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# ROCKYNOW

Keeping our friends and supporters informed about what's new and exciting at Rocky Mountain College

## MORE THAN JUST A LOGO

### NEW LOOK, NEW PURPOSE



## ROCKY MOUNTAIN COLLEGE

*Rocky Mountain College has more than a new look. The new logo, new website, and new brand standard for everything, from business cards to letterhead to the newsletter you're holding in your hand, indicate a new purpose, as well.*

"This is not just a cosmetic makeover. This is a College-wide effort to make sure the best possible representation of Rocky Mountain College is made inside and outside the College," said Kelly Edwards, RMC vice president for enrollment, who supervised the change over the past year.

"The website, for example, is not just better looking, it's easier to use. Functionality was at the heart of what we were trying to create," she said.

The new logo draws on the history of the College that traces its origins back 133 years.

"We want people, when they visit our website, or read one of our publications, or visit the campus, to recognize the College from its unified look and coherent message," Edwards said.



Members of the Edwards family, representing the Edwards Jet Center, that gave Rocky Mountain College \$650,000 in a property swap with the College, gathered at the RMC hangar with administration officials. Pictured, l-r, are Chris Edwards, Cliff Edwards, RMC President Michael Mace, Dan Hargrove, RMC director of aviation, and John Edwards.

## A \$650,000 GIFT FROM EDWARDS

### ALL ABOUT OUR FRIENDS

*It was a good deal and a good deal more when Edwards Jet Center and Rocky Mountain College completed a property exchange recently.*

The deal will result in Rocky Mountain College owning the airport hangar, which it currently leases and where its flight operations are headquartered, and Edwards Law Office securing space to build a new office building, ending its leasing of space on Lewis Avenue.

The deal actually nets RMC a gift from the Edwards family of \$650,000, according to RMC President Michael Mace.

"We are very excited about this exchange because we think the RMC aviation program is a tremendous boost to our en-

tire region of northern Wyoming, western Dakotas, and all of Montana, and we're very proud to help with that," Cliff Edwards said.

The property exchanged is a hangar RMC has been leasing from Edwards Jet Center at Logan International Airport for a property on Poly Drive, owned by RMC. The building on the corner of Poly and 17th Street, formerly used for a restaurant, was built in 1954. Edwards, along with his sons and law partners, John and Chris Edwards, are building a 10,000 square foot office building on the former RMC property that they hope to occupy by spring 2012.

"When we finalized the exchange of property, it actually created a gift of \$650,000 to Rocky Mountain College," said Mace. "The \$650,000 is the difference between the values of the properties. This

## THE IMPORTANCE OF SHARING OUR GIFTS

### INSIDER

BY MICHAEL R. MACE - *President*

*A few weeks ago we honored the graduating Physician Assistant Class of 2011 with the White Coat Ceremony on the green at Rocky Mountain College. The significance of the White Coat Ceremony stands as the accomplishment of 26 months of very strenuous academic and clinical accomplishment. This class had the highest preceptor scores in the history of the program, and scored in the top five percent on the national PANCE scores out of 141 schools in the nation. Dr. Bob Wilmouth and his staff and faculty have taken great pride in this year's class, and he said to the students at graduation:*

*"When you came to us, we had a hidden motive. Without you knowing it, we watched out for you, we made sure you were successful, and when you were struggling, we made sure that we helped you use your gifts."*

As I looked at that graduating class of 21 highly trained professionals, it occurred to me that Dr. Wilmouth hit on what is hidden in all of us.

We are all called to use our gifts; it's one of the great blessings given to us by our Maker.

As we begin a new academic year with the second highest enrollment of freshmen, transfers, and retention of upper classmen in the history of the College, I walk across campus and I see people using



*Andy Brower, Kaycee Brodie and Autumn Barrett enjoy remarks by Dr. Bob Wilmouth during the 2011 RMC White Coat Ceremony.*

their gifts in so many ways here. The new students come to us with the courage to learn new things, the enthusiasm to make new friends, and gain knowledge from their own inner gifts which will define their life's calling. Our faculty use their gifts to shepherd them along the path of study and worldly inquiry.

