

A PUBLICATION OF YAVAPAI COLLEGE FOUNDATION | SPRING 2014

focus

*Building a Future
in the Verde Valley*

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focus

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The Mission of the Yavapai College Foundation

is to support Yavapai College objectives and activities through resource development and promote community awareness of the College and its programs.

On the cover

A perfect Verde Valley sunrise illuminates progress on construction of the Teaching Winery of the Southwest Wine Center on the Yavapai College campus in Clarkdale. See page 4 for the latest update.

from the president

Dear Friends and Colleagues of the Yavapai College Foundation,

As I take pen to paper, I realize my two years as Foundation President will soon end. And what a dynamic two years it has been! Thanks to generous donors, a highly capable and active board and staff, we have accomplished much and continue to grow in many important areas. Let me share some details with you:

- In the last 19-plus months, Foundation assets have increased 24%. This happened while we continued to financially support college scholarships and is in large part due to active fundraising in support of the Southwest Wine Center on the Verde Valley Campus and renovation of the Roughrider Tennis Courts.
- We established a scholarship fund for the wives, fiancées and children of the deceased Granite Mountain Hotshots. This fund is now over \$250,000 thanks to the generosity of hundreds of donors from near and far.
- We are in the final days of changing investment advisers. We expect this to result in a fee reduction of some 65%, and we are making changes in our investment portfolio to increase returns.
- A special ad hoc committee reviewed our policy for spending from endowed funds for scholarships. Our hope is to be able to increase spending while still preserving the “in perpetuity” value of each fund.
- We continue to add members to our Legacy League and Southwest Wine Center Founders Wall, and generous donors continue to establish new endowed scholarships. Thank you to all who have made contributions. If you are not yet participating in these programs, please consider doing so.



- We have raised over one million dollars to help pay for the Southwest Wine Center. We are well on our way toward our fundraising goal, and we intend to meet or exceed the goal.
- We changed our fee structure for administrative fees on all donations. These fees help to recover the costs of day-to-day operations of the Foundation. Our fees are significantly less than most charities.

It is gratifying to present this list of accomplishments, and I could have added many more. I am confident we will continue to improve in the years ahead, as has been the case for many years prior.

It has been my honor and pleasure to serve as Yavapai College Foundation President. Thank you for the opportunity.

Best Always,
Bill Miller
President, Yavapai College Foundation

a letter to our members



Dear Friends of Yavapai College,

Spring is always a time of renewal and growth, for both nature and our organization. Spring in Arizona is markedly different from that of the Midwest and East this year. But we see the desert coming alive, hummingbirds returning, and we just seem to have more energy!

For Yavapai College, we are in the spring time of our development of our commitment to our students' growth and to the communities that we serve. With the support of our District Governing Board, our 10-year Campus Master Plan will guide us to be even more responsive and accountable to our constituents. Let me mention just a few examples of the plans:

- The University Transfer Center is key to supporting students in their educational pursuits at four-year institutions.
- The new Regional Economic Development Center based on both the Prescott and Verde Valley campuses will support our cities' and towns' development and enhance the quality of life throughout our county.

- The Nursing and Allied Health Center of Excellence planned for the Prescott Valley area will allow us to partner with other educational entities (Joint Technical Education Districts, Arizona Board of Regents universities) and our hospitals to better educate the workforce needed in this critical field.
- The expansion of the Art and Music facilities will enrich our communities with social and cultural experiences.
- The relocation of our agricultural programs to the Verde Valley Campus will allow us to review these programs and ensure that they are consistent with the needs of farmers and ranchers.

Our Master Plan is ambitious, and, more important, it is proof of our commitment to our students and communities. Because of your strong support over the years, we could relax and continue the status quo of our programs and services, but that is not Yavapai College. Every day we strive to earn your trust, respect and pride. My personal belief is similar to that of many Native Americans: Our accomplishments of today are the result of past generations' commitment to believe in our future—and our present actions need to be carefully planned in collaboration with others as their effect will be felt by our children's children.

Thank you for believing in the value of education and of Yavapai College. Thank you for your support, guidance and belief that together we can make an even better future for our students.

