

Campaign Chronicle

Professors who teach and inspire

Students who are our greatest hope

DRAKE

Centers of learning that foster discovery

These key elements of Drake University symbolize the purpose of The Campaign for Drake: to enrich learning opportunities for students today and for decades to come. Inside: a look at the Campaign's progress and the challenges that lie ahead.

THE
CAMPAIGN
FOR
DRAKE

Approximately 57 percent of gifts to the Campaign have been in outright cash, far above the Campaign's goal of 40 percent. That enables the University to benefit its students today — and plan confidently for tomorrow.

THE CAMPAIGN FOR DRAKE: STRATEGIES FOR SUCCESS, SO FAR

WHEN DRAKE'S BOARD of Governors set the goal for The Campaign for Drake at \$115 million, to be achieved by May 31, 1994, the reaction was a bit skeptical.

"One person said, 'There's no way. You've totally lost it,'" recalls Madelyn Glazer, national chair of The Campaign for Drake and a member of Drake's Board of Governors.

Now, with the timeline for the Campaign just half over, more than \$94 million — almost 82 percent of the \$115 million goal — has been collected or pledged.

"There isn't any magical formula — people were asked to give more than they'd considered giving before, and they responded," Ms. Glazer says.

The basis for the Campaign emerged in 1987 with the National Commission on the Future of Drake University, which charted directions for Drake's future. It was chaired by Drake alumnus and former Iowa governor Robert D. Ray,

"I would say the members of the Commission were visionary," says Mr. Ray. "Being visionary means you don't just have an idea or a goal to reach; it's really heart and soul and feeling, and those people had that for Drake. The individuals who have since raised the money for the Campaign have been visionary, too."

president and chief executive officer of Blue Cross and Blue Shield of Iowa.

After a nine-month study, the Commission delivered to Drake's Board of Governors 223 specific recommendations for enhancing Drake University. (For highlights of the status of those recommendations, see pages 4 and 5.) They became the cornerstone for The Campaign for Drake.

"The role of the Commission has been essential to the success

we've had to date with the Campaign," says Drake President Michael R. Ferrari. "Without the Commission, the Campaign would seem shallow — an effort not tied to a particular plan."

A special committee of Drake's Board of Governors used the Commission's recommendations to develop an implementation plan. The special committee was chaired by Jack C. Pester, a 1957 Drake business graduate and senior vice president in charge of marketing at The

Coastal Corporation headquartered in Houston.

"In establishing the National Commission, we created a real knowledge among a lot of people of Drake's real needs and its potential," says Mr. Pester. "We must now continue to foster the interest we've created and build upon it. The effort doesn't end with the \$115 million goal of the Campaign."

The effort began with Drake's governing boards. Before the Campaign's public announcement on October 7, 1989, members of Drake's Board of Governors and Board of Trustees collectively matched Ms. Glazer's \$2 million challenge gift with more than \$26 million

in gifts and pledges, exceeding the total goal for any of Drake's past fundraising campaigns.

The Drake National Alumni Association Board also pledged \$6.2 million before the Campaign's announcement date, exceeding a goal of \$5 million.

"It's been gratifying to see the outpouring of support by alumni," said Benjamin B. Ullem, LA'66, L'69, former president of the alumni association board and a current member of Drake's Board of Governors. He is a partner with the Des Moines law firm of Whitfield & Eddy. "The commitment of alumni is going to be critical to meeting the Campaign's \$115 million goal."

A MESSAGE FROM THE NATIONAL CHAIR

June 1992

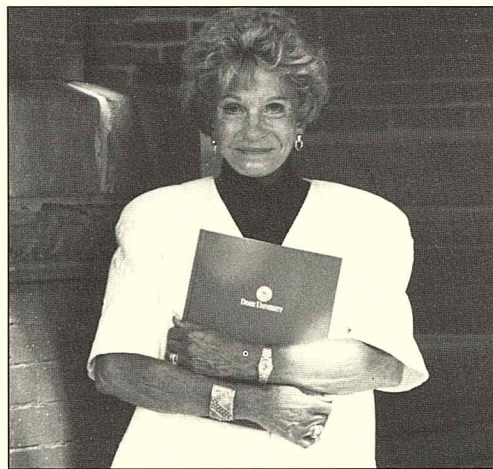
Dear Friends:

AS I LOOK OUT THE window in my office in Old Main on a rainy spring day, my soggy spirits are lifted by all the activity that surrounds me.

The sound of jackhammers as renovation and construction work on Old Main Auditorium progress is almost like music to my ears, for it represents the fruition of a dream for completion of the restoration of the "jewel" of the campus.

Across the street there is major construction under way for Opperman Hall and Law Library. Twenty-eighth Street looks stately as the science building emerges; Forest Avenue has become a genuine conversation piece as the new recreation, sports and convocation complex takes on its wonderful shape.

As so many before my lifetime have said, "Truth is stranger than fiction," and evidence of that is the fact that two and a half years ago when we established a goal of \$115 million for The Campaign for Drake, there were those who shook their heads in disbelief that we would establish a goal of that magnitude.



Madelyn L. Glazer

Today, The Campaign for Drake fundraising effort has reached \$94.1 million. Particularly noteworthy is that Annual Fund contributions are running approximately 20 percent ahead of this time a year ago.

We all are cognizant of the fact that it's great fun to be a member of a winning team, and as we look forward to the completion of the Campaign in 1994, we all can take a great deal of pride in our achievements thus far. However, this is not a time for complacency. We must redouble our efforts to make certain that Drake continues to be a premier University among its peers.

My travels in the past several months have taken me to both coasts, north and south, and the enthusiasm of our Drake alumni and friends is at an unprecedented high in terms of energy and personal commitment.

Let's keep up the momentum that the University has undeniably earned for both present and future generations.

Thank you for your continued devotion to and support of Drake.

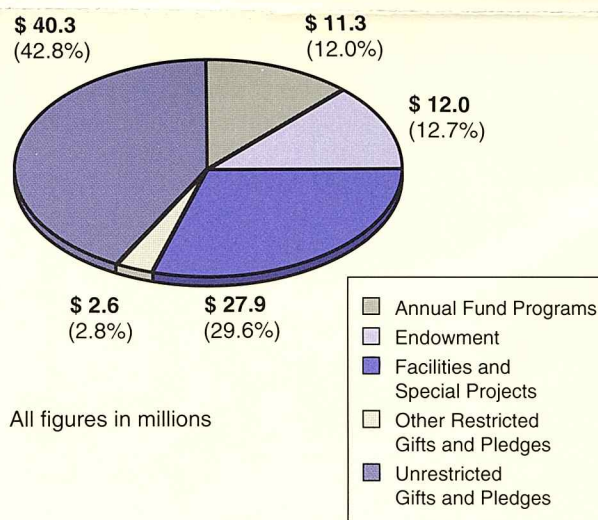
Cordially and gratefully,

Madelyn L. Glazer

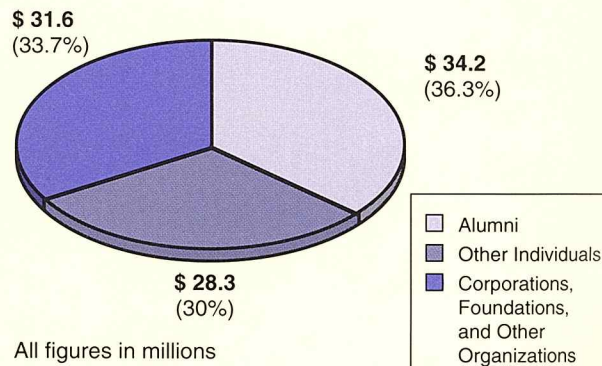
Madelyn L. Glazer
National Chair
The Campaign for Drake

PROGRESS OF THE CAMPAIGN FOR DRAKE AT A GLANCE

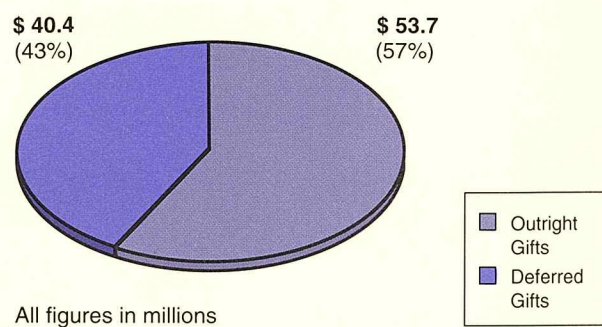
PURPOSE OF CAMPAIGN GIFTS AND PLEDGES



SOURCE OF CAMPAIGN GIFTS AND PLEDGES



FORM OF CAMPAIGN GIFTS AND PLEDGES



Ninety-three percent of Drake's faculty hold the highest degree in their fields. Gifts to the Annual Fund — part of The Campaign for Drake — help support these outstanding teachers.