We've used our gifts of creativity in the College's new website design and logo, all part of renewing our brand, which is steeped in the heritage of our history and architecture. Consideration was given to how information technology leads those who inquire about RMC from a handheld device that not only makes a telephone call, but surfs the web, views a movie, or downloads a textbook. Just think about the people who used their gifts in creating these devices for our daily purposes.

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## WHAT WE ARE DETERMINED TO ACCOMPLISH

### OUR MISSION

BY CARL A. HANSON - *Chairman of the Board of Trustees, Rocky Mountain College*

*When I was first starting out in business, I was a beekeeper. Beekeeping in 4-H, when I was a kid growing up in Northeastern Montana, was a precursor to establishing an apriary business later. It was good training for when I became a Certified Financial Planner (CFP), which lead to my current position as a Vice President, Financial Consultant with D.A. Davison & Co. It also provides valuable lessons for the privilege I have now to serve as Chairman of the Board of Trustees of the College where I earned my degree in 1985, and where I have enjoyed participation since graduation as an Alumni Board member and then as a member of the Rocky Mountain College Board of Trustees.*

Needless to say, having a diverse busi-

ness experience has helped me in my current profession as a CFP. The educational experience at RMC was also critical in my development. The well-rounded liberal arts education I received is what has helped me to be successful with many aspects of life, from business to church, from family to community.

Without getting too scientific, bees comprise a society where all the different bees – from queen to drone – have highly specialized responsibilities and skills. They function independently, yet cohesively. When they accomplish their work, the result is a sweet success.

The bees have a mission, and they all know what it is and what their part in it involves. So, too, I think we should regard our mission at Rocky Mountain College. We need to learn that mission, maybe even to memorize it and keep it in our thoughts:

"Rocky Mountain College educates future leaders through liberal arts and professional programs that cultivate critical thinking, creative expression, ethical decision making, informed citizenship, and professional excellence."

It's not quite 25 words or less (it's 26), but it's a succinct and accurate depiction of what we are determined to accomplish. No matter what position you have working at RMC, you should know this mission and understand it. No matter what your role outside the College, we hope you will reflect on what we're doing. If you're interested in RMC, you need to accept our mission statement, and then ask, "Can I help? How can I help? Will I help?"



# DEPRESSION-ERA EXPERIENCE INSPIRED HER GIFT

## FOCUS ON FRIENDS

*She was not able to finish her college education during the hard years of the 1930s, but Velmalee (Val) Gustin Bain was determined to leave a legacy that made it less difficult for future students. When she died, she left \$150,000 to Rocky Mountain College and a similar amount to Twin Bridges High School in the town where she grew up.*

Not much is known about Val Bain's years at Billings Polytechnic Institute, RMC's predecessor. She attended for a few years, but never graduated. She took courses at Billings Business College, a division of BPI, and was photographed with her teammates on the BBC basketball team in 1934 and again in 1935. A search of student records from that period discovered nothing else.

But, it is clear she valued education and hoped to help others, according to Obert Udem, RMC director of planned giving.

"This young woman, in all likelihood, attended with scant means to help her, and knew the difficulty of earning an education during the Great Depression years," Udem said.

"No doubt she cherished memories of a caring and encouraging faculty, of the

young promise of her fellow students, and of classroom challenges."

It is known she worked hard all her life, and always sought to succeed. While she had no immediate family of her own, she was dear to her nephews – David Clark, Laurence Magone, and Gary Gustin, and her niece, Theresa Mackey. They remember their aunt describing how she worked in the dean's office, and as a payroll clerk for a local bowling alley, to pay back her tuition when she attended BPI. Her parents, Thressa and Virgil Gustin, did not have the financial resources to help, a case with many Depression-era families. Later, she worked at a local bookstore, and might have become part owner before she moved to the Seattle area.

"We are proud to be stewards of this marvelous \$150,000 legacy, which dramatically expresses a wonderful woman's satisfaction with her years on this campus. No greater compliment could possibly be ours than a gift permitting replication of a donor's experiences here for students of countless generations to come," said Michael Mace, RMC president.

While not much is known of her years at BPI, it's clear she certainly had plenty of pluck.

