

CLARK

Partners

WINTER 2018

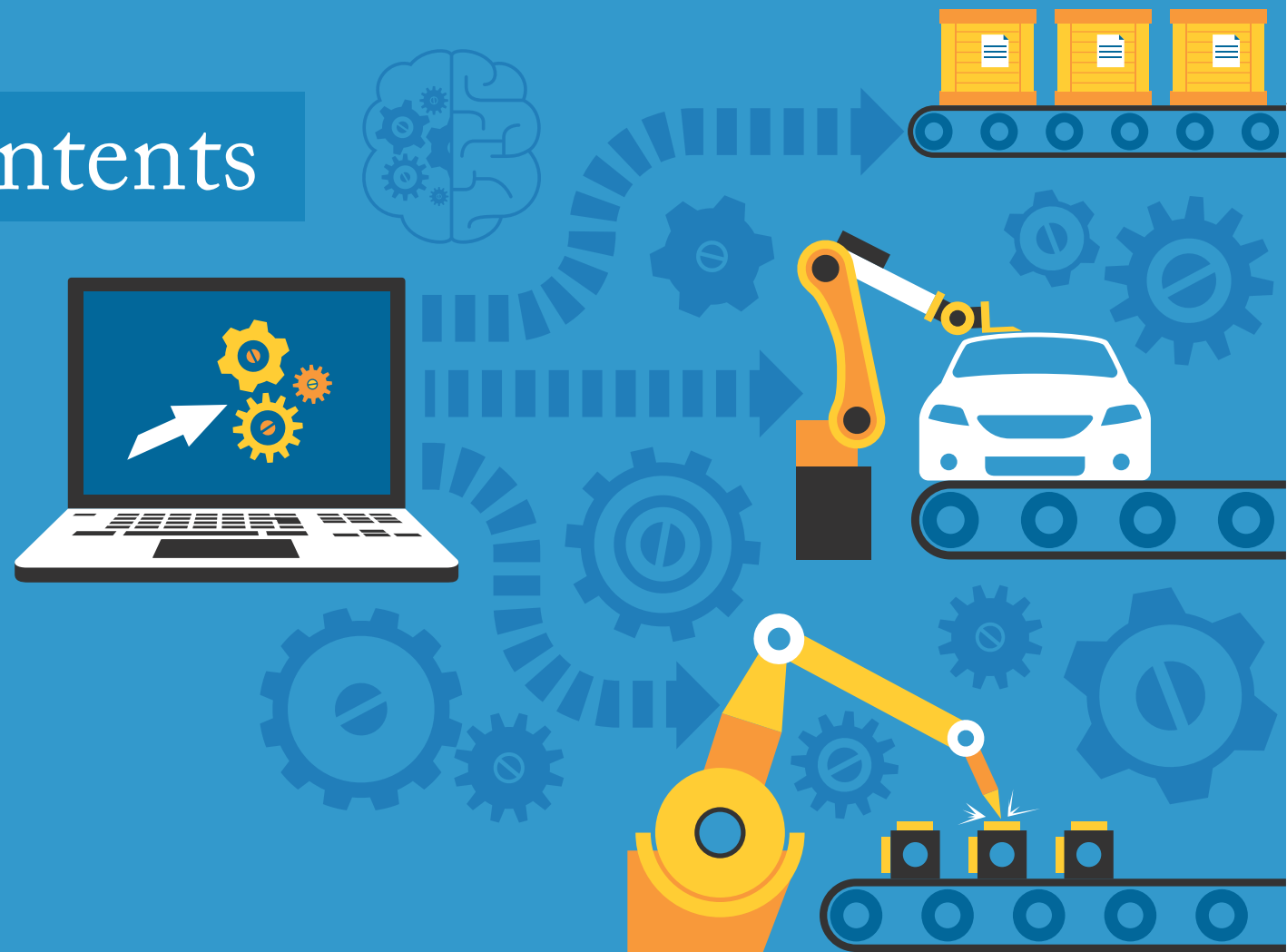


Clark's Future
is Revealed.

— PLUS —

The campaign for Clark College | The era of advanced technology
Introducing a new type of scholarship | Alumnus gives \$4 million
From fry cook to franchise king

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— Tom Cook

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FLEXIBLE AND AGILE TO THE FINISH LINE

Tailored services and flexible scholarship support helps students stay in school and achieve their goals.

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PROMISING PATHWAYS

THE CAMPAIGN for CLARK COLLEGE

THE 2018 EDITION OF **SAVORING EXCELLENCE** was an outstanding success. O'Connell Sports Complex was transformed into a magnificent display of color and sound. An announcement of a \$4 million scholarship gift - the single largest such gift in Clark's history - brought the more than 325 guests to their feet. The penultimate moment was the announcement of a \$35 million fundraising campaign, called Promising Pathways.

WATCH **SAVORING EXCELLENCE 2018 - Promising Pathways**
at www.youtube.com/ClarkCollegeFdn/videos



**ROBERT B.
WALLACE**

PRESIDENTIAL AWARD
FOR EXCELLENCE
IN PHILANTHROPY

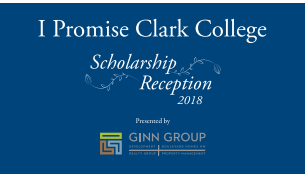


**THE BOSCHMA
FAMILY**

PRESIDENTIAL AWARD
FOR EXCELLENCE
IN PHILANTHROPY



Promises kept at scholarship reception



More than 275 people gathered in Gaiser Student Center on October 19, to witness one of the most heart-felt events of the academic year, when Clark students meet their scholarship donors. The annual event, billed this year as “I Promise Clark College,” featured personal educational journey stories from Clark College Foundation Board of Directors Vice Chair Eric Merrill and alumna Monica Santos Pinacho. Musical performances by pianist and vocalist Lissa McCarty and

tenor Daniel Sklyarov highlighted the afternoon. Both students are studying music. Throughout the event, short videos of Clark students, staff and donors shared a variety of promises each person made to the college. A 2017 scholarship recipient, Patrick Carrier pledged to “give Clark students some scholarships someday.” Ginn Group was the event’s presenting sponsor. Other sponsors included Waste Connections, Vesta Hospitality, Quail Homes and The Columbian.



PENGUINS MARCH INTO THE HALL OF FAME



Clark College will welcome its newest Athletics Hall of Fame members on February 2, 2019, at a ceremony held after two Penguin basketball games.

Brenda Bessner, a member of Women's Track and Field, spent two seasons with the Clark College team and was the 1989 shotput champion with a throw of 42' 8¾" and the 1989 and 1990 javelin champion

with throws of 166'1" and 160'2". Bessner still holds the record for shotput and javelin. She competed in the Deaflympics in 1985 and 1989 with second-place finishes in shotput and javelin.

Janie Hogan-Corbett, Women's Basketball, was a key member of the 1992-1993 Clark College team that won the conference championship and became the first team in NWAC history to finish the season unbeaten. Hogan-Corbett led the league in scoring and rebounding on her way to first team all-league and first team all-tournament honors.

