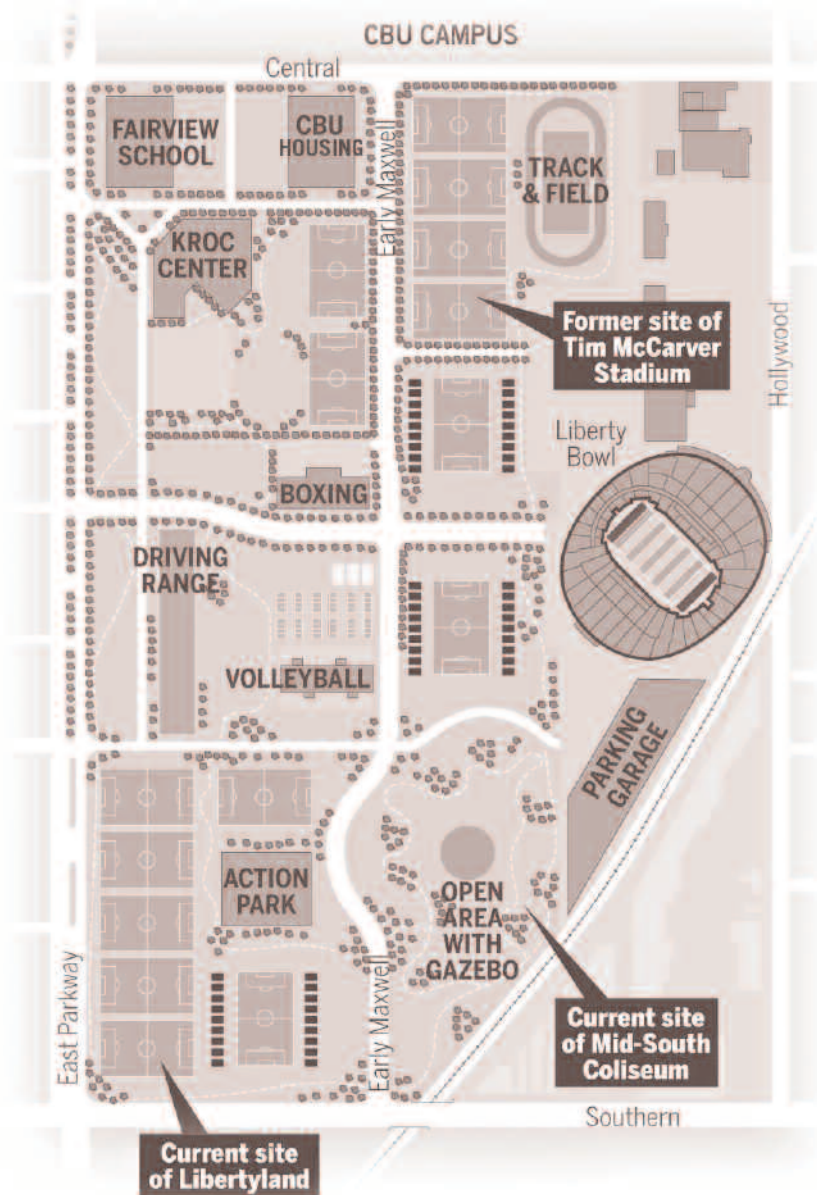


Proposal for Re-Use of Fairgrounds Includes CBU Student Housing

GRAPHIC BY FRANK BERTELT / USED WITH PERMISSION OF THE COMMERCIAL APPEAL



STUDENT HOUSING FOR CBU is included in the plan endorsed by a public-private committee charged with studying potential development and re-use of the Mid-South Fairgrounds property. The plan would create a \$100 million complex focusing on public athletic and recreation facilities.

Looney Ricks Kiss, the Memphis architecture firm

tasked with the study, proposed several scenarios for the 170-site located across Central Avenue from the CBU campus. The scenario most popular with the re-use committee called for the area to be redeveloped as the Memphis Athletic Campus (MAC), with large areas for sport and recreation to be used by city schools and the University of Memphis.

A 20-acre youth community center proposed by the local Salvation Army is also a keystone of the plan, to be funded in part by a \$48 million grant from the estate of McDonald's heiress Joan Kroc. A park-like "festival green" would connect an East Parkway entrance to Liberty Bowl Memorial Stadium on the eastern side of the property.

The CBU housing development would be located on the Central Avenue side on the site of the current Fairview School gymnasium. Interim president Lance Forsdick said that CBU was not looking for off-campus athletic facilities among the plan's various sports venues, but was interested in the possibility of a new residence hall. "Keep in mind that student housing does not necessarily mean dormitories," Forsdick said. "The last student residences we built on campus were apartment buildings."

