

MIZZOU
ALUMNI
ASSOCIATION

2008 ANNUAL REPORT

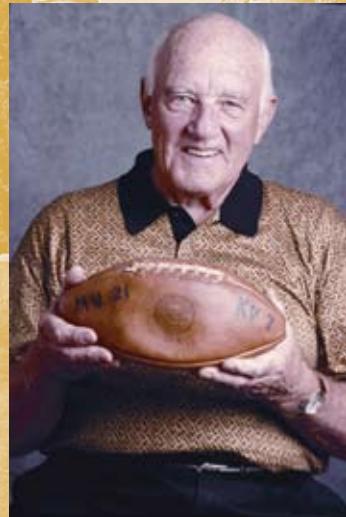


VISION

**THE MIZZOU ALUMNI ASSOCIATION SHALL BE
THE PRE-EMINENT RESOURCE
FOR THE UNIVERSITY.**

MISSION STATEMENT

**THE MIZZOU ALUMNI ASSOCIATION PROUDLY SUPPORTS
THE BEST INTERESTS AND TRADITIONS OF MISSOURI'S FLAGSHIP
UNIVERSITY
AND ITS ALUMNI WORLDWIDE. LIFELONG RELATIONSHIPS
ARE THE FOUNDATION OF OUR SUPPORT.
THESE RELATIONSHIPS ARE ENHANCED
THROUGH ADVOCACY, COMMUNICATION AND VOLUNTEERISM.**



In Memory of Bus Entsminger

**BS '49, M Ed '50
1923–2007**

Guy H. "Bus" Entsminger of Columbia passed away on June 30, 2007.

Entsminger is considered by many to be

the father of alumni relations and development at MU.

His relationship building and engagement skills were legendary,

and his love for Mizzou was unparalleled.

Living up to the great tradition of alumni support.



Traditions are what draw us in and pull us back.

They are cherished and revered. They give us chills and create wonderful memories. Upon them many great things can be built. They create the tie that binds our students, faculty, staff and alumni.

Traditions play a major role in the Mizzou experience. Just try to imagine Mizzou without some of our oldest traditions and landmarks such as Homecoming, Tap Day, painting the M, the columns and Memorial Union just to name a few. In recent years, Tiger Walk, Senior Sendoff, Tiger Plaza and the Mizzou Legacy Walk have taken their place on campus.

However, there is one Mizzou tradition that doesn't get talked about enough even though it is perhaps one of our greatest assets: alumni support.

This past year was a record year in many ways for the Mizzou Alumni Association (MAA), and our strong tradition of alumni support had everything to do with it. Our staff and governing board have a front row seat to witness the tradition of alumni support every day.

In this report you will read about several stories, accomplishments and examples of alumni support that shaped our year.

- After decades of frustration and concern, our historic name was restored to the University of Missouri.
- The Mizzou Legacy Walk took its place among MU landmarks while raising critical money for student scholarships.
- Mizzou Homecoming, the ultimate manifestation of alumni support, was one of the largest celebrations ever as we welcomed back Grand Marshal Roger Wehrli, BS Ed '70.
- The Tiger football team thrilled alumni and fans with a magical season that provided Mizzou Nation endless opportunities to gather and revel in their success. The sight of 35,000 Tiger fans at the Cotton Bowl was incredible.

- Proving that Mizzou is just around the corner and all around the world, MAA welcomed its first international board member.

With all the wonderful things that happened this past year, perhaps one of the best examples of alumni support was our volunteer president, Titus Blackmon. Titus presided over several meetings, attended all major university events and represented our membership in a first-class manner. While each of our presidents has done these things, Titus did it all while traveling to and from his home in Baltimore, Md.

I am extremely grateful to Titus and his wife, Gloria, along with our 36,672 members for a truly outstanding year. While I marvel at times about the commitment and dedication our alumni exhibit for Mizzou, at the same time I am not surprised. We are all just living up to the great tradition of alumni support.

Go Mizzou!

Todd McCubbin

Todd A. McCubbin, MEd '95
Executive Director



▲ MAA board members show their support at the Homecoming '07 parade.

2007 Governing Board

Titus J. Blackmon, BS Ed '87, M Ed '88, president**
Craig M. Lalumandier, BS CoE BS EE '89, president-elect**
Jacqueline K. Clark, BA '84, vice president**
Randy Wright, BGS '87, MA '02, treasurer**
Kimberly Richardson Voss, BS Ed '87, immediate past president**
Karyn Harrington, BJ '01, chair, membership and marketing committee**
Chris Stevens, BA '91, chair, schools and colleges committee**
Steve S. Shirk, BJ '72, chair, communications committee**
Jon Lawrence, BA '98, chair, diversity committee**
Randy Oberdiek, BS Acc '84, chair, finance committee**
Jim Gwinner, BA '90, chair, mizzou legislative network committee**
Jim H. Yemm, BS BA, BS BA '86, chair, rules committee**
Miranda Leppin, BS Ag, '09, student representative*
Kellie Bray, BS '98, at-large representative*
Christina M. Hammers, BJ '90, MPA '96, JD '03, at-large representative**
John O. Grace, BS Ag '58, MS '63, in state representative**
Pamela Coldren Oberdiek, Bus '84, in state representative**
Richard V. Gould, Jr., BES '84, out-of-state representative**
Larry Burton, BA '66, out-of-state representative**
Carol E. Kiehl Hein, BS '91, at-large representative**
W. Dudley McCarter, JD '75, at-large representative**
Chern Yeh Kwok, BJ '00, international representative*