The 1981 Men's Golf Team, coached by 2012 Hall of Fame inductee Claude “Skeet” O’Connell, includes the individual champion that year, Ian Harper, and team members Glen Hueser, Greg Brown, Jeff Coad, Kevin Antalock and Eric Deggerman.

The 1982 Men's Golf Team, also coached by O’Connell, includes the 1982 individual champion, Jeff Coad, and team members Kevin Antalock, Todd Quigley, Eric Deggerman, Tim Gilberg and Mike Burch.

FOR TICKETS TO THE HALL OF FAME CEREMONY,
VISIT WWW.CLARKCOLLEGEFOUNDATION.ORG/ATHLETICS-HALL-OF-FAME-2019

PHARMACY TECHNICIAN PROGRAM COMES IN FIRST



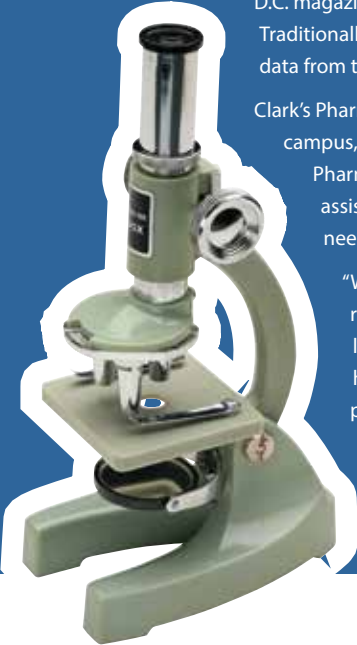
Clark College's Pharmacy Technician program ranked number one in the nation by Washington Monthly.

In its annual “College Rankings” issue, published in September, the Washington, D.C. magazine ranked vocational certificate programs for the first time. Traditionally it categorized four-year colleges and universities. The periodical uses data from the U.S. Department of Education’s gainful employment database.

Clark’s Pharmacy Technician program is housed on the Washington State University Vancouver campus, where students study in the state-of-the-art Columbia Credit Union Simulation Pharmacy and have access to externship placements with local employers. Area employers assisted in building the program’s curriculum, ensuring that graduates learn the skills needed in today’s health care marketplace.

“We were already confident of our Pharmacy Technician program’s reputation in this region, but are tremendously proud to see its excellence recognized on a national level,” said Brenda Walstead, dean of business and health sciences. “Our faculty work hard to create a program that produces the kind of skilled technicians that modern pharmacies need.”

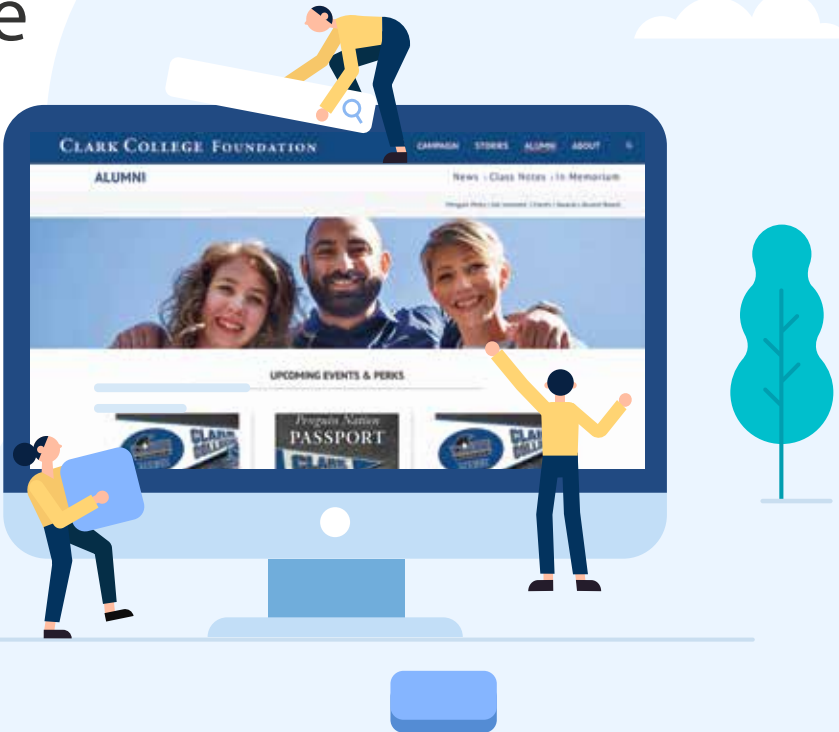
READ MORE The full Washington Monthly article is available at WASHINGTONMONTHLY.COM/2018COLLEGE-GUIDE.



New website is live

A brand new website featuring details about Clark College Foundation’s \$35 million fundraising campaign is live. Elements include videos, the latest Penguin Chats podcasts, fascinating stories about Clark’s alumni and partners who are running billion dollar businesses or writing best-selling books, complete access to current and past Partners magazines and ways to get involved with Clark. The site includes a separate section on Promising Pathways: The Campaign for Clark College with current information about priorities and ways to give. There are also easy-to-use media resources and staff contact sections.

VISIT CLARKCOLLEGEFOUNDATION.ORG



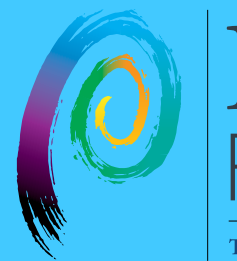
MANY PEOPLE TALK ABOUT CHANGE.

However, real change happens when talk turns into action.

*That is when promises become **PROMISING PATHWAYS.***

Clark College and Clark College Foundation proudly announce the official launch of

This \$35 million initiative is the largest nonprofit fundraising campaign in Clark County's history. It promises to transform the educational and career opportunities for all students enrolled at Clark College.



PROMISING PATHWAYS

THE CAMPAIGN for CLARK COLLEGE

LEARN MORE

by visiting our new website at clarkcollegefoundation.org

GET INVOLVED!

Contact Clark College Foundation at foundation@clark.edu or 360.992.2301



PROMISING PATHWAYS WILL SUPPORT:

- ▶ Guided Pathways – an innovative academic framework focusing on student retention and graduation.
- ▶ Flexible Scholarships – enhanced financial options for students.
- ▶ Advanced Manufacturing – creating a hub of quality and future-focused technological training to support the region's fastest growing manufacturing industries.
- ▶ Veterans – guaranteeing our veterans will always find life-building support through Clark's Veterans Resource Center.
- ▶ Cuisine and Professional Baking and Pastry Arts Education – supporting students in the Tod & Maxine McClaskey Culinary Institute.
- ▶ A collection of other programs and projects for students and faculty.

GIFT PLANNING TIP

You can save your children money by giving them the right asset from your estate.

When you set up your will or living trust with an attorney, make sure you discuss which assets you plan to give to your family and which ones will go to charity.

- If you give appreciated stock or real estate to your family, they will receive a step-up in basis and avoid paying income taxes on the appreciation.
- If you give your IRA or other deferred income to your children, they ultimately will have to pay income taxes when they receive distributions of the funds.
- Charities can receive either of these funds without paying income taxes.

We encourage you to speak to a professional adviser or contact Clark College Foundation. Hal Abrams and Vivian Manning can help identify gift plans that accomplish your family's goals.



