



Forging the Future
The Campaign for Hood College

TARGETED & ENDOWED ACADEMIC EXCELLENCE

Expand The George B. Delaplaine Jr. School of Business



The George B. Delaplaine Jr. School of Business is growing fast to respond to our market, with undergraduate degrees in accounting, business administration, economics and integrated marketing communications. The Delaplaine School also offers a well-respected Master of Business Administration (MBA), a graduate-level project management certificate, and supports the College's doctoral program in organizational leadership and business administration.

George B. Delaplaine Jr.

George B. Delaplaine Jr. is a prominent Frederick businessman, and because of his generous philanthropy, Hood College is honored to have its business school carry the Delaplaine name. He is president of Great Southern Enterprises, Inc. and chair of the board of Delaplaine Foundation, Inc. He served as past president and CEO of the Great Southern Printing and Manufacturing Company, parent company of the Frederick News-Post, GS Communications, Inc., the Job Shop and GS Net.Works. He held positions of editor and publisher, reporter and columnist of the newspapers for five decades and served as CEO of cable operations.

The Delaplaine family consistently endeavored to operate its business enterprises from the perspective of "the public good." To sustain that benevolent philosophy, Delaplaine Foundation, Inc. was established in 2001 when the assets of the family business were sold. Aligned with Delaplaine's own philanthropic interests, the mission of Delaplaine Foundation, Inc. is to support initiatives that alleviate human hardship and enrich quality of life. The Foundation awarded its first official grants in 2002. Since then, Delaplaine Foundation has distributed more than \$15 million in grants to more than 200 local, regional and beyond non-profit organizations including Hood. Most notably, George B. Delaplaine Jr. embodies a mission of service and civic engagement. Through his dedication to the arts, health care, historic preservation, spiritual enlightenment, education and the greater community, he leads by example and has made the Frederick community a better place.



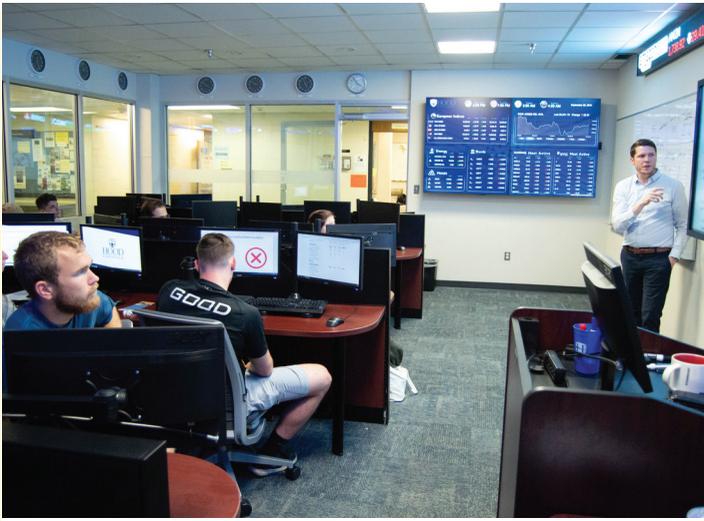
When announcing his transformational gift to Hood, Delaplaine encouraged students to develop fundamental business skills for life. "Sound financial management is necessary in business and in your personal life," he said. "A good business education teaches you how to use company resources wisely, especially in regard to cost-effectiveness and regulation compliance. Your own personal financial health is, without a doubt, necessary for your peace of mind."

Delaplaine's mother, Ruth Carty Delaplaine, graduated from Hood in 1913, and his sister, Frances "Franny" Delaplaine Randall, graduated from Hood in 1945. George and his late wife, Bettie, whom he met while she worked as an assistant in Hood's biology department, both received honorary degrees in 2008. In all, the Delaplaine and Randall families to include 12 Hood alumni, beginning with graduates from the Frederick Female Seminary (Hood's precursor), and they have had two family members serve on the Board of Trustees and five on the Board of Associates.

Our Vision:

Increase fast-growing business programs and spur social entrepreneurship in the region.

Social ventures organizations that seek to provide systemic solutions to achieve a sustainable, social objective, have rapidly risen to account for more than a third of all new U.S. entrepreneurial activity. This shift in business mindset demands new leadership and new ideas. The George B. Delaplaine Jr. School of Business is uniquely positioned and poised to prepare students for this new economy. Through an integrated learning approach that combines a strong grounding in the liberal arts with advanced study in the major and opportunities for internships and research, we are preparing future business leaders for lives of purpose and civic engagement, while also providing a solid foundation to all students through the liberal arts curriculum. With your support, these plans will be realized, including the following:



Ryan Safner, Ph.D, assistant professor of economics in The George B. Delaplaine Jr. School of Business, is teaching econometrics in the Trading Room. The classroom topic is the assumptions for a linear regression model. Students run regressions on the computers. Having two screens allows them to look at the concepts in the lecture slides on one screen and simultaneously use software packages to work with data on the other screen.

