



WILLAMETTE UNIVERSITY

from exceptional TO EXTRAORDINARY
THE CAMPAIGN FOR WILLAMETTE



ENDOWING A LEGACY
The endowed chairs and professors of Willamette



EVIDENCE OF WHAT WE VALUE

Dear Friends,

Endowed chairs are one way to measure the strength of a university. They measure the scholarship of the faculty and the financial commitment of alumni and friends. They are evidence of the capacity of campus leadership to meld the mission of the university with the vision of its benefactors. Endowed chairs tell us what we value.

There are 14 endowed chairs at Willamette: nine in the College of Liberal Arts, three in the Atkinson Graduate School of Management and two in the College of Law. They are occupied by the University's most distinguished and revered professors. While these chairs represent an array of disciplines at Willamette, they have one thing in common. An endowed chair is the ultimate recognition of faculty scholarship bestowed by this University.

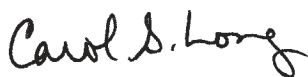
How do endowed chairs influence teaching and learning at Willamette? The scholarship generated by endowed chairs, through publishing, collaborative research and programmatic enhancements, is shared daily with students throughout our campus. Students benefit from the most current thinking and publishing, from the most recent debates and forums examining the issues of the day. Endowed chairs carry Willamette University students to the center of today's scholarly discourse, discourse that is provocative, discourse that demands knowledge, energy and opinions.

The ways in which faculty and students benefit from endowed chairs are tangible and immediate. The benefit to donors is more subtle but permanent. An endowed chair, established in perpetuity and carrying the name of the donor, offers that individual a deeply personal and distinctive option for supporting Willamette University. The list of current endowed chairs at Willamette includes the names of some of the most prominent and philanthropic families in the Pacific Northwest.

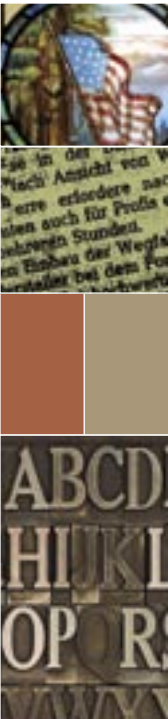
To those donors who have established an endowed chair at the University, I wish to express my gratitude for your exceptional generosity and for your confidence in Willamette. To those individuals who contemplate such a commitment, I can promise you that your gift will be treasured and judiciously managed by the stewards of this University.

Academic excellence at Willamette is measured by exceptional teaching and by the level and quality of faculty/student interaction. Faculty members who hold an endowed chair serve as role models for junior faculty and guide and strengthen the academic future of the College of Liberal Arts, College of Law and the Atkinson Graduate School of Management. An endowed chair represents in the donor and in the recipient the very best that is Willamette University.

Warm regards,



Dean Carol Long
College of Liberal Arts



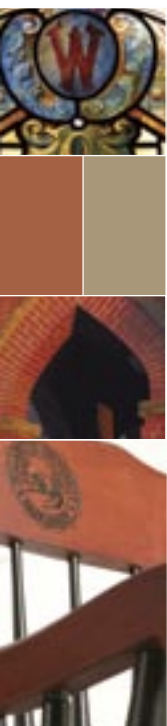


WILLAMETTE UNIVERSITY
 ENDOWING A LEGACY

A HISTORY OF GENEROSITY

The endowed chairs of Willamette University

POSITION	EST.	SCHOOL	HOLDERS
1. Peter C. and Bonnie S. Kremer Chair in Economics	2004	CLA	James Hanson
2. Roderick & Carol Wendt Chair in Business Law	2003	LAW	Peter V. Letsou 2003-present
3. Mark O. Hatfield Chair in Politics	1999	CLA	Richard J. Ellis 1999-present
4. Dwight & Margaret Lear Chair in American History	1998	CLA	Lawrence D. Cress 1997-2000 Ellen Eisenberg 2004-present
5. Hallie Ford Chair in English Literature	1996	CLA	Ginny Furtwangler 1996-1999 Craig Lesley 1999-2002 Janice M. Gould 2002-present
6. Taul Watanabe Chair in Science	1996	CLA	J. Gary Tallman 1997-present
7. E. Jerry Whipple Chair in History	1994	CLA	George McCowen 1995-2001 William E. Duvall 2001-present
8. Thomas B. Stoel Chair in Law	1990	LAW	James A. R. Nafziger 1997-present
9. Irene Gerlinger Swindells Chair in Music	1989	CLA	John Peel 1990-2004
10. Helen Simpson Jackson Chair in International Management	1985	AGSM	Richard Wright 1985-1991 J. Frederick Truitt 1991-2004
11. George H. Atkinson Chair in Religious & Ethical Studies	1982	CLA	Lane C. McCaughy 1982-present
12. Guy F. Atkinson Chair in Economics & Finance	1979	AGSM	Steven Archer 1979-1996 Michael U. Dothan 1997-present
13. Elmer & Grace Goudy Chair in Public Management & Policy Analysis	1979	AGSM	G. Frederick Thompson Jr. 1986-present
14. James T. Matthews Chair in Mathematics	1923	CLA	Chester Luther 1941-1972 Unnamed 1972-2000 Richard Iltis 2000-2003 R. Samuel Hall Jr. 2003-present



