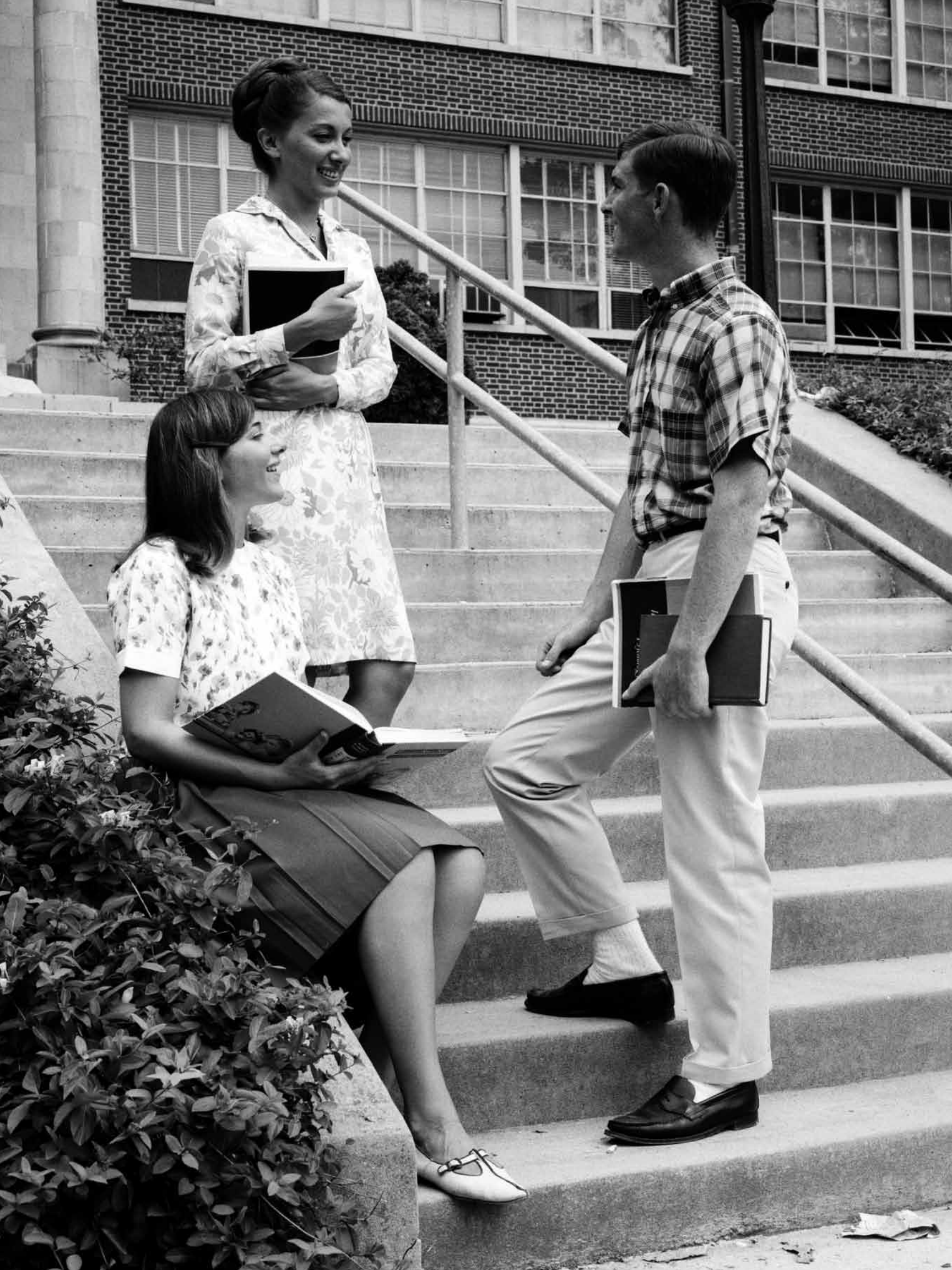




SCHOLARSHIP FOUNDATION
OF SANTA BARBARA

50th
ANNIVERSARY
∞



MISSION

The Scholarship Foundation of Santa Barbara is a community-based non-profit organization established in 1962 to inspire, encourage, and support Santa Barbara County students in their pursuit of college, graduate, and vocational education through financial aid advising and the granting of scholarships.



DEDICATION

Special thanks to Maryan and Richard Schall for generously underwriting the Scholarship Foundation's Organizational History project and this publication.



ACKNOWLEDGMENTS

Organizational History Project Chairman: *Stephen M. Hicks*
Project Coordination: *Rebecca Anderson*
Writing: *Julia Rodgers*
Research and Interviews: *Steve Crandell, Julia Rodgers*
Editing: *Julia Rodgers, Daphne Tebbe*
Graphic Design: *Christine S. Cowles*
Photography: *Rick Carter, Brad Elliott, Jim Macari, Monie Photography*
Videography: *Chris Jenkins*

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FOUNDATION PRESIDENTS

1962-1965 Ruth Nadel	1987-1989 June I. Anderle
1965-1967 Annette Slavin	1989-1991 Hubert D. Vos
1967-1969 Elmer Shirrell	1991-1993 Gerald Parent
1969-1971 James Garvin	1993-1995 Joanne Rapp
1971-1973 Richard Welch	1995-1997 John Davies
1973-1975 John D. Nigra	1997-1999 Leon P. Bartholomew
1975-1977 Bruce O'Neal	1999-2001 Nancyann Failing
1977-1979 Lyle Reynolds	2001-2003 Bruce L. Micheel
1979-1981 Peggy Blasingame	2003-2005 Stephen M. Hicks
1981-1983 Brian O'Gorman	2005-2007 I. Kenneth Saxon
1983-1985 Joe W. Dobbs	2007-2009 Joseph L. Cole
1985-1986 Carl E. Lindros	2009-2011 Patricia MacFarlane
1986-1987 Charles E. Greene	2011-2013 Alan M. Griffin

“I hope that I can use what I’ve learned in college to make a difference in people’s lives, the same way you have made a difference in mine.”

-Diana Martinez, Stuart C. Gildred Sr. Memorial Scholarship Fund

A photograph of two women shaking hands outdoors. The woman on the left has curly brown hair and is wearing a red blazer. The woman on the right has long straight brown hair and is wearing a white top. They are both smiling. The background is a bright, out-of-focus outdoor setting with greenery and a building.

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INTRODUCTION

In 1962 in Santa Barbara, California, a small but spirited cadre of local residents met to form the Scholarship Foundation of Santa Barbara. In the following pages we have attempted to capture the major moments in the Foundation's organizational history based on personal interviews, scrapbooks, photos, and meeting minutes. This is not meant to be a comprehensive historical account, but rather a collection of highlights, as we celebrate the 50th Anniversary of the Scholarship Foundation.

We are grateful to all of the men and women who have contributed their time, talent, and funds over the past fifty years to build the Scholarship Foundation of Santa Barbara. Thank you for your service to Santa Barbara County students and families.



“Thank you for validating me, my vision for my future, and my efforts.”

-Abel Hamilton, Mae Maizlish Memorial Scholarship Fund

1960s THE BEGINNING

1962: Santa Barbara Scholarship Foundation name approved; By-laws adopted; Articles of Incorporation granted by State of California

May 29, 1962: Initial organization meeting at Santa Barbara News Press conference room with community volunteers, business people, high school counselors, and members of the PTA and AAUW.

May 1963: Nine students receive \$100 awards

1962-1965: Ruth Nadel, President

1966: Carolyn Ferguson becomes Executive Director

1964: Office established in Carolyn Ferguson's garage

1967-1969: Elmer Shirrell, President

1965-1967: Annette Slavin, President

1968: All board members interview students for scholarship selection

Fifty years ago, a committed group of Santa Barbara citizens came together to form an organization aimed at transforming the lives of local youth. They had a vision to help motivated and deserving students attend college or vocational school.



At its first meeting, on May 29, 1962, the group gave the organization a temporary name, the Santa Barbara Scholarship Clearing House. Many of those in attendance were officers of the Parent Teacher Association or members of the American Association of University Women; they initiated the meeting because they knew from personal experience that more scholarship help was needed in the Santa Barbara community. To make their case,

they invited counselors from San Marcos and Santa Barbara high schools to tell stories of needy students who wanted to go to college but couldn't get scholarship aid. The stories must have been compelling, because before the meeting had ended, a motion passed by a unanimous vote to establish a permanent scholarship organization.

"Let's see what we can dream," was the attitude of the group back then, said Ruth Nadel, the first president of the Scholarship Foundation Board of Directors. "We recognized the potential of students and we were all anxious to help them move ahead."

SURVEY SHOWS LOCAL STUDENTS NEED AID FOR COLLEGE

At that first meeting, the group named temporary officers and established various committees. Nadel was charged with defining the mission of the organization; another officer, Annette Slavin, was responsible for documenting the need for scholarships in the community; a lawyer, James Black, was asked to write by-laws.

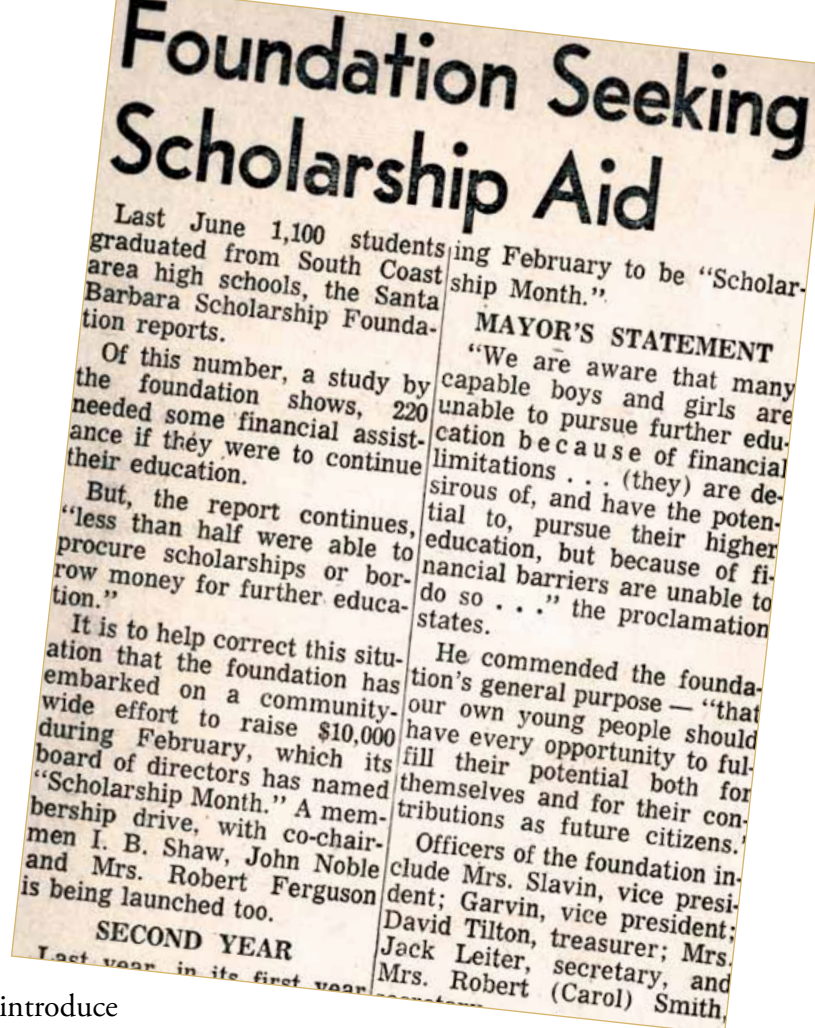
A month later, the group had made a lot of progress: one thousand surveys were distributed to high school students, asking them whether they needed aid to go to college. The results of this survey showed that nearly five times as many students needed scholarships than were currently receiving them; many students had



not even applied for aid. The group accepted its first donation: \$25. Most importantly, the group decided on a name: the organization's Articles of Incorporation were filed with the State of California using the name Santa Barbara Scholarship Foundation. They were on their way to becoming an official non-profit organization.

In attempting to garner support for their new venture, Nadel, Slavin, and Black went to lunch at the Biltmore with what Nadel called "the power players" of Santa Barbara. "I can remember it like it was yesterday," said Nadel. "We presented our idea of having a scholarship group and when we concluded, we asked them, 'How many of you would like to be involved?' Every hand shot up!"

