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Our Beaver Nation Quarterly Newsletter Vol. 3

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Hello Beaver Nation,

What a transformational year this has been. As I look back on my first 11 months at the helm of the Our Beaver Nation office, I am amazed at not only the level of dedication to our student-athletes by those that I work with, but also the level of commitment to these young men and women by you, our donors.

The 2015 fiscal year came to a close in June and we welcomed over 500 new members to Our Beaver Nation. We also saw 822 members increase their commitment from 2014. These two groups accounted for \$1.087M in newly generated dollars in support of our student-athletes.

In athletics, as in life, there is always change and change is good. Over the past year, our first-year men's basketball coach accomplished what many outside the walls of their locker room didn't think possible. We welcomed a football coach that has won 30 games over the past three seasons, and now we welcome a new Vice President/Director of Athletics in Todd Stansbury.

I want to take this time to thank Bob De Carolis for everything he has done for, and meant to, Oregon State University. Beaver Nation wishes him and Sandra nothing but the best as they embark on the next chapter of their lives in Ann Arbor, Mich.

Todd and his wife Karen are coming back to Beaver Nation after his three-year tenure as the Director of Athletics at the University of Central Florida. Todd has a vision for this department and our student-athletes.

In his words, "We will be judged by wins and losses and we will be judged by graduation rates, but I believe the thing that will determine the success of our program over the long haul is what our student-athletes are doing five and 10 years after graduation."

While Todd was the Executive Associate AD at Oregon State, he initiated the Everyday Champions program. Our student-athletes have the opportunity to be champions in everything they do, academically, socially and athletically. They have that opportunity because of your generosity, and for that I thank you.

When I think about what is on the horizon for Oregon State and our athletic department, the words of President Ray continue to ring true.

"The best is yet to come!"

Go Beavs!

Jim Patterson

Sr. Associate AD, Development

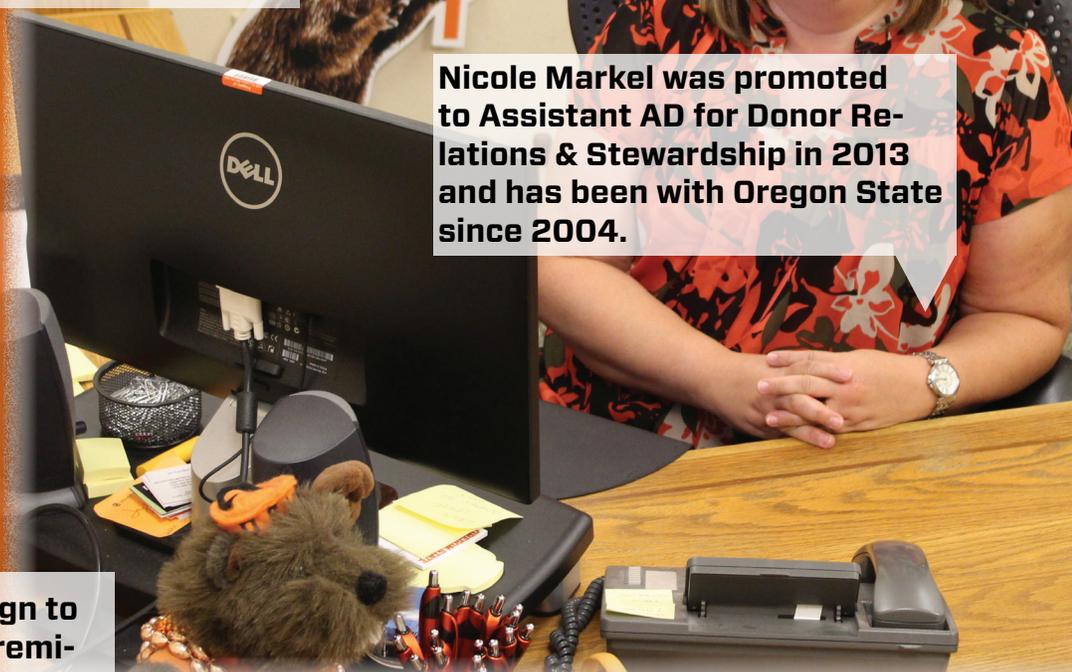


**OUR BEAVER NATION**

# ***Come and Knock on Our Door***

*with Nicole Markel*

What does our offices say about us? How do they tell our stories?



Nicole Markel was promoted to Assistant AD for Donor Relations & Stewardship in 2013 and has been with Oregon State since 2004.