LET US HELP YOU WITH YOUR GIFT PLANNING.

Hal Abrams and Vivian Manning can help identify gift plans that accomplish your family's goals.

CONTACT US TODAY!

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by LILY RAFF MCCAULOU

ADVANCED TECHNIQUES CAN TRIPLE A BUSINESS'S YEARLY OUTPUT

Next year, Clark College will break ground on its ambitious new campus — Clark College at Boschma Farms. The 70-acre property near Ridgefield will house what is being called the Advanced Manufacturing and Makers Center. Industry and college leaders are working together to design the new facility and curriculum.

Advanced manufacturing may sound like buzzy jargon but technology experts say it describes our future—whether we pay attention to the industry or not. After all, everything we touch has to be manufactured, from toothbrushes to cell phones to mattresses to cars. These and other items are increasingly made using highly advanced technology.

To find out what advanced manufacturing really means, hop on the website of shoe giant Adidas, where a customer can design her ideal pair of sneakers online. She gets to choose

the model and size, as well as the details of each component. She can pick the color and material of the sole, the sides, tongue and laces. After a few clicks to pay, a factory makes the shoes to order. A few weeks later, the sneakers of her dreams are delivered to her front door.

Advanced manufacturing describes the making of that pair of shoes. The term also refers to designing a factory capable of producing one-of-a-kind items rather than tens of thousands of identical ones.

“That is a huge challenge for manufacturing,” said Brian Taylor, industrial area manager for Siemens, which worked with Adidas to develop its custom shoe technology. “You can’t make mass-customization of products without huge amounts of digitalization and design.”

Of course, advanced manufacturing doesn’t have to involve one-of-a-kind products. It can also mean improving the consistency of a brand or the efficiency of a factory. Taylor said his company worked with Constellation Brands, which brews Modelo and Corona beers, to get more out of an existing facility, for example. Advanced techniques enabled the company to triple its yearly output, Taylor said.

Advanced manufacturing uses computer modeling to test and tweak the design of an entire factory before any machinery is constructed. Data is then collected and analyzed, allowing production methods to evolve and improve over time. The result is a more efficient and flexible way of manufacturing.

WORKFORCE QUALITY

This new era of manufacturing brings with it a lot of opportunity—for companies, consumers and Clark College. One goal of the new program at Clark is to translate these new manufacturing techniques into family-wage jobs for the region. When the Columbia River Economic Development Council surveyed companies looking to relocate, Taylor said, the number one concern was about the local talent pool.

“Ten years ago, it used to be, ‘What are the incentives?’ Now it’s, ‘What’s the quality and availability of the workforce?’” he said. He added that quality of life is also a concern, as a more desirable community boosts employee retention. Portland and Vancouver are well-situated to benefit,

in other words, as advanced manufacturing spreads.

Siemens is a massive global company but its Pacific Northwest presence is a team of engineers and sales people who work with other companies to modernize their manufacturing processes. It is one of a handful of companies partnering with Clark to develop its new advanced manufacturing program. Taylor said working at Siemens has shown him firsthand that the United States needs to do a better job of training people to work in this new, highly skilled field. He sees Washington companies like Boeing regularly looking out of the state or even out of the country for new hires.

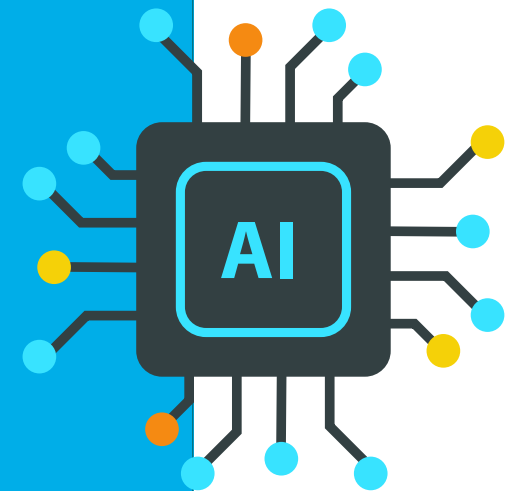
Taylor has a personal connection to Clark. He studied at the college from 1993 to 1995, and his wife, Kristi Taylor, is a professor in Clark’s Dental Hygiene program. Taylor said he wants to help Clark meet the growing need for workforce training in advanced manufacturing.

Taylor said that 15 percent of Fortune 500 companies have already adopted advanced manufacturing techniques. “The other 85 percent know they need to, to stay competitive.” And as manufacturers modernize, workers need to learn new skills to keep pace.

OVERCOMING MISPERCEPTIONS

Genevieve Howard, dean of workforce, career and technical education at Clark, said one of the biggest challenges for the new campus is overcoming misperceptions about the manufacturing industry.

“For so long, manufacturing had this really bad reputation of, you go into the factory and you come out and it’s dark and you’re dirty and you don’t get paid very much. That’s just not the case,” Howard said. “This is a family-wage occupation; it’s highly technical and clean. And I truly think the biggest challenge for us at this time is getting through to students and parents (to adjust) their preconceived notion about what manufacturing is (or isn’t).”



Another misconception about manufacturing is that it is a vanishing industry.

“When people hear about manufacturing, they think about jobs going overseas,” Taylor said, referring to a period of outsourcing in the 1990s, which resulted in millions of U.S. jobs lost.

In fact, manufacturing is a growing U.S. industry with huge demand for trained workers. The Portland-Vancouver region is expected to add 17,000 manufacturing jobs in the next decade, said Kevin Witte, vice president of economic and community development for Clark College.

Taylor said that a person who graduates with a bachelor’s degree in the Portland-Vancouver area could land an advanced manufacturing job that pays \$80,000 to \$150,000 per year. Companies like Boeing are bringing in the majority of new hires from out of state.

MODERNIZATION

Witte said his department works with local employers to design training programs that meet the needs of local companies. As manufacturers modernize and jobs become more technical, Clark could play an increasing role in retraining local employees. These kinds of connections with local employers help keep Clark’s educational programs relevant, Witte added, which is especially important in a fast-changing industry such as advanced manufacturing.

Clark already offers related programs in machining, industrial maintenance, welding and mechatronics. However, those programs are already at capacity, usually filling as soon as enrollment opens each term. The regional demand for this kind of training is expected to increase. The new campus allows for these programs to co-locate for the first time, which will create new, multidisciplinary training opportunities.

Howard said the exact numbers will depend on details such as the size of a particular classroom but her hope is that instead of offering two

sections of welding each term, for example, the new campus will facilitate a third.

“If we could increase our enrollment by one-third, that would be phenomenal,” she said.

In a hot job market, retention can be a challenge. Lisa Gibert, CEO of Clark College Foundation, said welders are in such high demand right now that students are often lured away by lucrative job offers after taking just a couple of welding courses, leaving enrollment gaps in higher-level courses. The phenomenon reflects a general economic trend—people are more likely to enroll in community college when the economy is flagging.

“When the economy is good, people go back to work and our (overall) numbers go down,” Gibert said.

