of Americans over the age of 60 have
NO estate plan — NO will, NO living trust —
NOTHING!

A proper estate plan:
• At a minimum, consists of a SIMPLE will and/or revocable living trust
• Ensures that you have CONTROL of where your assets will go.
• Allows you to look after FAMILY members.
• Gives you a creative way to SUPPORT charitable causes.

A bequest in your will or trust is one of the simplest ways to make a charitable contribution. If you have a will or trust, consider making John Brown University a beneficiary. If you don’t have a will or trust, you need one!

Contact us at (800) 446-2450 or visit our newly designed planned giving website at www.jbu.edu/giving/planned to learn more about wills, trusts, and other estate planning matters.
How We Are Keeping Faith

Dear Friends of JBU,

In 1 Corinthians 16:13, Paul writes that we should "remain alert. Keep standing firm in the faith. Keep on being courageous and strong" (ISV). At John Brown University, we have set out to live by Paul’s admonition for 90 years by educating head, heart and hand so that students would honor God and serve others.

In October, we announced the public phase of JBU’s Keeping Faith Capital Campaign, and this Brown Bulletin is a special edition to share the news with the JBU community. In the summer of 2008, we announced an internal goal of $100 million to be raised in seven years, and we have been humbled and amazed at the generous response of JBU’s alumni and friends so far. In the first four years, we have received more than $76 million in gifts and pledges toward campaign projects. We are calling this effort our Keeping Faith Campaign because we see these projects as a strategic way for us to keep faith with the past, present and future of JBU’s Christ-centered educational mission. Let me explain.

Keeping Faith with the Past

JBU was founded with the intent to keep faith with the past, present and future of JBU’s Christ-centered educational mission. Let me explain.

Keeping Faith with the Present

This campaign is also committed to keeping faith with the current generation of JBU students. We are seeking to meet that commitment, in part, by raising $20 million to support annual scholarships over the seven years of the campaign. The JBU Scholarship Fund is a key component of annual scholarship support, and we appreciate the widespread support of that fund.

Of course, educating students in a residential context with a full offering of social, spiritual, academic, athletic and other programming is costly. In addition, the breadth of JBU’s mission includes our two centers, the Center for Relationships Enrichment and the Soderquist Center for Leadership and Ethics, as well as our award-winning radio station, KLRC, and a variety of student mission-service efforts, all of which receive some annual gift support. Accordingly, we have set as a goal an additional $30 million to support JBU’s current operations. These $40 million in gifts for annual scholarships and current operations are essential for us to keep faith with the present generation of JBU students and our current mission.

Keeping Faith with the Future

A capital campaign makes little sense if it does not imagine a stronger future for JBU, and we are committed to keep faith with the future generations through this campaign. For example, raising up to $30 million for endowed scholarships doesn’t only carry out our commitment to the past; it also promises to meet the financial needs of future students since each endowed scholarship continues to fund scholarships into the foreseeable future. We are also planning for $30 million in building construction as part of the campaign, and many of those projects are about keeping faith with JBU’s future by providing more and better space to carry out our educational mission.

So, for example, the expansion of the wing on North Hall added 80 beds to our residential capacity. Similarly, renovating Kresge Dining Hall has greatly enhanced the dining experience for current and future students. The Berry Performing Arts Center will enable future generations of singers, musicians, worship ministry students, debaters, actors, set and costume designers to give glory to God in a state-of-the-art facility. We estimate more than 20 percent of our students will perform in the new facility every year, and every student will have the opportunity to enjoy the performance of their friends. For the first time, our facility will match the skill and talent of our students. The Berry Performing Arts Center will also strengthen our service as a cultural resource for the Siloam Springs community. The Bill George Arena will allow future athletes to show the grace and skill that God has given them to perform in basketball or volleyball. It will seat 5,800 people for an athletic contest. It will offer new locker rooms for our basketball and volleyball players and new offices for coaches. It, too, will finally offer our students a facility equal to their skill and talent. The Bill George Arena will also allow us to keep faith with future generations of families at graduation. It will seat 2,700 people for commencement and provide better sound and sightlines for families to enjoy that special service. The Bill George Arena will enable us to welcome national speakers in our chapel program, such as when Franklin Graham visited two years ago, and invite alumni and local community people to join us for worship.

We are pleased to honor Dr. Bill George in the Bill George Arena. Bill served on JBU’s board of trustees for more than 50 years; he was a senior administrator of JBU’s radio and television stations and advancement office; he served gracefully as interim president during a difficult year; and his love and commitment to JBU was exemplary.

As I trust you can tell, serving JBU students is what animates this Keeping Faith campaign. $100 million goal; $50 million for need-based scholarships ($50 million for endowed scholarships and $20 million for annual scholarships); $20 million for annual operating support; and $30 million for facilities. $76 million given or pledged. $24 million to go. We receive all gifts with deep gratefulness to God and his people for their generosity and with a sincere commitment to keep faith with the past, present and future of JBU’s Christ-centered mission. And we keep faith with that mission because we desire to keep faith with our Lord Jesus Christ, who John describes in Revelation as one who was, and is, and is to come. May keeping faith with Christ always be true of us at JBU.

Godspeed,

Dr. Charles W. Pollard
President
Burns Inducted into NACDA Hall of Fame

The National Association of Collegiate Directors of Athletics announced in May that Dr. Bob Burns, former John Brown University director of athletics (1977-2006), was to be inducted into the NACDA Hall of Fame’s Class of 2009. Burns received his award at the NACDA 44th Annual Convention in Orlando, Fla., in June at the Leaffield Sports Directors’ Cup Awards Luncheon, sponsored by NCAA Football.

While at JBU, Burns was a professor of education for 31 years as well as chair of the health and physical education department for 27 years. He laid the foundation for gender equality throughout the athletics program with the addition of many new women’s programs. He also spearheaded the construction of new tennis courts, a soccer complex, club fields and a multi-use health and recreation complex. In addition to this, Burns also initiated efforts to increase fundraising dollars.

From 2002 to 2006, Burns served on the NACDA Executive Committee and was named the AstroTurf AD of the Year for the National Association of Intercollegiate Athletics (NAIA) central region in 2006. He is a two-time winner of the NAIA Region VI Athletics Director of the Year Award and served as the NAIA Region VI chair for six years. He is also on the original committee that developed and implemented the NAIA Champions of Character program.

Under Burns’ leadership, JBU teams captured an NAIA title in basketball and a pair of NCCAA national championships in soccer and basketball.

JBU SIFE Team Takes 4th at National Competition

JBU’s Students in Free Enterprise (SIFE) team placed fourth among all participating colleges and universities across the country at the National USA SIFE Exposition held in May in Philadelphia. The road to the national competition began earlier in the spring when a total of 370 SIFE teams from across the nation competed at one of 16 SIFE USA Regional Competitions. After being named regional champion in April, the JBU team joined 137 other SIFE teams from across the nation at the national competition. The JBU team was also named a national finalist in two of the six individualized competitions – Environmental Sustainability and Team Sustainability – placing them in the top 20 teams in the country for each category.

KLRC Receives Nomination for Marconi Award

JBU radio station KLRC was selected as a finalist for the National Association of Broadcasters Marconi Award for Religious Station of the Year. The NAB Marconi Radio Awards honor radio stations and on-air personalities for excellence in broadcasting.