WHAT OUR DONORS SAY



“Which is more satisfying – giving \$1 million in taxes to the IRS or writing a check for \$1 million to your favorite educational institution? The tax code makes it easy to give.”

– Peter Kremer '62

Education is key for Peter '62 and Bonnie '62 Kremer, who recently donated \$1.5 million to endow a faculty chair in economics. The Peter C. and Bonnie S. Kremer Professor of Economics, to be held by economics Professor Jim Hanson, is the University's 14th endowed chair. “We have a priority list and education is at the top,” says Bonnie Kremer, who graduated from Willamette with a BA in English. “We've really come to appreciate Willamette's small class size and its academic excellence. Our experience at Willamette has given us both a good foundation and that's something we want to support.”

Peter, who majored in economics and earned an MBA at Stanford, likes the permanence of an endowment. “Giving in perpetuity is much more satisfying than contributing to a new building or other physical arena,” he says. “An endowed chair means that someone will be able to teach at a fine liberal arts college forever and that's a very comforting thought.”

“My father and mother wanted to honor organizations that reflected his values and made a difference. His friends, students and faculty at Willamette had helped him when he needed it. He decided the sciences needed an endowed faculty chair to help lead the way.”

– Laani Gazeley '70,
Taul Watanabe's daughter

During WWII, Taul Watanabe was forced out of law school and into a Japanese Americans Internment Camp. His Willamette friends helped win his freedom and he pursued his studies at the University of Denver. In 1994, Taul Watanabe '41 established the Taul Watanabe Chair in the Sciences. He also established scholarships in Law and the College of Liberal Arts.

“Carol and I want to make sure there's strong support for quality teaching at Willamette. An endowed chair is enduring and long-lasting, almost like bricks and mortar. It's a capital investment that is invested and provides benefits for years to come. By endowing a chair, you can ensure that the tradition of quality education at Willamette is going to continue and even be enhanced.”

– Rod Wendt JD'80

Rod Wendt JD'80 and his wife, Carol, donated \$2.5 million to endow a faculty chair in business law. Peter V. Letsou, the director of the College of Law's Law and Business Program, has been named to the Roderick and Carol Wendt Chair in Business Law.

“I endowed the chair and a scholarship fund out of respect and appreciation for Jerry Whipple. His family and Willamette University were what Jerry treasured most. It's fitting to forever link Jerry's name with Willamette's good faculty and teaching. It's an honor to remember him this way.”

– Mrs. Mildred Whipple

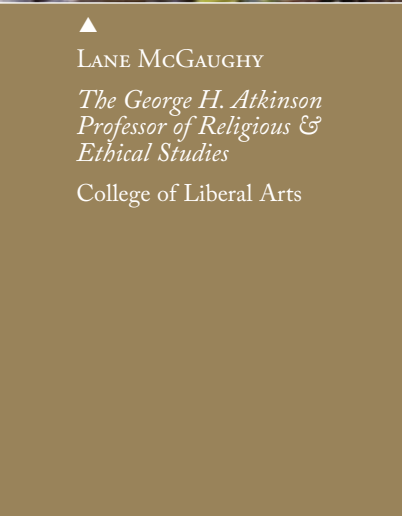
Mildred Whipple established the E. Jerry Whipple Chair in U.S. History in 1994 to honor her brother-in-law. A long-time Willamette administrator, Jerry served two Willamette University presidents, two generations of Willamette students, trustees and countless alumni.



