

Monday, November 3, 2008

SBA challenge gift emphasizes a passion for business education

In a tremendous display of support for the mission of Oakland University's School of Business Administration, Hugh Elliott, a longtime OU supporter, and Craig Stinson (SBA '84) have joined together to give the SBA \$500,000 through a challenge match that began November 1, 2008, and runs through October 31, 2009.

"A gift at any time is important and significant," says Mohan Tanniru, dean of the SBA. "But a gift during the life of this challenge match provides an opportunity for all donors to be part of the school's transformation."

That's exactly what Elliott and Stinson are aiming for. With the SBA's 40th anniversary coming fall 2009, now is the perfect time to really focus on gaining the support needed to raise the local, national and international awareness and reputation of the school.

"I believe in Dean (Mohan) Tanniru's vision for OU's School of Business Administration and want others to step forward to join in helping us create a new understanding of business student education," says Elliott, "Integrating sound business fundamentals along with a global perspective is critical."

Stinson, who serves as chair for the SBA Board of Visitors and has ties across the OU community, believes that the SBA is on the cusp of transforming into a nationally recognized business school and this support, at this time, is critical to making that leap.

"The SBA at OU is already a great school delivering an outstanding education," Stinson says. "Hugh and I are issuing this challenge now because we want other alumni – and those associated with the school – to recognize and support its transformation to the next level."

"The SBA and the university overall appreciate the tremendous show of belief that Hugh and Craig are demonstrating in the future of the SBA through their gift," says Gary Russi, president, Oakland University. "This gift combined with the gifts from other alumni and friends will further help the SBA make a positive impact on the regional economy as well as continue to educate students to be competitive in the global marketplace."

Make your gift today to take advantage of the Elliott-Stinson match. Visit www.oakland.edu/give, then enter the School of Business Administration. Or, contact SBA Development Officer Robin Michel at michel@oakland.edu or (248) 370-2121.

SUMMARY

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