



SUMMER 2014

Significance

CHANGING THE WORLD THROUGH CHARITABLE GIFT PLANNING

SEATTLE PACIFIC UNIVERSITY



The Crawfords:

Sourcing the Nation's Nutrition

Grapes from Peru. Blueberries from Chile. Citrus and vegetables from California. From field to table, from markets domestic and international, the Harold Crawford Company (HCC) sources and buys produce for major chain retailers and wholesale distributors coast-to-coast. Lots of produce. Each year, Crawford ships 300 million pounds of produce.

HCC is rated among the top 10 percent of U.S. produce companies and maintains produce inspectors in California, Texas, Florida, and Washington state. The company's success, say Harold and Gloria Crawford, is a gift from God.

Head of the family produce business since the age of 23, Harold is now 88 and still drives into work every day with Gloria, his partner, corporate secretary, and wife of 68 years. They are best friends, have traveled together in 30 different countries, and whenever a business decision is to be made, Harold seeks her out. "A wise man listens to his wife," he says, simple as that. CONTINUED NEXT PAGE

ABOVE PHOTO
Harold Crawford visits
the operation at client
Grimmway Farms, the
world's largest grower,
producer, and shipper
of carrots.

MESSAGE FROM THE PRESIDENT



By now, all of you know that Seattle Pacific University experienced a tragedy on campus in early June, one that not only broke our hearts, but also brought us even closer together as a Christian community.

SPU has never been more grateful for the many ways in which you support this university and its students. You have been a great source of strength and inspiration during a difficult moment in the University's history, and we have felt the power of your prayers and the comfort of your good wishes.

On June 13 and 14, I had the privilege of participating with Seattle Pacific's Class of 2014 in the annual Ivy Cutting and Commencement ceremonies. This is always a significant time for graduates and families, but I think this year was special. More than ever, we wanted to celebrate together our remarkable students, their academic achievements, their faith and strength of character, and their dreams for the future.

Many of you have provided financial support to these SPU students through planned gifts of various kinds. I believe your investment will pay great dividends for the world — in the form of highly competent young people who want to use their education to serve others.

The world has watched our students closely in recent days, and they have been radiant beacons of God's love. Thank you for choosing to invest in these young lives.

Daniel J. Martin
President

CONTINUED FROM COVER

There is something else the Crawford family has done a great deal. They have poured their produce profits into supporting and growing Seattle Pacific University. A pipe organ for McKinley Hall. The Hillford House residence for Seattle Pacific's president. Crawford Music Building. Development of the expanding home economics program. And most recently, establishment of the Crawford Family Scholarship Endowment to provide scholarships for students in Family and Consumer Sciences.

"We wanted to honor Dorothy Kreider, who had the vision for home economics, which became FCS," says Gloria, whose father, Otto Lightle, served on the Seattle Pacific Board of Trustees for 15 years. "Dorothy was a great lady and an excellent teacher with a wonderful sense of humor. She and I were personal friends and an endowment is our way of showing our appreciation for her vision."

Dealing in what to some appears a highly perishable and financially risky commodity, the Crawford name is golden. Known for integrity and customer service, the Harold Crawford Company inspects everything it ships, and follows industry safety regulations and customer specifications to the letter. Shifting weather patterns and seasonal changes in different parts of the country mean no two years, sometimes not even two consecutive days, are exactly alike. Additional variables such as negotiating price and keeping everything at the right temperature make the business an interesting challenge.

The Crawford family has been at it almost 80 years, starting with Harold's father's dream.

And let there be no speculation about the chairman of the board's loyalty to greens. "I love salad," says Harold, conviction seasoning every word.

He is the first to admit that getting the salad from the field to the table hasn't always been easy. A mathematics major, Harold was plenty anxious when three years after his father made him a partner at age 20, Wesley Crawford died. Now the CEO just three years post-graduation,

Harold heard the dire predictions of industry professionals that he'd go bankrupt in six months.

But he didn't. The company, which specialized in storage-ripened tomatoes, continued to thrive for years and Harold never borrowed a dime. Then in 1957 came competitive vine-ripened tomatoes from Mexico and the Crawford bottom line took a major hit. For 30 consecutive months, they lost money. Two and three times a day, Harold searched the Scriptures for wisdom, finding particular comfort in Philippians 4:19: "My God will supply all that you need from His glorious resources in Christ Jesus" (Phillips).

"I sought the Lord's wisdom to guide me," says the 1967 Alumnus of the Year and former Falcon basketball and tennis standout. "He wanted more than my business. He wanted me, too."

The Crawfords moved from their Pacific Northwest produce marketing business in



Tacoma, Washington to Bakersfield, California, to specialize in carrots for the entire nation — growing, harvesting, processing, packaging, and marketing millions of them. Gro Pak Inc. was born and the Crawfords were back in the black, where they have remained ever since. In 1978, the business became the Harold Crawford Company, a full-service agricultural

marketing firm that handles all produce.

"My father had given me lots of good training," says Harold. "And where would we be if we hadn't gone to Seattle Pacific? We wouldn't have this great life and we would have missed out on three wonderful gifts: strengthened faith, direction for our lives, and a heart for people."