Staff

Todd McCubbin, M Ed '95, executive director**
Tiffany Abbott, coordinator, alumni activities*
Charlotte Burkett, senior membership records specialist, membership*
Barb Calvin, senior program assistant, chapter development
Ann Carter, receptionist and program assistant, administration*
Linda Crane, executive staff assistant*
Cindy Frazier, BS Ed '91, MBA '07, associate executive director**
Kali Geiger, BA '01, coordinator, student programs**
Valerie Goodin, BS Ed '67, M Ed '75, associate executive director**
Jennie Graves, program assistant, constituent relations
Carin Huffman Grinch, BA '00, assistant director, alumni relations**
Cynthia Holmes, program assistant, student programs and athletic events*
Carrie Lanham, BS HE '76, senior director, constituent relations*
Abby Larson, coordinator, membership and marketing*
Jayson Meyer, assistant director, alumni relations*
Ashley Moore, BA '06, coordinator, alumni relations*
Christy Purney, BA '04, program assistant, membership and marketing*
David Roloff, BES '78, MA '85, director, membership and marketing**
Carol Segarini, administrative assistant, fiscal*
Stephanie Webster, BFA '06, program assistant, alumni relations*

* Annual Member

** Life Member



▲ From left, Chancellor Brady Deaton, Brock Hessing BS '60, and Mitch Murch BS BA '52 converse at the 2007 Faculty-Alumni Awards reception.



▲ MU freshmen participate in Tiger Walk 2007.

Mizzou Legacy Walk Shines as New Landmark



The Mizzou Legacy Walk was dedicated on Homecoming weekend on October 20, 2007. The project allows Mizzou alumni to take their place in MU history while providing crucial money for student scholarships. In its first year, more than \$360,000 has been raised.



Membership and Marketing

- **Served a peak of 36,672 members, a 4% increase from the previous year**
- Recruited 194 new endowed life members, increasing the total number of life members by 2.3 percent
- Recruited a record 8,164 new association members, an increase of 12.28 percent from the previous year
- Distributed the *2008 Member Alumni Directory* to 4,054 households, resulting in an additional recruitment of 1,342 new members
- Distributed *Tigers in Training* books to 309 children of alumni association members
- Launched a new partnership with Liberty Mutual insurance to offer discounted home and auto insurance to alumni
- Registered 158 new couples in Mizzou Match, a program that honors married graduates of the University of Missouri with dual memberships
- Voted Kyle McEvoy (a.k.a. Mizzouperman, above), BS '93, as Mizzou's Super Fan for 2008 after a final poll of more than 1,000 alumni



Walking High in Cotton



▲ The Cotton Bowl victory capped an exciting and successful football season.

Mizzou fans proclaim their status as the Tigers beat the Arkansas Razorbacks at the Cotton Bowl. ▶



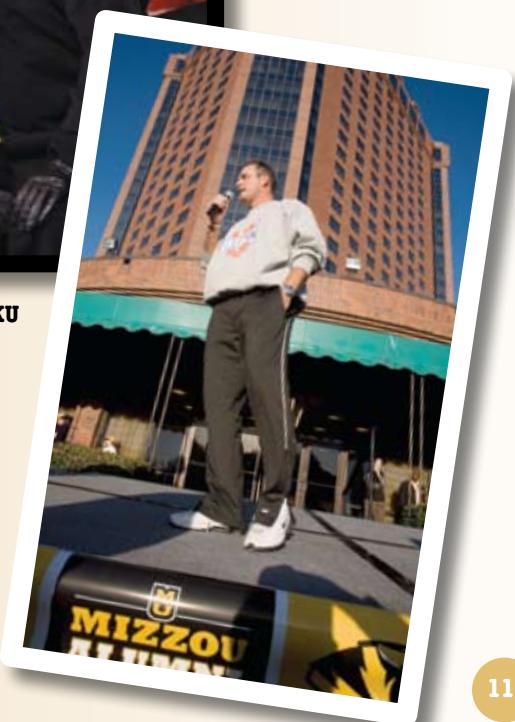
The 2007 Mizzou football season was one for the ages, and the Mizzou Alumni Association was there every step of the way. An invitation to the 2008 AT&T Cotton Bowl Classic marked the Tigers' first New Year's Day bowl appearance in 38 years. The MAA hosted several large-scale events surrounding the game and engaged more than 12,000 Mizzou alumni, friends and fans during our time in Dallas.

