

CENTRAL

BULLETIN FALL '08



2007-08

PRESIDENT'S REPORT



This summer I enjoyed a leisurely conversation with Steve Bell '59, emeritus board of trustees member, and former ABC news reporter and anchor. Some of that conversation is shared later in this report. I reflected on that conversation and the board planning retreat held this summer as the staff and I prepared this report. I want to share a quick summary of these reflections.

Betsy and I came to Central College more than 10 years ago to combine our talents and passion for educating today's young people with those of Central's community. As we both had Midwestern roots, our goal was to ensure Central students did not sell themselves short in the face of an increasingly global, competitive world. Since arriving, we have been amazed at the

Photo by Paul Gates



▲ President David Roe reflects on this past year for a moment by the pond.

talent, dedication and passion demonstrated by Central's faculty, staff, alumni and the citizens of Pella. We also have been truly heartened by the generosity of this larger Central community, which has helped spur us onward toward the lofty goals in Central's mission statement and strategic plan. In trying to capture the pride and joy I feel about this community, I share what I call "Gee Whiz" stories in my talks about remarkable things done by Central's students, faculty, staff and alumni. I have picked a few recent "Gee Whiz" stories to include in this report.

The board and I are preparing for the transition of senior staff members of the college, which will happen over the next few years. It is absolutely critical we manage these transitions well, and we solicit your special prayers and support as we navigate the currents of transition in a society where the pace of change is ever quickening. One major change affecting the Central community is the closing of activity by the Central College Auxiliary, the oldest auxiliary in the state. Leadership of the auxiliary and I recognized the difficulty of recruiting new generations of members. The decision to cease operations was a practical one in face of the changing nature of society. We saluted the auxiliary at a special luncheon this summer, and I know the auxiliary's legacy will endure for years as a result of the many projects on campus its work and generosity made possible.

Other changes and challenges arise all the time to confront colleges like Central. This community generously has supported the college and helped it achieve the place it enjoys today as a college that delivers on its promise to help its students go farther than they dreamed possible. Thank you for all you have done and especially to those we recognize for gifts made this last year.

I call on you now to continue to support this special place to the best of your capability. Because I see a strong need to reduce our dependence on significant annual increases in tuition and to improve how Central is viewed in national and regional rankings, I am focused on three areas: percentage of alumni giving, level of unrestricted annual contribution and growth rate of the endowment. The very best thing this community can do to ensure success in safely navigating the transition is to help us achieve even greater success in these three areas over the last two years of *The Campaign for Central*. Such an achievement will enhance our current capability to deliver a quality educational experience and provide a great foundation for future generations of Central leaders.

A handwritten signature in black ink that reads "David H. Roe".

President David H. Roe

CENTRAL BULLETIN

Fall 2008
volume 14, number 4

EDITOR

Abby Gonzales '02

SPORTS EDITOR

Larry Happel '81

GRAPHIC DESIGNER

Brianna Blake

EDITORIAL ASSISTANTS

Mary Benedict

Susan Canfield

Lynne Petty

Connie Aalbers Marlow '76

Peggy Johnson Van Den Berg '83

DIRECTOR OF ALUMNI RELATIONS

Sunny Gonzales Eighthmy '99

ASSISTANT DIRECTOR OF ALUMNI RELATIONS

Mary Vande Hoef '03

DIRECTOR OF MARKETING AND MEDIA RELATIONS

Connie Cross

DIRECTOR OF PUBLICATIONS

Cyndi Atkins

Central Bulletin is published quarterly by the marketing and media relations office for alumni, parents and friends of Central College. For information on *Central Bulletin's* mission and Central's welcome policy go to www.central.edu/alumni/bulletin.

Central Bulletin (USPS 096-840) is published by Central College, 812 University, Pella, IA 50219-1999. Periodicals postage paid at Pella, Iowa, and additional offices. Postmaster: send address changes (PS 3579) to *Central Bulletin*, 812 University, Pella, IA 50219-1999. Address changes also may be sent to alumni@central.edu.

Production notes:



Contains 10%
total recovered fiber/
all post-consumer fiber.



Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fiber
www.fsc.org Cert no. BU-COC-071212
© 1996 Forest Stewardship Council

Productolth meets EPA and FTC guidelines for recycled coated papers. All pulp is elemental chlorine free (EFC) and totally chlorine free (TCF). The *Bulletin* is printed with a soybean-based ink by Town Crier, Pella, Iowa.

WWW.CENTRAL.EDU

641.628.9000



▲ Central College thanks all who have given financial contributions to the college during the past year.

COVER

Roe has more than an open-door policy, he's seen around campus on his scooter interacting with students, faculty and staff.

Cover photo by Dan Vander Beek

8 REVITALIZATION OF CENTRAL'S CAMPUS

David Roe talks about Central during his 10 years as president.

16 FINANCIAL NUMBERS

A glance at where the college stands financially.

DEPARTMENTS

- 2 Around the Pond
- 4 Alumni Happenings
- 5 Donor Report
- 6 Sports Update
- 18 Honor Roll of Giving
- 45 Alumni Newsnotes
- 57 Parting Shot



▲ Steve Bell '59 talks with President David Roe about his tenure at Central College.

Photo by Brian MacDonald

IN THIS ISSUE

Central goes wireless



Photo by Dan Vander Beek

▲ Central College students are able to access the Web from anywhere on campus.

Central unveiled a new state-of-the-art Wi-Fi wireless network on campus to arriving students this fall.

Previously, Central provided wireless networking to approximately 20 percent of campus, mainly in classrooms and common areas. The new system, which began construction in February, covers 100 percent of campus buildings as well as many outdoor areas.

The Wi-Fi network uses the very latest technology called Wi-Fi 11n, up to three times faster than the previous version. More than 500 wireless access points blanket Central's campus with Wi-Fi coverage, most are 11n-style.

Only a handful of colleges and universities in Iowa provide 100 percent Wi-Fi coverage, and of those institutions, Central

is the only one that does so with the latest and fastest version of Wi-Fi 11n. Only 3 percent of Wi-Fi installations nationwide use the 11n standard currently, but that is expected to increase to 30 percent within two years.

Central's partners in this project were Cisco Systems and Alexander Open Systems. The project was led by staff members in Central's information technology services department and cost upwards of \$600,000.

CORDOVA CENTER

The Cordova Center project, an estimated \$60 million project along the northern shores of Lake Red Rock, will create an interactive, multi-use learning center, as well as an outdoor amphitheater,

additional cabins, a larger picnic area and an extension to the lake's Volksweg Trail. Planning for the project began in 2002.

Central College is one of the project partners along with the U.S. Army Corp of Engineers, Marion County Conservation Board and the Iowa Dept. of Natural Resources.

