

- 2 Alumnus makes bequest in friend's honor
- 3 Schlitt family commits \$300K to CMSRU
- 4 Couple endows education scholarship
- 5 Dancer wins big for Rowan students
- 6 NJ entrepreneur inspired to give to RCOB
- 6 College of Communication receives grant
- 7 Alumna's bequest will help others teach
- 7 Corporate match boosts scholarship

Spring 2012

Rowan Advances

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LAWRENCE AND RITA SALVA MAKE RECORD COMMITMENT FOR CMSRU SCHOLARSHIPS

Lawrence '77 and Rita Salva's landmark gift will benefit generations of CMSRU students.



When Lawrence J. Salva '77, senior vice president, chief accounting officer and controller of Comcast Corporation, heard that the average medical school student graduates with more than \$150,000 worth of debt, the Rowan University alumnus decided to make a difference and assist aspiring South Jersey physicians.

In March, Salva, vice chairman of the Rowan University Foundation Board, and his wife, Rita, of Princeton, pledged \$1.055 million to the Foundation to establish the Lawrence & Rita Salva Medical Scholars Fund at Rowan. The single largest gift to date for Cooper Medical School of Rowan University (CMSRU), the Salvas' pledge is

also the largest one-time gift ever made to Rowan by an alumnus.

Their gift will establish a \$1 million endowment to benefit students enrolled at CMSRU. The additional \$55,000 in contributions—and the earnings on the endowment—will provide \$100,000 in scholarships for the medical school's charter class.

"We're absolutely excited about the medical school and the promise it holds for South Jersey. This scholarship gives us an opportunity to help medical school students pursue their dreams as they work to make a positive impact on the lives of others," says Salva.

continued on page 4

20 YEARS SINCE ROWAN GIFT: INSPIRING PROGRESS AND INVESTMENT

20
1992
2012

When Henry Rowan, the founder, president and CEO of Burlington County-based Inductotherm Industries, Inc., decided to challenge himself with a pledge to Glassboro State College in 1992, he not only began the transformation of a small southern New Jersey campus, he literally changed the course of philanthropy in American public higher education.

As it stands today, Rowan University continues to grow and

progress toward becoming an institution of national prominence thanks to the vision of a risk-taking businessman who set out to make a profound difference rather than simply a polite donation. Henry and Betty Rowan's original gift of \$100 million has helped the Foundation's market value grow to more than \$148 million in 2012, ranking Rowan University's assets in the top 40 percent of institutions in North America. Prior to the Rowan gift, the Foundation's assets totaled \$787,000.

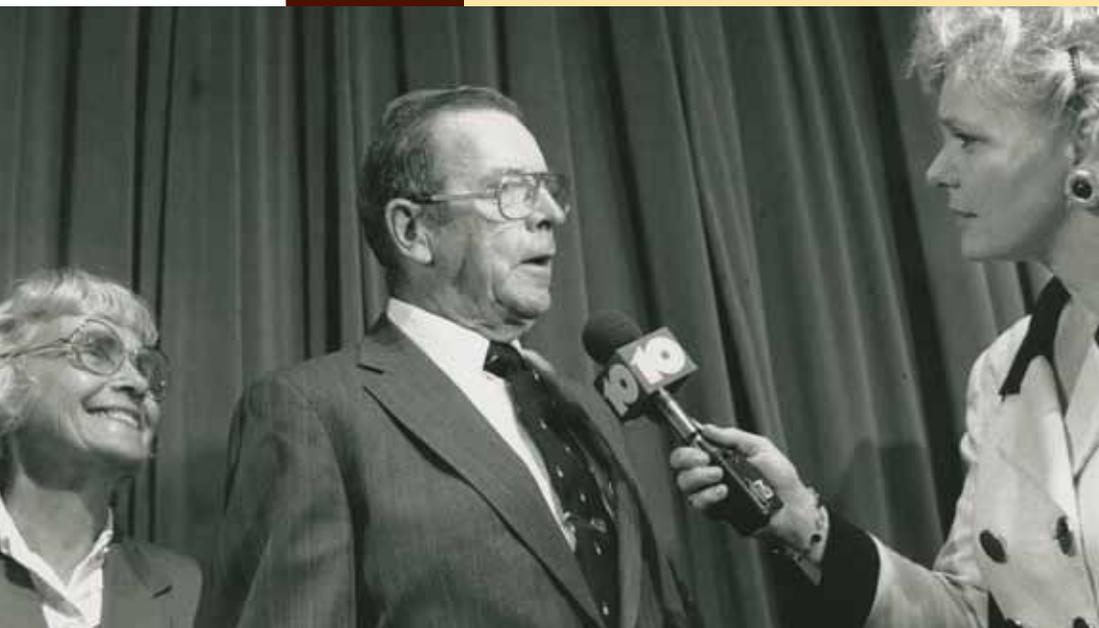
"Henry Rowan raised the bar for charitable giving to higher education in the United States," said then-Executive Vice President Philip Tumminia M'69 in 2002 when discussing the 10-year anniversary of the Rowan gift, until then the largest gift made to a public institution of higher education. "I remember him telling me in 1992 that one of his goals was to get others with wealth to either match or exceed his gift."