Mizzou Alumni Association Network

- Held 1,298 events with a total attendance of 146,113
- Engaged 141 volunteers at “Discover the Treasures of Mizzou,” Leaders Weekend 2007
- Hosted 316 chapter watch parties nationwide supporting Mizzou athletics
- Kicked off the football season with 11,000 Mizzou fans at the Braggin’ Rights Tailgate Party in St. Louis; it was Mizzou’s largest pregame event ever
- Gathered 4,000 alumni and fans for a tailgate at the San Antonio Convention Center to cheer the Tigers on at their first Big 12 Championship game in Mizzou football history
- Hosted nearly 500 alumni and fans on the Official Mizzou Cotton Bowl Tour
- Hosted the first ever Mizzou Rockin’ New Year’s Eve party for 1,650 Mizzou fans in partnership with Anheuser-Busch on the eve of the Cotton Bowl
- Attracted more than 6,000 fans to the Official Mizzou Cotton Bowl Tailgate presented by Liberty Mutual

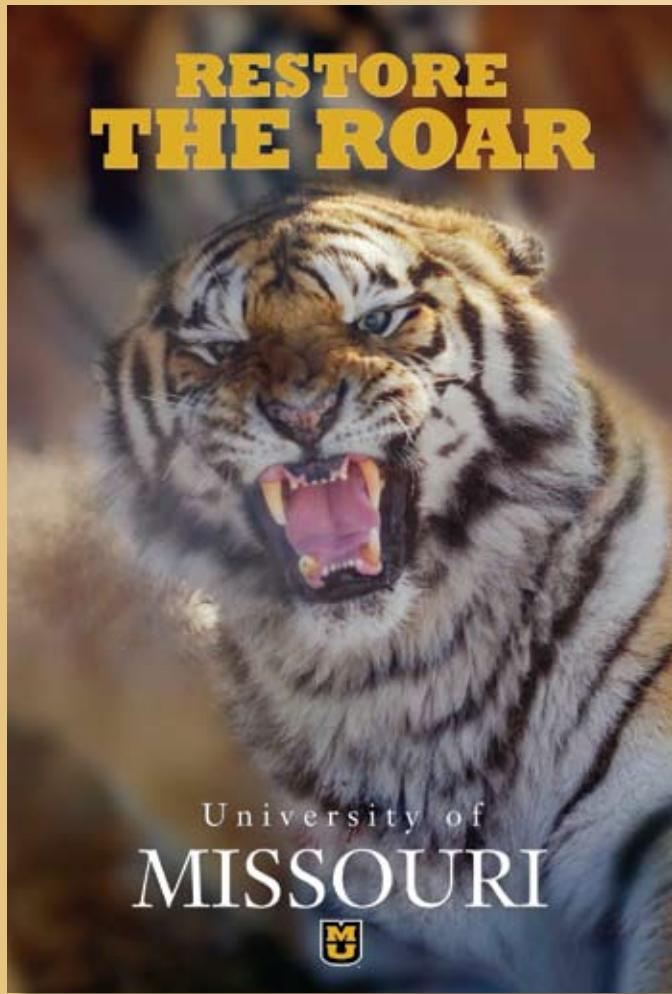


▲ ESPN reporters interview Chase Daniel after the MU-KU Border Showdown football game November 24, 2007.



Coach Gary Pinkel addresses fans at the Cotton Bowl pep rally. ▶

Back to Our Roots



The University of Missouri System Board of Curators recognized MU's historical significance to the state when it voted to allow MU to identify itself simply as the University of Missouri — as it was for 124 years until the formation of the four campus University of Missouri system in 1963. For decades, our MAA Governing Board has been concerned with the regional moniker assigned to the university (University of Missouri-Columbia) with the creation of the University of Missouri System.

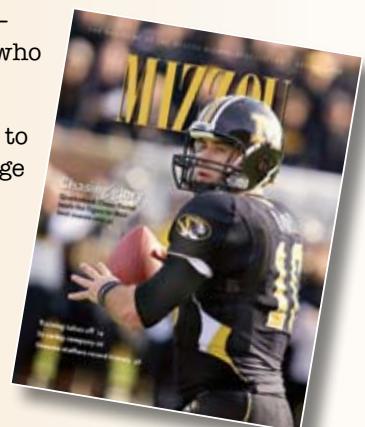
Engagement

- Sent 2,834,224 e-mails and mailed 178,209 publications to alumni, providing information about membership, alumni activities and events, programs and promotions
- Connected 8,074 alumni and members of the association through MizzouNet, MAA's online social networking site
- Distributed *MIZZOU* magazine quarterly to approximately 176,000 households
- Distributed *Stripesonline* — a leadership publication— sent four times annually to 1,162 volunteer leaders who are association members
- Sent @MIZZOU, the university's electronic newsletter, to all alumni with registered e-mail addresses, an average circulation of 83,380
- Awarded \$35,000 in Richard Wallace Research Incentive Grants to 10 MU faculty members
- Collected 4,140 units of blood during the Mizzou Homecoming Blood Drive, saving 12,240 lives according to the American Red Cross
- Collected more than 50,000 pounds of food in support of the Central Missouri Food Bank at the Tigers Taming Hunger Food Drive during Mizzou Homecoming
- Attracted an estimated 15,000 Mizzou alumni, family and friends to the Mizzou Homecoming Campus Decorations
- Attracted an estimated 25,000 Mizzou alumni, family and friends to the Mizzou Homecoming Parade.
- Prevailed over KU in the Harvesters 2007 MU-KU Border Showdown contest by raising \$8,183, a total of 41,114 meals provided to needy families in Kansas City