Penelope H. Wills, Ph.D.
President

First Class of Jewish Community Foundation Healthcare Students Set to Graduate in May

This year's Spring Commencement at Yavapai College will mark the graduation of the first 10 recipients of the Jewish Community Foundation (JCF) Healthcare Scholarship. The program, funded by JCF in 2012 with a donation of \$218,000, provides 96 scholarships in nursing and radiological technology over a five-year period. Graduates of the program agree to remain in Yavapai County to pursue a career in the healthcare field.

In 2013 and 2014 the Margaret T. Morris Foundation became a partner in the program by adding four additional scholarships for nursing students.

"I plan on using my degree to pursue a career in emergency medicine and use these skills to help the people of Yavapai County during their most trying times," said Michael Kean, a JCF Healthcare Scholarship recipient who will graduate in May. "Thanks to the Jewish Community Foundation's kind generosity, the financial burden of trying to achieve a nursing degree, while providing for a family of four, was eased and allowed me the time to put in the work necessary to be a successful student."



In this 2012 photo, nursing scholarship recipient Michael Kean accepts a personalized stethoscope from Phyllis Robbins of the Jewish Community Foundation of Greater Prescott. Michael is part of the first group of scholarship recipients who will graduate from the Yavapai College nursing program in May.

Here's the ***Spring 2014 Yavapai College Graduation Schedule*** in case you want to show up and cheer on our graduates.

MAY 7 **Wednesday, May 7**
Nursing Commitment & Pinning Ceremony

MAY 9 **Friday, May 9**
Verde Valley Graduation

MAY 8 **Thursday, May 8**
Northern Arizona Regional Training Academy (NARTA) Graduation

MAY 10 **Saturday, May 10**
Prescott Campus Graduation



Participating in the Nov. 19th groundbreaking ceremony for the Southwest Wine Center Teaching Winery are (from left) Yavapai College President Dr. Penny Wills, Clarkdale Mayor Doug Von Gausig, Cottonwood Mayor Diane Joens, Yavapai College Verde Valley campus Dean James Perey, Verde Valley Wine Consortium President Tom Schumacher, Arizona Wine Growers Association President Peggy Fiandaca and FCI Constructors Vice President Joe Kelleher.

Southwest Wine Center

Teaching Winery groundbreaking

The November 19th groundbreaking for the Teaching Winery at the Southwest Wine Center on the College's Verde Valley Campus brought together more than 100 supporters from throughout the Verde Valley and beyond.

Speakers included Yavapai College President Dr. Penny Wills, Clarkdale Mayor Doug Von Gausig, Cottonwood Mayor Diane Joens, Arizona Wine Growers Association President Peggy Fiandaca, Verde Valley Wine Consortium President Tom Schumacher and Joe Kelleher of FCI Constructors, the contractor who is building the winery. While each offered a slightly different perspective on the program's importance, economic development was a common theme throughout their remarks.

"There is an expected future impact and potential of this for the whole Verde Valley," Clarkdale Mayor Doug Von Gausig said. He added that successful viticulture and enology programs at Yavapai College would stimulate tourism and wine sales in the area.

Cottonwood Mayor Diane Joens said collaboration was key to the wine industry's growth in the Verde Valley, and said some local wines are now on par with European vintages.

At the gathering, Cottonwood Chamber of Commerce President and CEO Lana Tolleson presented the College with \$8,000 raised through the second painted barrel auction held to support the Viticulture program.

Third Annual Plant-a-Vine

Join us on Saturday, May 3, 2014 from 8 a.m. to 4 p.m. as Yavapai College invites community members and businesses to come together to help plant the latest installment of grapevines in the College's Verde Valley Campus vineyard in Clarkdale. This community service opportunity will help expand the academic vineyard to a total of 9 acres as 3,000 new vines will be planted.

The varietals being planted at this year's annual event are Aglianico, Refosco and Barbera – all Italian red wine grapes. The student-run vineyard is situated on Yavapai College's Verde Valley Campus located at 601 Black Hills Drive in Clarkdale.

Volunteers are welcome to come for the day or sign up for one-hour shifts. Advance registrations are required in order to ensure the appropriate numbers of volunteers are on site throughout the day. Visit www.yc.edu/plantavine to register for your desired shift time.

