

# A family tradition of giving

It is a spectacular sight to see in autumn, the amber waters of the Tahquamenon Falls crashing into the river below, surrounded by the brilliant reds, yellows and oranges of the dense forest's changing colors. The Tahquamenon Falls are the second highest in the United States to Niagara and were made famous by Henry Longfellow in his epic poem, "Hiawatha." Tucked into this idyllic setting is Camp 33, a favorite stop for area residents and visitors alike.

It is here that **Barrett Ludlow '83 BS** comes to work each day, having rebuilt with his sister, Lark, the facility their grandparents built in the 1950s. Today, Camp 33 is a rustic but modern 15,000-square foot reception area that includes a gift shop and micro brewery. But when Jack and Mimi Barrett of Newberry first bought the land, it was a rugged piece of heaven on earth that could be accessed only by travel along the river. Over time, Jack and Mimi had the visitors' lodge constructed and gave it the moniker Camp 33, in the tradition of logging companies naming each site by the numerical order in which it was built. For Jack, a logger by trade, this was his 33rd site, although not technically a logging camp. The elder Barretts worked with the Department of Natural Resources to have a road built to the facility. Later, the couple would sell all but two of the 160 acres they owned at Camp 33 to the State of Michigan with the requirement that the land be preserved and used as a public recreation area. It is now Tahquamenon Falls State Park.

Rebuilding this portion of their grandparents' legacy was both a personal and professional endeavor for the younger Ludlows, but it is not the only family tradition Barrett has upheld. For the past 20 years he has spearheaded the funding of a scholarship endowment at Northern.

"Supporting academics is something our family has always done," said Ludlow. "Quite awhile back, my father initiated a scholarship for students from Newberry area schools to attend Northern. There is

When he stops to think about it, Ludlow can't help but be surprised that 20 years has come and gone since he first helped to create a scholarship endowment at Northern, initially in memory of **Deborah Marie Bray '83 BS**, his fiancée who died in 1986 of a brain tumor.

"Debbie and I met at Northern and we were together six years before she died. The last semester of our senior year we found out she had a brain tumor and she wasn't supposed to live long, but she lived



Barrett and Lark Ludlow at Camp 33 in Newberry.

also a scholarship in honor of my mother at the University of Michigan. When part of the Paradise School was being torn down, school officials brought us a plaque honoring my grandparents for their contribution to that school's first computer lab. We've just always viewed education as one of the keys to success."

another three years. When she died, my friends and family and I started a scholarship for an NMU student, preferably a woman working her way through college like Debbie did. She got through school with the help of scholarships and by working."

The Ludlow Family Scholarship Endowment is given to an NMU

junior majoring in accounting, computer information systems or business information systems.

"Since this was started, I don't think we've missed a year [adding to it]. It's hard to believe, but this scholarship award, over time, has amounted to around \$20,000 to help Northern students," Ludlow said.

Alumni and friends who give consistently to build their endowments make a significant contribution to the university, said Martha Haynes, executive director of the NMU Foundation.

"We appreciate that the Ludlow family makes a yearly commitment to NMU," said Haynes. "They are continuing to build their family's endowment, which grows the principle, and subsequently provides even more assistance to students at Northern. Besides the financial benefits, I think donors such as the Ludlows enjoy reconnecting with Northern each year and knowing that they continue to make a difference in the life of students and the well being of the university."

Northern is a special place to the Ludlow family. Barrett's father, John, taught business management in the College of Business for 25 years. He was also a volunteer NMU football coach and continues to support Wildcat athletics with a golf outing in the Newberry area each year.

"I attended U of M and the University of Wisconsin later and while those are great schools, they just couldn't compare to Northern," said Ludlow. "At NMU we had the small class size and we were able to get to know our professors so well. If you had a question, you just raised your hand and got it

answered, usually with the professor calling you by name. That just didn't happen at the bigger schools."

After graduating from NMU with his bachelor's degree in management, Ludlow returned to the NMU classroom to take courses in calculus and physics before heading to UW-Madison, where he earned a degree in meteorology in 1987. Two years later, he and his sister began the Camp 33

renovation: a business endeavor, labor of love and the continuation of a family tradition.

"Philanthropy, giving back, is a big part of our fiber," said Ludlow.

To learn more about endowments, go to the NMU Foundation Web page at [www.nmu.edu/foundation](http://www.nmu.edu/foundation). To contact the Foundation, e-mail [foundtn@nmu.edu](mailto:foundation@nmu.edu) or call 906-227-2627.

—Cindy Paavola, '84 BS

## ANNUAL GIVING IS UP SIGNIFICANTLY

**2**005-06 was a banner year for alumni and friends showing support to Northern Michigan University through annual giving. Pledges amounted to \$325,000, more than double previous years. Large increases also were realized in the number of donors, matching gift dollars, average pledge and credit card payments for immediate pledge fulfillment. Additionally, more than 900 alumni made their first-ever gift to the annual giving program at NMU.

"Annual giving is vital to a progressive university such as Northern," said Robyn Stille, director of annual giving. "It is the key to helping launch new initiatives and to providing ongoing funds for student programs."

To rejuvenate its annual giving, the NMU Foundation partnered last year with RuffaloCODY, a company that specializes in telephone fundraising and annual giving programs. RuffaloCODY assisted the Foundation in an intensive database cleanup effort, which resulted in the call center increasing efficiency and effectiveness of calls being made. The call center is staffed by students and operates year-round.

"What the annual giving dollars enable us to do is to assist students, for instance, with travel to professional conferences, and departments with such things as upgrading their labs. These enhance learning opportunities for students," said Don Rybacki, associate dean of the College of Arts and Sciences and department head for Communication and Performance Studies. "For the most part, academic department budgets take care of day-to-day operations, so when annual giving increases, it expands the university's ability to increase opportunities for students."

Annual giving is also the program through which the university receives most of its yearly unrestricted dollars—gifts made to be used at the discretion of the university where they are most needed.

"We know alumni and friends care about the university and its students. They want to help advance Northern. The NMU Foundation's annual giving program is one opportunity for them to do so. I think the increase in annual giving demonstrates their generosity and commitment to NMU," said Stille.