



MENDOCINO COLLEGE
Foundation

Fall 2008
Newsletter

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Gala Proclaimed a Great Success



Guests enjoy the live auction and festive setting at Fetzer Vineyards Valley Oaks, site of the recent Gala on the Green.

A picture-perfect evening June 21 at Fetzer Vineyards Valley Oaks, Hopland, set the tone for what many are saying was the Foundation's "best ever" Gala on the Green. Nearly 300 guests supported this annual fundraiser that provides for student scholarships and a variety of educational programs at Mendocino College.

"This is the Foundation's significant fundraising event," states Rhonada Clausen, Foundation special events committee chair. "Thanks to the generosity of our donors, this year's Gala raised the bar to a new level. We greatly appreciated Brown-Forman, the parent company of Fetzer Vineyards, making Valley Oaks available to us for our event. The lovely setting coupled with the generosity

of many donors and volunteers made for a memorable evening of friendship, delicious food and wines and lively entertainment."

Kilkenny Kitchen of Ukiah presented a catered, multi-course gourmet dinner complemented by donated fine wines of Lake and Mendocino counties. Passed hors d'oeuvres, including a smoked salmon salad in cucumber cups, and a lively martini bar created a welcoming atmosphere. Cases of wine were donated by Barra of Mendocino, Ceágo Vinegarden, Esterlina Vineyards, Fetzer Vineyards/Brown-Forman, Lolonis Winery, McNab Ridge Winery, Navarro Vineyards, Sauvignon Republic, Steele Wines, Tulip Hill Winery, Whaler Vineyards, and Wildhurst Vineyards.

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*Dedicated to the
Legacy of Learning*

**HOPLAND
ACHIEVEMENT AWARD
WINNER**



Deisy Castro has been named the 2008 recipient of the Mendocino College Foundation Hopland Elementary Achievement Award. Deisy, age 11, shares her goal of becoming a marine biologist with Donna Wilsey, Hopland Elementary School secretary and on-site administrator of the award. The Foundation is instituting an adopt-a-school program with Elementary Achievement Awards throughout elementary schools in the College district. The Hopland award has been generously underwritten by Wade and Mary Lou Koeninger.

Foundation Launches New ID

A NEW LOGO, A NEW LOOK

In 2007, a series of Board workshops was held to revisit the Foundation's strategic plan and identify areas of opportunity. One of the recommendations that came out of these discussions was a call to review the Foundation's brand identity – its logo, materials and messaging – and revamp its graphic identity. This task of creating a new look for the Foundation was assigned to the marketing committee, under the leadership of Wilda Shock.



**Mendocino College
FOUNDATION**



MENDOCINO COLLEGE
Foundation

to the more abstract. After reviewing many concepts, the committee agreed upon an eagle head icon with a Rorschach, brush-like appeal.

“Dedicated to the Legacy of Learning” was chosen as the tagline. Mark De Meulenaere, Director of Development, explains the

*Dedicated to the
Legacy of Learning*

choice, “This tagline was universally favored because it represents the essence of what’s most important to the Foundation and the College. The word legacy reflects positively on the magnanimous nature of our donors as well as on the College’s commitment to higher education. Dedication not only speaks to the allegiance of the Foundation’s many volunteers and donors, but also to our students’ commitment to lifelong learning.”

In addition to the new look of this newsletter, the new logo and tagline are being incorporated into all Foundation materials, including business cards and stationery, as well as the Foundation’s web site.

“Our aim was to create a contemporary identity for the Foundation that consistently communicates our core values to all our target audiences,” sums up Shock.

Why a new look? “Although the Foundation’s logo served it well over the _____ years, there was general agreement among the Board members that a new, more contemporary look would better represent the Foundation’s core values and more fully capture the spirit of our organization today,” explains Shock.

“Our aim was to create a contemporary identity...that consistently communicates our core values.”

