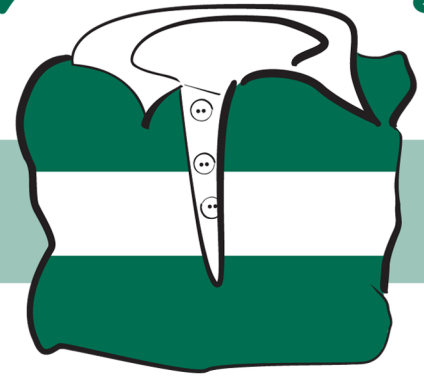


the STUDENT FOUNDATION TIMES

Vol. 2, No. 1
September 2005

Baylor University



HOME SWEET HOME



Providing a Foundation for Student Foundation

Ed Crenshaw (BU '73) sees the new Student Foundation building as a symbol for the organization's important work. After all, he made the gift knowing that a building dedicated to the sole purpose of providing Student Foundation with a place to meet, host donors and plan events, speaks to the significant role Student Foundation plays at Baylor University.

"I think the Foundation already attracts the cream of the crop," Crenshaw said. "But I'm hoping that the building will make even more outstanding students see Student Foundation as an organization that they would like to be a part of."

While earning his bachelor of business administration degree, Crenshaw served as a steering committee member and president of Student Foundation his senior year, and appreciates the lessons he learned as one of the organization's early members.

"As a member of Student Foundation, I would say the lesson I learned was working together as a team. We talk a lot about teamwork in business today, but back in the early '70s when I was involved with Student



CRENSHAW continued on page 2

As of this academic year, Student Foundation will be a nomad no more. For 35 years, Student Foundation has been shuffled from one location to the next—occupying places such as the Wiethorn Visitors Center, university-owned houses and, most recently, offices in the basement of Roxy Grove Hall. But now, thanks to a generous gift from Foundation alum Ed Crenshaw ('73) and his wife, Denise, the organization finally will have a permanent place to call home.

"The new building gives us visibility on campus," co-president Travis Nick, a senior from Scottsdale, Ariz., explained. "It will be nice to have a permanent place to hang our hats." The Ed Crenshaw Student Foundation Center will be centrally located on South 5th Street between Speight Avenue and Bagby Avenue with an anticipated completion date of early 2006.

Current Student Foundation members are thrilled by the prospect of having abundant room to conduct their activities, and Foundation alumni understand all too well how badly the space is needed. "The Crenshaw Center will provide Student Foundation with the much-needed space to plan and implement its mission of serving Baylor and fellow students," reflected Larry Smith, assistant vice president for University Development and advisor to the organization.

The two-story facility will be approximately 5,800 square feet, providing the Foundation ample space for each of the organization's three committees—Financial Affairs, Student Recruitment and Campus Promotions—to have their own room for committee activities. The much-anticipated Great Room will serve as a central meeting and special events space. Other components of the new facility include a student lounge area and a Director's Suite.

In addition to the obvious benefit of gaining a permanent

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Dear Friends,

Ask former Foundation members and Baylor friends for \$500,000 in endowment, and you receive more than \$612,000. That is the Baylor way!

Our thanks to all of you who were donors, to Jennifer Terrell, members of the 35th Anniversary Endowment Campaign Steering

Committee and the University Development staff for the professional manner in which the campaign was run. As of May 31, 2005, the market value of the Student Foundation endowment was more than \$2.4 million, and this assures that a large number of scholarships can be given each year far into the future.

The building gift from Ed and Denise Crenshaw marks a new beginning for Student Foundation. After 35 years of having offices in at least eight different locations, the Foundation will now have a permanent home in the center of the campus. The contractor has been selected and construction is expected to begin very soon.

Future Foundation members will always be grateful to Ed and Denise for their very generous gift to the building and the endowment fund. The Baylor family will be proud to have the Ed Crenshaw Student Foundation Center as the new home of this very special student organization.

Thanks again to all of you who have supported the Student Foundation program for the past 35 years and to the students who have made it all possible. We know that we can depend upon you in the future.

