

# George shares continued commitment to SIUE



Segue • SIUE

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On this week's episode of Segue, the premier radio show outlining the ideas and issues on campus at SIUE on WSIE 88.7 FM The Sound, Chancellor Randy Pembroke, PhD, sits down with Bev George, alumna and president of the SIUE Foundation, for a conversation about her expansive career and ongoing commitment to the University.

George's business, Bev George & Associates, is the oldest independent real estate firm in the Edwardsville area. George earned a Bachelor of Arts in English in 1975 and a Master of Science in education in 1979. Before her career in real estate skyrocketed, George was an English teacher at Highland High School. She returned to SIUE to teach in the Upward Bound program, where she helped Vietnam veterans returning from war strengthen their skills.

George has published five real estate courses and has lectured internationally. She serves on the National Board of the Certified Residential Brokerage Council and is former chair of the Real Estate Education Foundation. The Greater Gateway Association of Realtors named her "Realtor of the Year" and "Outstanding Educator."

"When you're working and meeting clients, you are on the front line of introducing people to Edwardsville and, of course, SIUE. What do you talk about most?" Pembroke asks.

"The University, first and foremost," George replies. "Our agents have a driving tour down pat, and it always introduces our clients to the University. Normally, that's our clincher. We have this beautiful campus in our backyard. The downtown Edwardsville area is nearly perfect, and we've become a large hot spot for eateries. We're so appreciative of the University being here and that, by in large, has been the best resource for our real estate industry."

As a first-generation college student who arrived on campus in the early 1970s, George's memorable experiences have sparked an ongoing passion for giving back to her alma mater.

"As the daughter of a steelworker and a secretary who otherwise may have not been able to go to school, studying at SIUE was a wonderful opportunity," George says. "SIUE gave me such a jumpstart on learning and in my career.

"Over the years, I've seen how much the University has grown under the great leadership of our presidents and chancellors. When I come on to campus now, I just about burst with pride to see all the buildings, the growing number of students and the high standards we're able to demand of our students. I'm so pleased to see how SIUE has grown, and it makes me want to be on campus and help in any possible way."

George's continued commitment to the University community has not gone unnoticed. Along with serving as a member of boards within the School of Education, Health and Human Behavior, she also served as president of the SIUE Alumni Association board of directors from 2010-2012. George was inducted to the Alumni Hall of Fame in 2010 and in July 2017, she began her term as president of the SIUE Foundation.

"The Alumni Association is doing a fantastic job of reaching out to local alumni and are also doing a tremendous job hosting meet-and-greets around the country," George says. "The Association is also doing great work with mentoring students through Students Today, Alumni Tomorrow (STAT).

“The SIUE Foundation serves as the guardian, so to speak, of the endowment and non-endowment funds coming in to SIUE and makes sure they are being handled correctly,” George says. “The Foundation’s purpose is to nurture philanthropy and the art of giving within the University community.”

Foundation members are taking notes from other universities around the country and hope to implement some strategies to help SIUE continue to grow, including alternative revenue streams, real estate investment committees, and an increased interaction between foundation members and current students.

In the last minute of the interview, which listeners can catch by tuning in at 9 a.m. on Sunday, Sept. 17, to WSIE 88.7 FM The Sound, Pembroke asks George one of the most common questions she receives as a real estate agent: Do you have any tips for buyers and sellers of houses?

“Buy low and sell high!” George exclaims. “But really, come to Edwardsville. There are plenty of buyer’s opportunities and the resale value is incredible.”

*By Elizabeth Giese, SIUE Marketing & Communications*