"This partnership offers many interdisciplinary experiential learning opportunities for Central students and the community," said Cheri Doane '98, director of community-based learning. "Central's commitment to environmental education and connecting with the community is the basis for our involvement in this initiative."

The environmental learning center, planned to cover 70,000-square feet on

a bluff near the observation tower, will display the story of water and how a watershed works. Anya Butt, associate professor of environmental studies, has been involved with the development of educational messages for the interactive exhibits.

A cafe, indoor studio theater, 400-capacity meeting and banquet hall, creative arts space and gift shop also will be housed inside the center.

A new four-mile extension of the existing Volksweg Trail will wind through prairie and woodland along the north side of Lake Red Rock to connect Cordova Park to other parts of the lake and Pella.

Mary Jo Sodd, professor of theatre, and Ann Wilkinson, theatre arts associate, have been heavily involved with the planning for the outdoor performing arts amphitheater, with 400 seats for plays, concerts and other events.

Other planned features for the Cordova Park area include a 10,000-square-foot event plaza, seven additional three-bedroom rental cabins, and a 200-capacity picnic shelter.

BIOTOUR BUS ON CAMPUS

BioTour, a public-awareness campaign traveling the country in a biodiesel bus to

▼ The BioTour bus made a stop at Central.



Photo by Dan Vander Beek

▲ First-year students, faculty and staff unite by reading *A Long Way Gone* for Intersections.

promote sustainability, stopped at Central College in September.

The group demonstrated alternative fuel sources in the Central Market parking lot. Its 1989 International Blue Bird school bus is powered by 100-percent renewable energy, stemming from vegetable oil, biodiesel fuel and solar electricity. The gas tanks, consisting of three storage barrels and the main fuel tank, are filled with hand-processed vegetable oil from restaurants. The group demonstrated this fuel system, which can hold approximately 180 gallons of fuel, allowing the bus to run about 1,800 miles before needing to refuel.

BioTour educates the public about global warming, renewable energy and other environmental issues by visiting colleges, high schools and communities.

COMMON READ BOOK

A common reading program unites faculty, staff and new students. This summer and fall, the college community read *A Long Way Gone* by Ishmael Beah. *A Long Way Gone* is a collection of memoirs of a boy soldier, the author, who emerged in 2002 from a decade of civil war in West Africa with the help of Britain, the former colonial power, and a large United Nations peacekeeping mission.

The common reading program is a

joint venture between academic affairs and student life. The book reading and discussion is an introduction to students' academic life at Central. All first-year students are asked to read the book over the summer as part of Intersections, a required first-year experience course celebrating intellectual life at a liberal arts college. Intersections faculty from all disciplines integrate activities and discussion related to the book into classes.

The program continues this fall with an October teach-in, where the entire campus will focus on *A Long Way Gone* and more specifically the books' treatment of human nature during open classes and special events. Author Ishmael Beah spoke at Central Oct. 23 during a convocation in Douwstra Auditorium.

Last year, students, faculty and staff read *The Kite Runner* by Khaled Hosseini.

"One of my goals, this year, was to broaden the appeal of our common reading so it is not seen merely as an Intersections assignment," said Josh Dolezal, assistant professor of English and director of Intersections.

Central's ongoing theme for Intersections is perspectives on human nature and one criterion for the common reading is that it must address questions about human nature in essential ways. ■

Head to Leiden, the Netherlands



Photo by Brett Buchanan

▲ Central will host an event in Leiden, the Netherlands in July 2009.

Mark your calendars for July 2009, as Central College plans an alumni event in Leiden, the Netherlands. Study abroad program alumni and all alumni, parents and friends are encouraged to go. An alumni event and several optional break-off tours are in the works. Travel recommendations and locations will be available soon, but plans and bookings will be made on your own. Stay tuned and check our Web site for more information.

MOVE-IN DAY

Fifty-one alumni, parents and friends helped welcome new students to campus at alumni tents across campus Aug. 23. Volunteering were Herb '61 and Sandy

De Ruiter Blom '92, Gary '59 and Lois Sorenson Boeyink '74, Betty Balder Bollard '84, Brad and Claudia Brammer, Tom '72 and Sue Brunscheen Cerwinski '74, Terri Snyders Crumley '89, Andrea Enyart Dana '03, Verlan '62 and Karen Westerveld Den Adel '62, Karen Eilers, Kristin Stecker Enyart '02, Brian '80 and Lori Humphrey Fegley '80, Lisa Thurman Fyfe '87, Sarah Gaulke '05, Marjorie Giles, Rich '62 and Mary Roorda Glendening '62, Molly Vriezelaar Harthoorn '01, Anna Hellenga '04, Lori Collister Hilker '80, Terry Hilker, Howard and Mindi Hively, Brian Langstraat '08, Chuck Laug '74, Gordon '76 and Beth Lunan Lauterbach '76, Julie Lynch '03, Chris and

Rich Maxwell, Pat and Sherri O'Brien, Mary Popson-Klein '95, Stan '70 and Diane Van Weelden Schuring '72, Jo and Ed Sprague '74, Byron Stover, Katie DeGlopper Stover '04, Jill Van Zee Vande Weerd '91, Karen Jensen Vander Horst '88, Bob Vanderlinden '55, Angela Vander Velden Veenstra '97, Alice Vermeer, Bob '56 and Arlys Van Zee Verdoorn '56 and Candace Wilson '01.

ALUMNI REVIEW

Central's fiscal year ends in June of each year. In 2007-08 the alumni office hosted 38 events, the same as the year before, but had 344 more attendees including 260 more alumni in attendance. If you were

upcoming events

one of the 2,319 people or 1,316 alumni at our events, thank you for attending and visiting with us! Have an idea for a future event? Contact us at alumni@central.edu.

And, we've topped 17,000 alumni for the first time. Stay connected to your largest family network — the Central College family of 17,199 alumni graduates and non-graduates. Visit www.central.edu/alumni for general information or visit our secure, password-protected alumni community at www.central.edu/alumni/community. ■

All alumni, family, parents, friends and guests are welcome at our events across the country. Celebrate with Central! View complete details at www.central.edu/alumni/events or RSVP to the alumni office at alumni@central.edu.

December 2008.....	Ames, Iowa
December 2008.....	GOLD
Friday, Dec. 12, 2008.....	Pella, Iowa
Sunday, Dec. 14, 2008.....	Des Moines, Iowa
Tuesday, Jan. 6, 2009.....	Tampa, Fla.
Thursday, Jan. 8, 2009.....	Naples, Fla.
Friday, Jan. 23, 2008.....	Alumni Track Meet
February 2009.....	Phoenix, Arizona
June 2009.....	Whitewater rafting
July 2009.....	Leiden, the Netherlands

DONORreport

NEW CENTRAL FUND DIRECTOR

Kathy Cashen Thompson '87 joined the advancement office as director of the Central Fund.