THE CAMPAIGN FOR DRAKE: THE WORK AHEAD

THE LAST THING DRAKE President Michael R. Ferrari wants anyone to think is that raising \$115 million is easy. "We've reached \$94 million, and that might sound like a piece of cake," President Ferrari says. "But even in achieving the Campaign's \$115 million goal, we're not going to stop. We're not the same University we were even five years ago; our sights have raised. We'll keep moving forward and asking alumni and friends to help position Drake for a successful future."

Maintaining and building on Drake's success requires increased and ongoing support.

"The Campaign has enabled us to achieve many dreams. At the same time, we have considerable work ahead," President Ferrari says. "We haven't seen the full extent of what Drake can become. There's no question we'll always be financially dependent on our alumni and friends if we are to realize these greater goals."

Drake leaders see these tasks ahead in realizing goals of the Campaign:

- Strengthening Drake's endowment. "All of us at the



University are very pleased with efforts to build the endowment. Drake will never be able to maintain our momentum, create outstanding academic programs and achieve goals without it. Right now, we're too tuition-dependent." *Kaye Stoppel, professor of law and past president, Drake Faculty Senate*

"Our greatest vulnerability is the endowment. It's much lower than endowments of our peer

institutions. It's the financial base that allows a university to move confidently through unstable financial times and declining enrollments and have continued resources for all those areas that count — academic programs, faculty support, student scholarships, library resources and major equipment." *President Ferrari*

- Increasing Annual Fund support. "Annual revenues are so

highly significant. You've got to have annual support to turn on the lights every day." *Madelyn L. Glazer, national chair, The Campaign for Drake*

"All the very best private universities have alumni who at whatever level give every year. That's where we need Drake to be." *President Ferrari*

- Building the Drake alumni network. "We have to keep contact with students through

their years at Drake, so when they're seniors, they want to give. We have to help them see that it's almost a responsibility for alumni to give back to Drake for the experiences they had here." *Peggy Behrens Person, B'76, president, Drake National Alumni Association*

"We're not the same University we were even five years ago; our sights have raised."

"The Campaign gives our alumni a chance to contribute and be recognized, not just for their financial resources, but also for their volunteer efforts. It gives everyone a chance to be part of the exciting things happening at Drake." *Benjamin B. Ullem, LA'66, L'69, member, Drake University Board of Governors; past chair, Drake University Board of Governors Institutional Advancement Committee; chair, Alumni Board Nucleus Fund Committee*

ANNUAL FUND DONORS HELP DRAKE TEACH STUDENTS — AND TURN ON THE LIGHTS

By Lisa Lacher

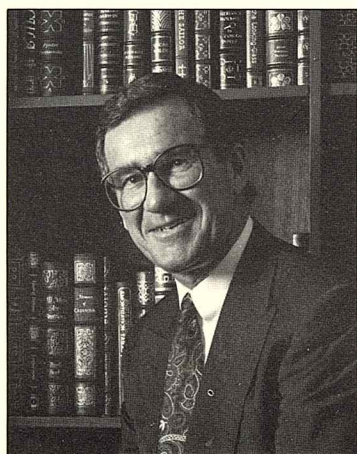
Although Annual Fund Programs lack the visibility and prestige of bricks-and-mortar projects, they are just as vital to Drake's advancement.

Contributions to the Annual Fund, a major component of The Campaign for Drake, give life to Drake's daily operations:

- They enable the University to recruit and retain outstanding faculty in teaching and scholarship.
- They fund scholarships needed to attract talented students.
- They also provide faculty and students with the technology, information and support needed for quality instruction and research.

Annual Fund Programs are especially important to Drake because the University is a private institution that doesn't receive state tax support and other subsidies that public universities receive.

"The advantage is that we enjoy independence," says



Lyle Middleton

Patrick Cavanaugh, Drake's vice president for business and finance. "At the same time, that makes the Annual Fund so important. It affects the whole climate of the University and the morale of students, faculty and staff."

The growing success of the Annual Fund is reflected in the spirit of optimism and progress that permeates campus.

Since Lyle Middleton, LA'61, L'64, became national chair of Annual Fund Programs three

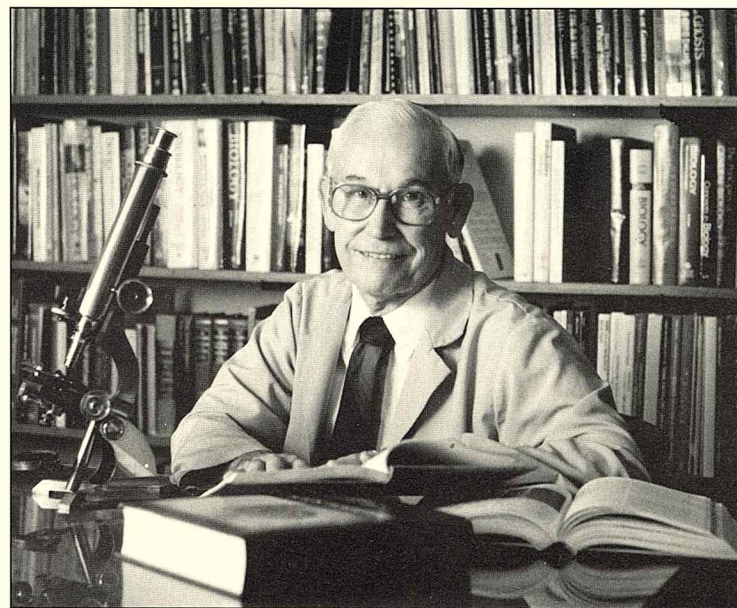
years ago, gifts to the Annual Fund have risen from \$1.4 million to nearly \$2.4 million. A total of more than \$6.5 million has been generated from alumni, parents, friends, faculty and staff, corporations and foundations during his tenure as national chair.

"The entire Drake family has been extraordinarily generous," says Mr. Middleton, chairman and chief executive officer of The Atlas Companies in Des Moines and a member of Drake's Board of Governors. "We are building a culture of giving and sharing with Drake University that has enormous potential."

This culture of giving is nurtured through donations large and small. In fact, small gifts are crucial to the long-term growth of Drake's Annual Fund Programs, Mr. Middleton says.

"People who give \$25 a year become accustomed to contributing to the annual support of the University," he adds. "As their ability to give increases, so do their gifts. These donors are the key to Drake's future."

The Annual Fund has achieved numerous milestones



during the last three years. Among them:

- Creation of the Presidents Circle of the Francis Marion Drake Society in 1988-89 to recognize individuals who make annual, unrestricted gifts of \$1,000 and more. Since then, this program has increased 52 percent in memberships and 41 percent in gifts.
- For the first time in Drake's history, more than \$2 million was generated for Annual Fund Programs in 1990-91.
- The average gift from alumni climbed to \$147 in 1990-91 from \$106 in 1988-89.

• The number of Annual Fund volunteers soared from 200 to more than 700.

"Our volunteers truly have done a terrific job," Mr. Middleton says. "When you get involved in the Annual Fund, you find that people across the country have a tremendous tie to Drake. They're willing to respond when they're asked to help because they want to be part of the growing success of Drake University."

Lisa Lacher is director of media relations at Drake.

Bill
This is an
effort ~~from~~ the
university, my
daughter attends.
I thought it
was a good
format.
Cindy

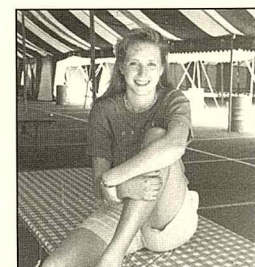
BIG IDEAS AND GRAND PLANS: A STATUS REPORT

They came. They saw. And then they argued, debated, discussed and dreamed. Finally, they agreed — and the work of the 330 members of the National Commission on the Future of Drake University resulted in 223 specific recommendations for enhancing Drake University. Since the Commission delivered its final report to Drake's Board of Governors in June 1988, 187 of those recommendations have been initiated, a large number have been completed and 22 new initiatives have been developed.

"From the very beginning, we approached the Commission as critical to the future of Drake University," says Drake President Michael R. Ferrari. "Its final report was to be a working document, not something sitting on a shelf."

Highlights of the Commission's highest priority recommendations are listed below.

