Dear Association Members

The KU Alumni Association and its more than 42,000 members exist to strengthen KU. Thank you for your continued support and loyalty during the 2015-’16 fiscal year, which will be remembered as a year of transition that laid an important foundation for the next evolution of your alumni association. Specifically, we:

- introduced the Association’s new brand messages, including our core values of Pride, Tradition and Connection, and the five ways the Association creates impact for KU: We Advocate, Communicate, Recruit, Serve and Unite.

- completed an internal reorganization to align staff with strategic priorities and enhance and build resources through continued growth of the Presidents Club, membership and new business development efforts.

- established a plan to invest heavily in members of the Student Alumni Association, our future alumni. In partnership with KU Endowment, we are providing four-year gift memberships to all incoming freshmen. The objectives behind this investment are to help students make important career connections through alumni, better educate and train future volunteer leaders, and help students understand the responsibilities we all have as Jayhawks to ensure KU remains great! It’s critical that we build a strong bond with students before they walk down The Hill and spread out around the globe.

- increased staff resources dedicated to recruiting children of alumni in partnership with KU Admissions. Legacy students retain, graduate, volunteer, join and give back to KU at much higher rates than other students.

- began implementing new programs and technology to better engage millennials and all Jayhawks. Notably, we launched a new mobile app on Commencement weekend, providing a new way for Jayhawks to connect.

- appointed a task force to develop a plan to modernize the Adams Alumni Center. We have a tremendous opportunity to tell our story in a high-tech, interactive and meaningful way that includes KU history, traditions, achievements, service, philanthropy and the power of the worldwide Jayhawk Network! We hope to create a welcoming experience that strengthens alumni pride and shows prospective students what it means to be a Jayhawk!

Since 1883, members of your alumni association have built one of the most influential, dedicated and powerful alumni networks in the world. We are proud of the partnership we have with KU, Kansas Athletics and KU Endowment to advance the University of Kansas.

Rock Chalk Jayhawk!

Heath Peterson, d’04, g’09
President

Rick Putnam, c’77, l’80
National Chair, 2015-’16

Heath Peterson with Robin and Rick Putnam
Academically qualifying out-of-state students from KU families receive partial tuition waivers ranging from $19,968 to $50,368 over four years. Among the 150 freshman Jayhawk Generations Scholars, 116 received the largest award.

Since the Jayhawk Generations Scholarship began in 2009 and the Alumni Association added a legacy relations staff member in 2012, 884 KU legacy students have benefited from the scholarship, and enrollment of legacy undergraduate students has steadily increased:

- **2009**: 3,337 (15.8 percent)
- **2016**: 4,443 (23.1 percent)

The Association added another legacy relations staff member in 2016 to expand recruitment efforts nationally.

---

**Digital Media**

- **1,590** broadcast emails reached combined total recipients of **11,442,972**
- **148,071** email addresses for alumni and friends

Our broadcast of the McCollum Hall implosion drew **2,400** live viewers and **15,000** page views on Nov. 25, setting a one-day record for website traffic.

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**On Feb. 26,** we partnered with the Langston Hughes Center, Kansas Athletics and the KU School of Business to live-stream The Power of Sport: A Conversation on Business, Race and Sports. The timely event featured a keynote address by Dave Zirin, sports editor for The Nation, and panel interviews with former KU student-athletes Wayne Simien, c'05; Ernie Shelby, f'59; and Lisa Braddy, '92. Hundreds of alumni from across the country tuned in live or watched the archived video on our website. The success of these live-streamed events, along with investments in our broadcast capability, set the stage for the Association to deliver more live online events in partnership with the University.

The KU Alumni Association **app** launched on **May 15** and was downloaded **2,313** times from Commencement to June 30, with more than **190,000** sessions.

