

SIMPLE LIFE, SOLID VALUES...

“This is my life,” penned Hallie Ford in disciplined penciled script as she began to chronicle her life in a 3x5 Jumbo Ruled Pad. “I was born in Sapulpa, Oklahoma, on March 17, 1905, to Ethel Viva Brown and James Thomas Brown.” Next to her first entry she wrote, “The motto of Oklahoma is ‘Labor conquers all things.’” Hallie Ford lived by that motto for the next 102 years. She attended a one-room school and learned lessons of work and love and family from her parents. “I recall going with mother to bring in the calves. We discovered a wild strawberry patch and mother sat down and made a basket with sticks and leaves which we filled with berries and carried home.” Her journal entries include fond memories of going to town in a horse-drawn wagon huddled under a blanket and “rowing the boat out to the sand bar for our Saturday night bath in the river.” She wrote about her early teens when “we kids picked 25 acres of cotton. We were taught to work. We had a happy home...there was love and respect. We were taught the golden rule, honesty, and morality.”

Those values defined Hallie as she grew up. When she was 14, she wrote, “Kids made fun of us country kids and the way we dressed. I felt very discriminated against, but it made me determined to beat them in grades, which I did and graduated as valedictorian of my class.” Determined to go to college and become a teacher, Hallie borrowed money from her father, “which I paid back in full.” She

received her BS in 1930 from East Central State Teachers College in Oklahoma and went on to teach in classrooms and communities, carrying her message of learning and giving back. “She used to say that a lot of things can be taken away in life, but no one can take your education away,” recalls daughter Carmen Ford Phillips, BS ’59 home economics, MS ’63 foods and nutrition. “She would tell us, ‘Your education sustains you when things get tough.’”

Hallie and Kenneth Ford married in 1935 and settled in Roseburg, where they started a lumber company. She writes about struggling through the war years. “One summer three of us canned 8,000 jars of fruit and vegetables and 2,000 quarts of jam for the local cookhouses. We made soap with lye and grease. I remember making 16 pies before 10:00 in the morning to feed all the hungry men working at the mill!” Then one day she painted Roseburg Lumber Company on the side of their truck, marking the official beginning of the company.

“Hallie was down to earth, disciplined, and driven,”

says her son, Allyn. “She fed us a big dose of 4-H with our rural upbringing, taught us basic family values, and focused on education. Her parenting was a wonderful gift.” Carmen remembers her mother as the quintessential homemaker of the ’40s and ’50s. “She always wore a crisp housedress, made beautiful meals, and kept a spotless house with flowers on the table,” she says.

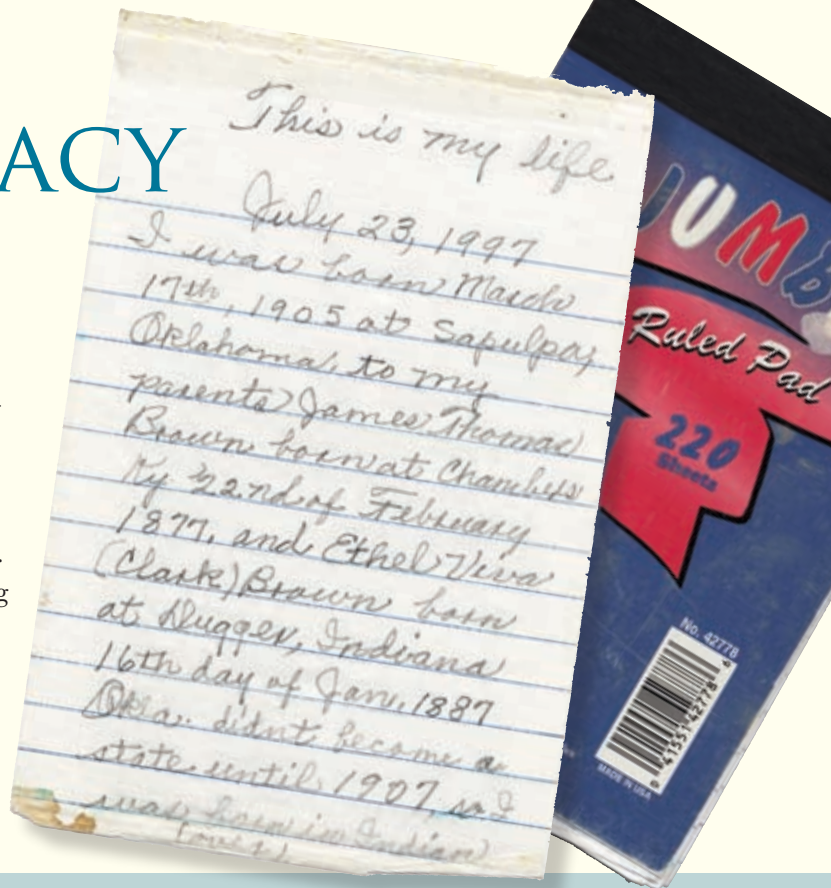
“We were taught to work. We had a happy home...there was love and respect. We were taught the golden rule, honesty, and morality.”

Hallie's happiest moments were when she was surrounded by three generations of her family, here with son, Allyn, on her right and daughter, Carmen, left.



LASTING LEGACY

When asked about Hallie's proudest moment, Carmen and Allyn agree that it was in 1995 when, as co-founder of the Ford Family Foundation, she established Opportunity Scholars, a program that enables single parents with dependent children to finish their bachelor's degrees. Each year, up to 50 students in Oregon receive the award that covers 90 percent of their college costs. "The annual luncheon for scholars was always a highlight of her year," recalls Carmen. "Women who had no hope, no education, and were working two jobs told stories of how they regained their lives and their independence with support from the scholarship. Mother, in her inimitable style, would always remind them to give back to their communities."



THE HALLIE FORD CENTER FOR HEALTHY CHILDREN AND FAMILIES

Hallie Ford's \$8 million gift and the additional \$2 million investment she required the college to raise will provide for a building and an endowed director for the center. Groundbreaking is anticipated for fall 2009.

The center's mission embraces Hallie's values of integrity, independence, family, and community by promoting healthy children and families through:

- Supporting high-quality research
- Translating research into practice
- Building the capacity of families, service providers, and communities

"Mother was pleased to learn that the concept for this center was based on a solid reputation of successful programs for children and families in the College of Health and Human Sciences," says Carmen Ford Phillips, BS '59, MS '63. "She believed that when we help one person or one family, we are helping generations to come." The center will take a holistic approach to the health of children and families, including their physical, intellectual, emotional, and social development.

Hallie Ford practiced quiet philanthropy. Although her gifts to her alma mater and other universities and art museums often carried her name, she wanted nothing more than to enrich communities, campuses, and lives

with the value of continued education. "She was impressed with the college's outreach efforts that translate into practical things for children in communities," says Bart Howard, personal advisor to Hallie, of her gift to OSU. "She believed that if we take care of ourselves, we can be of service to others." As she signed papers to bestow gifts, she would turn to Bart and say, "Aren't I lucky to be able to do this?"



"Mother...believed that when we help one person or one family, we are helping generations to come," says Hallie Ford's daughter, Carmen Ford Phillips, here with dean Tammy Bray.