Thompson, who worked in the Central College admission office from 1987-99, most recently served as director for both admission and alumni relations at Northwest State Community College in Archbold, Ohio.

"It's wonderful to have Kathy on our staff," said Dave Sutphen '61, vice president of advancement. "She has a passion for Central and truly knows this college. Kathy will be able to extend Central's annual fund success."

"Participation in the Central Fund is

just as important as the amount given, and my hope is we can continue to increase both," said Thompson.

CARVER TRUST

Central College received a \$100,000 gift from the Roy J. Carver Charitable Trust. The money is designated for the new education and psychology building. The money is targeted toward the construction and equipping of the community-based learning office suite with four offices and a conference room.

The Roy J. Carver Charitable Trust is the largest private philanthropic foundation in Iowa with assets of more than \$340 million and annual grant distributions of over \$16

million. It was created through the will of Roy J. Carver, a Muscatine industrialist and philanthropist, who died in 1981.

Central College has received past support from the Roy J. Carver Charitable Trust for Central's science program and Geisler Library. The equipment purchased with prior grant money has been used extensively by Central students, making graduates competitive in the workplace and providing students with important tools to succeed in graduate school.

GREEN PRACTICES

Central College is helping the Pella community by providing advice and materials to community partners about environmental leadership.

The Marion County Community Foundation awarded \$1,500 to Central College to promote a partnership with Pella Community Schools to purchase recycling bins for this school year. The recycling containers are placed in various locations in district school buildings.

Last year, Pella Community Schools formed a "green" team comprised of teachers, students and facilities staff, who will lead the schools as they move to become more environmentally friendly. The team has grown to include representatives from community partners, including Central College. ■



Photo by Dan Vander Beek

▲ Kathy Cashen Thompson '87 talks with Mark Vander Linden '78 about the Central Fund.

Athletic Hall of Honor inductees



▲ Harold De Bie '65



▲ Bruce Heerema '63



▲ Christi Van Werden '91

A pair of three-time all-Iowa Conference picks and an all-American were inducted into the Central College Athletics Hall of Honor as part of the college's Homecoming festivities Sept. 20.

Initiated in 2002, the athletics hall of honor expanded to 29 members with the induction of Harold De Bie '65 (men's basketball), Bruce Heerema '63 (football, men's track and field, baseball) and Christi Van Werden '91 (softball, women's basketball).

Central's hall of honor recognizes those who were standout performers in the athletics arena as a student-athlete,

coach or administrator, and who have distinguished themselves in life after graduation through service and leadership. To be eligible for consideration, a nominee must have graduated or served as a coach/administrator at least 15 years earlier.

HAROLD DE BIE '65

De Bie graduated as Central's career men's basketball scoring leader with 1,308 points and set the single game rebounding mark with 20. A three-time all-Iowa Conference selection, De Bie led the Dutch to an 18-7 record in 1964-65, matching the school's season wins record. He taught

for 40 years at Valley Christian High School in Cerritos, Calif., and spent 37 years as athletics director. He was the boys' basketball coach for 28 seasons, compiling 506 wins. De Bie is a former president of the Southern California Interscholastic Basketball Coaches Association and a member of the organization's hall of fame. He guided his squad to the state finals once and to the semifinals five times while winning 10 league titles. He also coached football, cross country and golf, continuing to coach after retiring from teaching in 2005. He's currently head golf coach and assistant boys' basketball coach.

BRUCE HEEREMA '63

Heerema played an integral role in establishing Central's football tradition. A four-year letterwinner at tackle, he helped transform a team that was 3-6 in his freshman season to one that posted a 14-3-1 mark in 1962. He was a three-time first-team all-Iowa Conference pick, also lettering three times in track and field and once in baseball. A former Central trustee, Heerema has been an ardent college supporter throughout a prolific entrepreneurial career that was highlighted by co-founding Heritage Lace, growing it into an acclaimed international business. A passionate football fan, he was among the first part-owners of the Iowa Barnstormers Arena Football League franchise.

CHRISTI VAN WERDEN '91

The MVP of Central's 1991 NCAA Division III championship softball team, Van Werden was also a member of the 1988 NCAA championship squad and a three-time women's basketball letterwinner. She was a three-time all-Iowa Conference honoree at first base and second base, the 1991 league MVP and a first-team All-America selection. She posted a school-record .371 career batting average. One of Division III's most feared sluggers in a pitcher-dominated era, she also broke season and career home run and slugging percentage marks and was among the team's top base stealers. Van Werden was a finalist for the NCAA Division III's 25-year all-star team in 2006. After passing the Arizona state bar exam, she became a federal attorney as well as a Division I softball umpire.

DUNHAM NAMED CENTRAL TRACK AND FIELD COACH



Former St. Norbert College (Wis.) coach Joe Dunham is the new head men's and women's track and field coach at Central.



Photo by Dan Vander Beek

▲ Kyle Johnson '02 teams with Jake Anderson in the strength and conditioning program.

Dunham replaces Kevin Sanger '93, who resigned in June after a highly successful 13-year run as men's coach and nine seasons as women's coach.

A three-time all-America cross country honoree who also earned track and field all-America recognition at Denison University (Ohio) and Keene State College (N.H.), Dunham served as head track and field coach at St. Norbert for four seasons and cross country coach for three years. He resigned following the 2007 spring season to enter private business. During his tenure at St. Norbert, the Green Knights broke 41 school records and had numerous NCAA Division III meet qualifiers while capturing an individual national title in the 800 meters. His squads consistently placed near the top of the Midwest Conference despite not having an on-campus track facility.

Dunham has lofty goals for the Dutch.

"Kevin (Sanger) did such a great job in building the program, I think the pieces are in place," said Dunham. "There are a lot of things Central has that many other schools wish they had. That's what makes this so exciting."

Central installed a 400-meter BSS 1000 polyurethane track at Ron and Joyce Schipper Stadium prior to the 2007 season. In December, a Mondo-surfaced, six-lane 200-meter track will be installed in H.S. Kuyper Fieldhouse. Dunham also

inherits a deep and experienced track and field coaching staff that includes associate head coach Guy Mosher, a nationally recognized multi-events coach, and several others.

"We are excited to have Joe join our staff," athletics director Al Dorenkamp '75 said. "Kevin did an outstanding job in establishing a solid program and a great tradition. Now Joe brings experience to our staff as a head coach and understands the challenges of recruiting as he competed against some very strong colleges and universities in Wisconsin during his years at St. Norbert."

JOHNSON NAMED ASSISTANT STRENGTH COACH

Central College is expanding its strength and conditioning program with the addition of Kyle Johnson '02 as assistant director.