MICHAEL DOTHAN
*The Guy F. Atkinson
Professor of Economics*
Atkinson Graduate School
of Management



JANICE GOULD
*The Hallie Ford Professor
of English Literature*
College of Liberal Arts



▲
LANE MCGAUGHY
*The George H. Atkinson
Professor of Religious &
Ethical Studies*
College of Liberal Arts



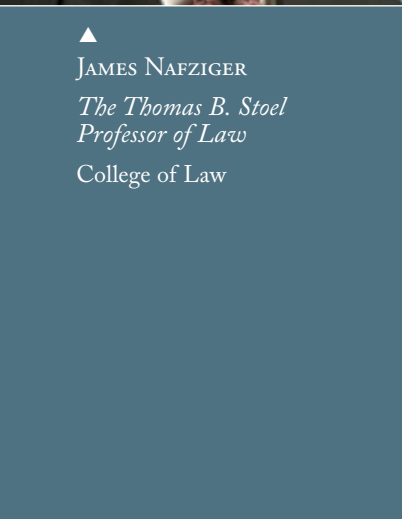
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FRED THOMPSON
*The Elmer & Grace
Goudy Professor of Public
Management & Policy Analysis*
Atkinson Graduate School
of Management



WILLIAM DUVALL
*The E. Jerry Whipple
Professor of History*
College of Liberal Arts



PETER LETSOU
*The Roderick & Carol Wendt
Professor of Business Law*
College of Law



▲
JAMES NAFZIGER
*The Thomas B. Stoel
Professor of Law*
College of Law



▲
J. GARY TALLMAN
*The Taul Watanabe
Professor of Science*
College of Liberal Arts



RICHARD ELLIS

*The Mark O. Hatfield
Professor of Politics*

College of Liberal Arts
▼



JOHN PEEL

*Irene Gerlinger Swindells
Professor of Music*

College of Liberal Arts
▼



FRED TRUITT

*The Helen Simpson Jackson
Professor of International
Management*

Atkinson Graduate School
of Management



ELLEN EISENBERG

*The Dwight & Margaret
Lear Professor of
American History*

College of Liberal Arts



JAMES HANSON

*The Peter C. & Bonnie S.
Kremer Professor of Economics*

College of Liberal Arts
▼



SAM HALL

*The James T. Matthews
Professor of Mathematics*

College of Liberal Arts



THE FACE OF EXCELLENCE

Meet the 14 faculty members who hold endowed chairs at Willamette University. We have asked three of these professors to explain how their endowed chair selection has influenced or assisted their teaching.



WILLAMETTE UNIVERSITY
 ENDOWING A LEGACY

LANE MCGAUGHY

The George H. Atkinson Professor of Religious & Ethical Studies

Professor McGaughy has spent most of his academic life trying to separate the historical Jesus from the Jesus described in the Gospels of Matthew, Mark, Luke and John.

Since 1985, the Jesus Seminar, a coalition of 75 distinguished biblical scholars, has met in full public view to search for the authentic words and deeds of the historical Jesus. According to McGaughy, who is proficient in German, Ancient Greek, Hebrew, Aramaic, Syriac, French and Latin, some 1,500 quotations are attributed to Jesus in the first two centuries. His research, in collaboration with the work done by colleagues through the Jesus Seminar, has reduced that number to 200 quotations which can be verified using historical-critical criteria. He and others are using this database in the Jesus Seminar to reconstruct the teaching and aims of the historical figure of Jesus behind the Gospels.

“Team teaching outside my discipline, collaborating with scholars across the country through the Jesus Seminar, and even the adult Sunday classes and workshops I teach in many different churches in the region, all contribute to what I bring to the classroom. Students are the primary beneficiaries of this endowed chair. Rather than being presented with just a textbook, they benefit from the cutting-edge research that my colleagues and I produce.

What Willamette University has in its endowed chairs are people who engage in broad scholarship and who then communicate that scholarship to students and the literate public.”

– Professor Lane McGaughy

While he is recognized as a giant among New Testament and biblical scholars, his reputation as a teacher is equally impressive. Said one department colleague, “If you were to poll 100 students and asked them to name the kindest professor on this campus, Lane would sweep the vote. Which is not to say that his teaching is not rigorous. He has the capacity to introduce a controversial subject and make it approachable for students. He gets students to express their opinion. His priorities are his dedication to student achievement and to student success.”



Scholarship

“Because of his past high position in the Society of Biblical Literature, the oldest professional society in America, Lane has achieved a national reputation among his peers. In his position as editor of *Scholars Press*, the official publication arm of the Society, he became a leading juror or gatekeeper of intellectual innovation in the field.”