Lunches like that one were all part of the hard work the Foundations' board members did during those first several years to establish their group as a legitimate non-profit. Just six months after its first meeting, the Foundation had 35 board members and held its first fundraising event, a New Year's Eve party at the Slavin's house, which raised almost \$350 for scholarships. Slavin, the vice president in charge of publicity, convinced the Mayor of Santa Barbara to proclaim Scholarship Week in March, among other publicity events to

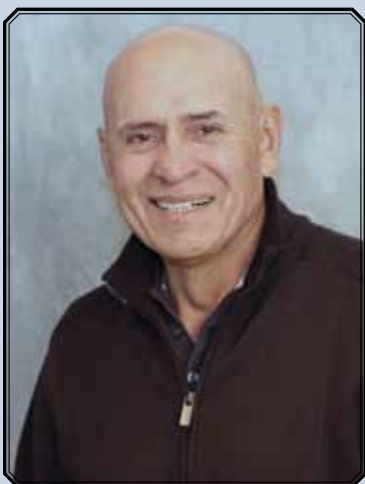


introduce the new group. A small, temporary office was set up in the back room of Slavin's travel agency on State Street.

THE FOUNDATION MAKES ITS FIRST AWARDS

At the end of the summer of 1963, the Foundation made its first awards: nine \$100 book awards to students.

Hoping to make more generous grants the following year, the Board of Directors started working on a Scholarship Month campaign, including radio appearances by board members and a large mailing soliciting



Sal Rodriguez

Retired, Executive Director

For more than 30 years in the Santa Barbara community, the name Sal Rodriguez has been synonymous with the United Boys and Girls Club, as he inspired thousands of young people to achieve their personal goals. It was a natural career path for Sal because he grew up playing basketball and baseball at the Goleta Boys Club.

At San Marcos High School, Sal was the first four-year letterman on the Varsity Basketball team and he earned All County and All CIF honors. Sal went on to attend Fresno State University for his Bachelor's degree and Cal Poly for a graduate credential. In 2003 Sal was inducted into the Hall of Fame by the Santa Barbara Athletic Roundtable.



gifts, for February 1964. Unfortunately, less than \$2,000 was raised. “There was a brief discussion of the fundraising campaign, and it was generally agreed that the results were not spectacular,” wrote Gail Dormer Smith, the recording secretary, in the board minutes.

Better luck soon followed. In the summer of 1964, the Foundation announced that it would be establishing its first annual scholarship to be given to a student who was interested in pursuing an education in law. The Knapp Nursing Association also set up a scholarship for students going to nursing school. In 1965, the Santa Barbara Medical Society contributed to a scholarship for a pre-med student. The Foundation received its first significant gift when the Elizabeth Firth Wade Endowment Fund sent a check for \$10,000.

“This gift gave great confidence and great incentive to our very young

organization and was a contributing factor in our continued progress,” wrote James Black in a history of the Foundation he compiled in 1971. In that same history, he complimented the hard work of the first two presidents, Nadel and Slavin, writing that they “provided a remarkable combination of sound planning ability and inspirational spark.”

KEY PLAYERS: MICHAEL TOWBES AND CAROLYN FERGUSON

In addition to Nadel, Slavin, and Black, two key people who joined the board in the first year were developer Michael Towbes, a longtime supporter and current honorary board member, and Carolyn Ferguson, who went on to become the first executive director, a position she held for 13 years. By 1965, Towbes and Ferguson were personally interviewing over 100 students as part of the selection process, and appealed to other board members to help them. “This is the heart of the Scholarship Foundation and most interesting,” they told the board.

“It fulfilled a niche,” said Towbes about the formation of the Foundation in the 1960s. “For many students, there was an apprehension about taking out a loan with no way of paying it back. The Scholarship Foundation really made the difference as to whether these students could go to school or not.”

According to Towbes and Nadel, the board wanted to help students get an education that would then lead to a job, so they were willing to support students who went to vocational school as well as to college. Part of Nadel’s passion for scholarships for all types of students



– not just those who had the academic skills to go to college – came from her experience as a vocational school teacher in New York. She felt strongly that young people who were motivated should be given the help they needed, whether that meant going to college or training to become a plumber or electrician. “That’s why the Scholarship Foundation meant so much to me,” she said. “You could apply if you wanted to get ahead.”

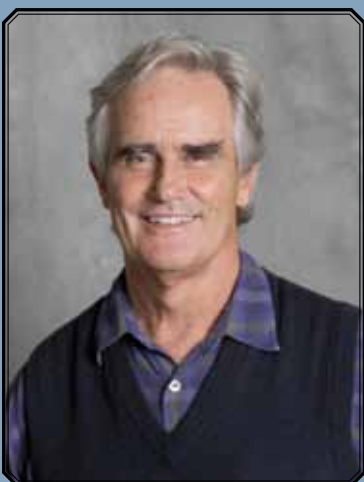
CAROLYN FERGUSON BECOMES FIRST EXECUTIVE DIRECTOR

In those early years, the board set several membership categories: \$5 for a regular member, \$25 for a contributing member. For \$1,000, you could become a lifetime member. If you wanted a named scholarship, it cost \$500, and a memorial scholarship was \$2,500. By its second year, the Foundation had 65 members, and held a gala fundraiser, the showing of “The Barber of Seville,” at the Riveria Theater, with champagne and hors d’oeuvres afterwards.

By 1967, the success and growth of the Foundation made it necessary to hire a part-time employee, and the board nominated Ferguson by unanimous vote to

be the “executive secretary.” The Foundation’s tiny office moved to Ferguson’s garage and she soon found herself with more than just part-time work as the applications continued to increase. A year later, she was promoted to executive director, her salary almost doubled, and a board member donated an “answering service device” for her phone due to the large number of calls she was receiving.

“She was so dedicated to the Scholarship Foundation,” said Past President Richard Welch, about Ferguson. “She got paid just a pittance and she worked so hard.”



Andy Neumann Architect

The grandson of an architect, Andy’s interest in art and design began at an early age. Yet, when he graduated from Santa Barbara High School in 1964, fate seemed to be pointing him away from the drawing board and toward his surfboard instead. Andy was an accomplished surfer and earned top scores in a professional surfing contest as a teen. But when Andy wasn’t out catching waves, he was hitting the books, and in 1970 he graduated from UC Berkeley with a Bachelor of Science in Architecture with honors. Andy worked with a local firm for three years, and then in 1976 he co-founded Seaside Union Architects with architect Scott Rowland. Andy served as a principal partner until April of 1993, when he established his present firm.

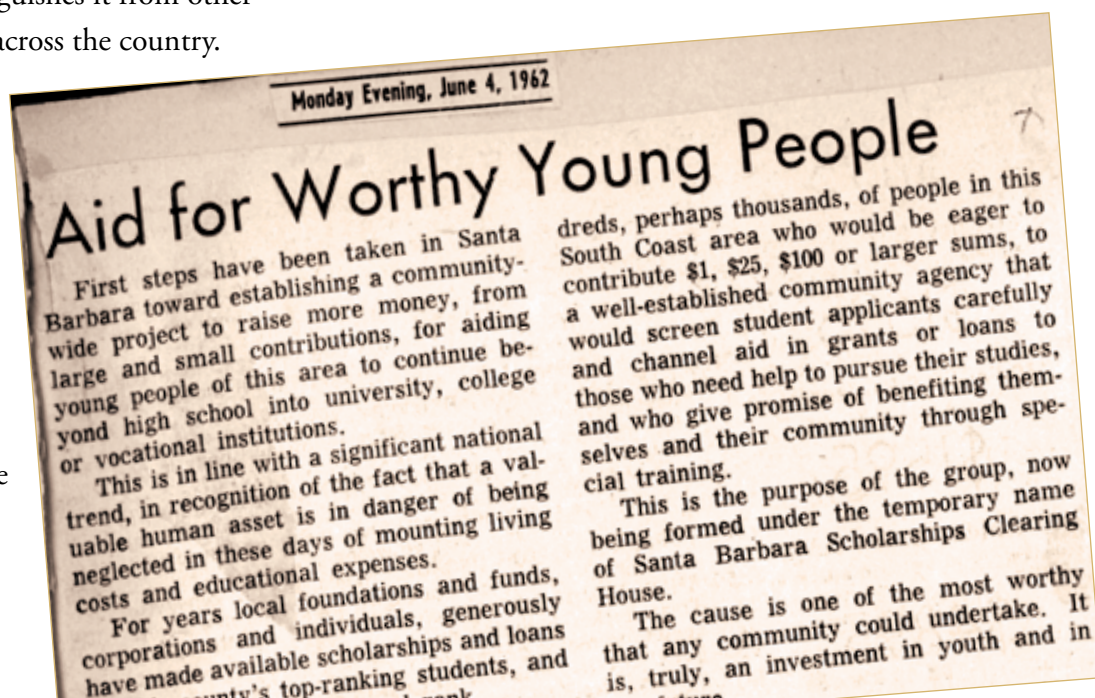


BOARD MEMBERS START INTERVIEWING STUDENTS

With the increase in applications, the board made an important decision that many now say is one of the key reasons for the success of the Scholarship Foundation today. Instead of having only members on a selection committee interview students, board member Bruce O'Neal suggested that every board member participate in this "delightful part" of the process. Training sessions would be held to prepare the interviewers, a practice that continues today. The board eagerly took on the new responsibility, a decision that would shape the future of the Foundation and one of the characteristics that distinguishes it from other scholarship foundations across the country.

"It wouldn't be nearly as successful if they had a paid staff interviewing the students," Towbes said. "The joy that comes from meeting these students means so much to people. It's not just giving money. We are impacting people's lives."

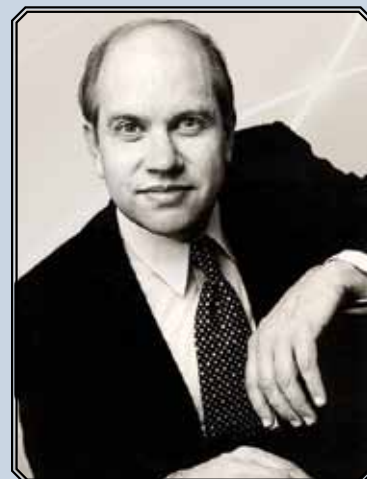
By the end of the decade of the 1960s, the board grappled with some of the difficult national issues of the times. After Martin Luther King's assassination in 1968, a scholarship fund was established in his name; at the annual meeting in 1969, a Presbyterian minister tried to explain hippie culture to the bewildered audience; and the Vietnam War weighed heavily on the minds of board members because of its effect on college students. Despite the troubling times, the Foundation had given away 1,000 scholarships in just eight years. It could be proud of its success and growth in such a short period of time.



Todd Crow

Professor Of Music

Todd is one of the nine scholarship recipients awarded by the Scholarship Foundation in its first year. He attended Santa Barbara High School and went on to study piano at the Music Academy of the West and at UCSB. After that, he attended Juilliard School in New York for his graduate degree, and he is now a faculty member at Vassar College. The *New York Times* has described his playing as "heroic, [showing] endless flair, color and stamina." *The Times of London* has called his playing "spine-chilling" and "exhilarating." Todd has appeared as a soloist with orchestras in the United States, England, Italy, Israel, and the Czech Republic, and elsewhere in recital or chamber music. Since 1996, he is music director and pianist of the Mt. Desert Festival of Chamber Music in Northeast Harbor, Maine, now in its 48th season.



“Thank you for your vote of confidence in me,
and for supporting my vision and my dreams.”

-Heather Martin, Burnan-Partridge Foundation Scholarship Fund

Young Scholarship Applicants Lauded

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The Santa Barbara
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raise funds from
and benefits to help a
city college and university stu-
dents as possible. The office is
Box 1403, Santa Barbara. Con-
tributions may be sent there.

John V. Pollitt
224 S. M

1970s GROWING PAINS

1969-1971: James Garvin, —
President

1970-1975: Los Angeles Lakers
Benefit Basketball Games

1971-1973: Richard Welch, —
President

1972: Financial Aid
Library established

1973-1975: John D. Nigra, —
President

1975: Financial Aid Counseling
Services available

1975-1977: Bruce O'Neal, —
President

1976: Alice Tweed
Tuohy Foundation
Honor Scholarship
program established

1977-1979: Lyle Reynolds, —
President

1978: First newsletter
published; First Art
Scholarship competition

1979: First College Fair;
Carolyn Ferguson retires;
Susan Northrup becomes
Executive Director

1979: First major bequest
gift - proceeds from the sale
of an Iowa farm

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The students receiving
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A rollercoaster of highs and lows marked the decade of the 1970s for the Scholarship Foundation. The highs included hosting Los Angeles Lakers exhibition basketball games to a sellout crowd,

bringing much needed revenue and recognition to the Foundation. But for part of the decade, the Foundation was on unsteady financial ground. A surprise bequest of a valuable Iowa farm at the end of the decade marked a turning point: the Foundation was able to start an endowment fund, which

provided a predictable income. With the guidance of wise board members, financial stability soon followed.