In fact, Mr. Rowan's challenge worked to inspire major donors across the country. Prior to the Rowan donation, the largest gift made to any higher education institution in the United States was \$105 million to Emory University—a private college—in 1979. Since the Rowan gift, approximately 120 donations of \$100 million or more have been made to public and private colleges and universities in the U.S.

The challenge made by the school's benefactor has struck a chord with those making more modest gifts as well, whether given by the thousands of alumni and friends of the University or the region's corporate sector. Since 1992, nearly 22,000 new donors have invested in Rowan University, supporting scholarships, facilities, academic programs and more.

"Mr. Rowan's pledge encouraged a new perspective about supporting the institution," said R.J. Tallarida, Jr., assistant president for development and acting executive director of the Rowan University Foundation. "There is great confidence that each donation—from the annual fund to major gifts—is well-invested and will benefit the University and the people it serves."

continued on page 2



Henry and Betty Rowan speak with a reporter about their record-breaking commitment after announcing the gift to Glassboro State College in July 1992.

continued from page 1

Henry and Betty Rowan are joined by (l to r) School of Engineering Dean James H. Tracey, SGA President Jason Levin and President Herman D. James at the February 1996 groundbreaking ceremony for Henry M. Rowan Hall.

The value of education and commitment to others were central to Mr. Rowan's perspective when he made the gift—and he reiterated this when he spoke at the University's commencement ceremony in 2000.

"Make a difference, make this world a little better because you lived in it," the entrepreneur and Massachusetts Institute of Technology graduate told the crowd assembled on the Bunce Green after receiving a standing ovation from the University community and thousands of commencement guests. Among those clad in caps and gowns that mid-May morning was the College of Engineering's first graduating class. All 85 original engineering majors received full scholarships to attend Rowan thanks to individuals, corporate sponsors and foundations that believed in the fledgling program—another philanthropic initiative inspired by Henry Rowan.

The students who reflected on their decision to enroll at the new school are thankful.

"It was a great opportunity," radio frequency engineer Ken Gemmell '00 said in 2010. "There was some hesitation (being part of that first class) because it wasn't an accredited college and it didn't have a lot of things in place. But having that financial backing made it a lot easier to say, 'There are companies in the area that believe in what Rowan's doing, so I could take that leap of faith and take a shot at this.'"

Of course, the primary goal for the Rowan gift was to create a college of engineering in South Jersey, something without precedent.

"I was interested in having an engineering education institution in South Jersey," Mr. Rowan said. "We should be teaching people how to build things, how to create real wealth, real jobs."

Consider it "mission accomplished" as the College of Engineering has earned nationwide acclaim, consistently placing among the top 25 undergraduate engineering programs in the country as ranked by *U.S. News & World Report*. Several of Rowan's College of Engineering programs consistently have ranked in the nation's top 10, including chemical engineering, which has held the second or third position for multiple years.

At the 10-year celebration of the first graduating class of engineers in April 2010, Mr. Rowan told the crowd of alumni, faculty and industry partners gathered in the impressive atrium of Rowan Hall, "There's nothing more important for the continued excellence of our country than education, and nothing's more valuable for us to maintain our tradition of excellence in the world than technical education."

But his intent in 1992 also was to enhance the institution as

a whole for the benefit of students and the people of the region. That, too, has taken place. The Rowan gift encouraged the school's administration to think expansively about the future and act upon Mr. Rowan's desire to have the most impact and to change people's lives. The Rowan gift was the catalyst that began to transform the campus, invigorate its programs, attract new students and faculty and raise expectations for anyone who heard the name "Rowan University."

During the last 20 years, partnerships with private donors and investors have changed the face of campus, supplementing University resources significantly. New buildings, facilities and projects have expanded the capacity for instruction, research and student life, including Campbell Library, Rowan Hall, James Hall (formerly Education Hall), Science Hall, Edelman Planetarium, Rowan Boulevard and Samuel H. Jones Innovation Center at the South Jersey Technology Park.

The new Medical Education Building, to open in 2012 in Camden, serves Cooper Medical School of Rowan University. This public-private partnership is attracting contributions for scholarships and research, including its first gift in 2009 from Dr. Marque '91 and Yvette Allen, to establish a scholarship in honor of Biological Sciences Professor Richard Meagher.

