU freshman, Brett Harris of Florence. The Jameses plan to assist two more students for the 2012-2013 school year by taking advantage of *StatePride’s* matching incentive to create two additional scholarships.

“If you work hard, study and attend class, Mississippi State provides a great education,” Tom said. “We hope our scholarships will help students receive the best education possible and go on to be successful in whatever career they choose.”



StatePride going strong

Nearly \$66 million has been raised as the *StatePride* initiative edges toward a \$100 million goal.

StatePride is financially assisting MSU students, who are part of the largest enrollment in university history. In August, MSU surpassed 20,400 students, moving it toward a target enrollment of 22,000 students by 2015. The *StatePride* effort awards need-based scholarships and academic scholarships for many of students across the university.

Besides scholarships, *StatePride* creates opportunities for MSU faculty. Top performing faculty are selected university-wide to receive stipends for their achievements in the areas of teaching, research and service. *StatePride* also creates endowed chairs and professorships, which will be held by individuals who are among the most esteemed in their fields.

Alumni and friends have an opportunity to have their gifts matched by MSU Athletics as they contribute to academics and athletics. All contributions for scholarships and faculty support made before Dec. 31, 2012, will be counted for *StatePride*.

a special legacy



LEROY H. BOYD

The late Leroy H. Boyd was an inspiration to those who believe that happiness can be found in the quest for knowledge, and that a strong work ethic deserves to be rewarded.

Boyd was professor of animal and dairy sciences emeritus at Mississippi State University who died in January 2011 at the age of 75. A memorial scholarship in the College of Agriculture and Life Sciences honors Boyd's dedication to education and his life's work as a teacher and researcher.

Boyd understood the need for scholarships at Mississippi State, having served for several years on the university scholarship committee. He also experienced firsthand how scholarships can help

students realize their potential.

In 1963, Boyd joined the Mississippi State faculty of what was then called animal husbandry and later became animal and dairy sciences. He retired in 2001 after 38 years of service.

Throughout his career, thousands of students felt the influence of Boyd's teaching at Mississippi State. They affectionately referred to him as "Doc," and learned to appreciate his wit and humor. He taught courses related to sheep, horses, livestock management, beginning animal science and western equitation. He also coached MSU's livestock judging team in the early years of his tenure.

Over his lifetime, Boyd became one of the most well-known sheep educators in the United States. He demonstrated that sheep could be

successfully raised in the extreme heat of the South. Through the years, he developed what came to be known as “adapted Dorsets.” These sheep actually thrived in the Southern climate and were released through public auctions. Many of them became the foundation breeding for several flocks of sheep around the Southeast that are still in existence today.

Boyd judged sheep at livestock shows in most every state, and especially enjoyed judging the junior shows where young people were so receptive to learning. From the time his daughters, Susanne and Diane, became involved in 4-H, the family kept a small flock of sheep on the Boyd property near Starkville. It was natural that Boyd would also become interested in Border Collies, and he was often called on to demonstrate the skill of the dog and handler in working sheep.

Boyd’s interest in sheep began on his family’s farm. He was born and raised in western Oklahoma’s Ellis County at the height of the Dust Bowl, when dust storms caused major ecological and agricultural damage to prairie lands. His grandparents purchased the farm in 1907, the year Oklahoma became a state. Boyd learned life lessons that served him well as he grew up on the working farm, raising lambs and steers as 4-H projects.

A small scholarship from the local Home Demonstration Club, as they were called at that time, along with money he earned from his 4-H projects, afforded him the opportunity to enroll at Oklahoma A&M, which later became Oklahoma State University. He lived and worked at the campus sheep barn during the school year, and spent summers working for prominent sheep producers. He also sheared sheep when he could to bring in extra income while an undergraduate and later as a graduate student.

By working his way through college, Boyd earned a Bachelor of Science degree in animal science from Oklahoma State University, and Master of Science and doctorate in animal science from the University of Kentucky.

Boyd met his wife, Catherine, while they were in college. They later attended the University of Kentucky together. The Boyds were married for

52 years, and enjoyed successful careers at Mississippi State. Catherine is professor emeritus of human sciences, having served on the MSU faculty for 33 years.

“Accolades were not that important to Leroy,” Catherine recalled. “It was witnessing the success of his work and seeing and hearing about the success of his students that made him happy.”

Over the years, Leroy and Catherine supported MSU with their time and resources. They contributed to scholarships, the library, Historic Costume and Textiles Collection, and the Bulldog Club. Their philanthropic endeavors also included naming a room in the Lloyd-Ricks-Watson Building.

