

PEPPERDINE UNIVERSITY

BRUCE AND VICKI NELSON MEMORIAL ENDOWED SCHOLARSHIP

Established 2014



Vicki Nelson & Bruce Nelson
1946-2010 1947-2011

Bruce and Vicki Nelson shared a love for life and family, creating an environment of unconditional support for their children, enjoying success in their careers, and generously donating their time and modest resources to those in need.

Minnesota native “Big Bruce”—as he was known to friends—was a hard-working, fun-loving man with a larger-than-life persona. A gifted athlete whose imposing stature served him well as a hockey goalie, Bruce was a high school state champion with the St. Cloud Rockets and played semi-professionally for the Green Bay Bobcats. His talents even qualified him for the Japan pre-Olympic trials in the early 1970s. After moving to California around the same time, Bruce established a thriving masonry business that he operated for nearly three decades.

Victoria “Vicki” Nelson was a fellow Minnesotan, who much like her husband, had a captivating presence and a magnetic personality, spending many years as a successful print and runway model. Yet, even though her outward appearance was notably striking, she was most admired for her inner vibrancy, with friends describing her as a “beautiful spirit” whose smile was “warm and full of love.”

Bruce and Vicki were introduced in 1967 and married two years later. The couple was tirelessly devoted to their two children, daughter Jolene and son Brett ('92), who the proud parents described as their “greatest accomplishment” and “greatest blessing.” While ultimately divorcing, Bruce and Vicki never remarried and remained lifelong friends, with their love for each other and their children lasting their entire lifetime.

Despite the untimely passing of Vicki and Bruce in 2010 and 2011, respectively, each had a tremendous impact on the lives of their children and others they befriended. The pair often sacrificed to support the education of their children—encouraging Jolene and Brett to pursue their passions—and embodied a true humanitarian spirit by freely helping those in need.

In 2014 son Brett established this memorial scholarship to honor his parents. “This scholarship was created to commemorate my parents and celebrate their lifelong altruism,” said Brett. “I know they would relish the prospect of helping students, particularly because they know how much I benefitted from the generosity of others throughout my education. By perpetuating their legacy of giving, this scholarship is also a reminder of how much they were loved by all those they helped.”



SCHOLARSHIP QUALIFICATIONS

The Bruce and Vicki Nelson Memorial Endowed Scholarship is awarded annually to students at Seaver College demonstrating financial need and strong academic achievement, with preference given to students pursuing a major or minor in the Business Administration Division.