The Libertyland amusement park, which occupied the southwest portion of the fairgrounds property, closed its doors on October 29. Tim McCarver Stadium, the former minor league baseball park, was demolished earlier this year. The re-use plan apparently calls for the demolition of the Mid-South Coliseum and the relocation of the annual Mid-South Fair, although official decisions on neither have been officially announced. Some members of the committee said the Coliseum could be re-incorporated into the MAC plan; others thought renovation costs would be prohibitive. The Mid-South Fair operates in the location on a year-to-year lease.

Robert Lipscomb, the city's chief financial officer, said the creation of a redevelopment commission is probably the next step in deciding the future of the property and in what form the MAC re-use plan is finally realized. Funding for redevelopment would be a mixture of public and private investments. ■

Carr Named Advancement VP, Succeeds Retiring Scully

RUTH O'NEIL CARR was named to the position of vice president for advancement by CBU interim president Lance Forsdick, effective October 1. She was appointed to succeed Nicholas Scully ('71), who retired to open a fundraising consulting firm.

Carr comes to CBU with twelve years on experience in educational fundraising, leaving a position as director of development for the Fogelman College of Business and Economics at the University of Memphis. Prior to that, she was director of annual giving at CBU and served as dean of development at St. Agnes Academy-St. Dominic School in Memphis. A Connecticut native and longtime Memphian, Carr holds a B.A. in economics with honors from Trinity University.

Scully was a senior administrator at CBU for more than 19 years, serving as vice president and chief fundraising officer since 1988. While vice president, Scully led fundraising efforts that resulted in the building of Buckman Hall, home for the university's School of Business, a major renovation of St. Benilde Hall for the School of Engineering, and significant improve-

ments in athletic facilities including the recent remodeling of De La Salle Hall and Canale Arena.

While serving as chief advancement officer, Scully also served terms as vice president for student life and vice president for enrollment management and athletics.

"I am thrilled to return to CBU," Carr said. "We have a great advancement staff and a wonderful history. With the university's new effort on meaningful strategic planning and some exciting goals in place, I believe we can work even more closely with our alumni and friends to help reach those goals."

"Ruth's knowledge, insight, and energy will serve CBU well as we move to the next level," said Forsdick. "The increased emphasis on development is integral to generating resources that will positively impact student experiences at CBU."

As vice president for advancement, Carr directs all related operations in fundraising including major gift solicitation, planned giving, government relations, the annual giving campaign, grants, alumni programs, and university communications. ■



Ruth Carr



Nick Scully

SunTrust Bank Establishes Full Scholarship at CBU

SUNTRUST BANKS, INC. has established a new academic scholarship at Christian Brothers University that will provide a full tuition scholarship for a CBU student each year for the next ten years.

Students who are residents of the greater Memphis area, have maintained a 3.0 high school grade point average, score a minimum of 26 on the ACT exam, and who major or minor in a program in the School of Business are eligible for the scholarship.

The SunTrust Foundation has committed \$2 million over the next ten years for scholarships at Memphis area colleges and universities.

"Being able to contribute to the children of our future by funding scholarships is important to SunTrust Bank," said David T. Popwell, president and CEO of SunTrust, Memphis. "SunTrust is excited to be part of Memphis and supporting the community."

"CBU is grateful for the support from SunTrust and proud to partner with them on this generous scholarship program," said Ruth Carr, CBU vice president for advancement. "We have a number of proud and well versed graduates working in the business community, particularly the banking industry, and many of them are beneficiaries of scholarships like this one."

SunTrust Banks, headquartered in Atlanta, is one of the nation's largest commercial banking organizations serving a broad range of consumer, commercial, corporate, and institutional clients. SunTrust entered the Memphis market in April after it merged with National Commerce Financial Corporation (National Bank of Commerce).

For more information on the SunTrust scholarship, contact the admissions office at 901-321-3205 or 800-288-7576, or e-mail admissions@cbu.edu. ■

TKE Scholarship Established in Memory of Greg Gadomski



Present at the signing ceremony establishing TKE's Gregory Raymond Gadomski Triangle Scholarship were (l-r) Felix Bishop ('82), Lance Forsdick ('61), Josh Shipley ('01), Flo Gadomski, Ken Forsythe, Dick Gadomski ('62), Tim Wardlow ('05), Joe Nadicksbernd, Dr. Conrad Brombach, Zack Taylor ('01), and Ray Karasek ('03).

THE PI EPSILON CHAPTER of Tau Kappa Epsilon fraternity at CBU announced the establishment of the Gregory Raymond Gadomski Triangle Scholarship in a signing ceremony during the President's Dinner at Alumni Weekend on October 8.

Memphian Greg Gadomski graduated from CBU in 1986 and later earned a master's degree from the university in 1995. Greg passed away in 2003.

