In this issue you will see evidence that such confidence is clearly warranted, and that SMU's momentum is continuing to accelerate.

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It is an exciting time on the Hilltop. Thank you for joining us as we charge ahead in the campaign's final two years and chart a second phase of a campaign that continues to have a transformative effect on SMU.

New endowments for faculty are enabling SMU to attract and retain top experts in disciplines vital to the future of the region and the world. New scholarships for students have access to the most up-to-date technology and that SMU's campuses provide an environment conducive to achievement in all areas of endeavor.

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It is an exciting time on the Hilltop. Thank you for your contributions, commitment and energy, which have enabled SMU to take such remarkable strides.

And thank you for joining us as we charge ahead in the campaign's final two years and chart a second century of even greater impact.

Sincerely,

R. GERALD TURNER
President
CAMPAIGN Q&A

Gerald J. Ford ’66, ’69

Gerald J. Ford is a member of the SMU Board of Trustees and Convener Co-chair of The Second Century Campaign. He is a current member of the executive board of Dedman School of Law and a past member of the executive boards of Cox School of Business and Dedman College and of the Board of Directors of John Goodwin Tower Center for Political Studies. He was honored with SMU’s Distinguished Alumni Award in 1995 and the Mustang Award in 1997, recognizing significant philanthropic contributions to the University. Mr. Ford provided the lead gift for the Mustangs’ football stadium in 1997, established the Gerald J. Ford Research Fellows program honoring outstanding faculty and also supports student scholarships.

In his professional life, Mr. Ford is one of the nation’s most accomplished financial services executives. During the past 35 years, he has acquired, managed and sold banking businesses and other financial services companies. He currently serves as chair of Hilltop Holdings Inc., which acquired PlainsCapital Corporation in 2012. He also is the co-general partner and principal investor in Ford Financial Fund I, II, a private equity firm.

Campaign Update: As a trustee and a Second Century Campaign leader, you urged that SMU raise its campaign goal to $1 billion, which was done. Why was raising the goal important?

Ford: The notable investment made in SMU through the campaign demonstrates the University’s positive trajectory and unprecedented momentum. Raising and achieving the campaign goal is the next logical step for SMU as it expands its national and global impact.

CU: The Gerald J. Ford Research Fellowships were established through your support, and now you have provided a lead gift for a new research center. Why have you focused on research?

Ford: I have been impressed by the research advancements of our faculty. Over the years, in supporting the Ford Research Fellows, I have seen firsthand the contributions made by our faculty through their research. I am pleased to provide them with the next essential asset they need to continue their achievements.

CU: What would you say to others considering a gift to The Second Century Campaign about the importance of providing support for SMU?

Ford: I believe it is important that SMU alumni, parents and friends support all areas of the University – academic programs, scholarships, athletics and campus development. SMU is known for the breadth of the educational experience it provides, and this campaign is strengthening every critical component of the campus environment for our students.

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Recent gifts to The Second Century Campaign have provided support for all three of The Second Century Campaign’s priorities, helping enhance faculty and academic excellence, student quality and the campus experience.

Gift for new dining commons
Anita and Truman Arnold have provided a $5 million gift toward construction of the dining commons in SMU’s new Residential Commons complex, slated to open in September 2014. The facility will be named the Anita and Truman Arnold Dining Commons.

The Residential Commons complex is located in the southeast quadrant of the campus and also includes a parking center and five residence halls, which will accommodate 1,250 students and several faculty as members of a shared community. Students and faculty living in the complex will share meals in the Arnold Dining Commons, which also will be open to other students.

The 29,658-square-foot dining commons will seat 500.

“We have a deep appreciation for higher education in our state and its impact on students,” says Truman Arnold. “We focus our efforts on projects and organizations that enhance the student experience.” To learn more, please contact Pam Conlin, assistant vice president for development, at 214-768-3738 or pconlin@smu.edu.

