Celebrating a University Founder
100 Years
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Remembering Our Roots

In preparation for my annual Founders Week address to the Creighton community, I found myself reflecting on the University’s founding family.

This February marked the 100th anniversary of the death of Count John A. Creighton — one of Omaha’s leading businessmen, philanthropists and visionaries, and a founder of the University that bears his family name.

John and his brother Edward, the sons of hard-working Irish immigrants, came to Omaha in the mid-1800s by way of Ohio, where their family built successful farms. As a teenager, Edward hauled freight — timber, foodstocks, construction tools, etc. — with a wagon and a team of horses given to him by his father.

Omaha was little more than a dusty frontier town on the banks of the Missouri when the brothers arrived. Edward returned to Ohio to marry Mary Lucretia Wareham, and John later wed Mary’s sister, Sarah Emily. The families then set down roots in Omaha.

They found success in a variety of business ventures, most notably erecting telegraph lines westward. Through their efforts, both coasts would be linked via this new communication. Even as their success grew, they remained humble. Edward died in 1874, without a will, and his wife, Mary Lucretia, died a year later, bequeathing $100,000 to establish Creighton College, fulfilling a dream of her late husband.

Creighton opened its doors on Sept. 2, 1878, a free school for boys, mostly serving Omaha’s minority Irish, Catholic community. Instruction was at the secondary school level.

John Creighton and Sarah Emily carried on the family’s philanthropy. As detailed in The History of Creighton University 1878-2003, by University historian Dennis Mihelich, Ph.D., John Creighton “made weekly visits to St. Joseph Hospital to distribute candy to the patients as ‘sugar pills,’ he entertained … children at Christmas and provided them with gifts, and he had the matron of the city jail alert him to incarcerated individuals in need of help.” He also built the first American convent for the Sisters of the Poor Clares. His generosity earned him the title “Count,” bestowed by Pope Leo XIII.

John and Sarah also provided for a young Creighton University — establishing the medical college; Creighton Memorial St. Joseph’s Hospital (today’s Creighton University Medical Center); the schools of law, dentistry, and pharmacy and health professions; and St. John’s Church.

Count John A. Creighton died Feb. 7, 1907, but he, along with the rest of the Creighton family, left an enduring legacy in Creighton University. As the late Creighton PR director Bob Reilly once wrote about these two sons of immigrants, who achieved the American dream: “What looked like opportunity to them has now flowered into opportunity for thousands of others.” Indeed, I believe

we have lived up to
— if not exceeded — the expectations of our founders.

Most assuredly, John Creighton would be astounded at our progress and delighted that we have remained true to our Jesuit, Catholic heritage and to our commitment of developing women and men for others.

He would find a University that opened its doors to 120 grade school students now setting record enrollments — with nearly 7,000 students studying in more than 50 undergraduate majors and 30 graduate and professional programs.

He would find that his Creighton Memorial St. Joseph’s Hospital has blossomed into one of the area’s leading medical centers — dedicated not only to excellence in teaching and patient care, but world-renowned for research in such areas as osteoporosis and hereditary cancer.

He would find a University that continues to move forward by investing resources in new facilities, programs and people, with a focus on improving the educational experience for our students.

He would find a University engaged in the community — working with Omaha leaders to improve the downtown area, providing service to local nonprofit agencies and educating the region’s next generation of teachers, scientists, health care professionals, lawyers and business leaders.

As Creighton entered its second year of existence, a newspaper editor opined that the nascent university had “achieved a success which, to say the least, is gratifying and commendable.

‘With the advance of time this success will become more and more pronounced, especially when the graduates, trained to think, to speak, to write, to live lives of purity and honesty before God and man come forth. … For such is the aim of Creighton College. Let it be hoped … that it may convey to posterity the name of its generous founder, of whose energy and liability it is, indeed, a befitting memorial.”

May that hope — that prayer — be kept alive with us today and among future generations.

John P. Schlegel, S.J.
President
Creighton School of Nursing Unveils Nurse Leader Program

Creighton University School of Nursing is offering a new master’s degree program designed to improve safety and quality of patient care in hospitals.

The program, designed in partnership with four Nebraska hospitals, including the Creighton University Medical Center, is part of a national pilot project initiated by the American Association of Colleges of Nursing. About 90 nursing schools nationwide are participating in the effort to develop the new role, called the Clinical Nurse Leader.

Beginning this semester, spring 2007, Creighton is offering a master’s degree program designed for individuals already holding associate or bachelor’s degrees in nursing. The program includes a seven-semester curriculum for associate degree holders and a five-semester curriculum for bachelor’s degree holders.

Eleanor Howell, R.N., Ph.D., Creighton dean of nursing, noted that development of the Clinical Nurse Leader is in recognition of the importance of nurses at the bedside in improving the care environment and managing increasingly complex health care needs of Americans.

“There is increasing demand for nurses who are educated to manage patient care environments and to accelerate the transformational change needed to design safer, higher-quality health care facilities,” Howell said. “Clinical nurse leaders will engage in direct care while supporting nurses and serving as liaisons between patients and their other health care providers, from physicians to clinical nurse specialists to social workers, to promote more effective bedside care and lowered risks to patients.”

In Nebraska, Creighton University Medical Center in Omaha, Veterans Administration Medical Center in Omaha, Mary Lanning Memorial Hospital in Hastings, and St. Francis Medical Center in Grand Island are involved in Creighton’s pilot project.

Leota Rolls, M.S.N., vice president for Mary Lanning Memorial Hospital, said that the hospital is excited to be involved in the pilot project.

“As nursing has evolved, it is critical for nurses to take an active and dynamic role in the provision of knowledgeable care to their patients and to serve as advocates to ensure safe care for those patients,” Rolls said. “The Clinical Nurse Leader initiative allows nurses to take on more administrative responsibilities while continuing to serve patients directly in a clinical setting.”

For more information on Creighton’s Clinical Nurse Leader initiative, contact Nursing Systems Administration Program Chair Cindy Costanzo, R.N., Ph.D., at (402) 280-2041.

History Department Announces Ross Horning Lecture Series Speaker

Kim Butler, consul general at the Canadian Consulate in Minneapolis, will be the featured speaker for the second annual Ross Horning Lecture Series on Wednesday, March 28, at 7 p.m. in the Skutt Student Center, Mutual of Omaha Ballroom. The lecture is free and open to the public.

Butler, appointed consul general in May 2004, has served the Canadian government in a variety of capacities, including senior advisor to the Deputy Minister of Industry, corporate comptroller of Industry Canada and federal co-chair of the Canada-Ontario Infrastructure Program.

The Ross Horning Lecture Series reflects the many dimensions of the late Ross Horning, a beloved professor of history at Creighton for 41 years. Sen. George McGovern was the inaugural speaker in 2006.

The lecture series is funded by the College of Arts and Sciences and gifts to Creighton’s Willing to Lead Campaign. For more information on contributing to the Ross Horning Lecture Series, contact the Office of Development, (402) 280-2740.
Bluejay soccer players Byron Dacy, left, and Tony Schmitz give furry new companions to two young visitors at a local children’s clinic as part of “Operation Bearhug,” in partnership with the Assistance League of Omaha.

Creighton Athletes Serve Community, World

Creighton University students typically have demanding classes requiring hours of study and lab work each week outside the classroom. Creighton’s student-athletes add practices, weight-training, road-trip travel and energy-sapping competitions to their collegiate schedules. At most universities, the expectation that athletes keep up with their coursework is considered sufficient.

But at Creighton, another requirement is made of student-athletes — community service. All student-athletes participate in Operation Bluejay for a total of almost 4,000 volunteer hours in an academic year. They mentor, coach and tutor youngsters, help in homeless shelters, assist with the Special Olympics, and more.

“We have been doing community service projects for as long as I have been at Creighton (since 1980),” said Bruce Rasmussen, athletics director. “We have ‘formalized’ the process more in the past few years.”

Rasmussen said Creighton’s core Ignatian values of serving others and appreciation of ethnic and cultural diversity are key. “We need to teach and model these values. Additionally, in order for our athletics program to exist, we depend upon many people in the community to make a commitment to us. As a result of this, we have an obligation to give back to the community.”

The most powerful aspect of the “requirement” is that many student-athletes take the lessons learned into their adult lives and continue to be of service wherever they are. In his job as director of sales for the athletic department, Mark Burgers, BSBA’03, MBA’05, has a lot of contact with former athletes. “Teams sometimes call here looking for coaches or groups are looking for speakers,” Burgers said. “We have a ton of alums who are teaching younger kids how to play their sport. They take a lot of pride in that and really enjoy it.”

He cited, just off the top of his head, these former athletes who now volunteer their time to coach others: women’s soccer player Franny Hylock, BA’04; baseball’s Mark Wellwood, BA’06; basketball’s Michael Lindeman, BSBA’03, MBA’04; and golfer Shannon Shank, BA’02. He added that former tennis player Katie Chiu, who is currently a student in the School of Pharmacy and Health Professions, does a lot of work with Girls and Boys Town; former crew team member Abby Bruning, BA’06, helps Habitat for Humanity; and former golf team member John Gross, BS’05, has helped the Nebraska AIDS Project.

Some of the former Creighton players do service that receives more public notice. For example, All-American soccer player Brian Kamler, BA’94, received the 2005 Major League Soccer Foundation Humanitarian of the Year award while he was a midfielder for Real Salt Lake (RSL). Kamler was the team’s spokesperson for a health care education program for low-income people and served several other Utah programs, in addition to setting up “Kam’s Kauses” with his wife, Suzanne, which raised funds at home games for local charities.

At the time of Kamler’s award, RSL head coach John Ellinger said: “Brian’s influence is felt not only on the field, but off the field, and that is what makes him the classy individual he is.”

Philadelphia 76er Kyle Korver, BA’03, has been involved with Basketball Without Borders, the NBA’s international outreach program that took him to Johannesburg, South Africa, in 2006 to teach basketball and focus on HIV/AIDS awareness and education.

Korver said he gets a great deal out of the program: “You get to travel and see parts of the world that you wouldn’t see otherwise and you get to impact kids’ lives.”

His interest in service started at Creighton. “It got me more involved in Omaha. I always considered Omaha my second home and I figured I should get connected more with the people there. I felt like I was really taken in throughout my four years there and I think that (community service) was a really big part of it.”

Korver said he and fellow former Bluejay Michael Lindeman worked together to solicit help from Creighton alums to donate personal care items for the South Africans. “We brought over 16 loads of deodorant, soaps, toothbrushes, toothpaste, all donated by Creighton alumni,” Korver said.

“As a Jesuit, Catholic university, we have an obligation to carry out the teachings of Christ.”

— Bruce Rasmussen, Director of Athletics

Athletics Director Rasmussen is proud of the Creighton athletes’ and former players’ dedication to service. “As a Jesuit, Catholic university, we have an obligation to carry out the teachings of Christ,” said Rasmussen. “Jesus said, ‘For I was hungry and you gave me something to eat. I was thirsty and you gave me something to drink. I was a stranger and you invited me in. I needed clothes and you clothed me. I was sick and you looked after me ... I tell you the truth, whatever you did for one of the least of these brothers of mine, you did for me.’ This is the example we need to model.”
John A. Creighton was Omaha’s leading philanthropist. He celebrated his 75th birthday on Oct. 15, 1906, at his home at the corner of 20th and Chicago streets, enjoying the robust tones of Creighton’s 38-piece uniformed marching band. The winter was not kind. By January 1907, Creighton contracted pneumonia and his health rapidly deteriorated. He died on Feb. 7, 1907. His last illness, death and funeral occupied the front page of the Omaha World-Herald and the weekly True Voice.

John provided funds for the establishment of Creighton’s schools of medicine (1892), law (1904), dentistry (1905) and pharmacy (1905; now pharmacy and health professions). A year after John’s death, on Feb. 7, 1908, Creighton celebrated its first Founders’ Day, paying tribute to the Creighton family.

His funeral prompted an outpouring of sorrow that extended beyond the Catholic community. Thousands viewed his casket as he lay in state in his home. The funeral service took place in St. John’s Church with a simultaneous memorial service at Creighton University Hall. Although services were set for 10 a.m., mourners started lining up at 8 a.m. The courthouse, banks, streetcars and many businesses closed for the day. One of the honorary pallbearers was American politician and statesman, and long-time family friend, William Jennings Bryan.

Then Creighton President the Rev. Michael Dowling, S.J., told mourners that John Creighton’s great heart and generosity provided a model of social justice. In 1895, in honor of his charity to others, John Creighton had been made a Count of the Papal Court by Pope Leo XIII.

“I cannot help thinking that if there were more men of wealth to follow in his footsteps in this regard, there would not be so loud a cry against the heartlessness of the rich; so bitter an antagonism between poverty and wealth; so unrelenting a warfare between the classes and masses; so strong a rising tide of socialistic discontent,” Dowling said.

The funeral cortege contained nearly 1,000 students and more than 100 carriages. John was buried beside his wife, Sarah Emily, in Omaha’s Holy Sepulcher Cemetery.

One hundred fifty relatives and 750 students were among the 3,000 who braved inclement weather to attend a memorial service at the city auditorium. Bryan gave an eloquent eulogy. Other speakers were limited to 10 minutes each.
The final speaker, Constantine Smyth, a noted Nebraska lawyer, said, “Count Creighton was not a college man, yet he thoroughly understood the value of higher education. He knew that he who used his wealth to lift the veil of ignorance from the mind of youth, let in the light of truth, cleansed the heart from vice and filled it with the sweetness of love and of charity, did a noble work for government and for God.”

Fr. Dowling, in an unpublished biography rediscovered by Creighton historian Dennis Mihelich, Ph.D., described John Creighton as “a man of magnificent physique in early and middle life, who grew more portly in his later years, acquiring a well-rounded, distinguished appearance, enhanced by a ruddy complexion and a mass of gray locks and a full white beard.” Dowling detailed the accounting of John’s estate, about $3.6 million total — of which Creighton University received $1.25 million and St. Joseph Hospital $476,000.

The University celebrates its debt to the Creighton family — Mary Lucretia, Edward, Sarah Emily and John Creighton — with heartfelt adulation, annually during Founders Week. Fr. Dowling left Creighton in 1908, having served twice as Creighton’s president. He went on to open Rockhurst College, died in 1915, and was buried near the Creighton family obelisk. John A. Creighton’s true monument is the school that bears his name.

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**“People should not be allowed to forget that there was such a man as Count Creighton.”**

— Late Omaha businessman Emil Brandeis at Creighton’s funeral

The new Creighton program is one of only three in the nation that offers this type of comprehensive care to patients and families. The program is open to all cancer patients and their families from any hospital system; referrals are not required.

The Cancer Counseling Program will feature social work services, child life specialists, support groups, nutritional counseling, spiritual care, and special therapies such as art, music and pet therapy.

“Fifty percent of patients with cancer will at some point meet the criteria for a psychiatric disorder,” Knajdl said.

