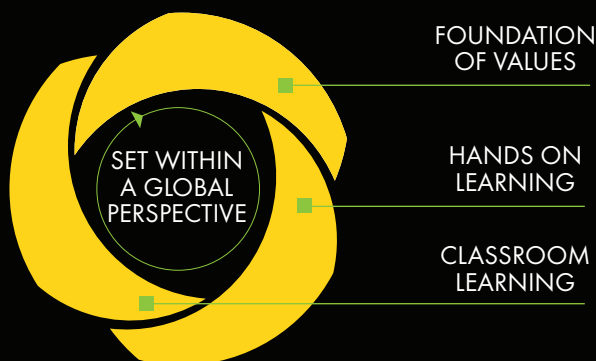


# making A MARK



The top-ranked programs at the **HANKAMER SCHOOL OF BUSINESS** combine rigorous classroom learning, hands-on experience in the real world, a solid foundation in ethical values and a global outlook.

These four dimensions are represented in the Hankamer School of Business logo, and it's reflected in the four floors of the new Foster Campus. In the next few pages, the focus is on how the pursuit of its mission has led the School to the construction of the PAUL L. FOSTER CAMPUS FOR BUSINESS AND INNOVATION. From sharing donor stories to live-tweeted student tours of the new campus, the School's four dimensions have impacted all those touched by the Hankamer School of Business. Likewise, each student, alumna, alumnus, faculty member, staff member and donor has left a mark on the School.

In fall 2014, some of those people had the opportunity to make their mark on the new FOSTER CAMPUS by adding their signatures to eight beams to be used in the campus construction. Even if your signature isn't on the yellow c-channels pictured inside, you can still make a digital mark on the FOSTER CAMPUS. We've provided a perforated page inside with a blank beam you can sign and share with us online. Sign it and take a selfie with your signed beam. A selection of the best photos may be shared on the Baylor Business social media accounts. For full directions, see page 36.

# our **MISSION**

Our **MISSION** is to **cultivate principled leaders** and **serve the global marketplace** through **transformational learning** and **impactful scholarship** in a culture of innovation guided by **Christian values**.

Our **SHARED VALUES** are the **principles that guide all of our work**. They are:

**INTEGRITY**  
**SERVICE**  
**LEARNING**  
**LEADERSHIP**  
**EXCELLENCE**

**TRANSFORMATION**  
**TEAMWORK**  
**IMPACT**  
**INNOVATION**  
**EXPLORATION**

## strategic **FOCUS**

Our **strategic areas of focus** include **FOUR KEY AREAS**:

**1**

**CALLING /** We are a community committed to excellence and service to others, and we believe our potential is God-given and our life path follows a calling. The Hankamer School helps students meet their callings by providing relevant, transformational educational programs and professional immersion characterized by a culture of innovation, excellence, Christian values and a global perspective.

**2**

**CHARACTER /** All members of the Hankamer community provide principled leadership and service guided by Christian commitment. This is the character we instill in our students, and the commitment that guides our faculty and staff in their work. A central feature of this effort involves the selection and development of individuals whose values and character are consistent with the school and university missions.

**3**

**CLIMATE /** The school's culture of innovation is shaped by our faculty, who produce research that illuminates transformative solutions to significant business and societal problems. Our culture also supports students, faculty and staff through efficient internal processes dedicated to excellence, effective stewardship and nimble service. This climate is the foundation for our work, and the means through which we provide the Baylor experience.

**4**

**CONNECTIONS /** Communication amongst and between our stakeholders is vital to our success and the fulfillment of our mission. Our faith-based heritage and commitment to integrity provides the foundation for collaborative and mutually beneficial relationships with our stakeholders.

# donor STORIES

## PAUL L. FOSTER CAMPUS FOR BUSINESS AND INNOVATION

Paul Foster overcame challenges in building his business and became one of Baylor's most generous alumni of his day. **IMPACT**

## RILEY FAMILY PLAZA

Harold Riley's journey to Baylor was only possible because someone else provided a scholarship. **TEAMWORK**

## HANKAMER ATRIUM

The Hankamer family have a long and continuing association with Baylor and the business school providing the naming endowment and funds to help build the School's first home in 1960. **IMPACT**

## JACK HARPER DEPARTMENT SUITE FOR ECONOMICS AND FINANCE, INSURANCE, AND REAL ESTATE

Jack Harper graduated with a degree in Finance and has spent his entire career in the oil and gas business—most recently serving as executive vice president at Concho Resources, Inc. Jack believes in serving his community and serves on the board of a number of nonprofit organizations. **COMMITMENT**

