



## From the Arbor

### @ Baker University...

Monthly news from Jerry Weakley, VP for Endowment and Planned Giving

Volume 10, Issue 4

April, 2012

#### Numbers of Importance:

- *Admission* 800-873-4282
- *Alumni Office-* 888-781-2586
- *Make a donation-* 800-726-1554
- *Create a planned gift or create an endowed scholarship- 785-594-8332 or 913-449-9540 (Jerry Weakley)*
- *Baker Orange* [www.thebakerorange.com](http://www.thebakerorange.com)

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#### Ballard Leaves Baker for Tulsa...

After leading the men's basketball squad to their most successful record in many years, Brett Ballard has announced that he will leave the University to join former fellow KU assistant coach Danny Manning (KU '88) at the University of Tulsa, where Manning was recently named head coach. While we are saddened by Brett's departure, we feel that the work he did while he was here will make it easier for the Wildcats to obtain a quality coach who will maintain the momentum.. Best wishes, Brett!!!

Bleed Orange-Think Green.

### Baker Launches "Quest"...a New Liberal Studies Initiative...

The formal announcement and launch of Baker's new liberal studies program took place on the Baldwin City campus of the College of Arts and Science in March. The new program had been in the discussion and design stage for several years before being partially implemented this year. Full adaptation to the new program will begin in the fall.

The name "Quest" came through a contest initiated by Baker Trustee, Dr. Jared Grantham '58 and his wife, Carol '58. The Granthams offered a \$1,000 cash prize to the individual (or in this case-the two individuals-who teamed up) to provide a winning moniker for the new program. Cheryl McCrary '87, an administrative assistant on the Baldwin City campus and her daughter, Kaylin, a current Baker student, submitted the successful name and claimed the financial reward.

The program as designed features numerous changes and imaginative courses over previous "general education" programs at CAS. Quest will offer students, regardless of where they are in the academic preparation, opportunities to explore a wide range of topics in what are being called "Salons".

Salons provide a welcoming experience in which students learn success skills and reflect on their overall learning. In each Salon section, students explore and reflect on their values and the role of values in decision making, their health and well-being, and being part of a scholarly community.

Here's an example of some of the Salons for first-year students, transfer students and seniors in the fall of 2012...

For first-year students: Lessons from No-Impact Man: How Can I Live a More Eco-friendly Life?

(Continued on Page 2...Column 1)

Have you ever wanted to adopt a more environmentally conscious lifestyle, but not known how or simply found it too difficult and inconvenient? If so, this is the class for you.

## Continued From Page 1...Quest Program...

Have you ever wanted to adopt a more environmentally conscious lifestyle, but not known how or simply found it too difficult and inconvenient? If so, this is the class for you. Through common readings, we will find information and inspiration to help us adjust our daily routines to have less negative impact on our environment.

### Salon for Transfer Students: Social and Political Upheaval in History.

The theme for this course will be the Ken Follett work, *Pillars of the Earth*. It is a fictional work set in the 1100s in England. As it describes the building of a cathedral it weaves in narrative of the time's social and political upheavals as well as the politics of the church, making this an interdisciplinary course with something for almost everyone.

### Salon for Senior-Level Students: Summit Salon

The summit salon, to be taken during the next-to-last semester, will focus on implementing the 29 abilities, understandings and experiences in the real world. Students will concentrate on future employment, graduate or professional school, individual ethical standards, and a grasp of the "real world."

Having seen many of the Salons available it almost makes me want to re-enroll as a freshman again! Anyone want to join me?

## Baker's MBA Program Leads the Way in K.C...

The Baker University's Master of Business Administration program was ranked No. 1 in fall enrollment for Kansas City area universities, according to a recent survey conducted by the Kansas City Business Journal. Baker recorded a fall 2011 enrollment of 542 MBA students to rank as the most popular MBA program in Kansas City. Baker's MBA program specializes in marketing, human resources, international business, finance, information systems and accounting.

"Baker University has earned a reputation of attracting quality students for its Master of Business Administration degree program at all of our campus locations and online," said Peggy Harris, vice president and dean of Baker's School of Education and School of Professional and Graduate Studies. "The program prepares working adults for the issues and challenges they will face in management positions." Congratulations Peggy and members of the MBA faculty for continuing the excellence long associated with this important program!!!

## Corrections from the March Arbor...

Whenever I get that smug feeling that things are going just a bit too well I should just stop and look around a little bit more. Recently, I had almost gotten to the point that I thought I was almost above reproach in putting this newsletter together. I had gone several months without one of my readers pointing out an error. And then, in the span of one single issue...reality came creeping back. Once again I will need to return to my previous practice of "checking every detail three times minimum procedure" again for future issues. It appears that I made at least two substantive errors in the last issue and those I will correct at this time.