That is why, during the recession a decade ago, Clark found itself “bursting at the seams,” Gibert said. The college was looking for land to expand its presence in northern Clark County to serve residents who lived further from Vancouver. That is when Gibert found a dairy farm owned by a Norwegian couple, Hank and Bernice Boschma. The Boschma family valued the educational mission of Clark and had a personal connection: they took courses at the college to prepare for their national citizenship exam. The swath of land was worth about \$12 million, Gibert said, but the family sold it to the foundation for \$8 million.

At the time the Boschma Farm deal was finalized in 2014, the advanced manufacturing emphasis had not yet come into focus.

“When we first started talking about it, we were thinking of creating a medical hub up there,” Gibert said.

Eventually, the Boschma Farm campus could have five to seven buildings, the academic focus of each building is still being discussed.

“It absolutely will depend on the demand and what we see coming down the road,” Gibert said. “It will become another main campus.”

That means that eventually, the northern campus will have its own library, student affairs offices and enough course offerings for students to complete their degrees without venturing south to the main campus.

“

“You can’t make mass-customization of products without huge amounts of digitalization and design.”

— Brian Taylor ’95, Siemens

”

Because the campus’s first building will house a high-tech program, some logistical hurdles remain. For example, the college must figure out how to get high-speed internet access to such a rural locale. Gibert once lived near the future Clark campus, so she understands how much the region needs a high-speed connection. Over the past year, she has met with local government and business leaders as well as private investors about the idea of bringing “dark fiber” to the site. That infrastructure would provide reliable top-speed internet service to the new campus and surrounding community. For now, the foundation and other partners are discussing whether they would have to create a new kind of business entity in order to establish the infrastructure.

As she recounted her discussion of this possibility, Gibert stopped and laughed.

With the Boschma Farms campus, “I have been a part of so many different things that a typical nonprofit would never be involved with,” she said.

Just as advanced manufacturing uses technology to identify and solve problems before any real machinery touches a factory floor, Gibert and others are seeking creative solutions to set the stage for a successful new campus. Clark has not yet broken ground on the Advanced Manufacturing and Makers Center, but the new venture is already living up to its name. 😊



An architectural rendering of the future campus in Ridgefield: Clark College at Boschma Farms over a 40-year or more period.

FROM FRYER TO FRANCHISE KING

Pacific Bells’Tom Cook refines the recipe for business success

by JOEL B. MUNSON

To say that Tom and Jen Cook of Ridgefield, Wash., have left their mark on Clark County is an understatement. The two have helped build Pacific Bells Inc. and its sister company World Wide Wings, into a remarkable business with revenues expected to approach three-quarters of a billion dollars in 2018. The company, with headquarters in an unpretentious building north of downtown Vancouver, has grown into one of the largest restaurant-franchisee operations in the country. The firm also builds and owns most of its franchise stores, making Pacific Bells both a successful development and culinary powerhouse.

Recently, Joel B. Munson, Clark College Foundation’s chief advancement officer, sat down and talked with the Cooks. Education is a major focus in their family. Two of their older children are sophomores at University of Florida and University of California Santa Barbara, while their second set of twins are in kindergarten. It’s a reminder to them of the importance of learning and the role Clark College plays in making Southwest Washington a better place to live.

Partners: Your journey, Tom, is interesting because it’s not anything like you thought it would be when you started 40 years ago.

Tom Cook: It really is an incredible history. I thought I wanted to be a physician. Between my junior and senior year of college, I worked in a hospital for the summer and to be honest, I just didn’t like it. It felt very transactional and I didn’t see the physicians building long-term relationships, even though that’s what you think of when you think of being a doctor. I realized I wasn’t going to be a very good doctor. I was on an Army scholarship but I still had to work. I got a part-time job—at Taco Bell. I remember it like it

was yesterday. I had to learn how to fry shells. I loved being around people and customers. You really get to know them. I found my home.

Partners: And here you are today, an incredibly successful entrepreneur. Back in the beginning, did you ever imagine that you would be overseeing such an enterprise?

Tom Cook: No. Even after we started the business, our big goal was to have a dozen restaurants. We thought if we could do that, it would be the cat’s meow, and we would live a life I never thought possible. I grew up in humble beginnings, so to think that today we have almost 300 Taco Bell

Jen and Tom Cook with their twin boys Danny and Mikey at their home.

“Clark makes things better for our community and all of the people around us, including people who work for our company and those who go to school with our kids.

—Jen Cook

”

and Buffalo Wild Wings restaurants in total is unbelievable.

Partners: When you were young, did you think of yourself as entrepreneurial?

Tom Cook: I started my first business when I was 8 years old. I built a TV Guide route from scratch, and got a nickel for every TV Guide I sold. I built the business up to about 60 customers and then sold it to buy a paper route. Six days a week, I got up at six o'clock, built that business and then sold it. Then I bought a janitorial service that I ran and literally worked overnight while I was in high school.

Partners: Where did you get that entrepreneurial drive? Is that something your parents taught you or is that something innate in both of you?

Tom Cook: I think my mother and father taught me my work ethic, but I'm the first entrepreneur in the family. The best piece of advice is something my mother gave me and that is you can do anything as long as you are willing to put in the work. What I found over time is that the harder I work, the luckier I get. If you think something is going to be given to you on a silver platter just because you thought it up one day, that's not how business works. It takes a lot of hard work. You have to ask many questions. As a biology major in school, I could tell you about the cells in a human body, but nothing about the cells of a spreadsheet. I had to go back and re-learn everything. Those who go on to higher education, in their chosen field whether it's Clark College or some other place, get that foundational knowledge that I simply didn't have in the beginning.

Jen Cook: Like Tom, my dad worked very hard, owned his own company, sold it maybe 10 years ago, but still he went back

to work. I think I had that same work ethic instilled in me. Tom and I are hard workers. We are 'type A' people, so there is never a dull moment in our lives.

Partners: You are both big supporters of higher education, and particularly Clark College. Why is that so important to you?

Jen Cook: I was fortunate to go to college and not come out of there with loans. I just think it's the foundation of our country, our world, our community. At college, I learned to be a very independent person. I left Nebraska at 18 years old and went to the University of Kansas in Lawrence—not too far away, but far enough to gain the independence that going to college can give you. After that, I was fortunate enough to get a job right out of college, and then I met Tom and the rest is history.

Tom Cook: When I first started in business, I didn't understand aspects of finance or marketing, so if you are able to get that educational foundation, I think your path to success is easier and quicker. I don't think everyone has to necessarily get a four-year degree or master's degree. Sometimes you just need a good foundation like an associate degree or a certificate and then you can learn the balance on the job. For me, that's one of the reasons I believe in Clark College. It provides that opportunity to get the foundation and to understand what questions to ask. I think that is critical to the path to success.

Partners: Your support of Clark College has been exceptionally generous and transformational. Thanks to you and others, the beautiful new Tod and Maxine McClaskey Culinary Institute was built

and our first class of chefs graduates this spring. You have also taken a real interest in helping students become strong leaders and potential entrepreneurs. Why the interest in these particular programs?