Members of AASB pose with the drum prior to the exchange with Kansas at the Border Showdown game. ▶



▲ 2007 Homecoming Steering Committee



Legendary Alum Leaves a Legacy



Red Graham

Scores of students are living their dream at Mizzou thanks to Robert A. "Red" Graham Jr. His contributions to MAA help fund the Alumni Scholar Program, which awarded '79 "Red Graham Scholars" financial assistance for the 2007–2008 year. Graham was a skilled athlete, selfless entertainer and studious businessman. He played football under Don Faurot at Mizzou before spending three years in the pros. Graham passed away on Dec. 27, 2007, at the age of 94.



▲ The 2007 Alumni Association Student Board

Student Scholarships and Programs

- **Awarded more than \$250,000 in scholarships to 205 incoming and current students**
- Engaged 4,818 students as members of True Tigers
- Attracted more than 6,000 students, campus and community members to Tiger Walk to welcome incoming freshmen to Mizzou
- Held a spirit rally, organized by the Alumni Association Student Board, before both the MU-Nebraska and MU-KU games, amassing an overall attendance of 4,500 students, alumni and community supporters (see page 15)
- Provided more than \$53,000 for student scholarships with the purchase of 2,132 Mizzou license plates
- Attracted 284 True Tigers for the annual Restaurant Prowl, with 13 restaurants participating in the event. AASB raised \$1,341 for the Central Missouri Food Bank through the event
- Engaged 170 student members at the True Tiger Networking dinner during Leaders Weekend
- Attracted more than 1,500 Mizzou seniors to the annual Senior Sendoff event
- Organized the first Bus Entsminger Golf Classic with more than 100 golfers participating to raise more than \$25,000 for student scholarships

Tigers All Around the World



Chern Yeh Kwok

◀ **Singapore**

The Governing Board of the Mizzou Alumni Association welcomed its first international member in 2007. Chern Yeh Kwok earned a journalism degree from Mizzou in 2000. While on campus, he was the first recipient of MAA's Global Tiger Scholarship in 1997. He resides in Singapore and is an assistant investment manager at Aberdeen Asset Management Asia.



▲ **Members of the Griffiths Leadership Society for Women**

Leadership and Volunteer Support

- **Engaged 1,116 volunteers around the globe to actively support the university, association, chapters and organizations**
- Honored 89 chapters that participated in the Columns Recognition Program; 26 achieved Capstone Status, the highest honor
- Honored 15 school and college organizations that participated in the Honors Program with 12 achieving honors status
- Engaged 114 attendees at the Griffiths Leadership Society for Women at its fall and spring conferences
- Hosted 25 tours and 202 travelers for the Tourin' Tigers program
- Co-hosted the Truman Conference with the MU Asian Affairs Center and MU alumni leaders of Korea



▲ **Tourin' Tigers participants pose during their tour in Africa.**



▲ The golden dome of Jesse Hall lights Mizzou fans at a campus and community spirit rally hosted by AASE.



▲ From the steps of Jesse Hall, MU head football coach Gary Pinkel addresses fans.

Goodin Receives Fulbright Scholarship



▲ Valerie Goodin, in red, with fellow Fulbright award winners.

Valerie Goodin was selected to receive a prestigious Fulbright award in 2007. Fulbright awards are traditionally reserved for faculty, but Valerie was one of the first alumni relations professionals in the country selected for the honor. As part of the program, Valerie spent time in Germany reviewing their system of education. Valerie serves as the association's associate executive director and will retire in October of 2008 after 33 years of service to the MAA.

Honors

- Presented the Griffiths Leadership Society for Women Spirit of Martha Award to Rebecca McDowell Cook, BA '72 JD '75
- Presented the staff recognition award for alumni relations excellence to Assistant Director of Athletics for Compliance Mitzi Clayton, BS Ed '94, M Ed '96
- Honored Melodie Powell, BA '77 JD '81 and Sherri Forrest-Gallick, BS Ed '82, with the 2007 Tiger Pride awards and Jon Lawrence, BA '98 and Ray Perez, BS '97 with the Mizzou G.O.L.D. awards
- Honored Roger Wehrli, BS Ed '70, 1990 Pro Football Hall of Fame inductee, as Homecoming Grand Marshal
- Presented the Distinguished Service Award to Dr. Lenard Politte, MD '62, of Columbia and the Distinguished Faculty Award to Dr. Elizabeth James, MD '65, during the 40th Annual Faculty and Alumni Awards Banquet



▲ Homecoming Grand Marshal Roger Wehrli BS '70, left, and wife Gayle with MAA executive director Todd McCubbin.



