



WINTER 2018

HERITAGE

OKLAHOMA STATE UNIVERSITY FOUNDATION OFFICE OF GIFT PLANNING





*Welcome to the **WINTER 2018** issue of the Heritage Newsletter*

Greetings from Stillwater!

On April 14, the Oklahoma State University Foundation will host a daylong celebration of our Heritage Society members. This is a special group of friends who have included OSU in some aspect of their estate plan. This year's event will spotlight the new Spears School of Business building (pictured on the front cover) with VIP access to this world-class facility and informative presentations from some of OSU's most outstanding programs and students. Make plans now to attend. It will be a great day!

This issue of the Heritage Society Newsletter spotlights generous donors who are leaving estate gifts to the OSU Foundation. These contributions create a lasting legacy for Oklahoma State University. Donated assets, when properly managed, can be highly profitable. The OSU Foundation works hard to get the most value from donated assets of various types. If you are considering leaving something to the Foundation that you believe could generate ongoing support, please do not hesitate to contact the Gift Planning Department with any questions.

Also in this issue, we say farewell to one of our dear friends and colleagues, Melinda McAfee. Not only has Melinda contributed to the articles in the Heritage Society Newsletter, but she was also a fixture as a planned giving professional in our department for many years and has made a difference for Oklahoma State University. Melinda recently retired, and I would like to take this opportunity to thank her and let her know how much her talent and expertise has been appreciated by OSU and the OSU Foundation.

Again, please plan on joining us for the annual Heritage Society event on April 14. Your invitation and event details will follow soon. Thank you for all you do to support this great university with your time, talent and gifts. Please do not hesitate to contact me if I can ever be of assistance.

Go Pokes!

Diana Lasswell

Associate Vice President of Gift Planning



Gift Planning team from left to right: Derrick Davies, Diana Lasswell, Sarah Brown, Nina Floyd and David Mays.



Backyard Support

Donors support OSU in many ways, including outright cash gifts, donations of property and estate-planning tools such as wills and trusts.

An opportunity that isn't as well known is the gift of mineral rights. **If you donate oil and gas royalties to the OSU Foundation, we can manage those assets in-house and help you achieve your charitable goals.** Whether the gift is an entire or undivided fractional interest, it can **significantly impact** many areas, including **scholarships, faculty, facilities and programs.**

Isn't turning something in your backyard into a gift that helps students an exciting thought?

For more information, please contact:

Office of Gift Planning

800.622.4678 | giftplanning@OSUgiving.com | OSUgiving.com/EstatePlanning



Sharing a Life's Work

Kathy Noltensmeyer conducts her business in a thorough fashion. Since reaching out to the Oklahoma State University Foundation in September 2015, she has created a finely-tuned philanthropic plan to include lifetime giving, a revocable trust and IRA Rollover options. The plan mirrors her values and those of her late husband, Leo. He would be proud, but not surprised, to see how quickly she made those decisions.

Kathy and Leo met on the OSU campus and married in 1966. They enjoyed 49 years of marriage, the birth of their son, Daniel, and the arrival of four grandchildren. Together they determined their earning, spending and investing strategies to maximize financial stability.

“Leo and I got our starts at Oklahoma State,” Kathy said. **“I studied speech therapy and ended up in mortgage banking. Leo was interested in sales and marketing and spent 42 years working as a top salesman for U.S. Gypsum, a firm specializing in ceiling tiles and specialized buildings, such as office buildings. This was Leo’s niche.”**

After Leo’s passing in July 2015, and just before her first Christmas holiday without him, Kathy set out to develop a gift plan that would include a legacy gift for OSU. The fruit of their years’ working and financial planning would help their alma mater. **The plan was to “pitch in to help the university to continue to provide top-notch research and educational opportunities for students,”** Kathy said. **“We want to share our life’s work with others.”**

Kathy considered the priorities of several college deans when thinking about a purpose.

She asked OSU Foundation staff to arrange a meeting to explore select colleges’ funding priorities, and three college deans and their development staff presented their best proposals.



