HUSSON UNIVERSITY

Ledger

Fall 2015 | husson.edu

Recognizing the power of endowed giving



U&HUSSON



Shaping our Future



From humble beginnings come great things – that's the heritage of today's Husson University.

In a complex global society there's no greater calling than to educate the next generation of leaders. This is the essence of Husson's mission since its founding in 1898. This commitment to transforming students' lives through education makes Husson the "University of Choice" for premier professional programs where students succeed, experiential learning is championed, and global understanding is promoted.

The ascension of Husson University from a small business school to a respected institution of higher learning has not always been easy. Through it all, Husson's guiding principle of educating individuals while instilling character and humility has stood the test of time. Today, over 3,400 students attend classes on the Bangor flagship campus and our regional Maine satellites in Presque Isle, Wells, and Westbrook. Husson is the only private University in Maine which spans the entire state. The education our students receive shapes their future and that of our own.

In an increasingly challenging higher education environment, it's critical to ensure that Husson can continue to deliver the same high quality education it has provided to students for over 100 years. It's with our eye on the future that Husson boldly moves forward to challenge its friends and family to engage in the University's first comprehensive capital campaign.

The University's duty to current and future generations of students is considerable. We accept the great calling of transforming student lives with the same character and humility that has guided Husson since its early days. We also know that this mission cannot be achieved without your help. Together, you and Husson will continue, ***Shaping our Future.***

HUSSON UNIVERSITY

FALL 2015

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Husson supports equal opportunity in recruitment, admission, educational programs, and employment practices. The University complies with all major federal and state laws and executive orders requiring equal employment opportunity and/or affirmative action.

Dear Alumni and Friends,



Husson University is a great educational institution. We are proud of the many successes our university has achieved over the course of our distinguished 117-year history. Milestone events include the construction of our campus in Bangor, Maine in the 1960s and the integration of the New England School of Communications into our university community just last year.

While many things have changed since we began over a century ago, one thing remains the same. This university continues to put the needs of our students first.

To make sure Husson University has the resources and support necessary to educate this generation and future generations of students, we have embarked on a fundraising campaign to raise over $30 million.

We will use these financial resources to help make college education more affordable. This campaign will also lead to the creation of new facilities where students can achieve academic and career success. In addition, it will allow Husson to better attract and support the kinds of first-class faculty members who make higher education a life-changing experience.

We are already more than halfway toward our goal. To date, we have raised over $16 million.

Your support, combined with the funds we have already raised, will help us build a new home for our College of Business – the largest school of its kind in Maine.

It's this kind of vision that makes the "Shaping our Future" campaign so exciting. We aspire to do more and choose to move forward because we believe in a better future.

"Shaping our Future" will make that possible. It's the first comprehensive campaign in our institution's history. The campaign will help usher in a new era at Husson University – an era where we build on our proud history of innovation and educational excellence, and go on to reach new heights.

I hope you will join us in this historic effort. With your help, we can become a catalyst for student success and the economic growth in our state.

With appreciation,



Robert A. Clark, PhD, CFA
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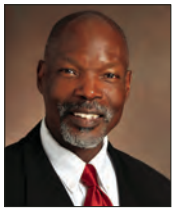
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Future College of Business building.
Rendering supplied by WBRC A/E.

Announcing
THE CAMPAIGN

Husson Launches $30 Million Campaign

It was an evening that will long be remembered in the history of Husson University. On October 3, 2015, at a celebratory gala in the Newman Athletic Complex, the University announced the beginning of a $30 million dollar campaign that would forever transform the way education is delivered on campus.

In announcing this ambitious fundraising initiative to more than 200 members of the Husson University family, President Robert A. Clark, Ph.D., shared his vision for the future. "We accept the challenge to be the catalyst responsible for the success of our students and the economic well-being of our state," said Clark. "Rather than follow, Husson University chooses to lead. This is our moment."

"Shaping Our Future" is the first-ever comprehensive campaign in Husson's history. It's designed to give the university the resources it needs to make an important leap forward.

One of the major priorities of the campaign is to ensure that students continue to have access to quality education by raising $8 million for student financial aid.

Dr. Betsy Webb, '83, superintendent of the Bangor School Department and chair of Husson University's Board of Visitors shared her thoughts at the event on the importance of financial aid.

"Members of our student body are more economically challenged than most," said Webb. "Husson students come from working class families.

needs of future generations of students, we have prioritized the creation of this new building."

"The building will fuse business education with science, technology, engineering and math opportunities," continued Clark. "The sciences and entrepreneurship will cross pollinate in a unique learning space dedicated to innovation. In addition, the building will also feature new interactive learning spaces that can accommodate the needs of our growing student population. These spaces will also foster innovative interdisciplinary learning in business education."

According to Trustee W. Tom Sawyer, Jr., this campaign marks the beginning of a bright future for the University. "This historic fundraising effort will develop the financial resources necessary for new facilities, new educational opportunities and the great faculty that make education possible."

"Husson is on the cusp of becoming one of the finest, professionally oriented colleges in the United States. We are recognized for excellence in Maine, and there is growing recognition of the value we offer to students in neighboring New England states - and beyond. Every gift, at every level, helps us shape our future and continue our journey to greatness."