## PAUL AND JANE MEYER CONFERENCE CENTER

Paul and Jane Meyer established a global presence from their company's headquarters in Waco, built on a strong foundation of integrity, leadership and a giving heart. **LEARNING**

## STEVE AND PENNY CARLILE PLAZA

Steve and Penny Carlile's family lives and breathes the entrepreneurial spirit, and they give back in many significant ways to a variety of community needs. **INNOVATION**

## BAYLOR SCOTT & WHITE HEALTH DEAN'S SUITE

There has been a long relationship with Baylor Scott & White, and currently, the chief executive officer, the chief operating officer of the organization, and the chairman of the board are all Baylor graduates. **TEAMWORK**

## ED AND DENISE CRENSHAW STUDENT COMMONS

Ed Crenshaw's family started Publix Supermarket chain, which has grown to be one of the premier grocery businesses in the Southeast. **LEADERSHIP**

## MAYS FOUNDATION UNDERGRADUATE PROGRAMS SUITE

Randy and Stacy (daughter of Troy Mays) Sharp received their undergraduate business degrees from Baylor and have given back since, to a wide range of Baylor recipients, such as Baylor Athletics, Student Foundation, Missions and scholarships. **EXCELLENCE**

## BOB BEAUCHAMP SUITE FOR MARKETING AND MANAGEMENT

Bob Beauchamp is chair and chief executive officer of BMC Software, and his two sons are Hankamer graduates. Bob and Laura have embraced Baylor in a multitude of ways, though neither are Baylor alums. **SERVICE**

## JIM AND JULIE TURNER PREFUNCTION MEZZANINE

Jim saw an opportunity to take a small local bottling plant and build a national beverage entity, at significant personal risk. **TRANSFORMATION**

## MCCLINTON AUDITORIUM

Paul McClinton sold snacks in Penland and Martin Halls and acquired the nickname "Crunch," and kept that entrepreneurial spirit. Paul and Carol were one of our earliest commitments. **DEDICATION**

## THE BOB R. SIMPSON GRADUATE SUITE

Bob Simpson created a \$41 billion enterprise from scratch and sold it to ExxonMobil. He uses his resources for many philanthropic causes. **SERVICE**

## THE ROBBINS INSTITUTE FOR HEALTH POLICY AND LEADERSHIP

Bill and Mary Jo Robbins have been ardent supporters of the business school's program in healthcare administration. **INTEGRITY**

## BILL AND PAT CARLTON BOARD ROOM

Bill and Pat Carlton grew a small, family-owned industrial electronics distributor to a national scale and used their resources for many philanthropic activities. **COMMITMENT**

## DAN HORD ENTREPRENEURSHIP SUITE

Following graduation, Dan Hord began his career in the family acetylene business and after many years of growth, sold it and now invests in the oil and gas industry. Dan has a number of philanthropic interests. **EXCELLENCE**