Academic Programs and Support	Status	Progress Report
Fund lectureship programs to bring to campus nationally or internationally prominent persons for lectures and seminars.	Under way	Lectureships established in law, fine arts, business, and journalism and mass communication. In recent years, for example, these lectureships brought to campus U.S. Supreme Court Justice Antonin Scalia and Joseph M. Belth, Indiana University professor of insurance who was called "gadfly to the insurance industry" by <i>The Wall Street Journal</i> .
Recognize and support Drake's Honors Program.	Completed	Honors Program well established at Drake, with enrollment increasing every year. Nearly 300 students now are enrolled in the program, which began in 1985 to provide challenging, interdisciplinary courses to top students.
Establish or revise college/school advisory committees.	Under way	School of Education Task Force meets annually; College of Business and Public Administration Council made up of 25 local and national business and government leaders; College of Pharmacy and Health Sciences selected alumni advisory board chair with board members to be finalized in 1992; School of Journalism and Mass Communication selected national group and also a local advisory group focusing on six academic areas.
Establish endowed chairs to attract nationally recognized faculty.	Under way	Dr. Robert Hariman, associate professor of speech communication and director of the Center for the Humanities, named Endowment Professor of the Humanities in April 1992. He was named 1990 Iowa Professor of the Year by the Council for Advancement and Support of Education. An endowed chair in physics also was established in 1991.
Make faculty salaries competitive with peer group institutions; increase number of full-time faculty and courses offered to accommodate student body.	Under way	Salaries enhanced in arts and sciences, journalism and law; progress continues in these areas. New faculty hired in pharmacy and arts and sciences. Many education faculty have received release time for research and service.
Increase support for professional growth of faculty.	Under way	Madelyn L. Glazer, national chair of The Campaign for Drake, established the Faculty Enrichment Fund in 1991 to enable faculty to incorporate innovative methods and ideas to enrich classroom learning. Approximately \$200,000 in endowment gifts received for faculty development. More resources being provided in arts and sciences for faculty research, computer training and travel. General faculty applying for more outside grants, aided by increased staff.
Continue to train faculty in computer use; support courseware development.	Under way	Computer Grant Program established in 1986 to support faculty computer and courseware projects. Exchange of courseware ideas occurs through forums, meetings and individual presentations.
Develop high-technology classrooms of the future.	Under way/ modified/ completed	Drake provides a computer-enriched education. Every freshman residence hall room is equipped with a computer, printer and software. Computer technology enhances courses, research and scholarship in all disciplines. Terminals throughout the College of Business and Public Administration make databases available to faculty and staff. Drake's new Pharmacy and Science Center will feature a computer/laserdisc learning center, and existing pharmacy classrooms and labs have been re-equipped with computers.
Increase budget to repair/replace computer equipment as needed.	Under way	Supply budgets increased; capital and equipment budgets need to be increased. Equipment purchase fundraising project initiated with goal of \$1 million. Plans being formed for four-year technology replacement program.
Continue to support programming on women's issues.	Under way	Women's Studies concentration established in College of Arts and Sciences to enrich major areas of study; \$100,000 gift by Madelyn L. Glazer to support the program.
Emphasize development of effective writing and speaking skills at all levels and in all fields.	Under way	All Drake freshmen take English 1, Freshman Seminar in Writing and Reading. Seminars for first-year students, to begin fall 1992, will emphasize class discussion, reading and critical thinking and writing skills.
Strengthen core curriculum and overall legal education for Juris Doctor degree; promote student development of effective legal writing and analytical skills.	Completed/ under way	Law School has placed more emphasis on international, environmental and health law, and on student development of professional skills in negotiation, interviewing, mediation and trial practice. Advanced writing requirements set; adjunct faculty with Ph.D. in English retained to counsel students.
Continue to emphasize scholarly and professional visibility and activities among law faculty.	Under way	In last three years, law faculty have produced numerous books, chapters and articles; American Association of Law Schools rates "output of [Drake Law School] faculty amazing."
Emphasize constitutional law, advocacy-related courses and clinical education, agricultural law and insurance law in Law School.	Under way	Stanley Ingber is James Madison Chair in Constitutional Law and director of the Constitutional Law Resource Center. Constitutional law speaker series and community law forum also in place. Neil Hamilton, Richard M. and Anita Calkins Professor of Law and director of Drake's Agricultural Law Center, was elected president of the American Agricultural Law Association. The Agricultural Law Center received a 1991 American Farmland Trust Conservation Award for publishing Hamilton's book on environmental law. Drake received \$1.3 million federal appropriation in 1991 to establish national training and resource center for Legal Services Corp. attorneys. Planning for the center, which will be an addition to Drake's Legal Clinic, is under way.
Educate law students in computer use and technology.	Under way	Law School, law library and Legal Clinic are computerized and networked; law students use computer-assisted legal instruction and interactive videos.



The National Commission's hard work and creative thinking provided a foundation for The Campaign for Drake and exciting directions for the University's future.

Academic Programs and Support **Status** **Progress Report** *continued*

Strengthen five-year Bachelor of Science in Pharmacy degree program; develop six-year Doctor of Pharmacy program.	Modified	In the past seven years, 100 percent of the graduates of Drake's College of Pharmacy and Health Sciences found jobs in their field or entered graduate schools of their choice. Bachelor's degree program strengthened and new undergraduate research program implemented in 1991. Doctor of Pharmacy degree program begun in 1991.
Endow the Insurance Center.	Under way	\$2 million campaign initiated; \$230,000 raised by May 1, 1992.
Rename the Graduate School of Education the School of Education to include both undergraduate and graduate programs.	Completed	New name well accepted; School relocated in 1991 to remodeled 26,000-square-foot building at 3206 University Ave.
Upgrade quality and size of collections in Cowles and Law libraries; increase library staff to adequately serve patrons.	Under way	Cowles: \$150,000 fundraising project initiated for holdings in pharmacy, nursing and health sciences. Law Library: \$2.3 million bequest by Emily Cartwright permits significant collection improvement; endowment campaign initiated. Some unrestricted Campaign gifts to be designated for library acquisitions. Staff size consistent with facility improvements.
Automate catalog and circulation systems in Cowles and Law libraries.	Completed	Law: catalog system on-line; circulation system expected to be fully automated in summer 1992. Cowles: on-line catalog fully automated; circulation system completed.



Campus Facilities and Property **Status** **Progress Report**

Construct new pharmacy and science facilities; law library; and Recreation, Sports and Convocation Center with additional tennis courts; renovate Old Main Auditorium.	Under way/modified	Construction under way for \$10 million Pharmacy and Science Center; \$8.5 million Dwight D. Opperman Hall and Law Library; \$12.5 million Recreation, Sports and Convocation Center; and tennis center and playing fields. Renovation of Old Main Auditorium under way. See pages 6 and 7 for more information.
Remodel Fitch and Harvey Ingham halls; remodel and expand Cowles Library.	Under way	Ingham Hall renovation under way. Renovation of Fitch Hall to begin after new Pharmacy and Science Center is completed. Committee planning Cowles Library enhancements to present report to Board of Governors in August 1992.

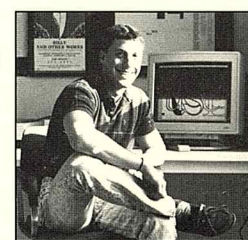
Student Services and Programs **Status** **Progress Report**

Implement systematic efforts to improve advising, retention and placement of students.	Completed	Advising program improved; director of advising appointed in College of Arts and Sciences.
Emphasize commitment to academic excellence in orientation programs.	Completed	New Student Days bring freshmen and transfer students to campus the week before fall classes begin. Peer Mentor Program matches older students with freshmen and transfer students to assist them through the year. Freshman seminars, to begin in 1992-93, will help students hone critical thinking and writing skills in interdisciplinary topics.
Provide academic support for minority and non-traditional students desiring it and for students having academic difficulty their first year.	Completed	Free tutoring available to all Drake students. Law School: tutoring in required courses available; support program available to students identified as likely to experience academic difficulty.
Maintain high admission standards across campus; raise standards in Law School.	Completed/under way	General standards well established. 100% growth in Law School applications since 1988 exceeds national average, enabling greater selectivity.
Aggressively recruit students from diverse social, cultural, political and geographical backgrounds.	Under way	Drake students are from more than 40 states and 50 countries. Recruiting efforts continue. Law School recruits in 20 states; emphasis on attracting minority students. Law students are from 39 states; 50% are from outside Iowa.



University Support Systems **Status** **Progress Report**

Actively promote Drake programs in community; encourage faculty and staff to be more active in Des Moines area.	Under way	Drake joined the National Youth Sports Program in 1992. This summer, the University will offer five weeks of academic and sports instruction to approximately 250 economically disadvantaged Des Moines youths. Considerable additional progress in this area. About 250 Drake students participate in volunteer programs, including Homes of Oakridge, NCAA program and United Way's "One-on-One" program.
Develop and implement a strong national alumni program, including fundraising, student recruitment and special events programming.	Under way	More than 700 alumni and friends serve as volunteers in Drake's fundraising efforts. In student recruitment in 1991-92, more than 80 volunteers attended 70 college fairs in 22 states. Staff and Drake National Alumni Association board reorganized to encourage alumni involvement; research led to five-year plan by alumni board. College/school alumni programs have improved, but more financial support is needed to foster programs and communications.
Develop a strong national parents program, including fundraising, student recruitment and special events programming.	Under way	The Parents Annual Fund has supported renovation of and equipment for the The Kennel, a non-alcoholic dance club for Drake students and their guests. Improved Drake Parents Association leadership; board has liaison in Office of Alumni and Parent Programs.
Increase athletic scholarships to enhance recruitment of high-quality student-athletes.	Under way	Scholarship fundraising under way; Bulldog Scholarship campaign successful in attracting new and increased gifts.
Increase voluntary gift support with comprehensive institutional advancement program; develop strong alumni fund program with goals both in dollars and number of donors.	Under way	Currently, 26% of all Drake alumni support Drake financially; average gift size, \$88; 1990-91 Annual Fund total exceeded \$2 million; 1991-92 Annual Fund expected to increase 20%. Bulldog Scholarship Fund support up 30%. Strong volunteer decade/class representatives and college/school programs in place. Major progress in law alumni involvement. Alumni staff liaison with development office and volunteers.
Strengthen endowment, particularly for scholarships, professorships, lectureships and academic program development.	Under way	Endowment is a major component of The Campaign for Drake, with a goal of \$60 million. Drake's endowment currently totals \$34 million.



