



## \$10.4M Gates Foundation grant bolsters African agriculture

The Bill and Melinda Gates Foundation has selected Michigan State for a \$10.4 million grant to connect African biosafety regulators with advances in technology—an initiative aimed at reducing poverty and hunger through sustainable food production.

MSU is working in collaboration with the New Partnership for Africa's Development (NEPAD)—a socioeconomic development program of the African Union—to provide African regulators with the most current science-based information to improve agricultural practices. NEPAD works to stimulate Africa's development by filling gaps in agriculture, health, education, infrastructure, science, and technology.

"Michigan State University has a long-standing tradition of working with countries in Africa," said MSU President Lou Anna K. Simon. "This initiative fits very well with MSU's mission in terms of building two-way partnerships for creating an enabling environment for science and technology to flourish."

The project builds upon a 2008 Gates Foundation grant MSU and NEPAD received to establish the African Biosafety Network of Expertise (ABNE) that is bringing expertise and resources to bear on issues facing African farmers



African farms are targeted in initiatives to reduce hunger and poverty.

such as costs and environmental and human health safety.

Ibrahim Assane Mayaki, chief executive officer of NEPAD, noted that biotechnology can contribute immensely to African development particularly as NEPAD works to promote innovation while safeguarding human health and the environment. "The partnership with MSU will build the necessary capacity in biosafety and biotechnology in Africa," he said.

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### Gates Foundation opens agriculture education across Africa

MSU researchers will use a \$950,000 grant from the Bill and Melinda Gates Foundation to help African Educators develop free and open access to agriculture education material, designed to improve agricultural practices and build a sustainable economy.

AgShare Open Education Resources is an 18-month pilot project which will create a virtual hub of resources and curricula for Master of Science degrees in agriculture, with areas of emphasis in livestock, crops, and agribusiness.

Among the beneficiaries of the project are faculty and student researchers from African universities, representatives of nongovernmental organizations, and farmers from across the continent.

## Eli and Edythe Broad give additional \$2 million to construct MSU art museum



Eli and Edythe Broad.

Philanthropist and Michigan State University alumnus Eli Broad and his wife, Edythe, have committed an additional \$2 million toward the construction of a world-class art museum that will be built on MSU's campus.

This brings the Broads' total gift to \$28 million, the largest gift from two individuals in MSU's history. The Broads designated \$21 million for construction of the building and \$7 million to be used for acquisitions, exhibitions, and operations.

"Edye and I are pleased to expand our commitment to create a world-class art museum for MSU and the broader Lansing and central Michigan region," said Broad, founder of The Broad Foundations. "This

new museum, designed by one of the world's leading architects, will become a contemporary art destination, and it extends our mission of enabling art to be seen by the broadest public."

Nearly \$33 million in private funds has been raised for the project, surpassing the original \$30 million goal established in 2007 before the building design was completed. Latest estimates put the cost at \$40 million to \$45 million and include several contingencies. The goal is to secure at least \$40 million in private gifts, leaving approximately \$7 million to reach the new goal. Gifts beyond this total will allow the university additional flexibility in completing the museum.

"The sustained commitment of our visionary partners, Eli and Edythe Broad, underscores our stewardship responsibility," said MSU President Lou

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# Panda Restaurant backs Culinary Business Learning Lab



The Panda Charitable Foundation's mission to educate and create the next generation of leaders is certainly in harmony with the goal of *The School of Hospitality Business* at Michigan State to recreate a state-of-the-art learning lab, and it took only one dedicated alumnus to help orchestrate a new partnership.



MSU alumnus John Theuer, CFO of Panda Charitable Foundation.

The school recently announced a \$200,000 gift from The Panda Charitable Foundation, secured in part by Chief Financial Officer John Theuer ('83, Business) to support the groundbreaking Culinary Business Learning Lab (CBL) revitalization project.

The Panda Charitable Foundation was established by Panda Restaurant Group, Inc., whose flagship concept, Panda Express, is the largest Asian quick-service restaurant in the U.S. The CBL, located on the garden level of the Kellogg Hotel & Conference Center on MSU's campus, will showcase the latest in culinary equipment, sustainable building materials, and optimal design concepts for use in food production management courses, special events, and executive development programs for industry professionals.

Panda has long been an active partner at Michigan State. "This donation speaks volumes about the

leadership of Panda Restaurant Group, Inc. and the Panda Charitable Foundation," said Ron Cichy, director and professor of *The School*. "They believe that the future leaders of the hospitality and restaurant industries are the students we teach today. This is an investment in their futures."

Theuer, who serves as a member of the CBL project leadership team and as a member of *The School's* Alumni Association Executive Board of Directors, has a strong personal commitment to the CBL project, noting that it is important to him that *The School*, though already among the best in the nation, continues to be a leader. "As board members, we all understand that it starts with us," he said.

For more information about the Culinary Business Learning Lab or about making a gift to *The School of Hospitality Business*, contact Shelley MacMillan at (517) 884-1586 or at [macmill7@msu.edu](mailto:macmill7@msu.edu).