Scenes from Husson Campaign Launch Gala























> “Rather than follow, Husson University chooses to lead. This is our moment.”
>
> —Dr. Robert Clark

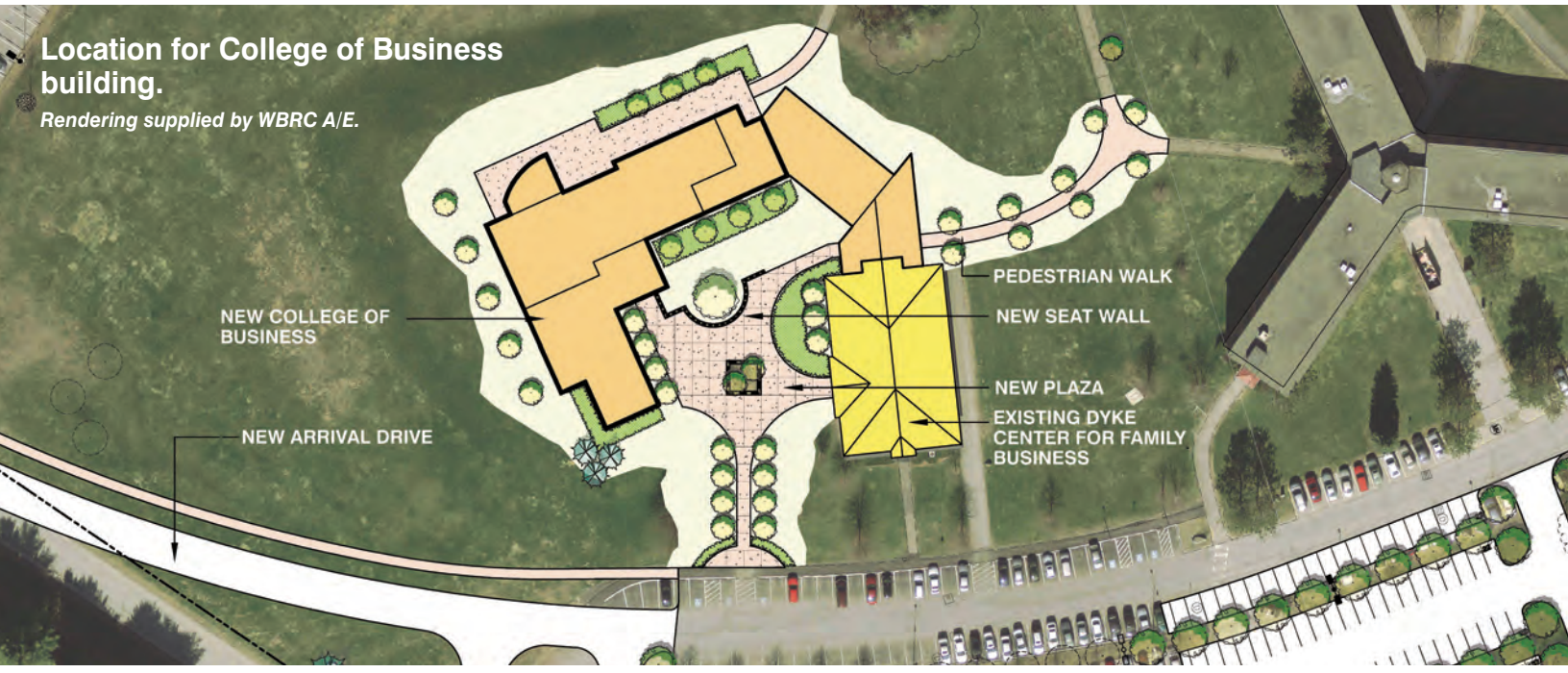
They hold down full-time or part-time jobs - in addition to going to school. Eighty percent are working at least 15 hours a week as they strive to get good grades. When you endow a scholarship, you’re making a difference that’s felt immediately.

The Campaign also seeks to attract and retain great faculty. Toward that end, it has set a minimum goal of $3 million for a faculty endowment.

“Teachers are still at the core of a great education,” said Senior Vice President for Academic Affairs and Provost Lynne Coy-Ogan. “Increasing Husson’s endowment so we can attract and retain great faculty is a critical priority. The mentoring that faculty provide to students is essential to their future professional success. Every Husson graduate I know has a story about a special faculty member who made a difference in his or her life. We must ensure that Husson continues to have the finest educators available.”

Perhaps one of the most inspiring moments of the evening occurred when Dr. Clark unveiled the University’s plans for a new College of Business building. Unveiled with the help of three-dimensional animation, a rendition of the building came to life in front of the transfixed crowd.

As those in attendance watched the video, Clark talked about the need for this $16.5 million cutting-edge facility. “Our highest campaign priority is to make sure that Husson maintains its role as the preeminent provider of business education in Maine. We are the largest college of business in the state. To ensure we can continue to meet the



Location for College of Business building.

Rendering supplied by WBRC A/E.









Find out more about The Campaign online and how you can support Husson University.



As Husson moves forward with this bold vision of its future we know our success depends on the support of friends and family. We must go beyond attracting others with significant resources to support our cause and become an inspiration to those who believe in the power of education. Every gift, at every level, makes a difference.

