



From the Arbor @ Baker University...

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

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Numbers of Importance:

- *Recommend a student-* 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 on-line- www.thebakerorange.com*

Yetmar Named Director of Athletics...

Theresa Yetmar '02/'06 has been named the seventh director of athletics at Baker. Yetmar has been the associate athletic director since 2009 and served as the assistant director of athletics under Dan Harris from 2003-2009. Harris retired from the position in the spring of 2009 and since that time, Baker's president, Dr. Patricia Long, has held the official title of Director of Athletics while being assisted in those responsibilities by both Yetmar and head football coach, Mike Grossner.

Yetmar graduated from Baker with a Bachelor of Science degree in Business Management in 2002 and went on to earn an MBA from Baker in 2006. Prior to joining the Baker staff, she completed an internship at the National Association of Intercollegiate Athletics (NAIA) from 2002-03, where she assisted as a national championships tournament coordinator. In 2003 Yetmar returned to Baker as the assistant director of athletics, a position she held until 2009.

"Theresa Yetmar is unique because she knows us from the inside out," said Dr. Long. "As a recognized NAIA scholar-athlete, she understands that our student athletes are students first and athletes second. The benefits of her organizational skills, business intelligence and natural rapport with students and all of our community members are obvious. I am confident that her leadership which officially begins on January 1st will take our program to the next level."

Yetmar has been on both sides of the athletic department at Baker. From 1998-2002 she played varsity basketball for the Lady 'Cats.

"Theresa was a really good team player and a very consistent shooting guard," said head women's basketball coach Susan Decker. "She was always someone who put our team first. I think she really understands the needs of our student-athletes having been one herself."

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The Arbor is Brought to You by...

Thanks to Jim Kean '60 and his wife Becky, of Boulder, Colorado for having made the gift that allows the University to continue hard copy mailings by the US Post Office to those unable to receive the Arbor by e-mail! If you received a new computer for Christmas and now get e-mail ask for the Arbor by e-mail and save us some \$\$\$\$. Thanks very much!!!

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“I am extremely humbled and proud to be named the next Athletic Director at Baker University,” Yetmar said. “My journey as a Wildcat has truly come full circle, from my time as a student-athlete to now as an administrator leading the vision for our programs. We have a strong athletic tradition coupled with top-notch academics, a dynamic coaching staff who believes in winning the right way, our liberal arts mission, and student-athletes who achieve on and off the field of competition. As the director of athletics, I will continue to embrace our past and recognize all of the leaders who brought us to this point while pursuing continued excellence. My goal will be to work hand-in-hand with all of our coaches, student-athletes, and alumni to elevate our programs to the next level.”

Congratulations and best wishes Theresa!!!

(It is interesting to note that the University has had only 7 Athletic Directors while we have had 28 presidents!!!)

Woman's Soccer Advances to National Tournament...

As the soccer season headed toward its conclusion and the conference tournament, few but the most faithful fans, parents and even Wildcat players gave the Lady 'Cats much of a chance to gain admittance to the National NAIA soccer tournament. With a regular season record of 9-5-4 the Wildcats entered the conference tournament as only the 4th seed. With an overtime victory over Lindenwood (MO), followed by road victories over both Graceland (IA) and William Jewell the 'Cats pulled off a near miracle and made it all the way to the NAIA national tournament. That's a great story...but wait...there's more!!!

Once the ladies reached the NAIA playoffs, they not only played—but won...all the way to the semi-finals! In the first round, Baker hit the road again and played the #12 team in the nation, McKendree College, beating them 2-1. This win propelled the 'Cats into the National Tournament in Decatur, Alabama. There, the winning continued with hard fought victories over the #5 nationally ranked team from Martin Methodist (2-1) and then another victory (5-2) over conference-foe William Jewell, who had also qualified for the tournament.

The lady 'Cats were paired in the semi's with Hastings College of Nebraska. Even though the Wildcats outshot Hastings 12-9 they ended up losing the match by a score of 1-3.

Congratulations Coach Nate Houser '94 and all the amazing and dedicated players on the 2010 Baker ladies soccer team. You showed all of us what teamwork, dedication to purpose and belief in yourselves can achieve!!!

Baker Trivia for January...