BUILDING PROJECTS BRING NOISE, EXCITEMENT

CEMENT TRUCKS RUMBLING BY, I-BEAMS CLANGING into place and high-speed drills whining created a constant background of noise on the Drake campus this spring, as five major building projects progressed rapidly.

From a flag fluttering atop the highest steel beam of the new pharmacy and science building as it "topped out" to the dust swirling around earth movers working on the new recreation area, the face of the campus changed from week to week. Here is a brief status report on the buildings:

- **Center for Pharmacy and Science:** This \$10 million facility, which will be a new home for Drake's pharmacy and chemistry programs, is slated for completion late this year. When complete and the College of Pharmacy moves to the new building, Fitch Hall will be gutted and completely renovated. Preliminary renovation work already has begun on the top floor of Ingham Hall.

- **Recreation, Sports and Convocation Center:** Expected to be ready for use by early fall, this \$12.5 million facility will have its official opening December 1, when the Drake women's basketball team opens its home season. Seating 7,000 spectators for basketball, the new center will provide a true home court for the Bulldog athletic teams and outstanding recreational facilities for all students.

- **Tennis/Recreation Center:** Slated to open this summer, the \$1.2 million facility includes six indoor and six outdoor tennis courts and a recreational area for soccer and other sports.

- **Opperman Hall and Law Library:** Now fully "out of the ground," Opperman Hall is growing almost daily. When completed in early 1993, the new \$8.5 million library will provide greatly improved library and study facilities for law students.

- **Old Main Auditorium:** After being completely gutted, the Auditorium is now starting to be restored at a cost of \$3.8 million. Approximately 50 stained glass windows have been completely disassembled and reglazed and are now being put back in their frames. Nearly 35 tons of plaster has been put up on the ceiling — one trowel load at a time — and the repainting of the grand old hall will begin soon.

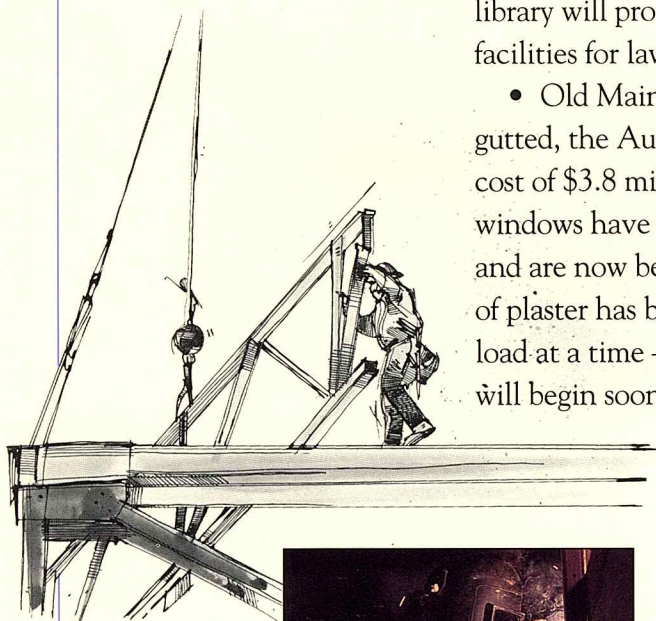


"I've heard the acoustics in Old Main Auditorium are going to be very fine. To have such a hall available is a wonderful opportunity for any musician. Renovation of the auditorium signifies that Drake is supporting the arts, and that is very important to me. This hall, which has a whole different aura than the Performing Arts Hall here, is just ripe for a performing arts series. I see that as having great benefits for Drake."

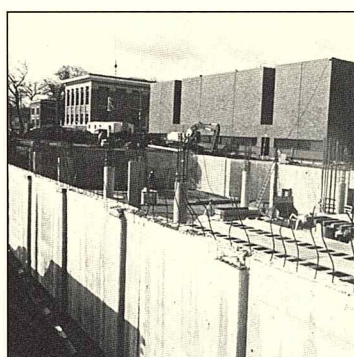
Jonathan Sturm is area head of strings and assistant professor of violin and viola.

"It's great that Drake will have more than one performing arts facility. The Performing Arts Hall is very nice, but it's used for theatre productions, everyone has their required recitals there — my recital this year was bumped three times because of scheduling. Old Main Auditorium will double the amount of performances that can be held at Drake. I think it will be really exciting."

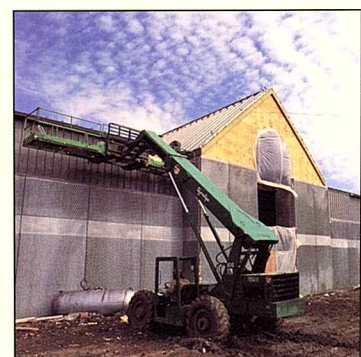
Kimberly Lindblad, from Dawson, MN, is a 1992 graduate with a bachelor's degree in music education. She majored in voice and viola.



Sparks fly as a welder joins a steel beam.



Foundation walls await the steel superstructure of Opperman Hall and Law Library.

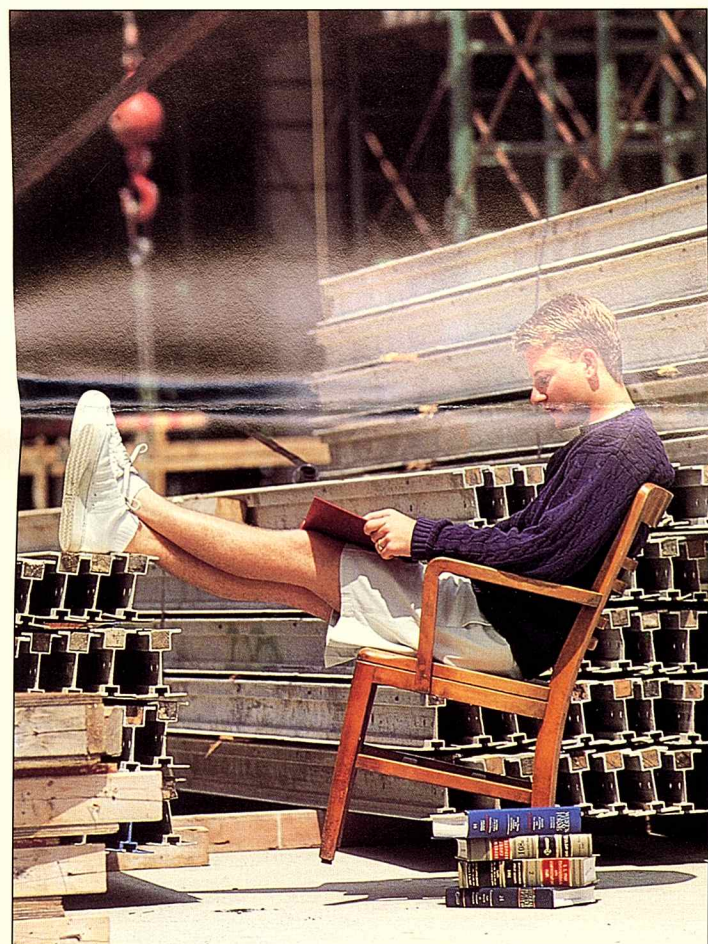


A lift truck works outside the tennis facility.



"The new pharmacy center will help us faculty become more creative in our research and enable us to do more with students. We'll have new facilities and state-of-the-art equipment. And because we'll have state-of-the-art classrooms, it will let me explore more areas with students. I'll be better able to utilize computer-aided instruction and other innovative teaching methods."

Jim Reynolds, a 1979 Drake liberal arts graduate, is assistant professor of pharmacology.

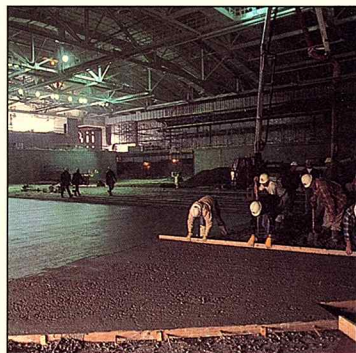


"I'm really excited about the recreation center. I was on the last team to play in the Fieldhouse, and I'll be on the first team to play in the new center. I think it will add a lot to the campus, too — it will get more people there to work out and to the games. It will help people meet each other."

