Crimson Plate Sales Drive Student Scholarships

Nearly 19,000 sets of Cougar license plates are on the road, gracing cars and trucks across the state. And sales continue to soar, fueled by the all-Crimson design. Plate sales now generate almost $500,000 each year in student scholarship support.

If you have the new Crimson plate, we thank you for making it the most fantastic it looks—think about the deserving WSU students it supports.

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Become a Platinum Life Member and Be Recognized at Homecoming Reception

The timing to become a Platinum Life member couldn’t be better. Not only can new Platinum Life members see their support helping the WSUAA, but if they join by September 15, they can also see their name on the Platinum Life Member Wall of Honor in time for the Homecoming Reception on Friday, October 3.

“The wall recognizes hundreds of proud Cougars who have become Platinum Life members,” says WSUAA Executive Director and Platinum Life Member Tim Pavish. “We’re grateful for their unwavering commitment to WSU and generous support of the WSUAA.”

Established in 2011 for alumni and friends who want to expand the difference they make for WSU and the WSUAA, Platinum Life Membership offers members the opportunity to add more fuel to the WSUAA’s record-breaking success. Platinum Life Members enable the association to assist more students, connect more alumni, and expand the WSU circle. A special group of WSU supporters, Platinum Life Members provide additional support for student scholarships, outreach and engagement, local chapter and club support, social and networking events, WSUAA Career Support Services, and more.

Platinum Life members do a lot for WSU, and receive some special things as a result—special benefits, discounts, and events, a Platinum Life Membership certificate, lapel pin, windshield decal, and member card. Platinum Life members also receive permanent recognition on the Lewis Alumni Centre’s Platinum Life Member Wall of Honor, a crimson wall featuring sleek glass certificate, lapel pin, windshield decal, and member card. Platinum Life members provide additional support for student scholarships, outreach and engagement, local chapter and club support, social and networking events, WSUAA Career Support Services, and more.

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Cougars of the Desert

Each spring, Cougar faithful are drawn to southern California for the Cougars of the Desert Luncheon and Golf Classic. Now in its 27th year, the two-day event includes a luncheon, golf tournament, silent and live auctions, and dinner with the over 100 people in attendance each year.

The event started with Cougar alumni and faculty in the area getting together for a luncheon. Eventually, the golf tournament was added, followed by the auctions to raise funds for scholarships. Now, all proceeds from the event support scholarships through the WSUAA.

This aspect of the event is part of what influenced the current president, Jim Cook, to get involved. “It was the social side, and the chance to help some students by raising scholarship funds,” says Cook, who retired from WSU in 2005 after a 40-year career. He is the former dean of the WSU College of Agricultural, Human, and Natural Resource Sciences, and emeritus professor of plant pathology and crop and soil sciences. In 2011, Cook was awarded the prestigious Wolf Prize for Agriculture, an award given by the Israel-based Wolf Foundation to honor those who promote science and the arts for the benefit of humankind.

Cook’s initial involvement with Cougars of the Desert (COTD) was by being the keynote speaker at the event’s luncheon. He also had friends involved in the planning and he had joined them at a few of the meetings. “After I retired, I thought we should get involved in this,” he says. Cook is grateful for the opportunity to invest time in support of the Cougars of the Desert program.

Since Cook became president of the COTD, the event has expanded to raise more money for scholarships by adding activities like the silent auction. All of the items in both auctions are donated and have included golf for four with a cart, wine donated by Cougar-owned wineries, and Cougar gear donated by The Bookie and Crimson and Gray. “There’s something for everyone,” says Cook.

Over the past few years, Cougars of the Desert has raised more than $10,000 annually. Each April, Jim Quinn, retiree at WSU, and other COTD members review applications and select the scholarship recipients. Quinn and the other volunteers focus on the financial need of the students as well as their academic success.

Would you like to be involved selecting students for WSUAA scholarships or planning an event like Cougars of the Desert in your area? Contact the WSUAA at 1-800-ALUM-WSU (258-6978) or visit alumni.wsu.edu/events.

Gear Up for Cougar Football Season with the WSUAA

The WSUAA has you covered with a variety of fun activities this fall during Cougar Football Season! Join us for pregame rallies at away games, TV viewing parties, dinner and evening receptions, a Homecoming bonfire, and more throughout the season. Check out football-weekends.wsu.edu for information on all of the events surrounding Cougar football games both home and away.

Highlighted events include:
- Golden and Diamond Graduate Reunions for Classes of 1964 and 1954—September 10-12
- All 50- and 60-year graduates are invited to attend a special celebration and to take a stroll down memory lane at Alumni Reunion Weekend activities.
- Recent Grad Football Weekend—September 12-13
- Join other recent WSU grads for a weekend of Cougar Football and fun in Pullman as part of Alumni Reunion Weekend activities.
- Feast of the Arts Dinner Series (Friday evenings prior to home football games)
- The popular dinner series featuring a reception and gourmet meal paired with Wine-By-Cougars wine is back to tantalize your senses.
- Platinum and Life Member Reception and Homecoming Bonfire Rally—October 3
- After attending the Homecoming Bonfire and Pep Rally, WSUAA Platinum, Life Members, and special guests can attend an exclusive reception at the Lewis Alumni Centre. Join us for an evening of music, hors d’oeuvres, and premium hand-crafted wines from the Wine-By-Cougars winery, Bergenvin Lane. Don’t forget to wear your Crimson!

