ACNielsen Marketing Research Tools

ACNielsen U.S. has donated Homescan® consumer panel tools and information valued at nearly $500,000 to the Walton College Center for Retailing Excellence. The marketing research tools enable students and faculty to learn from the same tools and information used by retailers and manufacturers in the consumer packaged goods industry. The tools allow users to gain insights into marketing questions such as where consumers make their purchases and what type of shoppers utilize a given retailer. Claudia Mobley, managing director of the Center, said, “The closer our students get to real world applications the better prepared they will be to address the challenges of their future employers.”

Edward W. Reed Professorship in Finance

THE WALTON COLLEGE has received a $291,058 bequest from the late Edward W. Reed, a former professor of finance and economics in the College, and his late wife, Anna, to establish a professorship. The Edward W. Reed Professorship in Finance was set up by the Reeds through their charitable remainder trust in the 1990s. Prior to his death in 1997, Dr. Reed said, “I felt like I did a good job and they appreciated it. So, I decided that if I had to select a school to support, it would be the University of Arkansas.” Dr. Reed spent only five years at the University of Arkansas — his first teaching assignment in 1947. After leaving the College, the Reeds went to Fort Smith where he became president of City National Bank. The couple then moved to the state of Oregon where Dr. Reed became a professor at the University of Oregon and then head economist at the U.S. National Bank of Portland. His wife died in 2002.

Boyer Fellowship

IN 1999, TOMMY, BSBA ’64, AND SYLVIA, BSE ’63, BOYER established the Boyer Fellowships to encourage outstanding students to pursue an education in the Walton College. The students must demonstrate financial need and the potential to be a leader. The initial gift commitment gives the student $12,000 a year for tuition and fees, room and board, books and supplies, travel and special equipment. The Boyers said, when they made the gift, “We’ve been very interested in helping young people, particularly those who have financial barriers in getting a quality education.” The program now supports three Boyer Fellows studying in the Walton College, including Adrienne Jung, Van Buren; Chenin Vadalma, Little Rock; and Brandy Wells, West Fork. In the past, the Boyers had established seven endowed scholarships across the campus. In 1989, Sylvia Boyer established the Thomas E. Boyer Scholarship in the Walton College as a 25th wedding anniversary gift to her husband.

Alumni Gifts at work

Bodenhamer Fellowship

LEE BODENHAMER, BSBA ’57, MBA ’61, established the Bodenhamer Fellowships in 1998, acting as a trustee of the Bodenhamer Foundation. While the fellowships encourage Arkansas’ outstanding students to study at the University of Arkansas, students from outside Arkansas may apply as well. The fellowships award up to $60,000 each, depending if the student is pursuing a four- or five-year degree. They cover tuition and fees, room and board, books and supplies, and additional benefits of the student’s choice such as study abroad and special equipment. There are five Bodenhamer Fellows now in the Walton College, including Patrick Haige, Cabot; Carrie Irwin, Springdale; Rebekah Johnson, Little Rock; Laura Jakschy, Agoura Hills, Calif.; and Nikhil Nadkar, Rogers. Irwin said, “I have an instant group of friends who always study with me and offer help in any subject. I am grateful to be involved in the Bodenhamer Fellowship program.”

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