Gifts for a new athletic facility and graduate scholarships
Tucker B. Bridwell ’73, ’74 and his wife, Gina, have provided leadership gifts to name the Champions Club in the renovated Moody Coliseum and Miller Event Center and to endow graduate scholarships in Cox School of Business.

A gift of $2.5 million from the Bridwells along with the Dean Graves Owen Foundation and Tejon Energy will name the new David B. Miller Champions Club in honor of Tucker’s good friend, David Miller ’72, ’73. And the couple has established the Gina and Tucker Bridwell Endowed MBA Scholarship Fund through a $1.5 million gift for mented scholarships in the Cox School.

“Gina and I, and the entities we represent, are pleased to give others an opportunity to reap the benefits of an SMU Cox MBA,” Bridwell says. To learn more about giving to the Cox School, please contact Laran O’Neill at 214-768-4899 or locole@smu.edu. To learn more about giving to Athletics, please contact Kurt Pottkotter at 214-768-4899 or loneill@smu.edu. To learn more about the Cox School, please contact Kris Vetter at 214-768-4559 or kvetter@smu.edu.

Endowment for orchestral leadership
Future Meadows Symphony audiences and students will continue to enjoy artistic and teaching excellence thanks to a $2 million gift from the Preston Peak family to establish the Martha Raley Peak Endowed Centennial Chair and Director of the Meadows Symphony Orchestra. Maestro Paul Phillips, professor of music and professor of orchestral activities, will be the first holder of the chair.

The Peak family gift permanently ensures the University’s ability to recruit future generations of outstanding music faculty. An SMU choral singer, violinist and pianist, Martha Raley Peak ’50 is a leader in Dallas’ arts community and a member of the Meadows School of the Arts Executive Board. To learn more, please contact Kris Vetter at 214-768-4559 or kvetter@smu.edu.

National cyber security expert joins faculty
Frederick R. Chang, a recognized national expert in cyber security, has joined SMU to develop a multidisciplinary program aimed at tackling the most pressing cyber challenges facing individuals, business and government today.

Chang, whose career includes leadership positions in academia, business and in government at the National Security Agency, is the new Bobby B. Lyle Endowed Centennial Distinguished Chair in Cyber Security. The position is made possible by a financial commitment from Trustee Bobby B. Lyle ’67, for whom the engineering school is named.

SMU’s first centennial distinguished chair provides a faculty position endowed at $2.5 million, plus start-up funding of $1 million to initiate the position on an expedited basis. To learn more, please contact Ann Fielder at 214-768-3562 or afelder@smu.edu.

Support for Fondren Library renovation
A $1.5 million gift from the Hoblitzelle Foundation will help support the renovation of the Information Commons in Fondren Library Center, “the heart of SMU.”

The renovated Information Commons will span the first floor of Fondren Library East. Reflecting changes in library models, the renovation will provide a significant increase in the size, type and quality of patron spaces and workstations, with an emphasis on group collaboration. The Information Commons will be the central hub of all library activity in the Fondren Library Center. To learn more, please contact Paulette Maly at 214-768-1741 or pmaly@smu.edu.

First endowed centennial scholarship established
SMU’s first endowed centennial scholarship has been established in memory of Bill Ware ’70 in support of BBA students in Cox School of Business.

The Bill Ware Memorial Endowed Centennial BBA Scholarship was created through gifts from the Ware family and dozens of Bill’s friends and colleagues. The scholarship honors Bill’s philanthropic service, including his commitment to SMU, where he was an active supporter of athletics and served as a member of the Mustang Club Board of Directors.

Endowment partnerships with the special “centennial” designation include operating funds to initiate the scholarship or faculty position on an expedited basis. For more information, please contact Robin Maness at 214-768-3890 or rmaness@smu.edu.