## JAY AND JENNY ALLISON CAREER MANAGEMENT SUITE

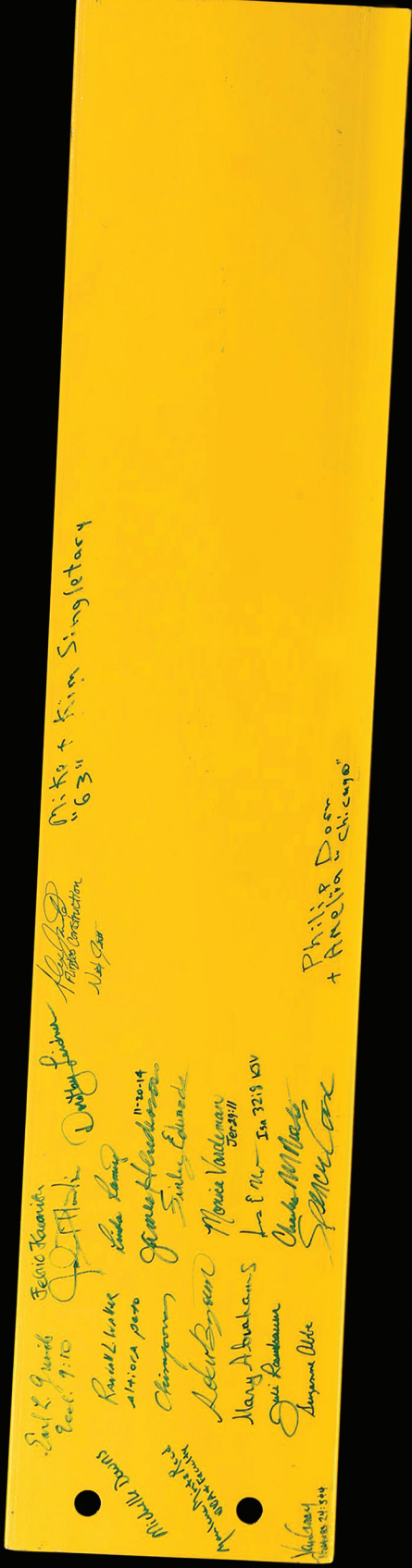
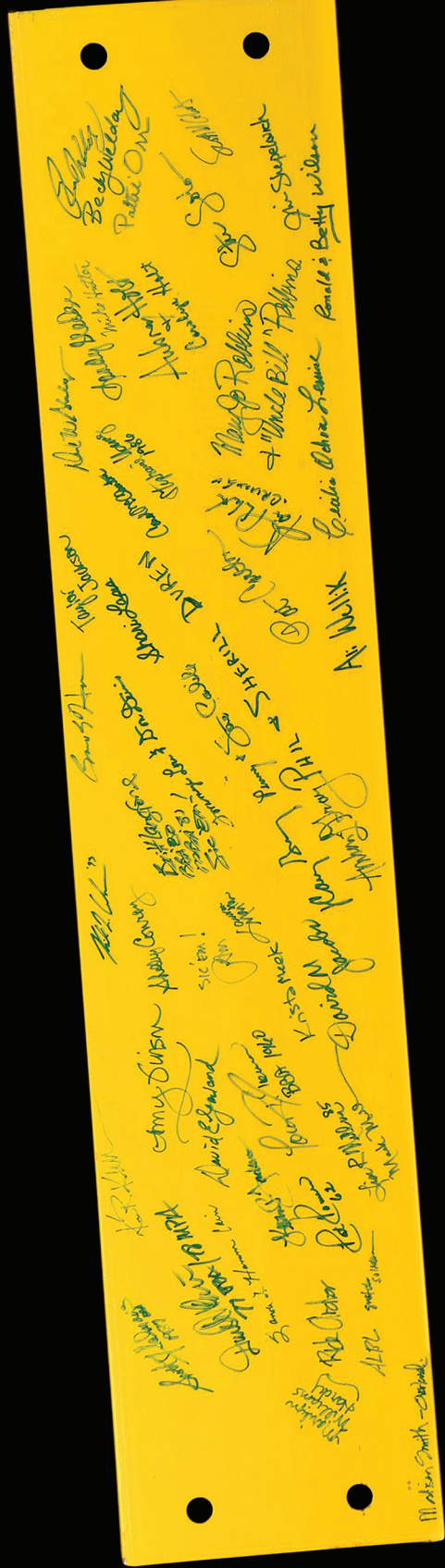
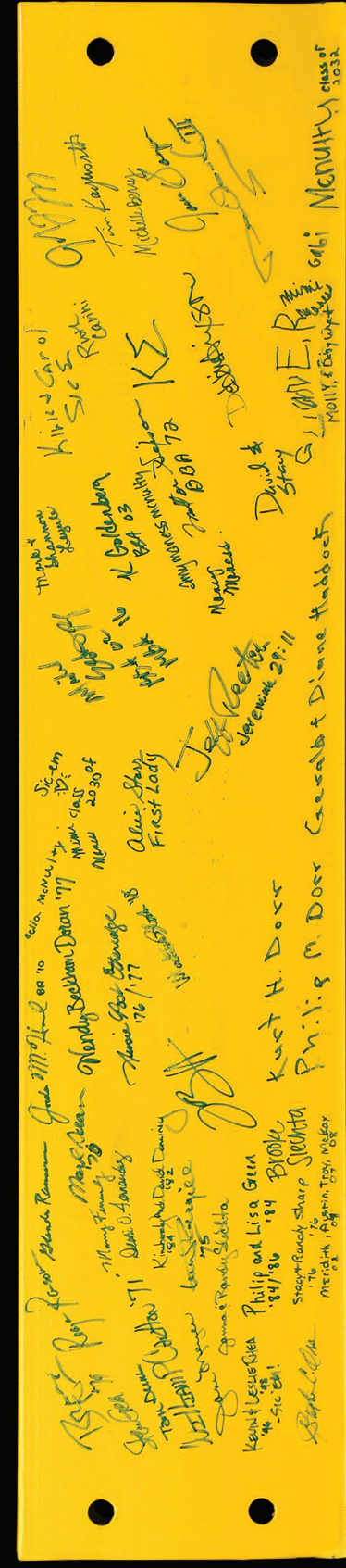
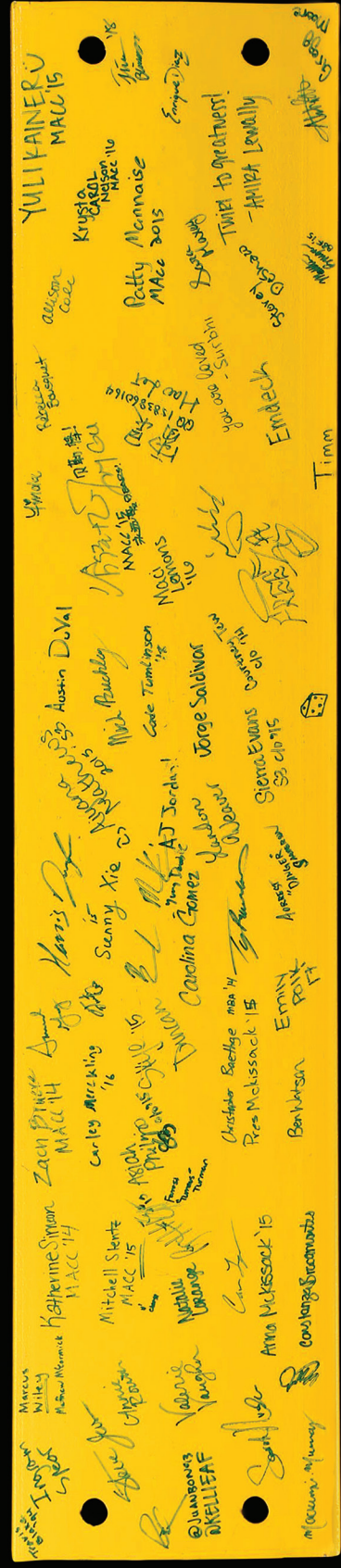
