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NCR Gives University of Dayton Data Warehousing Capability and \$1 Million to Endow Professorships

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**NCR GIVES UNIVERSITY OF DAYTON DATA WAREHOUSING CAPABILITY
AND \$1 MILLION TO ENDOW PROFESSORSHIPS**

DAYTON, Ohio — NCR Corp. has committed more than \$1.2 million to the University of Dayton in cash, hardware and software to help fund two endowed professorships and allow professors to teach specialized courses and conduct research in data warehousing.

The gift, announced today, includes:

- \$500,000 to fund most of a \$750,000 endowment for the NCR Professor of Global Leadership Development in the School of Business Administration. Richard Kruse, a retired NCR executive who serves as special assistant to UD's senior vice president for administration, has contributed another \$100,000. The remainder will be raised from private funds.
- \$500,000 to endow the NCR Distinguished Professorship in Law and Technology in the School of Law.
- \$244,000 in hardware and software that will give UD the specialized equipment and technology to offer new, multidisciplinary undergraduate and MBA courses in data warehousing and data mining and be positioned to attract funding to conduct research in the emerging high-tech field. Data warehousing allows companies to collect information on their customers and their habits and tailor their marketing strategies.

"The relationship between NCR and the University of Dayton — as neighbors and community partners — goes back to the founding of the company. Today, that relationship is stronger than ever," said Brother Raymond L. Fitz, S.M., president of the University of Dayton. "We are grateful for NCR's leadership in this community and enduring faith in UD's educational mission. This gift will touch countless lives of students, who will benefit from the wisdom of outstanding faculty and the hands-on experience of working with market-leading technology.

"As we prepare our graduates for life and work in the information and knowledge age, we do so with the help of one of the world's leading technology companies."

Lars Nyberg, chairman and chief executive officer of NCR, said the company supports UD's initiatives.

"NCR strongly supports UD's efforts to produce graduates who are technologically adept and prepared to take leadership roles in today's global companies," Nyberg said. "As a Dayton-based company for over 115 years, we at NCR highly value our longstanding, mutually

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beneficial partnerships with UD, and we look forward to continued collaborations with the faculty and students.”

NCR has been a financial supporter of UD’s innovative program in law and technology, which prepares lawyers to deal with legal issues in intellectual property and computer and cyberspace law. The endowed position that NCR is funding will be awarded on a rotating basis to a law professor whose primary teaching and research interests are in the growing field of law and technology.

The faculty member selected for the endowed position in the School of Business Administration will teach in UD’s new undergraduate curriculum in leadership management and work with the newly established Center for Leadership and Executive Development. Earlier this month, NCR and seven other local companies joined together to found the Center for Leadership and Executive Development at UD. The center will bring top-level providers of executive education to the Miami Valley for specialized programs.

The relationship between UD and NCR dates back to the company’s founding more than a century ago. As the story goes, Julia Patterson told her sons, John and Frank, that she would allow them to use the small family fortune to start a cash register business only if Brother Maximin Zehler, S.M., principal of the school that was to eventually become the University of Dayton, would endorse the business proposition. Zehler recognized the potential of the cash register and even arranged to purchase some of the family’s land, providing the infant business with needed capital and the school with land for expansion.

Since then, NCR has grown into a Fortune 500 company and UD has emerged as one of the largest Catholic universities in the nation. NCR has contributed more than \$7.8 million to UD’s growth. Nearly 700 UD graduates currently work for NCR worldwide, and the company employs dozens of UD co-op and internship students each year.

NCR’s 1985 pledge of \$3.5 million in cash and equipment to build the William S. Anderson Center on campus is the largest corporate donation in UD’s history. When AT&T began its takeover bid in 1990, UD organized a community-wide “Salute to NCR” to thank its employees for more than a century of involvement in the community.

“The University of Dayton and NCR are more than just neighbors,” Fitz said. “We are truly community partners.”

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For media interviews, contact **Sam Gould**, dean of the School of Business Administration, at (937) 229-3731 and **Francis Conte**, dean of the School of Law, at (937) 229-3795.