Tom Cook: I look back about five or six years ago and there was an abundance of employees at our company—an abundance of folks who wanted to go into management and people who were changing careers. Today, the job market is so tight and it's a fight to find great people. The opportunity to partner with Clark and create a situation where we could pull from its Cuisine program, in our case, and work with the program to help educate and train people for the restaurant business is important. The simple fact is that this can be a great career for people, especially those who want to become entrepreneurs.

Jen Cook: It's also something else. Supporting Clark is important for our community because Clark makes things better for our community and everyone around us, including people who work for our company or those who go to school with our kids. Clark provides opportunities for those who may not have the financial resources to go to school and may not be sure what their chosen career might be.

Tom Cook: Both Jen and I feel very strongly that everybody in the community has an obligation to be involved, sometimes it's financially and sometimes it's giving precious time. The community has to understand that those fit together. You may not have the financial wherewithal to provide support in that way, but certainly, you can help the college in other ways. One of the biggest ways is to reach out to a student. It's important that all of us do this.

Partners: Where do you both find the time to make a difference in the community, be successful in business and maintain a great family life?

Tom Cook: Family is important to us. We have older kids and little kids, and of course our extended family. We make sure to find time for all of them. It goes beyond that. It goes to our close friends who are part of this community. We have found a way to delineate. Jen allows me to work hard on the business, while she runs the household. When she tells me to be somewhere, I'm there. She is the chief executive officer of the household managing two full-time jobs. She has the kids, and she has our social and community schedules. She manages all this and does a phenomenal job. I'm fortunate.

Jen Cook: I think I have three full-time jobs if you include Tom. Both of us grew up in supportive families and so that affects where our lives are right now. It also helps that we like our family. We like our kids and we like all of our siblings and our parents and aunts and uncles. We just have fun. We have close family on both sides and I think that helps. Unfortunately, many people do not have what we have been afforded. We want to help them get there because we know it is important socially, emotionally, and financially. Education is where it starts. 🍌

Joel B. Munson is Clark College Foundation's chief advancement officer.



To achieve success in business, Tom Cook, CEO of Pacific Bells, subscribes this skill set:

1. Learn the technical skills to do the job. Clark College is a great place to start!
2. Develop solid oral and written communication skills.
3. Be a problem solver.
4. Become a leader.
5. Manage yourself.
6. Learn to present yourself in a positive and effective way.
7. Manage your temper, if you have one.

Tailored services and support
help students achieve goals

Flexible and agile
to the **FINISH LINE**

by RHONDA MORIN

The Gregory and Michele Goodwin scholarship could not have come at a better time for Ariana Peters.

The so-called flexible scholarship Peters receives helps her stay in school to complete her studies in biology. These new kinds of Clark scholarships are also earmarked for areas of opportunity in emerging careers such as advanced manufacturing.

Peters was sick over the winter. She missed classes and lost hours at work, leaving her with little money to pay the next quarter's tuition bill. Peters' instructors understood her dilemma and accommodated her schedule, giving her a chance to make up work. The only incomplete she got was in band – a course where you have to be present to perform. Professor Rich Inouye let her catch up in the spring so she was able to complete the course. Peters is an aspiring jazz artist, and one of a handful of women who play in Clark's Jazz Band. She plays the trombone.

Money is tight for the 20-year-old Vancouver resident, who has aspirations of being a pharmacy technician. Peters is also considering going on for an advanced degree and wants to work in research to help cure brain cancer. She had to drop a math class this summer because she did not have enough money. She even went to her parents for support, something she does not like to do.

"I was angry because I had to ask my parents to help me financially. They gave me \$100," she said.



\$4
MILLION

FLEXIBLE
SCHOLARSHIPS
GOAL

\$8
MILLION

TOTAL
SCHOLARSHIPS
GOAL

In summer 2018, Peters received a band scholarship for her pursuit of music. However, the \$500 award fell hundreds of dollars short of her \$1,040 tuition bill for the quarter.

Since she still had more to pay, Peters went to Clark's financial aid office to ask for help. Lizette Drennan, a financial aid program specialist,

Michele Goodwin (left) and Greg Goodwin (right) get to know scholarship students Ariana Peters and Emanuel Cota during a scholarship-partner meeting in July.



assisted Peters by reviewing her eligibility for a new flexible scholarship offered by philanthropists Greg and Michele Goodwin for students who are in circumstances where they might otherwise not be able to continue their education. Peters qualified for a \$540 award, and in July, she and other Clark students joined their scholarship donors for a private meeting on campus.

“Thank you for putting your faith in me and wanting to see me succeed,” Peters said. “It’s nice that the Goodwins would take a chance on me.”

FINANCIAL STRAIN

Six hundred and twenty-five scholarship awards and other types of financial assistance have been awarded so far through Clark College Foundation during the 2017-2018 academic year. That equals more than \$1 million—a trend now in its second year—awarded through the foundation.

Additionally, Clark College assists with awarding \$1.6 million in scholarships and \$35 million a year in financial aid loans and grants, according to Clark’s Planning and Effectiveness office.

However, thousands of students who need financial assistance to afford the more than \$4,100 annual tuition to attend full time go without. More than 40 percent of Clark students are low income, and 34 percent are low income and first in their families to attend college, according to Clark’s Planning and Effectiveness office. Many students seek loans to support their education, while others simply drop out of school when faced with financial challenges. A 2014 survey from Planning and Effectiveness showed that 14 percent of students dropped courses they had registered for because of financial reasons.

“We know already that we’re losing students to situations that if we had additional flexible aid to provide them, we would be able to keep them in school,” said Bill Belden, vice president of Student Affairs at Clark.

The American Association of Community Colleges in 2015 determined that the average community college student amasses more than

\$16,500 in tuition debt. While that debt figure is significantly lower for Clark College students due to the efforts of the foundation and college, many Clark students are still burdened with thousands of dollars in debt when they leave the institution.

College debt is particularly sensitive for students who come from systemically non-dominant groups. For many of these ambitious individuals, attending college is something completely new to them and their families. More than 70 percent of Clark’s students are first-generation college attendees. For many of them, there is little or no long-term planning, or even the capacity, to save for college.

One vexing issue, according to Belden, is that not all students who have low incomes qualify for financial aid.

“They still struggle to meet their basic needs for housing, food and transportation on top of their education expenses for tuition, books and fees,” he said.

“Those who we can support through traditional financial aid still might not have their full need met. We would like money that is flexible to help all students meet their goals of attaining an education. We see flexible scholarships as being those funds we can use outside of the traditional tuition and fee structure,” he added.

Expenses for daily needs such as child care, food, housing and transportation are examples of financial strains students face on a daily basis.

Flexible scholarships “are an additional source of funding that we can tailor to the needs of each individual student,” he explained.

DONOR’S CHOICE

Department-focused or program scholarships are the most popular and widespread form of donated financial support. The reason for this is that people tend to give to the areas they care most about, and oftentimes this is the area they studied or from which they graduated. While successful fundraising programs tend to be donor-driven—they match donors’ interests with the institution’s programs or projects—there is an increasing need for scholarships that are less restrictive in terms of the way they are set up or the programs they support.

These unrestricted scholarships are much more difficult to secure, based on fundraising reports and surveys. For many donors, the personal interest factor is missing and they have questions about student outcomes and accountability.

