

Ceal Barry highlights deep, diverse CU Hall of Fame class

CU announces 10 inductees for 2010

Camera staff report
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The eighth University of Colorado Athletic Hall of Fame class, announced by CU officials Saturday, is the largest and one of the most diverse in the Hall's history.

The class has 10 members representing seven sports and six decades at CU. The Hall of Fame now includes 47 individuals plus the 1959 NCAA champion ski team.

Most prominent in the latest class is women's basketball, with three representatives, led by Ceal Barry, the winningest coach in CU history in any sport. Also representing women's basketball are Bridget Turner and Tera Bjorklund, key players on the first and last of Barry's 12 NCAA Tournament teams.

Barry, who currently serves as an associate athletic director at CU, was selected in her first year of eligibility (players and coaches are eligible five years after their last season).

Also set for induction in the Nov. 11 ceremony are Eric Bieniemy (football), Cliff Branch (football and track), Kelly Campbell (volleyball), Ken Charlton (basketball), Dale Douglas (golf), Bob Stransky (football) and Buddy Werner (skiing).

"We think it's a great class," CU athletic director Mike Bohn said. "When you have current leaders like Ceal Barry coupled with great names like Cliff Branch, and long-time great Buffs like Ken Charlton and Dale Douglass, who have been great statesmen for the program, it really gives you a sense of the depth of our history."

As of now, the CU Hall of Fame does not have a physical home. But that will change when the new basketball/volleyball practice facility opens next year. The facility will include a public display for the Hall of Fame, with displays for each member.

Members of the 2010 CU Athletic Hall of Fame, to be inducted Nov. 11:

Ceal Barry, basketball -- Colorado's all-time leader in coaching victories with a 427-242 record in 22 seasons (1983-2005). ... Put CU women's basketball on the national map by leading the Buffaloes to 12 NCAA Tournaments, including six Sweet 16 and three Elite Eight berths. ... Won four Big Eight regular season titles (1989, 1993-95) and five league tournament crowns. ... Four-time Big Eight coach of the year, with 13 20-win seasons.

Eric Bieniemy, football -- One of three unanimous All-Americans in CU history, earning the honor in 1990 along with teammates OG Joe Garten and OLB Alfred Williams. ... Finished third in the 1990 Heisman voting, when he rushed for 1,628 yards as the starting tailback on CU's national championship team. ... Finished his career as CU's all-time leader rusher (3,940 yards), and was also tops in attempts (699), all-purpose yards (4,351) and scoring (254 points), and second in total offense (4,003).

Tera Bjorklund, basketball -- One of the most prolific scorers in CU basketball history, finishing with 1,858 points in her four-year career (2000-04), helping the Buffaloes to four straight NCAA Tournament appearances including the Sweet 16 in 2003 and the Elite Eight in 2002 ... Graduated as the second-leading scorer in CU women's basketball history, trailing only Lisa Van Goor. ... Currently third on the all-time scoring list and ranks second in career field goals (693). ... Twice named All-Big 12 first team ('03, '04).

Cliff Branch, football and track -- One of the most exciting athletes to ever wear a CU uniform. ... Set CU and NCAA records for career touchdowns scored on kick returns with eight (six punts and two kickoffs). ... He caught 36 passes for 665 yards and had 354 yards rushing on 31 career attempts, a whopping 11.4 yards per carry. ... A world class sprinter who set numerous school records on the track, topped by a 10.0 clocking in the 100-meter dash at the 1972 NCAA Outdoor Championships -- still a CU record. ... His relay teams for the 4x400 and mile relay also still are school record holders.

Kelly Campbell, volleyball -- The the most decorated volleyball player in CU history. ... A four-time first-team All-Big 12 selection, was twice an All-American and also earned Academic All-American status as a senior in 1999. ... Started all 120 possible career matches. ... She continues to hold 23 out of 27 match, season and career assist marks in the CU record book and finished her career as the NCAA leader in career assists per game with an average of 14.45 per game, a mark that still ranks second in NCAA history.