We appreciate your support and thank you for making this journey with us. Together, you and Husson are ***Shaping our Future.***

campaign.husson.edu







Retired Faculty Member Makes Lasting Impact Through Endowed Professorship

Dr. Phil Grant made an indelible mark on every student who took his classes. One of the most beloved and respected faculty members in Husson's history, Grant cared about his students and helped give them the confidence to be successful.

Today, even though he retired from the classroom in 2010 as a professor emeritus, Grant continues to make a difference in the lives of students at Husson University.

"My wife and I always felt that we should give back to the college that gave so much to us," said Grant "When the opportunity came, we made sure our gift supported what we feel is this institutions' most important function - teaching. It is our belief that great faculty are the key to delivering quality education."

It is this passion for teaching and the important impact it makes on students' lives that led Phil and Katherine Grant to create the Dr. Phil Grant Distinguished Professorship in Management and Economics in the College of Business through a generous gift of over $1 million to Husson University.

"I'm hoping that this endowed professorship will allow the university to hire an excellent teacher. It also needs to support someone who's interested in conducting, publishing and communicating the results of original research. Now is the time for Husson to spread its wings and become more influential on a regional and national basis. Original research will allow us to do just that."

Dr. Grant is no stranger to the benefits of original research. Over the course of his 42-year career, he wrote and published 12 technical books and over 190 academic/professional papers. His most significant contributions to the evolution of the science of economics were his development of the Effort-Net Return Model of Human Motivation and Satisfaction; his discovery of the Law of Escalating Marginal Sacrifice; and his mathematical proof that for business profit maximization, marginal revenue and marginal cost should not equate.

"I created the Effort-Net Return Theory of Motivation and Satisfaction in 1975. I wrote four books about that theory and I'm still writing about it today. My upcoming book will be *Grant's 12 Laws of Human Motivation*. Even though I've spent most of my career on this topic, I never tire of it. I'm always developing ideas on this subject and I probably always will."

Facilitating research isn't the only reason why Grant and his wife wanted to make this professorship

"Now is the time for Husson to spread its wings and become more influential on a regional and national basis. Original research will allow us to do just that."

—Dr. Phil Grant



possible. He feels a strong connection to the university. "Husson is part of my family's life," said Grant.

His wife Katherine, earned her Master of Science in Business (MSB) from Husson University in 2004. Later, as a Husson faculty member, she taught classes in algebra, finite math, logic and statistics.

In addition, the couple's two daughters, Karin McLean and Leola Carter, are both Husson graduates. Karin completed her undergraduate degree in marketing while Leola majored in management and went on to earn an MSB from Husson, like her mother. Karin and her husband Chad, another Husson graduate, own and manage successful grocery stores in Birch Harbor, Maine and Groveton, New Hampshire. Leola owns and operates successful Hannaford-supplied supermarkets in Milbridge and Columbia, Maine.

Seeing the success of their daughters inspired the Grants. One of the major objectives of the endowed professorship is to help individuals achieve similar business success. Grant would like to see the research produced by this endowed chair help small businesses in our state to grow.

"But even more than that," said Grant, "I'd like to see the research generated by this professorship benefit businesses across the country. In my experience, research is a great way to enhance the reputation of an academic institution. Great research that helps businesses operate more efficiently will not only help our economy to grow, it will enhance the reputation of Husson University."

Grant hopes that his gift will inspire others to make similar endowed professorships possible at Husson.

"Anyone who ever took a class or taught at Husson knows how valuable an education can be to the future of a young person. Some of the students who attended Husson when I was there didn't have a successful high school experience. They just weren't great high school students. But once they came to Husson, they flourished!" exclaimed Grant.

"This University is providing a tremendous service to the community, our state, and to business. That's why funding a professorship like this is so worthwhile. There are few institutions that do as much. When you give to Husson University, you can see the tangible results. You see them in our graduates who leave the university and go on to start successful businesses. You see the results in the impact our graduates make on society. I think anyone who stops for a moment and considers all the good this university does, will find it in their hearts to give too."





"It's comforting to know that I'm going to a school with generous caring people who support me."

—Megan Wittine

Giving to Husson Benefits Students, School

For students like Megan Wittine of Corinth, a fourth year student pursuing an MBA from the College of Business, choosing a college wasn't just about finding the right fit for her learning style. It was also a financial one.

"The minute I stepped on campus I knew that Husson was the place for me. After I talked with the professors I knew Husson would help me succeed, thrive and accomplish whatever I set my mind to. Getting this scholarship feels like a weight has been lifted off my shoulders, and that of my family. It's comforting to know that I'm going to a school with generous caring people who support me," said Wittine.

Wittine is among students receiving financial aid for the 2015-16 academic year. Through scholarships, loans and grants, more students are able to afford a college education and pursue their dreams.

To longtime donor Robert "Bob" White, '65, giving to support scholarships is an investment in the future. He sees this as a way to "pay it forward" for all that his education gave him.

"It's just important to help students to get an education because if they are going to succeed in life, they need that," said White.

White created the Edmond LeBrun Scholarship, which is named for a former Husson finance professor who made an impact on White's life. It's awarded annually to a graduate of Hampden Academy entering Husson with proven financial need. Recipients receive the scholarship for four years. Originally funded with a donation from White and his wife, and a 2:1 match from his employer, the fund has grown over the years.

His company's generosity was key in leveraging this donation into something that can benefit up to four students each year.

