

John Gillies



Linda and Park B. Smith '54 at the President's Council dinner

## THE \$10 MILLION CHALLENGE

### PARK B. SMITH '54

#### Exhorts Alumni to be Bold

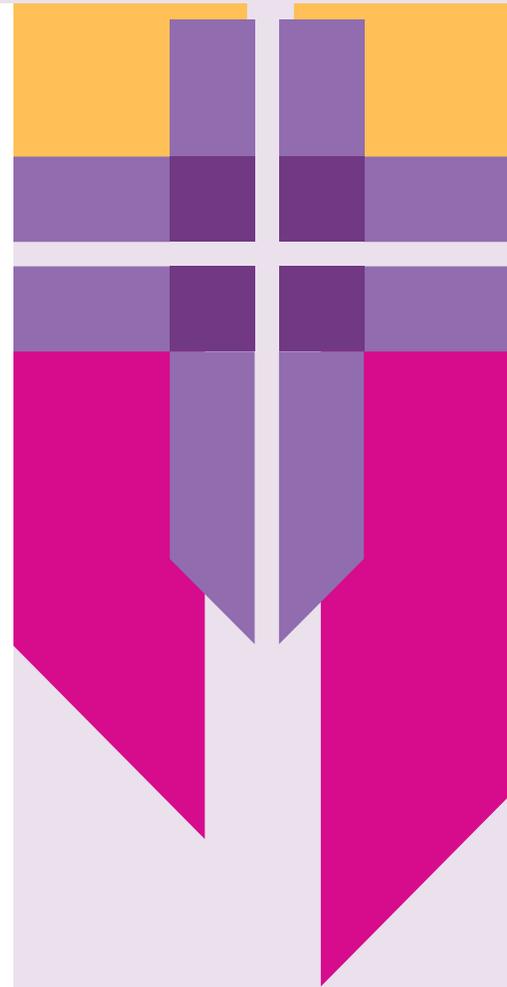
On Saturday evening, Nov. 12, 250 guests attended a black-tie dinner held in their honor at the Hogan Campus Center. Attendees were distinguished, regent and benefactors circle members of President's Council, and members of the recognition societies Fitton, Fenwick and Cornerstone. The dinner is held annually to thank the College's most generous benefactors.

College president, Rev. Michael C. McFarland, S.J., updated those in attendance on the progress of the fund-raising effort, *Lift High the Cross*. Fr. McFarland projected that the Campaign would finish at approximately \$180 million if expected gifts and pledges come to fruition.

"It is my hope that we will be able to far exceed our original goal (\$175 million)," he said. "I stress that this is a hope that springs not from greed, but from need. Our mission, of course, is not to become the nation's richest school, but its finest."

Fr. McFarland concluded his remarks by introducing Park B. Smith '54, a man "who has made an indelible mark on the Holy Cross campus."

Smith, owner and chairman of Park B. Smith Ltd., gave the majority of the funds to build The Carol and Park B. Smith Wellness Center, Carol and Park B. Smith Hall, and The Linda Johnson Smith Soccer Stadium. "The landscape of the College has been



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changed much for the better,” Fr. McFarland said, “while academic, spiritual and athletic opportunities have been created, thanks to Park’s generosity.”

Holy Cross’ most significant philanthropist and benefactor then rose with his wife, Linda, to speak to the audience. Smith talked about how remarkable it has been for him to experience the immense impact his dollars have had on Holy Cross.

Yet he pointed out: “Certainly, money isn’t everything: In fact, I would say that what makes Holy Cross so special is that it has the things money can’t buy—community, spirit, dedication, faith, devotion, excitement about learning and teaching, and the power to make a positive difference in the world.” Smith continued, “But where additional financial resources are needed, that’s where we can play a meaningful role.”

Smith explained that his competitive nature and his recognition that the College has significant financial needs were driving him to propose a challenge to alumni, parents and friends of Holy Cross.

He said: “I ask all of you here tonight, and all who will hear this message after tonight is over, to band together, to reach deeper into your hearts, to raise \$10 million more than what Fr. McFarland expected we would do, bringing our total to \$190 million. If you can accomplish this, *I will contribute an additional \$10 million to make sure that the College reaches the remarkable goal of \$200 million.*”

Smith’s message generated considerable excitement and buzz in the ballroom. He concluded by saying: “I do this out of a love for Holy Cross and out of a love for all of you who share my passion—a passion for this small College on a hill, a College that transforms lives; and in transforming lives, transforms the world for the greater glory of God.”

Alumni, parents and friends interested in hearing more about the challenge may call Paul Sheff, vice president for development and alumni relations, at (508) 793-3776.

## Be the Top

BY KATHLEEN S. CARR '96



“We all need goals. And the goal should be the top.”

Simple isn’t it? William H. Brine ’52 recently gave a challenge grant to the Holy Cross lacrosse program, and his goals for the program are ambitious. To build an endowment and provide operating support for Holy Cross lacrosse, Brine has agreed to match \$100,000 in donations. And, he has pledged to increase that match if sufficient interest from others is demonstrated in the coming months.