Bill and Nancy

Bill Harlan and Nancy Harlan
Honorary Campaign Co-Chairs

This year, Student Foundation celebrated its 35th anniversary as a student organization committed to serving Baylor University and the student body.

To commemorate Student Foundation's 35th anniversary, a leadership team was formed and an Endowment Scholarship Campaign was launched on April 1, 2004. The goals of the campaign were to raise \$500,000 in Student Foundation endowed funds and to increase communication and goodwill among Student Foundation scholarship recipients, donors and Student Foundation alumni while celebrating the past 34 years of accomplishments. The campaign concluded March 31, 2005. The many significant achievements of the campaign are listed below.

- The 35th anniversary campaign exceeded its goal of raising \$500,000 with gifts totaling \$612,121.
- A total of 486 donors participated in the campaign.
- The Financial Affairs committee awarded \$201,000 in scholarship funds to Baylor students at the 2005 Scholarship Banquet.
- In 35 years, 4,977 students have benefited from \$3,435,000 in Student Foundation scholarships.
- Student Foundation has raised a total of \$2 million in endowed scholarship funds.
- Members of the organization participated in 36 college nights throughout Texas and 40 senior receptions across the nation.
- There were 175 registered participants in Bearathon, a challenging 13.1-mile half-marathon that serves as Student Foundation's main fundraising event each spring.
- Student Foundation members participated in more than 2,250 hours of community service.
- Members wrote 1,957 personalized Christmas cards to all full-time faculty and staff.

Alum Gives Back to Student Foundation in a Big Way

CRENSHAW *continued from page 1*

Foundation, that was a team, a team of 50 students with a common purpose," Crenshaw recalled. "I think the value of working together as a team, communicating and collaborating together with a vision and mission that was common among each of us, was a tremendously invaluable lesson that we all learned."

Although Ed and his wife, Denise, live in Lakeland, Fla., Ed said he always kept up with Student Foundation's progress, and noted the organization's frequent moves from facility to facility, as he considered gift opportunities.

Crenshaw, president of Publix Supermarkets, Inc., thinks it is important for him to give back to the university he believes did so much for him.

"Baylor shaped me in such a way that it made me the person I am today," he said. "And I think because of that, I would like our gift to continue to shape and influence other young people."

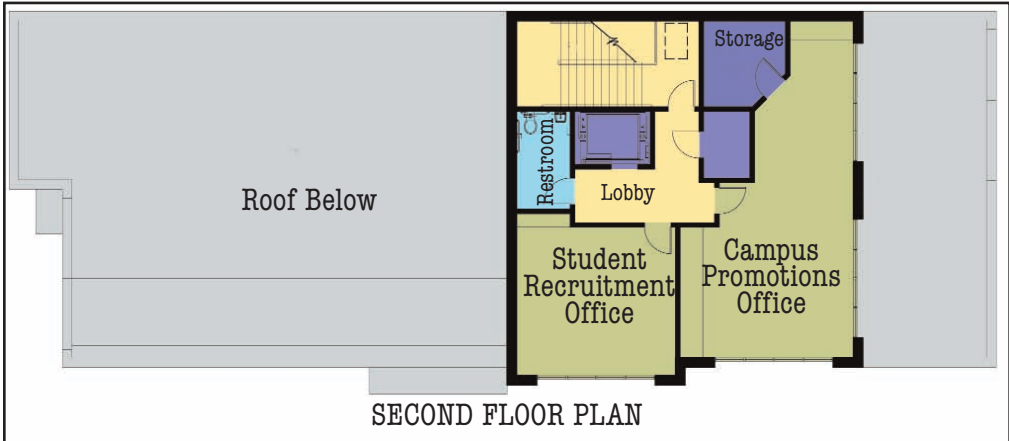
Crenshaw looks forward to seeing the building's finished product, and especially to seeing the students in action in the Ed Crenshaw Student Foundation Center.