In the spring of 1970, the Foundation's board was faced with the difficult dilemma of having to reduce student awards because they had not raised enough money. The board discussed various ideas for fundraising such as a golf tournament or a book sale, both of which were dismissed.

"We were really struggling," said Richard Welch, who joined the Board of Directors in 1966 and served as president from 1971-73. "We were just a very small, hand to mouth organization."

L.A. LAKERS COME TO TOWN

But later in 1970, the board's angel swooped in and saved the day. Annette Slavin, a founding member and second board president, used her connections to secure a pre-season exhibition game in Santa Barbara between the Los Angeles Lakers and the San Francisco Warriors (as they were then called).

The game was thrilling by all accounts, with players such as Wilt Chamberlain and Jerry West playing for an overflow crowd of 3,600 at UCSB's Robertson Gymnasium. "It was the greatest collection of basketball players ever to perform in Santa Barbara," the Santa Barbara News-Press wrote the day after the game. Most importantly, the event raised \$7,000 for the Scholarship Foundation.

For three more years, Slavin served as game chairman, convincing the Lakers to keep playing exhibition games in Santa Barbara, while the Foundation kept making a tidy profit on the event.

"Annette Slavin was full of ideas and so bright," said Welch. "Keeping



ON THE BALL

Mrs. Fred Slavin is flanked by Los Angeles Lakers coach Bill Sharman (left) and the Lakers general manager Fred Schaus during preparation for the Oct. 11 battle between the Lakers and Golden State Warriors in Robertson Gym. The game is to benefit the Santa Barbara Scholarship Foundation. Tickets for the clash are available at all local sporting goods stores.



Scholarship Foundation to Sponsor Lakers-Warriors Match at UCSB

Representatives from the Los Angeles Lakers and the San Francisco Warriors were in Santa Barbara last week at a special press conference held at the Coral Casino to kick-off publicity for the Lakers-Warriors game to be played here on October 11th. Among those present were Fred Schaus, general manager of the Lakers and vice-president of the Foundation, Mrs. Fredric Slavin, chairman of the event and Joe Ellis of the Warriors.

The game to be played on Sunday October 11th is being sponsored by the Santa Barbara Scholarship Foundation. Mrs. Fredric Slavin, chairman of the event told members of the press that over 50% of the tickets had been sold.

Donn Bernstein, the UCSB sports information director is coordinating publicity for the game in conjunction with the public relations men from each team.

Mrs. Slavin announced that the Scholarship Foundation, which was founded in 1962, has financially assisted 1,010 students with their education making it possible for them to attain a vocational or academic education at the school of their choice.

GROWTH IN SCHOLARSHIP GRANTS by the Santa Barbara Scholarship Foundation is pointed out to Franklin Mieu, owner of the San Francisco Warriors and Fred Schaus, Vice-president and General Manager of the Los Angeles Lakers, by Mrs. Fred Slavin, Chairman of the Foundation, at the Coral Casino to kick-off publicity for the Lakers-Warriors game to be played here on October 11. Mrs. Slavin is chairman of the event which will benefit the Scholarship Foundation.

1900 students have filed applications over the year and have been personally interviewed and screened by members of this volunteer organization. \$155,000 has been awarded to date by the Scholarship Foundation and for the past several years, the Scholarship Foundation has awarded over \$25,000 annually. Funds for the Scholarship Foundation are received from individuals, organizations, fund-raising events, estates, etc.

up with her was a challenge. She was a phenomenal person and so energetic."

But then tragedy struck: Slavin became seriously ill with cancer and died in October 1974, at the age of 55. The Foundation collected nearly \$3,000 for a memorial scholarship in her name, but her presence was clearly missed.

"She was the most dynamic driver of the Scholarship Foundation from day one," recalled Carl Lindros, who served as president in 1985. "She got things done. I give her a lot of credit for the early success of the Foundation."

SCHOLARSHIP FOUNDATION GETS FIRST REAL OFFICE

The other person Lindros credits for the success of the Scholarship Foundation during that time was Executive Director Carolyn Ferguson, who despite working long hours, was still paid a very small salary – and still housed the Foundation's office in her garage, rent-free. Ever generous, in January 1972 she suggested reducing her salary by \$16 a month so the Foundation could pay its phone bill (the board refused this offer).

In addition to handling all administrative



tasks

having to do with the student awards, Ferguson also compiled and then updated a booklet called "Student Financial Aid for Education," a helpful guide for students and parents from the South Coast. She also helped organize an annual Financial Aid Conference.

After many years of hard work, Ferguson asked to retire, starting in 1972. Each year, the board somehow convinced her to continue working just a little bit longer. The Foundation did finally move the office out of her garage to a variety of downtown locations, and she received extra support when



Dr. Kathleen McClintock Dentist

"I probably would not have had the means to attend college at all due to my family's limited income. It was a turning point in my life to have someone else support my vision of attending college," states Kathleen. Kathleen received her degree from UC Davis, and from there she went on to the prestigious School of Dentistry at UC San Francisco. Kathleen is a popular and skilled dentist in Santa Barbara and is a Master of the Academy of General Dentistry. Kathleen writes: "I would highly encourage everyone to become a donor to the Scholarship Foundation. The pride and self-esteem a scholarship gives to a young person is unforgettable, not to mention the opportunity provided to a student to achieve a higher education."



a financial aid coordinator was hired on a part-time basis in 1974.

By mid-decade, the Foundation was at a crossroads. It was getting too challenging to stage the Lakers games, thus the games were discontinued after 1976. Times were so tough the board considered canceling the Annual Dinner, which had started in 1963. The dinner tradition continued, but the board called a special meeting to tackle the big question: expand fundraising or cut operations.

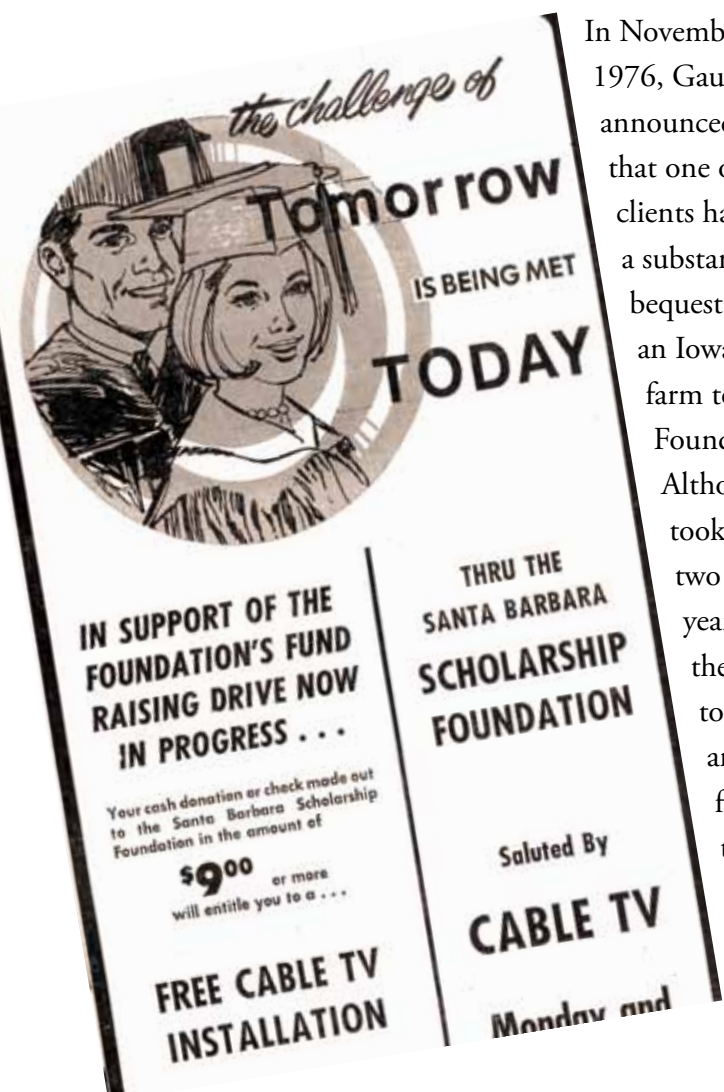
GAIL TOWBES AND ART GAUDI BRING GOOD FORTUNE

During this time, two important board members joined the Foundation: Art Gaudi and Gail Towbes. Both were instrumental in turning around the fortunes of the Foundation.

sold, the Foundation's portion was nearly half a million dollars.

"It came just out of the blue," said Lindros, a financial advisor who as its treasurer helped the Foundation invest the proceeds wisely. "What a great surprise it was. We were barely making ends meet before, but this gift put us on the map."

Meanwhile, Towbes was hard at work recruiting new, younger members to the board. "Gail Towbes was always thinking and dreaming, coming up with new ways to get money donated," said Welch. "Carolyn and Gail – they were always a step ahead of me. They were the ones out there talking to people."



In November 1976, Gaudi announced that one of his clients had left a substantial bequest of an Iowa farm to the Foundation. Although it took almost two more years for the estate to settle and the farm to be



"She was a great recruiter," said Michael Towbes, about his late wife, who died in 1996. "She brought people onto the board like Jerry Parent and John Davies, who made a very big impact."

HONORS AND ART SCHOLARSHIPS GRANTED BASED ON MERIT

Another vote of confidence came when the Alice Tweed Tuohy Foundation, whose president, Harris Seed, established the Alice Tweed Tuohy Foundation Honors Scholarship fund. These scholarships were based purely on academic merit, not financial need, and as a result, the Scholarship Foundation's by-laws were amended to accommodate the fund as part of a new Honors Scholarship Program. Having the involvement of Seed, a well-known and respected lawyer in Santa Barbara, lent an important stamp of approval to the Foundation, and the Honors Scholarship Program eventually attracted other donors, too.

Three new art scholarships started in 1978 were also merit-based. Students interested in attending art school after high school submitted a portfolio of work, which was then judged by established professionals. Originally envisioned as a one-time award, the Art Scholarship Program proved so popular that the board raised money to continue it. In 1979, 21 students applied and the first of the annual Art Competitions and Receptions was held.

At the January board meeting in 1979, Ferguson announced she would be retiring in June. The board finally gave in and started interviewing candidates. A new executive director, Susan Northrop, was appointed in April 1979.

The new executive director faced a far better picture at the end of the decade than Ferguson had faced at the beginning. Treasurer Lindros announced the good news in January 1979: the proceeds from the sale of the Iowa farm, which had been invested, would earn \$45,000 a year for the Foundation in interest. "We can truthfully say 'all contributions will be used for awards' since the income from investments carries operations," Lindros declared.

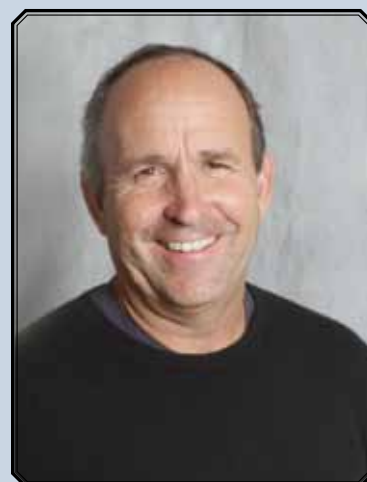


Jeff Shelton

Architect

Jeff is an award-winning architect in Santa Barbara known for his unique, whimsical building designs. A graduate of Santa Barbara High School who earned his BA in Architecture at the University of Arizona, Jeff writes: "I tell people all the time about the Scholarship Foundation. Both my wife and I went to college because of the Foundation."

Jeff's work has received multiple awards from the City of Santa Barbara and from Santa Barbara Beautiful. Some of his most famous works around town include the El Andaluz building, the Cota Studios and the astounding Ablitt House.



Scholarship Foundation Board of Directors



Scholarship Foundation Board of Directors: From left to right — Back Row — Mrs. G.E. Archenbronn, Carl E. Lindros, Mrs. Robert G. Ferguson, Executive Director, Mrs. Peter Barnett, Rev. George H. Hall, Rev. Howard Bess, Mrs. Frederic Slavin, Game Chairman.
Middle Row — Mrs. Malcolm Archbald, Richard B. Welch, President, Mrs. Dick Carlson, Mrs. Francis G. Preston, Mrs. John S. Rathbone, Mrs. John E. Timmons, Elmer I. Shirrell.
Front Row — Lyle G. Reynolds, Mrs. Arthur A. Henzell, Mrs. Thomas Chace, Mrs. Carol Smith, Mrs. Frank J. Frost, Mrs. Clifton D. Shean, Mrs. Ronald Caesar.
Absent Members of the Board of Directors: James Black, Mrs. Robert Fingal, James R. Garvin, Mrs. Syl Goodenow, Mrs. Jack Leiter, Mr. H.H. McCloskey, John D. Nigra, Bruce O'Neal, Mrs. Adolph Pedotti, John V. Pollitt, Phillip J. Pringle, Michael Towbes, and Walter Van Cott.