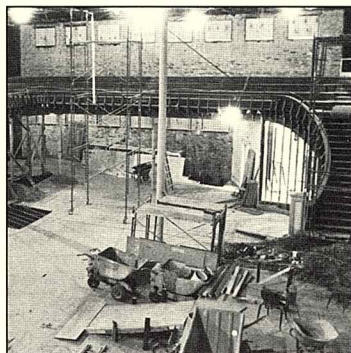
Jenny Stanton is a senior advertising major from Eau Claire, WI; a center on the Drake women's basketball team; and the first person to bounce a basketball in the new Recreation, Sports and Convocation Center.

"Drake's new law library is going to accommodate the continued expansion in enrollment of the Drake Law School. It will meet the needs of the students and prepare them to practice law in the next century. The Law School's centers will be there, such as the Agricultural Law Center; that's a key, too, to play up our strengths."

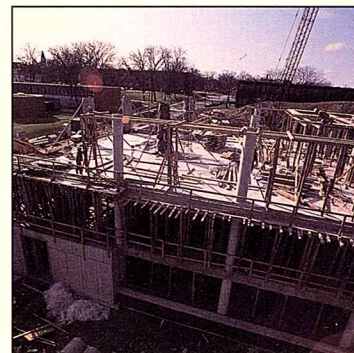
Joseph Saluri is a third-year law student from Des Moines.



A crew smooths the cement for the floor inside the new Recreation, Sports and Convocation Center.



After being completely gutted, renovation is now under way on Old Main Auditorium.



The deck of the Pharmacy and Science Center bristles with men and equipment.

SETTING THE PACE FOR PROGRESS: LEADERS IN THE CAMPAIGN FOR DRAKE

IF YOU CAN JUDGE THE STRENGTH OF AN INSTITUTION BY THE quality of its leaders, Drake University is indeed fortunate. Leaders are making The Campaign for Drake a success. The individuals, corporations and foundation that appear below have given generously of their time, energy and financial resources to ensure a future of stability and success for Drake University.

These top 20 individuals have made gifts to The Campaign for Drake totaling more than \$27 million; the five corporations and the Gardner and Florence Call Cowles Foundation collectively have given nearly \$12 million to the Campaign. All express a deep commitment to Drake and to higher education; all share a sense of the University's value in the community, in the state and in private higher education nationwide. Their leadership and support are helping Drake become a stronger institution now and for years to come.

ANN G. ANDERSON

Professional Title: "That's a tough one, isn't it? I'm a full-time volunteer. My work is my recreation." Also: Member, Drake University Board of Governors; member, Drake's Old Main Auditorium Renovation & Restoration Fundraising Committee.

Most Creative Contribution to Drake: Establishing Friends of Drake Arts, a group of alumni and friends who support Drake's programs in art, music and theatre. "An appreciation of the arts is so important to all of us."



Ann G. Anderson

Greatest Achievement: "Certainly the opportunity to be involved in the renaissance of Drake. I don't know if that seems too romantic, but that's been very, very exciting. I feel very good about my association with the School of Fine Arts."

No. 1 Reason for Supporting Drake: "Drake is a tremendous asset to Des Moines and to all of us who live here. It's a resource for much of the intellectual and cultural life here."

"My daughter Mertz [Anderson Eddy, LA'80] and husband Sigurd [Anderson, LA'55] are Drake graduates. I attended Drake one semester. I'm very proud to be associated with Drake."

Philosophy of Service: "I believe very much in voluntary action. I'm privileged to be able to be a volunteer. The reward is greater than the responsibility."

GEORGE A. COHON, B'58

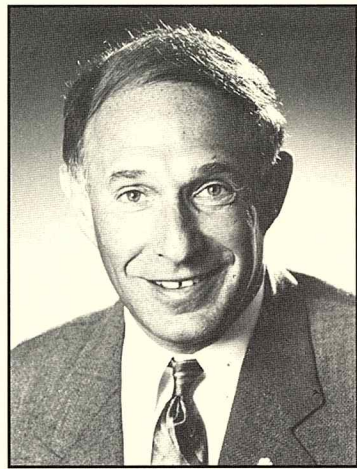
Professional Title: Chairman, president and chief executive officer, McDonald's Restaurants of Canada Ltd., Toronto; vice chairman, Moscow-McDonald's joint venture company; member, Drake University Board of Trustees.

Fondest Memory as a Drake Student: "Rooming with three guys from Boone, Sexton and Algona, Iowa, who showed a Chicagoan some real down-home hospitality."

Most Recent Achievement: "Completing a six-year term as chairman of the board of trustees of the world-renowned Ontario Science Centre. We have opened a fantastic new space hall and put together many fascinating shows. We also advise people around the world on how to build hands-on science facilities where people come in and have fun."

Biggest Challenges: "Planning an orderly expansion of Moscow-McDonald's, ensuring a constant food supply and working with the Russian people to develop their skills."

"Since Moscow-McDonald's opened on January 31, 1990, we have served more than 30 million customers with absolutely no disruption. Even at the height of last summer's coup, it was business as usual."

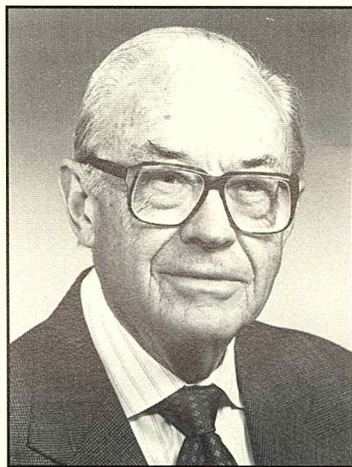


George A. Cohon

No. 1 Reason for Supporting Drake: "As an alum, I have a duty to the students who follow me to support Drake so that the University can continue to provide the fine tradition of education that I experienced."

L. DONALD EASTER, B'40

Professional Title: Chairman of the board, Easter Enterprises Inc., Altoona, Iowa; member, Drake University Board of Trustees.



L. Donald Easter

Fondest Memory as a Drake Student: "My wife Marian [Streyffeler, ED'39] and I were at school the same time. We used to go to chapel together in Old Main Auditorium, so we're pleased to see the renovation for that."

No. 1 Reason for Supporting Drake: "It goes back to my appreciation for the education I got there, and the fact that I met my wife there. I went to school in the Thirties, mostly on scholarships, and I have felt that I owed Drake something. I have had a much enriched life culturally because of my experiences there."

Greatest Value of Drake University: "Drake is an unquestioned resource and an irreplaceable one because of the education it's provided for many leaders in Des Moines business, insurance, law, pharmacy and so on, and those people who will eventually be the leaders. And the opportunities for cultural events are extremely great."

LAWRENCE K. FISH, J'66

Professional Title: President, Citizens Financial Group Inc., a \$4 billion banking organization based in Providence, RI; member, Drake University Board of Governors.

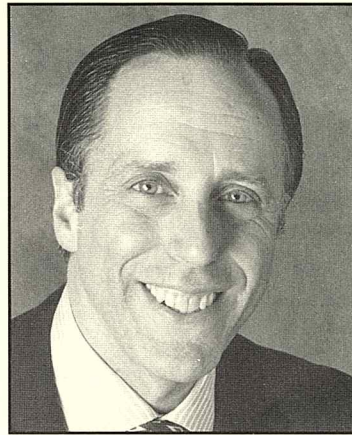
Most Recent Achievement: "Being asked by the U.S. Federal Reserve Bank and the Federal Deposit Insurance Corporation to go in and manage the affairs of the Bank of New England and to bring that very large, troubled institution through failure, into government ownership and back out into the private sector. The government agencies could have chosen a lot of bankers to take over that \$30 billion institution with 20,000 employees, but they chose me."

Greatest Achievement as a Drake Student: "My editorship

of *The Times-Delphic*. It was a tremendously satisfying experience that, along with the help of my professors, was instrumental in getting me into the Harvard Business School.

"While I was editor, the T-D won a national award from Columbia University for best international coverage of any student newspaper in the country."

Fondest Memory as a Drake Student: "When I was a senior, I decided I wanted to go to the best graduate school that I could get into. I'll never forget how Dean Hugh Curtis, Jim Duncan and other members of the faculty got behind my application to Harvard and muscled it along. The opportunity to be accepted there and to go there was very pivotal in my life. I doubt if it would have worked out for me at a school where there wasn't the same kind of intimate relationship between students and teachers as there was in those days at Drake."



Lawrence K. Fish

No. 1 Reason for Supporting Drake: "I owe the University. I've been very lucky in life and have a responsibility to repay my debts. I've wanted to give financially and of my time."

MADelyn L. GLAZER, HON. LHD'90

Professional Title: National Chair, The Campaign for Drake; member, Drake University Board of Governors.

No. 1 Reason for Supporting Drake: "To ensure quality education not only for the present but for future generations. It's important to understand that you cannot have quality education without paying your 'dues.' This means reinvesting some of your financial resources in the university that has given you one of your life's greatest opportunities."

Favorite Story about Drake: "I love to play jokes on people on April Fool's Day. For example, I once told President Ferrari that I had accepted a part-time fundraising job at Iowa State University."

"Early on the morning on April 1 this year, I got a call from an alumnus named Ron Buel, who said he wanted to add another \$9,500 to his Annual Fund gift. I told him that was fabulous."