▲ Front: Tiger Pride award winners Sherri Forrest Gallick, BS Ed '82 and Melodie Powell, BA '77, JD '81

Back: Mizzou G.O.L.D. award winners Ray Perez, BS '97 and Jon Lawrence, BA '98



Snapshot: Who belongs to the MIZZOU Alumni Association?

July 1, 2007 – June 30, 2008



By location



By gender





▲ In August MU freshmen participate in the tradition of Paint the M, sponsored by the Mizzou Alumni Association.

By decade of first graduation

1930s	0.52%	1970s	19.25%
1940s	3.53%	1980s	14.63%
1950s	9.29%	1990s	10.86%
1960s	13.75%	2000s	9.74%

Total alumni association members

36,672

Total living alumni – 244,661

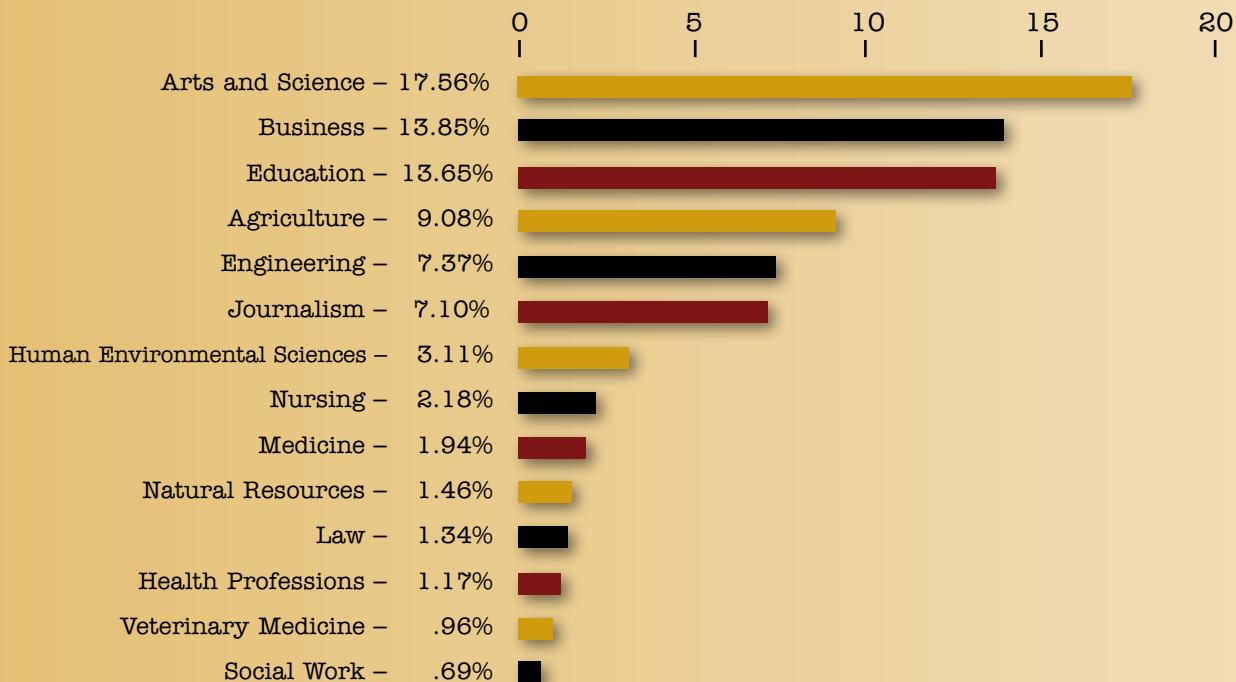
Total living graduates – 213,952

Total students at Mizzou – 28,477

By schools and colleges percent of graduates who are members

Health Management		Engineering	16.72%
Informatics	30.68%	Education	15.52%
Veterinary Medicine	26.50%	Health Professions	15.30%
Medicine	25.73%	Arts and Science	14.75%
Nursing	23.83%	Human Environmental Sciences	14.48%
Business	21.58%	Social Work	10.86%
Law	19.81%	Natural Resources	10.78%
Agriculture	19.02%		
Journalism	18.31%	Overall	17.38%