However, long-time donors, like the Goodwins and Cheree Nygard, see how unrestricted, flexible scholarships meet the needs of a community college student population.

“It’s not up to me to say what the gap is for Clark students. I trust the college to identify that gap and assist the students along their path to completion and to a successful career,” said Nygard, who is also the chair of Clark College Foundation’s Board of Directors.

“Because the college is very intimate with the students, they can adjust the services that are necessary. These flexible scholarships fill in the funding gap that can occur,” she added.

The other challenge for institutions, particularly community colleges, is that academic pathways and technical training programs oftentimes focus on emerging jobs, such as robotics, artificial intelligence and advanced manufacturing. Colleges try to match students with these exciting areas—openings that can sometimes change from year to year.

However, because many of the scholarships are restricted to certain academic areas or specific qualifications, financial assistance for students

studying in these evolving programs is limited. A missed opportunity is the result for students, while prospective employers lose qualified workers. With the Guided Pathways initiative currently underway at Clark, flexible scholarships are especially critical when it comes to helping them stay in school and encouraging them to complete their studies.

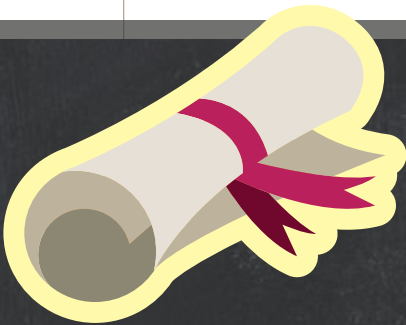
The promise of Guided Pathways is that Clark’s services connect with students from the moment they inquire about the college. They get one-on-one assistance to navigate the complexities of enrollment, adjust to college expectations, mitigate daily challenges and complete their degrees.

“We get to know our students very well. Through the entry process we assess their financial needs and tailor services and resources to their situation based on what we know about them,” said Belden.

Clark College Foundation, as part of a \$35 million campaign announced November 15, 2018, is dedicated to raising millions of dollars in flexible scholarships and awards, many in the form of permanent endowments. These scholarships are earmarked for areas of opportunity in emerging careers such as advanced manufacturing.

The foundation is committed to educating current and potential partners about the realities of today’s higher education environment and the employment opportunities for students who complete their studies. 📖

OPPORTUNITIES FOR FLEXIBLE SCHOLARSHIPS



- ▶ Fills a gap when financial aid runs out or when students don't qualify
- ▶ Supports child care, transportation, housing, food, tuition, books
- ▶ Helps those in transitional studies transfer into degree programs
- ▶ Assists students in finishing degrees or certificates
- ▶ Earmarks funds to support education in evolving industries
- ▶ Educates in emerging technical skills to fill tomorrow's jobs

To contribute to flexible scholarships, contact Vivian Manning at vmanning@clark.edu 360.992.2104

CLARK TO RECEIVE LARGEST SINGLE SCHOLARSHIP GIFT

Alumnus leaves \$4 million to Clark

by RHONDA MORIN

When Bob Blanchard talks about his father, Robert Wallace, he remembers how conscientious the Depression-era youngster and World War II veteran was about money.

That fiscal restraint eventually turned into a multi-million dollar charitable gift for Clark College, which the college will realize in the near future.

“I can remember saying to him (my father), ‘Hey, I’m going to take you to dinner and we’ll go to a nice place,’ and he’d say, ‘No, no, I already have that figured out.’”

“We would go to this place that had plastic furniture and we would go up to the counter and order spaghetti and they would serve it on plastic plates with an empty cup that you would have to go to the fountain and draw your own Coke.

“He didn’t want me to pay to take him to a nice restaurant. I think that came from growing up during the Depression,” said Blanchard.

Wallace’s father died when Wallace was a child. Wallace’s mother received a meager \$30 a month in government assistance to support her son during the 1930s. Later, President Herbert Hoover’s administration cut that assistance in half, to \$15. She had two other children, but they were adults living on their own when Wallace was child.

Growing up during a difficult economic time in America had a lasting impression on Wallace, according to Blanchard.

“He was very frugal,” said Blanchard, 76, Wallace’s only son, but “he was (also) very attuned to investments. He subscribed to the Wall Street Journal until the time of his death and read all the articles on investing.”

Wallace, who was born and raised in Vancouver, lived with his mother on U Street. He enrolled at Clark when it was located at the Hidden House. He biked

to school each day. He was one of the 15 students who graduated in 1937, according to the yearbook Galapagon.

Before his death in May 2005, Wallace spoke about how his Clark experience influenced his life and career as a student and vice president of the student body.

“I received more initial encouragement at Clark Junior College than any other school,” Wallace said in an interview for the summer 2002 edition of Partners newsletter, the predecessor of Partners magazine.

After Clark, he served in the U.S. Army in World War II, taking part in the Battle of the Bulge. After the war, he used his GI Bill to attend Washington State University in Pullman, then landed a job at DuPont in Tri-Cities, Wash, as a mechanical engineer. Later, he moved to South Carolina to work at a nuclear plant, then to Ithaca, N.Y., to work at DuPont’s Remington Arms facility. He finished his career at its headquarters in Wilmington, Del. His career at DuPont spanned about 28 years.

Over the years, Wallace made investments and accumulated wealth. In 1988, while living in Wilmington, Del., he set up a living trust. Upon his death in 2005, the terms of the living trust directed that a charitable remainder trust (CRT) be created to provide for his family. After all of Wallace’s beneficiaries pass away, the balance of the CRT will be distributed to Clark College Foundation to support scholarships.

Blanchard, as the last surviving beneficiary, reached out to Clark College Foundation earlier this year to inform the foundation he was the last surviving beneficiary following the death of Wallace’s wife,

Mary, in November 2017. Blanchard also revealed that he has bone cancer.

Today that charitable remainder trust is worth \$4 million. It will be the largest single gift for scholarships that Clark College Foundation has received in its 45-year history. The fund will be called the Robert B. Wallace Scholarship Endowment.

Blanchard granted this interview during a difficult time in his own life, because he wants to share the story of his father and the legacy that Wallace has left for future Clark students.

“He (Wallace) wanted his money to help (less fortunate) students. He didn’t think it would be a good idea to spend money on a building. The money should be used for scholarships,” said Blanchard.

The Robert B. Wallace Scholarship will be available to full-time students in all areas of study who have financial need, demonstrate solid academic achievement and exhibit high personal standards.

This type of scholarship fits into the category of flexible scholarships, which provide for emerging careers found in areas such as advanced manufacturing. The scholarships also help students stay in school and complete their studies.

Clark College Foundation’s \$35 million fundraising campaign contains a \$4 million goal to support flexible scholarships as part of a total scholarship goal of \$8 million.

Wallace’s thoughtful and long-term estate planning will shape the future of the community by providing opportunities for students who otherwise might not have access to higher education. 🙏



Above left to right, Robert B. Wallace and his son Bob Blanchard in their official Army photographs. Below, Blanchard reviews notes from his father.