Her long business career in the Northwest began in purchasing and



*Velmalee Gustin Bain when she was a student at Billings Polytechnic Institute. (Courtesy Bain family photos)*

operating a knitting shop in the University (University of Washington) District for several years. Besides managing the shop, she taught knitting and creative design of knit garments. Along the way she became a skilled and creative seamstress.

Following the sale of her shop, she moved into the buying and selling of real estate, site procurement for Denny's Restaurants, and, finally, into developing her own real estate.

# BROOKE RUFFIER: HARD WORK A FAMILY TRADITION

## ALL ABOUT OUR STUDENTS

*Brooke Ruffier acknowledges she is "not a brilliant student, but I am an eager one," she said, smiling.*

Brooke is also a student who knows what she wants to do, embraces the hard work it takes to accomplish her goals, and "I love this place called Rocky."

One thing Brooke knows for sure. When she graduates, she will not be in debt. She is possibly the hardest working student at RMC. During the summer, every day,

from dawn to dusk, you could find Brooke mowing, weeding, and grooming the campus. During the school year, she works the maximum hours allowable.

"I think she's terrific. You couldn't find a better student to write about. She works really hard, and I can always depend on her," said Terry Steiner, RMC facility services director.

The daughter of teachers in Butte, Montana, Brooke was instilled with a solid work ethic.

"My dad is an English teacher, and my



*A ready smile and a good work ethic made Brooke Ruffier a favorite employee of facility services.*

*Continued next page*

## EPIC HISTORY IN POETRY

### FOCUS ON ALUMNI

A Rocky Mountain College alumnus, living in London, England, has written an epic history of New England in verse, titled “The New England Epic,” that is now available from Apple’s iTunes and iBookstore.

Dr. Edward (Ned) Swan, RMC’69, stated that his 188-page volume of poetry tells of the lives of an extended New England family, “some famous, some not; all lived, loved, fought, struggled, and died to build a nation.”

Raised in Massachusetts and New Hampshire, Dr. Swan lived many years in New York and Paris before residing in London, where he practices law with Brown Rudnick. After earning his B.A. at RMC, he did graduate studies at Harvard, then earned his Juris Doctor degree at New York University. He also earned a Ph.D. at the University of London Institute of Advanced Legal Studies.

“I loved my four years at Rocky. I made great friends, and was taught by dedicated and knowledgeable teachers,” Dr. Swan stated. “I started in 1965 when another classmate from Massachusetts -- Arlo Guthrie -- attended.”

Among those professors and friends he fondly remembers “are Stephen Milliken, Tom Dicken, Bob Holmes, both the Murphies, Phaeres Mixon, Bill Ballard,

Larry Small, Herb Klint, C.R. Stiffler, Larry Weirather, and Dale Zimdar.”

“They all inspired me,” Dr. Swan noted. “I would welcome hearing from old classmates and friends.”

“For anyone visiting London, I read my poetry Tuesday nights at the Poetry Society’s Poetry Cafe, 22 Betterton St., Covent Garden, London WC2H 9 BX, for Poetry Unplugged, at 7:30 p.m.,” he quipped. “And if you’ve bought my book and bring it with you, I’ll be happy to autograph it.”

Dr. Swan has over 30 years of experience practicing in the areas of UK, European, and US financial services law and regulation. He advises national governments, regulators, exchanges, clearing houses, banks, investment funds, brokerage houses, trade associations, commodity traders, and commodity producers on all aspects of financial services regulation, documentation, and litigation in New York, London, and Paris.

Prior to joining Brown Rudnick, Dr. Swan was a partner at three major international law firms where he specialized in financial services regulation and litigation advice to exchanges, major international trading houses, and banks. He also established his own international financial services practice in New York where he was lead counsel in a number of landmark international financial markets cases.



Ned Swan (Courtesy Ned Swan photo)

He was legal advisor to the Council of European Energy Regulators on major regulatory investigation in connection with the Madoff affair, on numerous aspects of the Lehman Brothers collapse, subprime market litigation, and was lead counsel in a landmark energy market manipulation.

A Visiting Professor of Law at the University College London, he has published seven books and numerous articles on financial market regulation.