Members by school/college

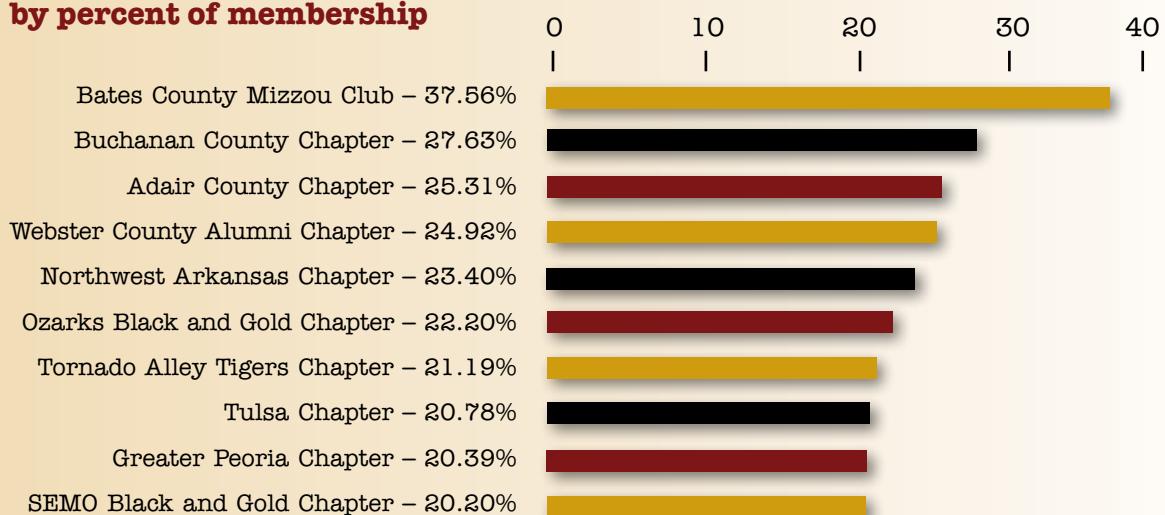


▲ Randy Wright BS '87 and daughter Ellie show their Mizzou pride at the Big 12 tailgate in San Antonio.

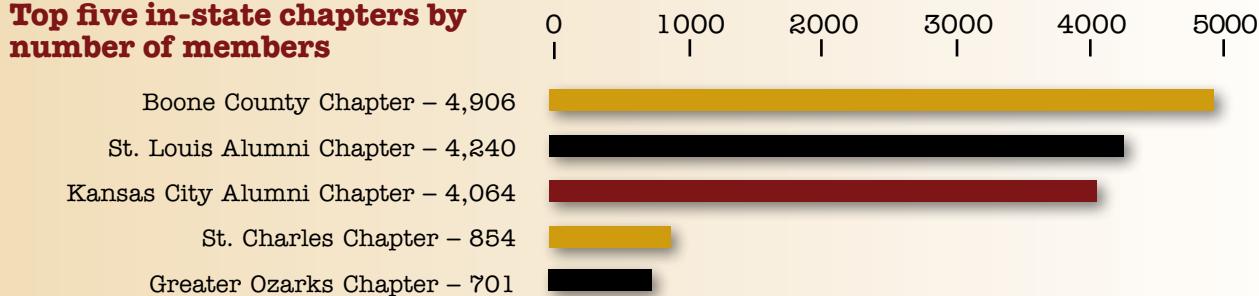


▲ From left: Doug Crews, BJ '73, Kellie Ann Christie, BS '97 and ESPN Anchor John K. Anderson, BJ '87 enjoy each other's company at the 2007 Faculty - Alumni Awards reception.

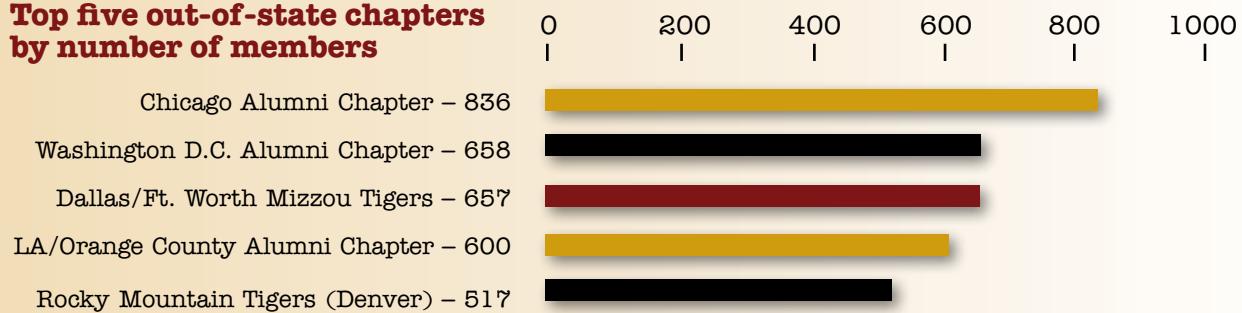
Top 10 Alumni chapters by percent of membership



