



SHAPING LIVES *of* PURPOSE  
THE CAMPAIGN FOR GENESEO



A MESSAGE FROM  
PRESIDENT CHRISTOPHER C. DAHL

## Our Defining Moment

In the last 25 years, Geneseo has accomplished what no other SUNY institution and few public institutions have achieved. We have established this college as a nationally recognized model of life-enhancing undergraduate education where young people define themselves intellectually, personally and socially. Our uncompromising dedication to a strong academic program, complemented by our deep commitment to the individual student, distinguishes this special college.

Building on this record of distinction, Geneseo is now called upon to balance continuity with change in the face of enormous challenges. In response to pervasive and permanent shifts in government support, higher education—including Geneseo—must adapt to new realities.

While the path ahead may be uncertain for many colleges, Geneseo is resolved to shape its own destiny. At this defining moment in our history, our world and its challenges call for the bright, innovative and responsible leaders nurtured at Geneseo. I'm confident you'll agree

that Geneseo has a vital contribution to make to young people and to higher education.

*Shaping Lives of Purpose: The Campaign for Geneseo* marks a turning point. It is our opportunity to stake a claim on our own future. This is the time for all of us to take action—particularly those who have been, or whose children have been, bettered in life by Geneseo. It is our moment to come together and accept responsibility for the well-being of this valuable community of teachers and learners.

As we preserve traditions that connect us to cherished memories, we also embrace bold initiatives that will allow our students to achieve their dreams. For each of us, Geneseo represents values and ideals that stand the test of time. As alumni, parents and friends, we are the ones who will write Geneseo's future.

Our future begins now with this campaign and the possibilities it will create for this great college.

My commitment to Geneseo has never been stronger. I ask for yours as we embark upon *Shaping Lives of Purpose: The Campaign for Geneseo*.



# The Geneseo



# Horizon

Geneseo enrolls students based on their promise. The College sees them as the people they will become: engineers and educators, scientists and artists, policy-makers and business leaders.

What do they find here? A dynamic, deeply knowledgeable, extraordinarily attentive faculty. A compelling, comprehensive liberal arts curriculum with a strong core component. Opportunities for research, global study, internships and service learning. A lively, entrepreneurial community that feels like a family.

In other words, they find that their horizons have expanded. Standing at the gazebo, watching the sky change color over the valley, the world stretches before them. They come to ask more of themselves. Their highest aspirations, their newest inspirations, their boldest ideas seem possible here. They become willing to venture, seek the unfamiliar, see the world from new perspectives, see their futures in a larger context.

After they graduate, this is what they take with them—that transformative experience, that broader horizon, that expansive sense of possibility.

A LIFE OF PURPOSE

## Gary Towsley

**You've been teaching at Geneseo for several decades. What keeps you inspired?**

I'm fortunate: I have more than one answer. I teach all kinds of mathematics. I get to collaborate with tremendously talented colleagues. But my top answer is: I get to be in a classroom with Geneseo students.

**What's inspiring about Geneseo students?**

They appreciate everything you give them—and we give them a lot. They're open to all kinds of possibilities. They're motivated, they're curious, and they're looking for a broadening experience. What that adds up to is a group of young people who are unusually willing to take intellectual risks. As a teacher, you can't ask for more than that.

**What do they go on to do?**

They build lives of real substance, real achievement. Two examples: Tim Tobin '89 earned a master's in microelectronics, became a leader at Motorola, then founded Entrepix, an international semiconductor manufacturer. Kristen Brunner Hislop '90 earned a master's in public affairs at the University of Minnesota; she's now a senior researcher at Chapin Hall, a policy research institute based at the University of Chicago, developing smart approaches to supporting children and families. I worked with both of them in the '80s. They've risen quickly and gone far. That's not unusual, not at all.

**Why is this campaign important to Geneseo?**

The campaign gives students the best we have to offer. It gives new opportunities to the next Tim, the next Kristen. That's the reason we're here.

: Gary Towsley is a  
: Distinguished Teaching  
: Professor of Mathematics.  
: One of his favorite classes  
: is Poetry and Cosmology in  
: the Middle Ages, which he  
: co-teaches with Ron Herzman,  
: a Dante scholar. Gary joined  
: the faculty in 1974.





# A Firm



# Resolve

*Shaping Lives of Purpose: The Campaign for Geneseo* will strengthen the College's capacity to transform the lives of its students.

The campaign takes place during a time of dramatic change in higher education. State funding to the SUNY system has reached historic lows. Geneseo once received 90 percent of its operating funding from the state. Today that number is less than 18 percent.