Johnson earned a master's degree in health and human performance from Iowa State University in 2004. He worked as a graduate assistant strength and conditioning coach with the Iowa State football squad and later was a personal trainer and fitness coach at Delta City Club in Nashville, Tenn. For the past two years, he served as assistant sports performance director at Velocity Sports Performance in Franklin, Tenn. ■

Roe's Legacy:

A look back at 10 years and a look forward to the future

PRESIDENT DAVID ROE INTERVIEWED BY STEVE BELL '59



Photo by Brian MacDonald

▲ A candid conversation between President David Roe and Steve Bell '59 provides insight into Roe's tenure.
View the interview online at www.central.edu/alumni/bulletin.

Steve Bell '59, professor emeritus for telecommunications at Ball State (Ind.) University, worked for ABC News from 1967-86. He was a war correspondent in Vietnam and Cambodia, covered the White House during the Nixon administration and served as news anchor for "Good Morning America." Bell later worked at KYW-TV in Philadelphia before joining the Ball State faculty in 1992.

Bell: Ten years ago, a few eyebrows were raised when David Roe, Air Force Academy graduate, Rhodes

Scholar, Air Force general and corporate CEO, came to Central College. What made David Roe think Central College in Pella, Iowa, was the right place to be?

David Roe: When I taught at the Air Force Academy, I found I loved working with young people in a classroom environment and outside of class training, athletics, mind, body, spirit — the whole person.

When I retired from the Air Force, I went into financial services hoping to return to higher education

someday. After my company merged into a larger one, I retired. I looked at jobs in financial services, but my heart was calling me back to academe. While searching, I had lunch with a head hunter for the Central College recruiting process. I was intrigued by Central College and its emphasis on the whole person, strong international programs, great athletic tradition and vibrant mission statement. My wife Betsy and I fell in love with the campus and the people.

We felt enormously privileged by what we experienced growing up in the Midwest. We wanted to give back in a meaningful way. Further, we felt many Midwestern young people we had known grew up short changing themselves because they thought, "Well, I can't compete with the Ivy Leaguers." We believe they can go anywhere and do anything they want, particularly with the educational foundation Central provides.

We are very grateful the board asked me to come.

Bell: There have been a lot of accomplishments during your tenure. The endowment more than doubled. There are several new buildings, and Central has received environmental awards. What's your biggest achievement?

Roe: You mentioned some about which I am most pleased. But I also hope I have helped change some downward trends and negative morale on campus. Because of what happened before I arrived, a dark cloud hung over people. I think we've chased the dark clouds away. Enrollment climbed from a low of 1,121 on campus in 1998 back to our more normal historic levels. During our fundraising campaigns, we set several new records for financial support from our alumni and friends. The trend lines are good, and we now have a positive, forward-looking environment with a lot of energy behind it.

Bell: If someone came to campus who had not been there in 10 years, where would you want them to go and what would you want them to see?

Roe: First, I would like them to see a set of photographs in my office, which show the evolution of the campus over time.

Exiting Central Hall, there's a memorial from the Civil War. Basically, 122 of 124 male students at Central enlisted in the Union Army, plus two professors. The only two students who didn't enlist had farm injuries and were unqualified to serve. But of those 122 students, 24 made the ultimate sacrifice. Historians told me this is the greatest sacrifice in any way an institution of higher education has made in American history. Next to that is a memorial of Central graduates who gave their lives in World War II.

Then, the newer buildings. The last new building before I arrived was the Central Market. It was ahead of its time. Every university and college in Iowa has visited it and modeled their new cafeterias after it.

From there I would tour our "green buildings," two of which are LEED-certified.

Bell: What is "LEED-certified?"

Roe: LEED stands for Leadership in Energy and Environmental Design, a federal green building standard, with silver, gold and platinum certification based on a point system.

The Weller Center for Business and International Studies was built before the federal standards were developed, but incorporated many green design principles. Once the LEED standards were set, we set out to and did achieve a silver LEED rating with our renovation and expansion of the Vermeer Science Center, even though science centers are energy hogs. The Science Center became the first LEED-certified building in the state of Iowa.

Since then, we built Howard McKee Hall, the first gold-certified residential building in the state. We're going for platinum certification for the new education and psychology building. I am very proud that Central is a leader in this revolution across higher education.

the Roe years

1998

— President David Roe hired

— Endowment: \$39,399,677

1999

— Graham Hall remodeled, Graham Conference Center built

— Weller Center for Business and International Education built



2000

— Carlson-Kuyper Field Station built

— President's home built

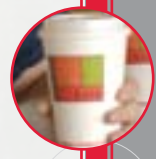
— Firth Townhouse built



2002

— Café@Geisler opened

— Endowment: \$49,130,568



Bell: Why the focus on green?

Roe: About 90 percent of scientists around the world believe human reliance on fossil fuels is a primary driver in global warming. If left unchecked, this reliance will destroy the ability of this planet to support life as we know it. Therefore, it is one of the more urgent challenges facing all humans on the globe.

Higher education needs to lead the response. With board authority, I signed the American College and University Presidents' Climate Commitment, a commitment to study and move to a position of climate neutrality. Whatever our carbon imprint on the environment, we will either eliminate it or offset it with renewable energy sources elsewhere. It is going to be a long journey — well beyond my time. But it is important, not only from the standpoint of taking the lead, but also in educating generations of Americans that our lifestyles have to change.

Bell: Let's talk money. The endowment at Central College has more than doubled. How do you convince people that Central is the place to make an investment?

Roe: I believe Central sells itself. The stories are so positive and convincing, and the proof of our success is the difference our graduates are making in the world. If you talk about Central's need for financial support to continue giving students the Central experience, alumni and friends of the college want to help. People see they are investing in our future leaders.

Bell: But, we are living in very difficult times and our debt flow is higher than it has been before. Are you worried?

Roe: When Carl Boat, former chairman of the board, and I were discussing this job, one of the things that attracted me was the historical financial conservatism of the college. Debt, per se, was truly a four-letter word for Carl and many of the board members.

Central, and colleges like it, are in a "push-squeeze." You have to have content, competitive facilities, faculty, staff and programs to get students. If you do not have students, you do not have a program.

On the other hand, you have to be prudent, and managing that requires a fair amount of financial sophistication. The debt service is handled in the operating budget. What we're getting in return are world-class facilities that are sustainable at a much lower cost.

Bell: Let's talk about the students. You and Betsy have a reputation for going out of your way to get to know students and interact with them on a regular basis. How would you describe the Central College student, especially in the context of students in general?

Roe: I'm excited about today's Central College students. Some have talked about this Millennial generation as being the next greatest generation or the next hero generation. What I see in the attitude of these young people tends to indicate the validity of that projection. They are, for the most part, very altruistic and other-focused.