## Gates Foundation

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The MSU/NEPAD grant is part of the Gates Foundation's Agricultural Development initiative, which is working with a wide range of partners to provide millions of small farmers in the developing world with tools and opportunities to boost their yields, increase their incomes, and build better lives for themselves and their families. "Melinda and I believe that helping the poorest small-holder farmers grow more and get it to market is the world's single most powerful lever for reducing hunger and poverty," said Bill Gates, CEO.

For more information on MSU's work in Africa and in African-related academic scholarship, see the special report "*MSU and Africa: A half century of collaboration*" at <http://special.news.msu.edu/africa>.

## DEVELOPMENTS

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## Broad

Continued from page 1



A view of the planned Eli and Edythe Broad Art Museum from the northwest. Courtesy of Zaha Hadid Architects.

Anna K. Simon. "We are committed to realizing the aspiration to render the Eli and Edythe Broad Art Museum a place for transformative cultural experiences."

MSU will break ground on the Eli and Edythe Broad Art Museum on March 16. The Broads and Zaha Hadid, the internationally known Pritzker Prize-winning architect who designed the building, are expected to attend. The groundbreaking will be followed by 23 months of construction and a 2012 museum opening.

Teams from Hadid's firm worked with university representatives as well as local architectural and construction firms to complete the design and building plans.

Once completed, the museum will be three levels with approximately 46,000 square feet of space. More than 69 percent will be gallery space where large art works will be able to be displayed.

For more information about the Broad Museum, visit the Web at [www.broadmuseum.msu.edu](http://www.broadmuseum.msu.edu). To view a fly through video of the planned museum, go to <http://www.youtube.com/watch?v=8wa8VMbUJh0>.



## Spartan Scholarship Challenge building momentum

Eighteen new undergraduate scholarships have been created and more than \$1 million has been committed in the newly launched Spartan Scholarship Challenge. Officially launched November 1, 2009, the program leverages part of a \$10 million gift in a novel matching program that already has proven to be popular with donors and friends of MSU.

For James (Jim) Weigand ('78, MBA, Business) and Tawnya Rowden ('73, '86, Human Ecology), it was a chance to stretch their dollars and support in a long held personal commitment to direct their giving toward helping students. The couple has previously funded a number of scholarships at MSU and other institutions, but this was the first time their gift was matched.

"There is more to an alumni club than to cheer on our teams," Glenn said. "It is also very important to help students, especially at this time of great need."

Among the first to step up to the challenge were a group of friends from within the University. This past fall, as MSU faced reductions in state funding, over 130 faculty and staff donated their annual raises back to the university to support student scholarships. Five friends took this a step further by pledging to give back their raises for several years while also capitalizing on the matching opportunity.

"Once a family budgets for setting aside an annual raise, it's fairly easy to continue that allocation for additional years," according to Jeff



The donors to the MSU Leadership Endowment for the Spartan Scholarship Challenge.

### How it works:

- The Spartan Scholarship Challenge offers a \$1 match for every \$2 given to newly created scholarship endowments designed to assist undergraduate students with financial need.
- Gifts of \$20,000 to \$1 million will be matched and used to create new endowment funds in the donor's name or in the name of someone they wish to honor.
- The initial gift payment must be made by Dec. 31, 2010 with final payment by Dec. 31, 2014.
- Gifts below \$20,000 can be directed to the university-wide Spartan Scholarship Challenge Endowment.
- The match opportunity expires when the anonymous gift has been exhausted or by Dec. 31, 2010, whichever comes first.



Learn more at [www.givingto.msu.edu/ssc](http://www.givingto.msu.edu/ssc) or contact Director of Development for University Scholarships and Fellowships Jennifer Bertram at (517) 432-7332 or speak with the development officer in your college or unit.

In the Spartan Scholarship Challenge, for every two dollars a donor gives to establish a new scholarship endowment, one dollar will be designated from a portion of an anonymous \$10 million gift to MSU. Jim and Tawnya used the opportunity to create an endowed scholarship in honor of Jim's father, William R. Weigand.

Bob and Reggie Noto established the Noto Spartan Scholarship Challenge to celebrate Bob's fifteenth anniversary serving as MSU's vice president for Legal Affairs and 30 years as a higher education attorney. A preference for College of Music students was a natural fit for the Notos, who have made previous donations to benefit MSU music students and have made music education a family priority.

"We've been deeply impressed by the faculty and student performances we've attended," Bob said. "Most important, helping the College of Music attract the best students is critical to public recognition of MSU's commitment to excellence in the arts and humanities, a necessary component of the university's success, central to its ability to bring the most talented faculty, students, and staff—whatever their disciplines—to MSU."

The Spartan Scholarship Challenge has also hit a chord with many MSU Alumni Clubs who are using the opportunity to increase their scholarship support. Glenn Corliss ('63, '67, Ag. and Nat. Resources) made an appeal to fellow members of the Twin Cities (Minnesota) MSUAA Club to utilize the challenge to create a new endowed scholarship by Spring 2010 so that a freshman can benefit the following fall. He started the ball rolling with a personal commitment of \$5,000.