C.M. Kempton Hewitt, Ph.D.
 Riley Professor of Biblical Interpretation
 Methodist Theological School, Ohio

Selected Achievements

- Ph.D., Vanderbilt University
- Jesus Seminar, Charter Fellow, 1985-present
- Northwest House of Theological Studies, Board Chair, 2004-present
- United Methodist Distinguished Teaching Award, 1991-92
- Director, Willamette University Study Abroad Program, National University of Ireland, 2004







WILLAMETTE UNIVERSITY
 ENDOWING A LEGACY

ELLEN EISENBERG

The Dwight & Margaret Lear Professor of American History

Her peers say Ellen Eisenberg is a master teacher because she engages students, draws them into discussions and carefully nurtures a respect for research and critical thinking. Through her, students develop “second sight,” the capacity to probe deeper, to see what is missing and to evaluate material with a more discerning eye.

She also makes the elements of academic life, teaching, research and community service, flow in the same direction. The result is exceptional teaching, original scholarship and effective campus leadership. In the summer of 2005, she will present a paper at the Hebrew University in Jerusalem, a clear mark of the international academic recognition she has earned.

Whether her contributions are international or closer to home, Professor Eisenberg leads by example. When the department lacked a course in African-American history, she designed and continues to teach one of two classes now offered. When she needed to challenge herself and get closer to historical source material, she shifted her focus from East Coast American history to West Coast American history. The change meant greater access to primary source documents which resulted in increased scholarship in her field of American Jewish history and political culture.

“I use the additional endowed chair funds for research purposes and to bring guest speakers to my classroom. Students are required to study the works of the guest speakers. Students in my fall American Social History class, for example, will meet with historian and author David del Mar. Students in my spring American Immigration History class will meet with historian and author Jonathan Sarna. Having these two nationally recognized scholars in the classroom gives students an opportunity to talk with them about how they conducted their research and analyzed their findings.”

– Professor Ellen Eisenberg



Scholarship

“This solid study delivers much more than promised by its title. There have been several prior studies of Jewish agricultural colonies, but in none is the research strategy so tightly linked to the premigration condition of the settlers. Ellen Eisenberg’s approach yields many new insights.”

Book review of Professor Eisenberg’s book, *Jewish Agricultural Colonies in New Jersey, 1882–1920*, by Henry L. Feingold, Baruch College and the Graduate School, City University of New York

Selected Achievements

- Ph.D., University of Pennsylvania
- Faculty Study Time Award, Willamette University, 2004
- Six Atkinson Faculty Development awards, Willamette University, between 1996–2003
- Faculty Merit Award for Scholarship Research and Writing, Willamette University 1994
- Mellon Foundation Dissertation Fellowship, University of Pennsylvania, 1989–90



WILLAMETTE UNIVERSITY
ENDOWING A LEGACY

RICHARD ELLIS

The Mark O. Hatfield Professor of Politics

While carrying a full teaching load and participating vigorously in University service, Professor Ellis has published 11 books, 35 articles, book chapters and encyclopedia entries, plus 14 book reviews in 15 years. He is considered a role model by junior faculty for his work ethic, his scholarship and his capacity for involving students in social science research. One of those students is Matt Hindman '98. Today, Matt is a Ph.D. candidate in politics at Princeton University and a doctoral fellow at the National Center for Digital Government, Kennedy School of Government.

Ellis' book, *Democratic Delusions: The Initiative Process in America*, (University Press of Kansas, 2002) is the starting point for scholars studying the implications of the initiative process in contemporary politics. No serious scholar can research this arena without studying the work of Professor Ellis. In the words of one colleague, "Ellis' work has become part of the political science canon on the subject."

"Last year, I taught a class on American Political Development," said Ellis, "and used endowed chair funds to bring to campus Rutgers University Professor Daniel Tichenor, whose award-winning book on the history of immigration was required reading. For students to meet and talk with the scholar whose work they are reading helps bring the scholarly process alive and makes it more immediate. Guest scholars bring vision and possibility to life in a way a textbook alone cannot."

"Endowed chairs enrich the intellectual life of the university in countless ways. In 2001, endowed chair funds enabled me to host a panel on the initiative process. The panel included David Broder of the *Washington Post*; Helen Hill, author of the 1998 adoption rights initiative; Oregon's former Secretary of State Phil Keisling; and Professor Todd Donovan of Western Washington University."

Particularly for students who do not come from academic families, the chance to meet and talk seriously with visiting scholars helps them to envision themselves pursuing a scholarly life.

– Professor Richard Ellis

Scholarship

"*Democratic Delusions* is a rare accomplishment: first class civic education that is a pleasure to read. Ellis has a lot to offer American voters everywhere—especially those who wonder exactly what the initiatives on their ballots will actually accomplish."