Robert B. Wallace provided for his family and for Clark College. Here is what he did:

Set up a living trust to avoid probate and keep his estate outside of a public probate proceeding.
Set up a charitable remainder trust so that at the time of his death it provided:

- lifetime income for his heirs,
- avoided Washington State inheritance taxes, and
- created a scholarship legacy to support Clark College students.

LEARN MORE BY CONTACTING

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Vivian Manning, CFRE
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THE 60's

Dennis Kampe '68 was named to the 2019 board of Southwest Washington Contractors Association Foundation. Kampe currently sits on the foundation board of Cascadia Technical Academy from which he retired as executive director after 30 years of service.

THE 70's

Roger Daniels '75 joined the Clark College Foundation Alumni Board's Board Relations Committee as an ad-hoc member.

Carol Doane '77, inspired by her mom Wilma Doane, founded a nonprofit called Woman of Wonder to provide college scholarships for women.

Hon. John Hagensen '73 was reelected to the Clark County District Court as judge for Department No. 6.

THE 80's

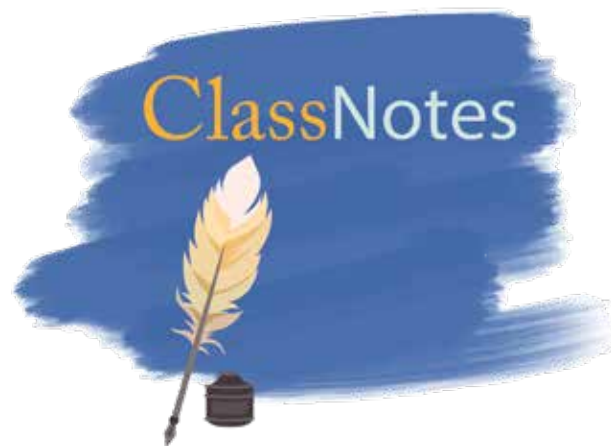
Kimberly Baker '86, a CFP, was featured in The Columbian newspaper's Clark County Business Briefing in celebration of 25 years of service to her employer, Johnson Bixby & Associates. She is a lead financial planner.

Kristin Hanneman '89 was named as a trustee to the Salmon Creek Hospital Foundation.

David Henrichsen '82 and Bret Roske were married in Vancouver.

Gregory Kimsey '89, Clark County auditor, was named 2018 Statesman of the Year by the Greater Vancouver Chamber of Commerce.

Dave Lemberg '87, owner of Dave's Killer Magic Shop, was profiled by the Vancouver Business Journal. Lemberg, a high school science teacher, has owned his business since 2008.



Hon. Gina Mosbrucker '88 was reelected to the Washington House of Representatives 14th Legislative District, position 2.

Dellian Redjou '89 was honored with the Community Champion Award for her work with SHARE by the Greater Vancouver Chamber of Commerce at their annual Business and Leadership Awards dinner.

Clark County Council Member **Jeanne Stewart** '84 ran for reelection, but was defeated by newcomer Temple Lentz.

Pacific Lifestyle Homes, owned by **Kevin Wann** '89, was ranked 14 out of 100 on Seattle Business Magazine's 29th annual 100 Best Companies to Work For in Washington list.

THE 90's

Rosemary Gardner '96 retired from Clark College in September after 23 years as an administrative assistant.

Tanisha Harris '97 ran for the Washington House of Representatives, but lost to Vicki Kraft. Harris serves as court-appointed special advocate program specialist with YWCA Clark County.

Dennis Heikkinen '95 is retiring in 2018 after serving 11 years as a custodian at Clark.

As council member for 15 years and two-term mayor, **Tim Leavitt** '92 collected many business suits. No longer an elected official, Leavitt has donated two dozen suits and sport coats to Clark's Dress for Success program.

Ridgefield City Council appointed the **Hon. Jennifer Lindsay** '99 to fill a vacant seat on the council.

Matrix Roofing, owned by **Wendy Marvin** '95, was named 2018 Small Business of the Year by the Greater Vancouver Chamber of Commerce.

Ophelia Noble '98 was the featured speaker at Clark's Students of Color Luncheon in October. Noble is co-founder and executive director of The Noble Foundation.

Hon. Scott Weber '99 was reelected as Clark County clerk.

Todd Zalk '95 joined the team of Selco Community Credit Union's Commercial & Business Banking division as VP of commercial lending and business banking.

THE 00's

Melissa Boles '08 was named to the 2019 board of Southwest Washington Contractors Association Foundation. Boles

is industry initiatives manager for Workforce Southwest Washington.

Ginn Group owner **Patrick Ginn** '00 joined the Greater Vancouver Chamber of Commerce. Ginn is also a member of Clark College Foundation's Board of Directors.

Holly Lane '09, a licensed realtor, joined the team at Equity Northwest Properties.

Brittini Lasseigne '05, director of philanthropy for YWCA Clark County, joined Clark College Foundation's Alumni Board.

Stephen Pick '06 was hired as executive director of Journey Theater Arts Group, a local youth and community theater organization. Pick received his master's in directing and arts administration from Boston University.

Bree Sanchez '08 was pictured with her colleagues on the cover of the Greater Vancouver Chamber of Commerce magazine, Vancouver Vision, to promote Vancouver Mall's presenting sponsorship of the Chamber's 4th Annual Women's Golf Tournament. Sanchez is a member of the management team at the mall.

Sherry Smith '03, administrative services manager for the Science, Technology, Engineering and Math department, was awarded the Clark College Quarterly Classified Staff Excellence Award for summer 2018.

Hon. Brandon Vick '04 was reelected in the Washington House of Representatives 18th Legislative District, position 1.

Jason Wright '08 was a featured speaker at Clark College's Business Web Practices Speakers Series in October. Wright is the chief operations officer for Webfor, a digital marketing agency in Vancouver.



Gayle Beacock '81 and her brother, **Russ** '81, have opened a new store in Eugene, Ore. Gayle and Russ are the children of Dale and Susan Beacock who opened the original store at 1420 Southeast 163rd Ave. in Vancouver in 1976. Dale Beacock '50 was a professor at Clark College and an alumnus. He died in 2011. Gayle is vice president of Beacock Music Company. She will relocate to Eugene for the first year to oversee the store, located at 791 W. Eighth Ave., in the former Pacific Winds Music building.

Gayle Beacock '81 and her brother Russ '81 opened a new Beacock Music retail store in Eugene, Ore.



THE 10's

Nathaniel Brezner-Mendoza '18 was recruited to play for the University of Portland Pilots starting as a right-handed pitcher this fall. At the time of the recruitment, he was playing for the Rocky Mountain Collegiate Baseball League as a member of the Boulder Collegians team.

The Greater Vancouver Chamber of Commerce hired **Sarah Cooke** '14 as its member engagement and communications specialist.

Battle Ground police officer **Trent Elms** '12 was presented with a Life Saving Award by the Battle Ground Police Department for his heroic work in saving the life of a 26-year-old man in February 2018.

Jacob Granneman '16 joined ClarkCountyToday.com's news staff. Granneman

graduated last spring from the Edward R. Murrow School of Communication at Washington State University in Pullman.