Nicole initiated the campaign to deliver season tickets to premium seat holders in a commemorative box in 2013. Not only do the donors receive a piece of memorabilia to keep, they are hand-delivered by members of the Our Beaver Nation staff.



Nicole wore pins that honored her son, Jesse, during his two tours in Iraq for the Marines.



Nicole has a board that displays pins, which tell not only her history but all the history of OSU accomplishments during her time here.

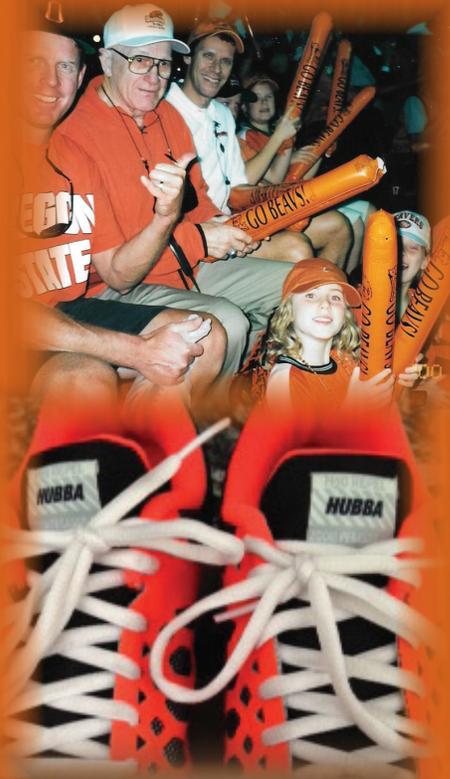
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# Who Makes Up Our Beaver Nation

## Profiling Karen & Dick Oldfield

Our donors have stories as well. What is yours?



*I love Oregon State as I have a very deep connection, mostly through sports but also because we have all graduated from OSU.*

*My Dad (Gene Hansen) played football (1945) and baseball (1946) at OSU after returning from serving his country in WWII. Myself, my husband (Dick) and two of my brothers (Bob and Gary Hansen) all graduated from Oregon State. Our son Alex graduated from OSU in 2014 and daughter Emily graduated from Oregon State this spring.*

*I remember hearing my dad talking to my mom one day and he said, "Helen, we need to think about buying season tickets in basketball as we are getting this new coach named Ralph Miller and he's going to be a winner for us." He was right.*

*My dad has had a saying, or phrase for as long as I can remember — Hubba Hubba. To Dad it was a greeting, a good bye, and an acknowledgment. It could also reflect a state of mind. When Dad used Hubba Hubba, it was like a you can do it, a thumbs up, all is right in the world and the BEAVERS will beat the ducks! To get a Hubba Hubba from Dad, was something special and, it was just not the family, it was anyone that ever met or knew him.*

*We support OSU as it has provided so much for our entire family. It has provided us all an education and a means to live our lives how we want. It has enabled us to go out and be the best people we can and to help others. We love OSU and can't think of a better institution to support!*

— Karen Oldfield '83



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# By the Numbers

## Our Beaver Nation

# Beavers<sup>TM</sup>

Whether that number is 503 (student-athletes) or 17 (athletic programs), Our Beaver Nation is driven by numbers. See how ours add up.

### Did You Know?

**505** is number of new donors to Our Beaver Nation in 2014-15.

**13,110** fans have viewed the 2015 Our Beaver Nation Thank You video. Watch at <https://youtu.be/Clt3YwiY-qz8>.

**\$422k** the new dollars generated from brand new donors during this fiscal year.

**2.04M** is the number of people reached on Twitter through #UNITE.



# 94

Over the past year, **94 Oregon State** student-athletes earned their undergraduate degrees and are either beginning their professional careers or continuing their education in graduate school.

# UNITE

# \$665k

Our Beaver Nation donors who not only renewed their commitment but increased this year accounted for over \$650k new dollars in support of our student-athletes.



## OUR BEAVER NATION

# \$43M

Our Beaver Nation set a record in 2014-15 for the most money raised in a fiscal year, combining funds raised in support of student-athlete scholarships and major gifts in support of capital projects.

# What's Goin' On

## Our Beaver Nation Events

There are ample opportunities to celebrate our collective love of Beaver Athletics.