“When Barbara Clinkenbeard and I were recruited, we were assured that our positions would always be focused on the patient and his or her support network. This was exciting to me as it became clear that Creighton’s leadership understood the need and impact of our services and had positioned itself as the leader in providing only the best in psycho-oncology care. Helping people fight and live with this disease is truly a privilege and a journey we are equipped to take with patients every day.”

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**New Cancer Program to Treat the Whole Person: Body, Mind, Soul**

A cancer diagnosis can shatter a person’s life. Fears about treatment and the future, as well as depression over losses and pain, hit many patients hard, just when they are battling for their very lives.

Creighton University is taking its fight against cancer to a new front: addressing medical-psychiatric implications of cancer. Creighton’s Cancer Counseling Program offers a service called “psycho-oncology,” which is a combination of the disciplines of psychiatry and oncology, designed to treat the whole person from a medical, psychiatric, social and spiritual framework.

The program features two full-time psycho-oncologists — a physician (who is a psychiatrist) and a psychiatric nurse practitioner with a combined 25 years of service in psycho-oncology.

Jeffrey J. Knajdl, M.D., is the director of the program and one of only two psychiatrists in Nebraska board-certified in medical psychiatry. Barbara Clinkenbeard, MS’99, APNP, and Knajdl (who was chief resident of and completed training in the Nebraska-Creighton Department of Psychiatry in 1998) worked together in another psycho-oncology program at the Vince Lombardi Cancer Center in Milwaukee, before returning to Creighton in 2006.

The Creighton Cancer Counseling Program focuses on the physical and emotional care of patients who are going through or have gone through a cancer diagnosis. Services are also available to loved ones.

Clinical services include treatment of cancer therapy-related side effects such as fatigue, pain, insomnia, loss of appetite, nausea and vomiting, as well as medication management for anxiety, depression and confusion.

The program also offers counseling to individuals, couples, families and even groups in a therapeutic setting. People are taught coping skills, techniques to address cancer-related problems, ways to celebrate victories, and support to deal with grief. Medication can be prescribed to treat symptoms of depression and anxiety including insomnia, hopelessness, helplessness, loss of joy and pleasure, irritability, or emotional distress, as well as treatment of cancer-related physical symptoms.

The final speaker, Constantine Smyth, a noted Nebraska lawyer, said, “Count Creighton was not a college man, yet he thoroughly understood the value of higher education. He knew that he who used his wealth to lift the veil of ignorance from the mind of youth, let in the light of truth, cleansed the heart from vice and filled it with the sweetness of love and of charity, did a noble work for government and for God.”

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Fr. O’Connor Named Rector of Creighton Jesuit Community

The Rev. Robert (Roc) O’Connor, S.J., has been appointed rector of Creighton University’s Jesuit Community by the provincial of the Wisconsin Province of the Society of Jesus.

As rector, Fr. O’Connor will be responsible for fostering the spiritual and physical health of 50 Jesuits housed on Creighton’s campus. The appointment is effective Aug. 20.

Creighton’s current rector, the Rev. Richard Hauser, S.J., joined Creighton in 1972. He has served as religious superior of the O’Connor Jesuit Community for the past six years while teaching in the Department of Theology and serving as director of Creighton’s Summer Christian Spirituality Program. He will return to those roles full-time in August.

An Omaha native, Fr. O’Connor has been a priest for more than 27 years. At Creighton, he is an instructor in the theology department, a liturgist and an associate pastor of St. John’s Church. While serving as rector, he will continue teaching part-time in the theology department.

In the years following Vatican II in the early 1970s, Fr. O’Connor and several young Jesuits met at St. Louis University. Their companionship, centered on composing liturgical music, came to be called the St. Louis Jesuits. This group brought the ancient traditions of church music into the present by setting scripture to melodies in a contemporary idiom. In May 2006, Creighton University awarded the group, which composed, recorded and published nine collections, an honorary Doctor of Music degree for its 30 years of service to the Church.

Since being ordained in 1979, Fr. O’Connor has served as an associate pastor and minister of music at several parishes. In the late 1980s, he was a staff member of the Jesuit Novitiate in St. Paul, Minn. After completing a Licentiate (S.T.L.) in Biblical Theology at the Weston Jesuit School of Theology (1993), he returned to St. Paul to be the associate Catholic chaplain at Macalester College for six years.

Since coming to Creighton in 2000, he completed a master’s degree in liturgical studies at The Catholic University of America. Fr. O’Connor plans to keep his hand in teaching and liturgical and musical ministry during his tenure as rector.

Creighton Hypertension Study Focuses on African Americans

African Americans have among the highest rates of hypertension of any race or ethnic group in the world, according to the U.S. Centers for Disease Control. A new, two-year study at the Creighton Cardiac Center will focus on African Americans and hypertension, and specifically on whether counseling, education and medication are more effective at managing high blood pressure among this group than just medication alone.

“The problem is that many African Americans don’t know they have high blood pressure, which also puts them at risk of such serious complications as stroke, heart attack, kidney problems and eye problems,” said Syed Mohiuddin, M.D., chief of the Creighton Division of Cardiology and director of the Cardiac Center.

While medication can help control hypertension, it is not the entire solution. There are many lifestyle choices — not smoking, exercise and good dietary habits — that are important as well.

For more information on the study, contact the Creighton Community Health Center at (402) 558-1574.

Mayor Speaks at Creighton

Omaha Mayor Mike Fahey, BA’73, delivered his annual State of the City address at Creighton University’s Lied Education Center for the Arts on Jan. 17.

“I’m proud to be at my alma mater for this special presentation,” said Fahey. “The Creighton family and this great University have played a major role in the building of our city since its earliest days.”

He added: “This University brings thousands of the brightest students from across the nation and around the world to Omaha; you value diversity; and through your campus expansion and development, you are our partner in downtown and riverfront redevelopment.”

Peak Receives Martin Luther King Humanitarian Award

Frank Peak, administrator for Community Outreach Services for the Creighton University Partnership in Health, received the Dr. Martin Luther King Jr. Humanitarian Award from the State of Nebraska MLK Planning Committee.

Peak has a long history of community activism and leadership in health and human services. He is co-founder and president/chief operating officer of Nebraska Ethnics Together on Reaching Kids, Inc, a nonprofit organization that addresses high-risk behaviors among youth. He also is considered a champion in the area of health care and reaching underserved and economically challenged populations.
Creighton Recognized Among 'Top Wired Colleges'

Creighton University ranked fifth in PC Magazine’s “Top Wired Colleges” listing, an annual analysis that honors those colleges with the most comprehensive computing and technology offerings.

Creighton was the only college in Nebraska and the only Jesuit, Catholic school in the nation recognized.

“Creighton’s mission is to provide an exceptional learning and living environment that benefits students. This national recognition underscores that commitment and reaffirms the importance of cutting-edge technology to the total college experience … helping make graduates more marketable,” said Creighton President the Rev. John P. Schlegel, S.J.

“This national recognition honors the hard work and dedication of the women and men who make up Creighton’s IT team,” said Brian Young, vice president for Information Technology. “It is an acknowledgment that our entire campus — the president, administration, faculty and staff — is finding innovative ways to integrate technology into teaching, learning, research and patient care.”

Young added that the recognition shows that Creighton “is in touch and in tune with the students of today. From the podcasts produced by Fr. Schlegel, online ministry retreats, admissions text-messaging students, faculty lectures and course materials online, to high-tech, cutting-edge health sciences programs, Creighton University is finding ways to enhance the student experience in all of its programs.”

Hundreds of miles of fiber and wiring run beneath Creighton’s campus. A few technologically advanced offerings include:

- Creighton’s residence halls and student activity centers feature state-of-the-art technology. Opus Hall, the newest junior/senior residential complex on campus, was built and engineered with students in mind, featuring Voice over Internet Protocol (VoIP) technology, wireless Internet, cable television and automated digital laundry facilities.
- Lectures are delivered through podcasts, students take tests online, and digital X-rays are available for health care professionals to review on computers.
- Creighton was the first to offer an online pharmacy degree through its School of Pharmacy and Health Professions, and was the first to notify undergraduate applicants of their acceptance by text message.
- Creighton provides one of the most extensive faith-based websites in the world through Online Ministries — which reports an average of 1.7 million visitors each month from 145 countries. It can be found at: www.creighton.edu/CollaborativeMinistry/online.html
- Creighton’s eFellows program, in its 12th year, offers technology sabbatical programs for faculty, and the University offers more than 50 majors and courses in IT leadership and database design.

Young said more innovations are on the horizon, including class registration via cell phone (“We’re testing it right now.”), and “networked appliances” in the health sciences, such as dental X-rays that are viewable at the dental chair, without any waiting time for processing. “We are wiring the chairs right now in the dental school,” Young said.

The “Top Wired Colleges” list was announced in the January issue of PC Magazine and is also available at www.pcmag.com.

Creighton sophomore Melitta Wilson of Omaha studies with her laptop computer at the Wareham Court dining facility inside the Skutt Student Center.
Creighton Receives $1.96 Million to Study Vitamin D in Women

Creighton has received a five-year, $1.96 million grant from the National Institutes of Health (NIH) to study vitamin D supplementation in women.

Researchers hope to use the data to determine the optimum levels of vitamin D supplementation for women, who are four times more likely than men to develop osteoporosis, the bone-weakening disease that increases a person’s risk for sudden and unexpected fractures. An estimated 10 million Americans over age 50 have osteoporosis, while another 34 million are at risk, according to a 2004 report from the U.S. Surgeon General’s Office.

While most people are aware of the critical role that calcium plays in bone health and osteoporosis prevention, fewer appreciate vitamin D’s role in the absorption of that calcium by our bones, said J. Christopher Gallagher, M.D., professor of medicine in Creighton’s Department of Endocrinology and the study’s principal investigator. According to the NIH, people with an insufficient intake of vitamin D absorb less than 10 percent of the calcium they eat or drink.

Gallagher is the 2006 recipient of the Career Contributions to Vitamin D Research Award, presented by the International Vitamin D Society.

Four Join Creighton’s Board

Four new members were elected to Creighton University’s Board of Directors in December. They are: W. Gary Gates, MBA’91, president and CEO of Omaha Public Power District (OPPD); Deborah Macdonald, BA’72, JD’80, vice president of Kinder Morgan, Inc., Houston; Michael McCarthy, chairman of McCarthy Group, Inc.; and Jane Miller, chief operating officer of The Gallup Organization.

Gates began his career with OPPD in 1972, working extensively in the nuclear operations organization of the energy company. He became president and CEO in January 2004. Gates participates in numerous local and industry boards, including the World Association of Nuclear Operators, Knights of Aksarben, Greater Omaha Chamber of Commerce, United Way of the Midlands and more. Along with a bachelor’s and master’s degree in industrial engineering, Gates holds a master’s degree in business administration from Creighton University.

Macdonald serves as vice president of Kinder Morgan, Inc. (KMI) after holding numerous executive positions for more than 20 years in the energy industry. In her current position, she is responsible for supervising the development and construction of the Rockies Express Pipeline, the largest natural gas pipeline proposed in North America in the last 25 years. She joined KMI in October 1999 as president of the Natural Gas Pipeline Company of America, KMI’s largest subsidiary. She also was the first woman appointed president of a major natural gas pipeline. The Omaha native earned her bachelor’s and law degrees from Creighton and received the School of Law’s Alumni Merit Award in 2005.

Miller is the chief operating officer and executive vice president of The Gallup Organization. She joined Gallup, which provides management research, education and consulting services to many of the world’s best-known corporations and organizations, in 1980. Under her leadership, Gallup’s operational headquarters moved three years ago to its new campus along Omaha’s riverfront. Miller serves on many local boards, including Children’s Hospital, Knights of Aksarben, Omaha Symphony and Boy Scouts of America.

Grant to Benefit Adult Learners

Creighton has received a three-year, $150,000 grant from the Osher Reentry Scholarship Program to fund scholarships for adult learners enrolled in Creighton’s University College. The program will provide assistance, based on financial need, to individuals between the ages of 25 and 50 who want to return to school and complete a four-year baccalaureate degree.

“Financial aid is much more difficult to obtain for adult students. I am excited that Creighton University will have a source of funding to help these deserving applicants enroll at Creighton University and complete their studies,” said Barb Braden, Ph.D., dean of University College.

Law Professor Examines Bankruptcy Act

Creighton Law Professor Michaela White, BA’76, JD’79, presented at an American Bankruptcy Institute conference this past fall that focused on the one-year anniversary of the Bankruptcy Abuse Prevention and Consumer Protection Act of 2005 — one of the most sweeping reforms of the federal bankruptcy laws in the last 25 years.

She addressed the impact of the act’s “means testing” on Chapter 7 and Chapter 13 bankruptcy filings, as well as controversial areas of the new law, Congressional intent of the legislation, and its effect on case law. The day-long conference, hosted by Georgetown University Law Center, brought together leading experts and practitioners from the private and public sectors.
Creighton University honored Sharon Culhane Harper, BA’69, Mount Michael Benedictine Abbey and School, St. Cecilia Cathedral Elementary School and Joslyn Art Museum at the winter commencement ceremony on Dec. 16.

Alumni Achievement Citation

Creighton presented its highest alumni award, the Alumni Achievement Citation, to Sharon Culhane Harper, BA’69. She is president and chief executive officer of The Plaza Companies, an Arizona-based real estate development, investment and management firm.

Her professional and community accomplishments span nearly three decades in the Phoenix area. She spends countless hours giving back to the community and using her business acumen to support corporate, government, academic, health services and cultural organizations. Harper lends her leadership to numerous boards, including the Arizona Community Foundation, the Virginia G. Piper Charitable Trust, and the Arizona Governor’s Film and Television Commission; she served as co-chair for the Phoenix area Creighton Campaign 2000. She or her firm has received numerous awards, including “Woman of the Year” by Today’s Arizona Woman magazine and the Athena Award by the Arizona Chamber of Commerce.

Presidental Medallion
Mount Michael
Benedictine Abbey and School

For half a century, the Benedictine monks at Mount Michael Abbey in Elkhorn, Neb., have been a stable force for good in the region, fostering the Christian ideal of a balanced life of prayer, work and holy leisure so that in all things, God may be glorified. In 2006, the abbey marked its 50th anniversary of becoming a priory and the opening of St. John’s Seminary, the minor seminary that became Mount Michael Benedictine High School in 1970. Named for St. Michael the Archangel, the abbey and school have devotedly provided Catholic education to young men, who have gone on to become accomplished and faith-filled professionals, community leaders, husbands, fathers, priests and brothers. Accepting the award was Abbott Emeritus Raphael Walsh, O.S.B., president of Mount Michael Benedictine High School.