The NAB has been honoring radio stations with Marconi Awards since 1989. This is the first time that KLRC has been nominated for the most prestigious NAB award.

Other stations nominated for the Religious Station of the Year award are KESH-FM Los Angeles, Calif.; KKLA-FM Los Angeles, Calif.; KLTY-FM Dallas, Texas; and WFMV-FM Columbus, S.C. More than 8,300 radio and television stations are members of the NAB. Learn more at www.nab.org.

Dr. Main Awarded $75,000 NSF Grant

JBU Assistant Physics Professor Dr. Daniel Main was awarded a National Science Foundation (NSF) grant for his upcoming study of the structure of the northern and southern lights (aurora borealis and aurora australis). The nearly $75,000 grant will be given to JBU to cover the costs for an undergraduate research assistant, travel, equipment, and other research expenses.

Over the next three summers, Main and a JBU student assistant will seek to understand the fine-scale structure of the aurora. The aurora is caused by high energy electrons colliding with air molecules at around 100 kilometers in altitude. By using a computer code, which models the basic physics governing the behavior of the electrons, they hope to learn how the electrons are energized as they travel toward earth. Main has been involved in various levels of research of the electrons since 2002. The input parameters for the computer code were developed using observational data from the Fast Auroral Snapshot spacecraft and research previously done by Main.

“The idea is to work forward to opening up an area of physics and engineering that would not be possible without this funding,” Main said. He is in his second year of teaching physics at JBU, is one of 15 in his field to receive a grant from the NSF this year.

‘U.S. News’ Ranks JBU Second In The South

JBU moved up to the number two spot in its category in the 2010 ‘U.S. News & World Report’ America’s Best Colleges list published in August. The magazine categorizes JBU as a baccalaureate college in the southern region. JBU was also named to the “Great School, Great Price” list and was acknowledged for having the highest graduation rate in the region.

“This is a great opportunity for me and for JBU students,” said Main. “I look forward to opening up an area of physics and engineering that would not be possible without this funding.”

U.S. News & World Report” America’s Best Colleges ranks colleges and universities by region and degree classification. In the southern region, 96 baccalaureate institutions were evaluated with JBU. More than 280 baccalaureate colleges from across the country appeared on the 2010 ranking. Over the past eight years, JBU’s ranking has continued to climb. JBU ranked twelfth in 2001, eleventh in 2003, and third in 2005, sixth in 2006 and 2007, fourth in 2008 and third in 2009.

Charity Navigator is providing the much needed evaluation of charities and the financial health people are looking for. Charity Navigator was founded in 2001 and has since become the nation’s largest evaluator of charities. Its rating system examines two areas of an organization’s financial health—responsibility in functioning day to day as well as how well it positions itself to sustain its programs for years to come. Charities are given an overall rating, ranging from zero to four stars. Charity Navigator’s website (www.charitynavigator.org) provides donors with essential information that is needed to give them greater confidence in the charitable decisions they make.

Walenciak Speaks at SIFE Partner Summit

Joe Walenciak, JBU professor of business and director of SIFE, was asked to speak at the 2009 SIFE Partner Summit in November. He was one of three people giving speeches on specific topics, one of whom was Doug Conant, president and CEO of Campbell Soup. The topic of Walenciak’s speech was how SIFE helps universities become a leading source of effective, responsible business talent. Corporate attendees of the summit were leaders in companies such as Frito-Lay, Inc., Kraft Foods, and The Proctor & Gamble Company.
EPA Grant Funds Development of Solar Water Heating System

With the help of a $10,000 grant from the Environmental Protection Agency (EPA), faculty and students at JBU are working to improve the water heating options for people in developing countries. "Solar heaters are not a new concept," said Bland. "What our research is trying to do is find a lower tech, low-cost solution that can be used in underdeveloped regions of the world. They have to be both easily built and maintained with materials that will be readily available in these regions.”

The solar water heater that is being developed with the help of the grant will replace various energy sources that currently depend on fossil fuels and contribute to air pollution. The system will utilize a parabolic trough that will focus the sun’s rays on a black water pipe. Along with creating hot water for various household needs, the water is expected to reach temperatures sufficient to destroy pathogenic bacteria and provide a secondary benefit of a system that works both as a heater and a water pasteurizer.

The research project is being headed up by Bland and Dr. Young-Gurl Kim, professor of engineering, along with the help of undergraduate research assistant Katie Sedinger.

NASA Awards

Grants to JBU Team

The National Space Grant Foundation recently awarded a team of JBU students $5,000 to be used in preparation for NASA’s first annual Lunabotics Mining Competition to be held at the Kennedy Space Center in May 2010. "How many students can say that NASA paid them to build a robot to dig dirt on the moon?" said Dr. Rob Norwood, faculty advisor. "The Lunabotics Mining Competition provides a unique opportunity for our students.”

Team members include seniors Thomas Congdon, Chris Keatley, Mitch McKinnis, and James Netherland, along with faculty advisors Norwood and Dr. Will Holmes. They are in the process of designing a lunar regolith excavator.

The project will be multidisciplinary and students in the group will incorporate mechanical engineering, electrical engineering and computer engineering concepts.

The team will also be involved in outreach in the Siloam Springs School District using age-appropriate presentations to inspire and engage all audiences toward robotics, engineering, or lunar activities, said Norwood.

CASE

JBU Honored Again by CASE for Educational Fundraising

JBU was recently selected as a winner of the CASE 2009 WealthEngine Award for Educational Fundraising. The award is designed to honor institutions for exemplary fundraising. A panel of peer judges selected JBU to receive the Overall Performance award after reviewing three years of fundraising information. CASE considered 450 institutions for awards in a variety of categories. In all, only 66 colleges and universities received a WealthEngine Award for Educational Fundraising for Overall Performance or Overall Improvement in their respective categories. JBU is the only university in Arkansas to be recognized for Overall Performance.

In 2008, JBU received the CASE Circle of Excellence Award and the distinction of being named one of the Top 50. Five private comprehensive colleges and universities nationwide for best overall performance in fundraising and creative programming. CASE is one of the largest international associations of education institutions, serving nearly 3,400 universities, colleges, schools and related organizations in 61 countries.

Business Students Take First at Tri-State Governor’s Cup

Students from the JBU business team took first place honors at the Reynolds Tri-State Governor’s Cup Business Plan Competition in May in Las Vegas. The students were awarded a $25,000 cash prize for their win.

For the competition, each team is required to complete a business plan that includes a mission, vision, strategies, marketing, financials and investment opportunities for the first five years of business. Judges examined the plans and watched team presentations before selecting the winners.

The Progressive Solutions team consists of recent JBU graduates Angela Langer, Kirena Duffel, Clayton Ayer and Drew Cleaver.

JBU’s other team, Creatively Mined, also did very well at the competition, but did not receive first or second place.

Graphic Design Classes Raise Awareness for Social Issues

A group of seven students in Graphic Design II class has turned a class project into a real effort to fight hunger in Northwest Arkansas. The class was split into three groups to create posters and awareness campaigns for different social issues: sex trafficking, recycling, and hunger.

