

# An Investment in People

Jim and Kathleen Stengel support the Alumni Association with a historic \$1 million gift.

By STEPHANIE ANDERSON WITMER '05 MFA A&A

**Jim Stengel '83 MBA Bus** is quick to share how much Penn State means to him. He met his wife, **Kathleen Hackim '84 MBA Bus**, while they were both grad students in the Smeal College of Business. Stengel's brother was treated for leukemia at Penn State Hershey Medical Center, and his nephew attended medical school at Penn State.

Stengel started working at Procter & Gamble not long after finishing his Penn State degree, and he worked at P&G for 25 years—the last seven as global marketing officer, with responsibility for an \$8 billion advertising budget and nearly 7,000 people. He's now an internationally known thought leader, marketing executive, and consultant; he's also the author of the book *Grow: How Ideas Power Growth and Profit at the World's Greatest Companies* (Crown Business, 2011). He was named a Penn State Alumni Fellow in 2008.

In October, the Stengels showed their appreciation for and support of their



**FAMILY EFFORT:** When the gift was announced, Stengel was joined by (from left) daughter Claire, wife Kathleen, and son Trevor at the Hintz Family Alumni Center.

alma mater by endowing the Alumni Association with the organization's second-ever \$1 million gift. The Stengel Family Endowment for Excellence in Alumni Volunteer Leadership will fund training for alumni group leaders and volunteers.

"I think our alumni group does an incredible job of keeping everyone connected

to the university and continuing to develop as human beings and as leaders, and we wanted to resource that to help it get even stronger," says Stengel, who founded the Jim Stengel Company, LLC, a think-tank and consulting firm, in 2008.

"It's remarkable what they do with 2,000 volunteers and limited resources. The most

precious thing we have is our time, and they're giving that to the university, to help the people of Penn State get better, stay connected, and make a difference."

The endowment will help build the Alumni Association's leadership network by improving and expanding programs for alumni leaders, such as national and regional conferences, webinars, and other online educational opportunities for volunteers.

Stengel says his career has taught him that one of the greatest investments an organization can make is in its people—in training, leadership, and capability—which is what he wants to see his gift do for the Alumni Association. He also hopes the endowment encourages similar giving. "Our hope is that gifts like ours inspire others to give service-oriented gifts versus always facility-oriented gifts," he says, "whether it be scholarships, investments in people, or investments in talent."

## Welcome, New Alumni Groups!

Two Penn State Alumni Association affiliate groups received official charters at October's Alumni Council meeting:

### Land of Enchantment Chapter



Based in Albuquerque, New Mexico, the chapter currently has approximately 50 members. Find them on Facebook by searching "Land of Enchantment Penn State."

### World Campus Alumni Society

The group comprises more than 5,000 World Campus alumni who have joined the Alumni Association. Visit the society's website for more information: [worldcampus.psu.edu/alumni/alumni-society](http://worldcampus.psu.edu/alumni/alumni-society)