

Fall 2001

DEVELOPMENTS

MICHIGAN STATE
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DEVELOPMENT
Enriching MSU's Future

MDI Gives Largest Software Gift In MSU History

Mechanical Dynamics Inc., an engineering software development company headquartered in Ann Arbor, has donated software with a commercial value of \$60.7 million to Michigan State University's College of Engineering. This is the largest gift of software ever received by MSU and the largest gift to an academic institution by Mechanical Dynamics.

"This is yet another example of how MSU teams up with its partners in industry to advance the educational and research missions of this university," said MSU President Peter McPherson. "We are very grateful to Mechanical Dynamics for this generous gift."

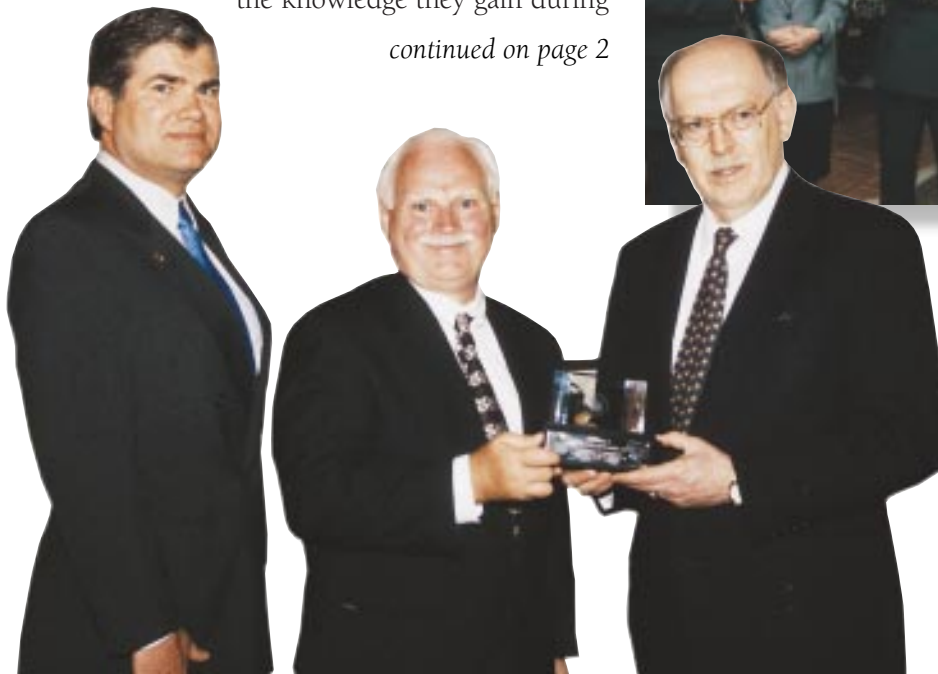
The gift of ADAMS® (Automatic Dynamic Analysis of Mechanical Systems) software is designed to do virtual prototyping "for virtually anything that moves." The gift includes support, training and an unlimited site license to ensure that every student in the College of Engineering will have access to the software.

"We are very pleased to provide this gift to Michigan State University," said Michael E. Korybalski, chairman and CEO of Mechanical Dynamics. "Together, we can help the next generation of engineers enhance the knowledge they gain during

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Above: MDI and MSU representatives enjoy a moment at Cowles House. Left: MSU Trustee David Porteous, MDI Chairman and CEO Michael Korybalski, and President Peter McPherson pose with MDI's Williams Society memento.



Allen Gives Back And Keeps Going Forward

Dr. Ruth Allen's mother shared three words with her daughter when she signed her high school autograph book: keep going forward. Heeding that bit of advice, Allen has gone far in life, literally and figuratively, and has decided to give back to Michigan

State University to ensure that others are afforded the opportunity to explore their passions and lend their talents to fields of study that are dear to her.

Allen is a professor and educational development specialist in the Office of Educational Development at the University of Arkansas for Medical Sciences. She recently made provisions for a generous portion of her estate to be shared among three areas at MSU.