For more information, visit www.southwestwinecenter.org or call 928-634-6530.

The Teaching Winery of the Southwest Wine Center on the Yavapai College campus in Clarkdale is taking shape with a target opening this fall.

“During a time when the rest of the economy was slowing, and even in decline, the wine industry doubled and even tripled every year,” Tolleson said. “Having an educational opportunity be able to flourish during that amount of time has been good for our economy.”

The Teaching Winery is part of the Southwest Wine Center, which will serve as a hub of education, research and rural economic development activity designed to support the Southwest's growing viticulture industry in achieving its potential as a significant U.S. wine-producing region. Construction is converting an underutilized racquetball building into a state-of-the-art, full-production teaching winery capable of turning out 3,000 cases of wine each year. The on-campus winery will be a teaching lab where students will learn the concepts of producing wine via hands-on experience.

Construction is scheduled to be completed by the fall of 2014. The project is being funded by a combination of ongoing private donations, partnerships and College funding. The Yavapai College Foundation is continuing to raise funds for the project. Those interested in contributing to the fulfillment of the SWC vision should contact Paul Kirchgraber (928-717-7773) or Linda Buchanan (928-634-6530).



Volunteers from SRP receive vine-planting instructions at last year's Plant-a-Vine gathering.



Breaking ground for the new tennis complex are (from left) Yavapai College President Dr. Penny Wills; Clint Ewell, YC Vice President of Finance and Administration; Karen Spear of the Prescott Area Tennis Association; Scott Farnsworth, YC Dean of Sciences and Health; and Charlie Arnold, member of the Prescott City Council.

Yavapai College Breaks Ground on Renovated Tennis Court Complex

The new public courts will replace six 40-year-old courts and add a new “championship court” to the complex. Opened with much fanfare in 1974, the courts are used by the general public as well as dozens of Yavapai College tennis students and the Prescott Area Tennis Association (PATA) for various tennis events.

The total project is expected to cost \$1.3 million. It is being funded primarily by Yavapai College with additional fundraising support provided by Yavapai College Foundation and the Prescott Area Tennis Association (PATA).

Liz Murrieta, co-president of PATA, states, “The new tennis facility will make Prescott the ‘it spot’ for tennis in Northern Arizona. There will not be anything comparable to this facility, and it will allow us to host some great tennis events and continue to grow our USTA leagues, tournaments and casual play within our community.”

The College expects work to be completed around the end of August 2014.

Board Members Honored

AFP Honors YC Foundation Board Members

The Northern Arizona Association of Fundraising Professionals (AFP) has honored Yavapai College Foundation Board Member Richard Wright as this year's Outstanding Volunteer Fundraiser. The group also honored YCF Board Member John LaTourette and his wife Lili as this year's Philanthropists of the Year for their work with the West Yavapai Guidance Clinic (WYGC).

Outstanding Volunteer Fundraiser

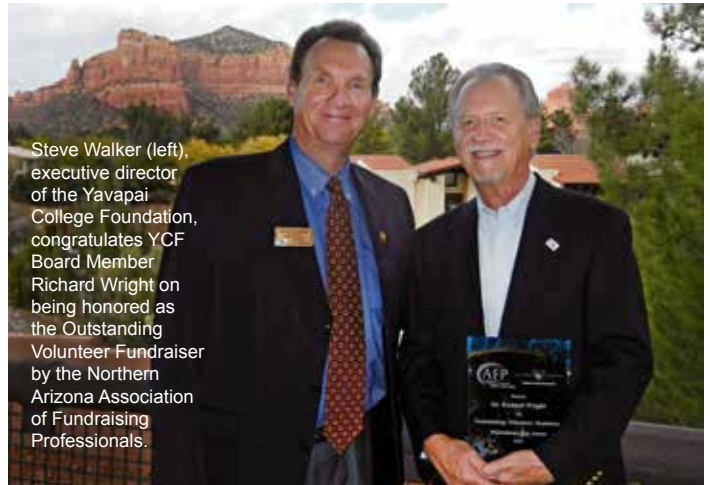
Richard, a Prescott resident, has been involved with the YC Foundation since moving to Prescott in 2006. He served as the YC Foundation Board president 2010-2012. Under his leadership, YCF grew its endowment by more than \$2 million, established 28 new endowed student scholarships and added 44 new Legacy League planned giving members. In addition, he has guided the Foundation staff in the development of operational strategies beneficial to YCF and participated in numerous special events, acting as an ambassador for the Foundation and lending a volunteer's perspective on the College's role in the community.