Top five in-state chapters by number of members

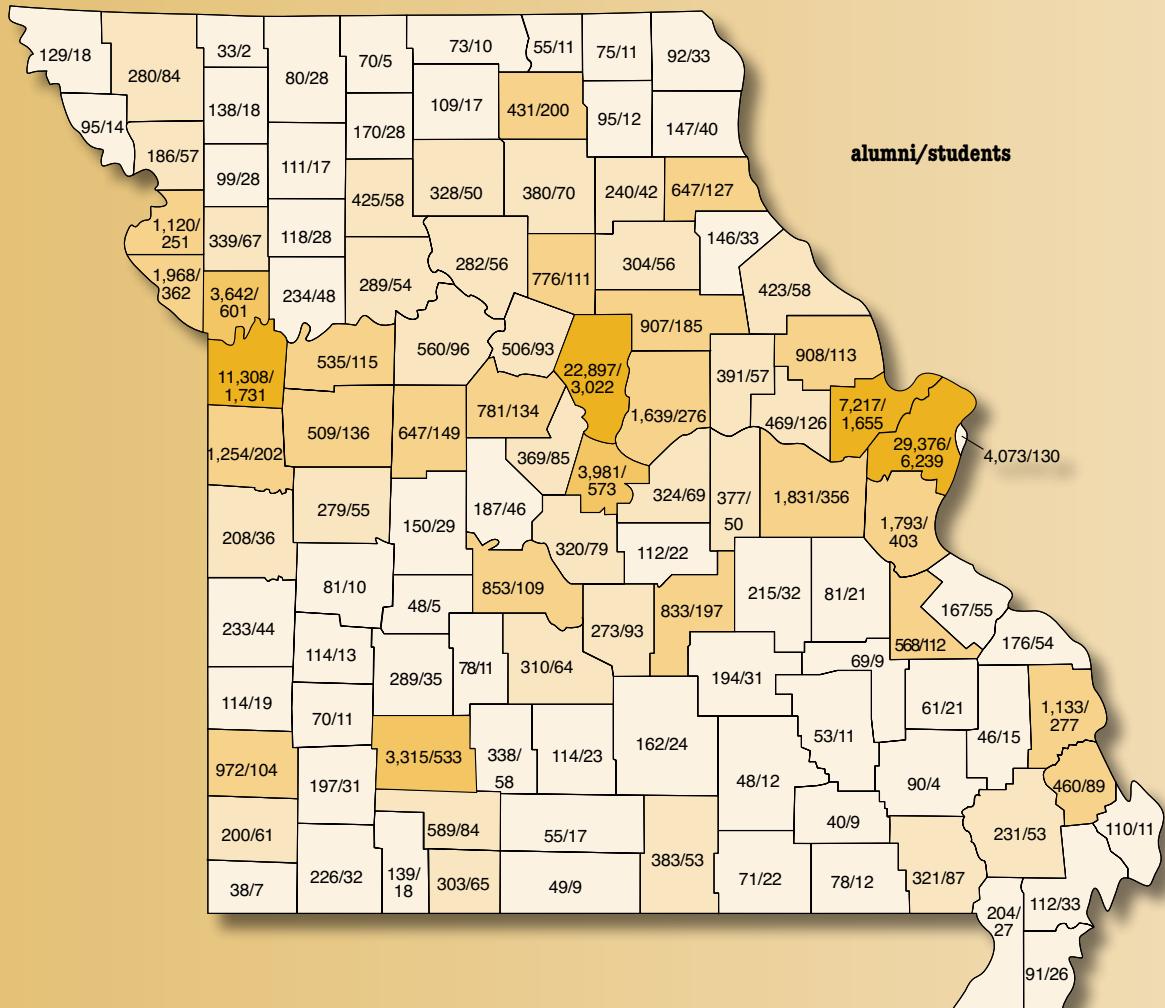


Top five out-of-state chapters by number of members



Where do Mizzou Alumni Live?

In Missouri



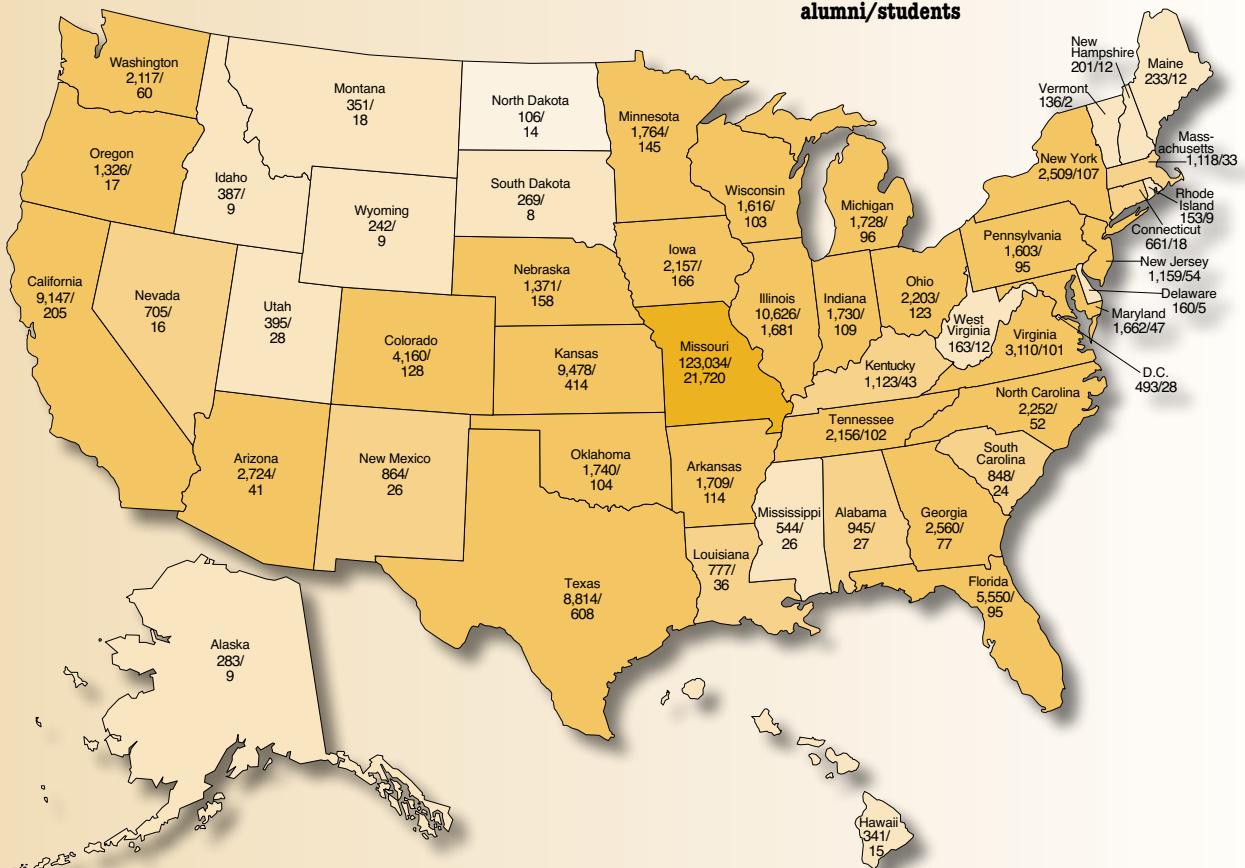
▲ Cotton Bowl Tour participants relax at the early morning tailgate before the big game.