OPEN HEART SURGERY

Scholarship Foundation Will Miss Star Volunteer

"What will we do without her?"

That was the question asked by directors of the Santa Barbara Scholarship Foundation as they reluctantly bid their star volunteer, Rebecca Tsoutsouvas, 19, goodbye as she left for her second open heart operation.

The foundation "has been honored and happy to have such a delightful young girl on our payroll parttime—and then continuing to work as a volunteer the rest of the time," commented Mrs. Robert G. Ferguson, the foundation's executive director.

'A DELIGHT'

"She has been such a delight to have around," Mrs. Ferguson said. All of the foundation's directors unequivocally agreed.

It was early in 1962 that a routine health examination by a Santa Barbara school nurse disclosed Rebecca's heart condition. Or, rather, indicated—the school nurse told John and Lillian Tsoutsouvas, Rebecca's father and mother—a need for a more detailed diagnosis.

4 YEARS

That examination revealed a congenital condition that specialists at the Children's

Hospital in Los Angeles followed for four years.

Then came the need for the first open heart surgery to "open up" a narrow spot in the heart valve.

Right after that operation, Rebecca was stricken with an acute case of rheumatic fever. Her recovery, remarkable as it was, is doubly so because of that.

Neither Rebecca nor her parents can say enough for the Crippled Children's Society here that helped make that first operation possible.

CLASS OF '68

A graduate of Santa Barbara High School with the class of 1968, Rebecca completed one year at Santa Barbara City College before she felt the physical need to husband her strength. The second open heart operation, scheduled for next Wednesday at the Good Samaritan Hospital in Los Angeles, is to again "unseal" the valve to her heart. She will enter the hospital tomorrow.

Nevertheless during past months Rebecca has done her share and more for the scholarship group, directors know full well.

—Katherine McCloskey



RIGHT UP TO the eve of her departure for Good Samaritan Hospital for her second open heart operation, Rebecca Tsoutsouvas, the daughter of Mr. and Mrs. John Tsoutsouvas of 1806 Robbins St., has continued her work at the Santa Barbara Scholarship Foundation.

—News-Press photo

SANTA BARBARA NEWS-PRESS

“I can make my parents and myself proud of what I’m doing with my future.”

-Adriana Martinez, Carolyn Ferguson Scholarship Fund

1980s

ESTABLISHING TRADITIONS

1981-1983: Brian O'Gorman,
President

1983-1985: Joe Dobbs,
President

1984: Charter member of
Cal-SOAP Consortium to
increase college access for low
income/minority students

1986: Lamba Chi Alpha Benefit
Volleyball Tournament held at
Zuma Beach, Malibu

1987-1989: June I. Anderle,
President

1988: Carole Echt becomes
Executive Director

1979-1981: Peggy Blasingame,
President

1982: Past Recipients Fund
established; First computer
purchased; 20th Anniversary
Dinner

1983: Alma Allen becomes
Executive Director; Gail Towbes
volunteers as Director of
Development

1985-1986: Carl L. Lindros,
President

1986-1987: Charles E. Greene,
President

1987: Jack Laher bequeaths
Vista Steel Company to the
Foundation; First "Wickets and
Mallets" Croquet and Badminton
Tournament

1989: First Annual Awards
Ceremony held at the Santa Barbara
Courthouse Sunken Gardens

Reception for
scholarship w

Recipients of this
Barbara Scholarship
scholarships were he
ception at the home
Gail Berkus.

Winners of the \$1,
Sayuri Fujiwara
McElboney, seniors
ra High School; an
of Dos Pueblos Hig

The reception at
formation of the Art
a group of art benef
fund the scholarship
future.

Information may
contacting the Santa
arship Foundation,

Scholars

Local high s
plan to major in
college or univer
submit portfolio
al art competi
Santa Barbara
tion.

The winners
will receive a f

Gallery own
class, architect
Berkus and art
will judge the
Cabrillo Arts C

Three b provide

Three loc
established sc
Santa Barba
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The Turn
Goleta has
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dation. The
will be for g
High School.

Arco Oil a
two scholar
for minority
needs. Infor
ships can
foundation

The 1980s proved to be a turning point in the history of the Scholarship Foundation as a number of important traditions were established. For example, during the 1980s, the ritual of inviting a student award recipient to speak at each board meeting started.

When he became president in 1985, Carl Lindros decided the best way to motivate the board to raise money was to introduce the award recipients and let them tell their stories. “I’m in sales. How do you sell something? You show off your product!” he said. “I thought we should show off these kids.” A new tradition took hold.

In 1982, the Foundation celebrated its 20th anniversary with a dinner at the Biltmore Hotel. A congratulatory letter from President Ronald Reagan was read, and the Foundation’s first president, Ruth Nadel, returned from her new home in Washington, D.C., to tell the audience about the founding of her beloved organization.

FUNDRAISING STALLS; BOARD RE-EXAMINES GOALS

Before the Foundation established other important traditions in the second half of

the decade, it struggled a bit financially. After investing the proceeds from the sale of the Iowa farm in the late 1970s, the Foundation started earning a considerable amount of income and was able to increase both the size and the number of awards it gave out in the early 1980s. Each year from 1980 to 1984 saw jumps in the amount of awards. But the board did little fundraising during this time; apart from a phone-a-thon in 1983, no fundraising events were held for four years.

During this time, Executive Director Susan Northrop resigned, and Alma Allen, who had been the Foundation’s financial aid counselor, stepped into the role of executive director for a period. But the board realized they also needed someone who could focus on raising money, so Gail Towbes volunteered to be the development director. In addition, Lindros, Michael Towbes, and Bruce O’Neal joined forces to make a three-person appeal to their fellow board members.

The Foundation sent out a questionnaire to all the board members. The basic question posed was: “What are the Foundation’s goals?” It hoped that “the answers obtained [would] provide an opportunity to re-evaluate and examine our role in the community.” The board concluded that its biggest weakness was a lack of community awareness and identity, and that it needed more fundraising events or activities to put it in the public eye.

“We were trying to get our second wind,” said Lindros, who recalls sitting down with his friend Arthur Gaudi, a board member and lawyer who had helped secure the gift of the Iowa farm in the previous decade, and telling





him, "We've got to jazz this thing up!"

Lindros and Gaudi set up a series of successful luncheons to recruit new board members.

attempt to garner attention did catch on: inviting business people to an annual luncheon. Corporate guests listened to three student award recipients at the first luncheon in December 1985, and a Scholarship Foundation tradition was born.

"We started everything we could," said Hugh Vos, who became president of the Foundation in 1989. "We started the corporate luncheon hoping that corporations would donate. But then after awhile, about half the people attending were other people from the community, so we converted it into the Community Leaders Luncheon."

RAISING THE FOUNDATION'S PUBLIC PROFILE

In order to get the type of expert advice it needed, the board established an Advisory Council in 1984, whose members would consult on specialized matters such as public relations and marketing, accounting, estate planning, investments, and technology. One of the first new advisors was public relations specialist John Davies, who advised the board about how it could raise its public profile. Gail Towbes worked hard to fill the new council with prominent individuals.

The Foundation held various fundraising events: first a square dance, then a rummage sale, then a volleyball tournament. None of these were big money makers, but another



FOUNDATION'S ANNUAL DINNER

Among guests celebrating the Santa Barbara Scholarship Foundation's 20th birthday at the group's annual dinner last night in

the Loggia Room of the Santa Barbara Biltmore Hotel were, from left, Oranne and Kim Bish and Vickie and Michael Bruce.



Michael Dal Bello

Managing Director, Blackstone Group

Michael received a BA in International Relations and a BS in Finance from the Wharton School of the University of Pennsylvania where he graduated summa cum laude. Michael was then selected as a Thouron Scholar to attend Oxford University where he received an MA. In addition, he earned an MBA from Harvard Business School. Michael currently focuses on investments in healthcare, insurance and professional services. "The Scholarship Foundation helped to provide me with an opportunity of a lifetime," states Michael. "In addition to the financial support, SFSB introduced me to many inspiring individuals including Past President John Davies, who I met after receiving my scholarship. John has been a valued mentor and friend for many years."





PAST PRESIDENT'S COUNCIL BEGINS; FOUNDATION INHERITS STEEL COMPANY

The next year, another significant tradition began with the establishment of the Past Presidents' Council. Lifetime memberships would be given to board presidents when their terms were up. Although no longer officially part of the board, past presidents are invited to every meeting and are encouraged to sit on committees and offer their expertise. Many board members view this as one of the most important reasons for the Foundation's success.

"It's simple but brilliant," said Joanne Rapp, who was president in 1993-95, about the Past Presidents' Council. She enjoys going to the annual Past Presidents' Luncheon and estimates that about three-quarters of the past presidents participate on committees and attend the monthly board meetings. "It's a great way to keep your most active people active."

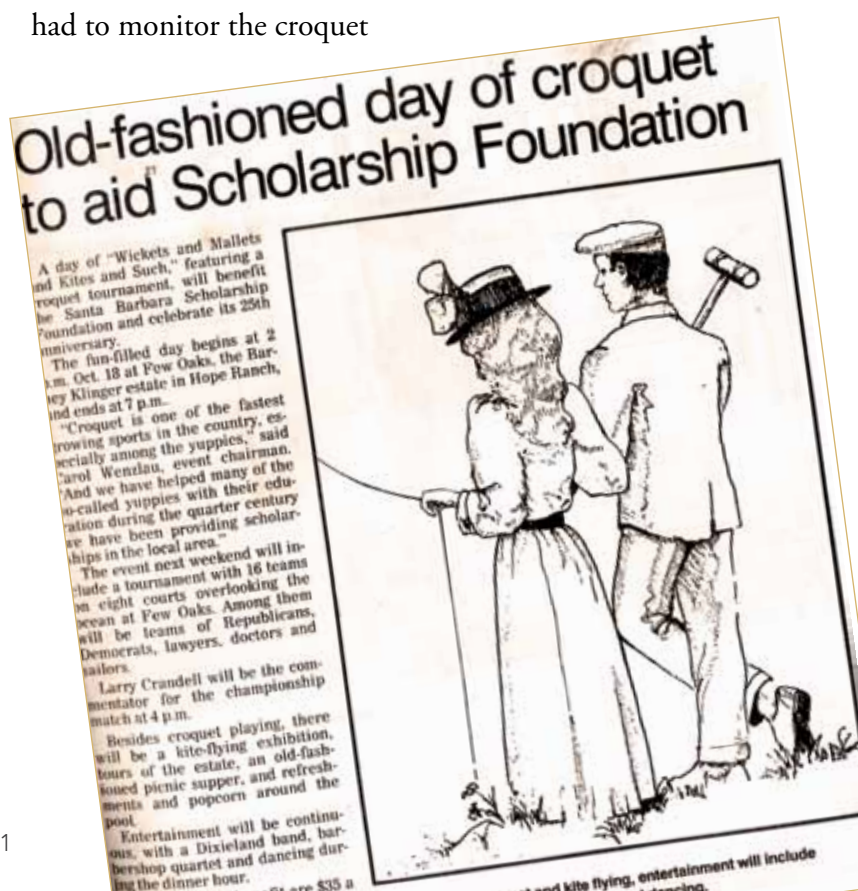
The economic turning point of the decade came in the beginning of 1987, when the Foundation received the bequest of Vista Steel Company from Jack D. Laher. Laher knew about the Scholarship Foundation through his friend Brian O'Gorman, who was board president in 1982.

A complicated year of negotiations took place, and when the company sold it netted close to \$1 million for the Foundation. The Foundation then enjoyed a budget surplus, and awards increased in size and number once again. An investment committee was formed in 1987 and then expanded the very next year.

"We were given a company, and all of a sudden the Board of Directors had to figure out what to do with it," said Carol Echt, who became executive director in 1988. "It was so interesting to see people step up."

Despite its good fortune, the board did not sit back and relinquish its fundraising duties. For several years in a row, it held a "Wickets and Mallets" Croquet and Badminton Tournament in Hope Ranch. Although well attended and financially successful, the event proved to be a tremendous amount of work for the Foundation's staff and board members.