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**HIGHLIGHTS OF THE YEAR**

**Legacy Scholarships**

- **150** Freshman Jayhawk Generations Scholars from 30 states
- **402** Total undergraduate Jayhawk Generations Scholars
- **4,443** Legacy undergraduates (23.1 percent of the 19,243 population)

**Social media**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fans on Facebook</td>
<td>11,474</td>
</tr>
<tr>
<td>LinkedIn group members</td>
<td>22,997</td>
</tr>
<tr>
<td>Twitter followers</td>
<td>12,483</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>3,418</td>
</tr>
</tbody>
</table>

---

**Professional Honors**

The Association won seven awards in the fall 2015 eight-state regional competition sponsored by the Council for Advancement and Support of Education (CASE).

The awards honored programming, writing and design:

- **Silver**, Alumni Relations Programs: KU Online Alumni Networking Series
- **Bronze**, Alumni Relations Programs: KU Veterans Alumni Network
- **Gold**, Magazine, Best Articles of the Year: “The Man With Wings on His Feet,” Issue No. 6, 2014, and platinum honors as one of the 10 best articles in the nation.
HIGHLIGHTS OF THE YEAR

Adams Alumni Center
50,000 guests, 886 events at 1266 Oread Avenue

Volunteers
27 National Board of Directors
49 Kansas City Network
42 Wichita Network
131 Kansas Networks
147 National Networks
32 International Networks
145 Kansas Honors Program
41 Student Alumni Leadership Board
11 Homecoming
1,613 Jayhawks for Higher Education
19 Gold Medal Club Reunion Committee
42 Affinity Networks

Total KU Alumni Association Volunteers
2,299

Alumni Networks
114 Total
23 in Kansas
59 national
27 international
5 affinity
280 events
35,000 attendees
16 online networking programs
309 online networking participants
22 Student Alumni Association events
8,965 Student Alumni Association attendees

Kansas Honors Program
36 KHP events
3,579 KHP students honored
132,004 KHP students honored since 1971

FINANCES

Revenues—$6,184,241
Operating Expenses—$5,841,725

Operating Expense Efficiency

The Association is a careful steward of resources, with 84 percent of funding going directly to programming. Highly efficient charities spend 75 percent or more of expenses on programming. You can be confident that your investment in the Alumni Association is being put to good use!

*charitynavigator.org
## Year-End Financial Report

### Statements of Activities

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenues &amp; Support</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td>$1,254,121</td>
<td>$1,318,766</td>
</tr>
<tr>
<td>University support &amp; external grants</td>
<td>1,057,926</td>
<td>1,056,523</td>
</tr>
<tr>
<td>Contributions</td>
<td>980,737</td>
<td>1,003,050</td>
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<tr>
<td>Bequests &amp; restricted contributions</td>
<td>430,373</td>
<td>2,069,258</td>
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<tr>
<td><strong>TOTAL MEMBERSHIP DUES, GRANTS &amp; CONTRIBUTIONS</strong></td>
<td>3,723,157</td>
<td>5,447,597</td>
</tr>
<tr>
<td>Royalties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales, commissions &amp; event registrations</td>
<td>1,022,236</td>
<td>1,002,431</td>
</tr>
<tr>
<td>Investment income</td>
<td>844,615</td>
<td>814,912</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES &amp; SUPPORT</strong></td>
<td>6,184,241</td>
<td>7,817,728</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>4,879,372</td>
<td>5,341,931</td>
</tr>
<tr>
<td>Membership development &amp; fund-raising</td>
<td>708,748</td>
<td>840,586</td>
</tr>
<tr>
<td>Management &amp; general</td>
<td>253,605</td>
<td>459,663</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>5,841,725</td>
<td>6,642,180</td>
</tr>
<tr>
<td><strong>Excess from Operations</strong></td>
<td>342,516</td>
<td>1,175,548</td>
</tr>
<tr>
<td><strong>Other Changes in Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrealized (loss) on investments &amp; beneficial interests in endowments</td>
<td>(1,154,201)</td>
<td>(858,372)</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>(811,685)</td>
<td>317,176</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>22,000,467</td>
<td>21,683,291</td>
</tr>
<tr>
<td><strong>Net assets, end of year</strong></td>
<td>$21,188,782</td>
<td>$22,000,467</td>
</tr>
</tbody>
</table>

Note: The figures that appear in the financial summary shown are derived from the 2016 financial statements audited by Mize, Houser & Company, P.A., which has issued an unqualified opinion.
As of June 30, 2016, the Association included 42,357 members—reflecting continued growth in Life, Life Jayhawk Society and Student memberships.

