

Reflections

Fall 2009



The Planned Giving Society of the USI Foundation

A simple way to make a significant gift...

A longtime member of the University family designates a gift of life insurance for a fund that will award scholarships to business and education majors and student athletes.

John Deem felt the promise of what the University could become in 1967 when he came to Evansville to interview for a job. Having just completed a Master of Business Administration degree at Murray State University in Kentucky, he already had accepted a position as an instructor in accounting at Indiana State University in Terre Haute. Then came a phone call that changed his life. The dean at ISU told him about the satellite campus in Evansville. It was closer to Deem's hometown of Geff, Illinois, and closer to his wife's hometown of Fairfield, Illinois. The Evansville campus needed a business instructor. He might want to check that out.

Deem interviewed on a hot summer day when the screenless windows of the old Centennial School, the University's start-up location, beckoned humidity and bugs inside. Still, he left the interview convinced that this was where he wanted to teach.

"It was an opportunity to get in on the ground floor," Deem said. "We have never looked back. It was a decision we never questioned."

The University was a fledgling two-year-old with 922 students when Deem came on board. In 42 years with the University, he has witnessed many milestones, including the development of the modern suburban campus, the transition to an independent state university, and enrollment growth to more than 10,000 students. Deem serves as associate vice president for Student Affairs and assistant professor of accounting. Over the

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years he has accepted many responsibilities. For 35 years he taught accounting classes. He was registrar for 33 years, seeing technology advance from punch cards to online registration. He also has served as director of Veterans' Affairs, assistant vice president for Student

Affairs, assistant vice president for Academic Affairs, and acting vice president for Student Affairs. He was the



Pam and John Deem

first basketball coach. He and Pam have been active with the Varsity Club since its beginning. In 2007, the Alumni Association honored him with its Special Recognition Award.

In appreciation for the University, the Deems have established a scholarship, the Deem Memorial Scholarship. They have contributed to the fund in the USI Foundation over the years and, in 1996, they committed to a deferred gift. The proceeds of a life insurance policy will increase the value of the fund. "We thought this would be an excellent way to perpetuate the growth of the scholarship," Deem said.

The policy designates the USI Foundation as the beneficiary. It was a simple way for the Deems to bring about a substantial future gift. Based on their interests, they plan to award scholarships to students majoring in business and education and to student athletes.

The scholarship is a tribute to the Deem family's long regard for education. John Deem's great-grandfather was a teacher; his grandfather served on the board of the elementary school in Geff; and his father served on the high school board of trustees. John Deem was elected to

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A simple way to make a significant gift...

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three terms on the Evansville Vanderburgh School Corporation Board of Trustees. He has spent his entire career at USI. Pam '83, an elementary education graduate, is a former teacher. Her employment in Evansville has included positions as a kindergarten teacher, director of a day-care center, vice president of a local corporation, and others. She retired in 2005 from Fifth Third Bank, where she had worked for 13 years.

Friends and family members also made gifts to the fund in memory of John's mother Virginia upon her death in 2004.

The Deems' two sons and daughters-in-law attended USI. Tim '93 and his wife Diane '93 are the parents of Nathan and Joshua, students at Evansville's Reitz High School. Brian and his wife Robin are the parents of Courtney and Hayden, students at Memorial High School, and Landon, who attends Good Shepherd School. The grandchildren know USI well through sports camps, art classes, alumni events, and other campus activities.

John Deem is pleased that the accomplishments of alumni continue to grow and that many former students

stay active with the University. As the first basketball coach, he led a team that practiced at the YWCA, played games at Plaza Park Middle School, and made its first road trip to Harrisburg, Illinois, for a tournament. A starting guard was Robbie Kent, now a retired automobile dealer and longtime generous USI benefactor. Kent received an honorary Doctor of Laws degree from the University at the 2009 Commencement. Another team member was the late Bill Joergens, whose estate gift funds the Bill Joergens Memorial Tournament hosted by the men's basketball team each November.

The Deems joined in saying that USI has been more than an employer to them. They call it a solid rock—always there with support, entertainment, cultural programs, and opportunities of many kinds. "We can't imagine ourselves being anywhere else," they said.

The Deem scholarship will perpetuate opportunities in higher education for students in the years to come.

"We feel in our hearts that this is what we want to do, and we do what our hearts tell us," they said.

Life insurance

Life insurance is one of the least costly and most flexible deferred gifts available. Premium payments are always significantly less than the face amount of the policy. The purchaser of a life insurance policy who names the USI Foundation as owner and beneficiary can receive a charitable gift deduction for each premium payment. The donor of an existing paid-up life insurance policy receives a charitable gift deduction approximately equal to the lesser of the basis in the policy or the cash surrender value.

Your annual gifts can continue forever

The University of Southern Indiana depends on many loyal friends and alumni who make annual gifts which help the University underwrite student scholarships and enhance its educational programs. When a benefactor dies, then that support ends.

You can continue your commitment to support higher education on an annual basis beyond your lifetime by

including the USI Foundation in your will. With a bequest to the USI Foundation, you can continue your annual support where the need is greatest or to sustain specific programs which were important to you during your lifetime. You can create a permanent legacy. Here is how to accomplish that:

You can perpetuate your annual support of:	With a bequest of:
\$ 450	\$ 10,000
\$1,125	\$ 25,000
\$2,250	\$ 50,000
\$3,375	\$ 75,000
\$4,500	\$100,000

*Assumes an average annual rate of return of 4.5 percent on bequests received by the USI Foundation.

Concerned about the level of your Social Security income? Would you like to have more income and help USI at the same time? Call the USI Foundation and ask how you can do both with a charitable gift annuity.

This newsletter is for information only. For specific legal and tax-planning guidance, please consult your professional advisors.

For more information or other gift-planning ideas, return the enclosed reply card or contact the USI Foundation. David A. Bower • USI Foundation • 8600 University Boulevard • Evansville, Indiana 47712 • 812/464-1918



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In Evansville and the Tri-State Area
Make a Difference in the Lives that Follow

Leave A Legacy® is a community-based effort that encourages people from all walks of life and all income levels to make gifts from their estates to the nonprofit organizations of their choice. This program is sponsored in Evansville by the National Committee on Planned Giving through the Evansville Area Fundraising Council.