"Not only did volunteers have to prepare and serve all the food, but they also had to monitor the croquet



tournament,” said Echt. “Hardly anyone had played croquet in their life. It was definitely a challenge, but it was wildly successful and people had a ball!”

SUNKEN GARDENS CEREMONY AWARDS STUDENTS

If 1987 was the economic turning point of the decade, then 1989 was the year the Foundation finally planned an event that raised its public profile – not just once, but year after year. That spring, the Foundation held its first awards ceremony at the Santa Barbara Courthouse Sunken Gardens in an attempt to get recognition in the community and local press. John Davies, a board

member at that time and later board president in 1995-97, initiated the event.

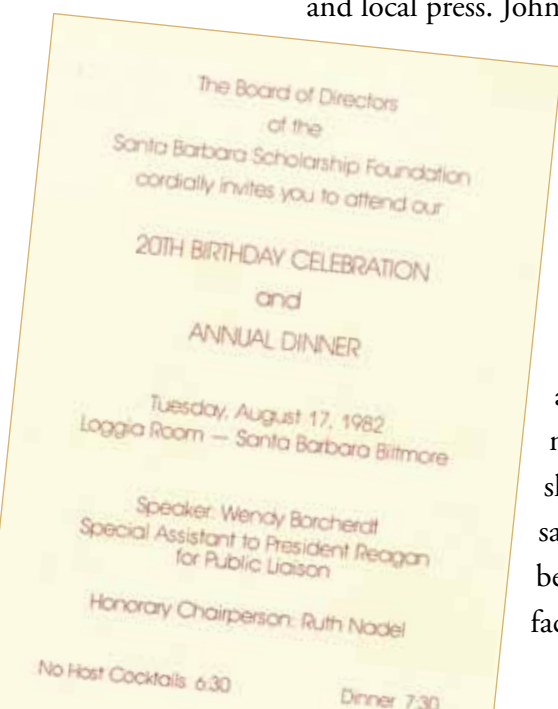
“We came up with an idea to get an article in the newspaper. ‘Let’s show them the kids,’” said Vos. “Nothing is better than those fresh faces.”

The plan worked, garnering considerable local publicity. “So many families came to watch their children be recognized,” said Echt. “The reputation of the Scholarship Foundation spread and grew a lot at that time.”

As president of the Foundation, Vos applied his corporate experience to the non-profit world, making swift changes by shaking up the existing board committee structure. Several committees were eliminated, while seven outreach committees were formed to make contacts with corporations, potential major donors, retirement homes, foundations, and civic clubs. Reports were expected at every board meeting.

“Hugh had high expectations,” said Rapp. “Prior to that time, we were so grateful for anything anyone gave us. Hugh was much more strategic. We went from a more parochial group to a more universal group as a board.”

“In our history, it always seems like the right person stepped forward into a leadership position at just the right time and took us in a new direction which was transformational,” said Rapp, who credits Lindros and Vos for their “game changing” roles during the 1980s.



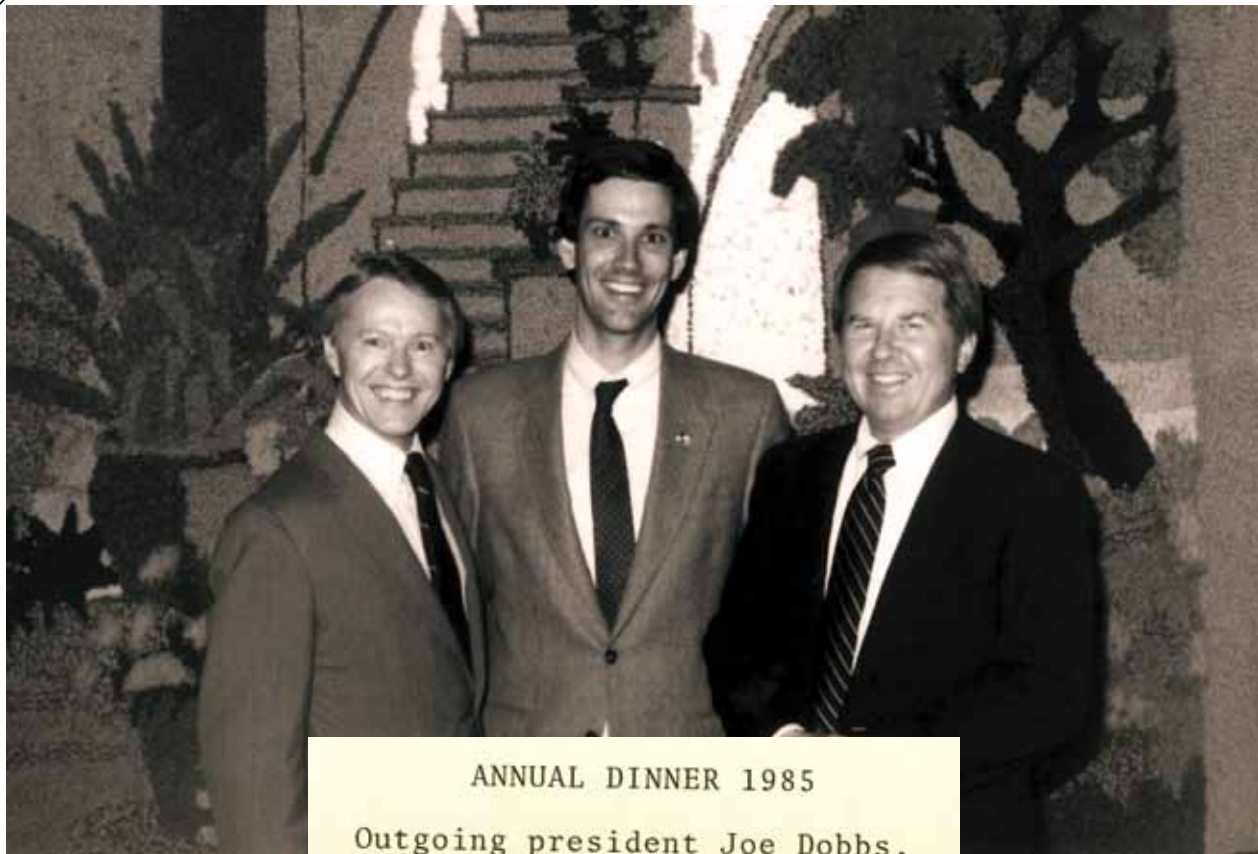
Paula Lopez

Broadcast Journalist

Paula is a ninth generation Santa Barbaran. After graduating from Santa Barbara High School, Paula attended UCSB. An internship in the KEYT newsroom during her sophomore year turned into a part-time job and then a rewarding career.

After earning her Bachelor's degree in the History of Public Policy, Paula was recruited to work at the large-market station KCAL in Los Angeles for six years where she earned the Los Angeles area Emmy Award. Paula has been back in Santa Barbara for more than 20 years and is a trusted name in regional television news.





ANNUAL DINNER 1985

Outgoing president Joe Dobbs,
Guest Speaker Assemblyman Jack
O'Connell, Current president
Carl Lindros



BOARD MEETING- February 1986

Guest Speaker-Kim Robertson-award recipient

“Receiving this award opens many doors for me
and gives me the advantage to accomplish my dreams.”

-Celina Obispo, B. Paul Moser Memorial Trust Vocational Scholarship

1990s ACCELERATING CHANGE

1990: Past President's Council established; Billie Maunz becomes Executive Director

1992: First Concours d'Elegance classic car show; 30th Anniversary Dinner honoring Gail Towbes

1993-1995: Joanne Rapp, President

1996: Second Strategic Plan adopted; First printing of Report to Our Community annual newsletter

1997: Administration of Santa Barbara Foundation Student Aid Program; First KDB Sweethearts' Ball fundraiser

1999-2001: Nancyann Failing, President

1989-1991: Hubert D. Vos, President

1991-1993: Gerald Parent, President

1993: Name changed to Scholarship Foundation of Santa Barbara; First Strategic Plan adopted

1995-1997: John Davies, President

1996: First large endowment gift from George and Dale Cavalletto

1997-1999: Leon P. Bartholomew, President

The 1990s were a transformational decade, a time when the Scholarship Foundation became much more sophisticated in everything it did. It hired professional, full-time staff, raised lots of money, and increased its visibility in the community tenfold.

After spending most of the decade staging elaborate, time-consuming fundraising events, the Foundation realized by the end of the 1990s that it could spend that time in a more useful manner: cultivating donors directly. The motto “quiet, continuous cultivation,” first coined by board president Joanne Rapp, became the rallying cry of the Foundation.

In the first year of the decade, Board President Hugh Vos continued his quest to reshape the Foundation into a more business-like and professional organization. The board approved his proposal to expand its membership to 40 people. Most significantly, in May 1990, the Foundation hired Billie Maunz as its executive director. Maunz’s position was part-time until 1995, when she became a full-time employee. She retired in 2006.

Already an experienced fundraiser and administrator, Maunz is credited by many board members for much of the incredible increase in fundraising during the 1990s. Together, Maunz and Vos were a formidable team. “Hugh Vos was the one who first had the vision of what we could become. He understood relationship building. He started the process of educating the board, and I was ready for that,” said Maunz.

POPULAR EVENTS TAKE CENTER STAGE: CAR SHOW AND SWEETHEARTS’ BALL

The Foundation continued with a busy event calendar through the 1990s. The last “Wickets and Mallets” Croquet Tournament fundraiser was held in 1991, but fewer people attended than in past years, and the board pondered how to make it more exciting. By December of that year, however, a fresh opportunity had presented itself: the local Santa Barbara Concours d’Elegance car show, which needed a new group to be the event organizer.



THE SANTA BARBARA SCHOLARSHIP FOUNDATION

years, Carolyn Ferguson kept them alive in her garage, the “offices” of the Santa Barbara Scholarship Foundation. In 1962, its the foundation gave away book scholarships. This spring, Executive Director Billie Maunz President Gerald Parent at it distributed a record 485 \$513,000. A good donations have come in award recipients.

average in high school. What they all have had in common is potential, desire, and the active support of the Santa Barbara Scholarship Foundation. The fund’s board of directors is not one that people just sit on. Board members throughout its history have not only contributed and solicited money, they have organized fund-raisers, presented outreach programs at high schools, and organized College Fair Night at SBCC. They interview each applicant individually and they provide state and federal financial aid counseling.

The foundation’s

students receiving them that their community believes in them and encourages them. That support has been returned a thousandfold in the form of former recipients who have returned to Santa Barbara. They include Franklin School Principal Nancy Maynez; Westside Boys and Girls Club Director Earl Pointer; Dr. Kathleen Griffin, physician at the Women’s Clinic of Santa Barbara; City of Santa Barbara Assistant City Attorney Cynthia Goena; Cliff Lambert, the city’s Youth Activities director; architect Andy Neuman; high school



Despite the huge time commitment, the board decided to step forward and add the Concours to its fundraising activities.

At the same time it was considering its first Concours d'Elegance, the board was busy planning its 30th anniversary dinner in honor of Gail Towbes, with a goal of raising \$30,000 – a goal that was surpassed. Carolyn Ferguson served as honorary chair, with Maryan Schall and Linda Whiston as co-chairs. Held at the Four Seasons Biltmore in May 1992, the event was a big success.

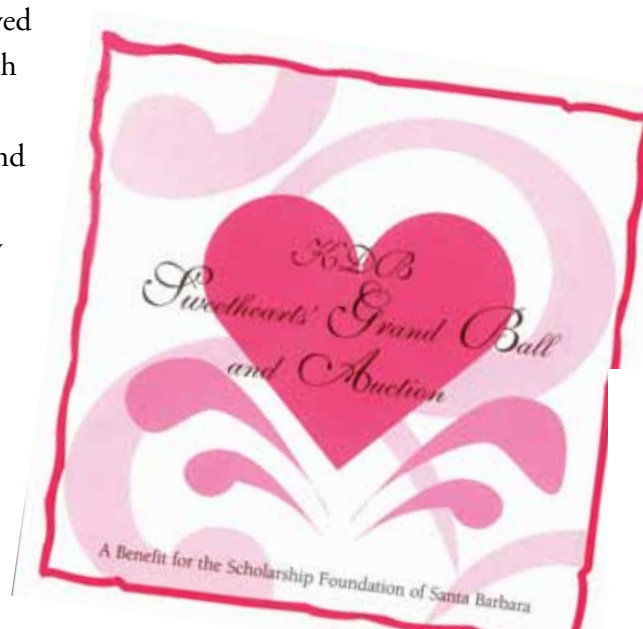
In the fall of 1992, the Foundation presented its first Concours, honoring Lamborghini. The event attracted 7,000 people to the Polo Club in Carpinteria. Even before the financial results were tabulated, the board realized it needed more help if it was going to continue presenting the Concours in future years. So in December 1992, another hire was made: Colette Hadley became the events director. In the next year, she also became the student aid director. “Colette responded to the cause in a more emotional way than anyone else – she



Scholarship Foundation of Santa Barbara Board of Directors, 1993

felt so strongly that every student be treated fairly,” Vos said.