What and when was the Baker in Botswana Project???

Responses From the December Arbor...

Tom Ferrell '71...Lost soul was found this year!! Ken Neaton - Kennethneaton@yahoo.com

Attached is our Christmas Cardthe oldest (the swimmer) is an early decision to Harvard.....I'll work on the younger one.... Have a great holiday....love the Arbor....oh, and what a fantastic run by the women's soccer team!!

Steve Jackson '82...Hi Jerry, it's good to hear from you. Some times I feel I've lost touch with old Baker, but thanks to you and the Arbor, I'm never too far away. I hope you and your family have a great Christmas.

Karl (Bud) Spear '62...I finally was able to watch the video "120 Years of Baker Football"- it was GREAT!! I was 7 years old when we moved to Baldwin. Emil Liston had just had a heart attack, and was home recuperating next door to where we moved. I remember going over to meet him when he was resting in bed. I spent many a year at the Baker stadium - first as a mascot complete with a suit and leather helmet, then playing 4 years in high school and 4 years at Baker, then as an assistant coach before graduate school started for me at KU, and finally scouting other teams on weekends. Thanks for all you are doing for Baker!

Paul Brockman '59...Good issue, Jerry, thanks!

It's always a pleasure to hear from readers of the Arbor. Please feel free to send me a note at jerry.weakley@bakeru.edu.

Alumni Return to Address Graduates...

Two graduates of the College of Arts and Science returned to their Alma Mater in December to address the school's most recent graduates.

Jeffrey Magee '86 and member of Sigma Phi Epsilon, returned to his alma mater on Dec. 18 to address graduate students in the December 2010 class at the Collins Center. He told the graduates, as they prepare for the next chapter of their lives, to be mindful of what they do and remember the foundation Baker provided.

After earning his degree in mass communications from Baker, Magee earned a master's degree from the University of Missouri at Kansas City and a doctorate from Columbia Southern. Magee was recognized at age 24 as one of the top salesmen in the nation by American Home Products, a Fortune 500 company, while becoming the youngest certified sales instructor in the world for the Dale Carnegie Sales Course. He later became vice president of sales and chief operating officer at Target Marketing, a leading educational and youth advertising and marketing firm. For the past 21 years, he has led Jeff Magee International Inc., a management and development firm. JMI recently merged with WesternCPE, forming one of the country's leading continuing professional education providers to certified public accountants.

Magee, a resident of Bozeman, Mont., is a Certified Speaking Professional, Certified Management Consultant and a Certified Professional Direct Marketer. He is publisher of *Performance Magazine*, and is the author of more than 20 books. The Tulsa Chamber of Commerce recognized him with the Small Business Administrations Business Publisher of the Year award in 2008-2009. His dissertation was converted into a text, *Yield Management*, and was the top-selling graduate management school textbook in 2000 for CRC St. Lucie Press.

In 2001, he was commissioned to present a series of national leadership and sales recruitment programs for more than 5,000 sales recruiters and sales managers with the U.S. Army National Guard, and later received the National Guard's Total Victory Team medal from President George W. Bush for his work.

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Alumni Return to Address Graduates Continues...

Also returning for a similar purpose that same weekend was Charles Agro '79 who addressed undergraduates of the School for Professional and Graduate Study, the College of Arts and Science, the School of Education and the School of Nursing. Agro currently serves as manager of resources and grants for the Office of Emergency Management, a division of the Port Authority of New York and New Jersey, an organization that he has been with since 1985. Following the terrorist attacks on the World Trade Center Towers (properties along with all airports, highways, bridges and tunnels in the NY/NJ area that are owned and managed by the Port Authority) Agro assumed the additional responsibilities of Chief of the Logistics Section at the Authority's Emergency Operations Center, and functioned in that position until the recovery operations at the World Trade Center were completed in May 2002.

Agro reminded the graduates "as you leave this University, you can always come back and your Baker family will always be here to welcome you. Granted, some of the faces and names will have changed...but those that represent Baker at that time will always treat you as a member of the Baker family!"

He encouraged the graduates to go forward with confidence, to never compromise integrity, to persevere through the tough times, and to meet their challenges head on while continuing to grow through change.