St. Cecilia Cathedral Elementary School

St. Cecilia Cathedral Elementary School has been a part of the Omaha community for 100 years. The school has educated thousands of young people to become upstanding Christian citizens and adults. This year marks the founding of the school by the Sinsinawa Dominican sisters. For much of that history, St. Cecilia High School also flourished. St. Cecilia is known for stable leadership, high academic standards, strong parental involvement and an unwavering commitment to the Gospel. Its graduates have gone on to achieve great things in high school, college, their professions and family life.

Joslyn Art Museum

From its earliest days 75 years ago, Joslyn Art Museum has been a treasure to the Omaha area and the region. As the Museum celebrated its diamond jubilee in 2006, Joslyn is ever more an architectural gem and a major regional center for the visual and performing arts. Joslyn is also a good neighbor to Creighton University. Joslyn Art Museum, listed among the 100 finest buildings in the United States in 1938, has brought the world to Omaha through its extensive permanent collection, special exhibits, educational programs, public events and musical performances. In addition, the museum has made a special effort to offer educational activities tailored to children and serves as an active advocate for the arts in the community.

Descendent of Chief Red Cloud Graduates

Tracy Charging Crow, BA’06 — a direct descendant of Oglala Sioux warrior and statesman Chief Red Cloud, one of the most important Native Americans of the 19th century — earned her degree from Creighton at winter commencement.

At the close of the ceremony, Oglala Sioux elders presented Charging Crow with a quilt of honor, sang sacred songs and gave readings from their heritage.

December Commencement Honorees
Editor's note: The author, a senior journalism major at Creighton, participated in the University’s “Homeless in Omaha” immersion experience during fall break, sponsored by the Center for Service and Justice.

By Katherine Bradley

Homeless in Omaha
I packed simply. In addition to the clothes on my back, I grabbed an extra sweatshirt, a few pairs of socks, my journal and a sleeping bag. I swung my backpack over my shoulder and stepped apprehensively onto campus, joining six of my Creighton classmates and fellow fall break "travelers" in the crisp morning air. And, then, we walked — beginning a journey that would keep us close to home, but lead us far from our everyday world.

Our itinerary would include stops at Youth Emergency Services, downtown Omaha’s Gene Leahy Mall, the W. Dale Clark Library and Goodwill Industries. Our “hotels” for the week: a local homeless shelter and a church.

This four-day immersion “trip,” offered by Creighton’s Center for Service and Justice, provided an opportunity to better understand the plight of the homeless in our community. It’s a world we often block from our everyday consciousness. I’ve lived in Omaha for 21 years and never considered the Gene Leahy Mall a place of shelter. I had never gone to the library for the sole purpose of getting out of the cold or waited in line for food. I had never imagined that I would spend my fall break in a homeless shelter.

Like other cities, Omaha has done a wonderful job hiding the poor. Just north of a downtown bustling with outward signs of progress and wealth, the Siena/Francis House shelter welcomes the homeless and marginalized. On the corner of 17th and Nicholas streets, the rest of the world seems to melt away.

Seventeenth Street weaves into a dead end, hiding the shelter from much of public view. Out of sight, out of mind. To understand homelessness, I had to leave comforts behind and immerse myself in a new journey.

I was scared as I entered the Siena/Francis House to unwelcoming stares. It was lunchtime and people were lining up around chairs scattered in all directions. After grabbing a sack lunch, I took a seat near the big television. For the most part, people ate quietly, but in the background I could hear staff members promising to find extra meals for their guests. About 20 people were still waiting to eat. I felt guilty. I continued eating, not making conversation or looking for attention. I sat as long as I could, not wanting to go back out into the cold. But weary from watching multiple episodes of Fear Factor and from inactivity, I headed out.

After walking only a few blocks, I hit the heart of downtown. Business people scattered from parking garages and coffee shops into large office buildings. Staring into a third-floor boardroom, I notice rows of unoccupied chairs. The chairs look nice. They look expensive — probably designed by some orthopedic surgeon and recommended by nine out of 10 physical therapists. In the shelter, no two chairs are alike. Some are soft, but worn with constant use. Some have stiff backs and are cold to the touch, but they still provide a resting place for a friend or stranger.

Below the boardroom is an exercise room; all the treadmills are currently occupied. What about those who don’t need fancy treadmills because they’ve been walking all day? Walking to keep warm until the library opens, walking to find a free lunch, walking back to the library. Do they deserve a comfortable chair?

Homeless and downtown, I am newly aware of streets I have traveled numerous times. There are alley shortcuts that some would classify as dangerous, but they have dumpsters full of aluminum cans that can be sold for cash. There are warm corners where heat billows out of building vents and awnings to sit under and look at free artwork. There are also friendly people at the library; this is where I decide to spend my afternoon.

Outside the large library windows overlooking the downtown mall, I recognize the man I sat next to at lunch. Under the trees and almost hidden from the untrained eye, I count about 14 men and women, seemingly waiting for something. Waiting for what, I want to know. A friend? Dinner? A ride? Or maybe, they are just waiting for tomorrow to come. Hoping it will be warmer. Hoping that it will be different.

I remember that I drove past this corner yesterday. Did I notice the homeless in the park or those sitting on the library steps? Life changes fast. What separates the homeless from the privileged? Is it money, or is there something more?

“I used to think there was a gap between the homeless and myself,” said Siena/Francis House Development Director Tim Sully, a 1985 Creighton graduate. “Today, I know that there is no gap; one twist of fate and I could be living here, too.”

On my second day, I make my first friend at the shelter — a homeless person.
Homeless in Omaha

Stories. Stories about the dangers of methamphetamines and alcohol, surviving brutally cold winters and painfully hot summers, escaping border police and hiding from gangs. These were stories of survival at a great cost. I especially appreciated the night we left the church behind and checked into the shelter for the night. We had been sleeping between the pews at Holy Family Church, two blocks away from Siena/Francis House. We did not want to take beds in the shelter, when there were so few available each night. But, on this particular evening, there were open beds, and we decided to check ourselves in for the “full experience.” We filled out the paperwork, signed up for morning chores and were assigned a bunk bed.

I sat down on the couch in the living room where women were watching Deal or No Deal on TV. After short introductions, the women began telling stories. Some pulled out worn photographs to tell about their children. Baby pictures and family portraits long outdated caused tears around the room. These photos are all they have left of the life they used to know. For many, it was a life before drugs or alcohol. “I have a baby girl,” Peggy said. “She can’t forgive me; I told too many lies. I was hurting myself so bad that I refused to open my eyes and see what my actions were doing to her.”

Skeletons we hide in deep closets are shared just as easily as a handshake or a hug here. Some stories, like that of Peggy’s, were hard to hear, while others focused on the future. Women, who were taking baby steps back into the world, talked about studying, cooking, looking for jobs, and attending Alcoholics Anonymous meetings. At the end of the night, we were accepted into this beautiful group of women. Listening to stories and looking at pictures, we years of pain or abuse. Is this a crime? The orange vest screamed “criminal” even though the only written words were “Keep Omaha Beautiful.” To make a little money, we participated in an activity for the homeless sponsored by the city of Omaha. Like fugitives on the side of the road, we collected gin bottles, chip bags and newspapers. For two hours of work, we each earned $10.25. This is a regular job for my friend Patricia, who accompanied me that afternoon under bridges and through the convention center parking lots. Passing motorists paid us no attention. We saw someone wrapped in a sleeping bag under the bridge. Patricia said that he is afraid to come to the shelter. I’ve driven this road a hundred times. Why have I never noticed this man? He is, just as we are now, invisible.

During this experience, I got an opportunity to listen to many women named Patricia, who is struggling with an addiction to cocaine. She sat down next to where I was reading and told me I had pretty hair. She took her own hair out of a tight bun and let it hang down to her knees. We talked for the rest of the morning, and she introduced me to her “family” at lunch — an eclectic group of African Americans, Latinos and Native Americans. It seems that the homeless are far more accepting and welcoming than the rest of the world. I caught myself laughing for the first time today. A young man sitting at our table patiently listened to my broken Spanish and offered me a few fresh chili peppers. Again I am startled; those who have nothing, share everything. I kindly refused the offer, but laughed as the older gentleman next to me began to cry after putting three peppers in his mouth at the same time. It felt good to laugh.

Over lunch, I was quickly reminded how lonely this life can be, but I looked forward to spending more time with my new friend. She left me alone after lunch, but not before giving me a hug and reminding me where I could find her later that night — room 12. Relationships are important, so are hugs.

After lunch, we waited for dinner. The smells and echoing sounds of the shelter are familiar. Maybe it reminds me of a prison — a prison with no bars. A prison where the crime is being poor, and the chains are addiction, mental illness and
saw how much we had in common. They were no longer homeless women; they were friends.

In the living room right before bed, attention turned toward the television and conversations stopped during the news. It seemed like everyone was waiting for the weather report. This came as no surprise, as we had learned that days are dictated by the weather. How much food will be needed, how many beds will be occupied and how crowded will it be at the shelter? It all depends on the weather.

When we left the shelter the next morning, we walked back to Holy Family Church to have some reflection time. I sat near the altar alone with my journal.

“Where am I?” I thought to myself. “Is this a church or a shelter?”

Maybe what we call the “church” is really just a building where we learn how to be “The Church.” In this building I have learned that Church is love, community and prayer. Where would Jesus sleep (WWJS) tonight? Why do we build comfortable churches and lock the doors at night? Why do we pass by the homeless on our way to “church”? I wonder if Jesus would actually make it to church, or would he lose track of time while talking to a friend on the street? On the final night of the immersion, I slept in the Holy Family “Shelter,” while the Siena/Francis “Church” remained open for guests all through the night. For we do not know the hour our Savior will come. We must always be ready to welcome the Lord with a warm blanket and place of shelter.

This fall break changed my life. “Miracles happen here,” said the shelter’s visiting nurse Cathy (Weiler) Henkenius, BSN’71.

I truly believe that. A home or a job should not define us. He is not “homeless,” and she is not a “doctor.” If we can understand this simple idea, then we can truly see and love the humanity of the homeless.

I have traveled thousands of miles to understand new cultures and ways of living. Why did it take me 21 years to discover this population living in my own backyard? Maybe it’s just easier to focus on far-away problems. We can leave the situation behind, hoping we made a difference, but never looking back to make sure. We find it easy to donate a meal, but so difficult to share that meal with a stranger.

This fall break, I did not feed the hungry or clothe the naked. Instead, I relied on the kindness of strangers. This experience taught me to remain present in the world and in my community. I pray that I will never be afraid to venture down a new street, or get so caught up in my life that I forget about my neighbors. May I never eat a meal without saying grace, or drift to sleep before thanking God for the warmth of my home.

Gustavo Gutierrez, the father of liberation theology once said, “To be Christian is to draw near, to make oneself a neighbor, not the one I encounter in my journey, but the one in whose journey I place myself.” Today, I no longer focus on what I can give, but what a gift I am. A true gift is that of time and love. It can be a dinner shared at the shelter with new friends or a conversation with the young man you see everyday in the park. It is not who I encounter in my journey, but the one in whose journey I place myself.
At the beginning of this decade, the financial markets experienced a crisis in confidence brought on by a string of massive corporate accounting scandals. The scandals peaked with the implosion and bankruptcy of two corporations once seen as the pinnacle of the new economy, Enron and WorldCom. Those names now carry connotations of lies, deceit, greed and corruption.

Another casualty in that string of scandals was the largest and one of the most prestigious accounting firms in the world, Arthur Andersen & Co. Arthur Andersen & Co. was Enron’s independent auditor, and had served in that same capacity for WorldCom, though another international accounting firm had taken over the WorldCom audit by the time WorldCom’s troubles became public. With Andersen’s collapse, brought on by an indictment associated with the Enron fiasco, the public accounting profession came under severe scrutiny and was ultimately engulfed in a massive regulatory reaction.

† Taylor in Washington, D.C., where he completed a one-year academic fellowship with the Securities and Exchange Commission, analyzing corporate compliance with the sweeping reforms of the Sarbanes-Oxley Act.
The Sarbanes-Oxley Act

In response to this string of scandals climaxied by Enron and WorldCom along with Andersen’s demise, Congress passed, and President George W. Bush signed into law, the Public Accounting Reform and Investor Protection Act (i.e., the Sarbanes-Oxley Act of 2002, hereafter “SOX”), on July 30, 2002. Bush described SOX as “the most far-reaching reform of American business practices” since the Securities Act of 1933 and the Securities Exchange Act of 1934. That was no overstatement. The act is composed of 11 sections that include sweeping provisions for numerous aspects related to financial reporting of publicly traded companies.

For example, Title I mandates the creation of a new board to regulate the public accounting profession, the Public Company Accounting Oversight Board (PCAOB). This board oversees public accounting firms that opine on the fairness or accuracy of annual financial statements issued by publicly traded companies. The board also establishes auditing, quality control, and management and principal officers, transactions between companies and disclosures, including disclosures of or misleading facts, among other things. Their knowledge, any material omission and that the report does not contain, to certify that they have reviewed the report, and that the report does not contain, to their knowledge, any material omission or misleading facts, among other things.

Title IV focuses on improved financial disclosures, including disclosures of transactions between companies and their management and principal officers, and disclosures regarding the company’s system of internal control over financial reporting (ICFR). Other titles address analysts’ conflicts of interests, corporate and criminal fraud accountability, and penalties for white-collar crime.

During a recent one-year fellowship with the United States Securities and Exchange Commission (SEC) in Washington, D.C., an important focus of my work was compliance with the Sarbanes-Oxley Act — especially the provisions in Section IV, regarding ICFR. That section was specifically designed to restore confidence in market integrity related to the reliability of financial reporting.

A company’s internal control over financial reporting refers to the control mechanisms embedded in the methods and processes by which financial transactions are recorded, summarized and reported in financial statements. SOX Section 404, Management Assessment of Internal Controls, has generated far more controversy than any other aspect of SOX and it continues to be a sore spot in discussions among auditors, investors, company management teams and regulators. Under Section 404(a), the SEC prescribed rules requiring companies to include in their annual reports to the SEC an assessment of the effectiveness of the companies’ ICFR. Further, under Section 404(b), accounting firms that audit companies’ financial statements must now attest to, and report on, management’s assessment of the effectiveness of ICFR.

A key concept in the SEC rules is material weakness. A material weakness is a deficiency in the design or operation of ICFR that results in more than a remote likelihood that the company’s ICFR will not detect or prevent a material misstatement in the financial statements. If a company’s management team identifies one or more “material weaknesses” in ICFR, it may not conclude that the issuer’s ICFR is effective. In addition, the underlying causes of material weaknesses in ICFR must be disclosed in the company’s annual report.

Not all companies are yet required to comply with SOX Section 404. The SEC rules, as modified, essentially define two classes of filers primarily based on company size; these two divisions are referred to as accelerated filers and nonaccelerated filers. Accelerated filers collectively account for over 99 percent of the total market value of all publicly traded companies, but only about one-third of the total number of all publicly traded companies; nonaccelerated filers make up the rest. Accelerated filers were required to comply with the new ICFR provisions for fiscal years ending on or after Nov. 15, 2004. The deadline for nonaccelerated filers complying with Section 404, after a final extension was granted by the SEC on Aug. 9, 2006, is for fiscal years ending on or after Dec. 15, 2007.