The group researching and developing the hunger campaign found out that the Northwest Arkansas Food Bank could somehow transfer every dollar given into five warm meals for those in need.

“At this point the whole project was mere concept, but our professor [Todd Gochner, assistant professor of art and design] encouraged us to take our project beyond the classroom and make it a reality. So that’s what we did,” said sophomore Shawn Chronister.

“When we think about hunger we often think of it as something far away, something that doesn’t affect us, but there are literally thousands of people going hungry every day right here in Northwest Arkansas,” junior Anna Carol Brymer said. “Often as college students we feel like we can’t do anything about social issues because we don’t have money. One dollar will help the Northwest Arkansas Food Bank distribute five meals. Only a dollar! Even a college student has a dollar.”

The students in the hunger awareness group decided to flesh out their campaign idea: They hung the posters around campus and made donation boxes. For the boxes, they took white photo storage boxes, spray painted them, sealed them with duct tape, cut an opening on top to put money into, and put a label on the front of the box.

“It was seeing the boxes at key places on campus, such as the media lab, library, business office, post office, cafeteria, and California Cafe. They hope to raise money and add more boxes as the year goes on.”

“We do great work for classes at JBU, but there’s something especially motivating about creating something that’s actually going to make a difference,” Brymer said. “Suddenly, I’m not just designing for a grade; I’m designing to make a real difference in the world. What an amazing opportunity!”

Chronister said they hoped to be a blessing to everyone who works for or is affected by the work of the Northwest Arkansas Food Bank.

“God is redeeming all of his creation, and he invites us as his children to be a part of that,” Chronister said.

JBU’s Graduation Rate Highest in the State

According to the American Enterprise Institute, JBU had the highest graduation rate in the state of Arkansas among colleges and universities in the “Competitive” or above categories with 71 percent of students who enter the university graduating within six years. The categories are Noncompetitive, Less Competitive, Competitive, Very Competitive, Highly Competitive or Most Competitive. JBU’s graduation rate tied for fifth in the southern region when compared to other colleges and universities.

The categories are:

- Noncompetitive
- Less Competitive
- Competitive
- Very Competitive
- Highly Competitive
- Most Competitive

JBU’s graduation rate received a “Competitive” ranking.

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The Gift of a Question

"Your life is a journey you must travel with a deep consciousness of God." — 1 Peter 1:18 (The Message)

One day last week I ran into Toni, one of our JBU seniors. Toni had traveled with her husband and me last summer on our British Studies Tour, so I felt a special affection for her. I really wanted to meet with her so I could hear about her life after our time together in England.

I had more than a casual interest, because unlike most of the rest of our team last summer, Toni did not return to the States at the end of it; she continued on to Latvia, where she served as an intern for seven weeks in a Christian Latvian orphanage. You can’t have an experience like that and not be changed forever, so I requested some “tea time” with Toni. I wanted to hear from this petite blonde with a wide smile and more courage than I’ll ever have.

So one afternoon we met in my office, sitting in cushiony chairs while Toni told me her story. I pried her for details: What was it like working in Latvia, and not knowing how to speak Latvian? Where did she go to Latvia? How did she go to church? How did she manage being in Latvia by herself? Where was God in all of this? And how was she different because of it?

Her eyes fairly glowed as she recounted the challenges and the blessings that came out of her time there. It gave her the chance to reflect, to process, to re-visit that experience that has left a profound imprint upon her life.

Listening to someone else’s story is such a simple thing. But it is a profound avenue of ministry, a chance for them to review the ways God has been at work in their lives. I came away from my time with Toni convinced that a vital channel of Christian formation here at JBU is not only in the sending of our students — to mission, to study abroad programs, to inner city ministry — but also in the receiving of our students. Initiating time with them afterwards to hear about their experiences can be more than a polite gesture. It may actually be a way that God is calling us to collaborate with him in shaping and forming them into Christ-like creatures.

I think Toni left my office that day with a renewed sense of how God used Latvia in her life...which is not a bad return from the investment of 90 minutes of my time and a cup of tea.

Tracy Balzer is the Director of Christian Formation and the author of Thin Places: An Evangelical Journey Into Celtic Christianity (Losewood, 2007). She holds a Master of Ministry from John Brown University.

Judy Lanyon’s JBU journey began more than 20 years ago when, as a high school graduate, she considered enrolling at the main campus in Siloam Springs. “I initially wanted to go to John Brown University when I started college, but due to other circumstances, I was unable to [enroll].”

Instead, Lanyon found herself driving along the interstate in central Arkansas in 2007 with a couple of years of college under her belt, but no bachelor’s degree. When she saw a billboard about the JBU Advance Program in Little Rock, she decided it was time to finish her degree at the university that captured her attention two decades ago. Lanyon started in the LR49 cohort in January 2008, and has found the Advance Program to be a perfect fit for her lifestyle.

“I can’t say, in the traditional college setting, trying to work and raise a family while finishing my degree would have worked as well as the Advance Program has for me,” Lanyon said. “Going through one class every five weeks with the same students makes it so that anyone can obtain their goal of finishing a degree.”

It was that goal of finishing her bachelor’s degree and the desire to show her children the importance of education that motivated Lanyon to enroll in the JBU Advance Program. “The first night of class, everyone shared that they were at JBU to fulfill a dream. That was me. It took me a long time to get here. I had to show my kids that education is valuable, that it was important enough for Mom to go back and to sacrifice.”

The Advance Program’s cohort model has helped Lanyon and her classmates in LR49 form a lifelong bond. “You walk in with apprehension and fear, looking at this group of people they’re telling you you’re going to be good friends with, and thinking 18 months is a long time,” Lanyon said. “You begin the program, you begin to get to know the people, and you become a family. That is more important than anything you could do, having that group of people that you get to know and can rely on, and e-mail and you can vent your frustrations and your fears and they’re feeling the same thing.”

To Lanyon, the support system afforded by the JBU Advance Program extends beyond the cohort. “This Advance Program is amazing,” Lanyon said. “The support isn’t just from your classmates, it’s from your professors. They care about you. They’re available. They will listen to you. You have staff in Northwest Arkansas that you can e-mail and their immediate response is genuine concern and genuine prayer.”

While the program has been academically challenging, Lanyon is happy she made the choice. “Looking back on it, I wouldn’t change a thing. Any sacrifice I made to get to this point was well worth it. You study hard, you keep up with the reading and the homework and thinking about the material. Suddenly you’re looking at the end and thinking, ‘Where did the time go?’ You begin to look forward to those classes that you have with [other Advance students], and you begin to dread the time that you’re not seeing them every week and you don’t have that contact. It’s not only a friendship, it’s a family.”

In December, Lanyon and her LR49 classmates will graduate with bachelor’s degrees from JBU.

“I’m excited to say that my dream is within reach and I’ve shown my kids the value of education. It’s something I’ve done for my family, but more importantly, for me. It’s sad to look now at the end of it all. If you’ve never fulfilled your dream of finishing your
Graduate Goes Global

“Global Education” is more than a catchphrase for John Brown University graduate students in business and counseling. Prior to 2004, JBU’s international opportunities were limited to undergraduate students. In that year we offered our first international graduate course by taking a group of MBA and MSLE students to Belfast with Bill Stevenson. Since that time, the graduate international offerings have expanded programmatically to include graduate counseling and geographically to include Central America. Plans are underway currently for a graduate business trip to the cities of Beijing and Shanghai, China, in summer 2010.