Kacos, '71, who serves as MSU's director of Campus Planning and Administration. "When my friend and colleague, Bill Latta, approached me, I thought it was a wonderful idea."

Wives were consulted and the MSU Leadership Endowment for the Spartan Scholarship Challenge was created through gifts from Bill, '73, '75, '83, and Mary Ann, '74, Latta; Bill, '89, and Cindy, '89, Beekman; David Brower, '69, '70; David, '75, '80, and Debra '77, Gift; and Jeff, '71, and Phyllis Kacos.

To students at MSU, there is no more important help than the gift of a scholarship. Scholarships ease the financial burden for students who otherwise might not have been able to afford the opportunity. MSU senior Jeremy Blaney came to MSU after four years in military service and noted he was humbled to receive a scholarship. "The gift of a scholarship is life-changing and transformative," he said. "A Spartan can really change another Spartan's life... making it possible for one Spartan to really change the world."

Watch a video about Jeremy at [www.givingto.msu.edu/ssc/testimonials.cfm](http://www.givingto.msu.edu/ssc/testimonials.cfm).

## Scholarships created in names of former roommates

James Billman ('69, Natural Science/Honors College) was so taken by the scholarship challenge, he made three gifts to create endowed scholarships; one in his own name and the others in honor of two of his MSU West Fee Hall roommates: William C. Gill ('70, Natural Science) and George W. Petersen ('72, Natural Science). Each of the endowments will total \$100,000.

After graduation, James graduated from the College of Medicine at The Ohio State University, completed a pathology residency at the University of Michigan, and, following service in the U.S. Air Force, entered a private pathology practice which has grown to 17 pathologists and 500 employees.

He had previously created an endowed scholarship to honor another friend and fellow resident of West Fee, Robert (Bob) Seiferlein ('67, Education).

Bob taught junior high school science in Saginaw until he died of leukemia in the early 1990s. Multiple students have received Seiferlein scholarships including freshman microbiology student Rashelle Thompson. Watch a video about Rashelle at [www.givingto.msu.edu/ssc/testimonials.cfm](http://www.givingto.msu.edu/ssc/testimonials.cfm).

The Spartan Scholarship Challenge was a way for James to expand on his goal of helping students to obtain the academic foundation for science careers. He noted that research grants are typically directed to graduate level assistance, underscoring the need for private support at the undergraduate level. "Undergraduate scholarship support reduces the need to earn money by working during the college year and allows more time for study and research projects," he said. "Earning good grades and producing an interesting research project as a science undergraduate often leads to admission to a better graduate program or a better first time job."



Freshman microbiology student Rashelle Thompson received the Robert Seiferlein Memorial Scholarship.



## Munros give to MSU on two fronts: law and athletics

**W**illard (Bill) and Marion Munro, both Michigan State University graduates, believe in giving back to the institution that has given them, their family, and the greater community outstanding educational opportunities and dynamic athletic events. The couple has provided two future gifts of \$100,000 each to the MSU College of Law and the MSU Department of Athletics.

Together, this \$200,000 gift was set up as a charitable gift annuity and provides the Munros with a guaranteed stream of income at a fixed rate for their lives. At the death of the surviving annuitant, the remainder will go directly to both law and athletics. The Munros received a significant charitable deduction on their federal tax return for the year they established their gift annuity.

A major reason for giving to MSU runs as deep as family ties. Bill and Marion met while pursuing business degrees at MSU. They dated throughout college and married in 1946. In 1951, Bill received his law degree from Wayne State University and entered into solo

practice in a firm bearing his name in Detroit, later moving to Troy. He was a general practitioner but developed an expertise in federal estate taxes.

Bill was president of the Oakland County MSU Alumni Association for several years, securing gifts from other graduates for student scholarships. The association also hosted social events and post-game parties at top venues in and around Detroit.

In 1992, their son Andrew (Andy) graduated from Detroit College of Law (DCL), now MSU College of Law, and joined the firm, which became Munro and Munro, P.C. Bill retired in 1998, and the firm later merged with Howard & Howard, P.C.

When DCL affiliated with MSU in 1995 and moved to East Lansing, Bill knew that the college would need philanthropic support to forge its new partnership and thrive in a new location. To help ease the transition, Bill and Marion became committed donors. Both recognized that the college helps students prepare for a career that fits with today's reality of law: more technology and greater specialization.

Lawyers in the Munro family will soon span three generations since Andy's daughter, Sarah, now attends MSU College of Law.

The Munros have been season ticket holders to Spartan football games for 46 years. Bill and Marion



Bill and Marion Munro with Dean Joan Howarth.

attended many sporting events at MSU – everything from football to boxing – since their undergraduate years. Their gift to athletics is in support of student-athletes and the program that develops their potential on and off the field.

For more information on making a current or future gift to the MSU College of Law, contact Director of Development Tina Casoli at (517) 432-6842.

## Patio honors three spartan mothers

**A** highlight of the MSU Homecoming weekend was the dedication and opening of the Three Mothers Patio by the College of Communication Arts & Sciences.