As an undergraduate, Greg was initiated as the 70th member of the Pi-Epsilon chapter and became an active member, serving as a Big Brother, serving on chapter committees, and planning the chapter's annu-

al formal. Greg is remembered by those who knew him as "a kind soul and a good friend" and as being the type of person who was "never ever boring."

He was named the university's Distinguished Young Alumnus in 1995.

The scholarship was established by his father, Richard T. Gadomski ('62), as a memorial. It will be given to one or more incoming students who have demonstrated outstanding academic and leadership achievements.

CBU and Tau Kappa Epsilon provide a number of Triangle Scholarship Awards for high school seniors who have applied to CBU. The awards are designed to encourage academic excellence, foster leadership skills, and enhance the personal development of deserving students in pursuit of their college degree.

TKE invites interested students to apply for this or other sponsored scholarships. Applications for 2006 must be received by February 1, and award decisions will be made by March 15.

Awards will vary from year to year depending on the applicant pool and availability of funds. Awards can range from \$750 to \$2,500.

All awards are made possible through contributions to the Tau Kappa Epsilon Fraternity Gregory Raymond Gadomski Memorial Scholarship Endowment Fund. A scholarship application is available at www.cbu.edu/finaid/triangle.html. ■

TKE Celebrates 25 Years

PI-EPSILON CHAPTER of Tau Kappa Epsilon International Fraternity is celebrating its 25th year with a weekend-long celebration in Memphis, January 20-22. Officially recognized and chartered as the first Greek-letter social fraternity at CBU, the organization started as an interest group in 1979 and was chartered on January 10, 1981.

The January 2006 Weekend Celebration—with invitations extended to current undergraduate and alumni members, along with faculty honorary members and International officers—will feature a

Saturday evening dinner banquet at the Memphis Doubletree Hotel and will include a variety of social, family, and interactive events. For more information, contact event chairman Joe Green at 901-412-5349 or Felix Bishop at 901-756-8900.

As a testament to its longevity and school loyalty, there are currently two TKE legacies enrolled at CBU: Tim Miller ('08), son of Mark Miller ('82), and Patrick Jones ('08), son of Joe Jones ('88).

In the "Did You Know?" trivia category—former President Ronald W. Reagan was officially an honorary member of the Pi-Epsilon TKE Chapter. He signed the scroll on a visit to Memphis in 1990. ■

H. Lance Forsdick Sr.



H. LANCE FORSDICK SR. graduated from Christian Brothers University in 1961 and is past chair of its board of trustees. A prominent Memphis businessman and an affiliate of the Christian Brothers, he began a five-month term as interim president of CBU on July 1. It was not a quiet, laid-back interim period for the university, however. Forsdick charged ahead, meeting often with faculty and staff, making changes in some administrative areas, pushing for the completion of a new strategic plan, and assessing ways to boost enrollment and fundraising initiatives.

Armed with a handful of questions, JOHN KERR caught up with Forsdick in late November as the busy interim president prepared to hand over the well-managed reins to Brother Vincent Malham, the incoming 21st president of the university...

What made you decide to take the job as interim president?
When asked, I had many conflicting thoughts. However, in the end I believed I could make a difference, and that is why I said yes.

What about your term have you enjoyed the most? And, what have you liked the least?
What I have enjoyed most is watching people change from pessimistic to optimistic.

I would have to say that probably the least desirable was the realization of the time it takes to get things implemented. But I do think we have done reasonably well in moving things along.

As an alumnus, board member, and successful business leader, you brought different perspectives to the job. Was there anything new or different about CBU that you discovered and had not realized before?

I think the biggest surprise was how ready most were for change and how supportive they have been with those changes.

What are the things that the university should focus on for the next few years?

I think the primary focus for the next few years should be to implement the Strategic Plan as currently developed. With the emphasis on the revision to course offerings, eliminating some of the low enrollment classes that are not required, and adding new relevant offerings. In addition, we should have more offerings online for the non-traditional students as well as some for the regular day students.

What would you consider as the university's biggest strengths?
I believe our biggest strength is the dedication and quality of our faculty and staff and the reputation of the school and the Brothers. Those assets are difficult to buy.

What are CBU's biggest challenges?
I think our biggest challenge is to update our campus facilities—including but not limited to housing, a student/community center, renovate the CBU theatre, and enlarge the science facility. We must also remem-



University Embarks on Strategic Plan

WITH REGULAR INPUT from the faculty and staff, a committee chaired by academic vice president Dr. Anthony Aretz, is well into the process of drafting a new strategic plan for the university.

Other members of the ongoing Strategic Planning Committee are CBU president Brother Vincent Malham, vice presidents Ruth Carr (Advancement), Dr. Evelyn McDonald (Student Life), and Dan Wortham (Administration); trustees Leo Arnoult, Lance Forsdick, and Joe Rimstidt; Brother Louis Althaus (Assistant to the President); Tracey Dysart-Ford (Dean of Admissions); and John Kerr (Director of Communications and Marketing).