The first designation of Allen's gift is the Office of Medical Education Research and Development (OMERAD) to help educators learn about effective teaching/learning practices in medical education. She is deeply committed

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Wayne Loescher of CANR, William Anderson of OMERAD, and J.D. Krehbiel of CVM with Ruth Allen.

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MDI

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college with hands-on training on a tool being used by hundreds of manufacturing companies globally. This will give current and future MSU engineering students a competitive advantage when they enter the workforce," he continued, "and create a pool of new engineers able to help promote and implement our technology at companies around the world."

The gift of software also meshes with an ongoing program in the College of Engineering and is one of the reasons Mechanical Dynamics selected MSU. The company seeks to first offer its software to schools already associated with the PACE program. This unified effort of General Motors, Unigraphics Solutions, Sun Microsystems and Electronic Data Systems provides hardware and software to train future engineers in computer-aided design.

"This most recent gift of ADAMS® software will put our graduates one step ahead of the others in software prototyping skills," said Janie M. Fouke, dean of the College of Engineering. "We are pleased at how well this will complement our PACE program to make our graduates even more valuable to industry."

Mechanical Dynamics describes ADAMS® software as having mathematical accuracy that allows significant reductions in physical prototyping, thus decreasing the time and cost associated with traditional prototyping. The company's software is used by every single



automotive company worldwide and a majority of their suppliers. Car manufacturers "test-drive" entire vehicles in the computer, running them through a full range of maneuvers, under various driving conditions. They even use the computer to realistically simulate driver response.

Founded in 1977, Mechanical Dynamics introduced ADAMS® software in 1980 as the first commercial 3-D mechanical system simulation software. Today, it is the most widely used software of its type in the world.

Attending a Cowles House luncheon were, from left, Engineering Dean Janie Fouke, Provost Lou Anna K. Simon, MDI's John Janevic and Michael Korybalski, Trustee David Porteous, President Peter McPherson, and Ron Rosenberg, Tom Wolff and Bob Chalou of Engineering.

Allen

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to training the next generation of physicians. "Most physicians are very good clinicians," she said, "but I would also like to see them become more effective teachers so they can do their jobs better."

As an alumna of MSU (Natural Science, '61; Education, '72), Allen credits OMERAD for helping launch her career as an educator in the field of health care. She considers MSU and OMERAD to be her "home base" and wanted to give back to the place that taught her what she needed to know in order to land jobs and create a professional network.

In addition to her career in medical education, Allen has cultivated her passion for plant life. Her parents owned land outside of Saginaw where they grew plants and a variety of fruits and vegetables, and she has always enjoyed growing things. Allen's interest in plants eventually led to her master's degree in Biochemistry with an emphasis in plant metabolism.

As a result, the MSU Department of Horticulture will also benefit from her generosity. She is committed to funding an endowed fellowship for students of horticulture studying abroad. Allen realizes that the world is becoming a smaller place and that research should extend across borders and cultures.

Allen's third gift provision will establish an endowed fund to benefit the College of Veterinary Medicine. Her endowment will allow the College of Veterinary Medicine to promote a better understanding of the human/animal

bond and further the understanding of the most effective techniques for educating veterinary students.

As a person who has had a "life-long love affair with dogs," this gift is special to Allen. She said she has always lived with at least two dogs and considers them to be wonderful companions and an important part of her life. Based upon the College of Veterinary Medicine's excellent reputation, Allen is currently funding a second endowment for the college to provide scholarship assistance to its students.

While Allen has lived a full life of professional accomplishments and travel, it is still the advice of her mother that resonates. When asked what words of wisdom she would give to students and others who will benefit from her generosity, the answer is simple. "Enjoy life," she said. "It will have many ups and downs and bumps along the way. But always enjoy it, and keep going forward."

Dr. Allen established her endowments as she revisited her estate plans last year. She worked closely with her advisors and an MSU Planned Giving representative to create a plan that fit her situation, met the needs of the university, and satisfied her desire to leave a legacy at her alma mater. If you would like more information on how you can make a planned gift, contact the gift planning professionals within the Office of Planned Giving at (517) 353-9268 or (800) 232-4MSU, extension 207.