Along the way came three children. Leslie Crawford Love is a pastor's wife, and sons Greg and Bryan were part of the family business until they left to establish their own produce marketing companies.

Whether starting companies or scholarship endowments, Harold and Gloria Crawford are single-minded in how to succeed. "Put God first," they say, "and everything else will fall into its proper place."

PRESIDENT'S CIRCLE PROFILE

Howard and Jackie Call:

Retired Teachers, Innovative Givers

The news often reports on teachers who have too little — too little time, too little classroom control, too little income. Rarely is heard reports of teachers who had 30 good years — good classroom management, good teacher-student rapport, good return on income.

Meet Howard Call '62 and Jackie Call '66. Soon to celebrate 50 years of marriage, these Seattle Pacific University alumni and President's Circle members have a firm grasp of what works in the classroom. Students should be cordial. Teachers should have fun teaching. And even on a modest salary, teachers can keep

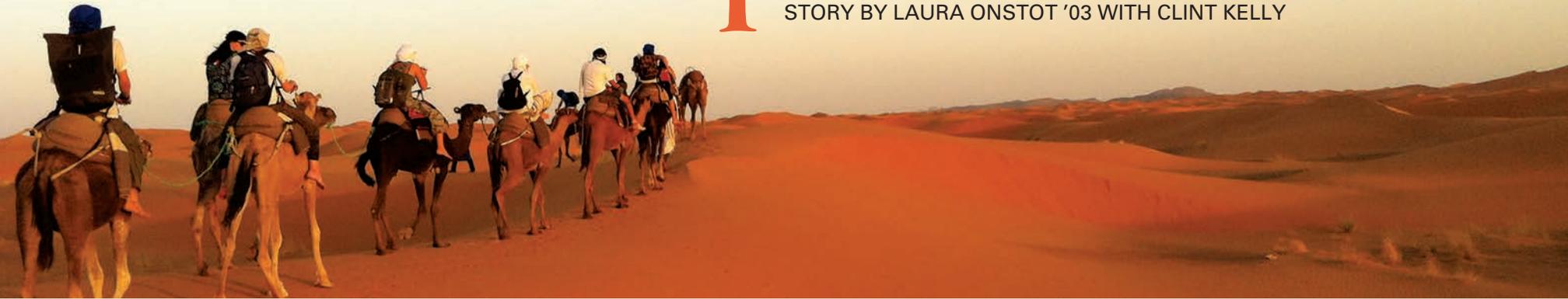
an eye peeled for wise investments.

"We never had kids of our own," says Howard, who taught history and physical education, and coached school sports teams. "We each had 30 other people's kids every hour." Jackie taught home economics and both retired from Seattle's Highline School District.

And frugality is a virtue that can pay big dividends down the road. "We never spent a lot on movies or restaurants," Howard explains. "We don't own a cell phone or a flat screen TV. We use credit cards sparingly and have never visited a cash machine."

Taken by a Surprise Meal

STORY BY LAURA ONSTOT '03 WITH CLINT KELLY



Chelsey Armstrong didn't expect to discover religious reconciliation over a meal of lamb and couscous in the...



Caitlin Gould (left) and Chelsey Armstrong prepping for a Moroccan Camel trek. Photo courtesy of Chelsey Armstrong '15.

...home of a Muslim family while abroad in Morocco. But it was far from home, dining with a family whose language she didn't share, when Chelsey began to understand what reconciliation could look like. "I know SPU talks about reconciliation a lot, but we were experiencing it, Muslims and Christians, eating together and laughing together."

Chelsey's journey to Morocco is one of several new offerings from Seattle Pacific University's study abroad program, through which students engage the culture by becoming immersed in it, sharing everything from prayer, to community, to food.

Chelsey, a junior sociology major, says that she expected to feel more comfortable in Spain than Morocco on a trip to both countries over three weeks in September 2012. If nothing else, she figured, the people in Spain shared her Christian faith. Most of Morocco is Muslim.

Her trip to Spain and Morocco followed the story told by novelist Laila Lalami in *Hope and Other Dangerous Pursuits*. The book traces the lives of immigrant families illegally crossing the Strait of Gibraltar into Spain from Morocco.

"Crossing territory opens up an altered vision of global citizenship," explains Professor of English Kimberly Segall, who led the trip. "Walking through the medina quarter with a Moroccan guide, who details the historical entanglement between Europe and North Africa, enlarges our interpretation of the text, of cultural crossings, of ourselves."

Chelsey was correct: Spain and Morocco were quite different "in every way possible, from the food to the people," she says. But surprisingly, Morocco was where she felt the most at home.

While there, the students split up into groups of four and met with students from a local university. That's where Chelsey met Meryeme, a young Muslim student. She invited the SPU student and her group to dinner at her house with her entire family. "They made us this amazing four-course meal with lamb, and chicken, and fruit, and couscous," Chelsey says.