Now, Catherine is continuing her husband’s legacy with the scholarship. The couple’s daughters, Susanne Purvis of Houston, Texas, and Diane Schultz of Tuscaloosa, Ala., agree that their dad gave his all to MSU, and the scholarship is a way to honor his memory and keep investing in the university’s students.

As inaugural recipient of the Dr. Leroy H. Boyd Endowed Scholarship, Tyler Butts has begun his senior year of study at Mississippi State. He is a biochemistry major from Senatobia who plans to graduate in May 2012. For his efforts, Butts will receive \$1,000 toward his studies.

“It is an honor to receive a scholarship named for such an esteemed former faculty member,” Butts said. “Dr. Catherine Boyd’s benevolent gift in memory of her husband has inspired me to work even harder as I pursue my educational goals, and hopefully one day make a positive difference because of my academic pursuits.”

Boyd’s support, service and generosity had a profound impact on Mississippi State and higher education in the Southeast. His spirit will live on through future generations of outstanding, hardworking students who share his values and seek to realize their dreams through an MSU education.

The Dr. Leroy H. Boyd Endowed Scholarship remains open for additional contributions through the MSU Foundation.

MAKING THE grade

Scholars program continues to attract nation's best students

Students who are Distinguished Scholars at Mississippi State are well-known for their academic skills, creativity and desire to excel in their studies. These young adults are among the elite students in the nation, who come to MSU for the opportunity to further their goals as part of the Judy and Bobby Shackouls Honors College.

Seven incoming freshmen, counted among Mississippi State's all-time high enrollment in excess of 20,400 for fall 2011, have been selected as the newest class of Distinguished Scholars. These freshmen join more than two dozen other students selected in previous years. Distinguished Scholars is the collective name for the Presidential Endowed Scholars and the Otilie Schillig Scholars.

Mississippi State awards full scholarships to these top incoming students each academic year, and encourages relationships between these recipients and their benefactors.

"We are pleased to welcome these seven talented individuals into our program," said John F. Marszalek, scholars program director and mentor.

"Their talents and abilities will mesh well with our outstanding returning upperclassmen," he observed. "We expect great things from them during their careers at MSU."

The incoming Distinguished Scholars

include: Matthew F. "Matt" Blair of Clear Spring, Md., recipient of the Roy O. Rein Scholarship; Zachary A. "Zack" Brown of Bay Springs, recipient of the Leo Seal Scholarship; Emily A. Epps of Huntsville, Ala., recipient of the Charles and Pat Lee Scholarship; Eddie Mac Huddleston of Pontotoc, recipient of the John and Georgia McPherson Scholarship; Faith E. Smith of Collierville, Tenn., recipient of the G.V. "Sonny" Montgomery Scholarship; Shannon K. "Kate" Thompson of Picayune, recipient of the Malcom and Olivia Portera Scholarship; and Jane C. Walton of Ridgeland, recipient of the Otilie Schillig Scholarship.

For Walton, the scholarship made the decision to come to Mississippi State University easy. She had been seriously considering another in-state university, but decided to attend MSU because of the financial award, other program incentives, and the possibility of retaining the scholarship for four years of study.

"I had a family history with Mississippi State, and finding out I would receive the Otilie Schillig Scholarship definitely helped me decide," she said. "Since enrolling as a student and taking advantage of the honors experience, I know I made the right decision to pursue my educational goals here. I am extremely grateful to my scholarship donor."

Fellow recipient Eddie Mac Huddleston, whose parents are MSU graduates, said the John and Georgia McPherson Scholarship influenced his decision to choose MSU over Harvard University.

"I decided to come to MSU, rather than Harvard, because it offered a great learning environment and a great social atmosphere. The



Shackouls Honors College gives students an opportunity to be challenged in their classes, and I certainly don't regret choosing MSU over Harvard," Huddleston said.

The Presidential Endowed Scholarships were created in 2001 to help attract the best students to Mississippi State, and the Schillig Scholarships were established in 1986 through a donation from the Otilie Schillig Trust of Port Gibson. Incoming freshmen receiving these scholarships may keep the award for up to eight semesters, provided they maintain certain academic benchmarks.

Donors may continue to establish endowments for Presidential Endowed Scholarships. A minimum gift of \$250,000, payable over a five-year period, will endow a Presidential Endowed Scholarship. Earnings from the gift will help cover the cost of tuition, fees and housing over the course of four years of study. The awards also include a one-time educational enrichment scholarship for study abroad, internships or other qualified educational pursuits, and an undergraduate research fellowship award. Recipients are also eligible for mentoring opportunities.