Global Business

The international trip is now either a requirement or option for most graduate business students at John Brown University. In 2009, we had 35 – 40 graduate business students in Northern Ireland and Guatemala. The classes begin side by side with two “ramp-up sessions” with readings and assignments led by faculty who are personally involved in work outside of the States; their personal passion is contagious. In the case of Northern Ireland, the history of conflict in Belfast was presented through personal histories and historical venues.

People, places and experiences filled the Northern Ireland course as well. Before launching out across the sea, Bill Stevenson told the students, “We will look at the culture, traditions, history, economics, politics, food, language, of Northern Ireland, the United Kingdom and also the greater European environment.” Building on Bill’s multiple contacts in his hometown, students visited the Learjet production facility, the London Irish-owned Delta Packaging, whose customer base reaches across Europe and Asia-Pacific. Students met members of the Northern Ireland Parliament and Queens University. The history of conflict in Belfast was presented through personal histories and historical venues.

China and the Pacific Rim

One of the biggest players on the international business scene is China and the emerging economies of the Pacific Rim. New for 2010 is a graduate business trip to China. The Graduate China Studies Program will provide a 10-day intensive visit to China, including several cities, tours to retailing and manufacturing facilities, and intercultural immersion. Business-related elements of this experience will be developed using JBU’s strong corporate connections with Walmart and Procter & Gamble. Day trips to rural areas will give the group a stronger understanding of more traditional Chinese culture. Leading this trip will be Tom Verdery, a new member of the graduate business faculty and executive in residence at the Soderquist Center for Leadership and Ethics. Tom joined JBU this year following a career at Procter & Gamble that included more than three million miles of travel. Tom knows international business from the inside, and his contacts with key individuals and companies in Shanghai and Beijing will make this trip unforgettable for those students willing to make the long flight across the Pacific next summer.

Cross-Cultural Counseling

On two occasions over the past few years, the graduate counseling department has offered students the opportunity to travel for Belfast as part of the social and cultural foundations course. This fall, Graduate Counseling Program Director Dr. John Carmack visited Guatemala with Dr. Walenciak to explore opportunities for counseling students in Central America. The result is a refocusing of the international experience for counseling students toward developing areas. Utilizing networks of agencies and people with connections to JBU, the counseling students will be introduced to social and ministry services that are attempting to alleviate individual suffering in hardship situations. Students will meet leaders of indigenous and international aid efforts as well as the people they serve. We expect this to be a life changing event in the lives of these students making them better counselors in the future.

Developing Global Perspectives

One of the roles of graduate education is the development of leaders. Today, leaders must have a global perspective because the world is more interconnected and interdependent than ever. It is uncommon for graduate programs that are designed to accommodate adult commuter students to offer this level of in-depth international involvement. How can we do it? Only because of the key people at JBU who have a passion for teaching and a passion for specific areas of the world. We offer a unique experience — that is only just beginning.

The age-old question: How many grad students fit into an Irish phone booth? Dr. Rafael Espada, vice president of Guatemala meets with JBU grad students. At the table with the Vice President, from left to right, are Chad Owens, Mark Lewis, Chad Foster, Josh Eldridge, JD Sowers, Amanda Echegoyen and Mirna Ordóñez. Dr. Rafael Ellis is dean of graduate studies.
A Detailed Look at JBU’s Historic Campaign

By Traci Letellier ’01

It is 1897 and a young man stands on a cafe porch in Rogers, Ark. The 17-year-old is weary after working a 12-hour shift in a nearby lime kiln for 75 cents a day. The job is one of many he has held since family circumstances forced him to leave his education behind at age 11. A Salvation Army drum echoes down the empty street. The young man listens, captivated by the sound. In a moment, he will leave the shelter of the porch, step into the wind and rain, and follow the drum through the night. The young man is founder John E. Brown Sr. And this is the first chapter in the story of John Brown University — a story that continues to this day.

On Sept. 29, JBU celebrated 90 years of keeping faith with its founder by providing young men and women with a quality, affordable, Christ-centered education. One week later, officials announced the Keeping Faith $100 Million Capital campaign—the largest fundraising effort in JBU history.

Keeping Faith is centered around central common areas and the East Wing, which houses 110 students. These are the $10 Million Endowment Challenge, the $10 Million Endowment Challenge, the cathedral group restoration, the addition of North Hall West Wing, and the Kresge Dining Hall renovation.

$10 Million Endowment Challenge

In December 2006, fundraising was completed on the $10 Million Endowment Challenge, nearly doubling the university’s endowed scholarship funds in half the time given to complete the project.

“We see a lot of families who are struggling, and we look for any resource to help those students attend JBU,” said Kim Eldridge, associate vice president of financial aid and admissions.

“The gifts that complete this challenge in the next few years will help support the present student body, and provides unique opportunities for excellence in our future,” said John Brown III, trustee and former president.

North Hall West Wing ($1.5 million)

On Oct. 7, 2007, a generous gift to complete North Hall was announced. Phase II built the West Wing, which currently houses 80 students. The Wing was completed in 2004 and consisted of central common areas and the East Wing, which houses 110 students.

“With an excellent acoustic design and comfortable seating for 500, we’re looking forward to providing audiences with some of the best musical performances JBU has ever produced,” said Professor Paul Smith, director of the JBU Cathedral Choir.

Bill George Arena ($9.5 million)

This 38,000-square-foot, multi-purpose arena will provide much-needed space for athletic events, commencement and other JBU gatherings. NAIA basketball and volleyball will move to the Bill George Arena next season from the 50-plus year old Murray Sells gymnasium. The groundbreaking ceremony was held on September 2, 2009.

“As a premier university, JBU has long needed a state of the art arena to showcase its athletic programs and host campus-wide events,” said John Sheehy, former JBU basketball coach of 18 years. “JBU’s proud history of competing with quality students athletes will be honored and greatly enhanced when we open the doors of the Bill George Arena in 2010.”

$20 Million Endowment Challenge

On April 11, 2007, JBU announced the beginning of a five-year matching gift program created by an anonymous donor to encourage JBU alumni and friends to raise $20 million for new and existing endowed scholarships and essential program endowment.

“The gifts that complete this challenge in the next few years will help...
deserving students for generations,” said Paul Eldridge, senior director of development and planning giving “Endowment gifts are legacy gifts.”

JBU Scholarship Fund
This annual scholarship fund provides work-study and need-based scholarship support to students year after year. The fund is included in all seven years of the Keeping Faith Campaign, with an annual goal that has grown to reach $825,000.

“I love talking with people connected to JBU,” said Tori Mick, a member of the Student Advancement Team, which works to build relationships with people who give to the JBUSF “Sharing stories with Alumni, talking about days past and the exciting new changes, run and around campus. I love sharing that the JBUSF provides resources for students who need it now.”

Programs and Supporting Students Each year, JBU receives gifts that provide resources for special scholarship programs, support for programs such as KLRC and SIFE, and general operational support that allows JBU to reach $825,000.