### Membership
- **10,207** Annual Regular
- **19,242** Life Regular (including 845 new Life members)
- **6,267** New Graduate Members
- **1,061** Future Jayhawks
- **2,737** Annual Jayhawk Society
- **1,431** Life Jayhawk Society
- **1,412** Student Alumni

**Total Members:** 42,357

Five Alumni Records staff members made more than 98,000 updates to constituent records during FY 2016.

### Alumni in Kansas

### Alumni in the U.S.

- **Total Alumni Overall:** 353,307
  - Total Alumni in United States, Military & U.S. Territories: 347,737
  - U.S. Degree-holders: 224,845
  - Kansas Alumni: 177,233
  - Kansas Degree-holders: 96,717
  - International Alumni: 5,570
  - International Degree-holders: 3,335

### Donors
- **451** Presidents Club members donated annual gifts of $1,000 or more.

### Alumni Records
- **Total constituent database:** 431,045
Presidents Club 2015-'16 members

The Presidents Club recognizes annual gifts of $1,000 to $10,000 and more in support of the Association’s work to build a network that is an active and powerful community to strengthen the University.

**Level**

**$10,000+**

- Richard A. Billings & Judy Howard Billings
  Lakewood, CO
- Donald R. Brada Sr. & Carolyn Cumb Brada
  Lawrence, KS
- James Brayles & Terry Brayles
  Newport Beach, CA
- Barton L. Duckworth & Debra Dennis Duckworth
  Houston, TX
- Archie Dykes & Nancy Haun
  Dykes
  Leawood, KS
- William R. Hagman & Dorothy F. Hagman
  Naples, FL
- Helen B. Healy & Edward J. Healy
  Eastborough, KS
- Forrest E. Hoglund & Sally S. Hoglund
  Dallas, TX
- Catherine Holland
  Russell, KS
- Monte C. Johnson & Kay Rathbone Johnson
  Lawrence, KS
- Barbara McLiney King & Brian C. King
  Leawood, KS
- Dorothy Wohlgemuth Lynch
  Olathe, KS
- Gary W. Padgett & Sue Summerville Padgett
  Greenleaf, KS
- Laura Smith Ryan & Edward F. Ryan
  Naples, FL
- Scott R. Seyfarth & Eileen M. Seyfarth
  Hinsdale, IL
- John T. Stewart III & Linda Bliss
  Wellington, KS
- Todd L. Sutherland & Laura B. Sutherland
  Lawrence, KS
- Kyle D. Vann & Barbara A. Vann
  The Woodlands, TX
- Kurt D. Watson & Sue Watson
  Andover, KS
- Tom H. Collinson & Jane Fox
  Pittsburg, KS
- John Crawford
  Hays, KS
- Scott Crawford
  Hays, KS
- Cathy L. Daicoff
  Lawrence, KS
- William R. Docking & Judy O. Docking
  Arkansas City, KS
- Gregory E. Ek & Debra M. Ek
  Wichita, KS
- Ronald E. Hill & Sue Hill
  Lee’s Summit, MO
- Jay A. Kerutis & Pat Caldwell
  Manhattan Beach, CA
- Kent C. McCarthy & Mary Hodge
  McCarthy
  Rancho Mirage, CA
- Nancy L. Miles & John D. Miles
  Lawrence, KS
- David L. Murfin & Janet Lusk
  Wichita, KS
- Barbara A. Nordling
  Lawrence, KS
- Scott Ritchie & Carol L. Ritchie
  Wichita, KS
- Mary F. Ventura & Randy L. Sedlacek
  Roeland Park, KS
- Albert I. Shank Jr.
  Liberal, KS
- Sibyl Goetz Wescoe & David B. Wescoe
  La Jolla, CA