New programs and majors have been developed as Glassboro State College has evolved into a university boasting colleges of business, engineering, education, communication, fine and performing arts, liberal arts and sciences, and medicine.

Existing programs have been enhanced and expanded, including the honors program endowed by Thomas N. Bantivoglio and professorial chairs in business and communication supported by the William G. Rohrer Charitable Foundation, Ann Campbell and the Charles and Lucille King Family Foundation, respectively. And the Rowan Family Foundation has contributed beyond the original scope of the Rowan gift to support special programs in engineering, scholarships and fine and performing arts as well as extending the Inductotherm Scholars program that has attracted students from around the world.

The historic Rowan gift has transformed this institution and thousands of lives in just 20 years. The vigor of Rowan University has contributed to economic development and opportunity in the region. In the past two decades, each continuing and new donor's decision to invest in Rowan University is confirmation that Henry Rowan's personal challenge to make a difference has been successful.

Celebrated for its singularity in 1992, the Rowan gift was the catalyst for the many donors whose generous support is honored by the University in 2012. For his tremendous vision, remarkable courage and brilliant leadership in business and philanthropy, Rowan University and the Rowan University Foundation proudly and gratefully salute Henry M. Rowan.

SCHOLARSHIP DINNER HONORS BROADCASTING LEGEND



Dan Baker '68, whose voice is synonymous with professional and collegiate sports in the City of Philadelphia, was the guest of honor for a celebration of his 40 years of broadcasting accomplishments in February. The event raised over \$14,000 to establish the Daniel E. Baker '68 College of Communication Broadcasting Scholarship to benefit aspiring communicators. Above: Dan Baker (center) is joined by Phillies President David Montgomery and Larry Litwin, associate professor of public relations & advertising, who served as Master of Ceremonies for the event.

Celebrating a friendship

When Peter Herral graduated from then-Glassboro State College in 1968 he gained more than just a degree in Junior High Education—he gained a lifelong friend in Dan Baker. Herral and Baker's friendship, which began during their freshman year, has endured throughout the passing decades.

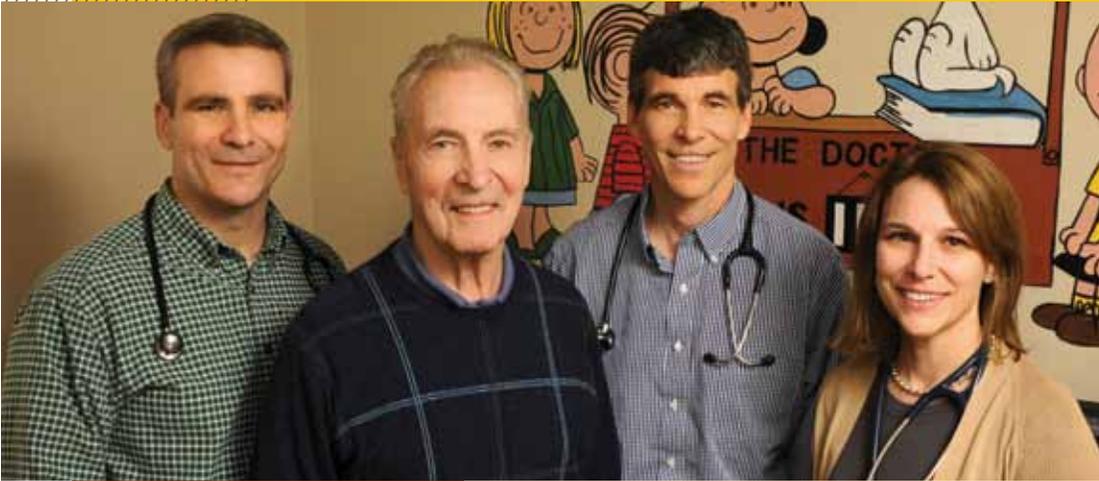
In honor of Dan Baker and their longstanding friendship, Herral (below, left) made a generous bequest in March to benefit the Daniel E. Baker '68 College of Communication Broadcasting Scholarship.

Herral feels fortunate to have been able to keep in contact with Baker—an "exceptional friend"—and the two still regularly get together at Philadelphia sports events. "In all



reality, you can't have a better friend than Dan Baker," said Herral. "This gift is in recognition of him."

SCHLITT FAMILY OF PHYSICIANS PLEDGES \$300,000 TO MEDICAL SCHOOL



The South Jersey-based Schlitt family of physicians have dedicated their careers to caring for children in the region. Now, their generosity will benefit CMSRU students and faculty. Above (l to r): Dr. Mark Schlitt, Dr. Ludwig Schlitt, Dr. Michael Schlitt and Dr. Stephanie Schlitt.