Despite all the controversy over cost and other issues, preliminary analysis of corporate reporting of ICFR effectiveness by both companies and auditors shows improvement in compliance with SOX Section 404 between Year 1 and Year 2, and that bodes well for investors.

SOX Section 404 has been controversial primarily because of the exorbitant implementation cost. Although the cost of engaging in any new regulatory activity is high in the short run as companies begin treading up the learning curve, compliance costs under SOX Section 404 have been much larger than anticipated. Companies were hit with significant costs from at least two sources. First, few if any companies had ever completed partial, much less comprehensive analyses of the effectiveness of ICFR, despite provisions found, for example, in the Foreign Corrupt Practices Act of 1977, which requires companies to maintain adequate
ICFR. Second, although companies anticipated incurring audit fees to compensate the independent auditor to perform the required work under the new rules, audit fees skyrocketed beyond original estimates. One study indicated that audit fees had on average doubled under SOX Section 404.

In addition to cost issues, another source of controversy has to do with the anticipated benefits of complying with Section 404. First, regulators anticipated macro-level benefits of complying with SOX in the form of increased reliability of financial statements, reduced risk of fraudulent financial statements. However, nailing down a dollar amount for those benefits is extremely difficult at best. To make matters worse, companies continue to experience problems with financial reporting. For example, despite all of the work that has gone into complying with Section 404 during the last few years, companies continue to engage in questionable accounting practices, with back-dating of compensatory stock options for company executives to maximize their financial compensatory stock options for company accounting practices, with back-dating of compensatory stock options for company executives to maximize their financial compensatory stock options for company accounting practices.

Second, companies perhaps mistakenly expected significantly more micro-level benefits or tangible operational benefits from SOX, including better control over the financial reporting processes, improved operations and lower borrowing costs. Such things are difficult to measure and the perception that such benefits have not materialized at levels which justify the compliance costs are common. This perception became evident in part at the SEC and PCAOB jointly sponsored roundtable on Year 2 Section 404 compliance held May 10, 2006, at SEC headquarters in Washington, D.C. The SEC invited corporate management team members, independent auditors, board members, creditors and others to provide feedback on Year 2 compliance efforts. Overwhelmingly, the feedback from management teams was that the costs of compliance clearly outweigh the benefits.

On the bright side, at least one survey shows that compliance costs for Year 2 are either the same or in some cases quite a bit lower than for Year 1, suggesting that both companies and their auditors are becoming more efficient in fulfilling SOX Section 404 requirements. Shortly after the roundtable meeting, the PCAOB announced that it would focus its audit firm inspection efforts in the coming year on efficiency, perhaps to help audit firms root out continuing inefficiencies and further improve the cost benefit relationship for SOX Section 404 compliance efforts.

To summarize, more companies got it right in Year 2 compared to Year 1; that is, fewer companies reported ineffective ICFR in Year 2 relative to Year 1. Further, those companies that reported ineffective ICFR in Year 2 identified fewer issues associated with material weaknesses.

**Selected Section 404 Reporting Statistics**

Despite all the controversy over cost and other issues, preliminary analysis of corporate reporting of ICFR effectiveness by both companies and auditors shows improvement in compliance with SOX Section 404 between Year 1 and Year 2, and that bodes well for investors, suggesting that financial reporting reliability has improved overall. For example, Table 1 shows that 3,801 companies reported under SOX Section 404 in Year 1. Of those that reported, 598, or 16 percent reported ineffective ICFR (meaning the management team uncovered and was not able to remediate during the period one or more material weaknesses). In contrast, of the 3,582 companies that have reported under Year 2 to date, only 324, or about 9 percent reported ineffective ICFR. Thus, the rate of ineffective ICFR declined by about 44 percent in Year 2.

Although data on the exact number of material weaknesses existing within ICFR systems for companies that report ineffective ICFR is not available, some related data is available that further reveals improvements between Year 1 and Year 2. While companies’ annual reports do not report the exact number of material weaknesses uncovered by their staff, the external auditor, or both, the reports do identify the specific issues underlying existing material weaknesses, and the data reveal significant decreases in the number of issues identified. In Year 1, the 598 companies reporting ineffective ICFR identified 1,444 issues associated with material weaknesses, or 2.41 issues per company. In contrast, to date, in Year 2, 324 companies reporting ineffective ICFR identified only 719 issues associated with material weaknesses, or an average of 2.2 issues per company. Thus, the average number of issues identified with material weaknesses per company has fallen.

To summarize, more companies got it right in Year 2 compared to Year 1; that is, fewer companies reported ineffective ICFR in Year 2 relative to Year 1. Further, those companies that reported ineffective ICFR in Year 2 identified fewer issues associated with material weaknesses.

<table>
<thead>
<tr>
<th>Management’s Report on ICFR</th>
<th>Year 1</th>
<th>Year 2</th>
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<tbody>
<tr>
<td>Total Companies Reporting</td>
<td>3,801</td>
<td>3,582</td>
</tr>
<tr>
<td>Effective Internal Controls</td>
<td>3,200</td>
<td>3,258</td>
</tr>
<tr>
<td>Ineffective Internal Controls</td>
<td>598</td>
<td>324</td>
</tr>
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Table 1
SOX has gone a long way toward preventing the misleading financial reporting that was implemented at Enron, WorldCom and a host of companies before them. But, in a nutshell, SOX and its reforms are designed to help keep honest individuals honest. Thus, in the final analysis, whether the line, as it were, is crossed depends upon the people involved, not just the internal controls. Only time will tell whether individuals will toe the line in the face of SOX and its increased emphasis on rooting out nefarious financial reporting — to avoid the next Enron.
in ICFR. This reduction indicates that, on average, most companies that reported ineffective ICFR had fewer material weaknesses, suggesting that companies made progress in clearing up a significant portion of previous material weaknesses. These reductions are good news for investors and other market participants and I expect continued progress in Year 3.

**Where Do We Go from Here?**

A question that naturally follows from the analysis presented is: Are the efforts being expended on compliance with SOX Section 404 accomplishing their intended objectives?

As noted, SOX’s overall objective is “to protect investors by improving the accuracy and reliability of corporate disclosures made pursuant to the securities laws.” With regard to the objectives of SOX Section 404, are ICFR systems more reliable, and thus, the financial statements of companies more reliable than they were prior to enacting SOX?

In terms of the accounting profession, the passage of Sarbanes-Oxley and the establishment of the Public Company Accounting Oversight Board have had significant beneficial effects on the profession. Many leaders in the accounting profession credit the act, and the PCAOB, with helping to restore the public trust in the profession and in reconfirming the value of high-quality audits.

In the aftermath of Enron/WorldCom, a welcome renaissance has transpired with a focus on a back-to-basics approach to auditing. The independent accounting firms are focusing on the fundamentals of independence, professional skepticism, rigorous appropriate testing and documentation. Ironically, the very legislation designed in part to improve oversight and performance of auditors has also led to record revenues and growth in the profession.

But what about the broader objectives related to investors? Has Sarbanes-Oxley prevented or curtailed the next Enron? Clearly, there has not been a corporate meltdown similar to Enron or WorldCom since the legislation was signed into law in July 2002. And the data provides some evidence that ICFR has measurably improved in the two years the rules have been in place. These realizations may give some comfort to investors and other market participants.

However, other market effects dampen that optimism. For example, despite all of the new regulations SOX has imposed on companies and auditors, the options back-dating problems raise concerns. Further, corporate restatements, or instances of companies reissuing their financial statements to make significant corrections, have continued to trend upward to historic levels, with Glass Lewis & Co., a securities research firm, reporting that corporate restatements nearly doubled in 2005 with nearly 10 percent of all companies in the U.S. filing restatements.

### In terms of the accounting profession, the passage of Sarbanes-Oxley and the establishment of the Public Company Accounting Oversight Board have had significant beneficial effects on the profession.

As the SEC and PCAOB move forward with announced initiatives, such as developing management guidelines to assist nonaccelerated filers in implementing SOX Section 404 requirements, and revising standards that govern auditors’ conduct in performing audits of ICFR, additional data will present itself to further assist in determining whether financial reporting is indeed more reliable than it was previously. The next three years will be critical as accelerated filers and their auditors will continue to streamline the assessments and audits of ICFR and especially as nonaccelerated filers begin complying with Section 404 for fiscal years ending on or after Dec. 15, 2007.

### The Role of “Tone at the Top”

One variable that has more impact on reliability of financial reporting than any government regulation is what is referred to as “tone at the top.” Tone at the top refers to the management team’s (and in particular, the chief executive officer’s) overall approach and attitude toward internal control, ethics, conduct, etc.

If tone at the top is anything other than an internal control conscious, consistently applied approach to business founded on principles of integrity, honesty, forthrightness, contribution, etc., no amount of government regulation will stop the next Enron.

An applicable parable about Abraham Lincoln goes something like this. One day Lincoln was meeting in his office with a particular individual when his assistant, outside the office, observed an increasing amount of commotion, and then witnessed Lincoln abruptly and forcefully escorting the man out of the office and into the street. When the assistant later inquired as to what was the matter, Lincoln responded by saying, “Every man has his price, and that man was getting close to mine.”

The moral to that parable is that in the final analysis, the only thing that separates CEOs, CFOs, auditors and other players in the financial markets from caving in to human nature in the face of pressures to behave unethically in either small or large ways, is the strength of the individual’s wall of integrity that separates the person from nefarious acts. Where there is no wall, or where there is a weak wall, the likelihood of failing to do the right thing is always much higher.

That’s one reason schools such as Creighton University — whose College of Business Administration seeks to ground future business leaders in a foundation of principles and values that are consistent with proper “tone at the top” — are so important to the future of corporate America. Business leaders who have that sure foundation, that wall of integrity, are more likely to not compromise the rules.
A strong desire to make a difference in patients’ lives drives the research efforts at Creighton University’s School of Medicine, where investigators have made discoveries about the mechanism of diseases and are developing new methods of prevention and treatment. Despite the threat of continuing cutbacks in National Institutes of Health (NIH) research funding nationwide, Creighton School of Medicine faculty members continue to receive major grants from this federal agency. The following is an overview of the ground-breaking research being conducted in various Creighton departments.
Asthma, seasonal allergic rhinitis and other allergic inflammatory disorders. When we assessed the clinical benefit and steroid-sparing effect of treatment with Xolair in patients with moderate to severe allergic asthma, the group showed 58 percent fewer exacerbations.

On a more personal note, it was very gratifying that many of the patients who participated in this clinical trial told me how this new treatment improved their quality of life. They were able to do things that they had not been able to do for years.

Just as patients recognize the contributions of Casale, Townley and the team at Creighton’s Division of Allergy and Immunology, so too do their peers in the scientific world. Casale is president of the American Academy of Allergy, Asthma and Immunology — the largest international professional allergy society. Townley received the academy’s Distinguished Clinician Award in 1998, in recognition of his groundbreaking work over the past 40 years.
Hereditary Cancer Research and Cancer Biology

Under the pioneering direction of Henry Lynch, M.D., professor and chair of preventive medicine and director of Creighton’s Hereditary Cancer Institute, along with members of the Department of Preventive Medicine and Public Health and collaborators from Creighton’s clinical and basic science and pathology departments, the University has created the world’s largest resource of hereditary cancer-prone families of all anatomic sites, with special emphasis given to the Lynch Syndrome. This disorder, caused by a gene mutation and characterized by the predominance of early onset colorectal cancer and other cancers of the gynecologic, urologic and gastrointestinal systems, now involves countless families throughout the world.

Lynch began his lifelong investigation of the role genetics play in cancer more than 45 years ago, when most of his contemporaries believed cancer was triggered solely by environmental causes. Lynch, however, began following a different lead — the possible genetic link to certain cancer types, with a particular emphasis on breast cancer. His painstaking record keeping and compilations of family medical history data led him to identify cancer syndromes and their patterns of inheritance through generations of extended families. His identification of the Lynch Syndrome now makes it possible to predict with nearly 90 percent accuracy the risk of the disease in patients with direct germ-line mutations. With early detection, Lynch Syndrome and other colon cancers are curable in 90 percent of patients, through intensive surveillance with colonoscopy.

In addition, Lynch was the first in the world to discover the hereditary breast ovarian cancer syndrome, a finding that affects countless hereditary breast ovarian cancer-prone families. This discovery led to the identification of BRCA mutations for diagnosis of hereditary breast cancer. His research has also played a major role in the discovery of families prone to hematologic cancers, particularly chronic lymphocytic leukemia and multiple myeloma. Decades ago, Lynch began publishing on the importance of prophylactic bilateral mastectomy and even oophorectomy (ovary removal).

Creighton’s Henry Lynch, M.D., who holds the Charles and Mary Heider Endowed Chair in Cancer Research, is a leading pioneer in the field of hereditary cancer.

“We are currently researching what we hope will be breakthroughs in the use of diagnostic imaging that could aid in the discovery and management of desmoid tumors,” Lynch said. “Through the years, my work has been backed by Creighton University with emphasis on the most important clinical aspect, namely early diagnosis and cancer prevention.”

— Henry Lynch, M.D.

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— Henry Lynch, M.D.
Obesity and Bariatric Surgery

Another battle that Creighton researchers are waging on two fronts is the fight against obesity. Roger Reidelberger, Ph.D., professor of biomedical science, and Armour Forse, M.D., chair of the Department of Surgery at Creighton University Medical Center, are leading the charge.

While the search for anti-obesity drugs continues, Forse, Lempka Professor of Surgery, stays involved with studies to optimize bariatric surgery for morbidly obese patients. “This extreme procedure is referred to as ‘stomach stapling’ by most lay people,” said Forse, whose research includes dosing of antibiotics, operations selection and the use of revisional surgery. Statistics show that bariatric surgery patients can lose about 30 percent of their body weight. The procedure, though drastic and not an easy solution for weight loss, can deliver significant benefits to the patient. In his investigations, Forse showed that bariatric surgery could reverse the cardiac dysfunction related to morbid obesity. His current research is being done with Boston University to investigate the role of fat cells and their regional differences in the pathophysiology of obesity. In addition, Forse is studying the signals that emanate from the liver in response to bacterial toxins, and recently discovered a novel receptor involved with toxins that uses trace minerals as part of its signaling system. Further research into this system may provide ways to decrease the excess liver response to bacterial toxins, which add to the overwhelming injury of toxins such as sepsis.