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Keeping Faith with the Past, Present and Future
Through the Keeping Faith Campaign, JBU is upholding its commitment to keeping faith with the present generation by supporting annual, endowed scholarships through the JBU Scholarship Fund and supporting important current programs, like the Center for Relationship Enrichment, the Soderquist Center for Leadership and Ethics, and the university’s award-winning KLRC radio station.

“The campaign is significant in that it touches every area of campus life today,” says Paul Eldridge. “From completed new facilities, to important programs, to annual scholarships, students are directly impacted every day by the Keeping Faith Campaign.”

Through the Keeping Faith Campaign, JBU is upholding its commitment to keeping faith with future generations, particularly through building projects and endowed scholarships, both of which will benefit JBU students in perpetuity.

“JBU is great today, but the JBU of the future is going to be even better because of the Keeping Faith campaign,” said Dr. April Moreton, director of foundation and corporate relations.

“Endowed scholarships will provide opportunities for the children and grandchildren of current JBU students. The Berry Performing Art Center and Bill George Arena will be used by JBU students for decades to come.”

Getting Involved
When John Brown University first opened its doors in 1919 as Southwestern College Institute, it comprised one building, 20 students and a handful of teachers. Since that time, 17,000 graduates have taken JBU’s vision of “Christ Over All” across the country and around the world.

Through the Keeping Faith Campaign, alumni can help ensure that JBU’s vision continues into future generations.

“Each gift from alumni is a vote of confidence,” said Jerry Rollene, director of parent and alumni relations.

“There are a variety of ways alumni might choose to get involved in the campaign. It depends on their passion and interests. Athletes may consider giving toward the new arena. Music majors may want to help fund the new performing arts center. Alumni who received scholarships to attend JBU might want to take this opportunity to pass that gift on to current students with need.”

With the help of alumni and friends, JBU expects to continue in participation in the campaign by the summer of 2012.

“Over the next three years, it will take a concerted effort to reach our $1 million goal,” said President Pollard. “It is an ambitious goal, but, even in these difficult economic times, we have faith that God will provide what is needed to successfully complete the campaign.”

“What is the difference between funded and endowed scholarships? Funded scholarships have to be funded and re-funded on an annual basis. For example, JBU receives gifts in excess of $800,000 every year for the JBU Scholarship Fund. Every single one of these dollars is then disbursed directly to students with financial need. So, at the end of the year, there are no funds left to disburse for the following year.

On the other hand, an endowed scholarship is a scholarship where the principal amount is invested with JBU’s general endowment fund and only a certain portion of the fund is distributed on an annual basis. The typical distribution from an endowed scholarship is five percent per year. For instance, if a $100,000 endowed scholarship is established at JBU, five percent of the market value of that scholarship will be distributed on an annual basis to students in the form of scholarships for as long as JBU is in existence.

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What is the campaign time frame of the Keeping Faith Campaign?
The campaign start date was July 1, 2005, and the anticipated end date for the campaign will be June 30, 2012.

Why initiate a campaign during a recession?
As mentioned above, the Keeping Faith Campaign was actually initiated in July 2005. At that time, no one at JBU (or anywhere else) anticipated the dramatic shift in our economy over the last 14-16 months. And, it was precisely because of the economic recession that we made the determination to not announce the campaign publicly until this year.

What is the ‘JBU Subsidy’?
The JBU subsidy is an unpublicized subsidy given to every traditional undergraduate student at JBU, regardless of their financial status or scholarships they receive. The true cost of a JBU education is approximately $4,000 more than the published tuition, room and board. The JBU Subsidy exists because most of the buildings on campus are paid for through generous gifts from our alumni and friends. As well, endowment spend and annual gifts to JBU help to offset the annual cost of a JBU education. So while the sticker price this year is just over $25,000, the actual cost for a JBU education is closer to $29,000.

How do I participate?
I’ll answer that question with some questions. What is your passion? What is your interest at JBU? Is it the arts, is it student scholarships, is it athletics? You can support any of these areas through the Keeping Faith Campaign. In fact, every single gift that comes to JBU during the campaign period is considered a part of the Keeping Faith Campaign. As such, by giving a gift to JBU, you are participating in the campaign.

Can give over several years?
Absolutely. The Keeping Faith Campaign provides the opportunity for those who would like to support the campaign to make multi-year pledges. Typically, multi-year pledges are made on gifts that exceed $10,000.

Is my gift tax deductible?
John Brown University is a 501(c)(3) organization, and as such all gifts to the capital campaigns are tax-deductible.
1,300 donors and provided for a countless number of students this year. The 2008-09 JBU Scholarship Fund Incentive Opportunity motivated more than...
One very unique way to participate in the Keeping Faith Campaign is to establish a new endowed scholarship through the $20 Million Endowment Challenge. This $20 million challenge was issued to JBU friends and alumni by an anonymous donor. The challenge is for alumni and friends of JBU to create $20 million in current and future endowed scholarship and endowed program funds. The anonymous donor has pledged up to $10 million in matching funds for all current and deferred gifts designated to new and/or existing endowed scholarships that meet minimal criteria and conditions.

JBU must raise its $10 million share of the challenge in order to receive the full amount pledged by the anonymous donor. This is an incredibly exciting opportunity for JBU and will provide need-based scholarships for current and future generations of JBU students!

Both current AND deferred gifts count toward the Challenge with certain minimum requirements. If all Challenge criteria are met, the match will be made IMMEDIATELY, even if the gift to JBU is a deferred gift. This is truly a unique possibility for JBU to dramatically increase its commitment to students with financial need!

Current endowment gifts (cash, appreciated securities, appreciated real estate), charitable remainder trusts and charitable gift annuities (both of which create lifetime income for the donor), life insurance, revocable deferred gifts amended to irrevocable deferred gifts, and many other types of gifts will qualify for the Challenge, with certain minimum requirements ($10,000 for cash or current gifts and $20,000 for irrevocable deferred gifts). If you are interested in this wonderful opportunity, don’t hesitate to contact JBU at (800) 446-2450 to learn more.

— Paul Eldridge

Bill & Donna Berry Performing Arts Center $8.5 million — 24,000 square feet — seating: 500

Bill George Arena $9.5 million — 37,000 square feet — seating: 1,800 (stadium) 2,700 (with floor seating)
Junior sports medicine major Emily Ortiz says she is looking forward to playing basketball in the new Bill George Arena once construction is complete.

“I can’t wait for the chance to play in a place that will bring both inspiration and a whole new sense of pride to our team and the JBU community,” says Ortiz.

The 38,000 square-foot Bill George Arena is a key initiative of the Keeping Faith $100 Million Capital Campaign. The multipurpose facility will provide much-needed space for athletic events, commencement and other JBU gatherings. For gifted athletes like Ortiz, a strong athletics program is a top consideration when deciding which university to offer, she knew her search was over.

“Ultimately, I’m just thankful that God used basketball to bring me here,” says Ortiz. “What matters most is the way in which we work — if we are working for the Kingdom.”

Ortiz serves on the leadership team for Fellowship of Christian Athletes (FCA) and Champions of Character.

Basketball has been a big part of her life since she began playing in first grade. She says the sport has taught her teamwork, discipline and time management, and has also brought important friends into her life.