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Michigan State University
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(517) 355-8257

Charles H. Webb, Vice President
for University Development
Martí K.S. Heil, Associate Vice President
and Director of Development

Communications, Marketing & Stewardship:
Linda Dunn, Assistant Director/Editor
Rick Seguin, Assistant Director/Editor
Bob Thomas, Director
Bob Brent, University Artist
Christina Schaffer, Editorial Assistant
Randy Brown, Webmaster
Andrea Bour Plant, Assistant Director
Becky Miller, Assistant
Brenda Samson, Assistant

Michigan State University is an affirmative-
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Alexander & Garety Support Women's Athletics

The popularity of women's athletics is growing at an astronomical rate across the country. Proof of this trend is in the record crowds attending women's NCAA championships, new women's professional sport leagues, and the increasing visibility of all women's sports in the national media. Much of this recent success can be traced to athletic visionaries such as Billie Jean King, Donna Lopiano and Nancy Lieberman-Cline who challenged the status quo to provide more opportunities for female athletes. Michigan State University is fortunate to have our own visionaries, Beth Alexander and Joan Garety, leading the way.

Providing opportunity is what it's all about for Alexander. She is a professor in the College of Human Medicine at Michigan State, a member of the MSU Health Team, and an avid tennis player. A true and loyal Spartan, Alexander believes in the benefits associated with team sports and says she is "committed to women's athletics as a vehicle for helping young women students."

Her most recent and primary interest has been in supporting the women's tennis team, but she also supports women's basketball and other campus academic and cultural programs. Tim Bauer, head coach of MSU's women's tennis team, sees Alexander as the ultimate Spartan supporter. "She understands our goal of making

better people, not just better tennis players," he said.

Alexander helps accomplish this goal by pledging her support. She is a Ralph Young Fund Scholarship Level donor, is recognized for her overall contributions in the prestigious Jonathan L. Snyder Society, and is honored in the Linda E. Landon Society through provisions made in her estate for a future gift to benefit MSU.

Joan Garety (Accounting, '79) is another great Spartan and generous supporter of women's athletics. She was a member of four Big Ten Conference champion women's golf teams from 1974 to 1978 and served as a captain of the team for two years. Garety, Vice President and Treasurer for Meijer, Inc. in Grand Rapids, is a supporter of MSU's newly crowned Big Ten Champion women's golf team. The women's golf team travels extensively to play tournaments in warmer climates and against the top competition in the country. The support of alumni, fans and friends of the team makes it possible for team members to challenge themselves against the top players in the nation while also building the Michigan State name and image around the country.

Head women's golf coach Stacy Slobodnik-Stoll knows she is fortunate to have loyal and dedicated alumni like Garety contributing to her program. "Joan is a wonderful ambassador for our university and for the women's golf program," she said. "I feel very lucky to have her as an alumna of our program, and more importantly as an alumna who supports us in our goals."

Garety generously supports the goals of the program through her personal financial contributions. Like Alexander, she is a Ralph Young Fund Scholarship Level donor who is also recognized university-wide in the John A. Hannah Society.

The opportunity for female student-athletes has never been better. Right now, people like Beth Alexander and Joan Garety are making a difference and building a legacy for women's athletics at Michigan State. If you would like more information about supporting women's athletics, please contact the Ralph Young Fund at (517) 355-8257 or (800) 232-4MSU.

MSU's Hospitality School Receives Marriott Endowment

The School of Hospitality Business within The Eli Broad College of Business has received \$550,000 in scholarship support from the J. Willard and Alice S. Marriott Foundation. The grant provides an endowment of \$475,000, which will perpetually provide assistance to students interested in pursuing a career in the hospitality industry. The foundation also will provide \$75,000 in expendable funds to immediately launch the program.