Christopher Hight '17 was featured in the Vancouver Business Journal. Hight is a data engineer for Interject Data Systems in Vancouver. He also runs a nonprofit called Future of Code, providing code literacy education to children and young adults.

Sunshine Hill '18 married Michael Adams on September 5, 2018.

Alex Hogaboam '17 and Sarah Burris married on August 25, 2018.

Fallon Hughes '12 accepted a new position with Pacific University in Forest Grove as coordinator for experiential education compliance.

Alan Hwang '13 facilitated a workshop, "A Digital-Only Strategy to Maximize Cyber Monday" through the Greater Vancouver Chamber of Commerce in September.

Damion Jiles Sr., '10 ran for a seat in the Washington House of Representatives, but lost to incumbent Paul Harris.

Megan Knight '13 was featured in the Vancouver Vision Magazine, a publication of the Greater Vancouver Chamber of Commerce. Knight is a speech and language augmentative assisted communications specialist with Innovative Services Northwest.

Matthew Kuhl '12 ran for the position of Wahkiakum County auditor, but lost to Nicci Emerick-Bergseng. Kuhl serves as staff accountant for the Institute for Professional Care Education in Vancouver, Wash.

Miranda '14 and **Nicholas** '04 Larson welcomed a son, Hunter Larson, on October 22, 2018.

Jules Laspa '14 married Holly Susanne Kayleen Engh, on August 28, 2018.

Scott Micheletti '10 and partner Desiree Carlson welcomed a baby girl, Brooklyn Micheletti on August 9, 2018.

Lindsey Norberg '16 spoke at Clark's Business Web Practices Speaker Series about a subject she calls "The Creative Hustle." Norberg is a visual designer for local financial services firm Johnson Bixby & Associates.

Becca Robbins '16, former sports editor for Clark's student newspaper The Independent, joined the Baker City Herald as a summer intern. She was one of 15 young journalists selected for the University of Oregon's Charles Snowden Program for Excellence in Journalism.

Adeena Wade '16 spoke at Clark's Business Web Practices Speaker Series in November. Wade is employed in the office of marketing and communications at Washington State University Vancouver.

Katie Wallis '15 joined Clark's Baking and Professional Pastry Arts program as its new division operations support employee.

CLASS DATES UNKNOWN

Hon. Michael Benjamin was appointed to the city of Woodland Council to fill position 7.

Heather Blackthorn, former actress in Clark's theatre productions, took the artistic and management reigns at Pacific Stageworks.

Judith Chipman, CPM was a candidate in the primaries for Clark County Public Utilities commissioner.

Emily Cole and David Weller welcomed a baby girl, Avery Weller, on September 22, 2018.

Mary Elkin was a candidate in the primaries for the city of Vancouver councilor. Elkin is owner/operator of Elkin Business Solutions, a bookkeeping firm in Vancouver.

Tammy Fraley, owner of Fraley Photography who specializes in photographing kids with disabilities, appeared in The Columbian in July.

Hon. John Main, a Ridgefield council member, announced his resignation in October.

Watercolorist **Denise Joy McFadden**'s work was displayed at Art on the Boulevard in October.

Hon. Liz Pike, a Washington State Representative, was named first vice president of the Clark County Republican Women.

Clark alumnus **Alan Stokesbary** is a proud grandfather of a new baby girl, Lily Stokesbary, born on June 7, 2018, at 7 pounds, 14 ounces, to daughter-in-law and son Cori and Jonathan Stokesbary.

Years are based on when alumni either graduated or last took a course at Clark College. Send submissions and corrections to foundation@clark.edu. Write Class Notes in the subject line of the email.



THE 50's

Philip "Phil" Azure '55
Beverly "Bev" Boydston '55
Joyce Brown '57
Roderick Groth '52
Roy Hurford '59
Forrest Kelly '53
James "Jim" Liedtke '57
Jerry Pierce '56
Bert Sewall '50
Larry Swatosh '57

THE 60's

Richard Hader '63
James Kallgren '67
James Lee '65
Patricia Maser '64
Ronald "Ron" Parry '63

Douglas Schaller '64
Janice Schurman '65
F. Jerome "Jerry" Studer '63
Richard Urban '64
Melvin Vinsonhaler '60
Wilma Waddle '64
Carol Winters '65
Wayne Young '66

THE 70's

Scott Attebery '73
Alfred "Fred" Bergeron '73
Elisabeth "Betty" Braun '74
Neil Brislawn '75
Rose Chambers '74
David "Dave" Christensen '74
Douglas Johnston '78
Leslie "June" King '76
Esther Linson '76

Thomas "Tom" Martin '76
Randall Matthews '70
Kathleen "Kathy" Stone Moss '76
Gary Nelson '70
Chester Pulver '75
Donald "Donald" Roach '76
Mark Rogen '73
William "Bill" Schultz '72

THE 80's

Shirley Edwards '84
Anita Gillard '88
Allan Hoppel '82
Donald "Don" Kurtzbein '89
Caroline Umatham '88
Mary Woodford '86

THE 90's

Eric Garren '97
Michelle Schreiner '96
LaVerne Stein '93

THE 00's

Mikalae Harden '05
William "Bill" Byrd '10
Kathleen "Katy" Stratton '17

Years are based on when alumni either graduated or last took a course at Clark College. Send submissions and corrections to foundation@clark.edu. Write In Memoriam in the subject line of the email.

CLASS DATES UNKNOWN

Melville "Skip" Byers
Daniel Cheatham
Larry Cresap
John "Jack" Doty
Richard "Rich" Dye
Ivan Goll
Lawton "Chic" Hull
Christine "Chris" Kaleta
Joshua "Josh" North
Richard "Rich" Olmstead
Larry Otos
Michael Ramberg
Vernon "Vern" Smith
Marsha Sork
Justin Taylor
John Tidland
Bernard "John" Worth

FRIENDS OF CLARK

Kathryn Elizabeth Crandall, donor
Claude Dotson, employee
Louis Chessrown Getsinger, faculty
William Hill, employee
William George Morris, trustee
Kenneth Thompson, donor
Jelene Peterson, donor
Kathryn "Kitty" Welsh, donor



Left, George Fullerton in 2015, the year he was inducted into Clark's Hall of Fame. Inset, Fullerton in the 1940s as an Ashland High School athlete.

Coach George Fullerton passed away at age 89, on October 6, 2018. Fullerton served the campus for 30 years as a track and wrestling coach and instructor. He gained local notoriety when Clark inducted him in its Hall of Fame in 2015. As a junior at Ashland High School Fullerton set state records in the mile and half mile and broke a 34-year record in the mile. During the same season in 1946, he also set a new national mile record, beating the time set by Louis Zamperini 12 years earlier.



Virginia Fordham in 2011 with scholarship students she supported.



Virginia Marie Fordham died peacefully at the age of 91 on September 25, 2018. Fordham was the mother of Lisa Gibert, CEO of Clark College Foundation and a long-time supporter of Clark College. Fordham graduated from Girls Polytechnic High School and attended Oregon State University. She married Leslie "Roy" Fordham in 1947. Fordham dedicated her life to her family and working in the front office at Fordham & Fordham, a certified public accounting business in Hillsboro, Ore.



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