Greetings!

There are a few Willamette alumni who, over decades of service, have made truly exceptional contributions to the university. Jim Booth ’64 is one of them.

A native of Yoncalla, Ore., Jim (known back home as “The Yoncalla Flash”) put together a staggering list of student accomplishments: two inductions to the Athletic Hall of Fame (both as a team member and as an individual), more varsity letters (11) than anyone in history, and a double-major in economics and mathematics. Further, his commitment to Sigma Chi has benefitted two generations of fraternity men.

Hard as it is to believe, Jim’s greatest contributions to the university arguably came elsewhere. After leaving to pursue a fulfilling business life, Jim returned to campus for decades of further service — first as a trustee and then at the helm of the Office of Alumni Relations. After “retiring” in 2009, Jim continued directing the popular Travel Program and, even after he retires again July 31, he will undoubtedly stay connected in various ways. He remains one of the university’s great relationship builders, and the list of Booths in the alumni association now includes Jim and Sandy’s three sons and two daughters-in-law: Jay ’91, Brian ’93, Jeff ’95, Ellie (Bridgman) Booth ’92 and Paula (Portinga) Booth ’93.

We are proud to announce the Jim Booth Hall of Fame Fund, an endowed account that gives us all an opportunity to recognize Jim’s contributions to Willamette and cement his legacy by bolstering the Athletic Hall of Fame and making a meaningful impact on the university that provides us our common bond.

The fund will serve a number of purposes once it is endowed at a minimum level of $50,000. Interest on the fund may be used to provide for the Hall of Fame’s biennial induction ceremony, mailings, prizes, displays and communications. The Hall of Fame, which Jim co-founded, is already a fundamental part of Willamette’s academic-athletic identity; your support of the Jim Booth Hall of Fame Fund will make it better in perpetuity.

We encourage all former players, sports enthusiasts, fraternity brothers and friends who know Jim to join us in honoring him with a contribution to the Jim Booth Hall of Fame Fund. We need your help, at whatever level, to make this happen.

Thank you for your support of Willamette, its people and its future.

— The Friends of Jim Booth at Willamette University

P.S. If you have questions or would like more information, please contact Judy Basker at 503-370-6962 or jbasker@willamette.edu.
Up Close and Personal with Jim