"This scholarship money will enable some remarkable students to study here who might not otherwise have the opportunity," said Ronald F. Cichy, director of The School of Hospitality Business. "Some of the scholarships will support students attending our 6-day annual Broad Business Summer Camp, which is designed for high school students between their junior and senior years. The camp gives these students an introduction to campus life and gives them the opportunity to attend workshops conducted by top faculty and professional representatives of major companies."

Cichy notes that most of the funds, however, will support traditional tuition needs for college students. "With tuition costs rising everywhere," he said, "we recognize what a burden college education places on the students who can least afford it. We're pleased to be able to offset some of those costs for tomorrow's leaders in the hospitality field."

Recipients of the scholarship will be selected based on the following criteria: financial need, academic interest in hospitality business, and leadership potential. Preference will be given to students who attend Marriott Hospitality Public Charter High School in Washington D.C.—the first four-year high school in the nation devoted to preparing students for careers in both the restaurant and hotel industries. The School of Hospitality Business will work with guidance staff at Marriott Hospitality High to identify qualified candidates to be admitted to MSU to study hospitality business.

The scholarships will be awarded beginning in the 2001-02 academic year. The School, which marks its 75th year in 2001, has the nation's leading business-based curriculum in the hospitality industry.



Above: The MSU Women's Tennis Team in action.

Right: Coach Slobodnik-Stoll and the MSU Women's Golf Team celebrate their Big Ten Championship.

Gift Creates Fossum Women's Golf Scholarship

A \$300,000 anonymous gift was made recently to Intercollegiate Athletics to fully fund a scholarship in the Spartan women's golf program. The scholarship will bear the name of longtime MSU head women's golf coach Mary Fossum.

Under Fossum's guidance, the Spartans won six Big Ten titles, including an unprecedented five straight from 1974-78. Her teams also played in six AIAW National Championships from 1973-78 and played in the 1982 and 1984 NCAA Championships.

"The Athletics Department is extremely proud and grateful to receive this generous commitment," said Dr. Clarence Underwood, MSU director of Intercollegiate Athletics. "Our women's golf program has a strong tradition of excellence, and to bear the name of our Hall of Fame coach is certainly most appropriate."

The success of MSU women's golf has continued under the direction of current head coach Stacy Slobodnik-Stoll, including

the 2001 Big Ten title, NCAA Regional appearances in the past three years, and NCAA Championship appearances in 2000 and 2001. "We strive to continue the outstanding legacy that Coach Fossum established," Slobodnik-Stoll said. "This gift puts our program one step closer to our championship goals."

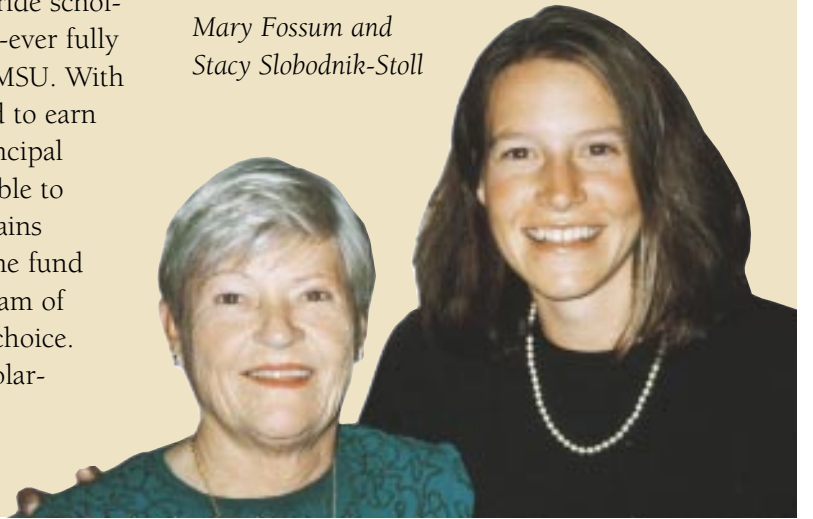
Several Spartan teams have benefited from partially endowed scholarships, but this \$300,000 gift ensures a full-ride scholarship in perpetuity. It is the first-ever fully endowed athletic scholarship at MSU. With endowed funds, gifts are invested to earn income each year, and as the principal grows, so does the income available to award. The principal always remains invested in order to perpetuate the fund and, consequently, provide a stream of financial support for the area of choice.

