

## USM Set to Announce Largest-Ever Single Donation

HATTIESBURG – According to an e-mail sent to the USM community by USM vice president for advancement Bob Pierce, USM is set to announce that it has recently received the single largest donation in its 100-year history. That donation is, as explained by Pierce’s e-mail below, set to support the construction of a new business college facility, thus reinforcing the belief of many that CoB supporters are the institution’s richest source of private financial backing.

From: all-facstaff-bounces@usm.edu [all-facstaff-bounces@usm.edu] On Behalf Of USM Mailout [usmmailout@usm.edu]  
Sent: Monday, July 18, 2011 8:26 AM  
To: all-facstaff@usm.edu  
Subject: [All-facstaff] College of Business Major Gift Announcement

Southern Miss Faculty and Staff,

You are invited to attend a special announcement regarding the Building Better Business Campaign that represents the largest one-time gift to the USM Foundation by a Southern Miss alumnus. Please join us this Wednesday, July 20, at 11 a.m. in the atrium of the Trent Lott National Center.

Dr. Saunders will make the announcement of the gift, and Dr. Nail will introduce the University’s new major benefactor. It will be a great day for the entire University.

Southern Miss to the Top!

Bob Pierce

Vice President for University Advancement  
& Executive Director of the USM Foundation

As Pierce indicates, USM president Martha Saunders will announce the gift at an 11 a.m. press conference to be held in the Trent Lott National Center on 20-July-2011. Pierce also points out that CoB dean Lance Nail will introduce USM’s “new major benefactor” to those in attendance. That new benefactor is credited as being a USM alumnus.

While this announcement seems exciting at present, sources point out that readers should be cautious given that USM has a penchant for announcing large donations that sometimes come only in the form of insurance policies and physical properties. If that is not the case in this instance, then the CoB building campaign should be complete. If it is the case, then that campaign has a way to go at present.