—WILDA SHOCK

“It was felt that the new design should provide a strong visual link to the College and its eagle logo,” notes Shock. “The Foundation has several target audiences – including philanthropists, students, faculty and the public – so it was important that the new design appeal to each of these groups.”

The design team of Karen Adair/ Designer Graphics and Jay Young /J Design, both of Ukiah, was retained to create the Foundation’s new graphic identity. Various approaches were explored, from conservative

Foundation Scholarship Awards



Foundation Board members presented awards to student scholarship recipients.



A special awards ceremony to honor this year’s scholarship recipients and to acknowledge the donors’ generosity took place August 15, 2008. The event, held at Mendocino College Grove, Ukiah campus, recognized student success and provided an opportunity for recipients, donors and representatives of the Foundation to meet.

“This year we are providing a total of \$124,000 in scholarships to 75 students,” declares Channing Cornell, Foundation Vice President and scholarship committee chair.

“These significant financial awards, ranging from \$1,700 to \$2,500 each, are designed to cover the majority of a student’s educational expenses for one year,” states Tom Herman, Foundation President. “Through

the Foundation’s scholarship program, we endeavor to alleviate the financial stress faced by some students, enabling them to give focus to their academic studies and career goals.”

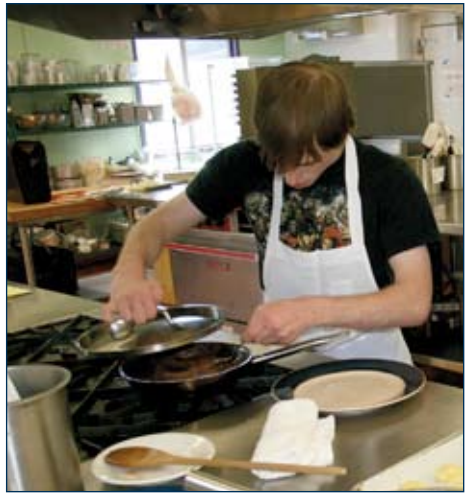
“Since it was founded in 1984, the Mendocino College Foundation has honored hundreds of students through its scholarship program. In total it has distributed over \$675,000 in student scholarships, while also supporting other educational programs and district-wide projects,” observes Kathy Lehner, Mendocino College Superintendent/President. “The Foundation’s scholarship program is a wonderful example of how individuals and communities come together through their generosity to realize the common goal of student success.”



**FRANK ZEEK
ACHIEVEMENT AWARD
WINNER**



A new Mendocino College Foundation Elementary Achievement Awards program has been initiated at the Frank Zeek Elementary School, Ukiah, through the generosity of anonymous donors. Chris Carrigg, age 11, receives congratulations from Mendocino College Superintendent/President Kathy Lehner and his mother, Norka Ahlswede. An enthusiastic learner who rarely misses a day of school, Chris excels in math and science.



“One of the Foundation’s goals is to support, through funding, programs that the College administration and faculty and the community recognize as specialty areas of need. . . . The success of the nursing and culinary arts programs, in particular, is attributed to the hard work of the College faculty and staff and the support and subsidy of the Foundation.”

—TOM HERMAN

Opportunities for the College CTE Program



Working with the administration and faculty of Mendocino College to enhance and further develop the College’s **Career and Technical Educational (CTE)** program is a priority for the Mendocino College Foundation. As the Foundation president, it is also one of my personal priorities.

One of the Foundation’s goals is to support, through funding, programs that the College administration and faculty and the community recognize as specialty areas of need. Once the priority areas have been identified, we look forward to working with the College to augment, through increased funding and community outreach, those programs that will benefit students as well as our communities.

Mendocino College has nearly 20 Career and Technical Educational programs, providing a range of degrees and certificates. The success of the nursing and culinary arts programs, in particular, is attributed to the hard work of the College faculty and staff and the support and subsidy of the Foundation. The College and the Foundation recognize that there is much more that can be done. We are dedicated to working together to enhance CTE programs.