"The Mary Fossum Golf Scholarship could be the beginning of a new era in philanthropy for

Spartan athletics," said Chris Ritrievi, associate athletic director and director of development for MSU Intercollegiate Athletics. "Although the family wishes to remain anonymous, they know how deeply we cherish their loyal generosity."

For more information about creating an endowed athletic scholarship at MSU, contact Chris Ritrievi at (517) 355-8257 or (800) 432-4MSU, extension 421.

Mary Fossum and Stacy Slobodnik-Stoll



Irwin Foundation Funds Horses For New MSU Chariot

A team of three beautiful horses were purchased through a \$50,000 grant to the College of Veterinary Medicine from the Irwin Foundation, the legacy of Drs. James and Claire Irwin, both educators from Detroit. The horses, Andalusian thoroughbreds known for their intelligence and calm demeanor, were purchased in Spain.

"The horses are wonderful, and the college did an excellent job of selecting them," said Irwin Foundation Chairman Sean Kelly. "The Foundation has as a priority the funding of valuable programs in veterinary medicine, and beyond their use for the chariot, the horses will help in the training of students interested in equestrian care and treatment of rare breeds."

The Irwin Foundation has been a generous supporter of other veterinary programs at MSU as well. It is recognized in MSU's prestigious Jonathan L. Snyder Society for its overall contributions, and earlier this year pledged \$250,000 toward the construction of the new Biomedical and Physical Sciences Facility.

The Foundation's generous gift was supplemented by a team of Michigan State University faculty, staff and students—including veterinarians, engineers and costume designers—who came together to create a new Spartan chariot that will be the highlight of many MSU events, including home football games. Animal scientists from the College of Agriculture and Natural Resources trained the horses; a team

from the College of Engineering designed and built the chariot; faculty and students from the College of Arts and Letters designed and made the costume the charioteer will wear; and the College of Veterinary Medicine procured the grant and assisted in the training.

"These are extraordinary horses," said Dr. Hilary Clayton, director of MSU's Mary Anne McPhail Equine Performance Center. "They are beautiful animals, with their long manes and white color. They're also noted for their animation and their fancy movements."

The chariot itself is state-of-the-art. Two of the three horses purchased will pull the chariot at one time. The horses, appropriately named Go Green!, Go White!, and Go State!, arrived in early summer.

After arriving in East Lansing, the horses went through rigorous training, including runs through Spartan Stadium, complete with recorded crowd noises and visits to MSU band camps that gave them a chance to get used to the waving flags and loud music. The horses made their debut in the Spartan's home opener against Central Michigan.

"They've been handling things very nicely," said Brian Nielsen, a faculty member in the Department of Animal Science who has been training the animals and who will also serve as the charioteer. When training thoroughbred horses for this particular task, he explained, it's the mental aspect that's the hardest part. "We've been showing them a lot of sites on campus," he said. "The more we can expose them to, the better."

Two of the three new Andalusian horses that will pull the Spartan chariot.



Hannah Statue to Grace Campus



Dr. John A. Hannah presided over the greatest period of growth in Michigan State University's history. He was visible and involved in all aspects of campus life, he championed MSU at every opportunity, and he was a driving force in building Michigan State into a world-class institution.

Through his lifetime, Dr. Hannah held appointments under every president from Roosevelt to Nixon—three presidents asked him to chair the U.S. Commission on Civil Rights. He was awarded the Medal of Freedom, the highest U.S. honor for civilians. In the 1970s, Dr. Hannah headed the United Nations World Food Council, an organization devoted to increasing food production and combating world hunger.

For these reasons and more, unanimous support by the MSU Board of Trustees and President Peter McPherson was given to the commission of a bronze sculpture of Hannah as the first piece to launch MSU's "Public Art on Campus Initiative." The initiative, spearheaded by the Art on Campus Committee, is developing ideas for bringing quality art to MSU. Works of art to be acquired will represent enduring themes, people and events that uniquely identify Michigan State University or distinctive characteristics of an artistic approach, style or technique.