In closing, he left the graduates with these thoughts: "At some time in your life, you will be faced with a challenge you never expected. Whether it is in your personal or professional lives, this challenge will present obstacles you have never dealt with before, and others will depend on your actions and decisions. You will be looked upon for your leadership, courage and knowledge. At first, you may not be sure how to react, but I am confident that you will reach deep down inside yourself to embrace that challenge, and overcome all obstacles. You will perform at a level you had not expected, provide leadership and courage, and you will make those difficult decisions to see it through. And when it is all over, you will have performed at a level that inspired others. You may actually be amazed at what you accomplished...but then again, you are a Baker graduate and simply following in the footsteps of thousands of its outstanding alumni."

It's Never too Early to Begin Planning for...

Are you making plans to return to campus for the annual Alumni Weekend of activities this coming May? I truly hope so. Each year nearly 750-1000 former CAS/SON and SOE students and alumni make the trek back to Baldwin City to revisit campus, see faculty members and to have a great time sharing good times and memories with friends and classmates.

If you haven't been back for a while-I hope you will make a special effort this year! Alumni Weekend is NOT just for members of the reunion classes...but is open to every former student and alumnus!

Kicking off the weekend on Friday, May 20th will be the annual golf tournament which will be held at the Prairie Highlands golf course in nearby Gardner. Later that same day will be an all-former students/all-alumni gathering at the Overland Park Double Tree hotel.

The Next day will feature the annual activities on campus...tours...alumni banquet...society meetings, open houses, and Endowment/Memorial service. Greek houses will welcome back former members for open houses and dinners and a big party on the highway will be held as it has for many years now!

Watch for your issue of the *Baker Pride* which will provide additional information and opportunities to make reservations for the weekend.

Facebook Friends Continue to Grow...

Numerous individual activities and sports at **Baker** have now developed a presence on Facebook. Look up the University and send a friend invitation to any and all of the activities you find. This is the best and easiest way to keep informed of those areas of your individual interest. University news is posted there as it happens so that you can "keep in the know" with all things **BU!!!**



December's Trivia Answer...

The question was: Guess the fiscal year in which Baker University's overall operations expenses exceeded \$1,000,000 for the first time!

The answer is: 1966-1967 fiscal year. (Since that was my freshman year at CAS I guess I have to share a little of the blame for all the extravagance of my college experience. :))

No one got the correct answer so I'll try to make this month's question a little easier- NOT!!!



Charles Agro '79 addresses December graduates

Have a Great Month of **January**...I'll write again in February...

Jerry L. Weakley '70/'92

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Gifts That Can Help Offset Taxes on Your Estate...

With the new estate tax rules for 2011, there is greatly expanded opportunity for two types of major planned gifts. First, nearly all estates will be able to use the testamentary unitrust with no estate tax concern. Because this is often funded with IRAs or other qualified plans, there are excellent prospects for large numbers of "Give It Twice" trusts under the expanded estate exemptions.

Certain qualified retirement plans can be used to fund testamentary Charitable Remainder Unitrusts (CRUT)...(currently it is not possible for a donor to transfer his or her retirement plan during life without paying ordinary income tax on the entire plan). By naming a CRUT as beneficiary of your qualified plan, plan assets rolled over to the CRUT will not incur an income tax. Therefore, the rollover provides a payout to beneficiaries for a term and then further preserves the remainder to provide a gift for Baker without incurring income tax on the plan assets.

Second, if you have a sizable estate you no doubt have learned that you will be facing a fairly ominous estate tax. With AFRs at very low levels and asset values reasonable, it is a great time for large lead trusts. A lead trust is one that you deliver to the charity a gift which will be invested and which will deliver annual payments to the charity for a term of years. At the conclusion of the term, the assets in the Lead Trust that remain are to be distributed to heirs/beneficiaries per your decision.

Third, income tax planning will continue to increase in importance for upper-income taxpayers. The ability for unitrusts to be invested to pay "low-tax" income is greater than ever...an example of this would be investment in "Tax-free" Bonds.

Best Wishes for good planning!

Jerry



Jerry L. Weakley

Vice President

Endowment/Planned Giving

P.S. Call me at 785-594-8332 if you would like more information on creating either a Testamentary Unitrust or a Charitable Lead Trust.

*** 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!*