>> Bachelor's Degree in Finance

Thanks to the generosity of Virginia Munson Hammell '67 and others, Hood's Trading Room was opened in 2015 to provide a place for students to simulate real-world experiences of working with financial markets through securities trading and portfolio management. The room exposes students to technology and analytical tools similar to those used on Wall Street and features trading stations, a stock quote ticker and financial investment software. Since its opening, Hood has developed courses in finance and investment, and in 2016 the Hood College Board of Trustees allocated a portion of the College's endowment into a separate fund, The Blazing Alpha Fund, which is wholly managed and invested by students.

Building on this foundation, Hood will launch a major in finance to provide students with a strong foundation in financial management tools and analysis and investment practices, as well as the ability to understand and manage fiscally sound business systems and decision-making processes. The curriculum will be supplemented by real-world experience both in the Trading Room and through internships.





Marlene Grossnickle Young '76, P'09, H'14

Data-Driven Frederick will support and improve our decision making across the region. I am personally committed to seeing this effort enhance learning and serve our community.

>> Data-Driven Frederick

Building on the College's commitment to leverage our expertise and resources to contribute to the financial, social and cultural health of the Frederick community and provide a diverse array of applied learning opportunities for our students, **we will establish Data-Driven Frederick as a distinctive and innovative Center in The George B. Delaplaine Jr. School of Business.** This research center will serve to collect, aggregate and make available via an interactive website the vital regional indicators for the greater Frederick community. Data-Driven Frederick will provide the region's public and private decision makers with the big data they need to make informed and fiscally responsible decisions.

Faculty and students will serve as researchers of community-based projects and will explore their own research questions using this extensive dataset. Through their engagement with Data-Driven Frederick, students will develop sought-after expertise in research methodology, data analytics and project management, while also honing skills critical to future professional success, such as communication, critical-thinking and collaboration. We plan for Data-Driven Frederick to become self-funded through grants and clients' fees over time.





>> Creation of an Event & Sports Management Concentration

Billions of dollars are spent in the sports industry every year. The U.S. Bureau of Labor Statistics (BLS) predicts extensive expansion. This revenue will create a wide variety of careers, including team management, event management, sports venue management, public relations, sports apparel brand management, sports blogging and recreation management. Sports management exists at all levels of sports, including municipal recreation, private organizations, social organizations, government athletic activities, amateur sport, college-level athletics and professional sports. Hood's program in this area will be developed to combine event and sports management, business, liberal arts courses and hands-on practice. Our program will immerse the student in the multifaceted world of sports using the latest industry tools and best practices while mastering the contemporary digital and entrepreneurial skills for a competitive edge.



Leading the Vision

Dean of The George B. Delaplaine Jr.
School of Business



Dean of The George B. Delaplaine Jr. School of Business

With the creation of The George B. Delaplaine Jr. School of Business, the need for a dean of the school has become evident. Fulfilling the needs of the largest student population on campus, the dean will lead the vision for Hood's School of Business, oversee the current majors in the business school, direct the creation of the new finance program, establish Data-Driven Frederick, and develop new academic programs.





Philanthropic Opportunities

During Forging the Future: The Campaign for Hood College, we seek to raise \$5 million to expand the Delaplaine School of Business. Specific needs include new faculty positions, new and improved technology, building renovations, funding for graduate assistants, and resources to grow The Blazing Alpha Fund. Endowments provide a continuous stream of support from interest income, while current-use, expendable gifts support the immediate needs of faculty as well as equipment and facility renovations.

Join us

Raising The George B. Delaplaine Jr. School of Business to the next level is necessary to strengthen the College, improve business innovation, increase economic development and open new pathways to learning for students. You have the power to spur social entrepreneurship. Join us to enhance our faculty and change a student's life forever.





Forging the Future

The Campaign for Hood College

Forging the Future: The Campaign for Hood College invites alumni, friends and supporters who believe in the College's future to invest in it. We seek \$50 million in philanthropic support to provide more scholarships, ensure that every student graduates world- and work-ready and increase future support for our faculty. We will develop new degree programs that meet emerging needs and create new spaces in which to deliver them. By growing our endowment, we will strengthen Hood College for generations to come.