MAA President Titus Blackmon BS Ed '87, M Ed '88, of Baltimore, Maryland speaks to graduates at the MU Honors Convocation. ▶



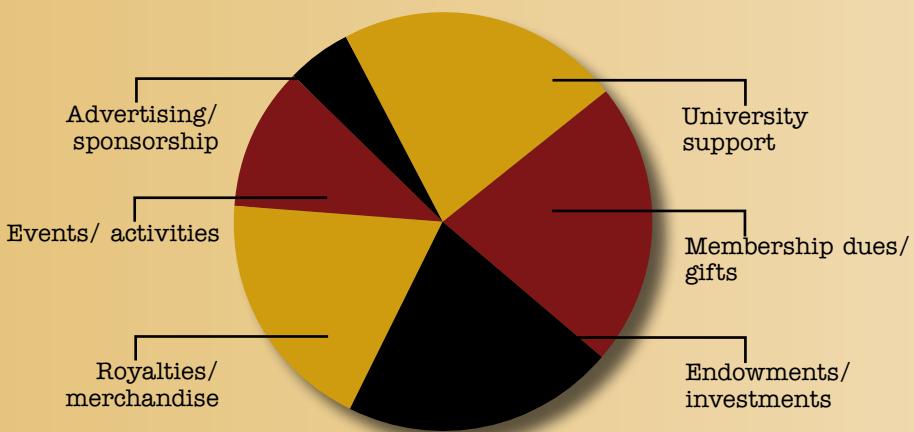
In the United States

alumni/students



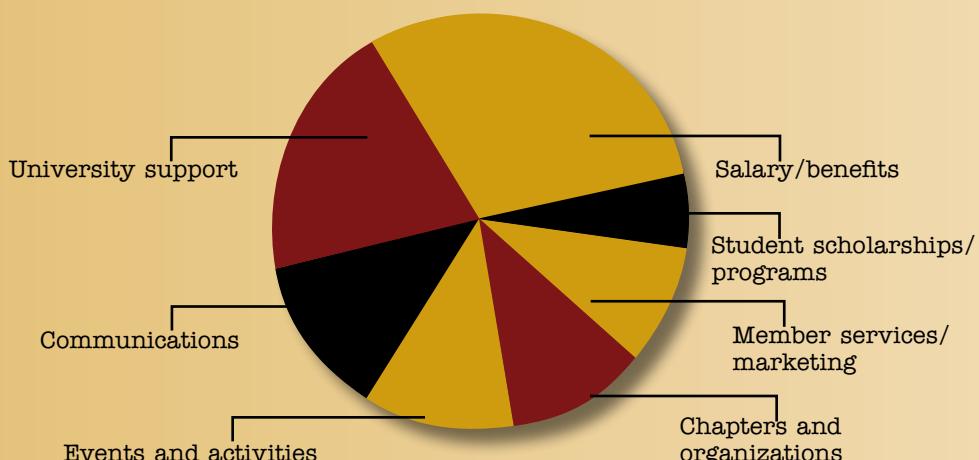
Revenues

Advertising and sponsorship – 5%	Endowments and investments – 21%
Events and activities – 11%	Membership dues and gifts – 22%
Royalties and merchandise – 19%	University support – 22%



Expenditures

Student scholarships/programs 6%	Communications – 12%
Membership services/marketing – 9%	University support 20%
Chapters and organizations – 11%	Salary/benefits – 30%
Events and activities – 12%	





ASSOCIATION

University of Missouri

123 Reynolds Alumni Center

Columbia, Missouri 65211