President’s Associates Reception
President R. Gerald Turner addressed the more than 400 guests in attendance at the President’s Associates Reception, co-hosted by Trustee Chair Caren H. Prothro. The annual event honors donors who have made gifts totaling $1,000 or more in a single year. The gathering was held on the evening of October 25 at the George W. Bush Presidential Center.

Distinguished Alumni Awards
SMU’s annual Distinguished Alumni Awards dinner was held in a festive event tent on the historic main quadrangle on the evening of October 24. Honorees were (L-R) community leader Peggy Higgins Sewell ’72, investor Jeanne Roach Johnson ’54, women’s and child advocates Brittany Merrif Underwood ’06 (the Emerging Leader Award recipient) and business leader Joseph “Jody” M. Grant ’60. SMU also honored past recipients as Centennial History Makers.

Homecoming
Thousands of alumni and friends returned to the Hilltop October 24-27, 2013, as SMU celebrated the tradition of Homecoming. The weekend featured a variety of gatherings and special events, including a morning on the Boulevard, the traditional Homecoming parade, the Mustang football team’s victory over Temple and Centennial Reunions. Here are a few highlights:

Gifts to The Second Century Campaign have enabled SMU to add:
• 34 endowed faculty positions, for a University total of 96
• 24 new schools, centers, institutes and programs
• 472 endowed scholarships;
• 5 major new or renovated facilities for athletics, academics and student life.

Endowed professorships
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SMU CENTENNIAL GIFTS FOR THE HOLIDAYS
SMU’s centennial merchandise features great gifts for Mustangs:
- SMU Unbridled Vision, a stunning picture book of the SMU campus
- Centennial puzzle, richly detailed and showcasing SMU
- SMU centennial bicycle, classic and cool from Villy Bikes
- And more!
For a complete selection, please visit smu.edu/100/merchandise.

SMU HAPPENINGS

Chicago Steering Committee
Members of the Campaign Steering Committee for Chicago gathered for a meeting October 9 at the University Club. Those in attendance included Co-chairs Jim White, Jr. ’82 and Becky Ballard White ’82 (front row, center) and Co-chairs Paulette McDonagh Moen ’75 and Tim P. Moen ’74 (second row, far left). The committee was joined by SMU President R. Gerald Turner (front, far right) and Vice President for Development and External Affairs Brad E. Cheves (front row, far left).

Library Treasures
Guests attended the November 5 preview of “Treasures of the DeGolyer Library: 100 Years of Collecting.” The exhibition features rare treasures from DeGolyer Library’s major holdings in a range of subject areas. Some of the items in the exhibition are included in a special commemorative book, The SMU Libraries at 100: Celebrating 100 Treasures, which also showcases the extraordinary items contained in Bridwell Library, Hamon Arts Library and other SMU collections. The exhibition, which runs through February 28, 2014, is part of SMU’s celebration of the Year of the Library.

Los Angeles Co-chairs
Co-chairs of the Campaign Steering Committee for Los Angeles gathered for a meeting November 21 at the Beverly Wilshire Hotel. (L-R) Kevin D. Welsh, SMU President R. Gerald Turner, Kelly Allen Welsh ’78, Roger B. Palley, Marion Palley, SMU Vice President for Development and External Affairs Brad E. Cheves, Leslie Zahn Wilson ’81 and Trustee Royce E. (Bill) Wilson, Sr.

Events encourage Campaign giving
The support of alumni, parents and friends throughout the United States has been a crucial factor in SMU’s continuing rise as a top educational institution. As the SMU Calendar (left) demonstrates, the University is committed to engaging SMU’s extended family in the Dallas area, across the country and around the world through alumni gatherings and events highlighting campaign success.

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As the calendar year draws to a close, those who care about SMU’s future have an opportunity to help the University reach and exceed the campaign’s participation goals (see charts on page two) with a gift to the University. In addition, donors may be able to benefit from tax advantages for charitable giving before the end of the calendar year. If you have not made your yearly gift, please consider providing support for SMU before December 31 by visiting smu.edu/giving.