Dr. Swan’s book is available at Amazon.com for \$29.99. It can be downloaded from Apple iTunes or iBookstore for \$9.99.

## BROOKE RUFFIER

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mom, until she was diagnosed with multiple sclerosis when I was 10, was a teacher, too. Now she contracts counseling services to smaller rural schools,” Brooke said. “Both of them taught me the value of hard work. Because of their hard work, I won’t owe anything when I finish here.”

Brooke is a senior, majoring in equestrian business and equestrian studies. It’s an odd choice, some might think, since she never grew up around horses. She never had formal equine training until she came to RMC.

But she knew she wanted her life to be

involved with horses, hoping one day to buy a spread in northeastern Montana.

“I know I want to be somewhere with wide open spaces and horses,” she said.

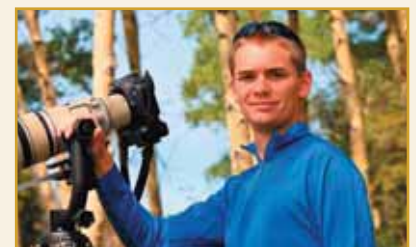
Wherever she goes, she knows she’ll always think of RMC as one of the best places she’s ever been.

“If nothing else good ever happened to me at Rocky, working for facility services would make up for it. They are the best people I’ve ever known. This is the best experience I could ever get,” she said.

### PHOTOS

Credit

All photos in Rocky Now are by Dave M. Shumway, RMC web content manager and collegiate photographer, except where otherwise noted.



# BILL AND MERILYN BALLARD ARE PHILANTHROPISTS OF THE YEAR

## ALL ABOUT OUR FRIENDS

*Dr. William and Marilyn Ballard were this year's recipients of the Rocky Mountain College Philanthropist of the Year Award.*

"Bill and Marilyn have been remarkable in their service to the College and their support for its students," said RMC President Michael Mace. "They exemplify the spirit of philanthropy we admire and appreciate."

Dr. Ballard had a profound effect on the financial stability of the institution by being part of two capital campaigns that raised \$40 million for the College, Mace noted.

The couple were honored on August 11, 2011, at a reception in Prescott Hall on the RMC campus.

"My wife, Marilyn, has always been a partner in everything I do, and we are especially grateful to share this honor," Dr. Ballard said in accepting the award.

Remembering his first involvement with RMC, Dr. Ballard recalled being interrupted from watching "Bonanza," his favorite television program, by a call from Dr. Lawrence Small, then president of RMC.

"I guess Dr. Small didn't watch Bonanza," he joked. "He wanted me to teach a geology course."

Within a year, 30 to 35 students were enrolled to take geology classes. Soon Dr. Ballard recruited others to help teach, and a department was born.

"I liked seeing the light come on in their eyes," he noted of learning to teach students. Field trips were the answer to dry lectures in classrooms "where their eyes kind of glazed over. We had the greatest natural laboratory for geology in the world right around Billings, so we made good use of it."

Many of those students interned with his company. Some are still employed with Ballard Petroleum. All found jobs in their field, whether with the USGS or with private companies.

After 16 years of teaching, Dr. Ballard needed to devote more time to his petroleum company.

"That was followed by 20 years of serving on the Board," he said. "There was no



*Dr. William and Marilyn Ballard were this year's recipients of the Rocky Mountain College Philanthropist of the Year Award.*

getting away from Rocky."

A leader in the petroleum industry, Dr. Ballard was born in El Dorado, Arkansas, and first came to Montana in 1952 while a college student at the University of Oklahoma. He acquired a summer job with Murphy Corporation that year, and was sent to serve as a geological assistant in the newly discovered Poplar Oil Field. He met Marilyn in her hometown of Poplar; they were married the following summer.

After earning his Ph.D. in 1961, he accepted a job with Phillips Petroleum in the Denver-based Exploration Projects Group.

In June 1963, together with William Cronoble, Ballard resigned to form a new company, Balcron Oil, and opened offices in Billings. His present company, Ballard Petroleum Holdings LLC, dates back to March 1992 when Ballard and Associates, Inc., was formed. Ballard is CEO and Chairman of the Board of the Company.