"It's going to be wonderfully satisfying the first time I come back and see that building and see those students working together as a team to accomplish that goal of helping other students attend Baylor," Crenshaw said. "When I was in Student Foundation, I had the opportunity to go out and raise money for student scholarships. All of my adult life I've hoped that I would be in the position someday to give back to Baylor in the way I promoted giving to the university when I was a student."

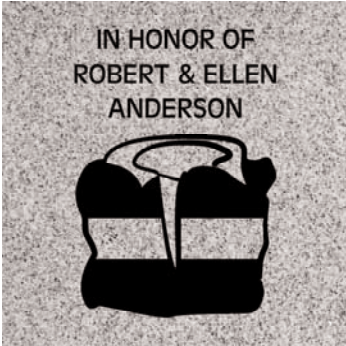
Moving to the Heart of Campus

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home to serve as a hub for their work in scholarship fundraising, recruiting and community building that is essential to the mission of Baylor University, Student Foundation will profit in many other ways. The Center's location in the heart of campus will enhance visibility of the organization, allowing Student Foundation's mission to be shared more easily with the entire university

community. The Ed Crenshaw Student Foundation Center also meets one of the university's *Baylor 2012* imperatives: "to construct useful and aesthetically pleasing spaces." The Crenshaws' generosity is making the construction of this building possible, and additional gifts to the project will benefit other construction needs and the building's endowment fund. Student Foundation alumni and parents of current and former members have expressed enthusiasm about the opportunity to participate in the project. "Former members and parents can participate at whatever level possible by contributing toward the building campaign and its endowment," explained Smith. "Gifts of all levels are needed. The bricks and pavers are an ideal way for interested individuals to take part in this exciting campaign."



'Pave'ing the Way for a New Home



Genuine granite pavers and engraved bricks are among the options available for individuals who want to support the building project. The engraved granite pavers and bricks will be located on the entry plaza surrounding the Ed Crenshaw Student Foundation Center.

The 12-inch square pavers are \$2,500 each. The top portion of the paver will be personalized for the donor, and the bottom section of the paver is a tribute to Student Foundation's legacy of service on Baylor's campus. Each paver has up to three lines of text available and a maximum of 15 characters per line (including spaces).

Engraved bricks will be located on the entry plaza around the pavers. For \$500 per brick, people can support Student Foundation and leave a lasting legacy in their own name or in tribute or memory of loved ones. Each brick has up to three lines available and a maximum of 13 characters per line (including spaces).

Engraved pavers and bricks are the perfect way to pay tribute to Student Foundation and the impact the organization has had on Baylor University throughout the past 35 years.

For more information about how you can participate in this project, contact Larry Smith at 1-800-BAYLOR-U, option 4 or e-mail Larry_Smith@baylor.edu.

A SMART DECISION

Former Student Foundation advisor Bill Harlan stands with Sam and Judy Smart of Fort Worth. The couple surprised Mr. Harlan with the announcement that they contributed a major gift to the Crenshaw Student Foundation Center in honor of Bill and his wife, Nancy. As a result of the Smart's generosity, the entrance of the new building will be named the Bill and Nancy Harlan Foyer as a tribute to the many years of service the Harlans devoted to Student Foundation and Baylor University.



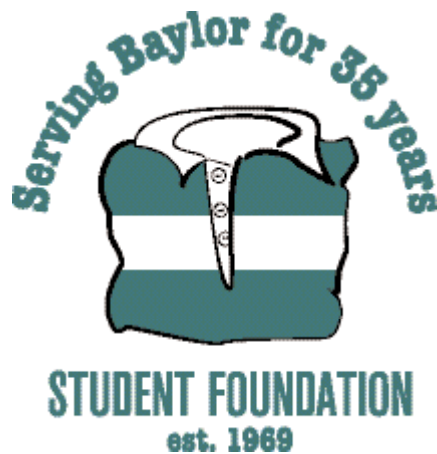
"We were inspired by Ed and Denise Crenshaw's gift to make the new building a reality. We wanted to help as well, and what better way than honoring the Harlans? They have given so much of their lives to helping students help students," Sam Smart said.



