

## THE RISING TIDE

FALL 2009

PLANNED GIVING OPPORTUNITIES FOR PEPPERDINE FRIENDS AND ALUMNI

LEAVING A LEGACY  
TO IMPACT THE NEXT  
GENERATION OF  
PEPPERDINE'S  
SERVANT LEADERS

## INSIDE

- ↘ Isabelle Larson Endowed Scholarship
- ↘ What Is a CGA for Home and How Does It Work?
- ↘ Honored Friends Who Have Made a Planned Gift to Pepperdine University

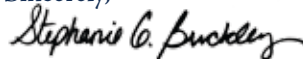
*Dear Pepperdine friends and alumni,*

Another exciting school year has begun at the Pepperdine campus. There are many events scheduled here in Malibu and at our various other locations. I encourage you to visit our Website [www.pepperdine.edu](http://www.pepperdine.edu) to stay up-to-date with all the exciting events.

One particular event that I look forward to each year is our Heritage Society Fall Musical Luncheon. We are already making plans for this event and look forward to hosting our Heritage Society members to lunch on campus and a very entertaining show by Pepperdine's students, Sweeny Todd. If you are a member, your invitation will arrive within the next month. If you are not a Heritage Society member please call us and ask how you can join.

In this issue I am happy to share with you the story of Burt Larson and his late wife Isabelle. Burt established a scholarship in memory of his lifelong love who graduated from Pepperdine University. Burt made a wonderful gift to Pepperdine to establish this scholarship. It will be further enhanced through the Charitable Gift Annuity for Home ("CGA for Home") that Burt established with Pepperdine earlier this year. A CGA for Home is a gift that pays you a fixed income stream for your lifetime in exchange for a gift of your home once you pass away. One of the best parts of this gift is that you continue to live in your home for your lifetime while you receive your income payments. This is a great way to increase your liquidity while continuing to live in your home! If you would like more information please read more inside this newsletter or better yet, give us a call.

Sincerely,



STEPHANIE C. BUCKLEY

Director

Center for Estate and Gift Planning



## ISABELLE LARSON ENDOWED SCHOLARSHIP



*“The Larsons are angels for what they are doing. When I get to a position where I can help others, believe me I will try and emulate the Larsons for they are the people that we all should aspire to be like.”*

—Tatyana Krasnorozova  
Pepperdine Student

### ISABELLE LARSON (1921-1994)

Isabelle Larson’s life story from homemaker to business magnate is refreshingly inspirational. It begins when Isabelle met Burt Larson on a blind date in 1942. In 1944 they married in Texas. One week later Burt left for his tour of duty abroad in Africa. After his tour was complete the happily reunited couple was blessed with five children.

After her children left the house, Isabelle returned to school and in 1978 received her bachelor of science in business from Pepperdine University. With her degree in hand, she took an expanded role in the family business Parr Contracting Company, a Los Angeles-based construction firm. The company thrived with Burt and Isabelle’s hard work and expertise. Burt had received his engineering degree from Purdue University and

the two had a mutual affinity for education.

Isabelle passed away in 1994 at the age of 72. To honor her memory and passion for education, and to encourage women who are returning to school after an interruption in their studies, Burt established a scholarship in her name. This year Burt also established a Charitable Gift Annuity for Home (CGA for Home) with Pepperdine University. His CGA for Home will increase his annual income for life and will be used to further fund Isabelle’s scholarship fund. Pepperdine is proud to honor Burt and Isabelle Larson for their generosity. The Isabelle Larson Endowed Scholarship at Pepperdine University is awarded annually to a female who is majoring in business administration and re-entering the university after an absence.



### TATYANA KRASNOROZOVA

As an undergraduate business student at Seaver College, junior Tatyana Krasnorozova is the recipient of the Isabelle Larson Endowed Scholarship. She is working toward her goal of advancing small businesses in third world countries. In particular, Krasnorozova wants to help disadvantaged women start and maintain their own profitable businesses.

Tatyana grew up in Odessa, Ukraine, but moved to the United States speaking minimal English. By the time she was prepared to enroll in a university, a severe automobile accident left her in a coma and physically handicapped. Reflecting on her accident, Tatyana said: “Through rehabilitation I improved enough to finally attend school again and thanks to God I am now working hard to get my degree at Pepperdine.”

# WHAT IS A CGA FOR HOME AND HOW DOES IT WORK?

## WHAT IS IT?

The Internal Revenue Code provides donors with incentives to enter into transactions that benefit you and Pepperdine. A CGA for Home is one of these incentives. It is a simple contract between you and Pepperdine, whereby in exchange for a remainder interest in your home, Pepperdine agrees to pay you a fixed-income payment for your lifetime, a portion of which is tax-free. You retain the right to live in and use the home for your lifetime.