Ken Charlton, basketball -- Led CU to a pair of Big Eight Conference titles, two top 10 national rankings and NCAA Championship berths (1962, 1963) CU was 19-7 each of those seasons, eventually succumbing to an Oscar Robertson-led Cincinnati team both years in the NCAA tournament. ... Capped his career by being named the Most Outstanding Player in the '63 NCAA Midwest Regional, when he scored 26 points in a win over Oklahoma City and 23 in a loss to Cincinnati. ... CU's eighth all-time leading scorer (1,352 points) and rebounder (671). ... Consensus All-America selection in 1962-63. ... The Buffs were 53-24 during his 3-year career.

Dale Douglass, golf -- A three-time all-Big Seven Conference team member in the late 1950s, was the first CU golfer to hit it big on the pro tour. ... Led Colorado to a 30-9 record in dual meets during his career (he owned a personal record of 33-6) ... First Buffalo alum to play on the Ryder Cup team (1969 at Royal Birkdale; the competition ended in a tie). ... A member of both the Colorado Sports Hall of Fame (inducted in 1989) and the Colorado Golf Hall of Fame. ... Went on to win three PGA Tour events and 11 PGA Champions (formerly Senior) Tour competitions.

Bob Stransky, football -- A Football Writers Association of America/Look, NEA and International News Service All-American halfback as a senior in 1957, when he also earned first-team All-Big Seven accolades. ... Second in the nation in rushing that season, with his 1,097 yards. ... One of CU's top performers in coach Dal Ward's famous single-wing offense, he also racked up 587 career passing yards and six touchdowns. ... Had five interceptions when he played defense, returning one for a touchdown. ... Had 59 yards on seven carries and also intercepted two passes in CU's 27-21 win over Clemson in the 1957 Orange Bowl (CU's first-ever bowl win). ... A member of CU's All-Century football team, selected in 1989.

Bridget Turner-Stout, basketball -- CU's sixth all-time leading scorer (1,599 points) and all-time leader in assists (617), and also second in free throws made (494) and attempted (717) and third in steals (284) and games started (117). ... The only player in school history to lead the team in scoring, rebounding and assists in the same year (1988-89, her senior campaign). ... CU was 83-38 during her career, culminating with a perfect 14-0 mark in Big Eight play her senior year. ... After college, had a stint with the Harlem Globetrotters.

Buddy Werner, skiing -- Generally referred to as America's first international skiing star, excelling in all three alpine disciplines of his day (downhill, giant slalom, slalom). ... First skied for CU in 1959, while a member of the U.S. Olympic team in 1956, '60 and '64. ... The 1961 NCAA slalom and alpine combined champion, and the 1963 champion in the alpine combined as well as the downhill. ... The first non-European to win the Hahnenkamm Downhill (Kitzbuhel, Austria), claiming the crown in 1959 as a 22-year old (only one American has won it since). ... In his last Olympic Games, was eighth in the slalom behind CU and USA teammates Billy Kidd (silver medalist) and Jimmie Heuga (bronze). ... Died in 1964 when caught in an avalanche with fellow skier Barbi Henneberger in St. Moritz, Switzerland, while filming a ski movie.

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Strings attached: Nearly all CU donors have say in how money is spent

98.7 percent of donations come with directions as giving becomes more personal

By Brittany Anas Camera Staff Writer
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Joanne Arnold, a long-time donor to the University of Colorado, funds student scholarships to honor her "heroes."

As a CU women's basketball fan, Arnold admired how former coach Ceal Barry -- a "quintessential teacher" -- interacted with her players. So Arnold endowed a scholarship named after the former coach in the School of Education, where future teachers are educated. The scholarship is among a half dozen that Arnold supports on CU's Boulder campus, all of which align with her values.