“Through playing basketball at JBU, I have come to see more and more the ways God can use this sport to open doors,” says Ortiz. “At JBU I’ve had the opportunity to play for a team that prays before practices, has team Bible studies, and serves others through mission trips. All these opportunities have happened because of the passion God has given me to throw a rubber ball through a hoop.”

When asked about her most memorable moment of playing basketball at JBU, Ortiz doesn’t hesitate.

“It has to be our game last year at Oklahoma Christian. We were down by 15 points at halftime, but we came back to win! It’s always exciting to pull together, come from behind, and win against a good team.”

Being at JBU has taught me that it really doesn’t matter much what our work is or who we work for,” says Ortiz. “What matters most is the way in which we work — if we are working for the Kingdom.”

Ortiz says that JBU has not only prepared her for life, but has given her a quality education, but has also prepared her for life.

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Why Support the Campaign?

The JBU Keeping Faith $100 Million Capital Campaign is about improving the quality of a JBU education and providing opportunities for students to attend JBU. Since the founding of JBU in 1919, 90 years ago, JBU has been a place that offers a quality Christian education for a great value. Alumni and friends reduce the cost of attending JBU each year by about $4,000, which we call the JBU subsidy. The true cost of a JBU education is approximately $4,000 more than the published tuition/room and board.

The JBU Subsidy exists because most of the buildings on campus are paid for through generous donations, and because the endowment and annual gifts to the university help to offset the annual cost of a JBU education. The cost of a JBU education has always been offset by generous alumni and friends, with students and their parents receiving a generous subsidy. Beyond the $4,000 discount (in today’s dollars) that all students past and present have received, generous alumni and friends have given scholarships to students with financial need so that they can have a true opportunity to attend JBU. The combination of generous gifts to JBU to improve the quality and offset the cost of attending, along with scholar- ships, makes JBU one of the best value in Christian higher education.

In the early years, a JBU education was given to the students for little or no charge. The students worked as part of their payment for their education and the work was part of the educational training. A student’s work did not cover the true cost of their educa- tion, but generous friends of the school gave to help offset the cost of students’ education and the cost of running the school.

Each decade of JBU’s history has had numerous and generous benefactors who gave to help improve the quality of the campus buildings and programs, and to keep the cost of attending JBU reasonable. Some of those names you have heard, such as Mabee, California (representing many from the state of California who gave to the California dorms), Sells, Blood, Hyde, Chapman, Kresge, Jones, Broadhurst, Harvey, Sloan, Walker, Soderpast, Walton and Berry. Many others give sacrificially to help support the school and keep it affordable for students.

The Keeping Faith Campaign continues in the JBU tradition of improving the quality of a JBU education through improved facilities and programs, and providing scholarship resources for students with financial need.

So why give to JBU during this campaign?

JBU has long-standing relationships with alumni, friends, parents, founda- tions and corporations that believe in the mission of JBU and support it fi- nancially. We depend on these partners who care and invest in the university.

Some are called to give back to a place that impacted their life in a deep way — a recognition that others gave to JBU to help offset the cost when they or their son/daughter attended JBU, and an understanding that faculty and staff sacrificed with their dedica- tion to JBU. During a recent ground- breaking for one of the new buildings, the lead donor shared some insight as to why they gave their generous gift so that this building could be built. “The Lord has blessed us and we want to give back to JBU.” Many JBU alumni and friends give back from their blessings, understanding the joy they receive when helping the current and future generation of students receive a JBU education.

Others are moved because of their desire to help students get a high qual- ity Christian education. Scholarships are an investment in great students who will be impacting our culture with a Christian’s heart and kingdom values. Some resonate with the mission of JBU, to provide Christ-centered educa- tion that prepares people to honor God and serve others by developing their intellectual, spiritual and professional lives, and believe in the JBU mission, Head, Heart, Hand and Christ Over All.

Students desire to attend JBU and get a quality Christian education. Alumni, friends, parents, foundations and corporations want to help JBU of- fer a quality Christian education and to help students with financial need. This is what the $100 million Keeping Faith Campaign is all about — strengthening JBU and helping JBU students. I hope you will be involved.

Dr. Jim Krall is vice president for univer- sity advancement.

FOLLOW DR. KRALL’S TWEETS ON THE KEEPING FAITH CAMPAIGN

TWEET.COM/JBUKEEPINGFAITH
Each [president] knew they were building on another man’s work and many other people have contributed, at significant personal sacrifice, to keep the mission moving forward.

Presidents Reflect on JBU’s 90 Years

September 29 marked the 90th birthday of what we all know today as John Brown University! How does one celebrate the 90th birthday of a school? For the Showcase program on the Saturday night of Homecoming 2009, we decided to take a look at JBU through the eyes of the men that have served as our presidents. Through that experience I had the personal privilege to interview four of those men for one-and-a-half to two hours each with the cameras rolling. I learned a lot not only about the history of JBU, but also about the men themselves.

What I heard from them was a tremendous respect for the mission and vision established by God through our founder, John E. Brown Sr. Dr. A Levon Balzer, JBU’s fifth president, said it was easy for him to get behind a school with the motto of “Christ Over All” and a “Head, Heart, Hand” approach to education. He said, “I had no need for a different agenda.” Dr. Chip Pollard, our current president, expressed it this way, “When I first came to JBU [I realized] this is not a place that needs to be fixed. This is a place with its own sense of trajectory … its own sense of identity.”

As they responded to question after question, I sensed a characteristic humility, coupled with a genuine respect for their predecessors. Each of them knew that they were building on another man’s work and that many other people have contributed, at significant personal sacrifice, to keep the mission moving forward.

The hardest part of leadership is what I heard from them was a “salad days” when he was “green in judgment and cold in blood,” he made tough decisions like dropping baseball in favor of soccer. The most difficult decision he made that literally changed the course of history for JBU, however, was to resign so that a person outside the Brown family could step into the office of president. As we all know, that transition didn’t go as smoothly as John III had hoped. As I prepared the Showcase program, one of the questions I was asked the most was, “How are we going to handle the Ford debacle?” referring to Dr. George Ford’s short, tumultuous tenure as JBU’s fourth president.

What I found is that during “that year of which we do not speak,” as Dr. Pollard so aptly phrased it, the JBU community drew closer together, and it helped us realize that we had an identity which defined who we were, and what we were not. Looking back, Dr. Pollard commented, “[That year] was a real tribute to both the strength of the institution through the Brown family and the capacity of Lee Balzer to really take and build that momentum.”

As an alumus, I am thankful for the foresight of John III and his fortitude to stick with his decision to open up the presidency to “outsiders.” It was that kind of servant leadership which has allowed JBU to grow and reach “God’s highest and best.”

It was the beat of a drum by a faith-full Christian that God used to get the attention of John E. Brown Sr., and since the beginning JBU has taught us to beat our own drum to a lost and hurting world of the redeeming power of the Lord Jesus Christ … and as the Chancellor is known for saying, “The beat goes on!”

Jerry Rollene (’75) is director of parent and alumni relations.