Welcome Courtney (Robertson) Dale, a 2003 Baylor graduate, as the new Troy and Betty Mays Director of Student Foundation! During her time at

Baylor, Courtney was actively involved in Student Foundation, serving as co-chair of the organization's Financial Affairs Committee her senior year.

"I am excited about working with this phenomenal group of students. I know that we are going to see new and great things from Student Foundation this year."



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April 20, 2004

The 35th Anniversary
 Endowment Campaign is
 announced at the annual
 Student Foundation
 Scholarship Banquet.

September 1, 2004

The 35th Anniversary Leadership
 Steering Committee meets to
 formulate a plan of action.

September 2004

The first issue of **Student
 Foundation Times** mails to all
 Student Foundation donors and
 alumni, publicly announcing the
 endowment campaign.

September 30, 2004

The Fling and Bling: Freshman
 Follies celebration is held. A fond
 tradition of Student Foundation,
 this event creates a fun, informal
 atmosphere for freshmen to
 meet. The celebration is centered
 on games and food and inevitably
 ends with a huge food fight.

October 24, 2004

During the Homecoming
 celebration, Student Foundation
 alumni pose with the Judge
 Baylor statue in his jersey.
 Current and past Student
 Foundation members also don
 their green and gold to ride on
 the 35th Anniversary Float in
 the Homecoming parade.



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Aaron P. & Kimberly Graft
Lanella Spinks Gray
Laura Richey Gray
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Jim & Nell Hawkins
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Rebecca & Sam Henry
Mr. & Mrs. Grover L. Herrera
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Mr. Bill & Dr. A. Susan Hightower
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Mr. & Mrs. Marc D. LaChey
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Rebecca Louise Lawson
Walt & Deborah Lind
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Will & Mary Long
Peter & Sylvia Maddox
Charles & Joan Mason
Mr. & Mrs. Troy Mays
Mr. & Mrs. Jeffrey T. McBrayer
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Charlyn H. McCaa
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*This list is based on gifts recorded
April 1, 2004 through May 31,
2005. Every effort has been made to
assure accuracy. If, however, you
discover an error, please contact
Student Foundation.*

March 2005

Ed ('73) and Denise Crenshaw
give the lead gift toward the
construction of a new home for
Student Foundation and provide
for student scholarships.

March 5, 2005

175 runners participate in the third annual
Bearathon. All proceeds from this half-marathon
support student scholarships. The race starts
on the Baylor campus and heads through
Cameron Park and downtown Waco before
ending in the heart of the Baylor campus.

April 29, 2005

Ground is broken for the
Ed Crenshaw Student
Foundation Center, the
5,800-square-foot new
home for Student
Foundation.

April 29, 2005

The successful close of the anniversary
campaign is announced at the Student
Foundation Scholarship Banquet. More than
\$612,000 was raised in scholarship funds.



Serving all Students— Prospectives to Alumni

Student Foundation attracts a certain kind of person. Not just finance majors or journalism students, the organization brings together students from across disciplines to promote their common interest: a love for Baylor University. To best use their diverse skills, Student Foundation is divided into three committees, Campus Promotions, Financial Affairs and Student Recruitment, each serving the university in its unique way.

For example, the Student Recruitment committee shares their love for Baylor by traveling to college fairs. They also help with on-campus recruiting by assisting with Premieres.

“Once people hear what Baylor has to offer, how much fun it is and about the excellent academic and sports environment, they see what a great school it is,” Wes Cash, a Waco senior and Student Recruitment co-chair, said. “If you can get just one person to come to Baylor from one of those events, it’s a great deal.”

“Part of *Baylor 2012* is to attract top-quality students from all over the United States,” Chandra Sternau, a Houston senior and Student Recruitment co-chair, noted. “I feel it’s a charge to the Student Recruitment committee to go out and get people interested in Baylor.”