This is the context in which the campaign is set, but it is not the campaign's driving force. The driving force is to strengthen the College's capacity to do work that is enormously important, to provide a transformative experience for the young men and women who come to Geneseo to build a life of purpose and accomplishment.

To be successful, Geneseo must call upon its alumni, parents and friends to demonstrate an unprecedented level of support.

*Shaping Lives of Purpose: The Campaign for Geneseo* is a crucial, necessary initiative to sustain and strengthen the Geneseo experience for all members of our community.

A LIFE OF PURPOSE

## Dan and Nancy Loughran '86

### **What did you find when you came to Geneseo?**

**Nancy:** I found a chance to prove myself. I was the first in my family to go to college, and I paid my own way. I took out loans, I had work-study jobs, I was an RA. I sold my flute for book money. And before I finished at Geneseo, I'd landed a job with Manufacturers Hanover in New York City.

**Dan:** I found a complete education. An outstanding academic experience, working with professors like David Martin, who inspired me to pursue finance. Lifelong friends—people we still get together with every year. And I played hockey for four years, developing leadership skills and winning a SUNY Athletic Conference championship along the way.

**You've both given generously to Geneseo. You're also involved with the Roundtable Athletic Association, the Geneseo Foundation Board of Directors, the School of Business Advisory Council and class reunion committees. What motivates you to support Geneseo?**

**Dan:** It's an investment with a tangible return. Your dollars go a long way toward making the Geneseo experience better for today's students. And the value of a Geneseo degree has risen dramatically over the years. When I first went to Wall Street, I had to explain where I'd gone to college. Now, Geneseo speaks for itself.

**Nancy:** Giving is such a personal thing. For me, it comes down to knowing that my money will be handled wisely, and that it will have a direct, positive impact. We're seeing students who are doing phenomenal things. It's exciting to know that students now have tremendous opportunities to participate in research, internships, study abroad—and I like being part of that. I like seeing all these doors open for students who come from the place I came from. I'm glad—I'm humbled—to help open the next door.

: Like so many Geneseo  
: couples, Dan and Nancy  
: (Wentworth) Loughran  
: met on campus. Dan is  
: Senior Vice President and  
: Senior Portfolio Manager at  
: OppenheimerFunds. Nancy  
: devotes her time and talent  
: to her family and a variety  
: of volunteer activities.





# A Promise



# to Keep

The bustle of the College Union, the electrified quiet of Milne Library, the long hours in a cutting-edge lab, the eye-opening seminar. The last-minute huddle with the coach, the late nights organizing a campus-wide event, the opportunity to work alongside innovative, accomplished people.

All of this is the promise of Geneseo. Inquisitive students are increasingly drawn by that promise. They see what Geneseo stands for, the achievements of its alumni, the energy on its campus. They see the possibilities that a Geneseo education offers.

*Shaping Lives of Purpose: The Campaign for Geneseo* affirms that promise and secures that expansive vision of the future.

A L I F E O F P U R P O S E

## Sarah Cantatore '12

### **What are you researching right now?**

I've spent the spring and summer working in Professor Kevin Militello's lab, studying the effects of a drug used to treat leukemia. One of our early experiments on bacteria suggested that the drug affected certain types of genes—possibly a new discovery in the field—so we're examining the relationship between the drug and the genes more closely.

### **Why is research important to you?**

I really value hands-on experience and the opportunity to work so closely with my professor. I like to run an experiment from start to finish, get tangible results, discuss them and decide where to go from there. There's a real sense of freedom in research—but also responsibility. I'm developing life skills such as time and resource management, problem solving and organization.

### **Have you changed since you've been at Geneseo?**

I don't know if I'll fully grasp how much I've changed until I've moved on to a different part of my life. The biggest change right now is that I'm starting to feel like an adult. I feel like I'm developing into my own person, with thoughts and opinions that I've shaped through my academic work, my activity in clubs and my interactions with a very close group of friends here in Geneseo.

### **What are your plans for the future?**

I will attend graduate school, then become a genetic counselor, without a doubt. I love the field, I have the experience and I know how to get where I'm going.

: Sarah Cantatore is a biology  
: and psychology double  
: major from Holbrook, New  
: York. She's a member of  
: the Edgar Fellows Program;  
: she received a Geneseo  
: Foundation Undergraduate  
: Research Grant supported  
: through contributions to  
: The Fund for Geneseo.