SEE A 20-MINUTE EXCERPT OF THE PRESIDENTS’ INTERVIEWS ONLINE AT JBU.EDU/PRESIDENTVIDEO


Class of ’84 Reunion: Chip Wolf, Richard Hayes, Mark Easley, Kelly (Stuart) Williams, Anna (Morrison) Alba, Tim Alba.
ALUMNI OF THE YEAR

Jan Winebrenner

Jan Winebrenner ’71 was honored with the “Christ Over All Award” by the John Writers Roundtable Conferences. She participates in church ministries. She continues to teach Bible studies and actively mentors and encourages other writers is one of her passions, as is studying fathering responsibilities. They give live presentations through Savvy Dads Conferences. Shane recently wrote a book titled Dad Cents, which came out in October. The book is written to help fathers teach their children biblical principles about money.

AARON ELMORE ’06 – Aaron started the Master of Divinity program at Denver Theological Seminary in the fall of 2009.

KENNETH R. WILLIAMS ’02 – Kenneth was awarded fourth place in the 2009 General William E. DePuy Writing Competition, sponsored by the United States Army Combined Arms Center in Fort Leavenworth, Kan., for his article “The Noncommissioned Officer as Moral Exemplar.” This article will appear in the September / October issue of Military Review. Kenneth Williams has served as an active duty Army chaplain for 15 years and is currently assigned as the Brigade Chaplain, 14th Military Police Brigade, Fort Leonard Wood, Mo. Chaplain Williams has been recently selected for promotion to lieutenant colonel.

GREG ’99 & JACKIE (SITTEMA) ’00 RATZLAF – Greg and Jackie welcomed baby boy Chase Bradley to their family on July 15, 2009. He weighed 6 lbs., 7 oz., and was 19 inches long. He was greeted at home by his excited big brother, Noah (almost 4), and big sister and Jonna welcomees the baby boy for their healthy and very happy baby boy!

MARK VAUGHAN ’92 – Mark has a private medical practice, the Auburn Medical Group, Inc., which he started in 2005. Mark also produces and hosts a medical talk radio show, Medically Speaking Radio that can be heard on www.kahi.com every Saturday at 10 a.m., Pacific Time. His medical web site is www.auburnmedicalgroup.com, and his radio show’s website is www.medicallyspeakingradio.com.

ADAM HARBRITTLE ’08, BRYSON MOORE ’06, JAMES SHEPPARD ’08, & JAMES SMITH ’09 – Adam, Bryson, Jameson, and James are currently working on a documentary film. James worked for Dr. Phil last summer and booked a show with a man named Benjamin Kyle, who has a severe case of retrograde amnesia. The JBU graduates are currently working on what they hope will be a feature-length documentary. They are still in the earliest stages of production. Their hope is to find out the identity of this man and help him either reclaim his past, or start life anew, content with who he is. Information about Benjamin Kyle can be found at en.wikipedia.org/wiki/Benjamin_Kyle, and the documentary web site is www.medicallifeafteramnesia.com.

CDC FOR ALUMNI, TOO

It’s all about who you know! The Career Development Center at JBU is there to help make the connections needed to land a good job. The services are available to all JBU students and alumni. From resume writing skills to interview tips, they can help you prepare to land a new job. The online services at www.jbu.edu/cdc are a great place to check for jobs, post a resume or to make professional connections.

LISA COOPER VEST ’02 – Lisa received the Fulbright-Hays award to do research for her dissertation in Poland for a year, beginning this September. Lisa’s dissertation topic is avant-garde, or experimental, Polish composers of the 50s, 60s and 70s, the most famous of whom is Krzysztof Penderecki. Lisa graduated from JBU with degrees in music (piano performance) and English. While at JBU she won an Alfred Nolle Scholarship from Alpha Chi for the paper she had done in Harmonic Form and Analysis on a piece by Bela Bartok (Hungarian, 1881-1945) she was preparing for her senior recital. This sparked her interest in the work of Eastern European composers of the 20th century.

Lisa was accepted into the master’s program for historical musicology at Indiana University. During her first semester in fall 2003, she was invited into the fast-track PhD program. She has been on the team of PhD’s teaching the music history survey to undergraduates under Peter Burkholder, author of one of the most widely used music history survey textbooks.

MONIQUE HARRIS INGALLS ’01 – Monique finished her doctorate in anthropology of music last summer from the University of Pennsylvania. Monique is now teaching at Middle Tennessee State University.

CAMBRIA KALTWASSER ’06 – Cambria, who is from Tulsa, Okla., received The Archibald Alexander Hodge Award in Systematic Theology from Princeton Theological Seminary at the school’s 197th Commencement Exercises on May 23, 2009. The Seminary awarded a total of 216 degrees at the Commencement Exercises. Cambria is a senior in the Master of Divinity program this fall.

JAMES AND JONNA (HENDERSON) NIXON ’01 – James welcomed Parker James Nixon on January 2, 2009. He weighed 6 lbs. 12 oz. and was 20 inches long.

DOUG & MARA (THOMPSON) ’98 VANDER MEULEN – Bradley (5) and Katchy (2) welcomed their newest family member, Skylar Kate, on April 17, 2009. No one thought that the baby in Momma’s tummy could possibly be another girl. But all are overjoyed with Skylar’s arrival, and Dadda is just waiting to see who will want to play Legos and basketball with him one day.


VISIT ALUMNET!

Despite our best efforts it is easy to lose track of friends when you leave JBU. AlumNet is a great place to look for those long lost friends that you want to reestablish with. While you are at JBUAlumni.com you can get a @JBUAlumni.com e-mail address that will work with your existing e-mail account, access library resources, and get the latest information on upcoming events, and see photos from fellow alumni.
ROBERT (BOB) WILLIAM JACKSON ’35, a longtime member of the JBU community, passed away Aug. 21, 2009.

Bob was born in Talpa, Texas, on July 31, 1914, and grew up in San Angelo. After graduating, he worked for JBU as registrar. He served as a Naval Officer in World War II. After the war he was appointed chief executive officer of Southern California Methodist Academy in Long Beach, Calif., a subsidiary of JBU.

He then returned to JBU as executive vice president. He left the JBU staff in 1949 to become an insurance executive until his retirement in 1975. He continued to serve JBU on the Board of Trustees until retirement from the Board as chairman in 1984.

Bob and his wife moved to Canyon Lake, Texas, where they were members of the Church in the Valley. While there he was ordained as associate pastor. After moving to The Summit at Westlake Hills he started the Summit Christian Fellowship where he preached for several years and was the volunteer Protestant chaplain of the Summit at Westlake Hills.

He was preceded in death by his wife of 71 years, Kathryn Spivey Jackson, one granddaughter, and one great-grandson. He was survived by his children Robert W. Jackson, Jr. and Janelle Jackson Decker, and one great-great-grandson. He was loved, honored and respected by all who knew him.

KRISTIE DENISE JACKSON ’97 – Kristie passed away May 28, 2009. She had a history of a heart condition. She majored in psychology and family studies at JBU and then worked as a child psychologist. Kristie lived in Owasso, Okla.

GEORGE WILLIAM PETTITT JR. ’64 – Bill, as he was affectionately called, died peacefully at his home on Oct. 20, 2009. Born in Glen Ridge, N.J. he had been a resident of Roseland, N.J. for most of his life. He proudly served as president for the JBU Alumni Association. In September 1959 at JBU, he met Clark Barnes, Max Beebe, Bill Miller, Skip Murphy, Lee Nidherton and Ken Simon. The men who were sometimes referred to as the “Magnificent Seven” by others on the JU campus, remained close friends for the past 50 years.