His nomination noted that Richard "...inspires the board and staff with his understanding of both fundraising and board development."

Richard has also served the Prescott nonprofit community as a volunteer board member and has supported the West Yavapai Guidance Clinic and the Coalition for Compassion and Justice (CCJ).



YCF Board Member John La Tourette and his wife Lili were honored as the Outstanding Philanthropists of the Year for their work with the West Yavapai Guidance Clinic.



Steve Walker (left), executive director of the Yavapai College Foundation, congratulates YCF Board Member Richard Wright on being honored as the Outstanding Volunteer Fundraiser by the Northern Arizona Association of Fundraising Professionals.

Philanthropists of the Year

In addition to helping the WYGC Board on policy matters, John LaTourette has been spearheading an effort to increase the group's endowments. Besides sharing his expertise, he knows event planning and support are critical to raising necessary unrestricted funds for this small community mental health nonprofit.

This year John and his wife Lili helped to sponsor the Celebration Luncheon; to match the first \$1,000 donations with the first AZ Gives Day (one day of online giving, in which his donation sparked supporters to contribute more than \$3,000 and raise more than \$6,000 total); and to champion the WYGC Mental Health Awareness Month benefit concert "We All Get the Blues." Proceeds from that concert went to families of foster care children, local senior centers and retirement villages and other local volunteers for nonprofits.

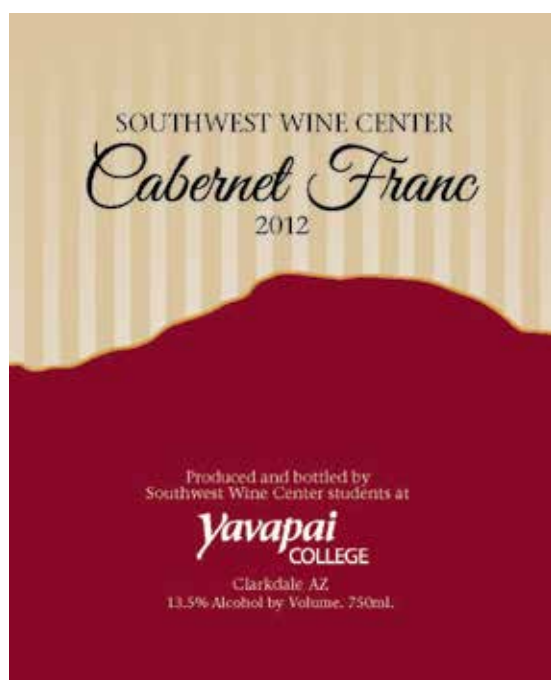
"We're proud to have Richard and John as members of our Board and our community," said Steve Walker, executive director of the Yavapai College Foundation. "Their leadership and involvement have been invaluable to YCF, and we're thrilled to see them recognized by AFP."

GVVC Becomes 'Friends of the Southwest Wine Center'

Calling all wine enthusiasts

The Greater Verde Valley Chapter of the YC Foundation has recently reorganized to become the foundation's newest auxiliary group. Now known as the "Friends of the Southwest Wine Center," this volunteer group is dedicated to raising both awareness and annual unrestricted funds for the programs of the Southwest Wine Center (SWC) in Clarkdale. This includes support for the capital fundraising campaign, SWC academic programs, the student-run vineyard, the data repository and SWC student scholarships.

There are numerous opportunities for wine lovers to get involved in any number of meaningful volunteer activities. For more information on how you can become a Friend of the Southwest Wine Center, visit www.yc.edu/swc



YC Foundation *Welcomes Janice Souttee*



Earlier this year the Foundation welcomed a new coordinator, Janice Souttee. Janice is a native of Arizona (4th generation) who moved to Prescott in 1978. After attending Yavapai College and graduating from the University of Arizona with a BA in Merchandising, she had a 28-year career with the JC Penney Company, serving all levels of the organization – store, district and regional staff. She returned to Prescott with her husband Jay in 2003 to be closer to her family. She then had a short tenure with Michael's before managing the Yavapai College Bookstore for Follett. Janice brings over 30 years of experience in marketing plus a tremendous passion for people.