**Level**

**$3,000 - $4,999**

- Malcom W. Applegate & Constance L. Applegate
  Carmel, IN
- Frank J. Becker & Barbara A. Becker
  Lawrence, KS
- Lyle Billips
  Bogue, KS
- Ellen S. Bolen & Dan P. Bolen
  Mission Hills, KS
- Aaron R. Brinkman & Molly Brinkman
  Dallas, TX
- Richard J. Cummings & Laura Herring Cummings
  Wichita, KS
- Stephen R. Ellsworth & Barbara Ellsworth
  Rock Hill, SC
- Rick A. Harrington & Susan Davis
  Harrington
  Scottsdale, AZ
Level

$1,000 - $2,999

Travis O. Abicht & Elise Anne Abicht
Prairie Village, KS

Heather E. Abrahamson & Timothy E. Abrahamson
Parkville, MO

Donald D. Adams & Ann Wees Adams
Hutchinson, KS

Jennifer M. Agnew & Samuel J. Agnew
Overland Park, KS

Ray E. Allen & Nancy Smith Allen
Liberal, KS

Dana K. Anderson & Sue Anderson
Lawrence, KS

Justin R. Anderson & Jean Pinne Anderson
Lawrence, KS

Sue Anschutz-Rodgers
Denver, CO

Marc A. Asher & Ellie Asher
Leawood, KS

Kenneth L. Audus & Cheryl A. Audus
Lawrence, KS

Richard J. Ayesh & Patti S. Ayesh
Wichita, KS

Rick Ball
Great Bend, KS

Paul W. Barrett & Erin Eppinger Barrett
Shawnee, KS

Cindy K. Bell
Englewood, CO

J. Robert Benz & Janet B. Benz
Lawrence, KS

James E. Berkley & Vicki A. Berkley
Stockton, KS

Mike Berkley & Debra Berkley
Salina, KS

Leslie Sweem Bhutani & Ashish Bhutani
Greenwich, CT

Greg Billips
Hill City, KS

Barbara A. Blachly & Robert M. Blachly
Paola, KS

Nicholas M. Blasi & Clare Blasi
Fairway, KS

Anne H. Blessing & William R. Blessing
Leawood, KS

Wayne J. Boeckman & Patricia Boeckman
Fort Worth, TX

Richard L. Bond & Suzanne S. Bond
Shawnee Mission, KS

Craig Boomhower
Garden City, KS

Al Bouwlike & Sasha Flores Bouware
Fairway, KS

Tom E. Bowser & Judith Strunk Bowser
Olathe, KS

Leslie Davenport Brett & George H. Brett
Mission Hills, KS

Jack H. Brier
Topeka, KS

Steven C. Anderson
Wichita, KS

James P. Brown & Christian Weld-Brown
Leawood, KS

Laurence R. Brown
Houston, TX

Alexandria, VA

John C. Bumgarner Jr. & Mary Ann Bumgarner
Tulsa, OK

F. Taylor Burch & Lisa Howell Burch
Lantana, TX

Vincent G. Burke & Valeria Howard Burke
Overland Park, KS

Stephen C. Burns & Janelle L. Burns
Lawrence, KS

Gayle R. Cain & Nancy Johnson Cain
Overland Park, KS

Paul L. Carttar & Mary Frances Ellis
Lawrence, KS

Ruth M. Cathcart-Rake & William F. Cathcart-Rake
Salina, KS

Ellen C. Chindamo & Bradley L. Chindamo
Lawrence, KS

Michael J. Chun & Bina M. Chun
Honolulu, HI

William M. Clem & Debra Potash Clem
Wichita, KS

Christine D. Clisham Parsons, KS

Donald H. Close & Robin S. Close
Newbury Park, CA

Howard E. Cohen & Debra L. Cohen
Leawood, KS

Ryan T. Colaianni & Erinn Schaiberger Colaianni
Arlington, VA

Kent Colvin & Molly Colvin
Liberal, KS
Jeff Kennedy & Patti Gorham

Wichita attorney Jeff Kennedy is all too familiar with the difficulties that result from inadequate estate planning—"I have been the administrator, the executor, of some people’s estates, and I don’t want to force that on anyone"—yet he has a confession to offer: In part because he and his wife, Patti Gorham, have no children, they had, until recently, never completed their own estate plans.