## ESTATE TAX UPDATE:

Did you know that the estate tax is scheduled to be eliminated for 2010? Whether this occurs or not we will have to wait and see. But, this is a good reminder to review your estate plan to ensure it is up-to-date. If we can be of any assistance please give us a call.

## HOW DOES IT WORK?

Your income payment is determined based on your age at the time of the gift and the value of your home. Generally, a CGA for Home is a great option for friends and alumni aged 75 and older.

## ESTABLISHING A CGA FOR HOME WITH PEPPERDINE ALLOWS YOU TO:

- Retain continued control and use of your home for your lifetime.
- Receive a fixed, partially tax-free, income payment for life.
- Receive an immediate income tax deduction.
- Avoid potential gift and estate taxes.
- Protect your assets from future creditors.
- Create a permanent legacy for young people at Pepperdine University.

We know how important it is that you remain in your home for the remainder of your lifetime. The CGA for Home ensures that you maintain control of your home. However, if for any reason, you desire to change residences during your lifetime, there are several options available to you. Pepperdine will work with you in any

manner that you desire to make the move as easy as possible.

If you have any questions or would like to explore your options for establishing a CGA for Home, please contact Stephanie Buckley in our Center for Estate and Gift Planning at 310.506.4893, or simply return the enclosed reply card.

## ARE YOU CONSIDERING A REVERSE MORTGAGE TO INCREASE YOUR MONTHLY INCOME?

Did you know that Pepperdine offers a similar arrangement through a CGA for Home? Often Pepperdine's CGA for Home provides more benefits than a reverse mortgage. Even if you have not considered a reverse mortgage, a CGA for Home is an incredible way to derive an income stream for life.

If you would like to receive more information on the Pepperdine Charitable Gift Annuity for Home, please return the enclosed card.

**THE RISING TIDE**

I would like to receive more information on the CGA for Home. Please call me about the CGA for Home.

I have a question about the CGA for Home. Please call me. Best time to call: \_\_\_\_\_ am, \_\_\_\_\_ pm. My phone number is: (\_\_\_\_\_) \_\_\_\_\_ My e-mail address is: \_\_\_\_\_

I have not previously contacted you, but I have included Pepperdine University in my estate plan through:  my will  a trust arrangement  an insurance policy  my retirement plan assets  other: \_\_\_\_\_

The information a reply card will send:

Thank you to all our Heritage Society members! We appreciate your support of Pepperdine students!

*The Center for Estate and Gift Planning will host the Fall Musical Luncheon on Sunday, November 15, 2009. The luncheon serves as an opportunity for us to show our appreciation and recognize all our Heritage Society members.*



## New Heritage Society Members

*Honored friends who have made a planned gift to Pepperdine University*

Ralph E. Baisden, Jr. (MA '78)  
Pamela and Roger E. Bass  
Kathy and Roy E. Burleson ('65)  
Margaret F. Cash  
Cathleen ('68) and Paul W. (MA '62) Clement  
Winifred F. Cross ('46, MA '76)  
Gabriele and Dickinson C. Ross  
Sandra L. Davidson (BSM '82) and Craig S. Dresman  
Peggy and Richard P. Eastman (MBA '79)  
Henrietta M. Fankhauser  
Susan and Peter Fern  
Bobbie C. Fry ('42)  
Kaye ('66) and Joe Hawkins  
Elaine and Martin J. Hente (MS '88)  
Stephen R. Hewgley ('78, MA '02)  
Carol and Lawrence D. (MBA '76, EdD '79) Hornbaker  
Betty and Dan Keck  
Joyce and Larry E. Lacey  
Raymond L. McCalister, Sr.  
Spencer L. McCurry (MBA '75)  
John F. Nielsen, ('45)  
Shirley and Arthur R. ('78) Ott, Jr.  
Phil A. Pennington ('58)  
Leanne and Curt A. ('92) Portzel  
Caye ('64) and James L. Randolph ('66)  
Diane E. Reilly ('58)  
Joan and Leonard Starr  
Jasmine (JD '02) and Melvin Termain  
Lynn Theriault (MS '06)  
Nona Thomas ('74)  
Dale B. Walker  
Herbert A. Watkins, Jr.  
Joanne and Robert Wemheuer (MA '75, EdD '79)  
Veronica A. Zofchak (MS '87)



Thomas F. Caldwell  
(JD '05, MBA '05)  
Planned Giving Officer  
and Legal Counsel

Stephanie C. Buckley  
Director

Curt A. Portzel ('92)  
Associate Director

*For more information about estate gifts, charitable remainder trusts, and charitable gift annuities, or for a confidential personalized proposal, please contact:*

The Center for Estate and Gift Planning  
24255 Pacific Coast Highway  
Malibu, CA 90263-4893

Phone: 310.506.4893

Fax: 310.506.4859

[stephanie.buckley@pepperdine.edu](mailto:stephanie.buckley@pepperdine.edu)

[www.pegift.org](http://www.pegift.org)