As coordinator of the Foundation, Janice works closely with the auxiliaries in addition to being a liaison between the College, community and foundation. "I believe the YC Foundation along with the College is here to support this wonderful county," noted Janice. "The amazing individuals we have on the board of directors, foundation staff, auxiliaries, donors and volunteers are the reason the foundation continues to aid in the success of our communities and the genuine commitment to education. I am very excited to be a part of this new journey and assist in creating new avenues of support for the College."

Educators Donate \$200,000 to Yavapai College FEC

Del E. Webb Family Enrichment Center Receives Historic Gift

Prescott residents Worth and May Mallory have donated \$200,000 to the Del E. Webb Family Enrichment Center (FEC) at Yavapai College. The gift represents the single largest donation made by individuals in the history of the FEC program and was made just months before Worth passed away in March.

Their gift establishes the Worth and May Mallory FEC Endowment Fund and launches an endowment building campaign for the FEC with the goal of creating a sustainable revenue stream to support the quality elements that make the FEC a valuable resource to families, students and the community, Kirchgraber said.

“May and I see this as more than a donation, we see it as an investment in the future of children in Yavapai County,” Worth Mallory said at the time of the donation. “We hope our gift will encourage others to support the wonderful work of the FEC by participating in this endowment campaign.”



Above: Pre-school students at the Family Enrichment Center.

Right: Prescott residents May and Worth Mallory.



Student instructors at the Family Enrichment Center enhance their skills and the skills of youngsters.

The Del E. Webb Family Enrichment Center, established in 2007, is Yavapai College’s laboratory school, providing a setting for college students enrolled in the early childhood education degree program to develop the skills and competencies necessary for careers with young children. It also serves as a model child development center offering a safe, nurturing child-centered program that focuses on promoting learning for children from three months old to five years of age.

To make a gift, or for more information about the FEC, contact Vickey LaMotte at (928) 776-2174 or email vickey.lamotte@yc.edu.



WITH GARY CASSIDY

FRIENDS of YC Art Auxiliary

Gary Cassidy is President of the Yavapai College FRIENDS of Art auxiliary. He recently sat down with Paul Kirchgraber, director of development, to talk about the auxiliary's recent activities.

PK: The Yavapai College Foundation FRIENDS of YC Art is one of the oldest volunteer auxiliaries. Tell me a little about when and why it was formed.

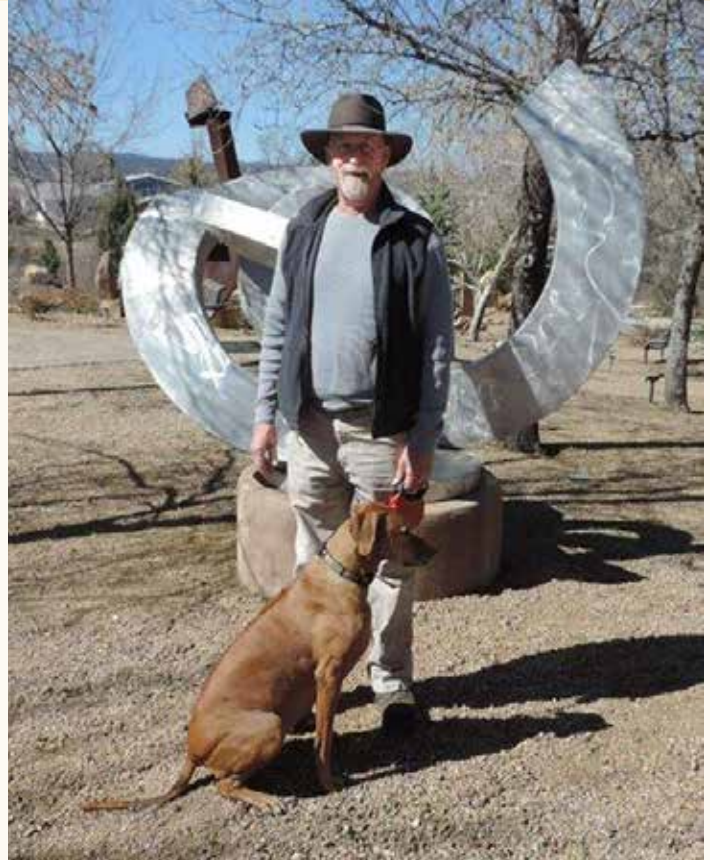
GC: FRIENDS of Yavapai College Art was formed in 1984 by Yavapai College art professor Dick Marcusen and a student to establish and maintain a Gallery and Sculpture Garden on campus. FRIENDS' mission has expanded to now include fundraising events that assist with support for the Sculpture Garden, student scholarships, the Art Gallery, the Art Department and Art a la Carte, which is a series of Art Talks presented on Saturday mornings on campus.