"An hour later, Lyle Middleton, national chair of the Annual Fund, called me from O'Hare Airport and said he and his wife wanted to increase their gift for the renovation of Old Main Auditorium to \$100,000. I told him that was wonderful."

"Then after lunch, I got a call from an attorney with the Bradshaw firm in Des Moines who informed me that Drake was going to receive at least \$275,000 from a trust that was being dissolved. When I got off the phone, I ran into President Ferrari's office and told him all the good news. He said, 'That's incredible.'"

"About 4:30 that day, I got a call from Lynn King, Drake's director of athletics. He sounded all choked up as he told me that he'd just received a call from a trust officer in Minneapolis who told him that his aunt had died and that he was a major benefactor of her trust. The trust stipulated that a large portion of the trust, approximately \$500,000, be given to the university where he was employed."



Madelyn L. Glazer

"As I got off the phone, President Ferrari walked by my office and so I told him about Lynn's phone call and Drake's good fortune. He said, 'Maddie, April Fool's.'"

"That will always be my favorite story about Drake, but I intend to have the last laugh by holding all of these jokers to their pledges."

ROBERT H. HELMICK, LA'58, L'60

Professional Title: Senior partner, Dorsey & Whitney law firm, Des Moines; member, Drake University Board of Governors.

Purpose of Recent Gift to Drake: To spur alumni giving by providing a \$1 million challenge in memory of his

Doctor, builder, business leader, lawyer, volunteer:
Top supporters of The Campaign for Drake reflect a
wide diversity of professions, interests and backgrounds.



Robert H. Helmick

father, Paul S. Helmick, former head of the physics department and a member of the Drake faculty for 41 years. His challenge established the Paul S. Helmick Professorship in Physics.

Proudest Moment as a Drake Student: "When my father inducted me into Phi Beta Kappa."

No. 1 Reason for Supporting Drake: "To support the concept of Drake of being family-oriented and placing a value on a general liberal education."

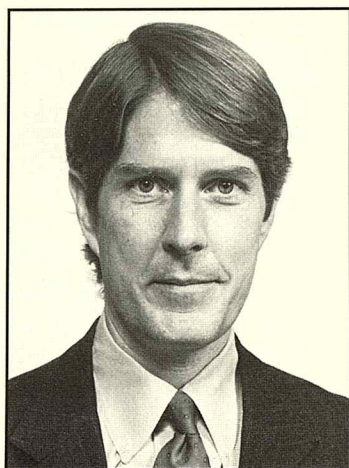
Greatest Achievement: "Raising four children who have carried on the tradition of education started by my parents." Paul S. Helmick and Dorothy Hanna Helmick, LA'27, G'49, imbued in their four children the idea that through education, all things are possible. Mrs. Helmick, who died in May, was a mathematics instructor at Drake from 1955 to 1964.

Earliest Memory of Drake: "When I was three years old and used to walk to the corner of 28th and Carpenter with my dad when he'd go back to Memorial Hall after lunch. Our home was right where Meredith Hall is now. I liked walking with my dad, but I couldn't go more than a quarter block because I wasn't allowed to cross the street."

JAMES W. HUBBELL III

Professional Title: President, Hubbell Realty Co., Des Moines; member, Drake University Board of Governors.

Biggest Challenge: "Coping with change in my business — being aware of change and



James W. Hubbell III

reacting to it. The real estate business changes all the time. The markets change, the economy, the dynamics — you know you've got a different challenge every day."

No. 1 Reason for Supporting Drake: "I've been a member of its Board of Governors and its predecessor board for a good many years. I've just really come to enjoy Drake and would like to see it grow and get stronger. I also recognize its importance to the community. It's fun to be around the University."

Philosophy of Service: "You really get very few chances to be involved in something like that, like Drake. That's part of the fun. When you do get the chance, you'd better take it."

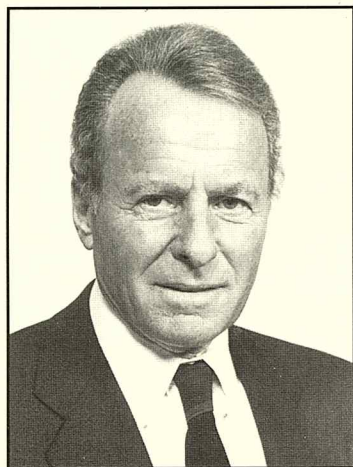
WILLIAM C. KNAPP

Professional Title: Chairman, Iowa Realty Co. Inc., Des Moines; member, Drake University Board of Governors; co-chair, Recreation, Sports and Convocation Center Fundraising Committee.

Purpose of Recent Gift to Drake: To support construction of the Recreation, Sports and Convocation Center and Drake's new tennis facility.

No. 1 Reason for Supporting Drake: "I know the importance of Drake to the Des Moines community. Whether you're an alum or not, you owe a lot to Drake."

"The University is one of our major assets in Greater Des Moines. It has a significant economic impact, plus it helps business and creates a good image for the city. You don't have a great city without a great university. They go hand in hand."



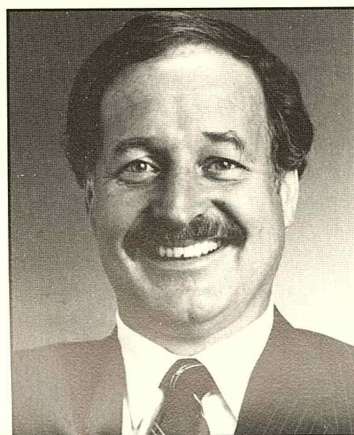
William C. Knapp

Biggest Wish for Drake's Future: "For the University to continue to be a quality school and to continue to grow. Some of the things that Drake is doing now will help in the future. The major construction program, the efforts to keep the budget in line and the forward-thinking of the president, faculty and staff will make Drake a strong, viable college that will be here for generations to come."

KENNETH A. MACKE, B'61

Professional Title: Chairman and chief executive officer, Dayton Hudson Corp., Minneapolis; member, Drake University Board of Governors.

Greatest Benefit of Drake Education: "Having an education and leadership skills are very important in the work force. Being co-captain of the football team at Drake, even though I didn't realize it then, helped me become a better leader now. Drake was a good experience socially and educationally."



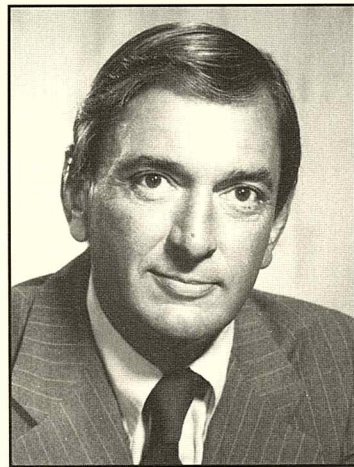
Kenneth A. Macke, B'61

No. 1 Reason for Supporting Drake: "The community leaders of Des Moines make it very possible for students to receive an education. I was fortunate to receive a scholarship from Drake, but now I want to make it possible for other students to receive an education."

E.T. MEREDITH III

Professional Title: Chairman of the Executive Committee, Meredith Corp., Des Moines.

Mr. Meredith was unavailable for an interview.



E.T. Meredith III

LYLE D. MIDDLETON, LA'61, L'64

Professional Title: Chairman and chief executive officer, The Atlas Cos., Des Moines; member, Drake University Board of Governors; national chair, Drake's Annual Fund Programs.

Reflections on the Annual Fund: "I'm grateful to have had the opportunity to serve Drake as national chair of the Annual



Lyle D. Middleton

Fund Programs. I've met a lot of wonderful people from all over the U.S. and renewed a lot of old acquaintances. The high point for me has been the enthusiasm for Drake that I sensed from so many people and their willingness to participate in Drake's Annual Fund."

Greatest Achievement as a Drake Student: Receiving the Oreon E. Scott Award, which is given annually to the graduating senior who has been of the greatest service to Drake.

Greatest Achievement Overall: "Meeting my wife, Joan [Behrendt, ED'63, G'77], when I was a first-year student at the Drake Law School. Thirty years later, we have four terrific daughters and many personal and business friends."

Fondest Memory as a Drake Student: "Getting University approval to rent a house near Drake with three friends in 1959-60. At that time, University officials were required to inspect and approve all off-campus housing. During the inspection, Marjorie Cunningham, dean of women, discovered a separate upstairs apartment was occupied by two working women. After extensive negotiations, she reluctantly gave approval with the stipulation that the inside stairwell be completely sealed off. It was most humorous at the time and it's even more so today, when you consider the University's co-ed residence halls."

No. 1 Reason for Supporting Drake: "Drake's future depends on a strong financial foundation. I give to Drake because it is the most effective way for me to help secure Drake's long-term position as a university committed to excellence and to training our graduates to go out and make a difference in society."

Biggest Wish for Drake's Future: "To see Drake continue its growing reputation as a highly respected university that prepares students between the ages of 18 and 80 to help solve some of the incredibly complex issues facing our country. I envision Drake's educational process serving as a powerful force in training and motivating our graduates to be leaders of change into the 21st century."