Bill truly loved and found fulfillment in his positions as treasurer for Peerless Tube Co. of Bloomfield, New Jersey, for more than 20 years and more recently as Comptroller for Eagle Work Clothes Co. in Union. He was a Sunday School teacher. He was beloved husband of 41 years to Lois (Costanzo) Pettitt and devoted father to Kimberly Pettitt and two grandchildren, James and Nathen Rierson, who were sometimes referred to as the “Magnificent Seven” by others on the JBU campus, remained close friends for the past 50 years.

Bill was preceded in death by his wife, Bernice, in 1999. He is survived by one daughter, Elaine, and her husband, John Rice, and two grandchildren, James and Nathen Rierson, all of whom are serving as missionaries in Hungary. He is also survived by many cousins and nieces and nephews. A special thanks to Mary Couter, who was always available.

ROBERT J. HENDRY ’42 – Robert passed away May 11, 2009, after suffering a stroke several months ago. He married Helen Stanbury ’41 (deceased). He graduated from Dallas Theological Seminary. The Hendrys joined Berean Christian, Inc., and, after a year of study in Brussels, Belgium, they arrived in the Belgian Congo in 1955 where they established a school for missionary children, and two grandchildren, James and Nathen Rierson. He married Mary Coulter, who was always available.

JAMES EDWIN HUTTON ’48 – Edwin, as he was known to many people, passed away peacefully on April 18, 2009, at Midwest City Nursing Center after 84 years of life. Edwin was born Sept. 13, 1924, in Houston, Texas, to William and Vera Hutton. Edwin graduated from JBU with a degree in electrical engineering. He was a veteran of the U.S. Navy, being discharged in 1945. Edwin moved to the Midwest City, Okla., area in 1952 and was employed by WKY RADIO/TV as an audio engineer until 1945, when he was hired as an electrical engineer at Tinker Air Force Base, where he worked until his retirement in 1989. Edwin was a resident of Midtown City for more than 50 years, where he was a member of Wickline Methodist Church for that same number of years. He was married to Bernice Oneta Coley in April 1956.

Edward loved to fish and travel, visiting all of the 50 states in his lifetime. He was preceded in death by his wife, Bernice, in 1999. He is survived by one daughter, Elaine, and her husband, John Rice, and two grandchildren, James and Nathen Rierson, all of whom are serving as missionaries in Hungary. He is also survived by many cousins and nieces and nephews. A special thanks to Mary Couter, who was always available.

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This was interrupted by the independence conflicts, so they opted to go to Kenya, where he taught at Rift Valley Academy and, later, at the Scott Theological Seminary. They retired to Gainesville, Texas, where their two children, David ’71 and Linda Hendry Coolen ’66, reside.

Bob was a much loved teacher, and there are a host of MKs who remember fondly his compassion and biblical knowledge. He is survived by three sisters: Barbara Hendry Pearson ’44, Rose Hendry Richard ’46, and Marjorie Hendry ’48.


While at JBU, Randy was a member of the Cathedral Choir and graduated with a degree in music education. He was an excellent student and a gifted vocalist who once placed as a finalist in the National Association of Teachers of Singing (NATS) competition. He was also a featured tenor soloist for the 1976 Christmas Candlelight Service in the Cathedral Choir’s presentation of Handel’s Messiah. However, his classmates may remember Randy most fondly for his wholehearted portrayal of Mayor George Shinn in JBU’s 1976 production of Meredith Wilson’s The Music Man.

Randy’s career was devoted to public education and church music. As an educator, he completed his career as a math teacher at Ouachita High School in Donaldson, Ark. As a church music director, he was a committed Christian who dedicated his leadership and talents to the ministries of several Arkansas churches. Randy was also a member of Mt. Zion Missionary Baptist Church at the time of his death. He dearly loved gospel music and was a big fan of college football, especially the Arkansas Razorbacks.

He is survived by his wife of 31 years, Ann (Mills) Rogers ’78; sons, Matt Rogers and wife, Renee, Marcus Rogers and wife, Annie; daughter Erin Rogers, brother, Richard Rogers; sisters, Kay Rogers, Kari Fitzhugh, and Kathy Bemberg; grandchildren, Emma, Leah, and Abra Rogers; and numerous nieces and nephews, along with many other extended family members and cherished friends.
The Symbolism of a New Logo

“Images I must suppose, have their use or they wouldn’t be so popular.” — C.S. Lewis

The first task on my desk as the new director of university communications was to launch the new JBU logo. The unspoken goal in unveiling a new logo is to please everyone — an impossible task when selecting an icon for a community as broad as JBU. It’s sort of a shoot-for-Mars-and-if-you-hit-the-moon-you’re-doing-OK scenario.

Take a random sample of students, faculty, staff and alumni, shake them up in a jar, and ask them, is a logo important? What is the purpose of a logo? Who should the logo be designed for? The answers would be more congruent if you queried preferences of ice cream flavor. And that’s not even dipping into what the logo should actually look like.

Fortunately for me, 99 percent of the design work was complete when I started in August. My predecessor, Andrea Phillips, had already led JBU through the process of researching, designing and selecting the logo. My own research found out this important fact about the new logo: JBU staff and alumni were involved at every stage, and the final design was created by JBU alumni. Adair Creative of Bentonville, Ark., was the firm that did the new logo design, and those on the logo team were JBU alumni.

Let’s unpack the symbolism in the logo. JBU’s two mottos, “Head, Heart, Hand” and “Christ Over All,” are both encoded in the logo, one subtly and one not-so-subtly. The three solid blue quadrants provide an understated representation of the threefold dictum. The cross that divides the quadrants is the unmistakable symbol of Christianity and speaks to our outspoken institutional dedication to Christ.

The upper left-hand quadrant is a representation of the Cathedral of the Ozarks, the best-known physical embodiment of JBU. If you missed it, take another look and you’ll “see” it.

The shield form factor of the logo is clearly an allusion to academia (commonly found in the icons of many schools); the crest is also an echo of JBU’s very first logo.

As with any change, some embrace the new, while others don’t see a need to challenge the status quo. If it isn’t broke... you know the rest. The point is well taken. When we pulled the curtain off the new logo, some wistfully pined for one of the several Cathedral Window + Eagle logo iterations we bounced through in the 90s. In addition to some design problems (the eagle’s head was lost in the window in solid black versions, etc.), the eagle/window combo was confusing to people who were unfamiliar with JBU. Was it a bird flying out of a cage? The window said “church,” but did they say Christ?

In its clarity, I am confident that the new logo is superior to its predecessors. Those outside looking into JBU (prospective students, etc.) who are first exposed to JBU though one of our many marketing communication efforts will see in the new logo two key, unmistakable messages: academic excellence (shield) and Christian emphasis (cross). If those are not the first two precepts we want people to infer about JBU, I don’t know what they would be.

Clearly communicating to those outside of our community what JBU is about ultimately helps us fulfill our mission to provide Christ-centered education preparing people to honor God and serve others. By this measure, the symbolism embedded in the new logo has already made it a success.

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