A father and his three children, who all followed in his footsteps, have pledged \$300,000 to assist students and faculty at the soon-to-open Cooper Medical School of Rowan University.

Dr. Ludwig Schlitt and his children, Drs. Michael, Stephanie and Mark—all of Advocare Haddon Pediatric Group—made the gift which will establish The Schlitt Family Student Lounge and The Schlitt Family Dean's Executive Conference Room in CMSRU's new building which will open in Camden this summer and welcome its charter class of 50 students in August.

Although the Schlitts have a strong connection to Cooper Health System, they have no links to Rowan University, but were inspired to give to CMSRU because of the tremendous impact it will have on healthcare in the South Jersey region.

"We're excited about the partnership between Rowan and Cooper and believe in the Medical School's mission to promote the education of primary care physicians in the region," said Dr. Michael Schlitt, who was the first of the children to join their father's practice, doing so in 1990.

"Our family has a proud, 50-year history of caring for children in South Jersey," said Dr. Ludwig Schlitt, of Haddonfield, who started his medical career at Cooper University Hospital in 1960. "We feel fortunate to help play a role in expanding health care in our state by supporting the Medical School."

The patriarch opened Haddon Pediatrics in 1970 and, in 1998, his practice joined Children's Health Association. In 2008, the name was changed to Advocare Haddon Pediatric Group and is based in Haddon Heights with a satellite office in Mullica Hill.

Daughter Stephanie joined the practice in 1998 while son Mark came aboard in 2002, joining their father and brother. In a few years, the practice will go into its third generation when Dr. Michael Schlitt's daughter, Meghan, completes her studies.

"It is gratifying to see the Schlitts—a family of southern New Jersey physicians—take a leadership role in supporting CMSRU and higher education in the region," said Paul Katz, MD, founding dean of CMSRU. "With our first class of students scheduled to arrive in August, we expect that more people will show their support for the Medical School."

Prior gifts to the Medical School include a generous contribution from Haddonfield physician Dr. Michael Renzi and his family in 2011 to establish the Renzi Family Clinical Simulation Rooms at CMRSU and a \$100,000 pledge from Dr. Marque Allen '91, a podiatrist in Texas, and his wife, Yvette, to establish the Dr. Richard Meagher Medical Scholarship for CMSRU students.

TD BANK SUPPORTS COMMUNITY ESL PROGRAM



TD Bank representatives presented Rowan University at Camden with a grant for \$11,500 during a reception in Hollybush. The funding supports the Accelerating College Enrollment Program of the Community English Language Programs at Rowan University at Camden. The program engages high school juniors and seniors in college preparatory ESL classes and provides college information and financial aid workshops.

From left: Chanh Tran, Phuong Trang Vu, Euver Joaquin, EOF Counselor Jay Tran, TD Bank Retail Market Manager Deborah Martino, Assistant Provost and Dean of the Camden Campus Tyrone McCombs, TD Bank Vice President and Glassboro Store Manager Michelle Warfel, Director of English Language Programs Jacqueline McCafferty, TD Bank Vice President for Government Banking Melissa D'Alessandro, TD Bank Regional Vice President Timothy Boyle, TD Bank Retail Market Manager Linda Mancini, Monica Leiva, Cindy Perez, and Carlos Cabrera.

continued from page 1

As CMSRU Founding Dean Paul Katz, MD, explains, this scholarship support “certainly increases the likelihood that New Jersey students will stay in the region to attend medical school and ultimately practice and become the kind of providers the state desperately needs.”

A history of giving

For years, Salva has given back to his alma mater. A member of the board of the Rowan University Foundation since 2000, he helps oversee and manage a \$148 million endowment.

Since 2002, Salva, who also served eight years as a member of the alumni

association board, has contributed \$125,000 to the Salva Family Scholarship Fund. The fund assists students involved in WGLS-FM, the campus radio station, as well as students in the radio/television/film program. While a student at the University, Salva was the business manager for WGLS-FM and is a member of the station’s Hall of Fame.

Larry Salva’s story is a prime example of the impact receiving financial aid can have on a student’s future success. A first-generation college student who held various jobs to earn his degree, Salva received a Basic Educational Opportunity Grant (known later as a Pell Grant), which was given to students with demonstrated financial need.

Through campus involvement and networking, Salva earned his degree not only with a near perfect 3.97 GPA, but, also, a tremendous resume. While in college, he worked for the Glassboro-based Petroni & Associates, an accounting firm.

After graduation, Salva’s career skyrocketed. He was a partner with PricewaterhouseCoopers for a dozen years and also served as a professional accounting fellow with the U.S. Securities & Exchange Commission’s Office of the Chief Accountant.