More recently, White also established the Robert and Dee White Scholarship, also intended for Hampden Academy students.

White felt it was important to help students specifically from the high school he'd graduated from. "If you look at Husson's history, there's not a lot of kids who go there from Hampden," said White. "I thought this scholarship money, would serve as an incentive to attend Husson."

All together, the two funds are worth an estimated $350,000, and help between four and seven students each year. If suitable recipients from Hampden Academy aren't available, the scholarships can also be awarded to area high school graduates.

"Students need all the help they can get," said White. "Today, the cost of an education is much more than it was 50 years ago. There's not a lot of families out there who can pay the full tuition of a college education without assistance."

At Husson University, about 40 percent of students are the first in their family to get a college education. That includes Barbara Carrigan of Brewer, who is a senior in the College of Health and Education studying healthcare studies.

For Carrigan, scholarships have meant that she can work toward her goal of working in a holistic healthcare setting, and also set a good example for her kids. "As a non-traditional student and single mom of two children, my scholarship helps me financially. I worry less about being a burden to my family. I love my smaller classes and great individual attention I get here at Husson," said Carrigan.

Carol Kanar, chair of Husson's Board of Trustees, has been a tireless supporter of the school for many years. She feels that scholarships are essential to student success.

"A scholarship sends a message of support to students," said Kanar. "It says 'we care about you.'"

While Kanar isn't a Husson alumnae, she sees something special in the university.

"Husson is both serious about education and fun at the same time. It's an atmosphere that wasn't available at the very large university I attended," said Kanar.

Giving to Husson, however, doesn't just fund student scholarships. Donations also help in other areas that positively impact the student experience including, classroom upgrades, technology enhancements and scholarly activity.

Kanar believes that the Women's Philanthropy Council has an important role to play in Husson's future. "My work with the Council has strengthened my resolve to support innovative funds for students, faculty and staff," she said.

For Kanar, giving is important.

"The more we can help our students reach their goals, the better the world will be. All of us are responsible for helping to make success possible for the next generation."

Students and Donors Celebrate Scholarships at Luncheon

The Women's Philanthropy Scholarship Luncheon was held October 2, 2015. This invitation only luncheon brings students together with the donors who helped make their education possible.

A special presentation from two members of the "Husson Class of 2025" looked at the past, present and future of this remarkable institution. The Women's Philanthropy Council is a talented group of community leaders, alumni and friends of the University that inspires women to give of their time, talent and resources to Husson University.

















Occupational Therapy Students Get Hands On Experience

For nursing students, getting hands on experience has been an important component of their Husson education for years.

It prepares them for real-life medical situations. Now, more students are benefitting from simulation labs in O'Donnell Commons thanks to the inclusion of occupational therapy (OT) students in Friday labs.

Tracey Arno, Simulation and Learning Resources Center coordinator for the nursing department, said that this is the second semester that occupational therapy students have been incorporated into junior level simulations. With the help of Cavenaugh Kelly, assistant professor of occupational therapy, it was started as a pilot program last spring with student volunteers. Since then, it has been expanded and became a regular part of the curriculum.

"We've been able to expand the simulation clinic into the regular curriculum because of the support we received from the Occupational Therapy Program Director, Dr. Laurie Mouradian. She's a strong advocate of the program. Dr. Mouradian likes the active and interprofessional components with the nursing program that are part of the simulation," said Kelly.

According to Arno, the simulation has proven to be a valuable learning experience for students.

"I tell students it's like learning how to play golf by reading a manual on it and hearing someone talking about it, versus actually doing it. Occupational therapy, is a profession about doing and performing," said Kelly.

The simulation lab is designed to look like a medical ward. Students can see how testing is done to determine diagnoses and also learn how to coordinate in work situations.

"Students also get a great interprofessional experience with the nursing students. The students learn about what each profession has to offer as part of these interactions. They also learn to work with each other and draw on each profession's expertise in ways that will benefit patients," said Kelly.

That means that OT students learn how to rely on nursing students for "acute information" like blood pressure, oxygen and respiration levels. And for nursing students, it's giving them a closer look at another medical discipline.

"They're getting to see what OT does. OT is still one of those occupations that people don't fully understand," said Arno.

Through the labs, students aren't just learning what to do but also learning what not to do.

Experiential Learning **IN ACTION**





Nursing students (left) participate in a live patient sim lab scenario, and discuss the case with occupational therapy students (right).



Nursing students watch the occupational therapy students in the sim lab scenario.

> "Through the lab simulation experience, I learned how pivotal interprofessional communication is."
>
> – Mariah Arno

"It's a safe environment. The students aren't going to hurt anybody while they're learning," said Arno. "Same thing for our nursing students. They're always very nervous in the sim lab because they can't hide behind anybody."

Simulations are also recorded so that they can be replayed and used as part of classroom instruction. Students are debriefed on the experience.

Instructors encourage students to lead the conversation about what went well, what could have been done better.

"It's an enriching teaching experience," said Arno. "We are confident that we're headed in the right direction."

For Tracey Arno's daughter Mariah, who graduated from the occupational therapy program in the spring, being one of the first OT volunteers to participate in the lab gave her experience that eased her transition into the workplace.