Kathy Noltensmeyer, center, smiled with her friends, OSU Foundation employees Melinda McAfee, left, and Kathy McNally during the 2016 Prix de West artist's dinner at the National Cowboy & Western Heritage Museum in Oklahoma City.

The OSU Center for Veterinary Health Sciences, the Spears School of Business, and the OSU Division of Agricultural Sciences and Natural Resources each met individually with Kathy to field her questions.

Ultimately, she established the Leo and Kathryn Noltensmeyer Endowed Graduate Fellowship in Precision Agriculture in December 2015. Subsequent permanent passage of the IRA Rollover legislation has enabled her to jumpstart her endowment through annual, tax free gifts from her IRA.

As for her estate, she deliberated several weeks before choosing to create the Noltensmeyer Endowed Research Professorship, which will focus on research of food safety and precision agriculture.

Dean Thomas Coon of the Division of Agricultural Sciences and Natural Resources proposed flexible language in the gift agreement so that no restrictions would impede the chair’s future relevance. The resulting Noltensmeyer Endowed Research Professorship agreement will always be subject to the current dean’s prerogatives in research.

He says getting to know Kathy and sharing his college’s plans were helpful as they looked for ways to unite her passions with the university’s priorities.

“As she has learned more about us, she has shared valuable insights into the opportunities that

“ I hope that with our gift we can do a little to help make farmers’ lives better and their crops more productive through OSU research and give a little support to those interested in improving our foods.”

- Kathy Noltensmeyer

may emerge in food and agricultural systems for the future,” Coon said. “And those insights help us to better understand how we can align her philanthropy with her vision. In addition, I think it has been enriching for her to get to know our faculty and students and to better understand what drives them to excel. She can see the impact of her gifts immediately, while she builds the foundation for the gifts that she plans from the legacy of her life with Leo.”

In May of 2017, Coon arranged a faculty tour for Kathy so that he could share information about crop-sensing technology, precision fertilizer applications and automatic controls of agriculture-related equipment for which OSU is known around the world.

“The tour was a real eye-opener! I hadn’t realized the extent of the research going on at OSU in the agricultural area,” Kathy said. “I am really glad to have chosen agriculture to support. OSU is really making a difference in how well the population is safely fed and how much more efficient growing food for the world can be.”

Kathy has since finalized her estate plan for the endowed research professorship and has begun to fund it during her lifetime.

“Leo and I both came from farm backgrounds and know how hard that life can be. I hope that with our gift we can do a little to help make farmers’ lives better and their crops more productive through OSU research and give a little support to those interested in improving our foods.”



Leo D. Noltensmeyer married Kathy DeClaspel in 1966.

Continuing OSU's Artistic Legacy

When Bob Parks was considering his estate plan, he realized his entire life was tied to Oklahoma State University and the art of printmaking. That made it an easy decision to designate the bulk of his estate to benefit the Doel Reed Center for the Arts. OSU's interdisciplinary living learning laboratory and museum incorporates the former Taos, New Mexico, homestead of legendary printmaker Doel Reed as well as his wife, Jane, and daughter, Martha.

"After my wife, Cynthia, passed away in 2014, I thought, 'What better way to help OSU than to set up some kind of bequest,'" Parks said. "It's really a very simple story. As a student, I was just kind of your average spoiled, middle class brat from Oklahoma City. I wasn't serious about school and flunked out the first year. I decided eventually I needed to be a good student and make something of myself. OSU gave me that chance."

Parks earned both an undergraduate education and 34 years of faculty salary at OSU, and said he could never fully repay the university for the difference it has made in his life.

"Some of the most important people in my life were people at OSU — instructors all over campus," said Parks, a retired art professor. "I had lots of mentors, not the least of whom was Jay McVicker. I would never have become a printmaker if it weren't for him, so I'm very happy that I will be able to help OSU."

J. Jay McVicker was a two-time OSU graduate, earning both a 1940 bachelor's and 1941 master's degree under the tutelage of Doel Reed. McVicker succeeded Reed as head of the Art Department in 1959, serving in that capacity until his own retirement in 1977. Parks said he studied printmaking under McVicker **"practically all the time I was at OSU"** until his 1969 completion of a



Bob Parks' St. Louis apartment is full of art.

bachelor of fine arts. That was also the year that he met Doel Reed.