At Comcast, he is responsible for external financial and management reporting, corporate accounting and corporate internal controls. He joined Comcast in 2000.

“In college, I was fortunate to receive federal funding to support my studies. And

I was mentored by a lot of good people,” says Salva. “I feel an obligation to return the favor and provide support. In order to succeed, you need the right chance...the right door to open for you.”

Supporting and promoting health care is important to the Salvass. A registered dental hygienist and certified dental assistant, Rita Salva is an adjunct faculty member at both Burlington County College and Middlesex County College. A summa cum laude graduate of the University of Medicine and Dentistry of New Jersey and Thomas Edison State College, she earned her master’s degree from Seton Hall University. She has volunteered her time to promote the importance of good oral hygiene to elementary school children and to children with special needs.

Inspiring other gifts

The Salvass’ generosity demonstrates their commitment to Rowan—and to South Jersey, according to R.J. Tallarida, Jr., assistant vice president for development and acting executive director of the Rowan University Foundation.

“Their gift truly is transformative and will have a lasting impact on Rowan University, our new medical school and the entire region,” Tallarida says. “Larry’s leadership on our board has been vital to the Foundation’s success and its ability to enhance the opportunities available to Rowan’s students.”

“We hope that our gift will inspire others to give to Rowan at an exciting time in the University’s history,” Salva concludes.



Charter philanthropists through Cooper Medical School of Rowan University’s 2012 Legacy Society will advance CMSRU’s mission, prepare for its future and inspire others to follow their lead. Joining the 2012 Legacy Society is an opportunity to create an enduring legacy at an institution primed to make a significant impact on healthcare delivery in the region.

For more information

To learn more about opportunities to support CMSRU, please contact:

University Advancement
856-256-4095
giving@rowan.edu
www.rowan.edu/coopermed/giving

LIFELONG EDUCATORS INVEST IN THE LEADERS OF TOMORROW

Long-time educators in the southern New Jersey region, Gus Bader ’68 and his wife Janice Bader ’68, M’74 have pledged \$50,000 to endow a scholarship for students with the same verve for teaching that they had as up-and-coming educators during their days in Glassboro.

To celebrate the Baders’ years of service, the scholarship is earmarked for students from the districts in which they spent their careers working.

The Pitman couple, who met during their college years and have been married for 42 years, say that the University gave them so much and led them to such fulfilling careers, they wanted to contribute something positive to Rowan’s College of Education.

“We are indebted to Glassboro State for our education there and the good years we had,” said Gus, who taught fourth grade in the Pennsville School District for 27 years (1973-2000) and was previously an instructor in the Air Force. “We both were in education and see the value of it. We hope to help future educators and get good people into the classroom.”

The principal at Dr. William Mennies School in Vineland for 17 years after serving as a curriculum supervisor and classroom teacher in the district, Janice said, “I want to encourage Rowan University students to become teachers. It’s important and anyone that wants to be a teacher will probably need some assistance. We want to see positive people go into teaching.”

Both have vivid recollections of what made Rowan such a valuable part of their preparation for long, successful careers.

“One of the things that the professors stressed at the very beginning was being objective and professional while accepting everyone in your classroom as an individual that needs to be taught and loved. That really stuck with me,” said Gus.

“The professors and the encouragement that they provided was so valuable,” Janice added. “I never thought I’d wind up being a principal but that became important to me and I went back to Rowan to get my master’s degree.”

The Baders both exude a palpable sense of fulfillment with their careers in education.

“I loved teaching and being a principal,” Janice said. “That was my life and I met so many wonderful parents, students and colleagues along the way.”

“I enjoyed it and enjoyed the kids,” Gus said. “I had a lot of fun interacting with my colleagues. I just thoroughly enjoyed it and had plenty of good experiences and I was rewarded at times with students coming back to see me or writing a letter to let me know that I helped them.”

Now the Baders will continue that mission of helping students who aspire to follow in their footsteps.



Gus ’68 and Janice Bader ’68, M’74 have endowed a College of Education scholarship based on their desire to help aspiring educators.

VP DANCES TO THE TOP IN AREA COMPETITION

As one of six local volunteers vying to win Gloucester County's Dancing with the Stars contest in fall 2011, former Vice President of Facilities and Operations Mike Harris earned top dollar for Rowan students. During the annual charity event, sponsored by the Greater Woodbury Chamber of Commerce, Harris competed for the Rowan Emergency Scholarship Fund, which provides support to students undergoing life-altering crises. While he was great on the dance floor, Harris was even better where it most counted to him—earning the top fundraiser place in the competition.

At the end of the day, Rowan students in need were the real winners. "I was extremely proud and pleased that all of our efforts—mine and everyone's who supported Rowan—achieved the results they did," Harris said.

