

Father Finn Society®

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XAVIER
UNIVERSITY

Call of the Wild

Jack Wild knows a thing or two about the origins of Xavier's Avondale campus — a subject near and dear to his heart.

"I grew up in this neighborhood," notes Wild, 76, pointing to a street behind the campus where he always went sledding. "I saw the original Coca-Cola building [now the Alumni Center] going up. My place was on Woodburn. And my grandparents' house is still there on Dana Avenue, overlooking Xavier. We always lived within walking distance of here."

Fond memories of college life include attending basketball and football games. "I don't think I ever missed a game. A lot of us dated girls from U.C., since X was all male. So the rivalry with U.C. was still there, but friendlier." And there were the non-sport extra-curriculars. "The Heidelberg Club was the German language club. We did a play entirely in German. You could build a great camaraderie with your classmates." Wild even worked at the legendary King Records company on Brewster while he studied for his 1958 B.S. in chemistry; his off-campus job included labeling vinyl records.

As technical director at Hill Top Research, he spent half a century with the company. "I went to work for them after graduation, and really liked that business. I did a lot of medical and dermatological research. We did blood testing for doctors, and testing new products for safety. Then I became a partner in the company. I still go in to consult, and I am a life member of the American Academy of Dermatology. It worked out well for me."

A prized vintage photograph that Wild still likes to share, taken in the early 1900s of a fire-truck accident at the base of Dana and Herald avenues, includes two of his family members in the forefront of the picture (they were witnesses to the crash).

Wild never married. "When I was working, business took so much of my time. But now that I am retired, I'm able to do different things."

His volunteer interests today include his work with the Sister Cities Commission in Montgomery and the Loveland Ohio Valley Voices organization, which teaches hearing-impaired youth to use and understand the spoken language. "These children have never spoken or heard before, so this is all new to them. If you go to see the children, it's amazing."

Wild lives at the Twin Lakes retirement village in Montgomery, but he loves to return to campus and see the building expansion that's going on. "I just want to give back. It was such a great experience here, and I want to share my good fortune."

"Once I got my will done, it was such a relief that I had taken care of all the things I wanted to take care of, St. X High School and Xavier, because they were such an integral part of my success in business."





MARK J. McLAUGHLIN
EXECUTIVE DIRECTOR
OFFICE OF GIFT AND ESTATE
PLANNING
EXECUTIVE DIRECTOR
FATHER FINN SOCIETY

Dear Alumni and Friends:

Just this past weekend, as Michael Graham, S.J., was laying out some basic strategies for the University's future to a group of trusted advisers, I was reminded of an instrumental speech. This particular speech concerned the subject of Jesuit higher education and was made by the former Superior General

of the Society of Jesus, Peter Hans Kolvenbach, S.J., at Santa Clara University in the year 2000. In his speech, Fr. Kolvenbach addressed the great complexities and ideological struggles facing Jesuit universities in a way that I find enlightening and relevant to our Father Finn Society's purposes. He said:

"Today's predominant ideology reduces the human world to a global jungle whose primordial law is the survival of the fittest. Students who subscribe to this view want to be equipped with well-honed professional and technical skills in order to compete in the market and secure one of the relatively scarce fulfilling and lucrative jobs available. All American universities, ours included, are under tremendous pressure to opt entirely for success in this sense. But what our students want—and deserve—includes but transcends this 'worldly success' based

on marketable skills. The real measure of our Jesuit universities lies in who our students become."

... "in who our students become." That line from Fr. Kolvenbach rings deep and true even 10 years after that important speech.

So why did the Father Finn Society come to mind as I recalled that speech? The answer is simple: by making bequests or life income gifts to the University, our members stand with the former Superior General and with our president, providing the resources that help the University meet its sacred commitment to the past and the future of who our students become.

To those who are members of the Society, thank you for participating in our mission. Unless you have chosen to remain anonymous, you will find your names in the newsletter's pages. To those of you who have not joined us,

let me invite you to experience the great pleasure that membership affords. Simply complete and return the enclosed card to learn more.

In this issue you will find stories about our friends Jack Wild and Matt and Susan McCormick, who have dedicated their lives to helping others. You can see for yourself who these former students and great friends of Xavier have "become." They will tell you, in their own words, why they have chosen to give back to the University, and the many ways in which they, in turn, have benefited by doing so.

My thanks to all of you for your continuing interest in the Father Finn Society.

Yours truly,

Mark J. McLaughlin
Executive Director

An Eternal Flame: Brian's Fund Honors McCormick Memory

When a Xavier student can't quite meet the monthly rent, handle a bookstore tab or pay off a niggling registrar bill, that's when the McCormick family steps up to help.

Matt and Susan McCormick come to the table offering whatever it takes to keep a needy kid inside the Xavier classroom: "There have been over 60 kids now where, whether it be rent money or book money or registration fees, we've helped," says Matt.

This is the very reason that the couple established The Brian McCormick Memorial Fund: to assist financially struggling students, regardless of academic abilities.