Reidelberger focuses on the questions: How does the gastrointestinal tract communicate with the brain to control food intake and body weight? Can we use this information to develop drug therapies that will prove to be effective in producing sustained weight loss? The answers are slowly emerging. Working in tandem with Creighton and his lab at the VA Hospital in Omaha, Reidelberger and his team developed a unique experimental model that permits precise control of dose and pattern of administration of anorexigenic compounds to rats. The lab and its procedures are something Reidelberger has been developing “step by step” for about 30 years. Currently, 64 rats, each with an intra-abdominal catheter, are tethered to infusion swivels that allow them to move, eat and drink in their cages, while having their food intake measured and automatically receiving test drugs via computer. This “hands-off” environment produces less stress for the animals and a more accurate and “natural” testing environment. “The food bowls the animals eat from actually rest on digital scales which are connected to a computer system,” Reidelberger explained, “and the weight of the food bowl on the scale is recorded every 20 seconds, so we can determine the instantaneous effects of dose and pattern of drug administration on food intake in these animals. Our tests have clearly identified the gastrointestinal hormone, PYY3-36, as a potent inhibitor of food intake, that when given by intermittent infusion over many days, can produce a sustained reduction in daily food intake and body weight in lean and obese rats.”

“I predict that drugs will be developed in the near future to help control our appetites, to help weight regulation problems. That’s our goal, and we’re getting closer.”

— Roger Reidelberger, Ph.D.

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Obesity and Bariatric Surgery

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How this information will translate to humans is still not entirely certain. According to Reidelberger, there’s been a significant evolution in the last 20 years when it comes to understanding how the gastrointestinal tract tells us we’ve gone from hungry to full, and what determines the amount of fat stored in our bodies. Reidelberger adds that most of the anorexigenic compounds being tested in rats reduce short-term food intake when administered acutely to humans. “I predict that drugs will be developed in the near future to help control our appetites, to help weight regulation problems. That’s our goal, and we’re getting closer. Right now our lab can screen 12 anorexigenic compounds a year. No one else can do what we do. Hopefully, in the next few years our molecular studies and the new technology we’ve developed in the Creighton VA lab will have made an impact.”

According to Reidelberger, Creighton’s Office of Technology Transfer has filed a patent application for his groundbreaking technology, which would give drug companies the ability to set up similar systems to screen multiple compounds and create therapies. “Scientific research is about producing the data and exposing it in print to other researchers for peer review. This process takes time. Our lab is trying to accelerate the discovery of therapeutics, while continuing to sell our ideas to funding agencies so we can keep doing what we do. We have been successful in obtaining federal funding even in these times when budgets are tight, because obesity is a major health concern. So much can still be accomplished in the area of drug discovery, and significant progress is being made here at Creighton. I want to communicate the fact that we’ve touched lives — we’re involved in a process that gives people hope. We’re excited.”

Bacterial Resistance and Riboswitches

Bacteria are a clever bunch, often mutating past every known antibiotic. Enter Nancy Hanson, Ph.D., Phil Lister, Ph.D., Ken Thomson, Ph.D., and Ellen Smith Moland, B.S.M.T., of Creighton’s Center for Research in Anti-Infectives and Biotechnology. They, along with Drs. Garrett and Julie Soukup, a husband and wife team of RNA biochemists in the University’s Departments of Biomedical Sciences and Chemistry, are currently waging a two-pronged attack on super-bugs.

Hanson, Lister, Thomson and their team focus on the molecular mechanisms of antibacterial resistance, and evaluating new drugs and drug combinations that effectively treat the problem. Hanson, who developed a gene-based method for identifying resistance mechanisms, said, “Once the mechanism is identified, the most appropriate antibiotic to treat that patient can be prescribed. With the increase of resistant bacteria in patients, it’s absolutely necessary that we use available antibiotics in the wisest way possible.” The group recently developed a new diagnostic test to detect certain types of antibiotic resistance. “Our current project,” Thomson said, “places this test in laboratories around the country and teaches microbiologists how to use the test. Today, with medical cost-cutting and downsizing, many microbiologists are pressured to provide minimal diagnostic services, and are consequently unable to reliably detect new forms of antibiotic resistance. Whenever we assist in getting them to upgrade the quality of their testing, it has the potential to positively impact many lives.”

For the Soukups, outwitting super-bugs means looking at riboswitches, the RNA elements that make genes turn on and off. “Riboswitches are a simple way for bacterial cells to monitor their metabolic state and respond appropriately by controlling the genes with which they are associated,” Garrett Soukup said. “A riboswitch is part of a gene’s messenger RNA. One riboswitch we work on controls a gene required to build the cell wall that protects bacteria, and the riboswitch self-destructs in response to binding its specific metabolite. We’re investigating how the metabolite plays a key role in this process, and how similar compounds can trigger the same response. We hope these artificial triggers will perturb cell wall production, inhibit bacterial cell growth and starve organisms that cause disease.” The Soukups’ research ties directly into the work of their colleagues in the Anti-Infectives and Biotech Center. “As resistant super-bugs continue to evolve,” Julie Soukup said, “the drugs now used...
to cure bacterial infections will eventually become ineffective. Novel antibiotics are in high demand, and riboswitch research will help us design new drugs that tackle bacteria in new ways.”

According to Lister, “I find our research rewarding for many reasons, but most importantly because of the potential for immediate impact on the lives of patients in need. It’s the ability to help others through our research that makes this work so fulfilling, and it’s the service-oriented mission of Creighton University and the Jesuit Society that has made me feel so much at home with my work here.”

“I enjoy conveying the message, and was most touched when a graduate student came up to me in Australia and said, ‘Dr. Hanson, I didn’t understand everything you said, but I want to be like you some day.’ I was taken aback by that. We sometimes forget that we’re not only scientists doing good work, but role models for so many young women and men.”

Garrett Soukup agrees. “Through our research, we enjoy the privilege of continuous learning and discovery, while we train the next generation of scientists. Ultimately, we educate one another through our presentations and publications. As basic research scientists, we aim to provide a foundation of understanding that will contribute to the development of therapeutic agents or strategies down the road.”

A Legacy of Research

Every day on the Creighton University campus, scientists and researchers serve as models for undergraduates with great ambitions to be of service. They illustrate Creighton’s fidelity to the Jesuit, Catholic educational tradition in which science education has always been at the forefront. They signify that, like the visionary men and women who were the University’s founders, pioneering ventures in vast new landscapes are both Creighton’s legacy and future.

The Campaign for Creighton University seeks $62 million in support for science education and technology. Creighton must persevere in advancing its science and technology capabilities to continue graduating world-class scientists, health care providers, business and professional leaders who have been molded by the ethics and moral distinctiveness of the Jesuit, Catholic faith, identity and mission. As an institution creating the next generation of scientific leadership and students prepared for compelling careers and service, Creighton University is demonstrating that it is Willing to Innovate and Willing to Lead.
At the core of Creighton University’s mission is the desire to educate students who have the skills, ethics and motivation to build a better society. Throughout its 100-plus year history, the University has proven its dedication to this mission by reaching out to attract the best students from all backgrounds.

Creighton’s Jesuit, Catholic mission also comes with an obligation to help ensure an education for the increasing numbers of high-ability middle- and lower-income students seeking admission to college, as well as those who are first-generation college students.

While not all first-generation students are minorities or come from low-income households, many do. According to Don Bishop, associate vice president for Enrollment Management, of the 400 first-generation students who were admitted to Creighton in 2006, 200 chose not to enroll, citing financial aid and costs as the No. 1 reason for their decision. These students indicated that Creighton had been their first choice and that they would have enrolled had they received more support in financial aid. About 80 of these students chose peer colleges that provided more aid. The remaining 120 students settled on a less selective college choice that cost much less. With the support of financial aid provided by the University, 195 first-generation students were able to enroll at Creighton in 2006.

Why is it so important for Creighton to continue to enroll first-generation students? One reason, according to Bishop, is that first-generation students are typically high achievers, the very kind of student that Creighton — and indeed any institute of higher learning — desires to attract.

“Fifty percent of the first-generation students in the class of 2006 accomplished a rank in the top 10 percent of their high school, compared to 44 percent for the entire class,” Bishop said. “In addition, the median high school grade-point average of these first-generation students was 3.87.”

In addition to academic excellence, first-generation students help to bring a diverse set of perspectives to the campus community. They are willing to sacrifice in order to attain their Creighton education and pursue it as a means to elevate themselves and their families. For many of these students, attending another school may have been an easier choice, both financially and academically, but they believed strongly that a Creighton education would better provide them with the future they desired.

First-generation college students Kristina Smith, Luis Vazquez and Millicent Wolfe each made the choice to attend Creighton despite the various obstacles each faced to get here. For them, a Creighton education means not only a better life for themselves and their families, but for their communities, as well. Here are their stories.
For too many teenage mothers, the dream of finishing high school and going on to college ends when they learn they are pregnant. For Kristina Smith, it is where her dreams began.

As a high school freshman, Smith moved from her hometown of Gurnee, Ill., (a Chicago suburb) to Omaha. At 15, she gave birth to her son, James, who is now 5 years old.

“Before I became pregnant, I hadn’t thought much about what I was going to do beyond high school,” said Smith, 20, now a junior majoring in philosophy and political science at Creighton. “When my son was born, I knew I had to go to college and make a career for myself.”

Smith’s story becomes even more remarkable when you learn that she is not only a first-generation college student, but the first in her family to graduate from high school. She came to Omaha to live with her godmother, who had been transferred to a new job with Union Pacific after her husband had died. Juggling high school with raising her son, Smith focused on applying to colleges and universities that would offer her in-state tuition.

Although two other colleges had offered her full-ride scholarships, Smith stuck with her first choice of Creighton University. “Financially, things might have been easier at another school,” she said. “But Creighton was where I wanted to be. I was so impressed with

Kristina Smith
Philosophy/Political Science — Class of 2008

For too many teenage mothers, the dream of finishing high school and going on to college ends when they learn they are pregnant. For Kristina Smith, it is where her dreams began.
the University and knew I’d do well in the personal environment that Creighton offered. I also wasn’t sure what type of career I wanted to go into, and felt that a liberal arts education at Creighton would provide me with the most options for my future.”

Currently, Smith, who in recent years has helped to create both the Peer2Peer mentoring program and a support group for single parents at Creighton, is looking for a way to increase the support non-traditional students receive on campus. While she has received a great deal of support through Student Support Services (SSS), a program that assists first-generation college students, low-income students and students with disabilities, the federally funded program has been limited by recent cutbacks. “I owe a lot to Student Support Services, because without them, I don’t think I’d have been as successful here,” Smith said. “They do everything they possibly can to help, but they are already stretched to the limit trying to provide so much for so many. What I want is to help generate additional campus support specifically for non-traditional and single-parent students.”

Some of the specific changes she’d like to see are more affordable day care and on-campus housing options for single parents. “It’s been hard to balance studies with raising a son,” Smith said. “I don’t have the convenience factor of being able to live on campus or to have my son in day care here, because I couldn’t afford it. This year, James started kindergarten, so that helps a bit financially. But, balancing his schedule with my studies and extracurricular activities is still a huge challenge.”

Despite the many obstacles, Smith has managed to make the dean’s list every semester and is a member of the honor society of philosophy and political science. In addition to her on-campus involvement with Student Support Services, she has worked on political campaigns and is a member of the Campus Democrats. Smith was recently recognized for her leadership with the Pacesetter Award from SSS and the Omicron Delta Kappa Leadership Award. She is also a recipient of the Scholarship for Economically and Educationally Disadvantaged Students (SEEDS), which goes to qualified SSS students.

Never one to take the easy way out, Smith is still deciding whether she will continue on to law school or pursue a Ph.D. in political science. As a result, she will be spending what little free time she has preparing to take both the LSAT and GRE in June. “I know I should just pick one now and make things easier on myself,” Smith said, laughing. “But at this point, I want to keep my options open.”

In many states, the neediest students attending in-state private colleges receive state grants averaging between $4,000 and $9,000. In Nebraska, where 36 percent of Creighton students come from, the neediest students receive an average of just $500. In order to ensure that a Creighton education remains a possibility for these students, the University must bridge the gap itself with funds from its endowment and general budget.

Between federal reductions in funding and lower grants for in-state students, many Creighton students today face an ever-increasing challenge to financing their college education. Creighton remains committed to its mission of providing an education to all deserving students, regardless of their ability to pay, and will continue to draw upon whatever resources are necessary to do so.

(Information provided by Don Bishop, associate vice president for Enrollment Management, November 2006.)
Luis Vazquez's story is the story of the American dream. It is also the story of sacrifice — of parents who want only a better life for their children.

Originally from Parral Chihuahua, Mexico (a town of approximately 100,000 just eight hours south of El Paso, Texas), Luis joined his stepfather and mother in Omaha six years ago. His sister, who had been attending college in Mexico, and young niece joined the family a year later.

“My mother and stepfather made sure I understood the reality that many Hispanic people live with — the economic struggles and involvement in dangerous and unwanted jobs — and asked me if I wanted to continue this way,” Vazquez said. “I came to realize that in order to advance the Latino culture here in the United States, I needed to attend college to gain knowledge and be an example to other Hispanics. I also wanted to make my parents proud and to pay them back for all they had given me. I knew that college was the key to accomplishing what I wanted.”

As a high school senior with his legal residency status still in process, Vazquez had begun to lose hope of going on to college after graduation. Creighton University was his first and only choice, but without financial assistance, the dream seemed almost out of reach.

Then, the first of many “miracles” occurred in Vazquez’s life.

Shortly before his high school graduation, Vazquez finally received his legal residency papers. He then met two people who offered him the encouragement and support he needed to persevere through the rigorous application and enrollment process — Veronica Hernandez, a Creighton sophomore who had once been in Vazquez’s shoes, and Tami Buffalohead-McGill, BA’89, director of Student Support Services at Creighton. With the help of Buffalohead-McGill, Hernandez and others, Vazquez not only made it to Creighton, but also became a Diversity Scholar.
Helping Students Achieve: Student Support Services a Valuable Resource

Student Support Services (SSS) is one of the five federally funded TRIO programs at Creighton University under the Department of Educational Opportunity Programs. For over 25 years, SSS has provided quality assistance to approximately 4,000 students who are economically disadvantaged, first-generation college students and students with disabilities. SSS is grant-funded through the Department of Education to provide comprehensive services to help students achieve a successful college experience by increasing academic performance, retention and graduation rates.

For the 2005-2006 academic year, 94 percent of SSS participants are first-generation college students (neither parent earned a four-year college degree).

The strength of the SSS program is providing comprehensive support to under-represented students at Creighton University, who come from disadvantaged backgrounds and have the ability and desire to succeed, but who would benefit from additional advocacy, academic, personal, financial and career support. SSS is a resource that provides personalized and comprehensive support services for eligible participants to help them achieve their full potential.

According to Tami Buffalohead-McGill, director of Student Support Services, recent cuts in federal funding have threatened various TRIO programs and limit the help that SSS can offer to participating students. While Creighton does provide SSS with money to award scholarships to first-generation, low-income students, as tuition increases and federal and state aid decreases, the financial gap for these students will continue to widen, making private donations even more important.