While the Concours d'Elegance received “rave reviews” from car enthusiasts and exhibitors described it as “one of the best in the country,” the event proved to be too much work for the Foundation and its volunteers. “The car show was too much effort for the return we were getting. It was very expensive to put on



Mónica Gil

Senior Vice President

Mónica works extensively with news media, elected officials, community leaders and manages West Coast communications for Nielsen businesses including Nielsen Media Research, Nielsen Entertainment and Nielsen Business Media. Mónica also manages Nielsen's national Hispanic/Latino Strategic Community Outreach and the company's California government and community affairs programs.

Mónica is a graduate of UC Berkeley where she received a Bachelor of Arts in Political Science, and she received her Master's Degree in Public Policy from the USC School of Administration.





model to a relationship-based model,” said Hadley. “The organization needed to mature. Billie Maunz had a laser sharp focus on cultivating donors for the long-term, so the board decided not to pick up another fundraising event.”

and took too much staff time,” said Leon Bartholomew, president during that time.

With the end of the sponsorship of the Concours d’Elegance after five years, the Foundation took on a new fundraising event – the classical music radio station KDB’s Sweethearts’ Ball. “The Sweethearts’ Ball was very successful,” said Bartholomew. “Although I do remember one year it was raining cats and dogs and the tent was leaking!” Dancing to the orchestra and swing bands at the Sweethearts’ Ball was quite popular, but after five years that event had run its course as well.

MAUNZ LEADS THE WAY

“We realized that as much as we liked the public awareness of those events, we were transitioning from an events-based fundraising

However, the appreciation events that fit well with the “quiet, continuous cultivation” motto – the Community Leaders Luncheon, Annual Awards Ceremony, and Annual Dinner – thrived during this time and have become long-standing traditions. “These are the events that connect us to the community and the students – they are our soul,” said Rapp. “They raise awareness of the Scholarship Foundation and they are huge friend-raisers.”

Applications for scholarships increased steadily each year during this decade, as did the amount of awards the Foundation could give away. From 1991 to 1995, scholarship awards had gone up 211 percent, while administrative expenses went down one percent. Maunz ran a tight ship.

Dr. David Sears

Infectious Disease Specialist

David is an honors graduate of Dos Pueblos High School and he attended Northwestern University for his undergraduate career, and then split his medical school education between Dartmouth College and Brown University. Following that, he completed his internal medicine residency at Columbia University Medical Center in New York.

His professional passions are providing patient care to underserved communities and developing health infrastructure to treat endemic infectious diseases. David spent time running an HIV clinic in the Dominican Republic, strengthening a tuberculosis program in Liberia, and doing medical work in Bolivia and Mexico.



A NAME CHANGE

In the early to mid-1990s, the Foundation was still working hard to increase its presence in the community. John Davies, an expert on strategic marketing and public relations, helped immensely during this time by energizing the Foundation's marketing strategy and by heading up a long-range planning and development committee.

First, he recommended changing the organization's name to the Scholarship Foundation of Santa Barbara; the original name of Santa Barbara Scholarship Foundation was too similar to the Santa Barbara Foundation, and many in the community found it confusing. Next came a new logo. Davies and Maunz also produced a newspaper insert called "A Report to Our Community," supervised a direct mail campaign, and produced a video.

While Davies and the board were busy building visibility in Santa Barbara, Hadley started an effort to win national recognition for the Foundation amongst its peers. In 1995, the Scholarship Foundation joined with eight other scholarship providers in other cities to form a national association called the National College Access Network (NCAN). Hadley

discovered that Santa Barbara's Scholarship Foundation was the oldest in the country, and tied with the well-respected Cleveland Scholarship Foundation for largest amount of awards at that time. Hadley would go on to become a board member of NCAN, helping to build it into a strong organization with a national office in Washington, D.C.

IMPORTANT RELATIONSHIPS: CAVALLETTO FAMILY AND SANTA BARBARA FOUNDATION

In 1995, the Foundation's relationship with Dale and George Cavalletto proved to be hugely significant to its future. The Cavallettos, who had been introduced to the Foundation by their friend and former Board President Carl Lindros, had quietly been contributing to the Foundation



Dale and George Cavalletto

Natalie & Ryan Spilborghs

Attorney & Professional Baseball Player

Natalie and Ryan are siblings who attended Santa Barbara High School just one year apart. Encouraged by their parents, both knew exactly what vocation they wanted to pursue at a young age, and set out to reach their goals. After high school Natalie left Santa Barbara to attend UC Davis for her undergraduate degree and then returned home to attend law school and start her legal career. Ryan attended UCSB and worked hard on his degree and his game to earn the notice of big-league scouts. In 2002 he realized his dream when he was drafted as an outfielder by the Colorado Rockies and played for several years. In 2012, he was traded and recently joined the Texas Rangers.



throughout the 1990s. But in the last week of December 1995, the Cavallettos announced an unexpected gift: a piece of industrial property in Santa Maria worth \$1.7 million, the largest single gift to date for the Foundation. This donation was used to establish an endowed scholarship fund in conjunction with the Goleta Rotary Club.

At the same time this good news was received, the Foundation learned that Gail Towbes had died after a long illness. Davies, then president of the Foundation, opened the January 1996 meeting by remarking how it was both “an exciting and sad meeting,” and noted that the Foundation was “a different and stronger organization” because of Gail Towbes’ involvement.

The late 1990s marked another significant event in the history of the Foundation: a collaboration agreement with the Santa Barbara Foundation. For years, local students needed to apply to both the Santa Barbara Foundation and the Scholarship Foundation for grants and loans – each foundation ran similar but separate programs. In the fall of 1995, talks started with the Santa Barbara Foundation to find a more efficient way for students to apply for aid. It helped matters that Joanne Rapp, a former Scholarship Foundation president, was then serving as Chair of the Santa Barbara Foundation’s Board of Trustees. With Michael Towbes serving as the facilitator between the two foundations, an agreement was finalized in 1997.

“What came out of it was a win-win situation for both organizations,” said Bartholomew. And it was a win-win for students and their families as well, who now faced a much less daunting task when assembling the paperwork involved in applying for a scholarship. Maunz said of the collaboration between the two foundations: “It’s a much fairer process and better for everybody involved. The Santa Barbara Foundation, and its Executive Director Chuck Slosser, generously chose to think of what was best for the community.”



SCHOLARSHIP FOUNDATION OF SANTA BARBARA

Report

TO OUR COMMUNITY
SEPTEMBER 1997

Thanks to You:

This Month We Sent 815 Students Off To College

SPEND FIVE MINUTES WITH one of our recipients and you will understand why the Scholarship Foundation of Santa Barbara is so dedicated to making college dreams come true for hundreds of Santa Barbara students.

Today, young people face a world where education is the key to success. Without a college education, young men and women are lost in an age where information is king and the most basic jobs demand higher education.

When I tell people that I have received a scholarship from the Scholarship Foundation of Santa Barbara, I feel proud, not only proud of myself, but proud to be from Santa Barbara, a community that helps students follow their dreams.

Sham Wignat
University of Southern California, Class of 1997

At the same time the rising cost of higher education is forcing many students to leave college with debt larger than their parents first mortgage.

However, for a growing number of young people in Santa Barbara, the news is good. Scholarships from local donors like you made it possible for 815 students this year to go to college and gain the skills necessary to successfully navigate their own ship in a sea of opportunities. But more than just a path to a diploma on the wall, your scholarships communicate to young students that you believe in them.

Scholarships were awarded to 815 deserving students at the annual award ceremony held at the Santa Barbara Courthouse.

More Than Financial Assistance

Often, students tell us that it is the confidence that made the difference.

"It's like a pat on the back," one student wrote us. Another wrote: "A scholarship award is more than financial assistance, it shows each of us you have faith in us, in our abilities, in our dreams."

“Because your donation is earmarked for youth education,
you are betting on a better tomorrow.”

-Grayson Shor, Vos Family Scholarship Fund Recipient

2000s REACHING MATURITY

2000: Third Strategic Plan adopted

2001: First South Coast Business & Technology Awards Dinner

2003-2005: Stephen M. Hicks, President

2004-2005: Santa Barbara Political Roast Dinner

2005-2007: Ken Saxon, President

2007: Colette Hadley becomes Executive Director; Financial Aid Outreach & Advising Program expanded

2008: Formation of Scholars Circle Legacy Society

2010: First Reception in Santa Maria for volunteers and donors

2011-2013: Alan M. Griffin, President

2001-2003: Bruce L. Micheel, President

2002: 40th Anniversary Dinner

2004: FUND (Families United to Nurture Dreams) group established by Ken Saxon and Craig Zimmerman

2005: First Outreach Breakfast for School Counselors and Principals in North County

2006: Fourth Strategic Plan adopted; Retirement Party for Billie Maunz

2007-2009: Joseph L. Cole, President

2009-2011: Patricia MacFarlane, President

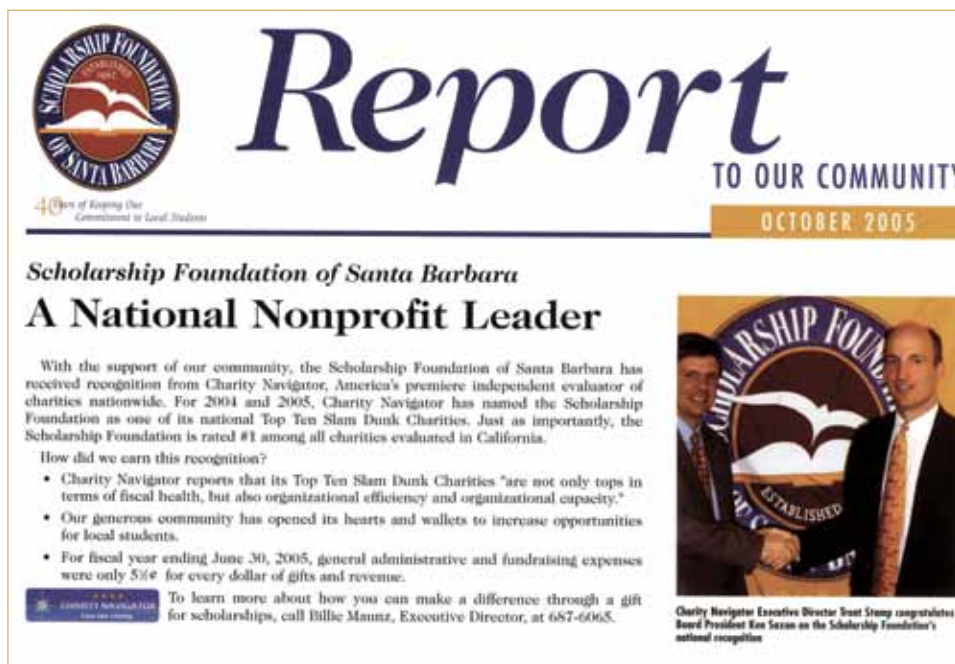
2011: Fifth Strategic Plan adopted

2012: 50th Anniversary Celebration

At the start of the new millennium, the Scholarship Foundation was poised to take advantage of the many new opportunities that would come its way. The hard work of the 1990s paid off: the staff

bigger and better work. In the spring of 2000, it started a new strategic planning process with board member Ken Saxon as its leader. “It’s really easy to get complacent, so we needed a sense of urgency about what needed to be done, and we needed to make it clear what we weren’t achieving,” he said. “The goal was to bring to life the students not being helped.”

Saxon’s committee presented its strategic plan to the board in 2001. Those initiatives, together with a follow-up plan in 2006, guided the Foundation throughout the decade and influenced many of the board’s decisions, such as expanding financial aid advising and outreach efforts, and reaching out in an equivalent way with scholarships to students in the North County area.



worked like a well-oiled machine in concert with a focused and experienced board.

This maturity, combined with the urgent needs of local students, led foundations and trusts such as the Cavalletto Charities, the Orfalea Foundation, and the Burnand-Partridge Foundation to make significant multi-million dollar commitments to the Scholarship Foundation during this decade. And with the support of loyal donors, the Scholarship Foundation weathered the 2008 recession in fine shape and recovered nicely.