### Beaver Football Kickoff Classic Presented by Reser's Fine Foods

August 3  
Trysting Tree Golf Club  
11 a.m. — Registration  
Noon — Shotgun start  
Dinner follows immediately after golf  
[ourbeavernation.com/events](http://ourbeavernation.com/events)

### Women's Football Clinic

August 6  
Reser Stadium — 4 p.m.  
[ourbeavernation.com/osu-womens-football-clinic/](http://ourbeavernation.com/osu-womens-football-clinic/)

### 2015 50-Yard Line Dinner

August 29  
Reser Stadium Club Level  
Directors Club Members Eligible  
Call 541-737-7364 for details

### 2015 Football Donor Trip

September 10-13  
University of Michigan  
Ann Arbor, Mich.  
Gold Beaver Members Eligible  
Call 541-737-7364 for details

Beaver Football



Kickoff Classic

Monday, August 3, 2015



## WOMEN'S FOOTBALL CLINIC



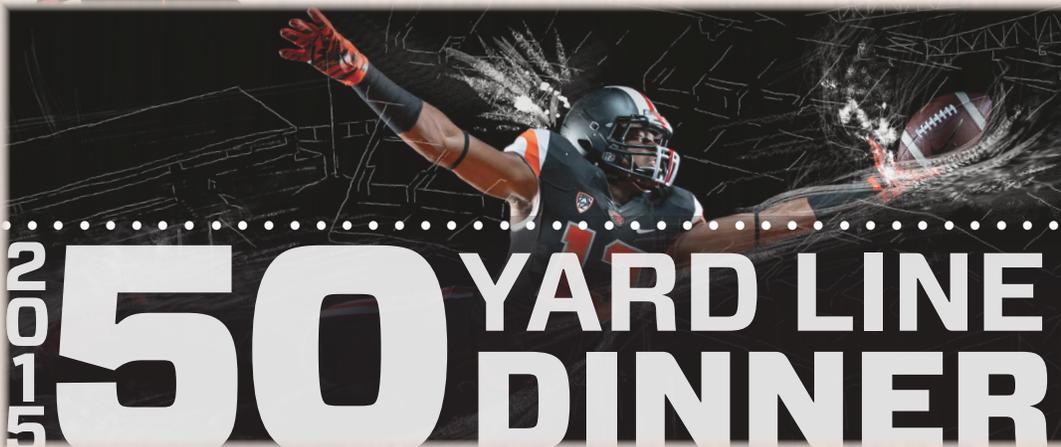
AUGUST 6<sup>TH</sup> | RESER STADIUM 4:00PM

\$50 - INCLUDES SOCIAL

PROCEEDS BENEFIT THE WOMEN'S CANCER COALITION FUND AT  
THE GOOD SAMARITAN FOUNDATION

REGISTER AT

[WWW.OURBEAVERNATION.COM/OSU-WOMENS-FOOTBALL-CLINIC/](http://WWW.OURBEAVERNATION.COM/OSU-WOMENS-FOOTBALL-CLINIC/)



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2015  
DONOR  
TRIP



VS.



OSU vs. UofM  
SEPTEMBER 10-13

# Check Your Calendars

## Annual Fund

This is the one place where you can have a direct impact on every one of our over 500 student-athletes by providing them with a phenomenal opportunity to receive a world class education, while also competing in the sport they love at a championship level.

Be a part of strengthening the tradition of Oregon State Athletics, and **UNITE** in support of our mission in changing the lives of our student-athletes so they can change lives in the future.

Funds are raised in support of our 500+ student-athletes in terms of scholarships, room & board, books, etc., on an annual basis in order to provide the best experience possible while enrolled at OSU.

The Annual Fund is just one part of Our Beaver Nation's overall mission to change the lives of our student-athletes today, so they can change lives tomorrow.

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# July-15

**Men's Basketball season ticket renewal mailed**

# 8-3-15

**Football season tickets mailed**

# 8-4-15

**Single-game football tickets available to non-season ticket holders**

# Oct.-15

**Men's Basketball season tickets mailed**

# UNITE

# #UNITE

## *in Changing Lives*

### *Impact on our Student-Athletes*

The impact our donors have on our student-athletes' lives is amazing and life changing!

#### Future Plans

Did you know what you wanted to do when you were 12-years old? Is that your current career path? OSU Football junior Ricky Ortiz can answer yes to both of those questions.

Ricky knew in middle school that when he was grown, he wanted to be an avocado farmer. His parents weren't sure he would go through with it, but today Ricky is an agricultural sciences major, has developed two business plans and has secured a land donor in Mexico to begin his business venture upon graduation.

Watch Ricky's My 1 Story at [youtube.com/ourbeavarnation](https://youtube.com/ourbeavarnation).

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*“Each class that I take is going to put me that much closer to my goal of being an avocado farmer. It is a blessing to have the opportunity to play for Oregon State and represent such a great university.”*

**— Ricky Ortiz,  
OSU Football**