"You can look at a number of different measures how Central has grown in Roe's 10 years. Endowment has jumped from \$40-80 million, enrollment is up, there are more faculty and staff, new buildings and older ones remodeled. These are all tangible. In addition, at the time he became president, Central was in a depression across campus. He's restored vitality and a can-do spirit and added new and exciting programs." — Dave Wesselink '64, chairperson of the board of trustees



Photo by Dan Vander Beek

▲ Student interaction is a key activity for President David Roe and his wife Betsy. Many students can count on David and Betsy's support as they leave Central and pursue graduate school and careers.

The number signing up to work-service projects, or wanting to go to the Peace Corps, AmeriCorps, or on mission trips, is phenomenal. Most of our students are from the Midwest, but those we attract from the coasts have a similar work ethic. They believe in putting in and getting back, but also giving back.

Bell: You teach a leadership class.

Roe: Leadership is one of my favorite topics. I believe every Central College student, and every citizen, has a responsibility to assume leadership roles wherever they are in families, communities and organizations. Teaching a class on leadership also gives me additional insights regarding students. In Central's classrooms, students are used to developing close relationships with their professors. Once students get over the notion that it is the president teaching the class, I have been able to have some great interchanges and get to know many students on a more personal level.

Bell: What is the importance of extra-curricular activities, such as athletics, music or theatre?

Roe: I am a great believer that extra-curricular activities extend formal education.

It is always positive when students get together with those from different disciplinary majors in activities, whether in the A Cappella choir, a theatre performance, or on the football team, dance team or whatever. With a liberal arts curriculum, we are helping students look at the world through multiple lenses. If they have daily interaction with classmates or teammates who are being trained in a different discipline, that reinforces the formal academic learning and adds a good experiential component. The activities also teach important life lessons that will help our students be successful in the workplace: team work, responsibility, cooperation and similar values.

Bell: Central College is a liberal arts college. Many prospective college students and parents think, "I don't have time for that. I have to get a career going." Can you still believe in liberal arts in this day and age?

Roe: Interestingly enough, the strongest advocates for liberal arts backgrounds are now the human resources professionals in major corporations because they see the value.

Let me illustrate that with a Gee Whiz story about Central College. The Principal Financial Group, the largest employer in

2003

— Vermeer Science Center renovation; first Leadership in Energy and Environmental Design (LEED)-rated building in Iowa; silver rating

— Howard McKee Hall built



2004

— New Dutch bridge installed in memory of Paul V. Farver, a catalyst for Central's pond and original bridge, which was constructed in 1967



— Central caps the fall freshman class at 450 students. With 1,750 students enrolled for the 2004-05 academic year, Central is two shy of breaking its all-time record of 1,751 set in 1989, making this year the second largest enrollment in school history.

2005

— Addition to Howard McKee Hall built; first LEED-certified residential building, gold rating



Iowa, recently did an analysis of their employees, particularly of the management level employees, aggregated by source of the undergraduate degree. The source that had the highest rating was Central College. Because of that, Principal sends 17 HR professionals to campus every spring. They have lunch with faculty and spend the afternoon talking with juniors and seniors who might be interested in Principal careers across the spectrum. Apart from Central College, Principal sends HR professionals only to the three regent institutions and to Drake University. I would argue the reason Central's performance is so high is because of the solid grounding in liberal arts our graduates have.

In my own case, my career successes were not because of the technical courses I took, but rather my fundamental grounding in liberal arts.

Bell: Intersections is a program for all incoming students, where they have a shared curriculum for a semester. What's behind Intersections?

Roe: Intersections is meant to do two things: to bond the class in a shared experience while introducing them to the liberal arts, and to bond faculty across disciplines. It teaches appreciation for approaching issues through the multiple lenses of the various academic disciplines that are the liberal arts. It also gives students something common to complain about. Usually, while they may not care much for the course as freshmen, as seniors they look back and are glad for the strong foundation it provided.

Bell: So many of the liberal arts colleges around the country began as church-sponsored schools. Frankly, I think a majority no longer have much of an affiliation. Central still has a strong relationship with the Reformed Church in America and is guided by its ecumenical Christian tradition. Yet, it is inclusive rather than exclusive. How would you describe the faith and values reality that Central is trying to create and why is that the goal?

Roe: One thing that attracted me to Central was Scholte's philosophy on religious freedom. He was a man with a strong conservative faith, but when he founded a college, he had no problem supporting the Baptists even though he was not one. It was important to him to have a Christian-based college in Pella.



"Central, as a liberal arts college, is committed to and takes pride in providing opportunities for each student to fully develop his/her mind, body and spirit. By exemplifying excellence in these areas, Dr. Roe has led the way in this endeavor for the entire Central community. How fortunate for us to have had the leadership of Dr. Roe these last 10 years! He not only talks the talk but also walks the walk."

— Vern Den Herder '71, board of trustees

Our students are developing their own faith and do so in a loving, caring environment that is accepting and trusting. They're going to leave more grounded in their faith and ready to deal with competing belief systems in the world, while still having an internal compass.

Central has an appreciation for individuals of all faiths. That does not mean we are less committed to our Christian faith, but we are extending understanding to the community of the world.

Bell: Which takes us to the study abroad program, a long-time tradition at Central. Has 9/11 made it harder to have that kind of a program and make it work?

Roe: Indeed, 9/11 made it more difficult, as well as the recently declining value of the dollar against foreign currencies. We have tried hard to reassure parents who are nervous about their son or daughter studying abroad. For example, after the bombing incident in London, our director knew within an hour where all

our students were, and we e-mailed parents and the college that everyone was okay.

I regrettably had to cancel our program in Kenya a few years ago when the U.S. Department of State sent warnings of threats of terrorism and crime. The world is a more dangerous place in some ways.

Bell: Do parents and students share the sense of the importance of a study abroad program?

Roe: More and more do. An outside consultant told us several years ago that nationwide about 25 percent of freshmen wanted an opportunity to study abroad. But in Central's case, 70 percent of incoming students say one of the reasons they chose us was the chance to study abroad. Our emphasis on the program is helping the modern marketplace understand global competitiveness and the imperative for global

awareness. That is going to help students understand the need to fit this into their plans, and what better place to study abroad than a school that has been a leader in the field since the 1960s?

In addition, we have two domestic programs in Washington, D.C., and Chicago, Ill. Students study and gain work experience at internships. It is just a tremendous experience for young people.

Bell: What are the biggest challenges for Central College?

Roe: As an institution, it would be financial hurdles. Higher education is perceived as a commodity, and the value of a private liberal arts college like Central is lost in the mainstream. We have tried to keep tuition increases to a minimum, while state universities increase their tuition by double-digit rates. But the market still perceives that our sticker-price level is what they must pay, which is off-putting, despite the fact that virtually every student at Central receives financial aid. Managing those pressures to maintain or even grow student enrollment is going to continue to be the biggest challenge Central and similar colleges have.