The patio is a gift to the college from Richard Bush ('70, Packaging) and Patricia McGuigan.



Bush and McGuigan received the college's 2009 Honorary Alumni Award. They have established the

Organ Donations Communication Initiative, enabling important research in the organ donation community. In spring 2008 and 2009, Bush partnered with the Department of Telecommunication, Information Studies, and Media to offer a special topics course on how to start a new business, "The Art of the Start." Bush has an outstanding history of entrepreneurial achievement, assuming roles from engineer to top executive, in a series of successful Silicon Valley businesses. McGuigan is executive vice president

of the San Francisco Bay area's largest commercial real estate company, Cornish & Carey. Bush and McGuigan reside in California.

Bob Snyder and his wife Sally also contributed to the patio. Both families, including their children and grandchildren, attended the dedication.

Watch a video about the dedication online at: <http://www.youtube.com/msucommarts#p/a/u/0/DcUQE0z5Ce4>

See a related video story by an MSU journalism student at: <http://www.youtube.com/watch?v=vTZA4R7BhEU>

For more information on making a gift to the College of Communication Arts and Sciences, contact Director of Development Cara Boeff at (517) 432-5672.



Above: The Three Mothers Patio. Inset photo: Richard Bush and Patty McGuigan.

Bush envisioned the patio as a way to honor three mothers, scholars, and Spartans in his life: his adopted mother Ruth Cady Bush, his birth mother Phyllis Spring Pertullo, and the mother of his lifelong friend Bob Snyder, June Bercin Snyder. Equipped with wireless technology, weather-resistant furniture, and beautiful landscaping, the patio is located outside the Communication Arts & Sciences Building along Wilson Road. Of special note is the central sculpture designed by artist Christoph Spath entitled Global Balance. This space is designed for the MSU community as an inspiration zone, a restful study area, and as a place for new connections between friends.

## Doane gift supports student veterans

**A**fter a lifetime of service, first in the U.S. Air Force and later to Michigan State University, Charles (Bud) Doane ('48, Business) chose to create a legacy gift endowment to help current and future veterans enrolled at MSU.

Bud hopes his gift will strengthen MSU's commitment to assist student veterans in earning the education they need to re-enter the work force. The Charles and Dorothy Doane Veterans Educational Trust Endowment is the first source of private resources dedicated to improving the quality of life for MSU student veterans and their families.

Airplanes were a love of Bud's since childhood and inspired him to enlist in the Air Force Pilot Training Program during World War II, but while waiting for training the war ended and he wound up serving as a mechanic. He had attended MSU for one year while awaiting duty orders and returned to finish on the GI Bill® through the ROTC program. Still driven to fly, he re-entered the Air Force and was the first MSU ROTC alumnus to earn his wings. He flew for four years in several places, including Korea.

Bud joined MSU's International Programs staff and became the director of the Office of Overseas Support. He and his wife of 53 years, Dorothy (Dottie), helped establish MSU's presence in Pakistan, Nigeria, Nepal, and other countries. As assistant alumni director in the MSU Alumni Association, Dottie also directed many international tours.

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>



Bud and Dottie Doane on their wedding day.



## Bartlett scholarships to benefit College of Music students

After a lifetime devoted to music and music education, professor emeritus, former scholarship recipient, and alumnus Dr. Dale Bartlett recently created two endowments to fund scholarships for students in the College of Music. He is recognized in MSU's John A. Hannah Society. Through his gifts, he hopes to return some of the pleasure and success he and his family enjoyed through long associations with MSU.

"We are so grateful to Dale as he completes a wonderful 'circle of life' at MSU – from student to valued faculty member, mentor and administrator, to retirement and significant donor," said Dean Jim Forger. "The endowments he has created will recognize and support talented and worthy students to the College of Music for generations to come. There could not be a finer legacy."

The Helen R. Bartlett Endowed Scholarship in Choral Conducting honors his wife Helen. She had dreamed of becoming a pianist, but instead studied business at, then, Michigan State College in the early '50s and later earned a degree in Human Ecology in

1970. For several years, she was executive director of the MSU Community Cooperative Nursery, followed by 18 years at the State of Michigan, serving as administrator of the Charitable Trust Section in the Attorney General's Office and caseworker with Child and Adult Protective Services. Singing in the MSU Choral Union served as a weekly respite Helen cherished for 29 years until her death in 2007. She also enjoyed many years of service as a Kresge Art Museum docent.

The Dale L. Bartlett Endowed Scholarship in French Horn honors Dale's many ties to MSU. With his eye on a career as a high school band director, Dale attended Michigan State College in the early '50s, thanks in part to scholarships. He taught in public schools while completing a master's degree at MSU, but his faculty mentor led him to consider higher education and a teaching position at the University of Kansas in conjunction with working on an advanced degree. Dale earned his Ph.D. there and, subsequently, joined the MSU School of Music faculty in 1969. During many of his

27 years on the faculty, he managed the scholarship program and gained a deep appreciation of the need for financial aid.

