

# Partnerships

A Newsletter from the Benjamin F. Raymond and Annie Clarkson Societies

Vol. 1 June 2014

## Potsdam-Clarkson Couple Endows “His and Hers” Scholarships

By Nancy Griffin

Ever since they were undergraduates, Irving and Shirley (Wolf) Crane knew that the Potsdam-Clarkson connection would be an important part of their lives.

Now more than 50 years later, Irv and Shirley treasure that connection, which brought them together during their senior year and also brought them many close friends. A number of them form a network they call their “extended family.”

Several years ago, as Irv and Shirley approached their 50<sup>th</sup> reunions — his at Clarkson and hers at Potsdam — they began to consider ways to honor both of their alma maters that had greatly enriched their lives. They started to think about ways to give back to the colleges so that future generations of students could experience the benefits of a Potsdam and Clarkson education.

While Irv and Shirley had both been longtime donors to scholarship programs at Clarkson and Potsdam, they wanted to do something special in honor of their 50<sup>th</sup> class reunions in 2012. With guidance from development staff at both colleges, the Cranes decided to endow a scholarship at Potsdam and double their endowed scholarship at Clarkson that they had established for Irv’s 45<sup>th</sup> class reunion.

The couple’s contributions to their scholarship endowments were augmented by corporate contributions from the ExxonMobil Foundation Educational Matching Gift Program, which matches personal contributions at a 3:1 ratio. Irv urges alumni to find out if their company offers a match for donations. A

number of companies match donations from both current and retired employees and their spouses at a 1:1 ratio. Some match at higher ratios. As Irv puts it, “Don’t leave money on the table” if a company does offer a match.

Both Irv and Shirley had received scholarships that made college possible for them without having to take out

many loans or work during the school year. Thanks to their scholarships, Irv and Shirley were free to participate in extracurricular activities that were an important part of their learning experience. At Potsdam, Shirley was very involved as a member of student government, campus guides and the Agonian Sorority. Irv played soccer and baseball at Clarkson and was a member of the Zeta Nu Fraternity. He has great memories of playing soccer for Coach Jack Hantz and baseball for Coach Hank Hodge.

Potsdam and Clarkson always had a close connection. “Many couples got together at the other campus,” Shirley said, “and we worked on numerous activities jointly such as Ice Carnival, which crowned a king from Clarkson and queen from Potsdam.”

“We both felt that the four years of challenging academics, sports competitions, cultural events and social activities have significantly enriched our lives,” said Irv. “Clarkson helped me greatly to mature. When I look back at

who I was arriving as a freshman, and who I was leaving Clarkson, I realize that I was two different people.”

“We thought it was important to give to both Clarkson and Potsdam,” Shirley said, “since we both benefitted from the education each of us received, and from the experiences we shared at each of the colleges.” Shirley’s bachelor’s degree in elementary education from Potsdam

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Shirley (Wolf) Crane '62 (SUNY Potsdam) and Irving D. Crane '62, '65 (ME) (Clarkson University).

**“We thought it was important to give to both Clarkson and Potsdam since we both benefitted from the education each of us received, and from the experiences we shared.”**

— Shirley Crane

# 2014 Irving and Shirley Crane Scholars

Clarkson University and SUNY Potsdam

## Crane Scholars



Patrick K. Keida

**Patrick K. Keida '14** has a major in Engineering & Management with a minor in Project Management at Clarkson. He is a member of the CEO Club and volunteers with Habitat for Humanity. He recently completed a semester co-op experience and traveled to Australia with the Global Business Program. "Two weeks in Australia was amazing . . . this was easily one of the best experiences of my life . . . thank you for helping me and allowing me to pursue my degree at Clarkson."

**Samantha R. Long '15** is a junior at SUNY Potsdam from New Hartford, N.Y., studying early childhood and elementary education with a concentration in biology. She is the vice president of Phi Eta Sigma (a national freshman honor society) and works with the America Reads program through the Sheard Literacy Center. "Receiving the Crane Family Scholarship provided me the confidence to excel in my studies and to engage in my community without significant financial strain. It is an honor to be a recipient of this scholarship. I continue to work hard in my studies and our campus community in gratitude to the Cranes for their generosity."



Samantha R. Long

## The Need for Scholarship Support

*A college education has long been seen as the entrance to a better life. A continuing barrier, however, is meeting the cost of that education. The gap between need and ability to pay is a top reason that qualified and promising students don't accept an offer of admission. And once on campus, we know that a prime indicator for student retention and success is eliminating the continuing worry about financial aid. Many alumni wish to say thanks for their education by providing support to these students through a scholarship endowment. An endowed fund is invested to generate a reliable stream of income each year to help bridge the need gap. Return the enclosed reply card for more information on how you can help.*

*(continued from front page)*

and master's degrees from other institutions launched her 24-year teaching career in special education. Irv's bachelor's and master's degrees in mechanical engineering from Clarkson prepared him well for his 37-year career with the ExxonMobil Research and Engineering Company.

In recognition of Irv's Clarkson education and career at ExxonMobil, the couple established the Crane Family Endowed Scholarship Fund at Clarkson University in 2006. The scholarship is awarded to an outstanding undergraduate student enrolled in a program in engineering, science or industrial/business management. In addition to outstanding academic credentials, the student must also demonstrate a strong commitment to his or her personal growth and development through extensive participation in extracurricular activities at the university.