Already the wheels of progress are turning. Plans are under way for a dialogue with the College administration and faculty to identify which programs have the potential to be nurtured by the Foundation. Simultaneously, we are initiating conversations with the business community to learn about its skilled labor needs.

We value and welcome your input. If you know of an area of need in our communities that can be filled by the College’s Career and Technical Education programs, then I urge you to contact the Foundation office with your suggestions.

I believe the College’s desire to tailor programs to meet the needs of our local business communities coupled with the Foundation’s commitment to help fund these programs is a win-win situation for us all.

Tom Herman
President
Mendocino College Foundation



A Year with Notable Accomplishments

TWO GIVING OPPORTUNITIES INITIATED

Thanks to the ongoing generosity of our donors and volunteers, 2007/08 has been a year with many notable accomplishments for the Mendocino College Foundation.

The Foundation effectively raises funds that are used to deliver innovative education programs that focus on student success and contribute to our community’s vitality.

We receive, invest, and administer gifts from private sources made to support Mendocino College. This year the Foundation initiated two new giving opportunities.

Our **Charitable Gift Annuity Program** offers you, as donor, a way to make a gift to the Foundation and still receive a steady stream of income for yourself

or others. A simple contract is created under which the Foundation, in return for a transfer of cash, securities, or other property, agrees to pay a fixed sum of money for life for one or two persons at a recommended rate based on your age. The corpus is invested by a licensed administrator. The Foundation’s program is managed by the California Community College League, the entity that makes the interest payments for the life of the annuity.

The **Adopt-a-School Program** was kicked off this past year by the Hopland Elementary Achievement Awards program, through the generosity of Wade and Mary Lou Koeninger. Following in the Koeningers’ footsteps, a second and similar program was initiated by anonymous donors at the Frank Zeek Elementary School, in Ukiah.

Our goal is to have at least one achievement award-winning student “adopted” from every primary and secondary school in the Mendocino-Lake Community College District. Each adopted student receives an award in the year of the donation, and additional awards upon high school graduation and enrollment in Mendocino College. Donors have the option of sponsoring a one-time student recipient by donating \$700, or endowing an award program in perpetuity at their adopted school.

If you’d like to explore options for scholarship donations or planned giving, please call our office at 707-467-1018.

Mark DeMeulenaere
Director of Development

Your generosity makes a big difference to our students



MENDOCINO COLLEGE
Foundation

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mdemeule@mendocino.edu

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Ukiah, California 95482

Yes! I’d like to learn more about Mendocino College Foundation’s giving opportunities.

Name _____
Address _____
City, State, Zip _____
Phone _____
Email _____

Please send me information By mail By email

Please call me Best time _____

I’m interested in details about the following:

- Academic and/or Enrichment Programs
- Adopt-a-School Achievement Awards (primary and secondary schools)
- Bequests
- Charitable Gift Annuity Program
- Faculty Support
- Scholarships
- Unrestricted Donations

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“Seeing friends, having conversations... it could not have been any better.”

—DONNA BERRY

Emeritus Luncheon Strengthens Ties

The Ukiah Garden Café was the site of the inaugural Mendocino College Foundation Emeritus Luncheon, providing 36 past and present Foundation directors with the opportunity to reconnect with their peers, three past College presidents and Foundation staff. “The event was perfect,” exclaimed Donna Berry, past Foundation President. “Seeing friends, having conversations about the organization, meeting new acquaintances – plus hearing from those who haven’t actively been involved for years; it could not have been any better.”

Following a social hour and lunch, Tom Herman, Foundation President, welcomed and thanked the guests for their invaluable contributions and support over the years. Kathy Lehner, College Superintendent/President, presented an update on College news and budgets, including Measure “W” bond activities. Mark DeMeulenaere, Foundation Director of Development, wrapped up the event with a summary of Foundation activities, including a review of funding levels and scholarships.