PK: What are some of the projects that your group has undertaken here at YC?

GC: Anyone can look at Yavapai College's outdoor Sculpture Garden and see what FRIENDS of Yavapai College Art has accomplished since 1984. Each sculpture was put there by funds raised by FRIENDS members. What is not visible has every bit as much of an impact on the college. FRIENDS has raised funds and helped to establish scholarships for Yavapai College art students, and FRIENDS supports the College's Art Gallery shows through helping to fund announcements and through purchase of student art for the college's collection. And FRIENDS manages and disperses a most generous donation from the estate of the late Prescott artist Del Decil.

PK: Why should someone volunteer with FRIENDS of YC Art?

GC: Art doesn't take care of itself. Like any garden it needs care, nurturing and an investment of time and energy to survive. I believe that the success of a society can be measured by how it supports its art. A healthy society is proud of its art, and this can be readily seen by visitors. Yavapai College's Sculpture Garden and Gallery do this, but they need the help of volunteers and members through donations, dues and the time and effort of its members. FRIENDS affiliation with Prescott's Iris Society has resulted in our garden being a Dykes Medal recipient. Our affiliation with the Alta Vista Garden Club has seen more complementary flowers and shrubs planted in the just right places. And the group that takes care of our roses—well, all I can say is that you have to come see for yourselves. This winter's warm weather most likely will bring flowers to bloom earlier this season, so I would recommend that folks come earlier than usual in order to catch the spring bloom at its best.



Gary Cassidy and his dog Koa take a stroll in the Yavapai College Sculpture Garden.

PK: What do FRIENDS of YC Art volunteers do to raise funds?

GC: I'm glad that you asked this question. Along with fundraisers, the auxiliary has memorial benches that donors may sponsor for three thousand dollars. We have two benches in the garden that are in need of sponsors at this time. Donors may sponsor an existing tree or have a tree of their choice planted for five hundred dollars. Or donors may have a brick with an engraved name placed in the patio or in the area around the garden's water feature for one hundred dollars. The benches and trees can be placed anywhere on campus. And special arrangements can be made for donors to sponsor a bridge, or boulder or for a new sculpture to be added to the garden.



(Above and top right) These eclectic sculptures are among the attractions in the Yavapai College Sculpture Garden.

PK: Where does the money raised by FOA go?

GC: Let me give you a heads up about our current fundraiser that our members are sponsoring. It's called Mosaic Magic. FRIENDS will sell 231 tickets at \$25 each to people in the Prescott community. Two hundred and thirty-one 6" X 6" canvases will be given to community artists, some famous, some may not be famous, but all artists. With 231 tickets sold and 231 paintings to be awarded through a drawing to be held on September 13th and 14th 2014, everyone purchasing a ticket will be a winner. The money raised will be added to membership dues, donations received and from special events to support the ongoing development of the Sculpture Garden, Art galleries and art student scholarships. We are also working toward the purchase of a new sculpture for the Garden, so this gives a unique opportunity for that donor to memorialize a special person, persons or to commemorate something special to them.

PK: How can someone become a volunteer?