The planning committee is examining a vision statement and a revised mission statement, as well as elucidating the university's core values, Lasallian educational principles, and Catholic identity. "In discussing our Catholicity with many people, we believe that we have downplayed this aspect of CBU to our detriment over the years," said Forsdick, who also served as interim president for CBU (*see interview on page 6*). "This is probably the strongest market differentiator we have. Understood properly, our Catholic identity can be one of our best competitive advantages."

The committee is also refining a set of strategic goals and critical goal strategies that it deems achievable by 2012. The enhancement of the university's stature and reputation is key, and related strategic goals include increased enrollment, greater focus on student success, improvements to the campus environment and academic programs, and an increase in the endowment and capital investments.

Online and hybrid course offerings are among the strategies that are already underway in planning for improvements to the academic programs. The development of new degree programs and the re-design of existing programs are also under discussion as a means to keep up with the changing market in higher education.

The Strategic Plan also calls for an updated master plan for the campus. Potential projects discussed as capital improvements to the campus environment are a new campus community center, a new residence hall, an expansion to the science facilities, and a remodeled performing arts center.

continued on next page ▶

ber that education is not a commodity and that we are really in the service business.

A lot has been done in the past several months under your leadership. What stands out as accomplishments that you were glad to have been directing?

I believe I have received the most satisfaction from the online programs and courses. The delivery method is "now," and we need a bigger presence in it, particularly in the non-traditional area.

Another accomplishment is the completion of the Strategic Plan, and it being used as a management tool and not as an addition to your bookshelf.

How do you see the role of CBU alumni as the university moves ahead?

CBU's Alumni Association can play a more important role in the area of recruiting students and in the funding of our needs. In addition, there is a great pool of talent for future trustees.

How will you continue to be involved with CBU?

I will continue to serve on the Board of Trustees and be available to Brother Vincent. There are a few pet projects I may ask if I can see to completion. But, I can assure you, my interest will not wane.

What's next for you?

Happily, but with some very fond memories, I will go back to semi-retirement. ■

Gift Annuity Established in Memory of Robert Q. McEniry



Donna McEniry and Dr. Johnny Holmes, dean of the School of Sciences, outside the math auditorium which has been named in memory of her late husband, Robert Q. McEniry.

ALTHOUGH ROBERT Q. MCENIRY never graduated from college, he felt strongly about the importance of education. As the founder of nexAir Corporation, the second largest independent distributor of welding materials and gases in the country, he offered college scholarships to many of his employees over the years. He also set up scholarships for students to attend Catholic schools in Memphis and funded several annual scholarships over a seven-year period at

Christian Brothers University.

During his lifetime, McEniry's generosity fulfilled the educational dreams of many. After he passed away in 2001, his widow wanted to make sure his dream lived on through continued charitable contributions. There is a saying that goes "Remember that the happiest people are not those getting more, but those giving more." When you meet Donna McEniry and see her contagious smile, you know that saying is true.

This summer, Mrs. McEniry wanted to honor her late husband's memory through a special gift to Christian Brothers University. Also interested in having a guaranteed income, she established a charitable gift annuity through CBU. This particular form of gift is a winning proposition for everyone involved.

Charitable gift annuities are an extremely flexible way to make a gift. In this case, the annuity was designed to provide Mrs. McEniry with a monthly income for life. Because her gift is irrevocable, Mrs. McEniry is also entitled to income tax charitable deductions.

With the funds from her gift, CBU has established the Robert Q. McEniry Memorial Endowed Scholarship and named the math auditorium in the Science Center in his memory.

For more information on establishing a charitable gift annuity at Christian Brothers University or on other estate planning ideas, contact Barbara Kabakoff, Director of Development, at 901-321-3278 or 800-283-2923 or bkabkoff@cbu.edu. ■

◀ *STRATEGIC PLAN continued from previous page*

Other areas covered by the committee concern faculty and staff development, marketing, and financial growth. Since most of the goals hinge on strengthening the university's financial position, much discussion has also centered on revenue streams such as enrollment and fundraising, and strategies and benchmarks are being developed to address and measure financial goals.

"The intention of this Strategic Plan is to provide a roadmap for actions," Forsdick emphasized. "This is

not a book 'to be completed and filed.' This is a work in progress that will be altered based on market conditions that may warrant a different route as we implement new programs."

Aretz said that the committee will continue revising the plan during the academic year for final presentation and approval at the May board meeting. "CBU is at a crossroads concerning its future," he said. "The success of the Strategic Plan, and the essential corresponding philanthropic support, are critical to our continued growth and success." ■