Bell: What brings a faculty member to Central in the first place and then causes them to stay?

Roe: I think it's the value structure of the college. Faculty members who choose to join us know we are committed to maintaining a community of scholars. We are committed to shared governance. Most importantly, we value teaching.

Another Gee Whiz story underscores that. A professor in the business department was a successful accountant in the business world and loved teaching at a Big Ten university. When a former mentor at Central retired, he applied for the job. I phoned the individual and said, "We cannot pay you what you are making as an assistant professor at Purdue. It is more than we are paying our full professors at Central." He said, "I know, but I want to

2006

— Central Service Day established; currently includes over 70 community service projects and around 900 employees and students participate

— Central named to the first President's Higher Education Community Service Honor Roll for distinguished general community service to area neighborhoods and communities

— Central moved its Wales study abroad program from Trinity College in Carmarthen to University of Wales in Bangor



2007

— Central became one of 58 universities and colleges nationwide, and the only college in Iowa, to be recognized for service-learning in *Guide to Service-Learning Colleges and Universities*

— Maytag Student Center's Underground renovated



"David Roe's first board meeting was also my first. It has been a privilege to see the changes over these 10 years and experience David's superb leadership and Central's exceptional growth and commitment to excellence.

David's enthusiasm for Central is contagious!" — Judy Grooters '60, board of trustees



"Dr. Roe has been an inspiring leader at Central College for the last 10 years. His ability to communicate, listen, cast the vision and encourage has been outstanding. I have appreciated Dr. Roe's sincere desire to understand and balance the needs of all stakeholders in the Central family with his primary focus on students. I also have appreciated the great partnership of David and Betsy for the good of the entire Central community!" – Mary Vermeer Andringa, former board of trustees

come to a place that values teaching. And I know my alma mater does." Not surprisingly, he emerged number one in the search, and we offered him the job. Already in a few years, he is a rising faculty leader. He is committed to our kind of environment where professors are rewarded by the quality of students.

Bell: The Gee Whiz stories are something everyone enjoys. Do you have a special Gee Whiz story that to you summarizes what Central College is?

Roe: I cannot answer it with a simple one because Central is so multi-dimensional and multi-generational that one will not do. In fact, with all due respect, you yourself and Harry Smith '73 are two of Central's Gee Whiz stories. You are internationally known as a war correspondent, an anchorman of one of the largest TV airings in the United States, and basically developed the telecommunications department at a large university. You come from Central College, and you are proud

of it. Harry Smith, a household name on CBS, was accepted to Central College on academic probation. By his own admittance, he is what he is because of Central professors. There are literally thousands of alumni Gee Whiz stories that go back to professors and experiences at Central.

Bell: And let the record show, you did not choose the two most deserving.

Roe: There are tons of deserving ones — many of whom are not as well known. Helen Hislop '50 elevated the whole field of physical therapy through her work. That's another Gee Whiz story.

The unsolicited stories warm my heart. An older couple, who didn't even know Central College existed, wrote me saying Central has some of the nicest young ladies in the world. A couple of softball players recognized the couple was disoriented at the airport and helped them find their way to the new gate assigned for their flight.

A referee in a play-off game sent the athletics director and me a letter saying he had never in 25 years refereed a game where the team was so intensely competitive, so sportsman-like, and yet so gentlemanly. He said, "I don't know what you're doing there but whatever you're doing is to be commended." A lot of it starts

Photo by Dan Vander Beek



▲ Supporting the community of scholars and the role of teaching at Central is a valued part of David Roe's presidency.

with the students, and there is a lot of self-selection. They come to us because they want that kind of positive environment.

I get notes from recent alumni in graduate school saying, "I'm so well prepared. Ivy League students ask me to help them because I've learned things from a professor at Central they haven't learned yet." I feel very good about what is happening here.

Or the letter from a young man saying, "I wasn't a very good student at Central. In fact, I was a troublemaker, and if you read my full record, I was before the dean numerous times. But I wanted to tell you I'm now working on a Ph.D. in Divinity. I've been a practicing chaplain. I had a problem with drugs and alcohol, but I am now doing these things, and it goes back to the faith Central College professors had in me."

One of my favorite letters was from a school superintendent who had a young Central graduate on faculty. He said, "In my 25 years of being a school superintendent, this is the best prepared first-year teacher in mathematics I have ever hired." The young lady was in my leadership class, and I know for a fact she is a talented young woman. She was not the number one student in math or the number one student in secondary education. But you put them together with her preparation, and she was number one because of all she learned at Central. She represents what Central does.

Al Dorenkamp '74, our athletics director, talks about the extra paychecks of seeing students succeed. Each one of us at Central College thrives on those extra paychecks.

Bell: I know you believe in the need to balance your work and life, so how do you do it?

Roe: Sometimes, I do not do it very well, although I preach it and try. I believe in an hour a day, a day a week, a weekend a month, a month a year for yourself and your family as a way of maintaining balance. We come close to achieving that in an annual cycle in the

Roe household, although it's more than a bit chaotic at times.

Bell: So from your perspective, what is the most important thing to know about the Roe years?

Roe: That Betsy and David respected and loved the people who made Central what it is and are committed to help it grow for the future. I think that is the most important thing. We cared. Central cares.

Bell: And, it has been appreciated.

Roe: Thank you.

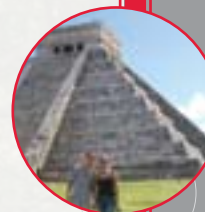


"A decade, I think, is about the right amount of time to determine a person's contribution to an organization. Clearly the 10 years David Roe serves as Central College's president shows us how incredible he is. He serves with professionalism, with passion and with a caring and loving spirit. And while he leads the institution to many wonderful accomplishments, perhaps they all pale in comparison to the personal commitment he demonstrates to the well-being of our young men and women who are Central College." – J. Barry Griswell '04 (honorary alumnus), former board of trustees

2007



— Central joined the Association of Advancement of Sustainability in Higher Education with President Roe signing the College and University Presidents' Campus Climate Commitment



— Central College Abroad extended the Merida, Mexico, program partnering with Marista University, Modelo University and the Universidad Autonoma de Yucatan

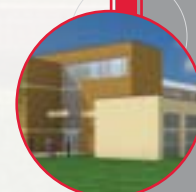
— Endowment \$83.6 million

2008

— Webster Elementary remodeled for facilities planning and management

— \$7 million of renovations to Scholte Hall

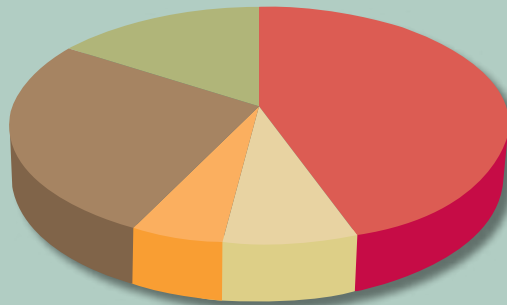
— Construction of new education and psychology building begins