GC: The easiest way is to join FRIENDS of Yavapai College Art—fulltime student is \$5; individual \$25, family \$40, non-profit \$50, corporate \$300, corporate sponsor \$1,500 or more and a lifetime membership is \$1,000. As YCF is a 501-C3, all memberships and donations are tax deductible. Checks are made payable to Yavapai College Foundation, and donations can be made online at yc.edu/onlinegiving.

Mail to:
Yavapai College Foundation
1100 E. Sheldon St PMB 6904
Prescott AZ 86301-3297



Art galleries on the Verde Valley Campus (above) and Prescott Campus (below) show works by faculty, students and local artists.



YC Foundation Volunteer Opportunities

Follow your passion to support YC programs



Yavapai College Foundation, through its auxiliaries, offers a number of meaningful volunteer opportunities to support the College. For more information contact: Janice Soutee at (928) 776-2025.

FRIENDS of Yavapai College Art

Volunteers support YC students and faculty in the visual arts department with a focus on raising funds for scholarships and special projects that embrace the student and professional artwork within the community. FRIENDS established the two-acre Sculpture Garden that is accented with a growing collection of innovative, design-based, contemporary sculpture and natural landscaping. The garden together with the Art galleries and the Performing Arts Center provide area citizens a rich and varied palette of experiences. See related story on page 10.



Friends of Music - Yavapai College

Supporting the YC music department's students and programs, volunteers provide funding to create a rich learning environment for new and existing students. FOM's fundraising efforts ensure that exceptional students are drawn into the music program while continuing to educate future teachers/performers who will carry the universal language of music to this and future generations.

Friends of the Family Enrichment Center (FEC)

This auxiliary brings together individuals and businesses dedicated to early childhood development and education. Membership supports three important populations: the young children attending the FEC; their parents, many of whom are Yavapai College students working to provide a brighter future for their families; and future teachers who receive meaningful teaching experience at the FEC lab school. Each spring the auxiliary hosts the "Framing the Future" luncheon, a fun and uplifting fundraising event profiling the learning that takes place in the FEC classroom.



Friends of the Southwest Wine Center

Formerly known as the Greater Verde Valley Chapter of the Foundation, this volunteer group will now be dedicated to raising both awareness and annual unrestricted funds for the programs of the Southwest Wine Center (SWC) on the Verde Valley Campus. Volunteers raise funds for the capital campaign, SWC academic programs, the student-run vineyard, the data repository and SWC student scholarships. There are numerous opportunities for wine lovers to get involved in a multitude of meaningful volunteer activities, including Adopt-a-Vine and the speakers bureau.

Your Name Among the Stars

Sponsor one of the PAC's stylish new seats

See your name among the stars and support area arts by sponsoring one of the stylish new seats in Yavapai College's Performing Arts Center—Northern Arizona's premier entertainment venue. Make your mark on YOUR Performing Arts Center today!

Your Yavapai College Performing Arts Center (YCPAC) is well known for “not having a bad seat in the house,” and now that's true in every sense of the phrase.

YCPAC has upgraded its seating for the first time since we opened over 20 years ago. We've taken the opportunity to enhance, not just replace.

Like the many other recent improvements, the new seats will enrich the audience experience. We want you to be as comfortable and joyful as possible, while having a memorable experience.