"Mississippi State proudly awards these full-ride scholarships and encourages relationships between our talented recipients and their generous

2011-2012 Distinguished Scholars (back row, clockwise) are Epps, Thompson, Smith and Walton. Front row (left to right) are Blair, Huddleston and Brown.

benefactors through their college experience," said Cathy L. Lammons, executive director of communication and donor relations for the MSU Foundation.

Among recent contributors for Presidential Endowed Scholarships are: The Richard C. Adkerson Family Foundation of New Orleans, La., and Steve D. Golding and Melody Golding of Vicksburg.

The Adkerson Family Foundation established the San Shuttleworth Adkerson Presidential Endowed Scholarship in memory of San Shuttleworth Adkerson. A Tupelo native, Adkerson graduated from MSU with a Bachelor of Arts with special distinction in 1969.

The Goldings created the Steve and Melody Golding Presidential Endowed Scholarship. Steve Golding is president of Golding Barge Line Inc., and a 1972 MSU transportation graduate. The couple desires to provide MSU students with the best education possible and have also established a loyalty scholarship through *StatePride*.

(Catch the spirit!)

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**MISSISSIPPI STATE
UNIVERSITY**
FOUNDED 1878

Hardin Foundation creates libraries for Meridian campus, community

A new library will serve the Meridian branch of Mississippi State, and a second library will one day assist students in a downtown Meridian location. Both projects will benefit the surrounding area and be funded with a generous commitment from The Phil Hardin Foundation.

The Meridian-based foundation is giving \$1.25 million for MSU-Meridian which will provide funds for the construction and preservation of the libraries. Each library will be known as The Phil Hardin Foundation Library at MSU-Meridian in honor of the contribution.

“In our 47-year history of supporting education in Mississippi, The Phil Hardin Foundation has remained dedicated to serving education throughout the state of Mississippi,” said Rebecca Combs-Dulaney, CEO. “We proudly associate the Phil Hardin name with this beneficial project, which will allow MSU-Meridian to meet the needs of its growing student base and enhance educational opportunities for the entire area.”

The MSU-Meridian branch, which began as a regional degree-granting institution in 1972, enrolls about 700 students, many of them non-residential students who are typically working adults or community college transfers. From its inception, the Meridian community has supported the institution, which primarily serves East Central Mississippi and West Alabama.

In recent years, downtown Meridian has seen much improvement, as Mississippi State University has worked to expand its presence in

the city. The university is currently working to establish a downtown location to house the MSU-Meridian Division of Business.

One of the Phil Hardin Foundation libraries will be integrated into the MSU-Meridian Division of Business, and will be housed in the historic Newberry building adjacent to the MSU Riley Center for Education and Performing Arts. Once the project is complete, MSU-Meridian can increase course offerings and credentials. The renovation of the Newberry Building is being coordinated by the university, and will include classroom spaces and offices.

Combs-Dulaney said the benefits of the Phil Hardin libraries are two-fold.

“The Phil Hardin libraries will be valuable assets and unique in that they will serve the Meridian campus of MSU and the surrounding community, extending their services to the students of Meridian Community College, Meridian city schools and Lauderdale County schools,” she said.

Combs-Dulaney continued, “We look at the opportunity to establish these libraries not only as an wonderful educational opportunity, but also as an economic opportunity for our state.”

The Phil Hardin Foundation, established in 1964 by the founder and owner of Hardin’s Bakeries, contributed \$34 million in calendar year 2010 for educational improvements in Mississippi. A significant portion of the foundation’s contributions has supported various projects involving Mississippi State University.

Foundation welcomes Cooley; Jenkins joins business college

As a new fundraising year began, the MSU Foundation welcomed Asya Besova Cooley as part of its annual giving program, and selected Robert E. “Rob” Jenkins as its development director for the College of Business.



Cooley

Cooley will support efforts to secure annual gifts as assistant director of annual giving. In her role, Cooley oversees the Bulldog Calling Center that employs some 30 MSU students to make telephone solicitations. Callers

also update database records of alumni and friends. She works with Barbie Hampel, the annual giving director.

“Asya brings professional experience to Mississippi State University from many outlets, and we anticipate her skills will prove extremely beneficial in direct marketing and telefunding efforts for our annual giving program,” said Jack McCarty, executive director of development.