RONALD L. OLSON, B'63

Professional Title: Partner, Munger, Tolles & Olson law firm, Los Angeles; member, Drake University Board of Trustees.

Most Fascinating Legal Cases: Representing the Writers Guild, Actors Guild, Directors Guild, Norman Lear and others against the Federal Communications Commission, ABC, NBC and CBS in challenging implementation of a "Family Hour," a censored hour of television network programming each night; also, representing the Republic of the Philippines in its case to recover money and property from exiled despot Ferdinand Marcos and his wife Imeldos.

Biggest Challenges in Legal Profession: "To retain basic professional ideals, including a substantial pro bono commitment, to encourage our best lawyers to accept judgeships, and to encourage our political leaders to appoint more women and minorities as judges."

Greatest Sources of Success: "My Drake education and a lot of luck."



Ronald L. Olson

No. 1 Reason for Supporting Drake: "I'm indebted to Drake for my collegiate education and the unique leadership opportunities it provided. I'm additionally motivated by the dedication of President Ferrari to the Drake values I cherish most."

DWIGHT D. OPPERMAN, L'51

Professional Title: President and chief executive officer, West Publishing Co., Eagan, MN; member, Drake University Board of Governors; chair, Drake Law Library Fundraising Committee.

Purpose of Recent Gift to Drake: To support construction of the Dwight D. Opperman Hall and Law Library, scheduled to be completed in January 1993.

Most Dramatic Moments as a Drake Student: "I was married and had a child while I was at Drake. My wife worked. I worked in insurance adjusting and still got good grades. Those were some poverty-stricken years,

Drake's governing leaders also are the University's giving leaders. Members of the Board of Governors and Board of Trustees, who include numerous alumni, have given more than \$38 million to The Campaign for Drake.



Dwight D. Opperman

although the G.I. Bill helped. We lived in the trailer court on campus and had no running water. Our son got scarlet fever and we had to hospitalize him until he got over it.

"The trailer next to us once caught on fire, and it just went up in flame. Those trailers had oil-burning stoves right by the door. After that, we moved out to Ft. Des Moines. At least we had running water."

Greatest Achievement: "The good fortune I've had in business. That's come about mostly from attitude and dedication — when you get a job, you put your whole being in it. You just have to apply yourself."

No. 1 Reason for Supporting Drake: "Drake was my law school. It's where I earned my legal training, and it got me my first job at West Publishing. My business is tied with legal education, so my interest in it is natural."

Greatest Reward of Giving: "I was on campus recently, and there's an excitement there. The students are excited; the faculty are enthused."

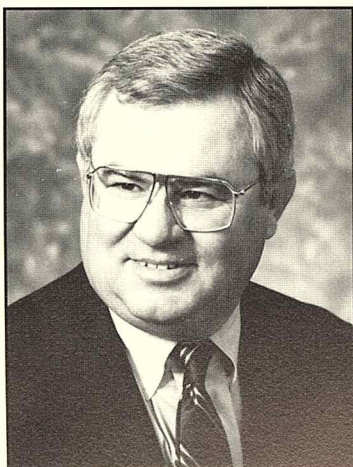
JACK C. PESTER, B'57

Professional Title: Senior vice president in charge of marketing, The Coastal Corp., Houston; former chair and current member, Drake University Board of Governors.

Fondest Memory as a Drake Student: "I remember the most impressive thing about Drake is its dedicated faculty. As I look back, the professors I had — some of whom I didn't particularly like at the time — were dedicated to what they were doing. As I've become older and wiser, I've come to really respect them."

No. 1 Goal for The Campaign for Drake Other Than to Raise Money: "The whole Campaign process allowed us to renew communication with alumni and friends and to raise interest in Drake. Now our objective must be to maintain that communication and keep that interest alive. If at the end of the whole process, when we raise \$115 million, if we didn't end up with greater knowledge of the University and loyalty to it and interest in its success,

we haven't fulfilled our job of securing the future of the University."



Jack C. Pester

Greatest Achievement: "I don't know if it's been my greatest accomplishment, but my work at Drake has been my most meaningful. I've always thought that when it comes to social problems, education is the answer. When we look at unemployment, poverty, crime problems, many are exacerbated by people's inability to hold a job. And that's often related to education. I feel contributions I make toward education are the most meaningful."

MARVIN A. POMERANTZ

Professional Title: Founder, chairman and chief executive officer, Mid-America Group Ltd., West Des Moines; president, Iowa Board of Regents; member, Drake University Board of Governors.



Marvin A. Pomerantz

Greatest Achievement: "My wife and four wonderful children and their families."

Perspective as Member, Drake Board of Governors, and President, Iowa Board of Regents (which oversees Iowa's three state universities): "The two are very compatible and not in conflict. Certainly there's a role for private universities and public universities, and they need to work together — and in most instances, we can."

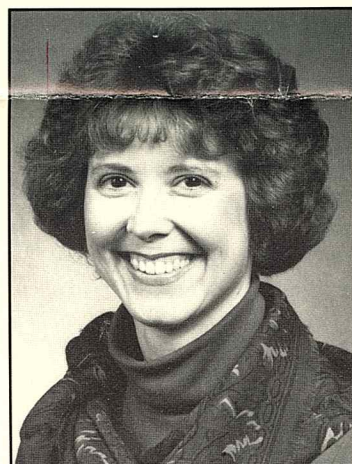
No. 1 Reason for Supporting Drake: "I believe Drake is a vital part of the foundation the whole community is built upon. The

good health of Drake contributes to the good health of Des Moines. I also believe in higher education. It's absolutely vital that in Iowa we have good public and private universities. That's motivated me to give."

No. 1 Reason for Supporting Higher Education in Iowa: "I think Iowa can be one of the best places in the world to live and raise families. To make that happen, we need to have properly focused and supported universities that are on the cutting edge of high-quality, innovative education. Not only do I think that's very possible, I think we're doing it."

MARY G. RADIA, D.O., P'77

Professional Title: Rheumatologist and shareholder, Iowa Physicians Clinic, Des Moines; member, Drake University Board of Trustees; member, Fundraising Committee for Drake's Science Facility.



Mary G. Radia

Greatest Achievement as a Drake Student: "Completing pharmacy school in four years instead of five and serving as valedictorian."

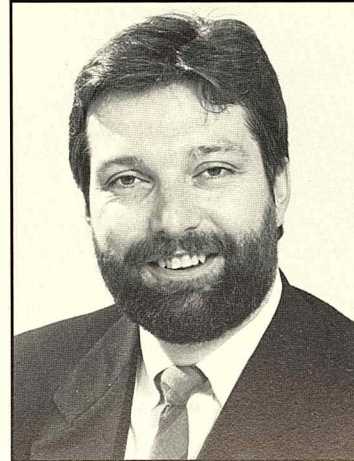
Greatest Achievement: "Trying to blend my roles as a physician, wife and mother of three. I feel like I'm nurturing everyone."

Favorite Story about Drake: "I have a long heritage at Drake. My parents met at the old Kennel and got married in my mother's sorority house. Their best man and maid of honor later got married and became my godparents."

No. 1 Reason for Supporting Drake: "I think it's very important to promote private higher education and the major university in Iowa's capital city."
Biggest Wish for Drake's Future: "I'd like to see the University continue to provide students with the individual attention that I received from my professors."

RONALD E. ROARK, B'72

Professional Title: President, R.E. Roark Cos. Inc., Columbus, OH; member, Drake University Board of Trustees.



Ronald E. Roark

Fondest Memories as a Drake Student: "I was involved in everything. And once in a while, I went to class. My best memories were working with Don Adams [Drake's vice president for student life and enrollment management]. His support and guidance have held constant even since I've left Drake. He really pushed me in a personal, organizational way. He's a real mentor."

No. 1 Reason for Supporting Drake: "I found that a lot of the success I've had is related directly to the experiences I had at Drake. I got an excellent education in people and organizations, and that's what I do today."

THOMAS J. ROSSLEY, B'82

Professional Title: Senior vice president, Institutional Sales, Lehman Brothers Inc., Chicago; member, Drake University Board of Trustees; past member, Drake National Alumni Association Board of Directors; past co-chair, Drake Chicago Alumni Chapter.



Thomas J. Rossley

Fondest Memory as a Drake Student: "It was very exciting being co-chairman of the Drake Relays Committee in 1981, my junior year. I really enjoyed, and still do, all the activities surrounding the Drake Relays."

Best Advice for Current Students: "It's important to be involved in all aspects of college life. You can learn a lot both inside and outside of the classroom. Work hard and learn to recognize opportunities; they don't come often. Most of all,

have fun. If you don't have fun, you won't become well-rounded."

No. 1 Reason for Supporting Drake: "When I attended Drake, I received financial aid, including some Drake grants and scholarships. More than likely, the contributing alumni at the time helped pay for that. Now that I'm established in my career, it's time that I return the favor. It's everyone's responsibility to help fund the college they attended, especially if it's a private institution. The tuition doesn't cover the full cost of an education, and that money has to come from somewhere."