Community partnership at its finest

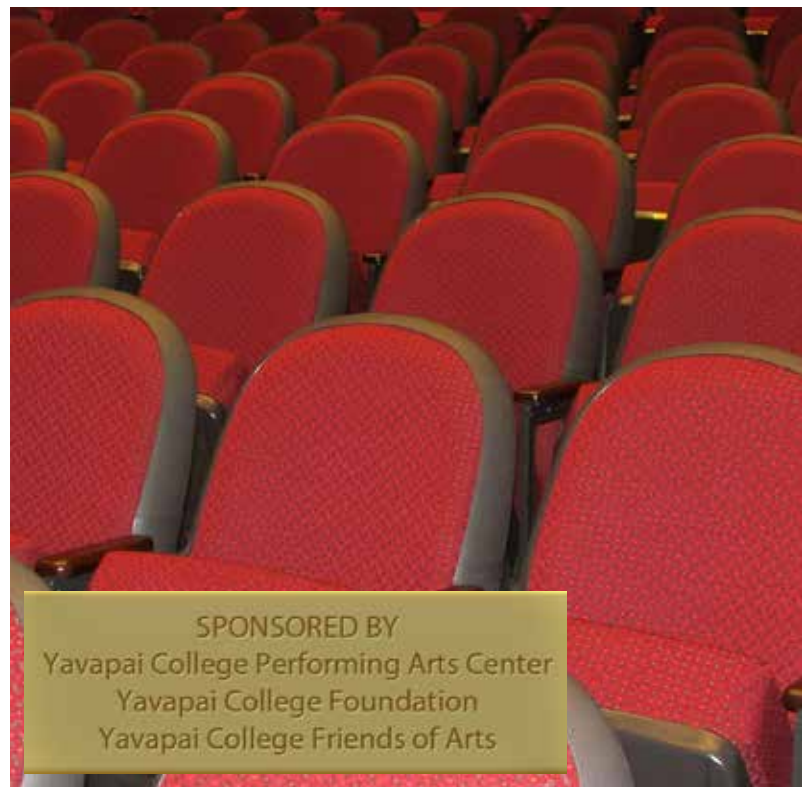
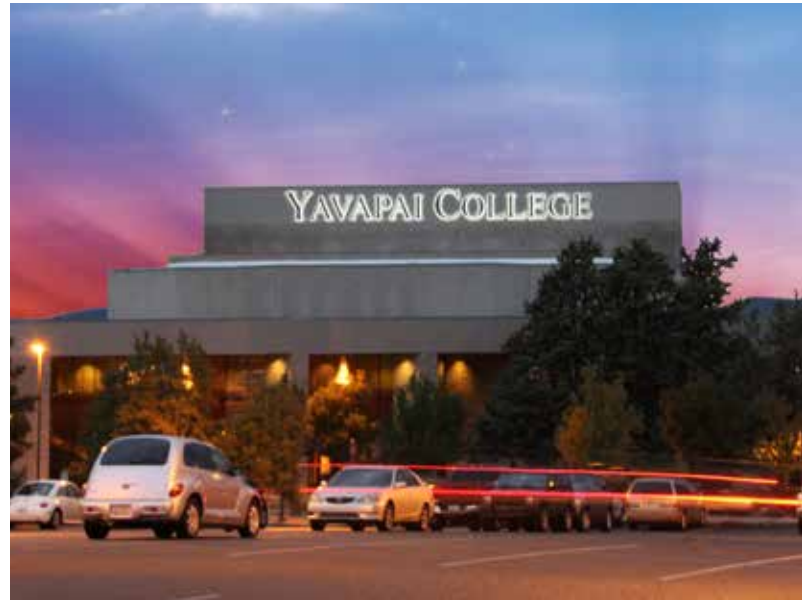
The Prescott Unified School District Hendrix Auditorium at Mile High Middle School, is thrilled to be the recipient of the seats that were removed from the YCPAC. The College is happy to be able to help others within our community.

Pick your preferred seat

The YCPAC will honor all seat requests on a first-come, first-served basis. Purchase your seat today by visiting our website: www.yc.edu/onlinegiving. Sponsorships range from \$100 to \$500.

For additional information, contact Mayra Enriquez at mayra.enriquez@yc.edu or (928) 717-7141.

Note: Seat sponsors must still purchase tickets to any performance at the theatre. Seat name recognition does not guarantee use of that particular seat for future performances.



Inset shows a sample sponsorship plaque.

Founders Wall Campaign at the Southwest Wine Center Reaches Halfway Mark

Only 50 spaces remaining

The Founders Wall will serve to recognize the first 100 special campaign donors who contribute founding gifts of \$5,000 and above and who share in the vision that together we can build on the area's rich farming heritage to create a vibrant new wine-producing region.

To date, 50 individuals, families, foundations and corporations have made generous gifts to the campaign. Their philanthropy reflects all types of giving—support for students, faculty, programs; research to fund capital projects; and deans' and directors' priorities.

For more information about becoming a Founder of the Southwest Wine Center, please contact Linda Buchanan, Verde Valley Campus, 928-634-6530 or Paul Kirchgraber, Prescott Campus, 928-717-7773.