Spurred into action by KU Endowment’s Far Above campaign, which ended in June, they created an unrestricted, $250,000 estate gift to the KU Alumni Association, which Kennedy, j’81, has served as national chair and member of the Board of Directors and many years as an enthusiastic volunteer and leader of the Association’s Wichita network.

They left similar gifts to Washburn University’s law school, which they both attended, and Gorham’s undergraduate alma mater, the University of Montana.

Their gifts recognize the importance they place on higher education, and Kennedy’s longtime volunteer service reflects the concern he has for its future in Kansas.

As a stalwart volunteer for Jayhawks for Higher Education, the Alumni Association’s statewide legislative advocacy network, Kennedy has spent countless hours over the past decade reaching out to lawmakers in Topeka and encouraging others to do the same.

“I think it’s just that we were in the right place at the right time,” Kennedy says of JHE’s increased efforts amid threats to higher education funding. “We have been fairly vocal, and I think that will continue.”

Though he dreamed of becoming a lawyer since his boyhood in Pratt, where he was “one of those weird kids” who trekked to the local courthouse to watch trials, Kennedy’s education took a sudden detour late in his undergraduate years. With just 16 credit hours to be completed before he could walk down the Hill, Kennedy in 1972 decamped for Colorado, where he worked in Waterpik’s Fort Collins factory and spent two winters as a self-described ski bum. When he hurt his back during his “back-to-nature period” in Barber County, Kennedy in 1980 saw that it was time to return to Mount Oread and finish what he had started.

“I left KU after four years because I had decided that continuing to go to school, for me, was a really bad idea. I just needed to be crazy for a while,” Kennedy says from his office at Martin Pringle, where he spent 13 years as managing partner. “When I hurt my back I decided it was time to get serious about my life, so I came back and finish my degree at KU.”

His unconventional route through higher education served Kennedy well, and he suggests that others might do well to pay heed when they feel they might need to take a break before completing their education and moving toward lifelong careers.

“I think that in a lot of cases they check the next box, because they’ve been ingrained to be a student,” Kennedy says of high-achieving students who begin law school before being truly ready to commit themselves to the profession. “When I came back to school, I was a terrific student. I was a great student.”

Once reigned, his enthusiasm has yet to dim.
This year Presidents Club members can show their support with a custom lapel pin featuring the 1941 Jayhawk.
Courtney A. Krsnich & Peter J. Krsnich
Wichita, KS