"Through the lab simulation experience, I learned how pivotal interprofessional communication is when it comes to patient care. I also learned that doing an evaluation on a new patient in a hospital setting can be a bit more challenging than just a controlled classroom setting," said Mariah Arno. "The lab opened my eyes about the importance of thinking critically about how I provide patient care and address patients' needs. Sometimes things won't go as planned so it's important to be able to accept challenges, and grow both personally and professionally."

Kelly said that he's had similar feedback from other students as well.

"The reaction of students when we did this on a trial basis has been overwhelmingly positive. Students are anxious to put their skills to use and learn by doing versus just listening and reading. They (students) also want to be as prepared as possible for their clinical experiences. The simulation connects to what they'll be asked to do in their clinical rotations," said Kelly.

Tracey Arno believes that classes should be more collaborative and hopes that in the next 10 years, a freestanding lab will bring together even more disciplines like physical therapy, occupational therapy, nursing, graduate nursing and perhaps even pharmacy students.

"The lab helped me to acclimate to clinical settings. I'm more aware of the importance of addressing not only the patient, but the family members and other professionals involved in patient care," said Mariah Arno.



Biology and environmental science senior Emily Ruhl shows some of the produce yielded from the Husson garden.

Sustainability **IN ACTION**

Husson Garden Plants Seeds for Sustainability Initiatives on Campus

The Hillman Dairy farmhouse is a piece of campus history. It was part of the property purchased by the school back in the 1960s. Now, those agricultural roots are taking hold again, in the form of a school garden just a few yards away.

"One of the main goals of the garden is to make local food an asset to our school," explains Emily Ruhl, a senior majoring in biology and environmental science. "What better way to improve sustainability than to have food grown right here on campus."

The Husson garden was a true labor of love for Ruhl. She came up with the idea last spring as her senior capstone project. Ruhl's advisor, Tom Stone is an assistant professor at Husson's School of Science and Humanities. He's also the chair of President Robert Clark's recently formed sustainability committee on campus. Stone was able to secure a Supporting Opportunities to Augment Retention (SOAR) grant of $1,000 for the Husson garden project. The fund was set up a few years ago by the Provost's Office to help faculty and staff at Husson increase the engagement and success of students.

"The goal for this year was to just establish a garden," explains Stone. "So nearly half the money went towards rototilling, seeds, hoses, rakes, shovels, straw, things like that."

The other half paid Ruhl.

"In the past iterations of the garden, one of the difficulties was not having anyone overseeing it during the summer," Stone says. "We don't have a lot of students on campus from late June to early August. So to make it a little more attractive, we built in a $500 student stipend."

The plan was to grow enough food to supply the Dickerman Dining Center (DDC) with fresh produce as well as area food banks.

"We had well over 700 slicing cucumbers," boasts Ruhl adding they used just sunlight and water to





nurture the garden. “Every other day, if we could, we would bring produce to DDC. They were always happy with whatever we had.”

Staff at DDC placed signs that let everyone know which food was prepared with Husson garden produce. “They’re already talking to us about what to plant next year,” says Stone. “Fresh herbs, for example, are expensive. That’s something we can supply to them.”

Members of the Husson community were also invited to enjoy the bounty. “We’ve had faculty, staff, and students all taking bags out of there,” says Stone. “Everyone is really excited about having the garden here.”

Tending to the garden also helped Ruhl and other students fulfill Husson’s undergraduate requirement of 40 hours of community service. “We had a group harvesting cucumbers, tomatoes, spinach and swiss chard,” says Stone. “Another group helped with the dry beans and squash as well as cleaning up a section of the garden.”

“That’s one of the most wonderful things about the project,” says School of Science and Humanities Dean Patricia Bixel. “It incorporates environmental science, biology, and community service. I hope the garden is just the beginning.”

The Husson Sustainability Committee has identified eight areas of campus sustainability to focus on. “One of those is landscape and biodiversity,” Stone says. “Things like the garden are great for that. What better way to have students engaged than to actually get their hands dirty and do something for the school.”

Ruhl agrees. “More and more students are saying ‘I want to choose this university because they care about the environment and the community.’ This garden keeps it fresh in everyone’s minds.”

The Husson garden will expand next season thanks to a $4,000 grant from Maine Campus Compact Campuses for Environmental Stewardship.* The funding will also be used to embed service-learning into four spring courses at the school.

Husson is hoping to cultivate donor and student support to continue growing a sustainability culture on campus.

** Funding provided by a grant from the Davis Educational Foundation, established by Stanton and Elisabeth Davis after Mr. Davis' retirement as chairman of Shaw's Supermarkets, Inc.*







The Gracie – A Valued Asset to the Husson Community, and to the Community at Large

The Gracie Theatre, which debuted in 2009, continues to grow a mutually beneficial relationship between Husson University and the public.

“Today, it’s hard to imagine, Husson without The Gracie,” said Thom Johnston, dean of the New England School of Communications.

Jeri Misler, managing director sees the theatre as a conduit to the community, “It’s part of what has made Husson ‘the University.’ The Gracie is a wonderful way to bring people to campus and introduce them to all that we have to offer,” Misler said. “It's becoming a destination for cultural arts events. We're getting greater recognition as one of the places people come to for entertainment.”

With a seating capacity of 500, The Gracie, Misler said, is “intimate, and yet large enough that it fits in its own niche among other performing arts centers in the region.”