"Jay said, 'If you're going to be a printmaker, you need to go meet Doel Reed,'" Parks said. "So when I had the occasion to be in Taos, I dropped by and spent an hour or two with him. He was just as described by Jay — charming and irascible and still working, still very active in the studio. I was in the studio with him and we had a drink on the porch."

Parks admits that he was not confident in his ability to continue on to graduate school.

"I had the attitude that I really couldn't compete out there," Parks said. "I applied to 10 graduate schools, thinking I wouldn't get into any of them, and as an Okie I wouldn't be able to compete if I did get in. It turned out I was accepted to seven of the 10, with offers of funding and all that. I chose Tulane to study printmaking, and I found out I was better prepared and more willing to solve problems and think on my feet than a lot of the other people in my class who had come from places considered more prestigious. So OSU prepared me very well."

But after completing a 1971 master of fine arts with an emphasis in intaglio printmaking, Parks discovered **"there were no art jobs in this country. I picked up the phone one day and it was Jay McVicker, and he said he had a job if I wanted to teach. I was on the faculty until I retired in 2007."**

It was there that he met his future wife, who was also an art professor.

His role on the art faculty is what led to him being an early supporter of the Reed Center, as well as building a friendship with Martha Reed. She was an OSU graduate who lived in Taos for 57 years before she passed in 2010. She had contacted her alma mater in 2005 with the idea of using her estate to honor her father's legacy. That is what became the Reed Center.

"During those first few years, it seemed like I was out there all the time," Parks said. "I really got to know Martha and really grew to love her. She was difficult and charming and irascible and all the things I remembered about Doel. She was very sweet to me and appreciated what we were trying to do for her. She was also very kind and open when we took students out there in the early days."

To watch a video feature about Bob Parks, including more of his thoughts on the Doel Reed Center for the Arts as well as Doel and Martha Reed, visit OSUgiving.com/BobParks.

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- Bob Parks

Blended Gifts

Immediate and Long-Term Impact

Think about a combination of gift options to maximize your giving to Oklahoma State. With these blended gifts in your overall plan, you can fulfill your philanthropic goals and see the impact of your giving today. The future of Oklahoma State University is more solid because of your foresight.

For example, your annual gift can be promoted beyond your lifetime by setting aside a portion of your estate to endow a named fund. Once endowed, the earnings from the fund stand in for the annual gift that you would have otherwise made. Your annual gift continues in perpetuity.

Most of us understand the concept of a bequest from a will or trust. Other planned gift options that can be effectively used in conjunction with lifetime gifts include retirement plans, charitable gift annuities, and charitable remainder trusts. In this way, you again promote your annual gift beyond your lifetime and into the future, continuing that support in perpetuity.

Or, in the alternative, if you have already established a planned gift using one of these methods, you could begin enjoying the immediate impact of your philanthropy today by donating outright gifts of cash or property. Additional benefits include avoidance of capital gains tax with gifts of real estate, stock or other appreciated investments.

Blended gifts utilize a variety of giving strategies by combining the power of current, lifetime gifts with plans that extend your philanthropy past your lifetime. This legacy arrangement provides a pipeline of future support for the university, and can make sense for your estate planning goals. Check with your advisor about your particular situation, and consider blended gifts to optimize your impact on the future of Oklahoma State University.

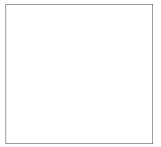
For more information, please contact the Office of Gift Planning at 800.622.4678 or giftplanning@OSUgiving.com.



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UPCOMING EVENTS!

Oklahoma State University offers a schedule packed with opportunities for the university's alumni and friends to come together to learn, enjoy culture and celebrate all things orange and black. Some upcoming examples are:

- The 10th annual Women for OSU Symposium on April 5
- Our Heritage Society event April 14
- The OSU Alumni Association's Grandparent University in June
- Mike Gundy's Women's Football 101, and Doel Reed Center for the Arts leisure-learning classes in Taos, New Mexico in July

For more information, as well as links to other opportunities to connect with the OSU family, visit OSUgiving.com/Heritage.