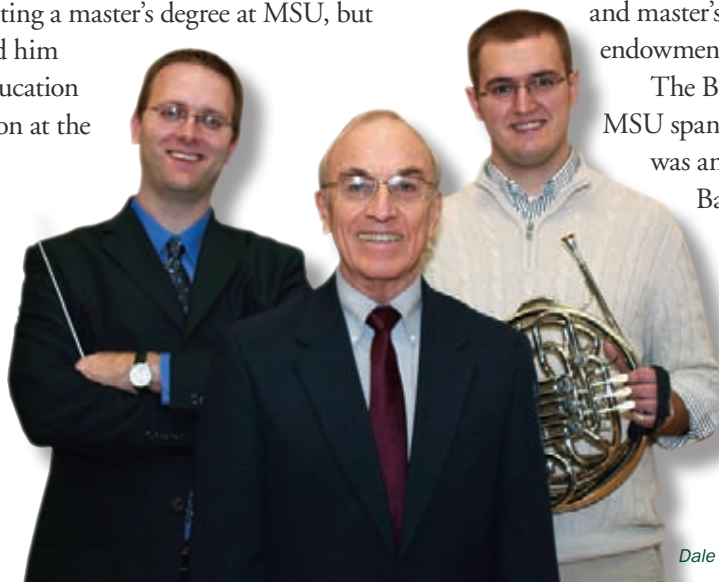
"My MSC/MSU education certainly led to my ability to progress in my profession and to teach at a prestigious institution such as Michigan State," he said. "To teach at the institution where I received both my bachelor's and master's degrees makes this endowment even more special for me."

The Bartlett family connections to MSU span generations. Helen's father was an alumnus, as are both of the Bartletts' sons.

*For more information about making a gift to the College of Music contact Director of Development Rebecca Surian at (517) 353-9872.*

*Dale Bartlett with MSU music students.*

*Helen Bartlett.*



*Airforce Pilot Bud Doane.*

"We had a lot of miles on us," Bud said. "But we were always ready to go."

The Doane endowment will provide direct scholarship support to undergraduate or graduate student veterans for tuition, books, study abroad, internships, childcare, or housing and can also be used toward counseling services, tutoring, life skills programs, family support services, recreational opportunities, disability support services, and career development services.

"I got to thinking about married vets who have kids and might need help for childcare and other expenses," Bud said. "My desire to fly drove me and I want future students to be able to pursue whatever is driving them."

*For more information on making a gift to Student Affairs and Services, contact Director of Development Ann Marie Lindley at (517) 432-7543.*

## Lopez gift helps migrant students

Minerva Lopez's mother, a migrant farm worker, had dreams that her daughter would make a better life for herself. Minerva ('68, Arts and Letters/Education) was raised to believe she could do anything and to never accept the word no. This philosophy guided her to MSU, later to a career as a tireless civil rights activist and federal employee, and now to become the creator of a legacy of opportunity for future migrant students who attend MSU.

This fall, Minerva made a commitment of a planned gift to Michigan State University to establish the Minerva Castañeda Lopez and the Minerva Castañeda Piña (her mother) Migrant Opportunity Endowment. The fund will support emerging and critical needs of MSU migrant students where the assistance will make the greatest impact.

Minerva well-remembers her first visit to campus. As part of a field trip to Lansing for a summer high school government course she was taking in Saginaw, she came to the MSU Union for lunch. "I wandered off to Beaumont Tower," she recalls, "and I was so taken by the beautiful campus. It was like a dream to me and I did everything possible to get back there."

As an MSU student, Minerva faced significant challenges but remained determined to graduate. She chose an education track in order to speed her progress and get out into the world to help the less fortunate. She worked for 28 years in Washington, D.C. in various federal positions including as a bilingual paralegal and legal research assistant. She became the administrator of the Homeless Educational Learning Project in Austin, Texas, and also the Homeless Children's Advocate for Austin Public Schools. Throughout her rich career, which also included stints as a teacher, Minerva has



*Minerva Lopez (center) visited with MSU students participating in Migrant Student Services.*

found time to volunteer for schools and agencies to help Hispanic people.

Through her gift, Minerva hopes to inspire students who are the first generation in their family to attend college by helping them develop the tools they need to be successful.

*For more information about making a gift to support migrant students, contact Director of Development for Student Affairs and Services Ann Marie Lindley at (517) 355-7543.*



## Endowment honors online library systems pioneer

A long time business partner in the MSU Libraries' successful online library systems recently established an endowment to support the libraries and honor a relationship that has spanned more than 25 years.

Jerry Kline, chairman and CEO of Innovative Interfaces, noted that his gift pays tribute to his colleague and very dear friend, Colleen Hyslop, MSU senior associate director of Libraries.

In her early career with MSU Libraries, Colleen was charged with identifying a product for automating acquisitions. Jerry had recently co-founded Innovative Interfaces, a company dedicated to technology services for libraries. MSU became one of the start-up company's largest and now oldest clients, and Colleen became a trusted friend and partner in the development of a premier integrated library system.