First, in the article addressing the most generous gift of Ross and Christine Hartley to the Mulvane Science Hall project I incorrectly identified the educational background of Christine. The correction is: "Christine attended the Bethany Hospital School of Nursing (not Bethany College) in Kansas City, Kansas, for one year before transferring to the University of Kansas School of Nursing in 1970. She received her Bachelor of Science in Nursing degree from KU in 1973 and a Master of Science in Nursing as a Clinical Nurse Specialist from KU in 1986."

The second correction pertains to the Trivia question back in February. The question was, "What new academic program out of Overland Park has the initials MSSE?" Unfortunately I combined information for the Restricted Licensure program and the MSSE program.

The answer should have read in part "... It includes both a 45 and a 90 hour practicum leading the successful student to a license in Special Education."

Thanks Christine and Bethany Tepe, Director of Graduate Programs for the School of Education, for catching these and sending the corrections to my attention!!!

## Baker Trivia Answer for March...

**The Question:** Name the person who operated the "Gem" theater in Baldwin City for most of the 1940s through the '70s...

**The answer:** J. Ward "Sparky" Spielman...

This question elicited more responses (over 40) than any other I have asked over the course of the past 10 years! Unable to use all the responses, here are a representative few :

Neal Malicky '56... "I'm confident that a lot of us remember calling Baldwin's theatre "The Germ" - a term of "semi-endearment" when it was the only theater in town. The owner was "Sparky" Spielman, and I believe he owned the theater even back into the 1950s or earlier. Cecil Miller ('53) would know, as he worked part time as the projectionist. It was fun to recall that."

Krystal Williams '75... "The guy who ran the Gem movie theatre was Sparky. I don't remember his last name. We saw all of our Core Class movies there. One of the last movies I saw there was called "The Thing". Scary!!!!!!"

James Heaton '60... "J. Ward Spielman owned and operated the Gem Theatre from the 40s, long before television took hold, into the 60s. Known by everyone as Sparky (he had a previous career as a radio operator), he always greeted you when he was taking tickets, and he let you in free on your birthday. Sparky was much loved, and his choice of movies exhibited at the Gem was always tasteful. (I remember him being almost apologetic about showing *The Man With the Golden Arm* because Frank Sinatra played a drug addict.) In addition, Sparky was active in Rotary and other community organizations. About the time the new student union was built, he retired from the cinema business and became manager of the bowling alley for Baker. We owe this man a lot for bringing cinema to our town for those many years -- it is distressing that even the marquee of the Gem is gone now."

"Name withheld"... "Sparky Anderson??? (Who knew that the former World Series winning manager of the Cincinnati Reds owned the local theater??? Maybe he would have won more games without those extra responsibilities!) :)

## Sparky Memories Continue...

Vera Brecheisen '70... "I remember Sparky also drove a big black Pontiac. He could not turn his neck, so when he backed out a parking spot in downtown Baldwin, he would just start backing his car and hope for the best. He could barely see out the front window of the car as he was a very short person. He always wore a shirt and tie. Baldwin needs a theater again."

Don Thomson '65... "I don't recall for sure but I think that during the school year the Gem was only open one night a week though it may have been open on Friday nights and Saturday nights as well. I recall that that he sometimes had "art" films or "foreign" films there. I have a recollection of "Sarge" (Roberts) often being out in front of the Gem as we were buying our tickets. I don't believe he worked there, but just hung around outside of the Gem on nights they were open. Lots of stories of him come to mind!"

Marvin Jardon ... (Baldwin businessman and former Post Master)... "When I was in grade school I would come in from my home near the Baldwin Junction about once a month to stay with my Aunt & to go to the movies. One time Sparky asked me if I was 12 years old, and no longer at the kid's rate. I was only 11. He then asked my birth date. After telling him, he gave me an adult ticket to use when I did turn 12. I might have used it before then but after that he never asked...but I always had my adult payment ready just in case. The balcony was the place to sit but Sparky always had a keen ear & would come up the stairs to shush the noise or ask us to leave."

Paxton Williams '72... "I remember in the mid 50's seeing a kids Christmas movie there, then going outside to see Santa Claus arrive in a sleigh (ours) on top of our farm trailer being pulled by my dad on an our old John Deere tractor. I sat on Santa's lap, received my little bag of candy and peanuts and then noticed that Santa had an amazing resemblance to none other than family friend, and Baker Football coach, Karl Spear '33. That was when I had that epiphany that all youngsters eventually come to have. True to its' nickname, the theater was less than pristine, but we loved it. The Gem was the first theater in the area to use 'refrigerated air' for people comfort. What a concept! Lots of memories remain: my first moving pictures (pre-TV in those days), first date, first arm around a girl's shoulder, Jujubes, and the first sense of being on my own without adult supervision. I can still feel the Coke syrup on the sticky floor with the ever present fresh hot buttered popcorn aroma. It was a dark day in Baldwin City when the Gem closed."