The dining companions compared their two faiths, while Meryeme translated, all quickly realizing that neither fit flat stereotypes: "I've never laughed so hard as I did when I was eating with them," says Caitlin Gould, a junior majoring in elementary education, who was also at the dinner.

Caitlin adds that the meal with Meryeme occurred on a day of especially bad political unrest in Libya. "So to me, it was a beautiful sign of reconciliation, that four of us Americans received hospitality from a Muslim family despite the fact that our cultures were in conflict."

Christians and Muslims. Flat stereotypes. Reconciliation. It's a lot of ground to cover in three weeks. But thanks in part to Seattle Pacific's financial aid program, including \$2.6 million generated by named endowments alone, the pressure of having to work to meet tuition is lessened. Many SPU students can then take advantage of Study Abroad, SPRINT mission trips, and other concentrated opportunities that allow them to maximize their academic experience.

Chelsey is the recipient of the Dean's Scholar Award and the Philip W. Eaton Scholarship, while Caitlin receives the Dean's Scholar Award, the Gibson Scholarship, and the Hughes-Ets Scholarship.

The hospitality they received in Morocco? Unexpected and priceless.

That approach to living meant the house and the car were paid for. It meant they could travel and eventually see much of the world. It meant they had extra money to invest in modestly priced properties that later sold for a good price. On one such property the Calls own, space is leased for a cell tower. It is a lucrative contract that will ultimately fund many scholarships for Seattle Pacific students.

The Calls have willed half of their estate to SPU, half to Seattle Children's Hospital.

Howard has started a classic car collection. Jackie volunteers at the Seattle Animal

Shelter, and the couple has season tickets to Falcon athletics. They made a substantial gift to the renovation of the SPU weight room in Brougham Pavilion. As alumni president of his high school, Howard helps oversee the annual distribution of scholarships to deserving seniors.

Together, Howard and Jackie enjoy attending Wellspring Society and President Circle events at the University "There are so many people there with hearts for SPU," says Howard. "It's about our shared interest in higher education with a strong spiritual component."





Engaging the culture, changing the world®

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The Wellspring
Society

Good Friends and Good News Highlight Wellspring Luncheon

At the annual Wellspring Society Luncheon May 20, 2014, Seattle Pacific University President Daniel J. Martin thanked the more than 100 assembled guests and lauded them with these words: "Wellspring is an exclusive group of people with the forethought to include Seattle Pacific University in their estate plans."

The president continued with an optimistic update of recent Seattle Pacific projects and acquisitions:

- The rapid rise of Arnett Hall, a new 150-bed residence hall named for a family with deep connections to SPU for more than a century. Slated to open Autumn 2014.
- A \$2.5 million challenge grant received for the seismic retrofit of historic Alexander Hall. Slated to reopen Autumn 2014.
- The Seattle Pacific Foundation purchase of three strategic properties with office buildings on West Nickerson Street.
- At SPU's invitation, Tent City 3 to occupy a portion of Tiffany Loop, January 10–March 7, 2015. The settlement will shelter up to 100 homeless residents.

Professor of Art Roger Feldman presented a fascinating glimpse into his commissioned stone work, "Ekko," created at Scotland's Freswick Castle. The castle is built on the foundations of a 12th century Viking settlement.

For Wellspring members Gary and Nola Higbee, one of the best things about the gathering was "to see former classmates and other SPU friends that we have made over the years and don't see very often."

All Wellspring members are urged to attend this annual celebration event. The next luncheon will be in the spring of 2015. Invitations will be sent well in advance.



Endowments Provide Millions of Dollars for SPU Students and Programs

Wouldn't it be wonderful if you could create a permanent fund in your name or in the name of someone you love and admire?

One that strengthened the vision and carried out the goals of a leading Christian university? One that supported top quality faculty and programs, and at the same time fulfilled student dreams to attain a quality Christian higher education? The good news is — you can!

Endowment gifts provide an ongoing source of support for current, as well as future, generations of SPU students. Next year our endowment will distribute more than \$2.6 million in financial aid to students and program support. But a much larger endowment is required to keep tuition affordable.

We welcome any size gift to existing endowments (see current SPU endowment list spu.edu/SPUnamedendowments).

To establish your own endowment, here's what you should know:

- 1 The minimum amount to fully fund a new, customized endowment is \$20,000. A lesser amount may be initially contributed as long as a minimum of \$20,000 has been contributed within five years of the date the agreement was signed.
- 2 Distributions will begin only after the minimum funding amount of \$20,000 has been received. Also, once the endowment is funded with at least \$20,000, there is an 18-month waiting period before any distributions can be made. This allows the account to grow in value and make distributions from the earnings.
- 3 Every year, the University distributes 5 percent of the fund's value. While each endowment fund is re-valued on December 31, the distribution amount is based on the fund's 10-year rolling average. This helps reduce the fluctuation in grant distributions from year to year, especially in years when the fund's value changes sharply due to financial market conditions.

For further information or assistance, please contact the Office of Endowments and Gift Planning at 206-281-2702 or giftplanning@spu.edu. To learn about other ways of supporting SPU, please visit our website at spu.edu/giftplanning.



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