A native of Southwestern Russia, Cooley holds a Bachelor of Arts in communication from Alcorn State University and a master’s in mass communication from Louisiana State University. Most recently, Cooley was a research associate at the University of Alabama in Tuscaloosa, and co-owner and a social media consultant for the HH Agency in Tuscaloosa. Her previous experience also includes a two-year stint with the New York Times Regional Media Group.



Jenkins

Leading the fundraising efforts for the College of Business, one of MSU’s largest academic units, will be Jenkins. As the college’s director of development, Jenkins will be assisted by Jimmy Kight, the

college’s assistant development director. The two will also raise funds for the Richard C. Adkerson School of Accountancy.

A 1992 business administration graduate of the university, Jenkins has five years of fundraising experience with his alma mater, working previously as development director for the College of Arts and Sciences.

“We are extremely pleased to fill this post with Rob Jenkins, whose previous experience demonstrates his potential to secure support for areas where private giving is critical for Mississippi State’s success,” said McCarty.

“Rob has been an invaluable member of the development team, and we look forward to his leadership in building relationships to advance the College of Business and MSU,” he added. Jenkins joined the fundraising staff in 2006 as development director for the College of Education. Prior to that, he was at AmSouth Bank and held positions in sales with Sanderson Plumbing Products Inc.

For a complete list of MSU Foundation fundraisers and other development personnel, visit msufoundation.com.

HISTORY IN

THE MAKING

History seems to be a common topic at the MSU Foundation these days. We experienced a historical total in fundraising this past fiscal year with \$80.3 million in gifts—an all-time high. And as the new academic year began on campus, MSU exceeded 20,400 students for the first time in its 133-year history.

An increase of nearly 800 students from last school year shows MSU enrollment on the rise for a seventh consecutive year. This means our job as a fundraising organization has become even more challenging. With your help as a loyal contributor, we can enhance our university for these new and returning students.

In the midst of this, we look toward the future and prepare to observe a triumphant milestone in the life of our organization. In 2012, the MSU Foundation will commemorate its 50th anniversary, and we are extremely excited to mark the occasion.

The late MSU President Dean W. Colvard had quite a vision when he joined with alumni and other university leaders to form the MSU Foundation in 1962. His book, “Dean W. Colvard: A Quiet Leader,” is a great read and details his reasons behind this great venture. If you haven’t read the story of his prestigious career, and you are interested in our university’s history, I encourage you to visit the MSU library and obtain a copy.

In an academic setting, there are numerous reasons to delve into our roots. Studying history allows us to examine our past, and build on our reputation in the hopes of better shaping our future. Our greatest days as a university and foundation, we believe, are ahead of us.

There are many reasons to believe this. Mississippi State’s alumni base grows larger and stronger each year, and many of our major supporters are much younger than in the past. Also, MSU and development leaders remain committed to advancing the university through private support.

As I begin my 17th year as a development professional, I like to reflect on our proud history and think about the great people I have met along the way. Each had a great MSU moment to share or a willingness to create opportunity. Helping people “make a difference” is quite a rewarding job, and I am very excited to continue this work.

MSU is poised to reach new levels, in part because of the historical success of fundraising through the MSU Foundation. Your gifts serve as investments which help MSU achieve the next steps of greatness. Let us help you preserve our university’s history and heritage as well as shape and mold our future through giving.



Jack McCarty

EXECUTIVE DIRECTOR OF DEVELOPMENT

Nan Sanders and Mike W. Sanders



HOMETOWN: Cleveland, Miss.

THEIR HISTORY: Mike W. Sanders earned a degree in physical education from Mississippi State University in 1964, before joining his family's business, Jimmy Sanders Inc. He has worked with the company since that time, and now serves as chairman of Sanders, one of the largest agricultural input supply and distribution businesses in the Mid-South. Mike also devotes his time to MSU, and has served on the MSU Foundation board of directors.

Nan Sanders is an English graduate of Delta State University. She and Mike have three

children, Amanda, Ellen and Michael. Michael graduated from MSU in 1999 with a degree in agriculture and extension education, and is currently vice president of Jimmy Sanders Inc.

THEIR GIVING: One of the family's most generous endeavors is the Sanders Family Endowed Scholarship at Mississippi State, which honors Mike's late father, Jimmy Sanders. The scholarship benefits undergraduate students. The couple also supports MSU athletics through the Bulldog Club. Their most recent gift will go toward new and enhanced campus athletic facilities.

Loyalty. Pride. Passion.

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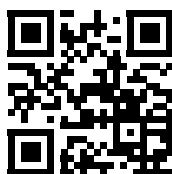
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