2007 2008

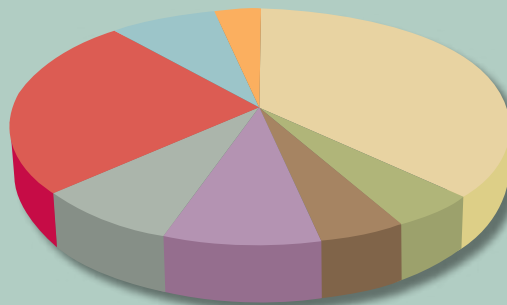
Financial Statements

Financial statements for fiscal year ended June 30, 2008. Figures are in actual dollars. For the college-wide audited financial statements, contributions are on an accrual basis while gifts are on a cash basis in the fundraising statements.



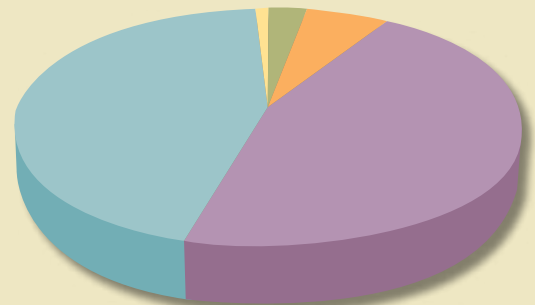
REVENUE

Tuition and fees, net	\$20,075,943
Endowment	\$3,314,948
Contributions	\$2,289,198
Auxiliary enterprises	\$12,069,435
Other	\$7,204,551
Total	\$44,954,075



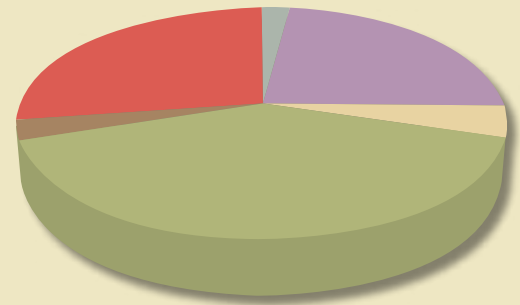
EXPENDITURES

Instruction	\$15,799,544
Academic support	\$2,123,809
Institutional support	\$1,990,699
Student services	\$3,665,593
Administration and general	\$3,406,461
Auxiliary enterprises	\$10,634,598
Student activities	\$3,438,266
Other	\$1,506,685
Total	\$42,565,655
Increase in net assets from activities	\$2,388,420



ASSETS

Cash	\$5,115,181
Receivables	\$10,579,170
Investments	\$76,692,101
Property and equipment, net	\$75,545,244
Other	\$1,569,578
Total	\$169,501,274



LIABILITIES

Accounts payable	\$3,593,937
Notes and bond payable	\$39,683,264
Other	\$7,026,677
Total	\$50,303,878

NET ASSETS

Unrestricted	\$68,467,199
Temporarily restricted	\$4,736,094
Permanently restricted	\$45,994,103
Total	\$119,197,396
Total	\$169,501,274

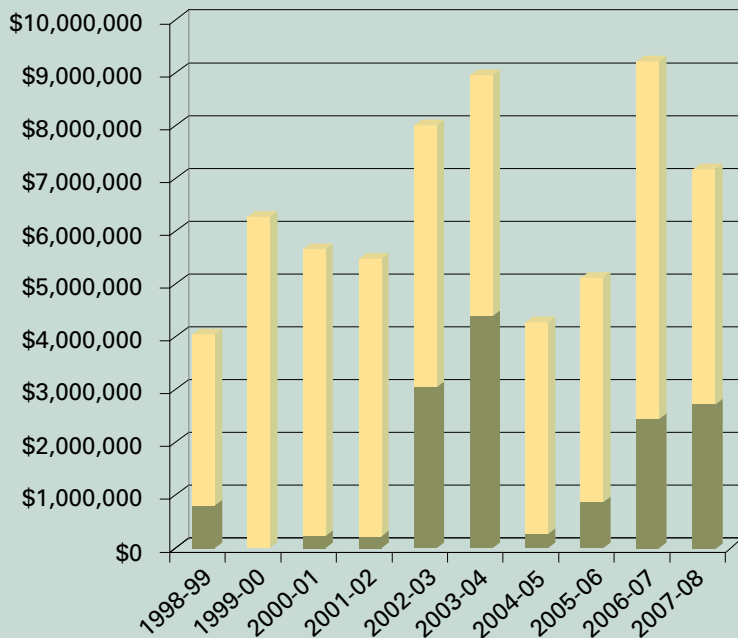
financial report
For fiscal year ended June 30, 2008

fundraising

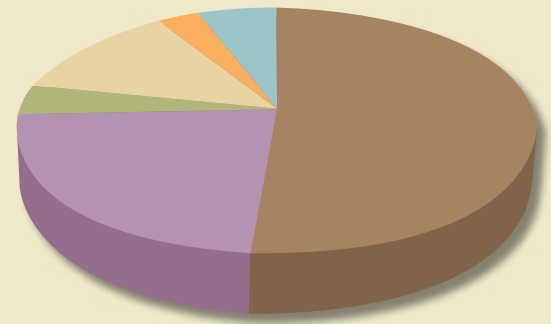
TOTAL GIVING BY YEAR

Year	Amount	Bequests
1998-99	\$4,037,688	20.0%
1999-00	\$6,269,449	0.0%
2000-01	\$5,661,192	4.0%
2001-02	\$5,479,372	4.0%
2002-03	\$8,009,939	38.0%
2003-04	\$8,954,881	49.0%
2004-05	\$4,271,132	6.0%
2005-06	\$5,109,849	17.0%
2006-07	\$9,045,471	27.0%
2007-08	\$7,073,329	36.0%