Through it all, Vazquez credits the unwavering support of his family for his success. “I am extremely proud of my parents,” Vazquez said. “They could not attend college because it is extremely difficult to pay for a higher education in Mexico. My mother works as a janitor cleaning businesses and offices, and my stepfather works at a meat-packing plant. They did not want me to be involved in the same kind of jobs that they are in now. They want a better life for me and their sacrifice demonstrates their unconditional love for me.”

Because of the sacrifice that his parents have made for him to attend Creighton, Vazquez feels a great sense of responsibility to make them proud. While Vazquez’s stepfather never tires of telling others that his son goes to Creighton, his mother also wants her son to remember to help others who are in similar situations.

Now a freshman majoring in chemistry and pre-medicine, Vazquez hopes to continue his academic success at Creighton and go on to medical school after graduation. He also plans to give back to the school and the community that has supported him this far and to become a role model for others who follow in his footsteps.

“My message is to love God, love life, have faith and fight with strength,” Vazquez said. “If you fall, get up with more strength. Sacrifice for others and repay those who sacrifice for you. This is something I must do every day if I want to accomplish all of my dreams.”

“I came to realize that in order to advance the Latino culture here in the United States, I needed to attend college to gain knowledge and be an example to other Hispanics.”

– Luis Vazquez
Due to a variety of financial and cultural factors, obtaining a four-year college degree is rare among much of the Native American population. The Wolfe family, however, may prove to be the exception to the rule. Millie is now a sophomore majoring in elementary education at Creighton University. Her older stepsister, Venetia, graduated last year from Bellevue University and her younger brother, Vincent, plans to attend Haskell Indian Nations University after high school. (Her younger sister, Guadalupe, is in the eighth grade and still undecided about her college plans.) And, although neither of her parents have a four-year degree, Millie’s father did receive his associate’s degree in liberal arts from Haskell.

“Going on to college was always important to my parents,” Wolfe said. “It was important because they wanted me to be well-educated, to have a good job and live a decent life. They wanted me to do better than what is usually expected of a Native American living on the reservation.”
Her desire for a life beyond the reservation prompted Wolfe to begin preparing for college when she was in the eighth grade. "Not only were my parents expecting me to go on to college, but I knew I wanted to experience the college life," Wolfe said. "I wanted to do better and be able to get a good job and live a great life."

Financial, academic and cultural obstacles make it difficult for many first-generation students to make it through college, and Wolfe’s case was no exception. First and foremost was to find scholarships to pay for her education. Academics were also an issue, because although she earned good grades at her small high school, Wolfe knew that her college studies would be much more challenging. She also feared that the transition from her small reservation community to life on campus at Creighton would present a bit of a culture shock.

With the help of family and friends, Wolfe has made a successful transition to college life. She is now a Gates Millennium Scholar, which has helped to make her education at Creighton possible financially. With hard work and academic support through programs like Student Support Services, Wolfe has also been able to maintain the grades she needs to stay at Creighton and keep her scholarship. As for culture shock, Wolfe said that the people at Creighton have been so great and welcoming that the adjustment was far less difficult than she had anticipated.

"I want to return to my reservation to teach and to help more Native American students go on to college."

— Millicent Wolfe

Reaching out to the Native American population has been a major priority at Creighton University for many years. In fact, Creighton was the nation’s first Jesuit university, and the first college in Nebraska, to offer a Native American Studies major. Creighton’s Native American Retreat also brings high school students from all over the country to experience college life and allows for the exchange of ideas, networking and dialogue on issues particular to them. Programs like the retreat have helped students like Wolfe realize that their dreams of college life are indeed possible. Since 1995, enrollment of Native American students has increased by 500 percent. "I came to Creighton’s Native American Retreat every year since I was in the eighth grade," Wolfe said. "Since then, Creighton has felt like a second home. There was less of a culture shock for me as a freshman because I was already familiar with the campus and enjoyed the environment and people here."

When she graduates from Creighton in 2009, Wolfe plans to pursue her master’s degree in school administration. From there, her plans are less clear, but she does intend to pursue her doctorate in an undetermined field of study. "In the end," Wolfe said, "I want to return to my reservation to teach and to help more Native American students go on to college."

Above all, Tami Buffalohead-McGill, director of Student Support Services, stressed the value of the tremendous gifts that first-generation students like Smith, Vazquez and Wolfe bring to the Creighton campus. "These students bring leadership, heart, dedication, diversity, a love of Creighton and the realization of Mary Lucretia Creighton’s dream," she said. "I believe she would be proud to know that students of talent, who wouldn’t otherwise have access to higher education, are being given that opportunity here at Creighton."
Scholarships

Bridge the Funding Gap

According to Don Bishop, associate vice president for Enrollment Management at Creighton, the median household income of enrolled first-generation students for 2006 was $60,000, compared to the University median of $116,800. Even with grants and scholarships (many of which are provided by Creighton), these families may still amass $30,000 or more in student loans by the time a student graduates.

Cuts to federal funding, such as the Pell grants that many first-generation students receive, will make the need for scholarships even more necessary. To address this need, The Campaign for Creighton University seeks nearly half its overall goal — $162 million — in endowments for people and programs. There are also various scholarships available for first-generation students of certain racial and ethnic backgrounds, such as the Diversity and Gates Millennium scholarships earned by Luis Vazquez and Millicent Wolfe.

Diversity scholarships are awarded for outstanding multicultural students of African American, Latino and Native American descent. These scholarships are awarded primarily on the basis of academic merit, community service, school activities and leadership. Financial need may be considered as well.

The Gates Millennium Scholars (GMS), funded by a grant from the Bill & Melinda Gates Foundation, was established in 1999 to provide outstanding African American, Asian Pacific Islander American, Hispanic American and American Indian/Alaska Native students an opportunity to complete an undergraduate college education in all discipline areas and a graduate education for those students pursuing studies in mathematics, science, engineering, education, library science or public health. The goal of GMS is to promote academic excellence and to provide an opportunity for thousands of outstanding students with significant financial need to reach their fullest potential.

Over the past two years, Creighton University has reached out to prospective college students in Nebraska and several other states by assisting them in applying for the Gates Millennium Scholarship. Because the application for this scholarship is exhaustive, Creighton provides a workshop in which faculty, staff and students assist prospective college students and their parents in navigating through this complex and challenging process. These workshops have helped 250 students each year to complete the Gates application process. Over the past two years, 27 Nebraska residents have won the Gates scholarship (23 of which participated in the Creighton workshops). Of the 27 Nebraska winners, 13 went on to enroll at Creighton.

Willing to Excel: Support Student Scholarships

From its earliest days, Creighton has pursued its fundamental mission to educate students from all parts of society — even remaining tuition-free until 1924. This commitment, which grew out of the Jesuit, Catholic educational tradition, provides access to a signature Creighton education for talented students of all socioeconomic levels and all backgrounds as they develop to their fullest potential.

To continue to attract a diverse community of bright, talented students, The Campaign for Creighton University seeks additional support for endowed scholarships and financial aid. For more information on how you can assist first-generation students like Kristina Smith, Luis Vazquez and Millicent Wolfe, and other deserving students like them, please call the Office of Development at (800) 334-8794 or (402) 280-2740.
How they met runs the gamut, from the ordinary to the, well, unusual. There was the pair who met while voting for homecoming king and queen. Then you have the classic blind date — and the “He was a high school classmate of my brother’s” connection. Next, there’s she (the Creightonian reporter) and he (the fraternity officer): They met on her beat. But how many couples meet while investigating a crime scene? Probably not too many. Nor do too many couples reach the milestone that links all these wonderful stories: a 50th — or golden — wedding anniversary.

What’s more, Creighton University — and often St. John’s Church — runs through their stories, too. Due to space limitations, only four stories appear here. But the rest are online and make for good reading, too, at www.creightonmagazine.org.

Let’s start with the “scene of the crime”: The Francos, Jean (Jeanice Ann Schott), MA’56, and Fred, BSChm’49, MS’51, both of Omaha, had each graduated from Creighton and were working at two different sites of the Christ Child Center in Omaha. Fred was athletic manager at the 10th and William streets site, and Jean was director of the north branch at 17th and Clark streets. Late one night, Jean received a call long after hours from her boss, Miss Flanagan, herself a Creighton tie, with Alpha Sigma Nu on her resume.

“She wanted me to check on a burglary at the north office and take inventory on items stolen that night,” Jean remembers, “and she said she’d send someone along to help.” (“We’ve often wondered if Miss Flanagan was, unofficially, a matchmaker,” they laugh today.)

Sure enough, moments later on Jean’s doorstep, was Fred Franco. “He was a welcome sight that evening for the task at hand,” Jean remembers. Off they went, assessed the damage, (Fred boarded up a door, impressing Jean), and they finished with a malt at Reed’s Ice Cream, a famous ‘50s hangout.

Months later, Fred proposed after a Friday night novena at Saint Savior Church, while driving away from the service. “He ran a red light,” Jean recalls, “when I said, ‘Yes.’”

For the Picettis, Rochelle (Roeder), ARTS’57, and George Picetti, ARTS’57,
Phil, "I collected on the rain check, and our courtship followed."

Getting engaged was the "height" of their courtship, in more ways than one. "In the summer of 1956," Kay recalls, "on the return flight following a visit with Phil's family in Massachusetts, while thousands of feet above New York City, Phil proposed."

"With no parachute in sight, I said, 'Yes,'" Kay remembers, "and Phil slipped a ring on my finger."

"They were in the same class at Prep." That's the way Lorraine (O'Leary) Pritchard remembers meeting William, BSBA'57: through her brother Don. Although not a Creighton graduate, Lorraine had siblings and "you kind of knew everyone," she said, of students in Omaha's Catholic schools.

The couple met officially at a Pops Concert at Omaha's Peony Park, the scene of many meetings for Creighton couples. "Eddie Haddad was probably playing," Lorraine recalls, "and Bill asked me to dance."

The rest, 23 grandchildren later, is history, say the pair. Creighton graduates dot their family tree, as well, with daughter Julie (Pritchard) Real, BA'93; son Tom, BSBA'89, and his wife, Lori (Harrington), BSBA'88; son-in-law Patrick Walsh, BA'78; and daughter-in-law Jill (Moser), BSBA'92, MBA'94.

Read more "Golden Wedding" stories — or share your own — online at www.creightonmagazine.org.
Message from the Campaign Chair

A Legacy of Philanthropy

When philanthropist Mary Lucretia Creighton and her businessman husband, Edward, looked out across their adopted hometown—a dusty, rugged, pioneer community along the banks of the Missouri—they dared to imagine a college that would educate, form and bring hope to succeeding generations.

Trust in their shared convictions, Mary Lucretia set wings to that dream—putting aside $100,000 in her will for the establishment of Creighton College in her deceased husband’s memory.

Future generations have nurtured and improved upon that dream—from generous benefactors and dedicated faculty, staff and Jesuits to bright, energetic students and engaged alumni, all too numerous to mention.

The Creighton of today reaches out around the world in service, scholarship and research, thanks, in part, to those early visionaries. As Creighton President the Rev. John P. Schlegel, S.J., has stated before, “We stand on the shoulders of giants.”

But now the mantle has been passed. It is our turn to lead Creighton into the future.

The positive response to the Campaign for Creighton, across a broad spectrum of class years and academic disciplines, has shown that the Creighton community is indeed, Willing to Lead—to set the course for the Creighton of tomorrow.

There is an energy to this Campaign. It starts with the University’s leadership. They have a bold vision for Creighton, guided by a strategic master plan to chart a successful path. Capital priorities have been well identified and outlined. This Campaign is about addressing those carefully selected priorities—so that Creighton can secure its place at the forefront as one of the finest Jesuit, Catholic institutions of higher education in the United States.

Why has this Campaign been so successful?

I believe it’s because alumni and friends realize the important role Creighton has served, and continues to serve, in their lives. A Creighton education is unique. I would opine that Creighton’s emphasis on Jesuit values and the ethical formation of women and men is more meaningful and necessary in today’s world than at any other time.

Your support of the Campaign signals your belief in the importance of these values-based education. Your support is an investment in our shared future. It’s about giving back. It’s about preparing the next generation of graduates, who, through a Creighton education, will be equipped academically, socially and ethically to examine the challenges of our changing world and offer solutions.

Alumni and friends realize the important role Creighton has served, and continues to serve, in their lives.

We all share in the success of the Campaign, and, ultimately, in the success of Creighton. Likewise, we are all called to participate—to move our University forward. Each of us has a role to play.

Exciting things are afoot at Creighton. The Creighton family—Mary Lucretia and Edward—would be amazed at how their dream has flourished.

Let us—the stewards of the next generation—continue to dream big. This is our moment. Thank you for all you do to support Creighton University.

Bruce Rohde, BSBA’71, JD’73
National Campaign Chair

For more information, or to contribute or discuss a planned contribution to the Campaign, please call (800) 334-8794 or (402) 280-2740.

Spring ’07 Phonathon Now Under Way

Creighton University’s Spring 2007 Phonathon opened on Jan. 28 and will continue through the end of June.

Youthful callers—approximately 60 students each semester—will seek gifts from alumni, parents and friends. According to Alysia Conklin, assistant director of Sustaining Gifts, what the students enjoy most are the personal conversations they have with alumni. The students update alumni on current events on campus, share their own stories, seek career advice, and help alumni stay connected with Creighton University long after they graduate.

Creighton’s alumni, parents and friends have been very receptive to calls from students—and very generous. The fall 2006 Phonathon hit a record-breaking $830,000 in pledges toward the Phonathon’s yearly goal of $1.2 million.

The students who call this spring will also provide information about the $350 million Campaign for Creighton, which seeks $30 million in Sustaining Gifts. Every gift to the Phonathon is important because when considered collectively, these and other Sustaining Gifts will represent one of the largest gifts in the Campaign for Creighton.

Support of the Phonathon by alumni, parents and friends helps ensure that Creighton’s educational aspirations and commitments are fully realized.

Creighton students look forward to talking with more than 40,000 alumni, parents and friends each year. This year, we hope one of our students can reconnect with you.
Creighton Announces Harper Center

A generous gift from Charles M. “Mike” Harper, former chairman and CEO of ConAgra Foods Inc. and RJR-Nabisco, and an emeritus member of Creighton’s Board of Directors, will provide the operating support for the newly named Mike and Josie Harper Center for Student Life and Learning.

Creighton President the Rev. John P. Schlegel, S.J., announced the gift — which will create one of the largest endowments in the University’s history — during his Convocation address, with Harper and several of his family members in the audience.

The 214,000-square-foot Harper Center, currently under construction on the campus’ eastern edge, will integrate academic support services with traditional student services, including admissions, financial aid, and health and counseling services. It will also serve as a front door to the campus.