Audiences at The Gracie can expect an up close and personal experience that Misler describes as “right there – almost in the lap of the performer – in a fantastic, acoustically amazing, wildly wonderful setting.”

“We found that the most effective way to encourage community engagement was to do a presenting season,” Misler says. “We built a season that had a dabbling of different tastes – trying out various types of performers and performances to see what the greater community would want to support and attend.”

In addition to the community, The Gracie has developed strong corporate support from Founding Season Sponsor Bangor Savings Bank. Other corporate partners include the Dead River Company, Down East Toyota and WBRC Architects/Engineers.

Prior to The Gracie, the largest performance venue on campus was the Kominsky Auditorium, where many alumni have fond memories of attending and performing in a variety of shows. “We’ve met alumni who have come back and told us about plays they performed there,” said Misler. They love reminiscing about such things as the small props closet and the costume closet. They also tell stories about the plays they were in and the memories they made.” The Gracie Theatre offers current students a wonderful new playground to make memories of their own.

“It's definitely a professional theatre,” said Johnston. It also has features and capabilities that most theatres don’t have.” Among those features are an advanced audio system that can operate as many as five different channels simultaneously in support of performances or exhibitions; a lighting system with 192 computer-controlled circuits in the stage area; and a high-tech projection system. The Gracie also serves as an instructional space for the New England School of Communications (NESCom). “The Gracie opened the door for us to offer different types of courses,” continued Johnston. “Theatre and performing arts became much broader. It gave life to programs in live sound and entertainment production.”

At the rear of the house, students have access to three large laboratories where they can practice audio mixing, front-of-house audio set-up, and lighting. The second floor of The Gracie houses more experiential learning labs and instructional space,



Students set lighting for upcoming show.



The Gracie hosts Senator Angus King, one of many events outside of theatre.



Students rehearse and perform in the Blackbox Theatre.



as well as a black box theater, where students can gain practical stagecraft experience in a smaller, more basic setting.

Misler pointed out that the professional performances at The Gracie also serve the experiential learning needs of the students. For example, *Forever Broadway*, a touring show that featured parodies of Broadway shows with just four performers, required an extensive number of rapid costume changes. It was, Misler said, a "jaw-dropping" experience for the students who participated in the off-stage processes.

"Along with a fantastic set that our NESCom design students had to help assemble in a limited amount of time, we also had a wardrobe of 98 costumes that the actors were going to put on in seconds." Misler said. Students worked with the show's wardrobe assistant to prepare and organize the costumes. They put the right costumes, with the right shoes, wigs and accessories, in the right order. Students also steamed the costumes.

"When they had to steam all of those costumes and set up dressing rooms in the wings – well, there's no duplicating that in a classroom," according to Misler.

The Gracie Theatre has also hosted guest lecturers and speakers for other Husson programs from English to pharmacy. Crime novelist Tess Gerritsen, whose literary characters were adapted to TV's *Rizzoli and Isles*, was a guest of the criminal justice department.

The Gracie hosts many other presentations, including political debates, documentary film showings, and community and professional forums.

The Gracie Theatre also serves as a television production venue, and has produced programming for many local TV stations, including the late night entertainment talk show *The Nite Show with Danny Cashman*. Now in its fifth season, *The Nite Show* is produced by NESCom students and staff using The Gracie's facilities. The Gracie is also capable of live program distribution.

"We're able to take whatever signal we generate within the theatre and broadcast it almost anywhere through Internet connections," Johnston said. "National and international distribution is all possible."

Johnston is grateful for the support that the theatre has received. "The Gracie is our experiential laboratory for so many things. It's become the place where our NESCom majors work collaboratively." Johnston said. "I can't tell you how thankful we are to the folks who made it all possible."

Misler is also thankful for the wide ranging support for The Gracie. "One thing that makes The Gracie unique is that our ticket pricing is affordable," Misler said. "This is not by chance. It's due to the very specific sponsorship that we get from local businesses and the support of the university itself."

To learn more about The Gracie and upcoming shows visit www.gracietheatre.com.



The Value of the **ANNUAL FUND**

Here at Husson, we inspire and prepare students for their professional careers.

We do so with premier programs, championed experiential learning, distinguished faculty, friendly staff, and state-of-the-art facilities. Husson has been known as a top business school and we have built upon our foundation with health sciences, communication, education, and the humanities. Now, in 2015, we are advancing the university even further with the ***Shaping Our Future Campaign.***

We are a University. We grant masters and doctorate degrees; degrees in English, in criminal justice, and in video production. We educate self-starters, student athletes, humanitarians, and aspiring world leaders. We have come a long way since 1898, but one thing has not changed: we prepare hard working men and women from Maine, New England and all over the world for life after college, and we continue to do it well.

Husson can't do all of this with tuition dollars alone. This is where the University's Annual Fund comes in. The Annual Fund is crucial to keeping our cost down and enhancing the quality of the educational experience. As an unrestricted fund, each gift given helps to close the gap between the cost of tuition and the actual amount each student pays. In other words, it keeps Husson affordable.

All gifts made to the Annual Fund are important, no matter how big or small. It's the most direct way to affect students and provides resources for the university's day-to-day operations.