A generous \$10,000 pledge from Jack A. Hafner, Jr. '93 put the University's fundraising efforts over the top. Director of Private Banking USA for Credit Suisse PBUSA Philadelphia, Hafner was glad to support the University's efforts. "As a professional investor, I noticed the positive growth at Rowan and desired to be a part of it. Giving back to something one cares about is easy."



Supported by Rowan students, alumni and campus friends, former VP Mike Harris (in cowboy hat) danced his way to the top of Gloucester County's Dancing with the Stars fundraising challenge in September. VP for Student Life Richard Jones and Alumni Relations Director Kathy Rozanski (holding check) helped drive the effort to provide for students in crisis.

BUSINESS PROFESSIONALS JUDGE COMPETITION



Five finalists competed in the 6th Annual Rohrer Business Plan Competition in April. More than 50 individuals/teams entered this year's competition, which culminated with presentations before a live audience and panel of distinguished judges. The competition encourages the pursuit of entrepreneurial ventures and provides a forum in which students can present their ideas and win cash prizes to bring their dreams to fruition. Winner, Ryan Ritchie, a junior business management major from West Deptford, presented the Spider Gauge, a device that inflates truck tires without requiring supervision.

Above: Ryan Ritchie (2nd from left) is joined by the competition's distinguished judges (l to r): Market President of Cornerstone Bank and Rowan University Foundation Board member Scott Kintzing, President of Rohrer and Sayers Real Estate and Rowan University Board of Trustees member Linda Rohrer, Vice President for Campbell Soup Company and Rowan University Board of Trustees member George S. Loesch, and President of J&J Snack Foods Corporation Gerald Shreiber.

Cosby Honors King

A sellout crowd welcomed entertainer Bill Cosby to Rowan's 26th annual Martin Luther King Jr. Scholarship Breakfast in January. Saying that our nation has not done a good job of upholding the ideals of Rev. Dr. Martin Luther King, Jr., Cosby urged attendees to be strong parental role models and to truly get involved in the lives of young people. "The revolution today is in the home," Cosby said.

Over \$26,000 in proceeds from the event will support the William H. Myers Scholars Fund, which provides financial support for high-achieving minority students.



N.J. ENTREPRENEUR INSPIRED TO GIVE TO ROHRER COLLEGE OF BUSINESS

Although Van Horneff, an entrepreneur from Saddle River, has no direct affiliation with Rowan University, his personal relationship with the man for whom the University's college of business is named inspired him to make a generous donation, via a unique planned gift.

Horneff owns a number of antique and collectible vehicles and in his will he has included the proceeds of the sale of those vehicles to go to the William G. Rohrer College of Business at Rowan.

Despite Rohrer's passing at the age of 79 in 1989, his inspiration and his token of generosity has stuck with Horneff and led him to a lifetime of giving.

Now, Rowan University has become the latest recipient of the generosity of Horneff and his wife, Robin.

"If it weren't for Bill, I probably wouldn't have gone to college," said Horneff, who after graduating from high school in Philadelphia, was introduced to Mr. Rohrer

through his daughter Carol and has remained in touch with the family. "He always wanted to know if I was going to college, but there was the financial aspect of it.

"I got accepted to the University of Pennsylvania and I had saved quite a bit of money but I was short about \$500," Horneff recalled. "Mr. Rohrer said, 'It's \$500? I'll give it to you and you can pay it back to me when you can.'"

"Several years later, I saw Mr. Rohrer at his car dealership in Cherry Hill and he was very happy to hear that I graduated. I went there to pay him back, with some interest," said Horneff, who has provided scholarship funds and made donations to several colleges and tuition-based high schools over the years. "But he told me to keep the money and to remember the situation and to help someone else down the line. That always stuck in my brain."

Fast forward almost 50 years and the Horneffs attended the investiture of the William G.

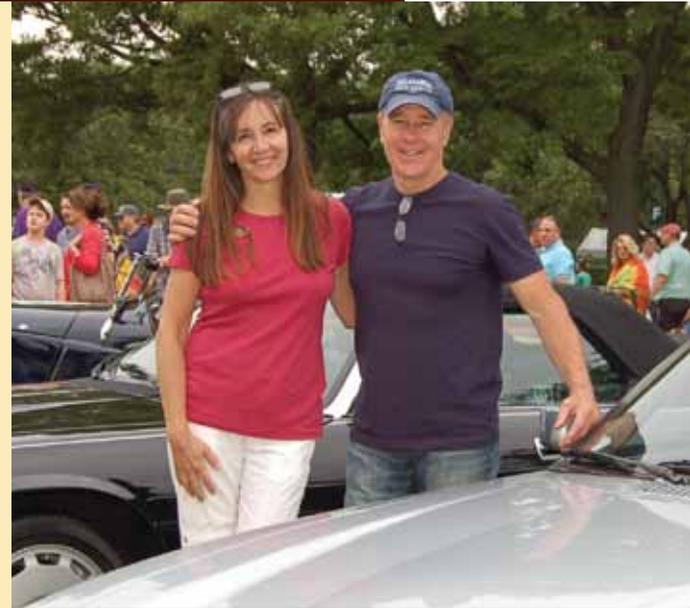
Rohrer Professorial Chair in College of Business in the fall of 2011 and were both impressed and inspired.