10-YEAR REVIEW

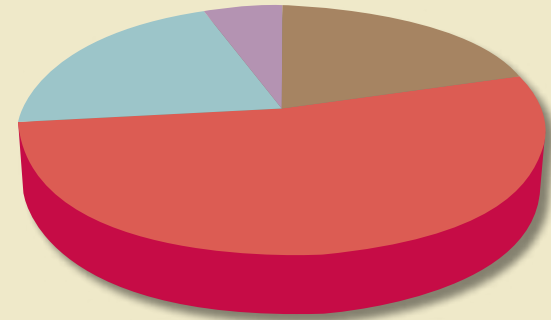


reflects total giving
 reflects bequests received



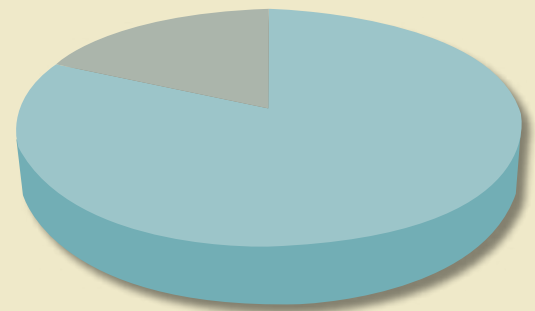
GIVING BY SOURCES

Alumni	\$3,636,274
Friends	\$1,628,534
Corporations	\$276,503
Foundations	\$898,571
Associations/churches	\$223,700
Non-alumni parents	\$409,747
Total	\$7,073,329



GIVING BY DESIGNATION

Capital purposes	\$1,450,025
Endowment	\$3,734,524
Central Fund	\$1,483,566
Other restricted annual gifts	\$405,214
Total	\$7,073,329



SCHOLARSHIP GIVING

Endowment	\$3,137,488
Central Fund	\$705,458
Total	\$3,842,946

Keeper of the Birthday List

by Larry Happel, associate director of marketing and media relations



Photo by Paul Gates

▲ Ardie Sutphen '64 at work with President David Roe.

It started with the birthday cards.

Maybe it's a little thing, but Ardie Pals Sutphen '64 was impressed. Now Central's executive assistant to the president, Sutphen has worked in the president's office since 1985. In 1998, her new boss, David Roe, hadn't even moved to Pella yet to take over as president, when envelopes postmarked "MCLEAN, VA" started arriving at the homes of campus faculty and staff with birthdays that winter. Inside, a hand-written note that could make a 47-year-old sociology professor or office manager feel as special on her birthday as she did 40 years earlier, except that the scrawled cheery sentiments were coming from the new college president instead of Aunt Helen. You half-expected to find a stick of gum taped inside.

Ten years later, the personal cards keep coming, to every college employee, trustee

and National Advisory Council member. He prefers delivering them in person, but when he's on the road, he takes them along to mail. Sutphen betrays her frugal small-town Iowa roots when she notes admiringly that Roe even pays for the stamps himself.

Keeper of the Birthday List is one of many titles Sutphen carries and among the ways she's observed the personal side of a president she describes as warm and caring.

Sutphen can be a gatekeeper, but it's hardly necessary for a guy who answers his own phone and loves office guests.

"He's very accessible," she said. "More often than not, I have to knock on the door to remind him of his next appointment. His style is to visit. It's not just 5 or 10 minutes and then you're done."

Unlike some prominent politicians of his generation, Roe answers his own e-mail, too, although it's a skill that eluded him until two years ago.

"Prior to that, I ran off all his e-mails, and he'd hand write a response," Sutphen smiles. "Now he types his own. He pecks, but he pecks very fast and amazingly correct."

His operating style is more deliberate.

"In tough situations, he wants to make sure he's gathered all the information before he makes a decision," said Sutphen, who sometimes even offers her own thoughts.

"I'm not afraid to express my feelings to him," she said. "I'm never critical. But I go with my gut instincts. If I'm typing something and it just doesn't feel right, I'll tell him. He'll look at it and quite often he'll reword it. He's very open to my suggestions."

Open describes the Roe presidency. Employees get frequent state-of-the-college addresses, along with office visits and dinner invitations, all occasions to answer questions and quash rumors.

"He's very similar to (former president) Dr. (Ken) Weller," she said. "Dr. Roe is even more open. He shares everything. He feels the more people know, the more they'll be able to understand."

Roe views himself as a cheerleader, a role he plays literally when he jumps up on a bench to exhort the crowd at a football game or figuratively when he's confidently setting ever loftier goals for the admission and development offices. Publicly and privately, his outlook on all things Central is sunnier than a Disney movie.

"That's just his style," Sutphen said. "The glass is always half full."

More typically, the cheerleader's uniform is a business suit with his favored French cuffs and cufflinks, and shoes polished smartly enough to pass an Air Force Academy inspection. But the subject doesn't change, nor does he tire of it.

"He loves talking about Central College," Sutphen said. "That's his very favorite thing to do and he's good at it. (Wife) Betsy usually has to sit in back and give him the cut sign."

But as the Roe presidency makes its stretch run, there's no one cheering harder than Sutphen.

"I really want him to go out on a high," she said.

His feelings about her are mutual.

"He's always so complimentary of me — to the point that sometimes I'm embarrassed," Sutphen said. "He tells people I run the college.

"I don't."

CENTRAL'S LEGACY



Alumni, along with their children and grandchildren enrolled at Central, attended our annual Legacy Lunch Aug. 18. Central has 40 new legacy students and 151 total.

Front row, from left: **Glenys Nederhoff Schouten Thies '58, Tari Schouten Eeling '86, Mary Nelson Boelman '75, Anna Boelman '12, Jerry Boelman '73, Barb Hoekstra Brondyke '78, Wilma Damhof Hoekstra '45, Tony Hoekstra '61, Kristen Seufferer '09, Elaine Seufferer '80, Bo Northup '84, Kayla Northup '12, Maggie Paris '09, Tori Paris '12, Sandy Paris, Al Paris '77, Adriana Espinosa '12 and Gabriel Espinosa '79.**

Second row: **Alex Pitkin '12, Nikki Sikkema '12, Randy Sikkema '82, Craig Schuring '03, Jessica McCurren Schuring '04, Kelsey Schuring '12, Alex Wei '12, Annalea Thompson '12, Jade Daniel Thompson '83 (Spain program), Marla Seufferer '12, Meredith Farland Seufferer '06, Nancy Moore Walker '91, Cynthia Walker '12 and Tim Walker '88.**

Third row: **Rich Pitkin '76, Kathy Vines Pitkin '78, Cindy Perkins Fry '80, Chris Fontana '84, Maggie Wehde '12, Carlyn Boertje Wei '82, Helen Van Zante Boertje '54, Andy Thompson '85, Mary Roorda Glendening '62, Sarah Glendening '12, Danielle Dickinson '12, Sheryl Vander Hart Dickinson '80, Mary Ann Leaverton McFarland '81 and Dustin Green '12.**

Back row: **Katie Creps Ghent '78, Mallori Ghent '12, Megan Fry '12, Dillon Fontana '12, Mike Wehde '85, Adam Feenstra '12, Craig Feenstra '76, Rich Glendening '62, Eric Glendening '85, Sanae Spencer Glendening '84, Justin Wyckoff '12, Krysta Gooding Wyckoff '91, Ashley Kinkade '12 and Ed Kinkade '80.**