Despite its well-regarded standing in the community, throughout the decade the Scholarship Foundation challenged itself to do

SIGNIFICANT GIFT LEADS TO MEDICAL AND GRADUATE SCHOLARSHIPS

Of course, meeting the lofty goals of the strategic plan would cost more money. Fortunately, the Foundation was about to receive a number of large and ongoing gifts to help it achieve its goals.



"This organization is unusual in that it sets ambitious goals and then overachieves them," Saxon said.

In April 2001, the Foundation made an agreement with the trustees of a family trust that was interested in giving a large annual grant for medical and graduate school scholarships. The trust, at that time called the BP Foundation but now called the Burnand-Partridge Foundation, asked the Scholarship Foundation to administer up to \$1 million in scholarships for serious and gifted students each year. The addition of significant scholarships for medical and graduate school applicants was an important development for the Scholarship Foundation, allowing it to help students at all post-secondary levels.

Also in 2001, the Scholarship Foundation became the beneficiary of a local corporate event called the South Coast Business and Technology Awards Dinner, which honors businesses and individuals that keep the South Coast economically vibrant. That year, the event netted \$100,000. The Scholarship Foundation continues to be the beneficiary of this event, and each year the number of people attending increases as does the amount of sponsorship money pledged; in 2011, the event attracted almost 700 people and grossed

\$207,000. "Many guests tell us it is the best business networking event in Santa Barbara," Hadley reported to the board.

CAVALLETTO CHARITIES UNDERWRITES ADMINISTRATIVE COSTS

While these new partnerships were being formed, existing relationships continued to be essential to the Foundation. George and Dale Cavalletto, who had given the Foundation its largest gift in the 1990s for an endowed scholarship fund, became increasingly involved with the students who were awarded their scholarships, hosting a reception each year to honor them. "George would go around



Dr. Ameera Thomas Pediatric Dentist

Ameera is a 1999 graduate of Lompoc High School, where she achieved excellence as an all-around performer. After receiving her Bachelor's degree in Anthropology at Princeton University, Ameera went on to earn a Doctor of Dental Medicine degree and a Master's degree in Bioethics at the University of Pennsylvania.

Her general dentistry residency was at Harvard University and her residency in pediatric dentistry was performed at the University of Washington Children's Hospital. Her interests are in access to pediatric dental care for underserved and special needs populations.



the room introducing himself to each student individually, saying to call him if they needed anything during the year,” said Maunz. “He was bigger than life, a wonderful character.”

Valerie Fuelle, Dale Cavalletto’s daughter, remembers George pulling out letters he had received from students and reading them aloud at the dinner table to his family. “The Scholarship Foundation of Santa Barbara was truly his number one charity,” she said. “He really wanted to see the money he earned in his life go to good use.”

George Cavalletto died in June 2000. In memory of George, Dale Cavalletto established the George Cavalletto Memorial Law Scholarship Fund with a stunning \$2.4 million gift to the Foundation.

Sadly, Dale died two years later. But George and Dale left an even larger legacy than their two generous endowed scholarship funds. Their estate plan set up the Cavalletto Charities, which awards at least fifty percent of the trust earnings to the Scholarship Foundation each year. The gift pays for a majority of the administrative costs of the Foundation.

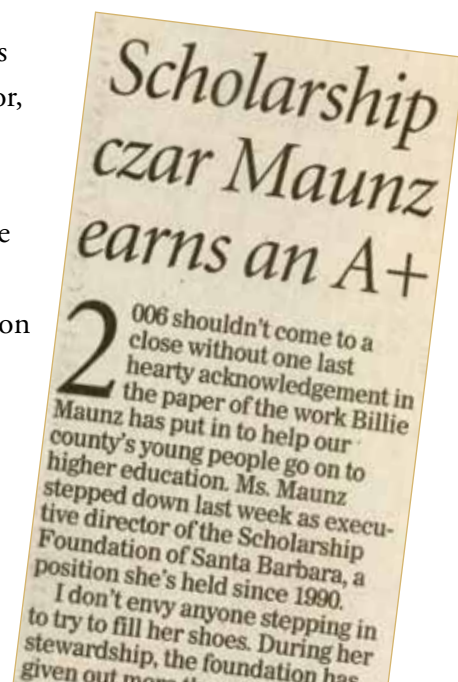
“We thought it would make a very strong statement. We wanted to step up to the plate and pay for the overhead,” said Fuelle, who

serves as a trustee. “I tell people to this day, ‘If you give \$100 to the Scholarship Foundation, the students gets \$100.’ I think that carries a lot of weight.”

“At some point, due to our program growth, it would have been very hard to maintain a ‘no fee’ model for general scholarship donors,” said Hadley. “Now, our annual operational expenses are significantly underwritten by the Cavalletto Charities. George and Dale’s commitment was and continues to be transformational for the Scholarship Foundation.”

CHARITY NAVIGATOR: FOUNDATION IS A “SLAM DUNK!”

In part because of this gift, Charity Navigator, an independent evaluator of non-profits throughout the country, named the Scholarship Foundation a “national Top 10 Slam Dunk” charity in 2004 and 2005. For 2011, Charity Navigator awarded the Foundation the



Dawa & Namgyal Sherpa

UC Santa Barbara Students



Dawa and Namgyal are sister and brother, born to parents who emigrated from Nepal to Santa Barbara. As first generation college students, Dawa and Namgyal faced language and cultural barriers, but have successfully persevered with grace and humility. Dawa and Namgyal graduated with honors from Santa Barbara High School and chose to attend UC Santa Barbara, majoring in Biochemistry. Both have earned their way through college by winning scholarship awards and by working as catering assistants. “We are profoundly thankful for the support of all of the Scholarship Foundation’s donors,” say the Sherpas. The next goal for both is to attain advanced degrees, and Dawa will embark first on that journey in fall 2012 when she begins attending medical school at UC San Francisco.





Billie Maunz and Colette Hadley

highest ranking of four stars, which was the eighth time that had happened.

By mid-decade, the Scholarship Foundation prepared for a big transition. After 16 years as executive director, Billie Maunz was ready to move on. She approached the board with her choice of a successor: Hadley, who by then held the title of associate executive director. “I think everyone understood that Colette was an executive director in training,” Maunz said. Joe Cole, who was president of the Foundation at the time, remembers that the board did a lot of work to prepare for a successful transition.

OUTREACH AND ADVISING PROGRAM EXPANSION

On January 1, 2007, Hadley assumed the role of executive director, bringing a new emphasis on outreach and financial aid advising to the Foundation’s work. This increase was in

part because of Hadley’s personal passion for outreach. It also reflected the results of the Foundation’s strategic planning process and a partnership with the Orfalea Foundation, which was willing to fund support programs in order to reach more underserved student populations. The Scholarship Foundation hired a bilingual outreach manager to supervise and grow the program.

“What we love about the Scholarship Foundation is its ability to partner with the community to give the student and the family the support they need to be successful,” said Natalie Orfalea, co-founder of the Orfalea Foundation, which also funds a generous number of scholarships.

From experience, the Scholarship Foundation had learned that first generation college students from low-income families need more support than simply a gift of several thousand dollars to pay part of a tuition bill. In order to qualify for additional free federal and state aid, complicated and confusing financial aid forms need to be completed. “That federal financial aid form is intimidating. If you don’t have someone to ask, you aren’t going to do it,” said Patty MacFarlane, board president from 2009-11.



Kelly Gleason

Maritime Archaeologist

Kelly is a maritime archaeologist with Papah'naumoku'kea Marine National Monument. Following an undergraduate degree at the University of Notre Dame, Kelly pursued a Master's in Nautical Archaeology at St. Andrews University in Scotland and a Doctorate at East Carolina University in North Carolina.

In 2004, she began working for the Office of National Marine Sanctuaries in Honolulu, Hawaii as part of the Pacific Islands Region. In addition to her experience working on sites in the Main and Northwestern Hawaiian Islands, Kelly has worked on shipwreck sites in Scotland, North Carolina, Northern California, Washington, the Great Lakes and the Caribbean.



By the spring of 2008, the outreach activities were clearly working: 2,657 students applied for scholarships, a significant increase from a year earlier. Fifty-two percent of those applying were first-generation college students. Fundraising was going well also: the Scholarship Foundation gave away \$6.2 million.

MARKET CRASH HITS, FOUNDATION STAYS SOLID

Disruption was just around the corner,

however. When the worldwide recession and market crash hit in the fall of 2008, the Foundation's investment portfolio lost significant value. At the January 2009 board meeting, Cole delivered the bad news that most of the endowed scholarship funds would not be able to make awards that spring. But, he reassured the board, "the operations of the Foundation are not at risk." Donors stepped up, and the response to the Foundation's year-end fundraising appeal was as strong as the year before.

"Nobody panicked," said Cole. However, board members did feel deep sadness because they knew that the investment portfolio's slide meant a lot of students would not be receiving scholarships that year. In all, more than 900 qualified students were denied awards, double the number denied the year before. The year 2009 was the only time in the decade of the 2000s that the total award amount decreased.

Soon after, the Scholarship Foundation rebounded robustly. By the spring of 2010, a record 34 new scholarship funds were established, and the investment portfolio was starting to recover. The total



Lorenzo Gomez

UCLA Graduate Student

"I've traveled a rough road to get to where I am today. I went to five different elementary schools and we struggled, financially, as a family," says Lorenzo. Lorenzo earned a 3.94 GPA at Santa Maria High School, attended community college and then transferred to UC Riverside for his undergraduate degree. Lorenzo loves Computer Science and his goal is to eventually achieve a PhD in Software Engineering. "The Foundation's scholarship money has helped fund my education, but it's more than that," he states. "I feel that every time I receive these awards it is a confirmation of my success. I am appreciative to the donors for making this possible."



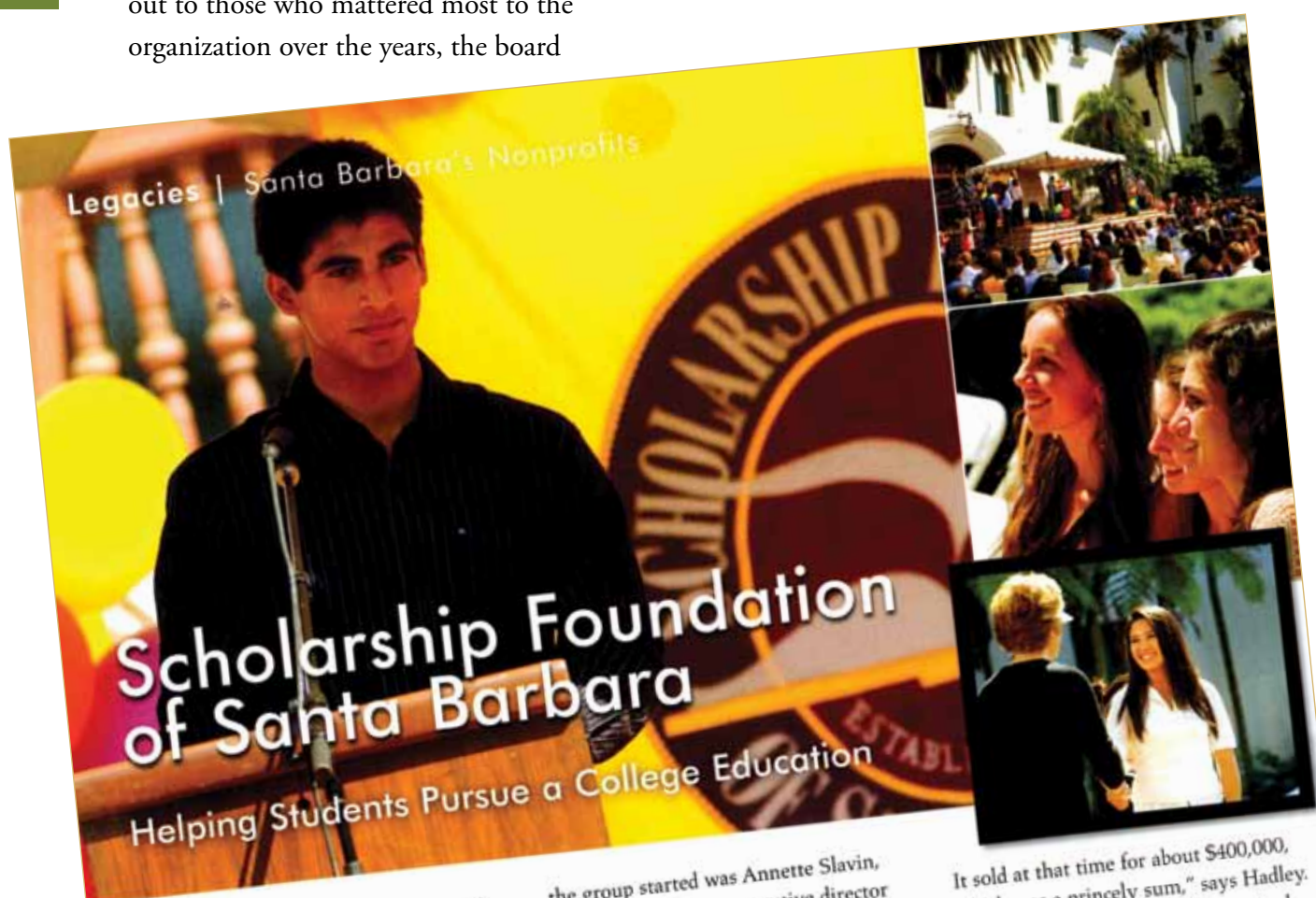
amount of scholarship grants hit \$6.3 million. "The flow of annual gifts to the Scholarship Foundation is remarkably positive," said Saxon during one board meeting. "I attribute much of this support to the care and cultivation of loyal donors, many of whom are attracted to us because of the efficient management of our program."