Colleen and Jerry went on to spearhead statewide library-lending prototypes that utilized Innovative's INN-Reach system. Through a pilot project with just five libraries and MSU, they demonstrated how diverse types of libraries could share materials even when they were using different products to manage their individual collections. Their effort grew to become MelCat, which currently has more than 400 participating libraries across the state of Michigan and has been replicated in other states as well.

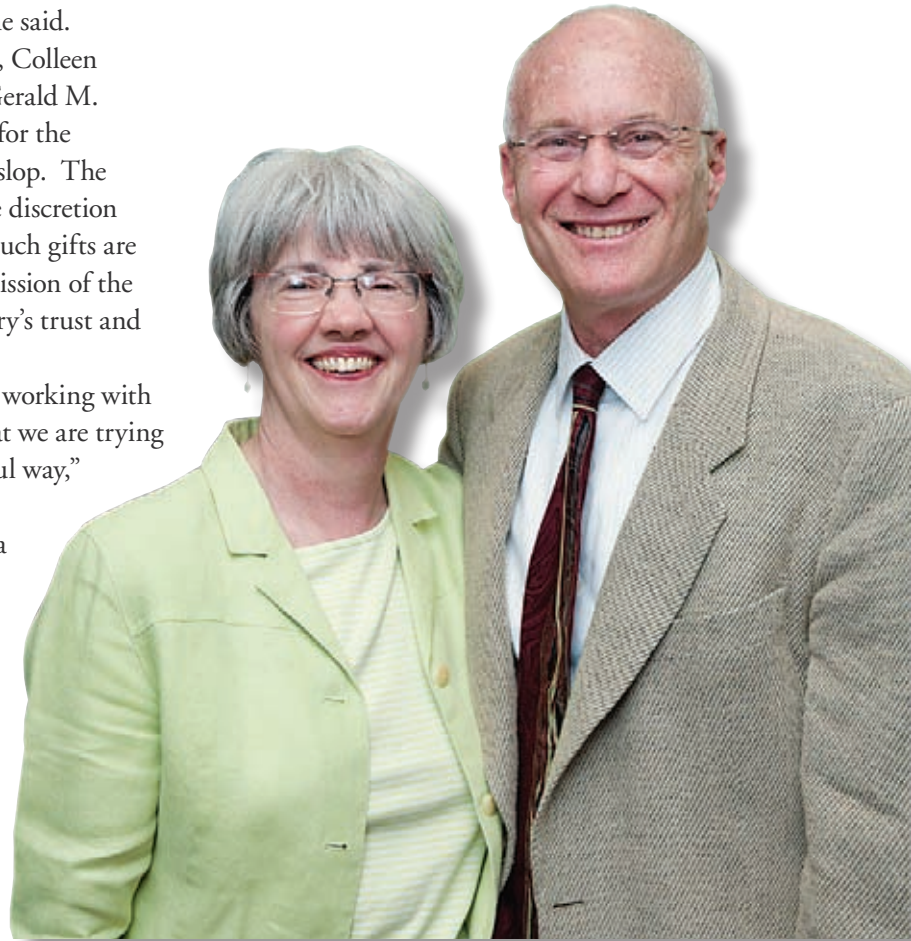
Colleen remembers the project as a rewarding highlight of her career. "We had a lot of fun, while we did very meaningful work that made a difference and helped libraries get their work done," she said.

Through a surprise announcement, Colleen learned that Jerry had established the Gerald M. Kline Family Foundation Endowment for the MSU Libraries in honor of Colleen Hyslop. The \$50,000 endowment can be used at the discretion of the director of the MSU Libraries. Such gifts are particularly helpful in furthering the mission of the libraries and stand as a testament to Jerry's trust and understanding of MSU.

"One of the reasons I have enjoyed working with Jerry is that he listens, understands what we are trying to address and gets back in a meaningful way," Colleen said.

MSU Libraries Director Cliff Haka noted the two-way cooperation was a "win-win" outcome for the company, the libraries and libraries' users alike. "That Innovative and Jerry Kline have chosen to recognize and honor Colleen's contributions to this process is sincerely appreciated," he said.

For more information on making a gift to the MSU Libraries, contact Assistant Director of Development Roger Merrifield at (517) 884-6446.



Colleen Hyslop with Jerry Kline.

## Imamura graduate fellowship designed to promote peace

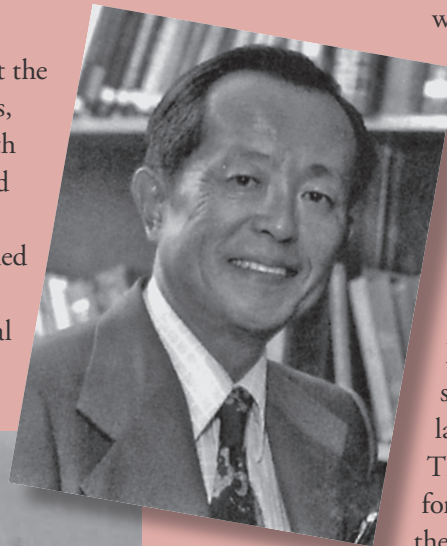
As paradoxical as it might sound, Shigeo Imamura found himself in the position of being an American kamikaze pilot during World War II, though he never took off on a mission. His experience led him to devote his life to promoting peace through cross-cultural understanding, eventually spending over 20 years on the MSU English Department faculty and 11 of those years as director of the English Language Center (ELC).