Do you like doing business with other Cougs? Would you like to promote your Cougar-owned business to a loyal network of alumni? Of course you would, and the WSUAA can help you do just that! All current WSUAA members can list their Cougar-owned or -managed business for free online via the Cougar Business Network website at cbn.wsu.edu

CBN is an online, mobile-friendly searchable database of Cougar-owned or -managed businesses located around the world. All businesses are sorted by category and each listing has a contact name, address, phone number, and a web link, so users can easily find exactly what they are looking for. The location-based services and interactive maps also allow users to instantly find businesses near them, so you’ll never miss a chance to do business with other Cougars. For more information and to register, please visit cbn.wsu.edu.
Alumni Link is the official publication for WSU Alumni Association members. All active members of the WSUAA receive quarterly issues of this members-only publication.

WSUAA Annual memberships begin at $30 with a special rate for those who graduated over 50 years ago at $15 or within the 10 years ago at $30 per year. Life and Platinum Lifetime Membership information is available online at alumni.wsu.edu. If you have any questions or comments about Alumni Link, email them to Alumni.Bulletin@wsu.edu, call 1-800-ALUM-WSU (258-6978), or mail them to Alumni Link, Lewis Alumni Centre, PO Box 646150, Pullman, WA 99164-6150.

Tim Pavish ’80
Executive Director

Kelly Breitner ’96, ’97
Director, Membership Services

Waylen Safarik ’05, ’11
Manager, Membership Services

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If you have the new Crimson plate, we thank you for making it the most popular plate in the state. If you don’t yet, we hope you’ll make the switch soon. It’s a great way to show Cougar Pride while you help WSU students. Get all the details at alumni.wsu.edu/license.

Cougar I Wine

Platinum Life Wall of Honor

Cougars of the Desert

Cougar Business Network

Football Weekends and WSUAA Events

Cougar I

A Perfect Marriage of Premium Wine and Cougar Spirit

Wine-By-Cougars and the WSU Alumni Association are pleased to offer a limited-edition wine from proud Cougars—Jeff and Vicki Gordon and Katie and Marc Nelson—at Gordon Estate. This is the first wine in a collection, series that will celebrate Cougar winners and support WSUAA initiatives including viviculture and enology scholarships.

Want to make sure you get a bottle? Although it will be available at select retail locations, the only guaranteed way to get a bottle of Cougar I (pronounced Cougar “One”) is to sign up for the Wine-By-Cougars wine club by October 1, 2014. You can join online at winebycougars.com or call 509-526-7700.

We are sure you’ll keep the bottle on display, but this Merlot, Cabernet Savignon, and Syrah blend certainly isn’t just for show. Intensely perfumed with aromas of candied vanilla and orange zest, a sweet woody note provides background and wafts of summer oregano on the palate. The wine is rich but not heavy as it dances across the palate with a lush mouth feel that’s sprinkled with spice. A lingering finish entices you to take another sip from this unique offering.

If you are already a Wine-By-Cougars member, mark your calendar for the fall shipment. If you need to sign up, don’t delay—the wine will be gone in no time.

For more information on Cougar I, including information on the release party at Gordon Estate Wine Bar on October 12, 2014, go to alumni.wsu.edu/WBC.

Recognizing WSUAA $1,000+ Donors

During fiscal years 2012-13 and 2013-14, the following Cougars supported the WSUAA by donating to the student scholarship program, the Alumni Centre Building Fund, or the WSUAA Excellence Fund with a generous gift of $1,000 or more:

Steve Arndson
But and Jackie Anderson
David Baughman
Scott and Barbara Barth
Deon Brandson
Michael and Susan Chard
Stan Cor
Karen and Jamie Coyer
Gail and Marvin Cramer
Lary and Vicky Culver
Dave D. Curtis
Christopher and Karlee Durham
Thom Eldridge
Sarah English
Robert and Karen Felton
Gregory and Nancy Field
Bill and Alice Fitl
William and Gina Garnett
Donald B. Garrett
Kenneth E. Gibson Jr.
Jeff and Vicki Gordon
Jeff Hately and Mika Hately
Douglas and Julia Hamrick
Casa Hanson
Krom and John Heard
Mark and Fran Hermanson
Greg and Meredith Holmes
Dowel and Barbara Howell
Keith and Doris Howell
Dennis and Christine Howes
Steven and Diane Huck
Tina Hulit
Glenn and Kathryn Johnson
Jeff Johnson and Lore Danks

We are forever grateful to have alumni and friends who care so much.

Thank you.

Hal Robert and Nancy Johnson
Susan and Robert Johnson
Jim and Lisa King
Billy Knotts
David Lee and Julie A. Jones
Rich and Kathy Lemang
Phillip and June Lighty
Robert and Elizabeth Locker
Thomas J. Martensen
Glenn Osterhus
Tim and Cathy Parish
Al and Joan Powell
Brian and Nancy Quiet
James O. Raddick
Joseph and Lorinda Richer
Joanie Rees
Arthur and Carol Roach
Randal and Carrie Sakaino
Rick Simon and Melody Hall
Jeff and Kristin Sinchak
Amanda Stewart
Paul and Karen Stimp
Keith Storry
Jonathan Taylor
Doug and Sandy Thomas
Doug Tracy
Brent and Sally van Boheemen
Gianluca and Ulla Verdina
Vincent and Brian Wallace
Robert Williams and Laurie Nichols
Steve and Michelle Wymers
"Deceased"