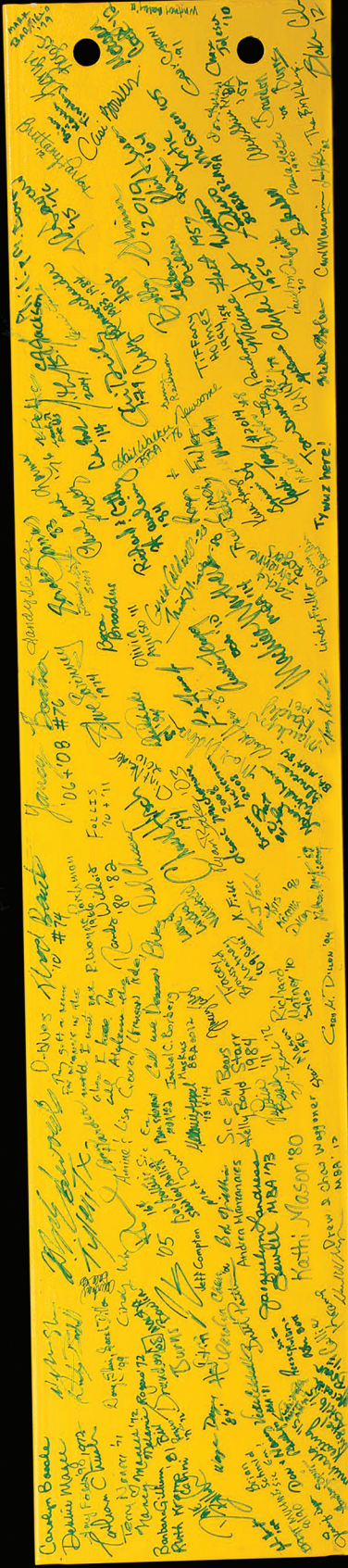
Jay created a successful public oil and gas company, and founded a Christian-based private school. The couple was recently named Baylor Parents of the Year. **SERVICE**

