

Dear Variname,

As I write this letter, I recognize that many of you may be feeling the effects of the economy. Here at UAF, we are, too. Tough economic times, though, can mean great opportunities for higher education as people improve their job skills or find new careers. Students are turning to UAF, and the School of Management is ready to help, to create a better future for students and for our global communities.

We need you now more than ever. This is the time for us to seize the moment and move SOM and UAF — your alma mater — to new heights. Our students have diverse opportunities at SOM, with real-life work experiences while partnering with local businesses to learn the business side of topics such as oil and gas, fisheries, forestry, and parks and recreation.

We are asking you to support our current business and economic students — the leaders of tomorrow — and help them receive a quality education. Your gift helps fund student travel, data resources, computers, equipment for smart classrooms, and the Arctic Innovation Competition, which brings the best and brightest Alaska business ideas to UAF. To learn more, visit us on the web at [www.uaf.edu/som/](http://www.uaf.edu/som/).

Take the time to think of the future, remember the past — and make a gift to the School of Management today!

Sincerely,

Mark Herrmann

Dean, School of Management

**PS.** The students of today will become tomorrow's leaders in business, building upon your legacy and enhancing the reputation of a degree from UAF as you have done before them.

*Your gift continues that momentum!*



### SOM student organizations

- Associated Students of Business
- Great Alaskan Accounting People
- Students in Free Enterprise
- Students Who Enjoy Economic Thinking
- Native Alaskan Business Leaders

Our student organizations are winning university and national awards. The Great Alaska Accounting People club has won eight university awards since 2004, half the total awards given. The Students in Free Enterprise won a prestigious regional competition in 2008, and the Native Alaska Business Leaders took first place in a prestigious business-plan competition at the National American Indian Business Leaders Conference.

We change lives. You make it happen.



### Student Investment Fund

The Student Investment Fund, which has been featured in *CNN* and *Fortune* magazine, manages nearly half a million dollars in a portfolio that currently has over 40 securities. The fund regularly outperforms the S&P 500 return, even during recessions. The opportunity to participate in the hands-on management of this stock portfolio, one of just a few in the nation, continues to receive high marks from the students.

Marvin Andresen, a SIF advisory board member, says, "Just think of it — it is the only laboratory at UAF that is increasing in value." Funds for this project pay for databases needed for students to research firms, providing essential workplace experience with current technologies used in today's investment world.

UAF Annual Giving Program • P.O. Box 757530 • Fairbanks, AK 99775 • 907-474-2601 • Visit us on the web: [www.uaf.edu/giving/](http://www.uaf.edu/giving/)

The University of Alaska Fairbanks is accredited by the Northwest Commission on Colleges and Universities. UAF is an affirmative action/equal opportunity employer and educational institution. 5/2009

DESIGN: Paul Lewis Design PHOTOGRAPHY: Todd Paris, UAF Marketing and Communications unless otherwise noted. Top, center - istockphoto, Top, right & Bottom - Courtesy of Kathryn Loehr.

We invite you to join alumni and friends with your gift to support the School of Management.

\$1,000  \$500  \$250  Other \$ \_\_\_\_\_

Apply my gift to:  SCHOOL of MANAGEMENT  
 AREA OF GREATEST NEED  OTHER \_\_\_\_\_

#### Giving options:

Give online or setup a recurring gift at [www.uaf.edu/giving/](http://www.uaf.edu/giving/)

One-time payment using my credit card  MASTERCARD  VISA

Credit card number: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Check enclosed  
 Preferred recognition name(s): \_\_\_\_\_  ANONYMOUS

#### Please tell us a little about yourself:

Employer: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone number:  HOME  WORK \_\_\_\_\_

Please send me more information on how to make a planned gift to UAF through my will.

**Important:** Your gift may be doubled if your employer has a matching gift program. Please see your human resources department today and include your employer's matching gift form with this contribution.



Name Database ID / Segment Number  
 Address Line 1  
 Address Line 2  
 Address Line 3  
 City, State, Zip

**Note:** If there are any errors with your personal information to the left, please make corrections where necessary. Thank you.