Nearly all financial gifts that the CU Foundation receives come with some type of direction from donors on how the money can be spent. Long gone is the era when donors simply wrote a check to their alma mater, as modern-day philanthropy has become much more personal.

Oftentimes, donors meet their scholarship recipients or place their name on a lecture hall (or even a bathroom, as did one Boulder venture capitalist who donated to CU and says that's where some of his best ideas tend to be generated).

This year, 98.7 percent of CU's \$140.8 million of donations came with instructions, according to university officials.

"We always want to meet the expectations and goals of donors," said Sarah Behunek, the director of alumni relations and communication in the Leeds School of Business. "But the more narrow and specific those goals are, the more difficult it can be to meet them."

Some have loose restrictions: Money must be used to fund an engineering student or the College of Arts and Sciences.

Others are intricately specific. Take for example, a scholarship at CU-Boulder available to financially needy students who can prove they're blood descendants of World War 1 veterans who enlisted in the U.S. Army or Navy before May 11, 1918.

The restrictions placed on donations don't give CU wiggle room to backfill cuts from the state with donated dollars, but university leaders say that's probably best. Afterall, fundraisers say, a scholarship fund -- say, for foster children -- is much more appealing to donors than helping pay the school's electricity bill.

Still, CU has coaxed donors into directing money where it's needed most.

University fundraisers have made strategic pitches to donors to help fund projects and programs where money from the state comes up short, including asking for help funding the campus's biotechnology building, where researchers will explore ways to treat cancer, develop vaccines and solve other complex medical problems.

Strategic fundraising

An anonymous \$1 million gift to CU this past year, which had no strings attached, is atypical, said Wayne Hutchens, president of the CU Foundation.

Since Hutchens took the helm at the Foundation, donations without designations have stayed below 1 percent. The mega-gift during the past fiscal year ratcheted the amount of unrestricted donations up to 1.29 percent.

CU President Bruce Benson will be able to decide how the donation is put to use.

Hutchens took over the CU Foundation in 2006. Under the previous leadership, unrestricted donations were as high as 4.4 percent -- but donations were millions of dollars lower.

Donors, Hutchens said, want to have confidence in how their money is used.

"They want to know the impact of their gift and know that it made a difference," he said.

The relatively low amount of unrestricted gifts could be a result of the foundation's strategies.

It's more effective for fundraisers to approach potential donors with funding requests for specific projects than simply asking for money, Hutchens said.

Boulder developer Stephen Tebo is a long-time donor to CU athletics, placing little direction on his money and leaving it to the athletic director's discretion.

"The only restriction I make is that it goes to the athletic department," Tebo said. "I have confidence that under the leadership of Mike Bohn, they'll do the right thing."

This upcoming fiscal year, the CU Foundation has two construction projects on its Boulder campus that have been listed as priorities: the biotechnology and Center for Community buildings.

The \$135 million biotechnology building is relying on \$65 million from donors, according to Megan Rose, a spokeswoman for CU's capital construction projects. So far, \$32 million has been raised for the building, which is scheduled to open in fall 2011.

CU fundraisers will also be making a push for donations to CU's Center for Community building, an \$84.5 million hub that will open this fall and house student service offices and a central dining hall. So far, \$4 million of the \$18.5 million has been raised for the building.

CU in a unique position

Compared to collegiate philanthropists across the country, donors to CU tend to want control of how their money is spent.

About 8.1 percent of donations to colleges across the country, including private schools, come free of restrictions, according to the New York-based Council for Aid to Education. That's slightly lower than at the beginning of the decade, when 8.7 percent of donations to colleges and universities were restricted.

"It's always been the smallest slice of the pie," said Ann Kaplan, director for the council. "I don't think it's a positive or negative phenomenon because larger gifts tend to be restricted."

For example, foundations and companies give multi-million-dollar donations to universities for projects that align with their missions. At CU, the Amgen Corporation during the past fiscal year donated \$1 million to the university to aid with its construction of the biotechnology building.