At Shirley's 50<sup>th</sup> reunion, the process to establish an endowed scholarship at Potsdam was set in motion. The scholarship was in place in time to award the first recipient in early 2013. This scholarship is titled the Crane Family Endowed Scholarship for Math and Science Education. Shirley and Irv's scholarship serves as a strong motivator for students to become outstanding math and science teachers, who will in turn prepare outstanding students for the engineering and scientific workforce of tomorrow.

Irv and Shirley talked about the importance of alumni contributions to both state-supported as well as private universities. "I don't think that people realize that SUNY Potsdam receives a relatively small percentage of their annual operating budget from New York state," Shirley said. Irv added that the percentage of alumni who give to the institution is very important to a college's ability to attract support from external sources such as corporations and foundations. "If there's a low participation rate by alumni," Irv said, "companies are hesitant to invest in the university."

In reflecting on their two endowed scholarships, Irv said, "We believe that you should leave someplace better than when you arrived." Indeed, they have made a difference, leaving both Potsdam and Clarkson a better place for future generations of students.

# Ways You Can Help

*There are many ways to help students today and tomorrow. Two simple methods are matching gifts and bequests. Contact us for help in crafting a giving plan that works best for you.*

## Matching Gifts

Your outright gifts may be eligible for matching funds by your employer, even if you are retired. To find out if your employer will match your gifts to Clarkson and Potsdam, visit:

<http://www.matchinggifts.com/potsdam/>

<http://www.clarkson.edu/matchinggifts>

## Sample Bequest Language

"I give, devise and bequeath (specific dollar amount, percentage of estate, description of property, and/or residual beneficiary\*) to both Clarkson University, Potsdam, N.Y., Federal ID#15-054659 and the Potsdam College Foundation, Inc., Potsdam, N.Y., Federal ID#23-708802, in equal shares, share and share alike, to be used for their general purposes."

\* *Specific named endowments, schools, departments, etc., may be listed as gift designations.*

## Ice Carnival 1962



Phi Delta earned first place for their "Deltasaur" snow sculpture at the 1962 Ice Carnival.

## We're Here to Help

### Benjamin F. Raymond Society

SUNY Potsdam  
Jason N. Ladouceur  
Director of Planned Giving  
315-267-2123  
jason@potsdam.edu  
[www.potsdam.edu/BFR](http://www.potsdam.edu/BFR)

### Annie Clarkson Society

Clarkson University  
Sal Cania  
Director of Gift Planning  
315-268-7778  
sal@clarkson.edu  
[www.clarkson.edu/annie](http://www.clarkson.edu/annie)

*The material in this newsletter is not intended to provide legal or financial advice. You should consult your legal and financial advisors before creating any gift plan.*



## Share Your Memories

Would you like to share your "Partnership" story? Contact us at [giftplan@potsdam.edu](mailto:giftplan@potsdam.edu), [anniesociety@clarkson.edu](mailto:anniesociety@clarkson.edu), or call 315-267-2123 or 315-268-7778.

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Clarkson  
UNIVERSITY  
defy convention®



Potsdam

THE STATE UNIVERSITY OF NEW YORK

44 Pierrepont Avenue  
Potsdam, NY 13676-2294

## Save the Date!

Reunion 2014 is July 10-13. The Cupid Breakfast (including Potsdam-Clarkson couples) is 8:30 a.m. on Friday, July 11, on the Potsdam campus. For information on each reunion schedule, visit us at:

[www.potsdam.edu/alumni/reunion/index.cfm](http://www.potsdam.edu/alumni/reunion/index.cfm)  
[www.clarkson.edu/alumni/index.html](http://www.clarkson.edu/alumni/index.html)

## Visit us on the Web

- **Benjamin F. Raymond Society:**  
[www.potsdam.edu/BFR](http://www.potsdam.edu/BFR)
- **Annie Clarkson Society:**  
[www.clarkson.edu/annie](http://www.clarkson.edu/annie)



## Celebrating a New Clarkson-SUNY Potsdam Partnership!

*The Annie Clarkson and  
The Benjamin F. Raymond  
Societies*



**F**ounded in 1816 through the efforts of land agent Benjamin F. Raymond, the St. Lawrence Academy, which became the Potsdam State Normal School, welcomed the establishment of the Thomas S. Clarkson Memorial School of Technology as an educational partner in 1896. Annie Clarkson was instrumental in the founding and early operation of the school named in her uncle's memory. The two schools strengthened their educational and social bonds, and will soon celebrate 120 years of a partnership in service to the North Country and tens of thousands of students. Over the years, many of the students from each campus joined to form their own partnerships, most often in marriage. This newsletter will celebrate their stories.

**The Annie Clarkson Society** was founded in 1993 to honor Annie and those who plan deferred gifts and endowments to Clarkson University. **The Benjamin F. Raymond Society** was established in 1995 and recognizes alumni and friends of SUNY Potsdam who, like Benjamin

Raymond, have remembered Potsdam in their will or through a planned gift. Both societies provide education and service in support of our schools. Now, the Societies work together to celebrate the human partnerships created by our two schools and the impact they are having on SUNY Potsdam, Clarkson University, the North Country and future generations of students.

**120** years of a partnership  
in service to the North Country  
and tens of thousands of students.