“Lacrosse is the fastest growing sport in the United States,” says Brine. “Now is the time to get in. Some schools are known to have good lacrosse programs—it is not too late for Holy Cross to become one of them. I’ll give a challenge grant, I’ll follow through. I’ll give more.

“I want an NCAA championship team,” he continues, “and I think the school would be well-served by having one. My thrust is in what I know best and that is the game of lacrosse. It’s close to my heart.”

Brine joined the family sporting goods business in the 1950s. At that time, Brine Inc. sold football, basketball and baseball equipment. Their customer base was primarily colleges and prep schools. Brine says that his grandfather had three rules for success in business: “Get bigger; get specialized; or get out.” In the early 1960s, Brine began to specialize and since that time, the company has grown to become one of the most well known names in soccer and lacrosse in the country.

Brine’s bottom line for the Holy Cross lacrosse program: “Whatever it takes—if they follow through, I’m sure they can do it.”

Just like that.

And Athletic Director Dick Regan ’76 agrees.

Though lacrosse became a varsity sport at Holy Cross in 1958, it has not been very strong over the last 10 or 15 years—which Regan attributes to lack of funding.

“We never developed a strong tradition,” he says. “Historically, we were more focused on the so-called traditional sports such as baseball, football, basketball and track. Some of the schools we’re playing now, like Bucknell and



*Women's Head Lacrosse Coach Stephanie Pavlick and Men's Head Coach Adam Pascal*

Lehigh, have had a longer tradition. Holy Cross had a later start, but we're in a strong lacrosse conference, and we have the chance to change that."

The men's lacrosse team has only won two Patriot League games since joining the league—but it's a highly competitive league, and the Holy Cross team is playing well, according to Regan. He says that an immediate goal is to become more competitive within the league—and, then, within three to five years, to get to the NCAA tournament. He stresses that the lacrosse program will need a lot more funding for that to happen.

Head men's coach, Adam Pascal, believes that Brine's challenge gift will help. Holy Cross is recruiting hard and has a litany of strong selling points for prospective student athletes he says—athletes who join this team on the rise will get

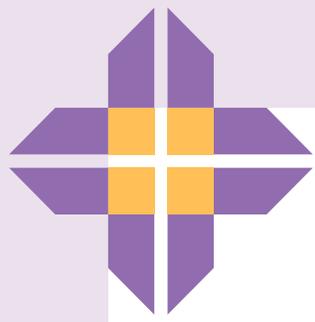
the chance to play earlier than they would at another school.

And, Pascal adds, they'll play in a great league and graduate with a great education.

He hopes that Brine's gift will allow him to elevate his assistant coaches from part time to full time and also increase recruiting; Pascal says that he has already noted an increase in players' interest in the Holy Cross program.

"This is a great school, and we're in one of the best leagues in the country," he observes. "We can build this into a powerhouse."

*KATHLEEN S. CARR '96 is a freelance writer based in Melrose, Mass.*



■ AN UNEXPECTED GIFT

BY SARAH O'BRIEN MACKEY

LIFT HIGH THE CROSS

Tall and elegant, with an upright British reserve, Florence Townsend Coutant served as legal secretary for William J. Sullivan '24 for more than 50 years. With her Great Pyrenees lying on the floor beside her desk, Coutant made sure the office ran like clockwork. A close friend of the whole Sullivan family, Coutant also took the Sullivan boys, Paul '63 and Michael '61, shopping for their parents' gifts each Christmas. And though she had no personal connection to the College, she soon became a ready fan of Holy Cross.

"Throughout his life, my father was an enthusiastic supporter of all things purple," said Paul T. Sullivan, "so Florence found out early on about Holy Cross. She was amazed by his loyalty to the College."

In addition to his sons, Sullivan's granddaughter, Laura Sullivan '97, is also a Crusader.

At the beginning of Paul's last year, Coutant had the opportunity to visit Holy Cross herself for the first time, volunteering to bring the younger Sullivan back to school when his father was unable to make the trip. It was to be a memorable experience for her.

"Florence was excited finally to see Mount St. James

after having heard so much about it," recalls Sullivan, today a partner with the Montclair, N.J., law firm Sullivan & McLaughlin. "As we were unpacking outside of Healy, Fr. Joe LaBran came by. He quickly offered to take Florence on a tour of the campus, and, an hour and a half

later, when they returned from the trek, Florence turned to me and said, 'Now I finally know what the big deal is about Holy Cross.'"

Coutant died last summer at the age of 95. Not long afterward, Holy Cross received the unexpected news that she had left the College a \$50,000 bequest "in memory of my friend, William J. Sullivan, a loyal alumnus of Holy Cross College."