The John A. Hannah sculpture, by award-winning artist Bruce Wolfe, is slated for completion in 2002. It will be the focal point of the Hannah Plaza, an area in front of the Hannah Administration Building that will be redesigned and landscaped to create a pleasant setting for people to enjoy the work of art.

The sculpture will be made possible through the support of Dr. Hannah's friends, colleagues and admirers. The project will cost an estimated \$250,000, which includes a maintenance endowment for perpetual care of the artwork. Among those already making personal pledges to the project are President Peter and Mrs. Joanne McPherson and Vice President for Development Charles H. and Mrs. Philippa Webb.

To make a gift in support of the statue or to obtain more information on this well-deserved tribute to the consummate Michigan State Spartan, contact Tim Soule, Director of Development for the Hannah Sculpture Project, at (517) 355-8257 or (800) 232-4MSU, extension 434.

Artist Bruce Wolfe's sketch of the Hannah statue.

Kitty Clark Cole: MSU's Quilt Benefactor

Kitty Clark Cole's first visit to the MSU Museum was in 1994 to view an exhibit of the Clarke family quilt collection and to meet Kurt Dewhurst, the museum's director, and Marsha MacDowell, the curator of folk art. "Once I walked in the door, [saw the wonderful collection and] met Kurt and Marsha," she recalled, "well, the rest is history, as they say. I guess we bonded." Kitty has been involved ever since and continues to support the MSU Museum in a variety of ways.

Recently, Kitty gave three significant gifts to the MSU Museum. The first is an estate commitment of approximately \$1 million for the MSU Museum's Great Lakes Quilt Center which was established with her leadership in 2000 to document, preserve, and present the region's quilting history. The second is a gift of \$50,000 for annual support of the center.

In addition to her estate gift and annual support, Kitty donated to the MSU Museum thirteen rare and mint condition quilts from her collection, representing important styles, techniques or activities. Illustrating

her awareness of the expense related to storing and preserving the Kitty Clark Cole Quilt Collection, Kitty gave an additional \$7,000 to purchase a cabinet that will properly store her donated quilts and is establishing an endowed fund for the care and use of her collection.

Incorporating charitable bequests into comprehensive estate plans can fulfill a variety of personal financial goals while also giving the donor the satisfaction of providing significant future financial support for Michigan State University as Kitty has done. Annual support is an often overlooked need of the MSU Museum as costs to maintain collections can be high. This aspect of her generosity is particularly insightful and important.

In addition to being a long-time supporter of the MSU Museum, she has been an active member of the Greater Ann Arbor Quilt Guild where she was guild president and chair of the Education and Preservation Committee and, in those capacities, was instrumental in securing



Kitty Clark Cole

the guild's support of the MSU Museum's quilt preservation activities. She also served as vice chairperson on the MSU Museum's Development Council and is currently a member of the board for The Alliance for American Quilts. Kitty's gifts and generosity in supporting collection care, education, and research have strengthened the MSU Museum's quilt collection immeasurably.

Visit the MSU Museum to see the Michigan Quilt Project: *New Discoveries* exhibit, including quilts donated by Kitty, which runs through December 30, 2001. For more information, contact Pam Serwa at the MSU Museum at (517) 432-0859.

PepsiCo Gift To MSU Provides Opportunities

The name Tropicana will mean a lot more than juice to several hard-working minority students at Michigan State University. PepsiCo, Inc., through its subsidiary Tropicana Products, Inc., has given a gift of \$500,000 to Michigan State University to fund full tuition scholarships for six minority students over the next five years and provide financial support for the College of Agriculture and Natural Resources career center in the Department of Food Science and Human Nutrition.

The grant, given through the PepsiCo Diversity Initiative, is the largest gift targeted to minority recruitment ever received by the college. It will be called the Tropicana Diversity Scholarship, recognizing the partnership between Tropicana and MSU to create and administer the program. It will be open to all minorities but focused on African American students.

