Donald W. Reynolds Foundation names professorship in honor of Barbara Smith Campbell ’78

The Donald W. Reynolds Foundation has made a $1 million gift to the University of Nevada, Reno to establish a professorship in honor of Barbara Smith Campbell ’78 (economics) and her many years of dedication and service to the Reynolds Foundation, the University and the state of Nevada.

The Barbara Smith Campbell Distinguished Professor of Nevada Tax Policy at the College of Business will support a tenure-track position for a scholar in the discipline of economics and expertise that includes tax policy.

“We are pleased to announce this permanently endowed professorship at the College of Business in honor of Reynolds Foundation Trustee Barbara Smith Campbell,” says Reynolds Foundation Chairman Fred W. Smith. “Not only has she provided the Reynolds Foundation with 16 years of service as a trustee, she has worked tirelessly with other organizations for the betterment of the state of Nevada.”

The Las Vegas-based Reynolds Foundation has been a longtime supporter of the University. In 2009, the foundation gave $8.3 million to the University to transform the Donald W. Reynolds School of Journalism building into one of the most advanced schools of communication in the country. The upgrades were completed in 2012. Additionally, the foundation has generously endowed faculty positions within the Reynolds School of Journalism.

The Barbara Smith Campbell Distinguished Professor will focus research efforts and classroom implementation of special topics related to Nevada tax policy, and will organize a local/state industry advisory board comprised of members who are active in their current field. The board will meet periodically as a source of information and up-to-date practices for the chosen professor. The professor will be named to a four-year term and may be reappointed at the end of the fourth year.

“The University’s College of Business is committed to becoming an increasingly influential driver of economic development for the state and region. We continue to enhance our role as a resource for attracting new businesses, helping existing businesses grow, and preparing the students we educate to be competitive for the jobs we help create,” says College of Business Dean Greg Mosier.

“We appreciate the assistance that individuals, organizations, corporations and foundations, such as the Donald W. Reynolds Foundation, provide us in support of our mission.”

Campbell, who is named the 2014 Alumna of the Year by the Nevada Alumni Association, is principal of Consensus LLC, a consulting firm that provides strategic tax planning for businesses located or planning to locate in the state of Nevada. She has a total of 28 years of state and local government tax expertise. She was a University of Nevada, Reno Foundation board trustee for three terms, 2000-01, 2005-06 and 2007-08, and was the board’s vice chair for finance.

“It is an honor to be recognized by the Reynolds Foundation at my alma mater,” Campbell says. “Tax policy is an important issue for our state. It is my hope that this professorship will be viewed as the ‘go to’ research arm for the executive and legislative branches of the state of Nevada.”

“Developing sound tax policy requires the consideration of many components and should be a thoughtful, deliberative process,” Campbell adds. “You cannot commence such a process during a 120-day legislative session. It needs to begin long before.”

Prior to starting Consensus LLC, Campbell served as board chair of the Nevada Tax Commission. She was first appointed by Gov. Richard Bryan and subsequently by Gov. Bob Miller and Gov. Kenny Guinn. During her tenure on the commission, she was also director of finance for Mandalay Development, a subsidiary of Mandalay Resort Group. After the company’s merger with MGM Mirage, she became vice president of finance for MGM Grand Resorts Development.

Campbell is a gubernatorial appointee and chair of the Silver State Health Insurance Exchange, which will implement the Affordable Care Act in Nevada. She also serves as a community board member for St. Mary’s Regional Medical Center.

—Roseann Keegan

To learn more about supporting professorships and the College of Business, please contact Mitch Klaich, director of development, (775) 682-6490 or mklaich@unr.edu.