

# University of Baltimore CAMPAIGN UPDATES

## 5 WAYS TO TRANSFORM LIVES – HOW YOU CAN MAKE AN IMPACT AT UB!

As of March 31, 2011, the University had raised over \$38.3 million or 96 percent of its \$40 million capital campaign goal. We are so close to our goal and hope all alumni will consider an investment in this campaign. Please consider an investment in one of these initiatives or visit [www.uniquelyub.org](http://www.uniquelyub.org) to discover other ways to make an impact at UB.

### Provide Opportunity

Both need- and merit-based scholarships are essential if we are to continue to provide opportunity to a wide range of students. Endowed funds can be versatile as well, supporting full or partial scholarships or providing fellowships, internships, books or distance learning. Gifts as little as \$1,000 to the School's annual fund can be designated to a book fund.

### Meet "the Challenge"

The France-Merrick Foundation approved a \$1 million challenge grant to UB's Merrick School of Business. For every \$2 given in new, private-sector contributions to the business school, the foundation will contribute up to \$1 to its endowment. Alumni participation is vital to the challenge grant's success.

### Serve the Public Interest

The Schaefer Center for Public Policy serves the state's public and not-for-profit sectors, conducts program evalua-

tions, performs policy analysis, engages in survey research and conducts management training programs. Your investment in the Schaefer Center will help us to continue to apply the knowledge and skills of the university community to real-world issues.

### Help Translate Ideas into Media

The Publication Design Program teaches students to develop communication and publication strategies, master electronic tools and adapt to emerging technologies as they translate ideas into print and other media.

### A Groundbreaking Building

The new John and Frances Angelos Law Center is destined to be one of the greenest buildings in Baltimore and the metropolitan region. It will feature innovative air handling systems, the active capture of light and water that would otherwise go to waste and the use of recycled materials throughout the construction phase. Current plans call for a Leadership in Energy and Environmental Design rating of gold; efforts are underway to push the rating to platinum—which would make UB's the only law school in the country to bear this status. There are many naming opportunities available to help us reach platinum status. Spaces start at \$5,000.



[uniquelyub.org](http://uniquelyub.org)

## ROAD TRIPS!

Campaign volunteers and UB leaders continue to reach out to UB alumni in Maryland and beyond. This past March, we hosted campaign receptions in Tampa and Sarasota Florida, Harford County, and Baltimore City. Please join us at future receptions to connect with alumni and friends and learn about the transformations taking place at your alma mater.

### Annapolis, MD

Thursday, May 19, 6-8 p.m.  
Home of James Nolan, J.D. '74

We are planning events for the fall. If you are interested in attending or hosting an event or facilitating introductions to alumni and friends, contact Valerie Tracy (410.837.6299) for more information.

## JOIN US IN OUR SUCCESS

Volunteers are the force behind the success of the campaign. Volunteering does not have to be a huge time commitment; your participation can be as simple as an introduction to other alumni or submitting a donor story.

For more information about how you can help please contact:

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410.837.6217

### Valerie Tracy

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# THE INSIDER

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## UPCOMING EVENTS

Annapolis Campaign  
Alumni Reception  
**May 19**

Premiere Melisme Concert  
**May 25**

Merrick Alumni Happy Hour  
at the Iron Bridge Wine  
Company  
**May 26**

UB Law Alumni Reception  
at the MSBA 2011 Annual  
Meeting in Ocean City  
**June 9**

UB Blood Drive  
**July 28**

UB Night with the Orioles  
**July 19**

For more information, visit  
[www.ubalt.edu](http://www.ubalt.edu) or e-mail  
Angela Ginter at  
[aginter@ubalt.edu](mailto:aginter@ubalt.edu)

Dear Insider,

The University of Baltimore's spring semester is coming to a close and commencement is upon us. The past few months have been extremely busy around campus. In this issue of The Insider you'll find photos from UB's 9th annual Community Service Day as well as from the Alumni Associations Goodbye & Hello Celebration; A Reception for New Graduates. Additionally, this issue features exciting Campaign updates. I hope you find this information interesting!

Sincerely,

*Angela Ginter*

Angela Ginter, B.A. '06  
Associate Director of Donor Relations

## STUDENT ENTREPRENEURS TO COMPETE FOR SEED FUNDING

A significant pledge from Leonard J. Attman, president of Attman Properties Co., will endow the Leonard and Phyllis Attman Competitive Business Prize in the University of Baltimore's Merrick School of Business for a new competitive business awards program, in which students and alumni compete for vital seed funding for their innovative new business ventures. The prize is intended to boost the school into the top ranks of institutions recognized for their leadership in enterprise creation.

Competitors—at least one principal owner must be a UB student or a UB alumnus who has graduated within the past five years—will be evaluated by a panel of judges drawn from a select group of investors, entrepreneurs and business leaders from the greater Baltimore area. They will be challenged to persuade the judges that they have a viable enterprise worthy of

investment. The winning start-up businesses will receive financial backing and a package of services, including rent-free space in Merrick's business incubator, coaching from business leaders who serve as volunteers in the Entrepreneurial Opportunity Center, and a variety of in-kind services to help winners advance their ventures.

"Business competitions are a hallmark of the nation's top entrepreneurship programs. Our goal is to use the Attman prize to help students and recent alumni bridge the gap between theory and practice," said Darlene Smith, dean of the Merrick School of Business. "The school's role traditionally has been to serve the next generation of Maryland's business leaders; with this prize, we're establishing another way to do that. I look forward to seeing the great things our new entrepreneurs come up with."