"Brian's fund is for anyone in economic distress, it doesn't matter, race, creed or whatever, they just have to be X students in immediate financial distress," says Matt.

Matt, '92 BSBA finance and '95 MBA marketing, and his spouse Susan, '91 communications with a business minor, are doing all this in the name and memory of Matt's brother, Brian, who died suddenly in 2008 at the age of 33. Brian graduated Xavier in 1997 with a BA in advertising.

"We were truly blessed to have him for 33 years," observes Matt. "Brian loved his family with his entire heart and soul. He was truly 'one of a kind' and would light up a room with his boundless energy, amazing humor and unforgettable zest for life. Brian also loved Xavier University and enjoyed playing rugby for his school. He was one of Xavier men's

basketball team's most passionate fans. He relished in our team's victories, and absolutely loved beating UD in every way possible."

The establishment of the Brian's Fund is, needless to say, a bittersweet moment:

"This is not what we wanted, of course. We would much rather have Brian still with us. But this is a fund that Brian always talked about getting together," says Susan. "He was one of the biggest, most loyal fans of Xavier. Brian just had this awesome spirit about him. He loved Xavier and was always grateful for the chance it took on him."

The couple was gratified by the immediate reaction and support for the fund. "So many people reached out to us when Brian died and wanted to know what they could do," notes Susan. "Thanks to them and their contributions, Brian's memory will go on."

"Can you imagine the multiplier effect from these 60 students?" questions Matt. "We only ask they remember down the road, when they are in a position to help X students in need, that they remember what the fund did. That would be a great end result."

"The wonderful thing is we are not talking big numbers," comments Susan. "It's small numbers, \$200 here and \$200 there. But the impact can be huge. Eventually, we'd both like it where the fund is self-sustaining and around Xavier forever."

Matt is portfolio manager for Bahl & Gaynor In-

vestment Counsel Inc., while Susan is president at Blarney Communications. Between the two, they spend a great deal of their time thinking and planning for the fund. The couple's latest project involved a huge Dana Gardens fund-raising party before the Xavier-Dayton basketball win in February.

The love for Xavier and its community is a family affair for the McCormicks. "Our kids, who are 10 and 6, are certifiably brain-washed about Xavier," jokes Matt. "Let's put it this way. Both have been going to games since they were three months old. My son can rattle off player numbers going back to David West. They also, honestly, enjoy the

Dippin' Dots at Cintas."

Susan and Matt do want to make one thing very clear: "Again, this is not 'our' fund, nor are the contributions solely from us. They are also from Brian's family, friends, relatives, and the extended Xavier Nation."

"We have always had in our wills that we would give something to Xavier," concludes Matt. "We wanted to formalize a process to make a contribution that will last longer than we will. We felt working through the Father Finn Society was the best vehicle to do so."



Father Finn Society

An individual who makes a provision to Xavier University through financial or estate planning automatically becomes a member of the Father Finn Society. The society is named after Francis J. Finn, S.J., who served as a University trustee in the 1920s and whose vision and impact are still felt on campus.

The donors listed here have made planned gifts to the University. Thank you for your generosity and support.

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A Gift of Love

Consider setting up a gift annuity for a loved one to secure their future. It can be set up during life or at death. There may be gift/estate tax consequences, but tax savings from the charitable deduction may partially or fully offset these transfer taxes. This is a great way to benefit another person with secure, fixed income for life. Ralph Waldo Emerson once said, "The only gift is a portion of thyself." Who in your life needs a little gift from you? With all the uncertainty, troubles and tribulations in the world, one of the best things we can do for a loved one is to give the gift of security. Find this with a charitable gift annuity. You can fund a gift annuity with

us that will provide a lifetime of payments to your loved one no matter how long he or she lives. The payments are fixed and will never change no matter how the stock market, real estate or any other aspect of the economy performs. The payments continue for life.

The payment rate is based on your loved one's age. When you fund a gift annuity to benefit someone else, you will have to consider gift tax calculations. However, any gift tax may be offset by the income tax deduction you will receive. When you fund a gift annuity you will have the satisfaction of knowing that you will care for your loved one for as long as he or she lives. You will also know that



after a lifetime of payments, the gift annuity will be used for our mission as a legacy to you and to your loved one.

While Emerson was right about the importance of giving, he was wrong about one thing: You really don't have to give up something to show love. You can also

establish a gift annuity for a loved one in your will. When you die, your will can specify the amount and the person and the payments can begin then. Your legacy can show that your love lasted a lifetime and beyond. Love really does endure all.



**Office of Gift
and Estate Planning**
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www.xavier.edu/plannedgiving



How to Make a Bequest

A bequest to Xavier can be a powerful expression of your faith in the University's future. Last year, Xavier received bequests both large and small from estates in support of Xavier University's mission of teaching and learning. If you would like to join classmates and friends in the Father Finn Society by making a bequest, incorporate the following language in your estate plans:

I give (____dollars) or (____ percent of the residue of my estate) to Xavier University, Cincinnati, Ohio, for the benefit of _____.

Bequests may be restricted, for example, to establish a scholarship or endow a department chair.

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