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Corporate executive seizes opportunity to 'Step Up'

Furman University

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Young alum recognizes importance of planned giving

SOME FOLKS THINK that the subject of wills and estate planning is solely for the “retirement crowd.”

Then there’s Kaleb McMichen ’05.

Although as director of alumni relations and planned giving at Walker School in Marietta, Ga., he probably knows more about the topic than most graduates his age, he also understands the importance of estate planning not only for the individuals involved, but for those who will benefit from their generosity. He recently explained his reasons for including Furman in his will in a letter to Steve Perry, the university’s director of planned giving.

“As a new planned giving officer,” McMichen writes, “I’ve been mindful of needing to make commitments to those organizations and institutions which have meant and continue to mean a great deal to me. As such, I have named Furman as a co-beneficiary of a 401(k) account that I hold.

“Being all of 28, it is very likely that this provision will change over the course of what I hope will be a very long life, but I wanted to make you aware of this designation and tell you that as my estate plans evolve I always expect to have Furman included in some way in those plans.

“Should my estate provision for Furman change, I will be sure to keep you informed. I very much appreciate the work that you and the rest of the planned giving and wider development and alumni staff perform on behalf of our alma mater. As I work to help Walker continue to grow and thrive, it is comforting to know that Furman’s future is in good and capable hands.”

Contact steve.perry@furman.edu to learn more about planned giving opportunities.

Corporate executive seizes opportunity to ‘Step Up’

AS PRESIDENT of The Broshe Group, an international company that provides advice, coaching and mentoring to help businesses boost production and performance, Melissa Evans ’94 has established a thriving career as a consultant, speaker and author.

Evans, who majored in health and exercise science at Furman, holds a master’s degree in healthcare policy and administration from Mercer University’s Stetson School of Business and has experience in a host of areas, from healthcare to banking, manufacturing and non-profits. In addition to her business success, she has written two books: *Full Circle*, for entrepreneurs looking to improve their management style, and *It’s Not Your Daddy’s Store*, designed to help employees learn to stand out and move up in their companies.

Evans, who lives in Detroit, has also established a way to remain close to the university and make a difference for today’s students. She



recently joined Furman’s Young Benefactors — alumni who graduated in the last 20 years and contribute \$1,000 or more annually to the university — and has become part of the “Step Up” program, through which alumni make a commitment to double their pledge to the university over a three-year period. Funds committed through “Step Up” go toward scholarships.

Of her days at Furman, Evans says, “I did not have many means, but I had a good mind, and Furman gave me the opportunity to learn how to think and be a great problem solver. Now, in times like these, I want other students to have the same opportunities that were afforded me.”

Because of Furman’s contribution to her career success, Evans says she understands the value of giving back. She hopes her gifts will provide financial security for a worthy student who will realize that, by maximizing their opportunities, “They will be in a great position to make a huge difference in the world.”

Visit www.broshegroup.com for more on Evans’ work. To learn about the “Step Up” program, contact john.kemp@furman.edu.