Donors support the Annual Fund for different reasons. Kylan Smith, a 2011 physical therapy graduate, says that she's inspired to give by those who have helped her get to where she is today. "I attribute my current success and future success to my roots…and Husson is a big part of that. I'll never forget where I came from and who helped me to get here. That's why I'll always give back."

Long time donor, Richard Crowe, '72, gives because the mission of the university hasn't changed since he was a student. "I was a poor Maine kid out of the Navy and wasn't ready for college. Chesley Husson, along with others like Clara Swan, and Del Merrill, all made sure that I was able to come to Husson and succeed. I give because it's clear Husson still offers support to all students, not just students like me. I'm so grateful for my Husson education and want others to have the same opportunity."

Giving to the Annual Fund doesn't just benefit the current students. There's strength in numbers. *U.S. News & World Report* considers many aspects of an educational institution when they put together their annual list of top universities. They look specifically at alumni donor participation rates. Better rankings

The Annual Fund is crucial to keeping our cost down and enhancing the quality of the educational experience.

increases the value of your degree. Foundations and corporations also view annual alumni giving percentages when determining if a university is worthy of their support.

There's no better time than now to give to the Annual Fund. With the launch of our first comprehensive campaign, there are ample opportunities for you to be intertwined into Husson's history and invest in our future. Remember – it isn't the amount of your gift that is important, it's the spirit and the generosity that your gift represents. Give to the Husson University Annual Fund today and help inspire your fellow alumni to support Husson University.



Giving Societies

Cumulative Giving

1898 Society

The 1898 Society recognizes major donors to Husson University. These giving societies recognize individuals, corporations, foundations and organizations whose lifetime cumulative gifts have reached $100,000 or more.

University Society	$1 Million +
College Circle Society	$750,000 +
Commerce Hall Society	$500,000 +
Adams Society	$250,000 +
Bass Park Society	$100,000 +

Annual Giving

Green & Gold Society

The Green & Gold Society recognizes donors who have made a gift within the last fiscal year, which runs from July 1st through June 30th. The gifts may be unrestricted, restricted for a special purpose, or designated to the endowment fund.

President's Council	
Chair	$25,000 +
Founder	$10,000 +
Benefactor	$5,000 +
Patron	$1,000 +
21st Century Council	
Husson Sponsor	$500 +
Participating Donor	$250 +
Century Donor	$100 +
Member	$1 +

Consecutive Giving



The Bell Tower Society

The Bell Tower Society recognizes donors who have made gifts in the last three or more consecutive years to Husson University. These gifts can be outright gifts, pledge payments, or multi-year pledges and may be unrestricted, restricted for a special purpose, or designated to the endowment fund.

Planned Giving



Chesley H. Husson, Sr. Society

Named in memory of "Chief" Husson, the Society has been established to recognize and honor donors who have generously provided or plan to provide gifts to Husson University through bequests, trusts and other life income gifts.



The Charitable Gift Annuity

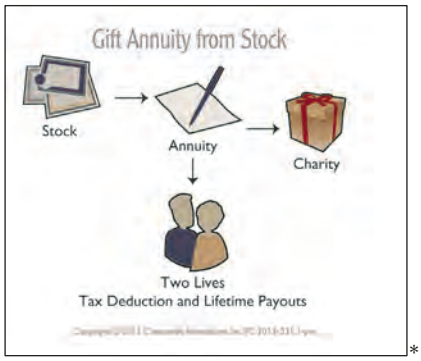
In Giving, You Receive

Age	Rate
60	4.4%
65	4.7
68	4.9
70	5.1
72	5.4
74	5.7
76	6.0
78	6.4
80	6.8
82	7.2
84	7.6
86	8.0
88	8.4
90	9.0

The charitable gift annuity (CGA) is a planning tool that recognizes the rewards of giving begin with the desire to make a gift.

To create a charitable gift annuity, a donor transfers an asset to charity. In turn, the charity agrees to make payments to the donor(s) for life. The gift annuity adds a tangible benefit in the form of attractive payments. The specific rate is based on the age of the donor. See the table provided or contact us for your personal rate.

Gift Annuity from Stock



While a gift annuity can be funded in a number of ways, let's examine the benefits of transferring an appreciated block of stock to charity.

The gift annuity graphic shows the highlights.* Not only is there an immediate charitable income tax deduction but it is possible to bypass a portion of the capital gains tax. For example, stock valued at $200,000 with an original cost of $40,000 transferred to a gift annuity may save more than $24,000 in taxes!

Many donors appreciate the fixed payments of a gift annuity. A portion of the payment may be tax free. To find out your current rate, call today!

** This information is not intended as tax, legal or financial advice. Gift results may vary. Consult your personal financial advisor for information specific to your situation.*

Planned **GIVING**

By Giving, We Receive

Seeing firsthand how a gift changes lives and brings joy to others can change the lives of those that give.

A charitable gift can have many benefits beyond just helping charity. Strategies like the charitable gift annuity, provide many reasons to give.

HUSSON UNIVERSITY

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2015 Sports Hall of Fame Inductees Announced

"Husson University is pleased to announce this year's group of inductees into the Husson Sports Hall of Fame," said Husson Director of Athletics Frank Pergolizzi. "Eight sports are represented in the class. It's an outstanding group of men and women as well as the 1995 baseball team that represent the great tradition of Husson athletics."