Once Student Recruitment gets students to Baylor, Campus Promotions takes over. Designed to encourage involvement on Baylor’s campus, this committee organizes and directs Freshmen Follies and Bearathon, the half-marathon that is Student Foundation’s main fundraising event.

“My favorite Student Foundation memory is spending the night before Bearathon in the quad area by Fountain Mall, guarding the orange cones for the race,” Josh Cortez, a San Marcos, Texas, senior and Campus Promotions co-chair, said. “I remember thinking how blessed I was to be with such great people and able to serve Baylor in this way.”

Student Foundation also helps students meet their education expenses to



2005-2006 STUDENT FOUNDATION STEERING COMMITTEE

first row: Beth Watson, Jennifer Powell, Lindsey Shepherd and Chandra Sternau; second row: Patrick Rountree, Travis Nick, Courtney Dale, director; Josh Cortez and Wes Cash

stay at Baylor. The Financial Affairs committee visits alumni and friends to raise scholarship funds. At this year’s scholarship banquet, 201 \$1,000 scholarships were awarded.

“I received a Student Foundation scholarship, and that was one of the big reasons I wanted to join the group,” Beth Watson, a Tyler, Texas, senior and Financial Affairs co-chair, said. “It’s exciting to be a part of a team effort of students giving out scholarships.”

All of these committees are held together by co-presidents Jennifer Powell, a Denton, Texas, senior and Travis Nick, a Scottsdale, Ariz., senior. As co-presidents, Powell and Nick run the steering committee, which consists of the six committee co-chairs, and help make sure the organization is on track.

The steering committee is particularly looking forward to moving into their new building, the Ed Crenshaw Student Foundation Center, in the spring semester. Even as the building will raise awareness of the organization on campus, it also will unite the three committees as they work together to serve Baylor and her students.



BEAR STAMPEDE Runners Take Over Waco

More than a hundred bears and their friends will be running through the streets of Waco on Saturday, March 4. No need for concern however: these bears are of the

Baylor variety, and they and other members of the Waco community will be participating in Bearathon 2006, the half-marathon that is Student Foundation’s main fundraising event.

Last year approximately 175 participants

enjoyed the 13.1-mile course that took the runners through the Baylor campus, Cameron Park and other scenic parts of Waco.

“This was the second time I ran Bearathon, and I ran it a little faster, so it was slightly more painful,” Troy Sharp, an Amarillo, Texas, senior in accounting and Student Foundation member, said. “The route is tough with the hills in Cameron Park, but the feeling of satisfaction when crossing the finish line is great.”

Campus Promotions Co-Chairs Josh Cortez and Lindsey Shepherd look forward to planning Bearathon, but they know a great deal of work is ahead of them. Planning the race involves getting permits from the city, the railroads and TxDOT, finding corporate sponsorships,

promoting the event and other tasks. However, with last year’s race raising more than \$12,000 for scholarships, they agree the work is well worth it.

“Last year’s Bearathon was so much work, but it was exciting to see it all come together,” Shepherd said. “And it was exciting to see people not just from campus, but also alumni and people from the Waco community get to come and participate in a Baylor event.”

If any Student Foundation members, past and present, or other avid runners are interested in participating in Bearathon 2006, please visit www.baylor.edu/studentfoundation for more information.

A Legacy of Service through Student Foundation

It's not unusual to hear about generations of Baylor families feeling the influence of the university and its traditions. For the Mays and Sharp families, though, the influence goes much deeper—deep into the heart of service for the university and her students—deep into the heart of Student Foundation.

This story begins with Troy Mays, who entered Baylor as a freshman in 1941, many years before Student Foundation was conceived. “In May 1943, I was called to service in the Navy during World War II,” Mays said. “I wasn’t able to go back to finish my degree; instead, I went home to Amarillo and worked for my dad.”

Eventually Mays, and his wife Betty Lou, returned to Baylor for Homecoming activities and football games each year with their daughters Stacy Mays Sharp (BBA, '76) and Karra Mays Hill (BSED, '78). Both children would serve in Student Foundation as students.