EVERETT A. SHESLOW, LA'51

Professional Title: President, E.A. Sheslow Inc., New York City; member, Drake University Board of Trustees.



Everett A. Sheslow

Least Favorite Class as a Drake Student: "Accounting 1. In one assignment, we had to balance a balance sheet. I was off by a nickel. I did the calculations backward and forward and finally just pasted a nickel to the paper and handed it in. I don't think my professor appreciated my sense of humor. I was lucky to get a 'C' in the class."

Best Illustration of Affection for Drake: Has contributed every year to Drake's Annual Fund, starting with a \$10 contribution the year after he graduated.

Most Recent Illustrations of Affection for Drake: In 1991-92, Mr. Sheslow made a \$50,000 gift to Drake's endowment for each of the University's six colleges and schools after the percent of alumni from each college and school reached established goals; he matched increases in gifts to the Francis Marion Drake Society's Presidents Circle, up to a cumulative total of \$100,000; and he contributed \$1,000 for each new membership in the Presidents Circle.

No. 1 Reason for Supporting Drake: "It evinces a deep concern for its students. The faculty, administration and staff were always there for you. I'm sold on Drake — it's a school that cares."

In addition to leadership gifts given to Drake by corporations and foundations, organizations contribute approximately \$500,000 each year to Drake's Corporate Annual Fund.

"I firmly believe that if you have been fortunate in life, it's your place to give something back. Drake is where it all started."

JACK P. TAYLOR

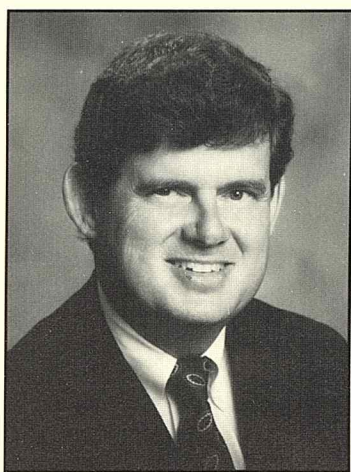
Professional Title: President, RJC (general contractors), Des Moines.

Most Visible Sign of Company in Des Moines: RJC constructed the Richard Meier Wing of the Des Moines Art Center in 1986; completed expansion of Des Moines' Sec Taylor Stadium this spring; and now is working on Drake's new Recreation, Sports and Convocation Center.

Greatest Sources of Professional Pride: "We are very proud of our structures. Those three projects stand out. That goes back to the community: We put something in the community that it can use and enjoy and expand on."

Greatest Source of Excitement: "We had a lot of fun opening Sec Taylor Stadium, and I heard a lot of positive reactions when it opened. I think people will feel the same way when they attend the first basketball game at Drake."

Biggest Challenge: "We've had significant growth in the company over the past five years. The challenge is to do that in the next five years, to continue to earn the respect of people in Des Moines so they'll continue to let us build their buildings."



Jack P. Taylor

No. 1 Reason for Supporting Drake: "I'm a firm believer in Des Moines and the community. Drake University is a major factor in the Des Moines community. So I feel it's a win-win situation for Des Moines to survive and thrive; that helps Drake. Likewise, for Drake to survive and thrive helps Des Moines."

Profiles are based on interviews conducted by Lisa Lacher, Barbara Dietrich Boose, Tammy Phillips and Rebecca Bass.

PARTNERS IN PROGRESS: ORGANIZATIONS SUPPORT DRAKE'S CAMPAIGN

Corporations and foundations historically have provided key support to Drake University. The central Iowa organizations below have given leadership gifts to The Campaign for Drake that collectively total nearly \$12 million.

THE GARDNER AND FLORENCE CALL COWLES FOUNDATION

Gardner Cowles Sr. and members of his family have invested in Drake since the early decades of this century. When the University launched The Campaign for Drake, the Gardner and Florence Call Cowles Foundation continued that tradition by contributing \$5 million.

In 1937, the Cowles Foundation funded entirely the construction of Cowles Library, Drake's main library, and later provided more than \$3 million to revitalize, equip and endow it. A majority of the foundation's gift to The Campaign for Drake will fund renovation and expansion of the library.

Members of the Cowles family also have given major gifts to build other buildings on campus; to establish the Cowles Foundation Multicultural Scholarships; and to enrich academic programs and facilities.

In addition, several Cowles family members have served on Drake's governing boards. David S. Kruidenier Jr., president of the Gardner and Florence Call Cowles Foundation, joined the Drake Board of Trustees in 1960, served as its chair from 1970 to 1974, and now serves on Drake's Board of Governors.

"Drake is important as an educational institution and to the life of the community," says Mr. Kruidenier, chair of Cowles Media Company, headquartered in Des Moines. "It enriches our cultural life and economy. It's important that we support it."

THE PRINCIPAL FINANCIAL GROUP THE PRINCIPAL FOUNDATION, INC.

The leaders of The Principal Financial Group, headquartered in Des Moines, believe strongly that strengthening the corporation requires investing in its community. That's part of the reason The Principal, through its charitable giving entity, The Principal Foundation, Inc., has supported The Campaign for Drake.

"We believe it's very important for the Des Moines area to have a first-class university, because this is where our people are going to live and work," says G. David Hurd, chairman and chief executive officer of The Principal and a past member of Drake's Board of Governors.

The Principal established the Principal Financial Group Professorship of Actuarial Science as well as scholarships for Drake's outstanding actuarial science majors. The corporation has supported Drake's Head Start program, the Bulldog Scholarship Fund and the University's annual fund programs.

EMPLOYERS MUTUAL INSURANCE COMPANIES

A long-time supporter of Drake University, the Employers Mutual Insurance Companies made a \$1 million gift to Drake in 1990 to endow scholarships for full- and part-time students studying insurance at the University. The company also endowed a chair in insurance in Drake's College of Business and Public Administration and aided Drake in a special program to computerize the entire University in 1986.

"We've been supportive of Drake because several of the presidents and department heads of the company have

been graduates of Drake. So we think we owe the University a debt for furnishing us with these high-caliber people," says Robb B. Kelley, the company's chairman and chief executive officer and a member of Drake's Board of Trustees. "Drake is a great asset to the community as well as to the insurance industry."

THE MEREDITH CORPORATION

Meredith supports a variety of programs and activities at Drake. The company has established several annual scholarships and the Karyl Van Memorial Scholarship for students pursuing careers in magazine journalism. Meredith also funds publication of DM magazine, Drake's student-produced community magazine, and the five-year Meredith Magazine Lectureship, which began in 1991.

"Meredith Corporation has an historic relationship with Drake," says Jack D. Rehm, the company's president and chief executive officer and a member of Drake's Board of Governors. "The University has performed so well in so many ways, but particularly in positioning itself for the future, it needed some help — so Meredith accepted some of the responsibility."

PIONEER HI-BRED INTERNATIONAL INC.

Pioneer Hi-Bred International Inc., the world's largest plant genetics company, has strengthened Drake overall with its annual support and also has funded specific projects.

Pioneer established at Drake the R. Wayne Skidmore Scholarship, awarded to outstanding business majors. It honors Mr. Skidmore, retired chairman of the board of Pioneer and a life member of Drake's Board of Trustees. Pioneer's gifts to Drake also have included computer equipment that benefited the University's computer-enriched curriculum program.

"We're a major corporation in Iowa, and Drake is a major asset to Iowa and certainly to the Golden Circle," says Thomas N. Urban, Pioneer's chairman and president and a member of Drake's Board of Trustees. "We've benefited from our relationship with Drake."

HAWKEYE BANK & TRUST

Like many central Iowa corporations, Hawkeye Bank & Trust views Drake University as a valuable resource to the community. Hawkeye also considers Drake its neighbor. In 1990, the bank donated to Drake the building housing its branch bank near campus.

The 14,000-square-foot building, valued at \$1.5 million and located at 24th Street and University Avenue, now houses several Drake offices that provide business-related expertise and services, including the Small Business Development Center.

Hawkeye also has supported Drake's annual fund programs, athletic programs and the Bulldog Scholarship Fund.

"We believe Drake is a great asset to the metropolitan area and to the state," says Donald R. Runger, chairman and chief executive officer of Hawkeye Bank of Des Moines and executive vice president of Hawkeye Bancorporation.

*Dreamers, thinkers,
scholars, athletes, activists, achievers,
leaders: Drake students are the real reason for
The Campaign for Drake. By enhancing the University,
the Campaign will benefit these students —
and our world — now and
far into the future.*



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*Vice President for Institutional Advancement: Jack R. Ohle
Director of Marketing and Communications: Alan K. Cabbage
Editor: Barbara Dietrich Boose
Cover Illustrator: Mark Marturello*

Drake
DRAKE UNIVERSITY

Drake University
Office of Institutional Advancement
2507 University Avenue
Des Moines, Iowa 50311

ADDRESS CORRECTION REQUESTED

0000 000085761
Ms. Sara B. Reynolds
606 Crestline Drive
Decatur, IL 62526

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