

# THE ORANGE PERSPECTIVE

*WITH BOB DE CAROLIS*

## **A.D. Report—Part 5, The Future**

It's real. It's now. The inaugural season of the new Pac-12 Conference is here. All 17 OSU sports programs, all 500 student-athletes, and all of Beaver Nation will be affected by this sweeping change.

I'm truly excited about this opportunity and to be a part of this historic change. I believe that our student-athletes, our coaches, our athletic department staff, and the entire university will benefit. Oregon State's fortunes changed dramatically during the 33 years we were a part of the Pac-10. I'm optimistic that we can continue on this trajectory of growth and success when we look back 30 years from now and see how the new Pac-12 and the Beavers have performed.

However, as we head into the new Pac-12 era, it truly is up to all of us to determine our collective future. There is no doubt that the conference's new television deal will bring some much-needed relief to our financial situation. But as I pointed out in my last column on the new TV deal, all other 11 schools in the conference are going to benefit from this money as well. The bar has been raised throughout the west, and we must compete.

That's why it's more important than ever that we redouble our effort to meet our goal of being 12,000 strong by 2012. The clock is ticking to double the number of donors. As I've stressed consistently during the past several years, donated dollars represent much more than prime stadium seating and parking spaces. Your contributions cover scholarship costs and help pay for everything from housing and equipment to books and board for our student-athletes.



As always, it's important to remember that through sport we have an opportunity to teach life lessons that are difficult to replicate in a classroom. Your Beaver Athletic Scholarship Fund (BASF) contributions help develop our student-athletes into tomorrow's leaders. A prime example of this is the great documentary that former football player Taylor Kavanaugh produced about our "Beavers Without Borders" philanthropic efforts. Teams of current and former student-athletes have traveled throughout the world—from Guatemala to Macedonia—building homes for those less fortunate. They are currently in the planning stages of three trips that will take place in the coming year. The documentary premiered in Corvallis this month with showings in Beaverton (Nike campus), Portland, Sisters and Bend. Video clips from all the group's trips can be viewed on the Beavers Without Borders Youtube link: <http://www.youtube.com/user/BEAVERSwoBORDERS>

Of course, everyone across Beaver Nation wants our football team to vie for the Pac-12 title every year. We want all of our sports to compete and find themselves in the upper rankings of this new powerhouse conference. But at the end of the day, we are building character and lives and futures for our student-athletes, and, in addition to winning, we need everyone to be on board with this mission.

It's never too late to get on board and be part of our 12,000 by 2012 effort. If you're interested in donating or have a friend or family member who might be interested, please contact the BASF at 541-737-2370 or check out [www.ourbeavernation.com](http://www.ourbeavernation.com).

Today's column marks the fifth installment of this summer's "Orange Perspective" series. As we move into the Pac-12, I felt it was a great time to take stock of our overall program and share our results and plans for the future. We are well-positioned and poised for great things to come. I truly hope you learned some things and have a greater understanding of where we're at in the Oregon State Athletic Department.

Enjoy the last few weeks of summer. See you at Reser on Sept. 3 for the season opener.

**Go Beavs!**



Lance Mitchell in Guatemala with Beavers Without Borders