**THANK YOU to all of the donors**, those listed and those not, who made the PAUL L. FOSTER CAMPUS FOR BUSINESS AND INNOVATION possible. Opportunities to support the FOSTER CAMPUS are still available. Honor a loved one or leave your legacy for future Bears through available classrooms, offices and study areas. To raise the bar within the Hankamer School of Business, endowments must be raised to establish and grow departments, as well as hire and retain the most sought-after faculty. Endowed dean positions, departments, professorships and programs are available. For more information, please contact Dusty Bedwell at [Dusty\\_Bedwell@baylor.edu](mailto:Dusty_Bedwell@baylor.edu) or call **(254) 710-8234**.

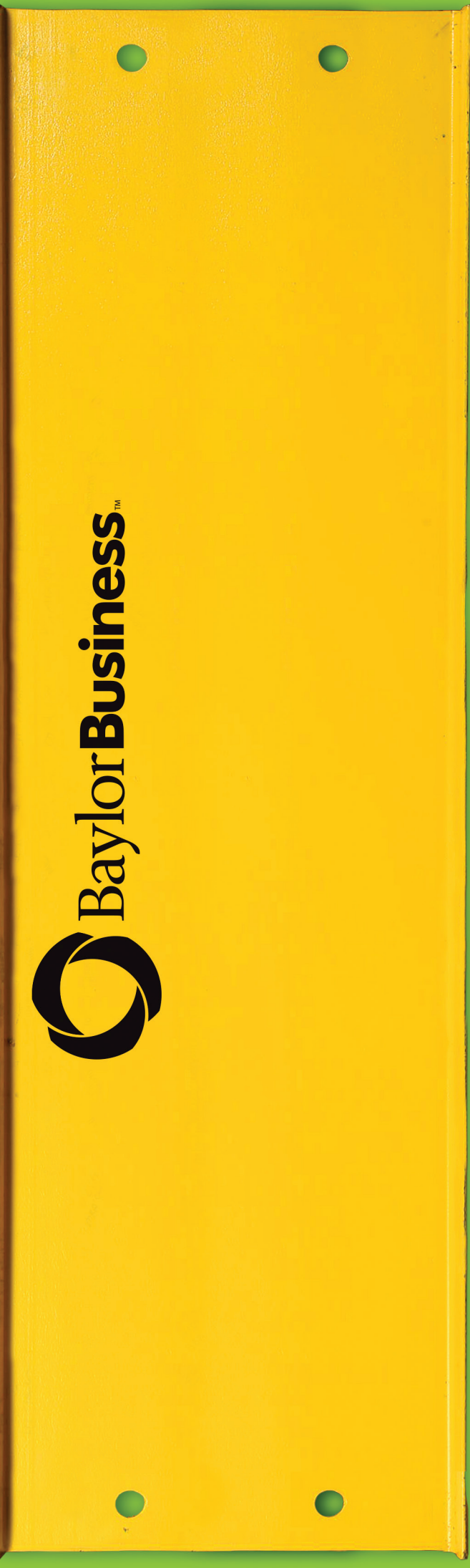


# leaving A MARK

Between November 15 and December 8, donors, students, alumni, staff and faculty in Waco and Dallas made their mark on these seven beams below. The beams will be installed in the NEW FOSTER CAMPUS.



# make YOUR MARK



on the #FOSTERCAMPUS



# make your mark **SELFIE** instructions



A selection of the best selfies may be shared on the Baylor Business social media accounts. (Don't forget to add **#FosterCampus**, so we can find you!)

- 1** Tear off the perforated page.
- 2** Sign the blank beam.
- 3** Take a photo with it.
- 4** Share your photo on **Facebook** or **Twitter**, using **#FosterCampus** in your post.

## student media **TOUR**

In November 2014, three students went on a behind-the-scenes tour of the FOSTER CAMPUS construction site and live-tweeted the experience. See their reactions by searching **#FosterCampus** on Twitter, or download the Baylor Business Review iPad app. Watch the **@Baylor\_Business** Twitter account for additional live-tweeted tours by students.

### Students featured include:

#### **@TerranceGanaway**

Terrance Ganaway  
MBA candidate  
DeKalb, Texas

#### **@taylermberman**

Tayler Berman  
Freshman  
Pre-business major  
Redondo Beach, Calif.

#### **@JonnieC\_1914**

Jonathan Cole-Mckay  
MBA/MSIS candidate  
Oklahoma City, Okla.

**@taylermberman** Nov 21  
Getting ready to tour the new **#FosterCampus**

**@taylermberman** Nov 21  
Currently touring the atrium. Can't wait to be here in 2015. **#FosterCampus**

**@JonnieC\_1914** Nov 21  
The new **@Baylor\_Business** **#FosterCampus** will have 36 Team meeting rooms for students to engage in collective efforts

**@JonnieC\_1914** Nov 21  
The new **#FosterCampus** will be centered around technology to further facilitate the need of real time data to make business decisions.

**@TerranceGanaway** Nov 21  
The future of America's brightest most innovative will walk these halls at **#FosterCampus**

**@TerranceGanaway** Nov 21  
Dean Maness address media and guest on **#FosterCampus** tour! "Campus has been a part of our vision since 2004" - Maness