His commitment, well-documented in his memoir *Shig: The True Story of an American Kamikaze*, is being honored in perpetuity at the ELC through an endowed graduate fellowship, established in 2009 by his wife Isako in his memory. The Shigeo and Isako Imamura Graduate Fellowship in English Language Teaching provides graduate assistantship support for teaching English to international students, which Mrs. Imamura, like her husband, believes is key to cultural empathy and ultimately to peace.

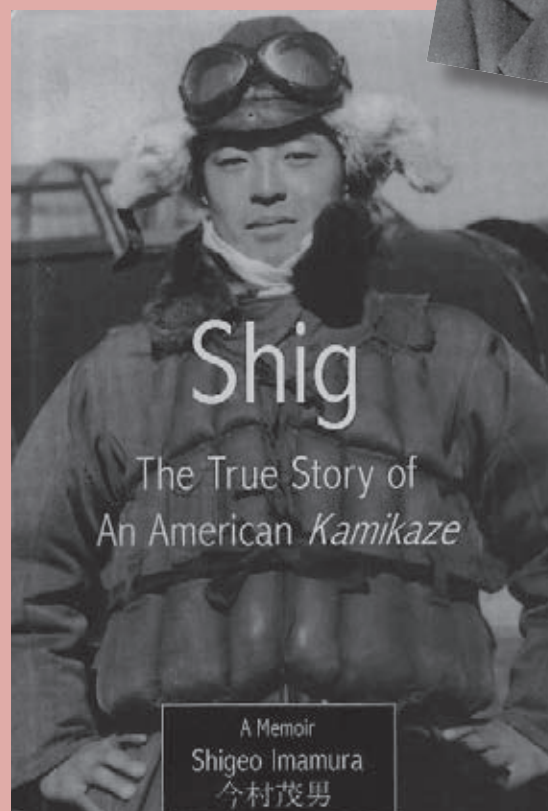
Shigeo was born in California but returned to Japan with his parents when he was ten. As a young adult, he volunteered for the Japanese Naval Air Reserve and trained as a fighter pilot, eventually volunteering for the kamikaze corps. After the war, however, he became an English translator and interpreter for occupation officials.

Thanks to a U.S. government scholarship, he returned to

America, earned a graduate degree at the University of Michigan in linguistics, and landed at MSU. Before his death in 1998, Professor Imamura had held distinguished academic positions in the United States and Japan, published scholarly works in English and Japanese, and promoted international education.



The late Shigeo Imamura



For more information about making a gift to the College of Arts and Letters, contact Senior Director of Development Bridget Paff at (517) 353-4725.

Cover of Shigeo Imamura's memoir.

The first award from the Shigeo and Isako Imamura fellowship will be made in the Spring of 2010, noted Susan Gass, director of the ELC. "The individual selected to hold the assistantship will not only be able to

receive valuable training in English language teaching, but will be an important connection with the past contributions of an important educator," Gass said.

Mrs. Imamura currently lives in Japan but continues to stay in touch with many of her late husband's former students. Three of Professor Imamura's former graduate students from the 1970s edited his memoir: Constance O'Keefe, a lawyer in Washington, D.C.; Stephanie Vandrick; and Johnnie Johnson Hafernik, who are both professors at the University of San Francisco.

"Professor Imamura was a role model for me," said Hafernik. "He was a gifted educator and an incredible person. I owe much of what I do to Professor Imamura. It was an honor and a privilege to work on his memoir and to assist Mrs. Imamura in establishing this endowment."



## FRIEND OF MSU:

## Richard M. DeVos, Sr.

Richard DeVos, co-founder of Amway Corporation and a world-renowned entrepreneur, had a philanthropic vision for health sciences. Together with other leaders in the Grand Rapids area, his vision led to the creation of West Michigan's Medical Mile/Life Sciences Corridor and more recently the presence there of Michigan State University's College of Human Medicine (CHM).

Earlier this year, the college's 2009 gala honored DeVos and his wife Helen as "Pillars of Medicine" for their contributions to the health science community. Over the years, the DeVoses have advanced the health sciences through their support of hospitals, academic institutions, and other organizations and causes. Among the many institutions they have helped create in Grand Rapids are the Helen DeVos Children's Hospital, the Cook-DeVos Center for Health Sciences, and CHM's Secchia Center currently under construction.

"Mr. Devos' support of the MSU College of Human Medicine, and to the health sciences in general, will allow MSU to share in his goal of improving lives throughout the world," said MSU President Lou Anna K. Simon.

At the 2009 Winter Commencement, MSU recognized DeVos for his significant philanthropy, leadership in business, and commitment to health sciences development by granting him an honorary degree. DeVos has received more than a dozen such

degrees in his lifetime, but the recognition of his contributions by a large, public university in his home state held special meaning. "No question about it," he said, "it is the most significant honorary degree I have received, and I have a lot of them."