## Alumni/Campus Activities...

**April 19...**After Hours Reception/Social...Gordon Biersch Brewery...11652 Ash St., Leawood, Ks...5:30-7:30...

**May 18...**Annual Golf Tournament-Prairie Highlands G.C. Gardner, Ks. 7:30 a.m.

Reunion Classes Reception/ZTA Centennial Reunion...Sheraton Overland Park,...5:00 p.m.

**18-20...**Alumni Weekend/Commencement

For more information on the above activities: 888.781.2586 or [alumni@bakerU.edu](mailto:alumni@bakerU.edu).

June, 17-29, 2012...Italy, Croatia, Greece and Turkey cruise with the **Wandering Wildcats**.

## From Here and There...

From the **Baker Orange**...

“The Consumer Financial Protection Bureau announced recently that the U.S. student loan debt has reached \$1 trillion...more than national credit card debt.”

“Darrell Bowersox, former director of dining services, was “pleasantly surprised” to discover that he was going to be honored by the Lumberyard Arts Center, 718 High St., by having the kitchen in the facility named for him.”

## Challenges for Higher Education...

A recent article in a newsletter from the Lawlor Group listed “Affordability” as the leading challenge to colleges and universities.

“Among high school students who graduated in 2010, 55% of those who went on to college said that being able to afford it was challenging, and 56% of those who did NOT go on to college said that the cost was more than their family could afford.” (The College Board was cited in their article.)



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## April Trivia Question...

### The Question...

Name the first alumnus of **Baker** to be named to a Rhodes Scholar...

For extra credit...How many Rhodes Scholars have been from **Baker**???

The answer (s) will be revealed in the **May** issue of the **Arbor**.

## Reflections from the **March** Gala...

“**The Arbor** reminded me that I have been remiss in not providing feedback on the Gala that I had intended. It was **OUTSTANDING!** Everything that night was first class and couldn’t have been better. The videos, scripts, timing, venue, program, everything...was perfect. I filled my table with younger alums who have never attended a Gala and haven’t provided much support to **Baker**. They were blown away by the quality of the event, proud to be **Baker** alums, all contributed that night to the scholarship fund, and I expect will be more significant and sustained donors. The only bad thing is that you’ve raised the bar so high, it will be tough to top!” **Gordon Lansford ’93 (Trustee)**

Have a Great Month of **April...**  
I’ll write again in **May...**

**Jerry L. Weakley ’70/MBA ’92**

Vice President for

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**Baker** is proud to be a United Methodist institution of higher learning

## Are You Planning to Place **Baker** in Your Will/Trust?

Don't wait for me—or anyone else from the University for that matter to drop by for a visit at your home or office...contact me at your convenience and I will work with you to develop the best possible plan for you to accomplish your goals through any number of planned gift arrangements.

For some of you, a simple listing of the University in your will or trust instrument, indicating a specific bequest (a specific dollar amount or a set percentage of the estate) that would come to the University at your passing might be perfect. For others, there might be additional ways in which you could enjoy the knowledge that your gift was able to be completed and had begun offering the benefits you intend even during your life.

There are planned gifts that offer not only an immediate tax deduction (for those that itemize deductions), gifts that are life-income arrangements for your benefit before the University has access to the charitable remainder and there are plans that allow the University to benefit from assets you own before transferring them back to your other family heirs in a set number of years later.

If you want to create a special “Endowed Fund”, such as a scholarship, a program endowment or a capitol improvements endowment, I will be glad to visit with you to first determine your interests and then to draft a “Fund Administration Agreement” that will control and administer the fund once you have funded it. Funding of such an agreement can come through either current gifts during your life, a testamentary gift through your will or trust or through the charitable remainder of a life-income arrangement.

To most people this sounds so involved and potentially confusing...but it really isn't as bad as it seems. Let me show you how easy it can be.

Call me to discuss on the phone...and if possible, I will be glad to visit with you at your home, office or other meeting place. Office...785-594-8332/ Cell...913-449-9540

Or, just e-mail me at my University e-mail address: [jerry.weakley@bakeru.edu](mailto:jerry.weakley@bakeru.edu)

I hope you will join the legions of **Baker** supporters in our Planned Giving Society...the Pulliam Endowment Society!



Jerry L. Weakley  
VP Endowment & Planned Giving

**P.S. \* The Above information is provided only for your consideration and should not be construed as “Legal or Tax Advice”. You should always consult your own professional advisor before acting upon this or similar information.**

*As Dr. James Chubb '22 used to say when he visited classmates and alumni while on the road for **Baker**... “Please remember to leave something for **Baker** in your will!”...and if you do—please let us know your plans!*