"MSU and PepsiCo share a commitment to supporting efforts that ensure a diversity of students will have a chance to earn college degrees and provide a strong base of talent to the corporate world," said MSU President Peter McPherson. "One of the five tenets of the MSU Promise is that MSU will be a more diverse and connected community. The Tropicana Diversity Scholarships are a tangible example of the partnerships that put meaning into that promise."

"Minorities are underrepresented in the food sciences," said Albert Bolles, Tropicana's senior vice president of global technology and quality. "I couldn't find a better institution to start out with than Michigan State to create terrific career opportunities for minorities in the area of food science and human nutrition."

The MSU Department of Food Science and Human Nutrition is a nationally and internationally recognized leader in its field. The program's reputation is reflected in a placement rate approaching 100 percent for both graduate and undergraduate students. Part of the PepsiCo gift will address further development of the department's career center to enrich involvement with industry at the undergraduate level.

"We have an opportunity with this diversity initiative to recruit the best students and to provide mentoring experiences that will enable them to achieve success in the food industry," said Mark Uebersax,

department chairperson. "We fully intend to create an ongoing relationship with Tropicana as part of the career center."

Tropicana is acknowledged as one of the beverage industry leaders in research as well as an active supporter of clinical studies in various educational institutions. A high percentage of its employees are MSU graduates.

"These kinds of partnerships are critical to our success for the future largely because it is on the campus where the curriculum is developed, where the spark of innovation is lit," said Lynda Murray-Blair, Tropicana's manager of human resources, research and technology services.

"The PepsiCo Tropicana initiative is wonderful," added Dean Jeffrey Armstrong, MSU College of Agriculture and Natural Resources. "The scholarships, as well as renovation of the career center, and then the wonderful internships at Tropicana will really help students find their passion."

Lynda Murray-Blair of Tropicana, Jacqueline Milan of PepsiCo, MSU's Mark Uebersax, and Kristine Nickel and Albert Bolles of Tropicana at the formal presentation of the gift to MSU.



Kettlers Establish Criminal Justice Visiting Scholars Program

Gordon Kettler (Criminal Justice, '63 & '64) knows a thing or two about security. In fact, he was one of the first students in an innovative program at Michigan State University in security administration and has built a successful career with General Motors, currently serving as executive director of Global Security.

"When I went to school at MSU, in addition to the instructors, we had a lot of military people and police officers in both my undergraduate and graduate programs that spoke and visited with us," Kettler said, "and that interaction was very rewarding." In part because of that experience, Gordon and his wife Fran have established the Arthur F and Mary Brandstatter and Gordon and Fran Kettler



Fran and Gordon Kettler

Visiting Scholars Endowment in the School of Criminal Justice.

Their future gift has an estimated current value in excess of \$660,000 but will increase while Kettler continues to work. The Kettlers agreed to assign to MSU the rights to his corporate death benefit, which is similar to assigning ownership and beneficiary rights of a paid-up whole life insurance policy to MSU.

It is their hope that by the time the 37-year General Motors veteran decides to leave the company, the ultimate amount gifted to their endowed fund will approach the \$1 million mark. By planning a gift in this way, Gordon points out, "you end up giving a gift to an institution you want instead of giving it to the government."

The visiting scholars endowment is named in part to honor Arthur Brandstatter (Criminal

Justice, '38; Public Administration, '51), the long-time director of MSU's School of Criminal Justice (CJ). Established in 1935, MSU CJ is the oldest continuous degree-granting program in criminal justice in the country and remains nationally ranked in the top ten. Brandstatter, who guided the program through many years of growth and success, lives in East Lansing and remains in contact with CJ and the College of Social Science.

Discussions that led to the Kettlers establishment of the visiting scholars endowment began during a meeting of the Criminal Justice Alumni Constituent Board, on which Kettler is serving his second term. "We had been discussing the fact that Art had been recognized in so many areas other than Criminal Justice," Kettler said, "and I thought it was appropriate that he be honored. The visiting scholars program is in line with something that Art believes in: bringing in people who are not only visiting scholars but also practitioners with real world experience."