"I took a look at the curriculum at Rowan on the website and really liked what I saw," said Horneff. "I'm a staunch believer in a business degree and [how] it will really prepare you for anything in life. I was impressed with Rowan's College of Business and thought it would be nice to put something into the pot that was already established in Bill's name.

"Being there (at the investiture) and hearing the mission of the College elevated my interest in being part of Bill and his daughter Linda's vision to establish a place that would provide a grounded academic experience [and a] meaningful and practical curriculum that would insure success for business graduates.

"You've got to do things that are good for society," he said.

"To whom much is given, much is expected."



At the Greenwich Concours d'Elegance Summer 2011 show, Van (on right) and Robin Horneff's Jaguar XJR-S won "Best in Class." Proceeds from the sale of their auto collection will ultimately benefit Rowan's William G. Rohrer College of Business.

COLLEGE OF COMMUNICATION RECEIVES GRANT FOR DOCUMENTARY PROJECT



Rowan Radio/Television/Film faculty members (l to r) Keith Brand, Ned Eckhardt and Diana Nicolae will implement a grant from Philadelphia's Wyncote Foundation as part of a collaborative documentary project.

When you've got a good thing going, why not share it? That's exactly what Rowan University's College of Communication is doing after acquiring a sizeable grant.

For the past 15 years, students in the Documentary Production classes in Rowan's Department of Radio, Television and Film have been making documentary films that address social problems like drug addiction, stalking, racism, bullying and sexual assault. These documentaries have been distributed throughout the State as well as the country and have won many prestigious awards.

Two years ago, professor Ned Eckhardt got the idea to expand this process to include other colleges' documentary production

faculty and students and he prepared a grant proposal. With the collaboration of RTF faculty colleagues Keith Brand and Diana Nicolae, they submitted the idea for the Collaborative Documentary Project to the Wyncote Foundation in Philadelphia and were awarded a \$200,000 grant.

This project is designed to challenge students on various college campuses to create documentaries about sexual assault. These films will be targeted toward their own peer groups. Along with Rowan, other participating universities include Western Colorado State and Framingham State.

"This is the largest grant in the history of the College of Communication," Eckhardt said. "Rowan's College of Communication and its Radio/TV/Film Department will lead this collaborative project and will make an impact on the national campaign to prevent rape and sexual assault on college campuses. Rowan's documentary program has earned a solid reputation and this project should continue this tradition of excellence."

Upon completion of the project, five separate documentaries will be produced and distributed across the country through the resources of Security on Campus, Inc., a non-profit organization that promotes safety on college campuses through educational awareness, policy and advocacy about sexual assault.

"This kind of humanitarian collaboration of multiple colleges combining skills and resources to create social problem documentaries, and partnering with a non-profit national distribution organization, is a new way to address societal problems," Eckhardt added. "The participating colleges want to become a source of preventative media that young people and their families, relatives and friends will listen to."

The Philadelphia-based Wyncote Foundation was established in December 2009 with funds from the Otto and Phoebe Haas Charitable Trusts and supports efforts that strengthen and enrich culture, community and the natural environment. The Foundation makes grants in a broad range of areas. Currently, public media and journalism is an area of special focus for the Foundation.

CAPE MAY COUNTY RESIDENT'S BEQUEST WILL HELP OTHERS TEACH, MAKE HISTORY

When you're an educator, you never stop teaching.

In the case of Sea Isle City resident Harriet Reardon Bailey '60, M'66, her \$50,000 bequest to establish a scholarship will recognize the achievements of elementary education students at the University's College of Education.

Reardon Bailey, who spent 27 years teaching in the Ocean City School District at both Ocean City Primary and Ocean City Intermediate schools and has lived in Sea Isle City her entire life, is also earmarking the scholarship for Rowan students who reside in Cape May County.

Reardon Bailey, who was a writer for *The Whit* during her college days and took a journalism elective, is the curator of the Sea Isle City Historical Museum. The facility has displays and also sponsors walking tours of Old Sea Isle. Her family has lived in the area for nearly 100 years and she's always been a history buff, so this next step in her life has been a natural progression for the retired educator.