## Campaign Goals

### **The Center for Inquiry, Discovery and Leadership**

The Center represents a bold investment in our students and in our future: an incubator for new ideas, boundary-pushing exploration and life-changing experiences.

Endowed initiatives support student research projects; civic engagement experiences; lectureships that attract leaders and entrepreneurs from science, business and education; and a Student Ambassadors Program in which students pursue research and community service projects of their own design and work with a board of advisers to develop the Center's agenda.

The campaign supports the establishment and expansion of The Center for Inquiry, Discovery and Leadership through a series of endowed funds and current-purpose funds.

### **Scholarships**

Geneseo has long been a place where students of all socioeconomic backgrounds—from big cities and small towns—come to discover themselves. For an increasing number of families, the cost of a Geneseo education remains challenging and a scholarship can often make the difference between enrolling or not.

In addition, the demand for student aid has grown with Geneseo's reputation. Geneseo competes for students with colleges that have large endowments and highly funded aid packages. That is a testament to the quality of a Geneseo education. It also is a call to action to ensure that Geneseo remains competitive with the top undergraduate institutions in the country.

The campaign supports a strong investment in the College's scholarship program.







## Campaign Goals

### **Academic Innovation and Faculty Support**

Geneseo remains committed to providing students with a challenging intellectual experience characterized by an unapologetic dedication to the liberal arts, a belief in the development of the whole person and a global perspective. Support through the campaign will enable the integration of high-impact learning experiences, interdisciplinary coursework, a library providing the most current resources, and highly effective teaching and learning practices across the curriculum.

Geneseo's rigorous academic program is entrusted to a faculty of remarkably passionate teachers and mentors. They are the heart of Geneseo. Every alumnus and every student can name a professor—several professors—who challenged them and opened new worlds. In a very tangible, very real way, Geneseo's professors change lives.

The campaign supports a dedicated faculty and a dynamic academic program.



## Campaign Goals

### Global Education

When Geneseo students study abroad, they step out of their lives and into other ways of thinking and being. Everything is different: the food, the culture, the civic life and the academic experience.

That experience is fundamental to a contemporary liberal arts education. It holds the promise of new perspectives, new understandings and encounters with life-changing people, places and ideas. It offers practical, profound lessons in personal responsibility, cultural awareness and global thinking.

The campaign supports the expansion of opportunities afforded through the College's global education program.

### Athletics

Geneseo fields 20 intercollegiate teams as part of an athletic philosophy built on the priority of the student-athlete.

Division III athletics and intramural sports are critical components of the complete Geneseo experience. The College's athletic programs build confidence and health, teaching students about teamwork, dedication and discipline. Geneseo's coaches nurture respect, tenacity and leadership. These are essential qualities for the next generation of leaders in every field—business and government, education and culture, science and technology.

The campaign supports continuing excellence in athletics and a robust commitment to a comprehensive student experience.





AN INVITATION FROM CAMPAIGN  
CHAIR FRANK VAFIER '74

## Choosing to Lead

I'll be honest: I came to Geneseo without a clear sense of direction, and I was not exactly the strongest student in high school. But then something happened.

The physics department sparked my curiosity. It was a small department. The chair, Duke Sells, was nationally renowned, but as with any Geneseo professor, if you had questions, you could walk into his office and ask. He and other professors were part of our touch football games on Saturday mornings.

I graduated and entered into a job market much like today's—but I found a position at an engineering company. They hired me because they saw that I could think critically and offer creative ideas. They saw the person I had become at Geneseo.

I went on to start a computer software company with a friend. We both put in \$500, and from there we built a major brand with offices in the United States and Europe. I can't tell you how many times I have found lessons learned at Geneseo influencing the course of my life and career.

And so, in the end, I feel like I share something with Geneseo students from every

generation: No matter where we came from, we arrived at Geneseo and the world got bigger. We did things we never thought we would do. We went places we never imagined we would go. We met bright, engaging people we never dreamed we would meet.

And because of those experiences, we went on—often in adverse circumstances—to make our own way.

The world needs places like this college.

With this campaign, we're making a transformational investment in this important institution.

All of the alumni and parents I have ever spoken with know that Geneseo is a special place. We feel it when we walk on campus. We take it with us when we go out into the world.

*Shaping Lives of Purpose: The Campaign for Geneseo* offers the opportunity to collectively step forward and demonstrate our appreciation for what Geneseo has been in the past, is today and will become in the future.

I am proud to lead this important undertaking and hope that you will choose to join me.



SHAPING LIVES *of* PURPOSE  
THE CAMPAIGN FOR GENESEO