“I guess it was during those times, when Betty and I visited our girls, that we first saw the bicycle races at the old HOT Coliseum and fell in love with Student Foundation,” Mays said. Mays and Betty, now deceased, established the Troy and Betty Lou Mays Directorship of Student Foundation in 1993. “We liked the kinds of activities our girls were part of in Student Foundation. The organization did a great job providing scholarships to students.”

Today, Mays and his wife, Billye—a Baylor alumna by choice—continue to

support the organization financially. “We receive cards and letters from students who are so appreciative. We know it’s a big help, and we are grateful for the opportunity to do it,” he said.

As for Stacy’s Baylor experience, she says, “I applied to two other schools, but I always knew I would go to Baylor.” Unlike many Baylor family stories, Stacy didn’t meet her husband, Randy Sharp (BBA '76), at Baylor. Rather, they met at home in

Amarillo, during second grade. “Our parents knew each other even before we were born,” Randy said.

“My experience in Student Foundation made me realize how blessed I was to have parents who could afford a Baylor education...now I believe that if we can just do a little, it can make the difference between a student being able to attend Baylor or not.”

**STACY SHARP
BBA '76**

he said. “I was determined to go to Baylor, and it worked out fine.”

Randy watched Stacy’s involvement in Foundation as a junior. “I saw all they did—I knew I wanted to be a part, as well.” As a senior, he applied and worked alongside Stacy, also a senior and a member of the Student Foundation Steering Committee.

Today, the Sharps continue their involvement with Student Foundation.



They enthusiastically support Student Foundation scholarships, a level of support they agree is very “doable” for many families. “My experience in Student Foundation made me realize how blessed I was to have parents who could afford a Baylor education,” Stacy said. “Randy’s parents just couldn’t do it, and now I believe that if we can just do a little, it can make the difference between a student being able to attend Baylor or not.”

“Paying my way was not easy,” Randy continued, “and there are so many kids who need help today. If I can make a difference through scholarship support, I want to do all I can.”

The Mays/Sharp legacy doesn’t stop with financial support. The third generation of the family is serving Baylor even today. The Sharps four children—Meredith ('02), Austin ('04), Troy, a senior, and McKay, a sophomore—all have followed the road of higher education from Amarillo to Waco. And so far, two of the four have served Baylor through Student Foundation.

“Student Foundation gave me an opportunity to serve Baylor in a way that other organizations did not,” Austin said. “My senior year serving as a member of Student Foundation was the best thing I’ve ever done. I wish I could do it again.”

Opened Doors Encourage Deep Love of Baylor

When Megan Hawkins, a senior from Atlanta, Texas, toured Baylor University in high school, she knew it was the place for her.

“I really liked the people, they just seemed more personable,” she said. “Everywhere you go people open the door for you, and I don’t think you find that anywhere else.”

During her time at Baylor, Megan has excelled. She will graduate a year early in May, majoring in psychology and journalism—the latter developed from a love of working on *The Lariat*. Her appreciation for Baylor’s academics and friendly atmosphere aside, in the beginning Megan was unsure how to make a Baylor education possible.

“At first, I didn’t think I was going to be able to come because of finances,” Megan said. “I have a brother who’s in college too, and my parents have been trying to pay for both of our educations so scholarships really help.”

More doors opened for Megan when she received a Student Foundation Scholarship the past two years. She appreciates not only the donors who have given so much, but also the members of Student Foundation who work hard to raise the funds.

“Every year, members invest their time traveling many miles and dialing



digits just to help others have the opportunity to go to this school,” Megan noted. “They always seem to be hard at work in a variety of roles. Whether it’s planning a fundraiser, raising scholarships or recruiting new Bears, they do it with contagious enthusiasm.”

BAYLOR
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STUDENT FOUNDATION

Alum? Recipient? Parent? Friend?
Why not support Baylor students with a gift to
Student Foundation scholarships?
Make your gift online at:
www.baylor.edu/studentfoundation

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