Shelby Bradford
– Women's Soccer, Women's Lacrosse and Women's Basketball

Bradford was a four-year letter winner as a forward on the Husson women's soccer (2006-09) and women's basketball teams (2007-10) and two-year letter winner as an attacker on the women's lacrosse team (2009-10). Bradford earned a Bachelor of Science in psychology and a Master of Science in occupational therapy from Husson in 2010.



Adam Duplisea
– Men's Golf

Duplisea was a three-year letter winner on the Husson men's golf team (2006-08). Duplisea earned a Bachelor of Science in business administration from Husson in 2008.



Randy Fletcher
– Men's Basketball

Fletcher was a four-year letter winner from 2000-03 as a forward on the Husson men's basketball team. Fletcher played professional basketball in Ireland's Premier League. Fletcher earned a Bachelor of Science in computer information systems from Husson in 2003.



Joseph "Joey" Melanson
– Men's Soccer

Melanson was a four-year letter winner from 1995-98 as a forward on the Husson men's soccer team. Melanson earned a Bachelor of Science in business administration with a minor in sports and recreation management from Husson in 2000.



Shane Rogers
– Football

Rogers was a four-year letter winner (2004-07) as a defensive lineman on the football team. Rogers earned a Bachelor of Science in sports management in 2010.



1995 Baseball Team

The 1995 Baseball Team posted a 26-19 overall record and the team won the MAC and NAIA New England Championships. Led by head coach John Kolasinski, the squad qualified for the Northeast Regional of the NAIA National Championship.

Hall of Fame Weekend starts Friday, Dec. 4, 2015. For more information contact Amanda Cummings at **cummingsa@husson.edu**.

Weight Room for Student Athletes to Receive Overhaul



The athletic department has grown to 21 programs and almost 500 student athletes. To meet the needs of the student athletes, Husson will renovate space to create a new and larger weight room. The project is schedule to be completed in January 2016.

This project is being made possible by two lead gifts. The room will be named **Wight's Sporting Goods Strength and Conditioning Facility**. Andy Nickerson, owner of Wight's Sporting Goods, made the commitment last spring. Nickerson played one year of basketball at Husson in 1985-86 before transferring to UMaine Orono to play football.

Peter Cace '89, another former basketball player, made a gift to help finalize the funding for the project. Cace played four years at Husson from 1985-1989 and was a member of the 1989 men's basketball team which last year was inducted into the Sports Hall of Fame.

"This is a great step for us to improve the training facilities for our student athletes. This will not only give us a competitive advantage but will also benefit our recruitment of student athletes," stated Athletic Director Frank Pergolizzi.

Alumni Social & The Drifters







President Clark and Dean Rod Larson congratulate Outstanding Presidential Alumni Service Award recipient, Dottie Cerbone ’66 and Future Alumni Service Award recipient, Caitlyn Thiboutot ’16, at the President’s Breakfast.



President’s Breakfast








Top Chef and Tailgate






2015 HOMECOMING

Greek Games...






Baldwin on the Scene...



2015 Alumni Hall of Fame Inductees Honored



Bill Read
Honorary Alumnus inductee
Read came to Husson in 1966 and in 1971 was head of the Continuing Education and Extension Division. He directed the first external degree programs in Portland and at York Beach. Having been here 50 years, Read regularly teaches the "Introduction to Business" course as well as "Organization Management."



Willie R. Taylor '99
Young Alumnus Inductee
Taylor earned his Bachelor of Science in science and humanities in 1999. He is the owner of Elscott Manufacturing, LLC headquartered in Gouldsboro, Maine. Elscott Manufacturing is a leader in aerospace and Department of Defense level circuit card assembly (CCA), PCBA's, magnetics, power transformers and power inductors. Will has owned apartment buildings in the Bangor area for over 10 years and is now starting a new company "UBE, Physical Therapy and Performance," named after his son, Kai's nickname.



Peter N Higgins '69
Alumnus
Higgins graduated from Husson in 1969 with a Bachelor of Science in accounting. He began working at Travelers in 1969 where he served in many capacities including underwriter, branch manager, regional manager, national accounts regional vice president as well as senior vice president of commercial lines. In 1996, Pete became the CEO of the Commercial Accounts Group and eventually served as the executive vice president of underwriting. He was also the CEO of the Northland Companies. He and his wife, Althea, are active in their community.



Jethro. Pease '70
Alumnus
Pease graduated from Husson in 1970 with a Bachelor of Science in business administration. He was a McDonald's Corporation franchise owner in Belfast and Bucksport. Pease served 12 years as the chairman of the board of the Lincolnville and Tidewater Telephone Companies, Waldo County Commission, and served two years in the Maine Legislature. He and Diana reside in Morrill, Maine closely surrounded by their three children, James, Jason and Amy-Sue. They enjoy many sleepovers with their five grandchildren.

To read more about the inductees visit **www.husson.edu/alumni-hall-of-fame**

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Help us recruit students!

Alumni Referral *Application Fee Waiver*

What better way to show your support of your alma mater than sharing your story with a prospective student and providing them with an application fee waiver!

Host an *Accepted Student Event*

Help accepted students start off their college career on the right foot. Accepted Student events are small regional gatherings of alumni, new students and their parents.

To get started contact Amanda Cummings at **cummingsa@husson.edu** or **207.941.7875**.