Dr. Ballard served on the Rocky Mountain College Board of Trustees from 1985 to 2005, is a past Chairman of the Board, and was awarded an Honorary Doctorate degree in May 1995. In addition, he was awarded a Distinguished Service award by the Rocky Mountain College Alumni Association in 1997, and included into the College's Hall of Fame in 1999. He rejoined the Board in 2010.

# COMING ATTRACTIONS

FRIDAY, NOVEMBER 4

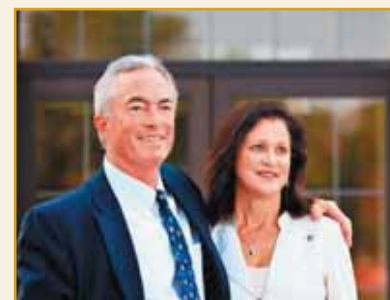
John and Darla Jones will be the honorary chairs for the 24<sup>th</sup> Annual Black Tie Blue Jeans Scholarship Benefit. The couple has been solid supporters of the College, where John, an attorney with Moulton Bellingham, PC, one of Montana's oldest law firms, has been a member of the RMC Board of Trustees since 1996. Darla is a marketing executive with St. Vincent Healthcare. They have two sons, Sean and Nathan.

"We're delighted to have John and Darla as honorary chairs, and we're looking forward to celebrating their association with the College while we also celebrate the Black Tie Blue Jeans tradition of helping our students," said Vicki Davison, RMC director of advancement.

BTBJ will be held Friday, Nov. 4, 2011, at the Billings Hotel and Convention Center. The evening begins at 5:30 p.m. with cocktails and silent auction, followed by dinner and a live auction at 7:00 p.m. Dancing to the music of Midlife Chryslers follows dinner.

The theme this year is "Rock On!" which focuses on the progressive attitude of the College to accept new challenges and forge a bright future for its students, Davison said.

For tickets or more information, contact Vicki Davison, (406) 657-1005 / Vicki.davison@rocky.edu.



*John and Darla Jones are this year's BTBJ Honorary Chairs.*

## A GIFT AND THEN SOME: EDWARDS GIFT

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was a very generous gift from the Edwards family.”

Edwards said his family has always had a high regard for the College because of close contact with students who have worked at Edwards Jet Center.

“For more than 11 years, we’ve appreciated the level of professionalism of the Rocky Mountain College students who have worked for us. They’ve been integral to our workforce and they’re simply

excellent,” Edwards said. “We’re proud and happy to do something to help that program continue to grow.”

Mace said owning the hangar, which serves as the center for the aviation program’s flight operations, adds prestige and permanence to the program.

“Our mission with the aviation program is to educate and train individuals to be professionals and leaders in the industry, and locating a main portion of the program

in a hangar that we own at the airport certainly helps with that,” he said.

Cliff Edwards, a third generation Montanan whose family settled in the Great Judith Basin in the late 1890s, began his law practice in Billings in 1974. In 2001 he bought Lynch Flying Service; in 2002 he added the FBO assets of Corporate Air; and in 2011 he acquired Corporate Jet. Edwards Jet Center is a full-service FBO with operations at Logan International Airport.

## INSIDER: SHARING OUR GIFTS

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I believe that discovery of how one uses “their gifts” is a major part of what we do at Rocky Mountain College. Using our gifts is not just about training people, but unearthing

the hidden talent in our students and ourselves, allowing each and every one of us to “use our own God given gifts.”

If you are near the campus, come by and see our gifts at work, and if it impresses you, share “your gifts” with us, as well.

## FOCUS ON FRIENDS: VELMALEE BAIN GIFT

Continued from page 3

She was an accomplished gardener and loved to travel.

Val was the last of her immediate family. One nephew, David Clark, preceded her in death; she is survived by David’s family, one niece, Theresa Mackey; two nephews,

Gary Gustin and Larry Magone, and all their families.

Among her papers, when she died in August 2008, her family found a favorite quote:

“One of the hardest things in life to learn

is which bridge to cross and which bridge to burn”.

RMC’s good fortune was that the bridge she crossed here was one to greater happiness and prosperity, and one she did not forget.

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