A distinguished Albany, N.Y., attorney, William J. Sullivan wrote the New York State Law repealing prohibition; he also served as a lecturer at Albany (N.Y.) Law School. Entering Holy Cross at the age of 16, Sullivan remained an enthusiastic supporter of the College throughout his life. A past General Alumni Association president, he was a founding member of the Holy Cross Club of Northeastern New York; Sullivan received the College's *In Hoc Signo* award in 1969.

During a memorial service held by the Albany County Bar Association, one eulogist remarked, "to know Bill was to think somehow that you, too, had attended Holy Cross."

Following William Sullivan's death in 1980, the rest of the family maintained close ties with Coutant. "Florence was such a unique individual," says Paul Sullivan. "It does the Sullivan family proud that, by her most generous gift, Florence has paid a glowing tribute to Holy Cross and to my Dad, both precious memories to all of us."

SARAH O'BRIEN MACKEY is a freelance writer from Cambridge, Mass.



courtesy of Paul Sullivan '63

Florence Townsend Coutant



courtesy of Paul Sullivan '63

William J. Sullivan '24

## ■ A PORTRAIT OF A GIFT

**D***ubliners, Ulysses, Finnegans Wake*—the works of James Joyce have challenged, inspired and, often confounded, generations of English majors. In the hands of a lackluster teacher, Joyce may remain unknowable, opaque. In the hands of a great teacher, however—like Holy Cross English professor emeritus, Edward Callahan—both Joyce and the class discussing him will spring to life.

When Peter Merrigan '88 recently decided that he wanted to make a gift to Holy Cross, he found himself recalling many such classes with Callahan.

"I knew I wanted to make a gift that had focus and impact," says Merrigan. "I thought about my favorite teacher and favorite classes, and Professor Callahan's Irish literature course stood out immediately. I knew right then what I was going to support."

In honor of Callahan, and in support of Irish studies at Holy Cross, Merrigan has created The Professor Edward Callahan Irish Studies Support Fund.

"We were thrilled to hear about Peter Merrigan's gift in Ed's honor," says James M. Kee, chair of the College's English department and a longtime colleague of Callahan.

"Peter represents countless numbers of Holy Cross alumni for whom Ed Callahan was a 'must take' professor, whether he was teaching a course on Irish writers like Joyce or one on Shakespeare," Kee continues. "Ed simply defined what a Holy Cross liberal arts education meant for several generations of students."

"The Callahan Fund will significantly enrich the experience of students and faculty alike," says Paige Reynolds, assistant professor of English. "It will allow us to bring interesting and exciting speakers to campus, support student and faculty research, and take bet-



The Holy Cross Archives

Edward Callahan,  
Professor Emeritus



Dan Vallancourt

The Merrigan Family

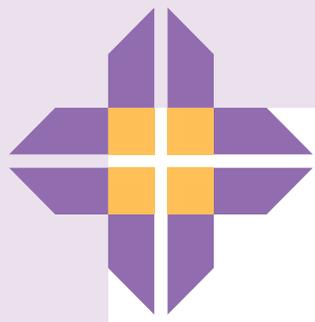
ter advantage of Irish cultural events—by taking students to see plays, music performances and art exhibitions. The sky is really the limit."

The president and chief executive officer of Taurus Investment Holdings, LLC, a global commercial real estate firm with \$1.4 billion in investments, Merrigan is also an owner of the Worcester Tornadoes, an independent league baseball team that plays its games on Holy Cross' Fitton Field. He and his wife, Barbara, have three children.

Callahan, who is now retired and living part of each year in Montana, wrote to Merrigan after finding out about the gift, calling it a "wonderful surprise."

"Professor Callahan was a warm and approachable man and a wonderful teacher," says Merrigan. "He's had more influence on me than he even knows."

S. O'B. M.



October 15, 2005: The thirty-eighth annual meeting of the President's Council, in Kimball Hall: (From top to bottom, left to right): Annmarie and Michael Vermette '88; Joseph O'Keefe '88 and Mary Ellen Devine O'Keefe '88; Lauren Bylinski '00 and Leah Byrne '00; Gia Felis and Paul Hally '72; John '78 and Cindy Ferrucci; Bob Cousy '50 and the evening's speaker, Charles P. Pierce; Dominic Blue '98; and in his last night presiding over the fall patrons' dinner as Chair of the President's Council, Tom Sullivan '70.



John Gillooly

RECOGNITION DINNER, NOV. 12



November 12, 2005: The President's Council dinner for distinguished, regent and benefactors circle members and for donors being recognized in the Cornerstone, Fenwick and Fitton Societies, was held in Hogan Campus Center. Ray '56 and Susie Bruttomesso, of Atlanta, were inducted into the Cornerstone Society. (From top to bottom, left to right): Mark '80 and Colleen '80 Wernig; Ray and Susie Bruttomesso with Fr. McFarland; Ed McLaughlin '78 and David Drinan '69; Rory Keenan '92 and Jennifer Lindblad; Margaret Golden Cooke and Patrick Golden '55; Alexandra '09, Richard '59 and Patricia Clark with Bill Maloney '59.



John Gilliochy