Nelson W. Polsby
Professor of Political Science
University of California, Berkeley

Selected Achievements

- Ph.D., University of California, Berkeley
- *To the Flag: A History of the Pledge of Allegiance*, 2004
- Lawrence D. Cress Award for Excellence in Faculty Scholarship, 2003
- National Endowment for the Humanities Summer Stipend, 2003
- Arnold and Lois Graves Award in the Humanities for "outstanding teaching," 1998

FPO





“I have loved to teach. And, indeed, in this profession I have been happier, it seems to me, than any man has a right to be.”

– James T. Matthews, Professor of Mathematics (1895-1942)

In 1923, Willamette’s first endowed chair was created to honor James T. Matthews. A graduate and professor for 47 years, Matthews was a great intellectual figure, beloved by students for his humor, warmth and compassion. These same qualities are found in each of Willamette’s current and past endowed chair recipients. They are accomplished individuals with unequalled gifts for teaching and scholarship.

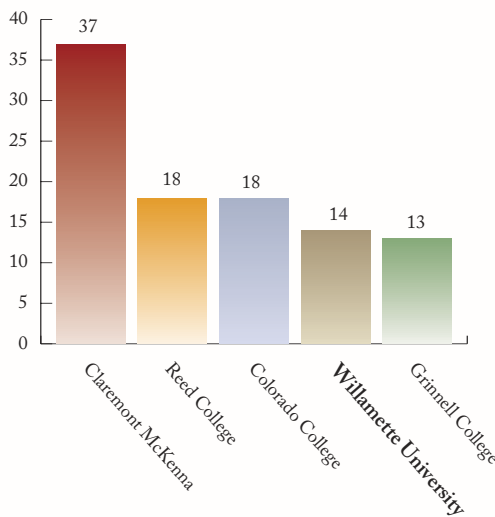
Willamette’s faculty endowment, however, is relatively modest when compared with many of our peer institutions. In fact, after the creation of the Matthews Chair, it was 54 years before Willamette endowed its second chair. Fortunately, generous alumni and friends have stepped forward to help narrow the endowment gap. All 12 of Willamette’s remaining endowed chairs were established in the last 27 years. This effort has helped strengthen Willamette’s position as a national liberal arts college. Building upon that foundation is the critical next step.

WHY MORE ENDOWED CHAIRS ARE NEEDED

Endowed chairs are a vital component of Willamette’s commitment to faculty excellence. Endowed funds are permanently invested resources that enable the University to perpetually support its professors. By adding this long-term stability, endowed chairs not only benefit faculty now, they enable Willamette to plan confidently for its future. Institutions with substantial faculty endowments are in a far better position to react to changes in higher education than those who depend heavily on tuition and other non-renewing revenues.

In other words, endowed chairs guarantee that the future James Matthews, Lane McGaughys or Ellen Eisenbergs of the world will always have a place at Willamette. They allow Willamette to focus on what it does best – combine great teachers with bright, eager students in ways that stimulate learning and discovery.

ENDOWED PROFESSORSHIPS
As compared to similar sized colleges





CAMPAIGN FUNDS BY GOAL

Endowed Scholarships

College of Liberal Arts.....	\$40M
College of Law	\$4M
Atkinson Graduate School of Management	\$3M

Academic Excellence

College of Liberal Arts	\$25M
College of Law	\$10M
Atkinson Graduate School of Management	\$5M

Technology Innovation

University-wide	\$12M
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Facilities

University Wide	\$16M
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Annual Giving

College of Liberal Arts	\$8.5M
College of Law	\$1M
Atkinson Graduate School of Management	\$5M

Total	\$125M
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Willamette University is proud to announce this historic \$125 million comprehensive campaign. For all involved, it is a campaign of opportunity. For those individuals who wish to support Willamette, the campaign offers limitless opportunities to name gifts for those we love, for those we wish to honor and especially for those we wish to remember.

Naming gifts and other pledges may be funded immediately or spread over a period of up to five years.

On behalf of the students, faculty, staff and alumni, thank you for your generosity and your commitment to the future of Willamette University.

Phone 503-370-6740
www.willamette.edu/support



WILLAMETTE UNIVERSITY

COLLEGE OF LIBERAL ARTS
COLLEGE OF LAW
ATKINSON GRADUATE SCHOOL OF MANAGEMENT
SCHOOL OF EDUCATION

*Willamette is the first university in the West,
founded in Salem, Oregon, in 1842.*