"I have always been interested in history and I also wrote a column in a local paper about history. I really loved both," said Reardon Bailey, whose mother's family settled in the Cape May County area in

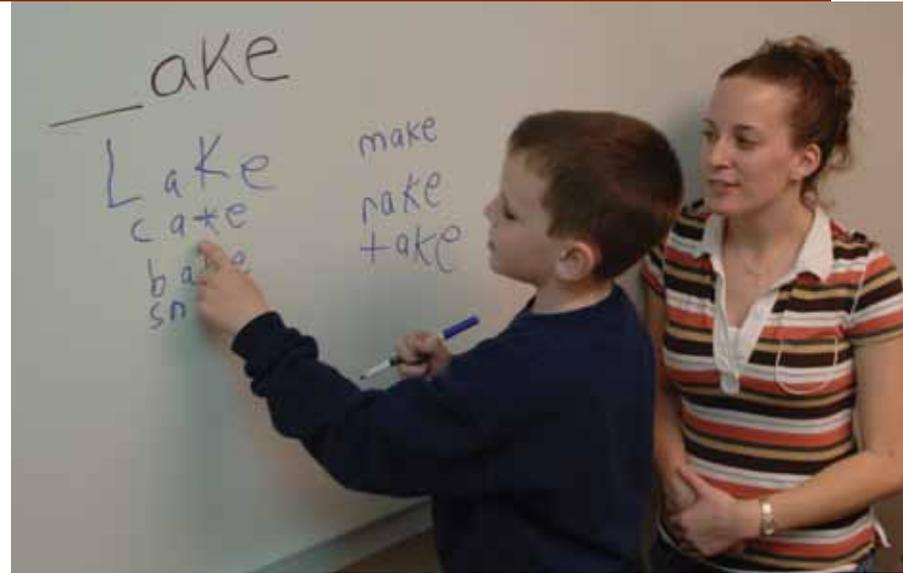
1913 and father's family came to the region in 1920.

Her late husband, George Bailey Jr., M'62, was the superintendent of the Cape May County Special Services School District and shared the same name as the character played by Jimmy Stewart in the holiday classic, *It's a Wonderful Life*. Fittingly, Reardon Bailey says the many remarkable experiences she had in Glassboro set her up for a wonderful and rewarding career.

"The background I had in elementary education was wonderful," said Reardon Bailey, who does a variety of volunteer work. "We did a lot of teaching at the campus school, then I started student teaching in Ocean City and was later hired there."

"I was really fortunate to get such wonderful opportunities, so I wanted to establish this scholarship because both my husband and I were graduates and I'd like to help some local (Cape May County) people and give them a chance to realize their goal. And this is the sort of thing we need to do, we need to help others."

With this thoughtful planned gift, Reardon Bailey is proving that teachers never stop teaching, as she is providing a welcomed life lesson to an up-and-coming generation of educators.



Future teachers and their students will benefit from the generosity of Harriet Reardon Bailey '60, M'66 (at right).



MAKING A DIFFERENCE FOR STUDENTS



Sandy Maxwell '69, M'84 is joined by some of the current recipients of her and her husband William's generosity—Joseph Straczynski, Jesse Lowe and Cassandra Moore.

The generosity of Sandy Maxwell '69, M'84 and her husband, William, provides annual scholarship awards to five students achieving academic success—four undergraduate student awards (two in education, one in music education and one in music performance) and one award to a graduate engineering student. In March, the couple established an additional scholarship to benefit students at CMSRU.

An active alumna, Maxwell has served on the Rowan University Alumni Association Board since July 1988 and volunteers her time assisting the University's Office of Alumni Relations. A 3:1 corporate match from William's former employer, ExxonMobil, has enabled the Maxwells to maximize their contributions and increase the impact of their scholarship gifts.

The word on matching gifts

To encourage employees to support their communities and higher education institutions, many corporations will match gifts made by their employees to nonprofit, charitable organizations.

These matching gifts are an important source of funding and are an easy way for you to increase the financial impact your contribution has on Rowan University and its students—at no extra cost to you.

Some companies double or even triple their employees' contributions, and some programs include employees' spouses as well as retirees.

Contact your human resources office to find out if your company has a matching gift program and to obtain the required form or online processing site.

THE POWER OF GIVING



20
1992
2012

See cover story for more.

“Making a gift to education reminds people of the importance of education.”
Henry Rowan

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Above: During their visit to Glassboro State College in July 1992 to announce their \$100 million gift, Henry M. and Betty Rowan are joined by (l to r) Chancellor of the NJ Department of Higher Education Edward D. Goldberg, President Herman D. James and New Jersey Governor James J. Florio.

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