Five years ago, CU officials reformed the school's fundraising practices to comply with recommendations made by state auditors -- which could also set the school's fundraising practices apart from other colleges. The 2005 state audit criticized the CU Foundation for vague records tracking gift money and found that some gifts didn't adequately match the intent of donors.

CU President Benson says restricted giving isn't what's cramping CU's budget.

Donations this year make up about 5 percent of CU's \$2.7 billion budget. Last fiscal year, CU received \$88 million -- or 3.3 percent of its budget -- from the state. Colorado ranks No. 48 in the nation when it comes to state funding for higher education, according to a report prepared for CU-Boulder's re-accreditation.

"What poses the challenge is the lack of state funding," Benson said.

Benson himself has been a long-time donor to CU, giving more than \$8 million to the university, most of which has restrictions.

His gifts include a \$3 million donation to the earth sciences building on the Boulder campus, which bears his name. Benson, an oil and gas executive, spent his undergraduate years at CU in the early 1960s, as a non-traditional student studying geology and using the money that he made on the rigs to help pay for his education.

Regent Tom Lucero, R-Berthoud, says that tight restrictions on donated money can help defend CU from deeper budget cuts from the state.

If the CU Foundation had millions in unrestricted donations that could be transferred to the general fund to pay salaries and utilities, state legislators could easily justify another round of budget cuts for the university, Lucero said.

Gifts with meaning

Arnold, the donor who has endowed several scholarships, said her donations to CU have evolved since the early 1970s.

"The first gifts I made were unrestricted," she said. "But I wanted to have more influence on the how the money is spent."

Arnold herself has served as dean of the journalism school, vice chancellor for academic affairs and the faculty associate director of the Gay, Lesbian, Bisexual Resource Center.

She doesn't handpick the students who receive the scholarships she funds, but has expressed to departments her wishes for the money.

In the School of Journalism, she supports the Mary Frances Berry Scholarship to honor CU-Boulder's first, and only, woman chancellor.

Two of Arnold's scholarships in the Women and Gender Studies Program are named after Jean Dubofsky. The former Colorado Supreme Court Justice took on a pro-bono case to overturn Amendment 2, which prohibited laws protecting gays from discrimination. In 1996, she successfully argued the case before the U.S. Supreme Court.

And, Arnold has endowed the Karen Raforth Scholarship, which goes to a student in Lesbian, Gay and Transgender Studies and is named after the director of Counseling and Psychological Services at CU.

Arnold said that Raforth aided her self-discovery process as she found "voice, presence and authentic self" as a lesbian.

"I name scholarships for my heroes," Arnold said. "Unfortunately, I have more heroes than I have money."

Some restrictions challenging to meet

Sometimes, a donor's stipulation can be difficult for the university to accommodate.

In 2001, the Leeds family set up a \$35 million endowment for CU's business school. But, attached to the hefty gift was a request that some of the money must be spent on assembling a tenure-track faculty that is at least 40 percent female. At the time, just 14 percent of the 50 professors in the school were women.

The dean of the school at the time called it an aggressive aspiration, and said that reaching 20 percent would be difficult. The pipeline for women business professors is small, and they are highly sought after by other universities.

The number of female faculty has since grown to 21 percent, and Michael Leeds, the family's representative to the business school, said that none of the gift money would be withheld if the business school doesn't meet the expectation.

"I'm pleased that the numbers are up 50 percent, and I'll be more pleased as we continue to make progress," Leeds said last week. "Over time, I think that women ought to be equally represented in all types of organizations."

The Leeds gift has also set forth goals of strengthening the school's social responsibility and business ethics curriculum, and Michael Leeds said he'd like to see increases in minorities enrolled in doctoral programs.

Behunek, with the business school, said the Leeds family has had a profound effect on the school and made a "wonderful commitment to students."