With more than four decades of experience as a successful business owner, Leonard Attman believes that a solid business concept and good execution can lead to a successful venture. He always encourages entrepreneurs to apply a strong work ethic and seek the advice and counsel of others with business experience.

"It is imperative that the business community continually foster business innovation, create jobs for our neighbors and ultimately strengthen Maryland's economy," Leonard Attman said "I see my commitment to the Merrick School of Business as an investment in our community's finest resource—our people."

Details on the Attman Competitive Business prize are forthcoming.

*University Relations 3/3/11*

## Spotlight On.... Campaign Donor, James Hill

“When I think of UB, I always think of my time attending classes, and the faculty who pushed, cajoled, or tried to do whatever they could to get their students to be their very best,” reminisces James Hill, B.S. ’70, MPA ’83. “I was not a good student, but the interest and effort put forth by the faculty instilled in me the discipline that enabled me to get through the program and, more importantly, helped me immensely in my personal growth.”

Hill’s professional life included an impressive 36 years of service at the University of Maryland, Baltimore. When he retired from there in January 2009, he held the position of Vice President for Administration and Finance.

These days, Hill is back on UB’s campus as a volunteer: he is currently serving as the chair of the College of Public Affairs Advisory Council. In this role, he works closely with Dean Larry Thomas and other Council members to further the newly formed College’s strategic goals and initiatives. Hill, who served on the College of Liberal Arts Advisory Council since 2001, moved over to lead the new council in July 2010.

As members of the first Council for the newly created College of Public Affairs, Hill and his colleagues work to ensure that students – both undergraduate and graduate – receive the knowledge and skills they need for lifelong learning. They review the relevance of the curriculum to the workplace, assist



in strategic planning efforts, and promote the college both internally and externally. “The expertise and interest of Council members like Jim Hill are invaluable,” says Larry Thomas, Dean of the College of Public Affairs. “Faculty and staff rely on the talents of Council members to help guide us and to guarantee that we are preparing our students for continuing success and responsible citizenship.”

Hill also provides the University with financial support through his pledges to the College of Public Affairs’ Annual Fund and Uniquely UB, the Campaign for the University of Baltimore. “Education is the basic foundation for the arts, technology, science, health sciences and improving life. Supporting education helps in the resolution of problems that ultimately benefits everyone,” he says.

“My education (at UB) has provided me with a solid foundation of skills and knowledge that has served me extremely well in both my professional career and my personal life. My dream for the future of UB is that it continues to be successful in the growth and expansion of its academic programs and that it continues to be a vibrant force in mid-town Baltimore, the city and the region at large.”

## Did You Know???

Students, faculty, staff, alumni and friends of the University of Baltimore gathered on April 15th to participate in UB’s 9th annual Community Service Day. Over 100 volunteers met on Gordon Plaza before dispersing to more than 12 locations throughout the Baltimore-Metro area to donate their time and hard work. Each year, UB volunteers contribute more than 1,000 hours and \$10,000 worth of labor hours for local non-profit organizations.

Jesse Pulliam, B.S. ’10, an annual participant, shared his thoughts on this year’s event saying, “I look forward to the University of Baltimore’s Community Service Day every year. It is a great feeling to be the catalyst for change and pay it forward. I believe that the Community Service shouldn’t be seen as a token day of service but a stepping stone to encourage us all to go beyond just one day of service each year and explore the City and State, and find ways to give back.”



We want to extend a special thank you to alumni who participated in this year’s Community Service Day—  
Jessica Wuyek, B.S. ’09, Mandy Sleight, B.S. ’10,  
Paul Chandler, M.A. ’05, J.D. ’10 and Jesse Pulliam, B.A. ’10.

Comments or Questions?  
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# The Alumni Association Welcomes New Graduates!!!



UB alumni and members of the 2011 graduating class gathered in celebration at the Red Maple Restaurant on April 6th. More than 100 alumni and new graduates attended the event welcoming the newest members of the Alumni Association. Guests enjoyed

cocktails, tapas and great conversation. Special thanks to Lilian Carter, B.A. '99 for delivering the congratulatory speech.

Welcome to the Alumni Association New Graduates!

## Create a Legacy BENEFITS OF PLANNING YOUR GIVING

Do you consider yourself a generous person? No matter how much you give to charity, you are almost certainly more generous than you realize. The fact is you have been making gifts to society your entire working life, in the form of taxes.

You see, every dollar you earn, grow or save is part personal capital; money you are free to enjoy. And it is also part social capital; money that will benefit society.

By default, your social capital gets collected through taxes and is spent by the government for the benefit of everyone. But you can take control of how some of that social capital is used; if you are willing to take the time to plan your charitable giving.

By planning and committing to your gift, you are allowed to redirect some of the money that you would have paid in tax, to the charities of your choice. What that means to you is the

causes that are most important to you can now benefit specifically from money that you were previously giving to society through the form of taxes.

So it's good for your charity, but it can also be good for you. Often the process of planning your gifts will have multiple benefits. These are benefits that can actually increase your lifetime financial stability and success. But you must take the time to properly structure your personal and social capital.

We invite you to contact our office to see how planning your gift may help your unique

circumstance. As you learn more about the opportunity to control your social capital, we think you'll quickly discover that the rewards make it well worth the effort.

**For more information please contact Bill Cole at 410.837.6211 or Caroleigh Haw at 410.837.6217. You can also visit our new website at [ubf.growcharity.org](http://ubf.growcharity.org).**

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