50TH ANNIVERSARY CELEBRATION RAISES MILLIONS

With its usual thoroughness and reputation for being prepared, the Foundation started planning for its 50th Anniversary Celebration two years in advance, in 2010. Reaching out to those who mattered most to the organization over the years, the board

asked Michael Towbes, one of the original board members, to serve as chair of the 50th Anniversary Honorary Committee. Past Presidents Joanne Rapp and Patty MacFarlane were named co-chairs of the 50th Anniversary Celebration Committee.

Three goals were set for the 50th Anniversary in 2012: to raise public awareness of the Scholarship Foundation with students and with potential contributors; to celebrate the Foundation's history, traditions, and success; and to appreciate donors and raise more funds in order to meet the objectives of the strategic plan.



"A PROJECT OF IMMEASURABLE potential benefit to the young men and women of this community is the one now being organized as the Santa Barbara Scholarship Foundation," reported *Santa Barbara News-Press* on June 14, 1962.

Now, 46 years later, the Scholarship Foundation of Santa Barbara (it was renamed in 1993) has grown and thrived, helping more than 23,000 students pursue

the group started was Annette Slavin, now deceased," says executive director Colette Hadley. "The Scholarship Foundation's first fundraising event was a New Year's Eve party at Annette's house."

The foundation was an all-volunteer organization for 14 years, and its first employee, Carolyn Ferguson, became part-time executive director after being involved as a volunteer. "Gail Towbes was another volunteer and the first director of development," says Hadley. "She

It sold at that time for about \$400,000, which was a princely sum," says Hadley.

In the 1980s, the foundation raised money with "Wickets and Mallets," an elegant croquet tournament held at the Klinger Estate in Hope Ranch, and the first Concours d'Elegance classic car show was held to benefit the foundation in 1992, bringing new donors and even more attention to the organization. In that decade, assets increased greatly and annual awards went up fivefold to \$2.1 million.

Co-chairs MacFarlane and Rapp, along with the Board of Directors and committee members, set a goal of raising \$7.5 million above and beyond the usual annual giving in the 50th anniversary year. These additional funds would be used to eliminate the persistent gap of more than 500 qualified students who have been denied a scholarship award each year in the last decade; and also to triple the amount of financial aid and outreach services provided.

“Education is the only thing that is going to bring people out of poverty,” said MacFarlane, who feels passionately about education in part

because she was the first woman in her family to go to college. “I’m hard pressed to find a better investment for my money to make an impact on our community.”

As the Scholarship Foundation embarks on the next fifty years of its journey, there is no doubt it will continue to create opportunity and transform lives ... one scholarship at a time.



OUR 152ND YEAR

THURSDAY, MAY 24, 2007

HIGHER LEARNING

SCHOLARSHIP FOUNDATION AWARDS \$5.4M IN SCHOLARSHIPS





50TH ANNIVERSARY VOLUNTEERS



Patty MacFarlane and Joanne Rapp, *Co-Chairs*

HONORARY COMMITTEE

Michael Towbes, *Chair*

P. Steven Ainsley	Arthur Gaudi	Natalie Orfalea
Chris & Anita Anderson	Marilyn Gevirtz	Jerry & Claire Parent
Ed & Sue Birch	Charles Greene	Charles Partridge
Susan Bower	Jeff & Judy Henley	Santa Ynez Band of Chumash Indians
Burnand-Partridge Foundation	Arthur & Barbara Henzell	Richard & Maryan Schall
David & Leila Carpenter	Preston & Maurine Hotchkis	Nancy Schlosser
Cavalletto Charities	James & Shirley Ann Hurley	Jean Schuyler
Sarah & Roger Chrisman	Jackie Inskip	Harris & Ann Seed
Carnzu Clark	Palmer & Susan Jackson, Jr.	Chuck & Stephanie Slosser
Reece Duca	Paula Lopez & Frank Ochoa	Cliff & Juliette Sponsel
Suzanne Duca	Peter MacDougall	Warren & Mary Lynn Staley
Harold Frank	Tim & Bernie Marquez	Anne Towbes
Erik & Judy Frost	Billie Maunz	Eleanor Van Cott
Ron & Andrea Gallo	Craig & Susan McCaw	Hugh & Susie Vos

CELEBRATION COMMITTEE

June Anderle	Christie Glanville	Karen Peus
Chris Anderson	Ed Graper	Rick & Regina Roney
Leon Bartholomew	Alan & Patricia Griffin	Lisa Rivas
Peggy Blasingame	Norm Habermann	Ginger Salazar
Karlyn Boppell	Vicki Hazard	Ken Saxon
Scott Brittingham	Stephen M. Hicks	Maryan Schall
Merryl Brown	Jim Knight	Jay Smith
Joe Cole	Carl L. Lindros	Peter & Debby Stalker
Michael Cooney	Don Logan	Rachael Steidl
John Davies	Dale Marquis	Richard Welch
Joe W. Dobbs	David Medina	David Yossem
Nancyann Failing	Bruce L. Micheel	
Janet Garufis	Kathy O' Leary	



FOUNDATION DIRECTORS

1962 - 2012

1960s

Louise Archbald	Robert Costello	Bobby Goodenow	Katherine McCloskey	Sarah Roberts	Ted Smyth
Louise Archenbronn	Robert Curiel	James Gray	Helen Moore	Sally Rugg	David Tilton
Edith Balch	Mrs. John Dahl	Ray Haley	Claude Morter	Roger Saunders	Peggy Timmons
Leslie Barnett	Alton Derrick	George Hall	Ruth Nadel	Otey Scruggs	Michael Towbes
Frances Benes	E.T. Feldsted	Gene Harris	John D. Nigra	Doris Sexton	Walter Van Cott
Harold Beveridge	Carolyn Ferguson	James Jordano	John Noble	Buzz Shaw	Donald Welch
Jim Black	Wilbur Fillippini	Les Joynes	Bruce O'Neal	I.B. Shaw	Richard Welch
Ann Black	Lois Fingal	Mrs. Frank Kaufman	Helen Pedotti	Elmer Sherrill	Victor Welo
Jeanne Bogle	Mrs. Donald French	Winifred Lancaster	Maxine Preston	David Siebert	
Mrs. Charles	Roy Gammill	Marie Lantagne	Phil Pringle	Annette Slavin	
Campbell, Jr.	Jim Garvin	Nettie Leiter	Leona Rathbone	Gail Smith	
Sylvia Carlson	Gerald Ginn	Carl Lindros	Lyle Reynolds	Dana Smith	

1970s

Robert Alcocer	Peggy Blasingame	Ian Crow	John Kemp	Brian O'Gorman	Margaret Snyder
Marian Ambrose	Chuck Brown	Joe W. Dobbs	Elaine Lindblad	John Pollitt	Elaine Thompson
Judy Anderson	Michael Bruce	Eugenia Frost	Katheryn Marriott	Betty Pringle	Gail Towbes
Genay Andre	Jean Caesar	Beverly Garnes	Fredda Meisel	Faith Ryan	Jeanne Vesey
Isabel Bartolome	Patty Campbell	Arthur Gaudi	Sumi Minami	Douglas Schmidt	Deanne Violich
Betty Benson	Foster Campbell	Evelyn Golden	Mal Morehouse	Nancy Seed	Irma Walker
Howard Bess	Earl Catcott	Lori Grimaud	Andy Neumann	Ernestine Shean	Bonnie Waxman
Kim Bish	Nancy Chace	Barbie Henzell	Hal O'Donnell	Fred Slavin	

1980s

Joan Ackley	Nancy Emerson	Chuck Hedrick	Dianne Muench	Sal Rodriguez	Sally Subject
June I. Anderle	Nancyann Failing	Carol Henderson	Gerald Parent	John Romo	Marilyn Van Donge
Steven Anders	Earl Favor	Tony Jensen	Lee Peters	Faye Rossow	David Van Horne
Bart Araujo	Marilyn Gevirtz	Marie Lantagne	Karen Peus	Kermit Seefeld	Hubert D. Vos
Cally Brennand	Roy Green	Carl L. Lindros	Phyllis Prager	Mike Siefe	Betty Weisman
George Campbell	Charles E. Greene	Joanell Lyons	Leonard Price	Howard Simon	Carol Wenzlau
Earl Damitz	Fred Hamlin	Marcia McGuire	Frank Priestor	Larie Smith	Patty Whalen
John Davies	Gerald Hedden	David Medina	Joanne Rapp	Peter Stalker, II	Linda Whiston

1990s

Marjorie Bailey	Joseph L. Cole	Alan M. Griffin	Gerd Jordano	Barrett O'Gorman	Arthur Swalley
Rick Banks	Pam Cox	Norm Habermann	Richard Lowenthal	John Rydell, III	Donna Tate
Leon P. Bartholomew	Tom Davidson	Steve Halsted	Dale Marquis	I. Kenneth Saxon	John Tynan
Karlyn Boppell	Carole Echt	Betty Hatch	Art Merovick	Maryan Schall	Jerry White
Gale Busch	Linda Frankel	Stephen M. Hicks	Bruce L. Micheel	Phil Smith	Jan Whitworth
Cathy Carpenter	Sally Giloith	Shirley Ann Hurley	Roy Miller	Gordon "Bud" Sprague	David Yossem

2000s

Roger Aceves	Janet Garufis	L. Robert Johnson	Barbara Mullaney	Angela Siemens	Fernando Velez, Jr.
Joan Arnold	Christie Glanville	Jim Knight	Kathy O'Leary	Jay Smith	Rick Wells
Greg Bartholomew	Geri Green	Robert Lawson	Ken Pash	Jean Smith	Kelly Whalen
Trudi Carey	Dianne Harrell	Donald Logan	Tom Pickett	Rachael Steidl	Julie Whalen Schuetz
Laura Corrigan	Vicki Hazard	Patricia MacFarlane	Lisa Rivas	Bill Terre	Taylor Woodward
Erik Frost	Diana Jessup Lee	Suzanne McNeely	Ginger Salazar	Sandra Tyler	Craig Zimmerman

We have attempted to list all people who served as board members, according to the decade in which they joined the board.



LEADERSHIP & STAFF

2011 - 2012



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VP-Administration

Christie Glanville

VP-Development

Lisa Rivas

VP-Student Programs

Greg Bartholomew

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Joan Arnold

Gale Busch

Trudi Carey

Erik Frost

Janet Garufis

Geri Green

Norm Habermann

Shirley Ann Hurley

L. Robert Johnson

Jim Knight

Diana Lee

Donald Logan

Dale Marquis

Suzanne McNeely

David Medina, M.D.

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Kathy O'Leary

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Tom Pickett

Maryan Schall

Angela Siemens

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Jean A. Smith

Rachael Steidl

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Bill Terre

Fernando Velez, Jr.

Richard Wells

Julie Whalen Schuetz

Gerald White

Jan Whitworth

J. Taylor Woodward

E. David Yossem

Craig Zimmerman

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Peggy Blasingame

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Stephen M. Hicks

Carl E. Lindros

Bruce L. Micheel

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Rebecca Anderson

Daniela De Bem

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Maria Gonzalez Gaona

Hallie Goodall

Colette Hadley

Nicole Jones

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805.687.6065

www.sbscholarship.org

P.O. BOX 3620, SANTA BARBARA, CA 93130-3620