During the honorary degree reception, Human Medicine Dean Marsha Rappley noted that his values in establishing his business are very much in keeping with the values of MSU as a land-grant university. "It's not enough to establish an enterprise, nor is it about making more money or growing for the sake of growth," she said. "It is about creating opportunities around the world for people to have better lives. These values translate into opportunities for education, meaningful work, and a commitment to give back in order to sustain these opportunities across generations."

Born and raised in Grand Rapids, DeVos is regarded as one of the world's most successful entrepreneurs, having co-founded Amway Corp. in 1959 with the late Jay Van Andel. Amway is one of the world's largest direct selling businesses, operating in more than 80 countries and territories worldwide. DeVos also owns the National Basketball Association Orlando Magic franchise and RDV Corp. He is well-known for his strong Christian faith professed through motivational speaking and several inspirational books including *Hope from my Heart* and his most recent book, *Ten Powerful Phrases for Positive People*.



Richard DeVos addressed the crowd at the 2009 College of Human Medicine Gala.

DeVos finds Michigan State University to be consistent with the people-orientation that is a hallmark of Amway. "Some universities try to keep people out, but MSU is trying to figure out how to get people in," he said. "MSU has a lot in common with Amway because we also try to give people a chance."

He looks forward to continued association with Michigan State. "I am happy to participate with MSU and their projects," he said. "I hope it is a great thing for the both of us."

## Could video games promote health?

## Robert Wood Johnson Foundation funds MSU research

Two MSU kinesiology researchers, Wei Peng and Deborah Feltz are helping to explore the hidden potential of video games in promoting physical fitness after receiving grants from Health Games Research, an initiative supported with \$8.25 million from the Robert Wood Johnson Foundation's Pioneer Portfolio.

Health Games Research, headquartered at the University of California, Santa Barbara, is working to provide cutting-edge strategies that game designers can use to promote health, according to Director Barbara Lieberman, a leading expert on the research and design of new media.

"Digital games are interactive and experiential, and so they can engage people in powerful ways to enhance learning and health behavior change, especially when they are designed on the basis of well-researched strategies," said Lieberman.

Using overweight and inactive college students as study participants, Peng's team is investigating the effects of a 3D fantasy role-playing game called Mount Olympus that requires players to move their bodies in order to control a character's movements. The players' health outcomes will be compared to those of others who use a motivational Web site designed specifically to promote and support physical activity. The study examines the extent to which each media activity meets an individual's needs for competence, autonomy, and social relatedness.

"Our Mount Olympus game will be designed with strong theoretical foundation and play testing,"



MSU students demonstrate a game that requires body movement to control the game's characters.

Peng said. "We expect that the game can engage the players in a fun way and the stealth exercise can become part of their routines."

Based on evidence that people work harder with a cohort than on their own, Feltz's team is pairing college students with a virtual workout partner to study the impact on exercise trends. Interestingly, live exercise partners are not always the most helpful. The researchers are identifying what characteristics in virtual partners motivate individuals to exercise harder, for longer periods, or more frequently.

"Physical inactivity in the United States is a big problem, and problems with motivation are a key hurdle," Feltz said. "We want to find the optimal motivating principles to help people improve physical fitness, and then build into digital games the best workout buddy possible."

For more information on projects in the Robert Wood Johnson Foundation's Pioneer Portfolio, visit [www.rwjf.org/pioneer](http://www.rwjf.org/pioneer).





Dick DeVos (left) and Luis Tomatis connected at the gala.

## 2009 College of Human Medicine Gala

Michigan State University's College of Human Medicine 2009 Gala attracted nearly 800 people to Steelcase Town Hall, Grand Rapids and raised more than \$370,000 for the medical school.

The event featured *Phantom of the Opera's* Franc D'Ambrosio whose special performance honored Richard and Helen DeVos as "Pillars of Medicine" for their vision and commitment to making West Michigan a health destination (see page 7 for more on Richard DeVos). Varnum and Huntington Bank were lead sponsors and Ambassador Peter and Joan Secchia served as honorary chairs of the gala.

The MSU College of Human Medicine welcomed its first class of second-year students to

temporary facilities in the fall of 2009. The college will be based officially in Grand Rapids in the fall of 2010 when the Secchia Center opens in the downtown area.

Proceeds from the gala will fund scholarships for first-year medical students from West Michigan; technology ranging from highly sophisticated human patient simulators to interactive distance learning technology; and research initiatives shared by MSU's partners, including joint hires of clinical researchers with hospital partners as well as collaborations on research laboratory space with partnering institutions.



Keith and Wanda Lipscomb were greeted by CHM student Elizabeth Scout (middle).



Honorees Richard and Helen DeVos (left) posed with Franc D'Ambrosio (middle) and hosts Joan and Peter Secchia (right) along with President Lou Anna K. Simon (front).



Bob and Barb Harr (left) and Micki and John Benz enjoyed the reception.



Valerie Lego, WZZM Anchor, served as emcee.



Shere and Asgi Fazleabas and a CHM medical student exchanged greetings.