Cory L. Lagerstrom & Julianne Leeland Lagerstrom
Prairie Village, KS

Michael D. Lafferty & Margaret L. Lafferty
Viola, KS

Alma Moreno Lahm & Richard E. Lahm
Lawrence, KS

Thomas W. Laming & Jennifer L. Laming
Leawood, KS

Sondra M. Langel & Richard D. Smith
Wichita, KS

Audrey H. Langworthy & A. C. Langworthy Jr.
Prairie Village, KS

Kathleen Korte Larkin & E. Grant Larkin
Lawrence, KS

Theodore D. Leeland
Phoenix, AZ

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Wichita, KS

Jeffrey A. Johnson & Dawn Boyett Johnson
Highlands Ranch, CO

Kenneth W. Johnson & Amy Johnson
McAllen, TX

Jacquelyn K. Johnson & Bryan Johnson
Lawrence, KS

Donald A. Johnston & Alice Ann Dowell Johnston
Lawrence, KS

Peter S. Johnston & Sara Peckham Johnston
Salina, KS

Christopher A. Jones
Chicago, IL

Thomas A. Jones & Patricia Lynn Jones
Prairie Village, KS

Patricia Euhus Junod & Forrest L. Junod
Carmichael, CA

Jyll Standiford Kafer & Doug Kafer
Lenexa, KS

Gregory J. Kallos & Katherine Dunn Kallos
Kansas City, MO

Vaun O. Kampschroeder & Sydnie B. Kampschroeder
Chicago, IL

Con M. Keating & Barbara Schmidt Keating
Lincoln, NE

Charles W. Keller V & Carol I. Keller
Lake Lotawana, MO

Eric T. Keller & Pami S. Keller
Garden City, KS

Daniel T. Kelly & Janet Lee Kelly Chanutte, KS

Jeff Kennedy & Patricia A. Gorham
Wichita, KS

Randall K. Kilian & Terry Kaase Kilian
Castle Rock, CO

Sharon Lynch Kimbell
Hutchinson, KS

Lynd H. Kindred & Ann C. Kindred
Mission Hills, KS

Mike J. Kongs & Cindy Schreiner Kongs
Washington, KS

Richard G. Kraemer & Marty M. Kraemer
Hays, KS

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Phoenix, AZ

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Fairway, KS

Steve Leonard & Julie Leonard
Omaha, NE

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Wichita, KS

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Highlands Ranch, CO

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McAllen, TX

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Fairway, KS

Steve Leonard & Julie Leonard
Omaha, NE

Sean R. Lester & Christine E. Lester
Lawrence, KS

Kurt Level & Elaine Level
Wichita, KS

Danny B. Lewis & Laura L. Lewis
Eudora, KS

Jim W. Lewis & Tonya Lewis
Dodge City, KS

John P. Linden
Sherman Oaks, CA

Shade K. Little Jr. & Bernadette Gray-Little
Lawrence, KS

Kerri L. Loepp & Herman A. Loepp
Overland Park, KS

Ashley R. Loomis
Minneapolis, MN

J. Stephen Lucas & Kimberly Lucas
Trumbull, CT

James E. Malicoat & Allison S. Malicoat
Lenexa, KS

William T. Marshall & Denise Marshall
Prairie Village, KS

Rhonda Rehorn Maun & Steven M. Maun
Paradise Valley, AZ
As the first member of his family to attend college, David Graves, b’73, calls his KU experience transformational. “It was a wonderful four years of my life, and a time for growth in many ways,” he says, “not just in academic terms, but we all grow up emotionally as well.”

Graves’ career as a commercial real estate investment analyst began in his home community of Kansas City, but in 1983, The Travelers insurance company transferred him to Hartford, Connecticut, beginning a journey that took him to several cities across the nation. As the first in his family to move away, Graves says he was thankful he had become a Life Member of the Alumni Association soon after graduation. “I truly did want to stay connected to the University, the state and my family, and my life membership was one way psychologically to do that,” he says. “My commitment to KU has always been strong. I owe a great deal to the University, because I’ve been blessed with a pretty interesting 40-year career.”

After 14 years with Travelers, Graves began a 17-year stint with State Farm Insurance companies in Bloomington, Illinois, where he became vice president of real estate and mortgages. When he retired from State Farm, he and his family settled in Dallas. Through the years, Graves had become a close friend of Dallas real estate developer and fellow Jayhawk John Eulich, b’51, who ultimately coaxed Graves out of retirement to become managing director of The Belmont Group, the Eulich family’s trust.

Eulich, who died Sept. 3, and his wife, Ginny Walsh Eulich, c’51, in the early 1980s provided a gift to the Alumni Association to fund the bronze “Eulich Jayhawk” sculpture outside the Adams Alumni Center. Graves has followed their example with his gift of $30,000 to create the David Graves Alumni Excellence Fund, which he hopes can help KU students and young alumni make valuable career connections with successful Jayhawks. He praises the Association’s Dallas Network for linking many young graduates who are beginning their careers.

As the second of three siblings, Graves began a KU tradition in his family, inspiring his younger brother, Dean, b’75, to follow him to the Hill, and his older sister, Donna Cooper Graves, PhD’94, to choose KU for her doctoral degree. Naturally, their 93-year-old father, Don, is a converted Jayhawk, ardent basketball fan and, until recently, quite the hoops sensation in his own right. “He played basketball about a year ago,” Graves says. “You don’t want to take him on in a game of horse.”

Graves returns home several times each year to visit his dad. His January trip will include a visit to Allen Field House to watch his Jayhawks take on the Texas Longhorns as part of his annual birthday celebration with lifelong friend and pledge brother, John Ballard, b’73. “I always chide him into obtaining a ticket for me,” Graves says. “There’s a big piece of my heart that still resides in Kansas at KU.”
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