Construction on the four-story building, located northeast of 21st and California streets (between the law school and the new Opus Hall student town homes), began last fall and is scheduled to be completed in the summer of 2008. The Harper Center will feature a multi-use auditorium, classrooms and seminar rooms, a book store, a sports café, an indoor/outdoor coffee shop, a 7,000-square-foot fitness area, and spaces for student clubs and organizations.

Harper guided Omaha-based ConAgra for nearly 17 years, first as president and chief executive officer and then as chairman and CEO, before stepping down in 1992. He later served as chairman and CEO of RJR-Nabisco. He also served on Creighton’s Board of Directors from 1980 to 1993, when he was named Board Member Emeritus. In 1995, Creighton conferred upon him one of its highest honors, the Honorary Doctorate of Humane Letters.

“I witnessed firsthand, while serving on Creighton’s Board of Directors, the incredible job the University does in educating the entire person — forming women and men as leaders in their communities,” Harper said. “Building on the accomplishments of (former president) the Rev. Michael G. Morrison, S.J., and others of past decades, the mantle of leadership has been passed.

“I greatly admire Fr. Schlegel’s and other leaders’ strategic vision expanding the campus eastward. This downtown renaissance certainly reinforces the decision made years ago to anchor ConAgra on the edge of the Missouri River. I know Josie would be proud, as I am, that our names will be linked forever to Creighton and its Living-Learning Center.”

“Mike and his late wife, Josie, have been generous supporters of Creighton University over the years, providing funds for scholarships, academics and other programs at the University,” Fr. Schlegel said. “We especially thank them for this latest gift, which will benefit students and the community for years to come. When completed, the Harper Center will be a unique facility among Midwestern universities, providing a home away from home for our students.”

Construction of the Harper Center is part of the University’s strategic plan for the future and was identified as a funding priority in the $350 million Willing to Lead Campaign.

Fr. Schlegel: This is Creighton’s Moment

“The building blocks are in place to craft Creighton’s future,” Creighton President the Rev. John P. Schlegel, S.J., told those gathered for his annual Convocation address on Feb. 13. The event was part of Founders Week at the University.

Fr. Schlegel said that student enrollment is at historic levels; the University is fiscally healthy, with the endowment surpassing $425 million; and the campus is expanding, with new facilities like the Hixson-Lied Science Building, Opus Hall and Davis Square junior/senior town homes, and Morrison Stadium.

He emphasized that Creighton remains committed to its Jesuit, Catholic identity. “We are, indeed, the region’s premiere Catholic University,” he told the assemblage.

He explained that the current accreditation review through the Higher Learning Commission, which the University undertakes every 10 years, has helped Creighton focus on its opportunities and challenges.

“The University has a pretty good idea where we stand, where our strengths and weaknesses reside and a sense of how to advance the institution,” Fr. Schlegel said.

He then focused on seven issues and opportunities, centering on students, access and affordability, the financial health of the institution, technology security, graduate education, health sciences and The Campaign for Creighton.

“This is the time for Creighton University to demonstrate its standing as one of the finest Jesuit, Catholic universities in the U.S. and to secure the achievement of our vision, by all measures,” Fr. Schlegel concluded.

“This is the Creighton moment. It is up to you! It is up to me. It is up to us … to give that moment life.”

Read the full text of Fr. Schlegel’s address online at www.creightonmagazine.org/president.
In my nearly 25 years at this institution, I have had the honor of helping many Creighton alumni and friends plan their legacy for transforming Creighton University. In recent issues of Creighton University Magazine, you may have read the stories of Drs. Gilbert and Clinton Beirne, Dr. James Laumond and others whose charitable estate planning has solidified Creighton’s future.

These are just a few examples of many in the Creighton family who want their legacy tied to the values and mission of the University. As I reflect upon the time spent with these architects of the University’s future, I am reminded that the pathway to fulfilling your dreams for the University’s future and the needs of others. Experts recommend reviewing your estate plan at least every five years.

Q: What are the latest trends in estate planning?
A: With life expectancies increasing, a trend among those in older age groups is to review who will make financial as well as personal decisions for them in the event of their incapacity. Now is a good time to examine who might be called upon to step in and assist with your affairs. IRAs, qualified retirement plans, life insurance or accounts that are payable upon death (POD) are taking a more prominent role in estate planning, especially for those in their 50s and 60s. Because these assets often pass directly to the named beneficiaries, regardless of what your will or trust stipulates, you should review and update these “will substitutes” just as you would your current estate plan. Tax laws change and so may your wishes and needs of others. Experts recommend reviewing your estate plan at least every five years.

Q: I want to include a bequest to Creighton. How do I accomplish this?
A: You may include a codicil to your will or amend your trust to bequeath a specific amount or specific property, such as a piece of real estate, to Creighton University. Alternately, you may bequeath to Creighton a percentage of the net proceeds from your estate after taxes and fees are paid. You should involve your qualified estate planning professional when changing your will or trust. Creighton may also be designated as a beneficiary of your life insurance policy, an IRA or qualified retirement plan. In fact, many advisors are recommending the use of these heavily tax-burdened retirement funds to fulfill your charitable intentions. Because Creighton will receive these assets free of income tax and your estate will receive an estate tax deduction, the full value of your gift can be used by Creighton.

These questions presume you have an estate plan. However, statistics indicate less than 45 percent of Americans have a will. Unfortunately, without one, the state you reside in will enforce its own plan for the distribution of your estate. Investing time now to carefully plan how your estate will be divided can ensure that your legacy is fulfilled in accordance with your wishes, not the state’s.

As you have read, answers to some of the most basic questions hint at the myriad ways in which you can help to transform Creighton through your estate plan. I encourage you to review your estate plan and to explore your dreams for the University’s future with us or with your qualified professional advisor. For those who have already included Creighton in your estate, I extend my personal thanks and invite you to join the Creighton University Heritage Society — our recognition group for those who have made provisions in their estate plans for Creighton.

If you would like to learn more about how, through careful estate planning, your legacy can help advance the mission of Creighton University or if you are interested in becoming a member of the Heritage Society, please call (402) 280-1143 or (800) 334-8794. The Office of Estate and Trust Services is here to provide assistance with your plans. It will be our pleasure to be of service.

Steve Scholer, JD’79
Director of Estate & Trust Services

Linda Hogrefe accepted a position with Sustaining Gifts at Creighton this winter, effective on Jan. 2.

Set to work with undergraduate and School of Law reunion giving programs, Hogrefe replaces Lindsay Geier, who left Creighton in November to move to Colorado.

“We are excited to have Linda join our staff,” said Dennis Henkenius, director of Sustaining Gifts at the University. Henkenius called Hogrefe “a highly qualified and talented professional … We are fortunate to have her join our staff.”

Hogrefe was associated with the Nebraska Special Olympics organization for four years as director of special projects and communication. Creighton has hosted the state games for the group for 30 years.

“Linda possesses strong feelings for those with special needs and those organizations that are of service to others,” Henkenius said. Since August 2005, Hogrefe has been director of corporations and foundations at the Strategic Air Command Museum, just outside of Omaha.
Gifts Fund Professorships

Endowment for scholarships and faculty support is a major objective of The Campaign for Creighton University. Gifts to endow chairs and professorships serve to maintain and enhance Creighton University’s academic mission, helping to secure its place at the forefront as one of the finest Jesuit, Catholic universities. Two recent endowment gifts funded the Fr. Henry W. Casper, S.J., Professorship in History and the DCI-J. Dan Egan, M.D., Endowed Professorship in Nephrology.

Ryans establish history professorship

A $1 million gift from Wayne, BS’49, MS’51, and Eileen Ryan established the Fr. Henry W. Casper, S.J., Professorship in History.

“Fr. Casper was one of my favorite teachers when I was an undergrad at Creighton,” Ryan said. “He took me under his wing and helped me focus on what I wanted to do with my life. He was a friend and mentor and was crucial to the success I have had in my life.”

Ryan is the founder, CEO and director of research and development for Streck, Inc., a worldwide manufacturer of products for the clinical laboratory, with headquarters in Omaha.

Ryan said he hopes that his and his wife’s gift will inspire other Creighton alumni to think of and honor other Jesuit educators who have had an impact on them. “There have been many great Jesuit professors at Creighton and more need to be recognized,” Ryan said.

The first holder of the Fr. Henry W. Casper, S.J., Professorship in History is John Calvert, Ph.D., associate professor of history. Calvert is an internationally recognized expert and researcher on the modern Middle East and radical Islamic ideology and practice in the Middle East and South and Southeast Asia.

“It is indeed a singular honor to have been chosen as the first holder of the Fr. Henry W. Casper Endowed Professorship in History,” Calvert said. “I want to thank the Ryan family for sponsoring this professorship in recognition of Fr. Casper. Fr. Casper ... was a notable figure in the history of Creighton University, and he left an indelible mark on this University as a teacher, moral guide and scholar.”

Calvert said the events of 9/11 and the ensuing U.S. campaigns in Afghanistan and Iraq introduced Americans to a region of the world most knew little or nothing about, which has fueled stereotypes and prejudices. “Too often in the Western mind,” Calvert said, “Islam is associated with violence, intolerance and extremism.”

As holder of the Casper Professorship, Calvert said his overall goal is to “combat ignorance, misunderstanding and complacency by building bridges of understanding to the Islamic world, to cultivate among students and others, attitudes of understanding and mutuality through the historical study of another culture.”

A $1 million gift from Wayne, BS’49, MS’51, and Eileen Ryan established the Fr. Casper, S.J., Professorship in History.

John Calvert, Ph.D., has been named the first holder of the Casper Professorship.

Nonprofit organization helps fund School of Medicine professorship

The DCI-J. Dan Egan, M.D., Endowed Professorship in Nephrology was established through the joint efforts of DCI (Dialysis Clinic, Inc.), based in Nashville, Tenn., the largest nonprofit dialysis provider in the United States, and the School of Medicine’s Division of Nephrology.

“DCI has been a partner with Creighton University for 15 years,” said Robert “Bo” Dunlay, MD’81, assistant dean for clinical affairs in the School of Medicine. DCI operates a network of nonprofit dialysis centers across the country, four of which are under Creighton’s clinical supervision.

“The establishment of a professorship is part of our mission to improve the lives of renal dialysis patients,” said Doug Reinhard, DCI corporate administrator. “By helping Creighton’s educational efforts, we are ultimately helping patients.”

The professorship has been named in honor of J. Dan Egan, M.D., a senior nephrologist, master clinician and recognized expert in the diagnosis and treatment of metabolic bone disease. Shortly after his “attempted retirement” in 2000, Egan joined Creighton University’s Osteoporosis Research Center, where he conducts twice-weekly bone clinics and frequent, well-attended grand rounds.

“Dr. Egan has been a wonderful role model for hundreds of students and residents at Creighton University for more than 50 years,” Dunlay said. “His life has been devoted to service to others. He continues to teach and provide care to patients at the Omaha Veterans Administration Medical Center in addition to the Creighton Osteoporosis Research Center.”

The first holder of the endowed professorship has not yet been named.

Gerard Heads Medicine Development Efforts

Matt Gerard has been named director of development for the Creighton University School of Medicine. He is responsible for coordinating and directing the school’s fundraising efforts.

Gerard has been with Creighton since 2004 and was previously an assistant director of principal gifts.

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Creighton Society Names New Chairs

National co-chairs of the University’s Creighton Society for 2007 are William and Mary Fitzpatrick Graft of Barrington, Ill., near Chicago. Bill, BA’82, is an attorney with the law firm of Graft, Jordan and Curtis of Schaumburg, Ill. Mary holds a BSN’84 from Creighton. Both have served Creighton in this national capacity for four years.

The Creighton Society is the University’s premier donor recognition club and recognizes individuals who give $1,000 or more to the Sustaining Gifts program.

To lead the Omaha Chapter of the Creighton Society for the coming year are Mark and Nancy Kerkman Huber. Mark, CEO of PayFlex Systems USA, Inc., holds twin Creighton degrees — a BSBA’83 and a JD’86. Nancy earned her BSBA from Creighton in 1984. This is the couple’s first year as co-chairs.

Meanwhile Robert and Betsy Reed of Omaha were named honorary chairs of the Creighton Society this year, the first couple ever to be so designated by the University. Bob, BSBA’61, is president/chief executive officer of Physicians Mutual Insurance Company of Omaha. With their honorary chairmanship, the Reeds are gratefully acknowledged for their leadership of the Society and generosity to Creighton over the years.

In its 18th year, the Creighton Society receives gifts that may be designated for use by the general University, an individual college or school within Creighton.

Giving levels within the Society include:

- Creighton Society Jesuit Circle — $5,000 & above
- Creighton Society Founders’ Circle — $2,500-$5,000
- Creighton Society — $1,000-$2,500

The Society is named in honor of Edward and Mary Lucretia Creighton.

For more information about the University’s Creighton Society, interested individuals may go to www.creighton.edu/development/donorrecognition.html.

Creighton Society Jesuit Circle — $5,000 & above
Creighton Society Founders’ Circle — $2,500-$5,000
Creighton Society — $1,000-$2,500

The Society is named in honor of Edward and Mary Lucretia Creighton.
Alumni & Friends
Wednesday, April 4
Athletic Hall of Fame Dinner, 6 p.m., DoubleTree Hotel Downtown, 1616 Dodge St., Omaha.

Alumni & Friends
Saturday, April 14

School of Dentistry Alumni & Friends
Thursday - Saturday, April 19-21
School of Dentistry Reunion Weekend 2007 in conjunction with the Spring Dental Assembly.

School of Dentistry Alumni & Friends
Friday, April 20
School of Dentistry Alumni Reception & Dinner. 6:30 p.m. cocktails; 7:30 p.m. dinner. Qwest Center Omaha, Junior Ballroom, 455 N. 10th St., Omaha.

Milwaukee Alumni & Friends
Sunday, April 22
Alumni Mass and Brunch; 10 a.m. Mass followed by 11 a.m. brunch; Milwaukee Athletic Club, 758 N. Broadway.

Phoenix Alumni & Friends
Wednesday, April 25
Alumni Reception with Creighton President the Rev. John P. Schlegel, S.J.; 7-9 p.m. The Phoenician, 6000 E. Camelback Road, Scottsdale, Ariz.

Las Vegas Alumni & Friends
Thursday, April 26
Alumni Reception. 6:30 - 8:30 p.m., Orleans Hotel, 4500 W. Tropicana Ave., Las Vegas.

National Alumni Board
Friday & Saturday, April 27 & 28
Spring Meeting. Creighton University campus.

Washington, D.C. Alumni & Friends
Spring 2007
Alumni Event. Date, time and location to be determined.

Denver Alumni & Friends
June 2007
Alumni Reception with the Rev. John P. Schlegel, S.J. Date, time and location to be determined.

San Diego Alumni & Friends
June 2007
Alumni Event. Date, time and location to be determined.