Each guest received a portfolio of information, including recent press releases, Board member roster, Gala postcard and the current Economic Impact Report.



From the College President

When I attended my first Foundation board meeting in the fall of 2003, I was amazed at the number and diversity of the volunteer directors on the board. As I listened to them speak of the annual Gala and the scholarship awards ceremony, I was impressed that such significant events could be planned and executed with primarily volunteer help. The expertise of the Foundation in managing the financial investments was also notable.

The last five years have seen a doubling of the Foundation’s endowment and many important investments in the progress and success of the College and our students. The contribution of \$75,000

“The last five years have seen a doubling of the Foundation’s endowment and many important investments in the progress and success of the College and our students.”

to the promotion of the Measure “W” bond campaign made it possible to inform our communities that a bond measure was vital to finance future growth of the College. We were able to use that \$75,000 donation to leverage \$67.5 million in bond funds.

The Foundation contribution of \$60,000 to help fund a full-time nursing faculty for one year made it possible for the College to double the number of students in our nursing program. We are now able to graduate over twenty students each year to help fill the nursing shortage in our community.

We can’t lose sight of the myriad smaller investments the Foundation has made in College programs. This year, contributions

will be used to establish a Student Ambassador program, providing current students with opportunities to practice leadership skills and providing new and prospective students with tour guides and information resources from their own peer and age groups.

Funds will be used to support Native American Day, the Latino Student Retreat and the “I Went to College Today” event for area fifth graders. An Artist in Residence will be brought to Mendocino College in the spring.

All of this is in addition to the ever-increasing number of dollars the Foundation is investing directly in our students. Over the past few

years, the number and dollar amount of direct student scholarships has almost doubled, with the Foundation bestowing 75 scholarships totaling \$124,000 upon worthy students this year.

As our student population grows and economic times force the financial needs of our students to increase, the Mendocino College Foundation is committed to increasing its support of students and programs. I invite you to partner in the success of our students by becoming a Mendocino College Foundation donor.

Kathryn G. Lehner
Superintendent/President
Mendocino-Lake Community
College District

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MENDOCINO COLLEGE
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Go paperless and help save a tree.

The Mendocino College Foundation is soliciting email addresses with the intent of offering paperless, electronic versions of its newsletters and event announcements in the future.

If you wish to help us tread more gently on the environment, send your email address to:
Kerry McMullen, Foundation Support Specialist
kcmullen@mendocino.edu
or call 707-467-1018.

PLEASE NOTE: The Foundation never sells, rents, or shares its mailing list.



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RETURN SERVICE REQUESTED

Dedicated to the Legacy of Learning

—CONT'D, GALA PROCLAIMED A GREAT SUCCESS

Guests supported the Foundation's fundraising efforts by bidding on eighteen silent and ten live auction items, ranging from a much-coveted load of gravel and a "Fund a Need" challenge to a Leroy and Mary Louise Chase barbecue for twenty people. With great enthusiasm and panache, John Bogner, Foundation board of directors' member, served as auctioneer.

"Thanks to the giving spirit of individuals, businesses, and friends, this year's Gala raised an estimated \$30,000 in support of student scholarships and College education programs," declares Tom Herman, Foundation President. "That's a 20% increase over last year!"

The tone of the evening was lively with music from a jazz combo assembled by Tom Aiken of Kelseyville, including Jack Tatum, saxophone and vocals; Burton Segal, bass; Lynn Clark, drums; and Aiken on keyboard. Joined by world renowned jazz singer Paula Samonté, the combo had guests on their feet, dancing and swinging well into the night.



UPCOMING 2008 FOUNDATION BOARD MEETING

TUESDAY, DECEMBER 2

MacMillan Hall
Board Room 1060
Ukiah Campus

Foundation Board meetings are held quarterly. They are open to the public and begin at noon.

PHOTO CREDITS:

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