Seattle Alumni & Friends
June 2007
Alumni Event. Date, time and location to be determined.

School of Law Alumni & Friends
Fall 2007
School of Law Alumni Weekend 2007

School of Medicine Alumni & Friends
Friday & Saturday, Sept. 14 & 15
School of Medicine Reunion Weekend 2007

Reunion Weekend
Friday & Saturday, Sept. 21 & 22

School of Pharmacy and Health Professions Alumni & Friends
Thursday - Saturday, Oct. 4-6
School of Pharmacy and Health Professions Reunion Weekend 2007

For updates on alumni events, visit the Alumni Relations website at www.creighton.edu/alumni
Rudy Ruettiger, subject of the hit movie "Rudy in You," with his children, Olivia, 8, and Matt, 7.


Rudy in You
Argues for Sanity, Civility in Kids’ Sports

Insults from the stands. Kids bashing other kids. Parents attacking coaches.

What in the name of good sportsmanship — or downright civility — is going on? It’s enough to make you lob a hardbound copy of Emily Post or Miss Manners from the stands. But hold on. There might be a more effective book to launch into the breach of good manners, not to mention sanity, in youth sports — and its authors certainly wouldn’t want you to take physical aim at the culprits.

Still, a friendly tap on the shoulder — and a copy of Creighton alumnus Pete Leddy’s latest book, "The Rudy in You," might be just the thing to regain order and civility in what some have described in the last few years as a national descent into bedlam.

Leddy, BA’85, an organizational psychologist, says he and co-authors Donald Phillips, leadership expert and writer, and Rudy Ruettiger, subject of the hit movie "Rudy," were “fed up” with the state of youth sports and the behavior of parents and others.

Thus, their book, several years in the making, involved combing the country on more than 100 interviews of three distinct groups in youth sports: kids, parents and coaches (and even plenty of "grown-up kids," some of whom remember their own youth sports experience joyfully — or with a shudder).

It’s no accident that Leddy and his colleagues start the book with kids. The Creighton alumnus says if there’s one message he wants to get across in the book above all others, it’s this: “Kids learn best when they’re having fun.”

Leddy said it’s vital that parents understand one point above all else: “Your role is to supply unconditional love and support for your kids.”

No surprise, most parents would say. But Leddy is also saying to parents: “Put your own (sports) dreams aside.” Forget that trophy you almost won 30 years ago. “Your job is to help your kid find his or her dream. You be the adult in this one. Let your kid be the kid.”

Leddy, a self-described “sandlot kid who often left home on a summer day with a bat and a ball and came home eight hours later,” says parents today live in a whole different world. And that’s pretty impossible to change.

“They want to know where their kids are,” Leddy acknowledges, hence today’s flood of organized youth sports. “So, we’re not talking here about ditching organized sports,” Leddy cautions.

But he and his colleagues are talking about clarifying some blurred boundaries. With a youth sport now available to occupy every free hour of a child’s (and a parent’s) day, parents must not allow the line to blur between their own unmet needs and the needs of their kids, the authors advise. “Many parents are living vicariously through their kids on the sports field,” Leddy finds, and neither he nor his colleagues believe this situation is healthy.

Today, to the more than 30 million American youngsters involved in youth sports, you need to add the millions of parents and coaches who also have a vested interest. That makes for a playing field ripe with possibilities for good or ill, Leddy believes.

And some of the stories are hair-raising, to say the least. “There’s a lot of violence,” Leddy observes, “including parents abusing coaches, kids abusing kids, and so on.”

The organizational psychologist tells of a Pennsylvania T-ball coach who recently paid a youngster to assault another player. (“Imagine! T-ball,” Leddy says, incredulous that a sport for such young children — 4 to 8 years old — would lead to such behavior on the part of adults.)

In an even more chilling twist, a father in California beat up a coach at a youth match, and, in the same state, a 13-year-old youngster killed a 15-year-old with a baseball bat.

Into this kind of atmosphere, someone with Pete Leddy’s credentials and those of his colleagues are desperately needed, it seems, today.

“We share with kids the idea that they can be anything they want to be.”

— Pete Leddy, BA’85

With roots in the sandlot and adults modeling good sportsmanship at home, Leddy came to Creighton on a baseball scholarship as a southpaw in the early ‘80s. His own uncle, Gordie Gillespie, was Rudy Ruettiger’s football coach in real life at Joliet Catholic High School in Joliet, Ill. (Ruettiger, who was told he was too small to play college football, went on to play for Notre Dame, becoming a metaphor for never giving up on a dream.) Leddy himself went home to Chicago after Creighton to continue a baseball career before furthering his education in psychology.

Now, as senior vice president and psychologist at Invitrogen Corporation in Carlsbad, Calif., Leddy still carries with him his own positive memories of youth sports — mixed with a psychologist’s alarm at the unhealthy messages we’re giving kids in organized sports today. It seemed only natural to recruit family friend Ruettiger and leadership expert Phillips to join him in putting together "The Rudy in You."

For kids, Leddy and his colleagues have one vital piece of advice: Dream big. “Do something to make your dream come alive,” they advise. “We share with kids the idea that they can be anything they want to be.”
Golf Takes Alumnus Around the World

By Anthony Flott

David Wood told himself he wasn’t going to eat street food. And after doing just that with some chow in Cairo, Egypt, he remembered why.

“I got so sick,” recalls Wood, then in the latter stages of a 60,000-mile trip exclusively devoted to playing golf on courses around the world. “I was concerned that I was going to have to quit.”

Deliverance, fortunately, came at the Red Sea.

“I had met a golf pro in Vietnam who had told me about this resort he had worked at on the Red Sea,” says Wood. “I called the general manager and explained I was so sick. He said, ‘Just get here and we’ll take care of you.’ They got me a doctor and I just sort of convalesced in a room looking out over the Red Sea. They have this amazing golf course there designed by Gary Player. The only grass you can see in any direction for probably 300 miles. I just kind of got well.

From there it was on to Istanbul.”

Wood recounts the tale — and others — in his forthcoming book, Around the World in Eighty Rounds. Recently picked up by St. Martin’s Press, the book should be published in April 2008 — nearly five years after Wood first conceived of the trip while writing about a just-completed golf excursion to Ireland.

“I started wondering, ‘Where’s the southernmost golf course in the world?’ I found out it was Ushuaia, Argentina, on the very tip of South America. Then I started thinking, ‘Where’s the northernmost?’ Turns out it’s Tromso, Norway. I thought that would be a cool trip.”

Wood, a Rochester, Minn., native, has been on a cool trip ever since leaving Creighton after earning a bachelor’s degree in business in 1978. He took an immediate detour, forsaking plans to study at Creighton’s law school so he could chase dreams of a career in comedy. That was fueled in part by laughs he got while performing in a Creighton talent show.

“I graduated, packed my bags and went to L.A. to become a stand-up comedian.”

Within five years, he began appearing on David Letterman’s show. He later opened for Diana Ross at Caesar’s Palace, headlined comedy clubs and even owned his own club in Minneapolis. By the early 1990s, though, Wood grew tired of show biz and started a new act. He moved to Seattle and formed “Write Brain Business Training,” a company making corporate training films — with humor.

“He told me he wasn’t going to eat street food. And after doing just that with some chow in Cairo, Egypt, he remembered why.

“Then I got bored with that and now I’ve become a travel writer and speaker,” he says. “My heroes are all travel writers, and I was looking for an adventure.”

He found it on his global golf excursion. Within three months of conceiving his trip, Wood had sold his Seattle condo and was golfing in Argentina. He traveled lightly, carrying only one suitcase, a laptop and his Mizuno golf clubs.

He played every third or fourth day. In Egypt he played under the shadow of Giza’s Great Pyramid. “I have no idea why, but I birdied the first six holes,” Wood says, “I thought, ‘This is the secret I’ve been looking for.’ I played unbelievable.” Not so in Buenos Aires with two world-class polo players watching. “I almost whiffed on the first tee and hit a ball 10 feet into this brush. I played this wonderful golf course like I had severe physical problems.” At Elephant Hills Golf Course near South Africa’s picturesque Victoria Falls, “You play golf through the jungle,” Wood says. “There are all kinds of animals. Zebras and warthogs and impalas and crocodiles.”

He teed off in 26 countries including New Zealand (“golf heaven,” says Wood) and China (Mission Hills Golf Club, the largest golf resort in the world). He also played the world’s driest (Arica, Chile), highest (La Paz, Bolivia) and hottest (Alice Springs, Australia) courses.

His travels ended in August 2005. Wood then wrote the manuscript, landed an agent, then a publisher. Now back in Seattle, he’s planning his next adventure — it may or may not involve golf — for a book on which St. Martin’s has an option. He’s also recounting his travels in speeches (see Wood’s website at www.davethespeaker.com).

In the end, it was the kindness of people, not beautiful golf courses, that most impressed him.

“Everywhere I went people were so kind to me,” Wood says. “They kept recommending new places to golf and ‘Come to my house. I won’t be there but just go on in and make yourself welcome.’ That just happened time after time. I can’t imagine inviting someone into my house I didn’t know.”

Wood, of course, sold his house. And for one year, the golf courses of the world were his home.
April 19, 20 & 21  School of Dentistry Reunion Weekend
(in conjunction with the Spring Dental Assembly)
Special reunion gatherings planned for the

Sept. 14 & 15  School of Medicine Reunion Weekend
Special reunion gatherings planned for the

Sept. 21 & 22  Reunion Weekend for Undergraduate and Graduate School Alumni
Special reunion gatherings planned for the

Fall  School of Law Reunion Weekend
(Dates pending due to a special guest speaker)
Special reunion gatherings planned for the

Oct. 4, 5 & 6  School of Pharmacy and Health Professions Reunion Weekend
Special reunion gatherings planned for the

For reunion updates or to volunteer to help with your reunion, visit www.creighton.edu/alumni.
These questions — the five W’s and the H — become the mantra of every journalism student, the essential questions in the form of a mental checklist that both inexperienced and veteran reporters use to make sure they’ve covered the basic details of a story.
These same questions also can serve as a checklist through the fast-evolving world of journalism today. Who are journalists? What do we consider journalism? When do we consume the news? Where do we consume it? How do we consume it? Who’s going to pay for it? Why is it important to democracy for a robust journalism to prosper, no matter how we consume it?
New ways of communicating are having a profound effect on journalism, in how we get our news, who provides it and what form it takes. The biggest change: The news consumer is now more in control of the content. Time recognized this shift when the magazine celebrated You as its Person of the Year. Yes, You. The one with the power button, whether it’s on a cell phone, television, DVD player or computer.
Instead of reading a newspaper or watching the news each day to keep up on events of the day, you turn to CNN or online news sites or to your cell phones to get the latest, 24/7. You use TiVo or a digital video recorder to record television shows to watch when you want. You turn to weblogs or blogs to help you make sense of the news. You seem to trust the blogger more than the newspaper reporter or the television news anchor. You serve as a citizen journalist, posting your own photos of storm damage after a Nebraska thunderstorm or images of a crumpled double-decker bus from the streets of London that are the aftermath of a terrorist bombing. You create a complex web of social connections through Facebook or MySpace. You instant-message or text your friends and family, disdaining many vowels in the process.
Today, we all have the power and the ability to publish, thanks to the World Wide Web and digital advances such as blogging software that allows anyone with a computer and a modem to quickly transmit information, opinion, news. That expansion of power creates challenges and opportunities for journalists.
Journalists play a valuable role in an age of information overload. Reporters and editors are trained to observe, to ask questions, to synthesize, to check facts, to make vivid images worth a thousand words and then take that information and craft stories and designs that attract and engage the consumer. Journalists are expanding their toolkits to capture the power of words, images, sounds and links to more and deeper information. They have the ability to place people and events in even richer context.
Reporters and editors or producers have been the traditional gatekeepers, helping to decide the agenda of the nation. Now, the gates are swinging open. More voices, more viewpoints, more information are invaluable for making sense of our complicated world. These voices, often from the blogosphere — the name given to the world of blogs and bloggers — often distrust what they call the mainstream media or MSM. The distrust is fueled by journalism’s credibility problems: plagiarism scandals, sensationalist or trivial celebrity-soaked news, a lack of journalism that holds those in power accountable.
Journalists have an obligation and responsibility to a free society that depends on knowledgeable citizens to make decisions and journalists to help make government transparent. That responsibility can be a heavy one and an expensive one.
Perhaps the biggest question is how we are going to pay for this world of new media. Journalism is a business, albeit a business with a special place in a democracy. The old models of newspapers with their columns of advertising or television with its commercials are disintegrating with the web, with devices that allow viewers to click past the commercials. Web-based advertising shows promise as a business model, but it’s an uncertain promise.
There’s no question that news and information will be part of the evolving mosaic of communication, but who those journalists delivering the news are, what tools they’ll use and how, where and when you’ll consume that news are still questions.

About the author: Zuegner is an associate professor of journalism with a background in news, both reporting and editing for the Associated Press and the Omaha World-Herald. Her research now is delving into how newspapers use blogs as part of their coverage and the role of editors in multimedia storytelling. However, she admits, she still has trouble figuring out how to use her cell phone.
$14 million for support of our Jesuit mission and Catholic identity

"We Jesuits and our partners in ministry work hard to grow in our Jesuit, Catholic identity and share our mission with our students and our patients. It is so hopeful to imagine what we can do with the support of friends who are willing to believe in our mission and join us in making Creighton even more of what it is called to be."

Fr. Andy Alexander, S.J.
Vice President for University Ministry

“My 35 years here at Creighton — as a Jesuit, as a Catholic priest and as a teacher — have been so enriching and rewarding. It’s the best way I could imagine to serve God and His Kingdom.”

Fr. Dick Hauser, S.J.
Theology Professor
Director, Master of Arts in Christian Spirituality program
Rector of the Jesuit Community at Creighton

Creighton is sustained by its Jesuit, Catholic tradition, which seeks to educate women and men who are not only proficient in their professions but enlivened with a spirit of service to create a more just world. We educate competent, compassionate and committed students who can become agents of change.

The Creighton spirit is rooted in Jesuit, Catholic core values — self-awareness, integrity, love and service. By forming contemplatives in action, a Creighton education lays the groundwork for a life well-lived.

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• Distinguish ourselves as we form women and men for and with others through a strengthening of Catholic intellectual life and Jesuit educational values in the classroom.

• Bring new and advanced means to nourishing the faith culture of the extended Creighton community through the Office of Collaborative Ministry and its innovative Online Ministries.

• Expand the impact of the Creighton Center for Service and Justice, which provides service opportunities, as well as neighborhood and global immersion experiences, for all students.

• Complete the renovations of St. John’s Church so it can continue to be the place where students pray each day, worship with parishioners, and learn the best of what our tradition offers them for their adult faith lives.

Through a successful campaign, we will preserve and extend our commitment to each student’s life of mind, heart, imagination and spirit — integrating academic study into a broader life of service and faith.

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