Forest Akers Trust Gives Two Generous Gifts

MSU President Peter McPherson hosted a luncheon on June 14, 2001 to thank the trustees of the Forest Akers Trust for their most recent gifts to Michigan State University. The trustees committed \$1 million to expand the Jack Breslin Student Events Center and another \$700,000 to reconfigure the Forest Akers West Golf Course.

The Breslin Center—best known as the home of Spartan basketball—is also an entertainment venue and multipurpose center for student activities. The Alfred Berkowitz expansion to the Breslin Center will house two new gymnasiums and office space for the men's and women's basketball programs. One of the new gyms will be named in recognition of the Forest Akers Trust gift.



Left: MSU and Forest Akers dignitaries gather to celebrate the trust's gifts. Below: Forest Akers Trustee Philip May visits with MSU Trustee Donald Nugent.

The Forest Akers West Golf Course is one of two 18-hole championship courses at Michigan State. It received a four-star rating from *Golf Digest* and is ranked as the sixth best public course in the state of Michigan. The Forest Akers Trust gift of \$700,000 will relocate the pro shop and the starting holes to adjoin the new James B. Henry Center for Executive Development that opened in October 2001.



At the June luncheon, President McPherson presented a Williams Society memento to Forest Akers Trustees Brian Breslin, Philip May, Stephen Terry and Roger Wilkinson in recognition of the Trust's gifts and pledges totaling \$6.7 million since the 1960s. The trust was founded by former MSU Trustee Forest Akers to support faculty, staff and students of Michigan State and Oakland University (a branch of MSU at the time).



President Peter McPherson presents a Williams Society memento to the trustees of the Forest Akers Trust, Stephen Terry, Philip May, Roger Wilkinson and Brian Breslin.

Year-End Is A Great Time For Giving

Did you know that nearly 35% of the total annual cash gifts made by alumni and friends of MSU are given in the months of November and December? To that end, Michigan State University provides several convenient ways for you to show your support to the college or program of your choice with a charitable year-end gift.

First, there are several alumni campaigns that occur in the last two months of the year. These campaigns are managed by the MSU Annual Fund staff and are a great way for you to make your year-end gift. Most alumni receive either a letter or phone call asking for their support during this time.

Rather than wait for MSU to contact you, there are several other easy ways you can make your contribution. If you want to make a gift by cash or check, simply mail it to University Development and indicate the area you wish to support. If you want to use your credit card, logon to our website at www.givingto.msu.edu, click on the "Give Now" button and follow the simple instructions. To ensure that your information is safe and secure, we use state-of-the-art 128-bit

encryption and can process your gift while you wait.

Another option you may want to consider is making a gift of appreciated assets, such as stocks, bonds, and mutual funds. Why contribute stock rather than an outright gift of cash? By donating the stock to Michigan State University, you can make a meaningful gift while simultaneously avoiding a lump sum capital gains tax liability. Tax laws currently favor gifts of securities made to a charitable institution such as MSU by allowing you to derive tax savings in two ways, by taking a charitable deduction for the fair market value of the stock at the time it is gifted and then paying no capital gains tax in transferring the stock to the university.

There are three easy ways to donate stock, including by mail, electronic wire transfer to a university or MSU Foundation brokerage account, or by personally delivering the stock to University Development at MSU. In all three options, the university will need a letter from you, mailed or faxed, indicating your intent to transfer the stock, the name of the stock and number of shares, how you would like the gift to be designated,



and your name, address and telephone number.

Your year-end contribution can be a win-win situation. Whether it is a credit card gift made on-line, a check dropped in the mail, or a gift of securities, a year-end gift is an ideal way to meet your philanthropic objectives for Michigan State University while also realizing immediate tax benefits. If you have questions or wish to speak to a gift officer, please call (517) 355-8257 or (800) 232-4MSU.

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Spartan Gatherings

Michigan State University welcomes opportunities to gather groups of loyal and generous Spartans. Highlighting a long list of activities in the past several months was a visit—hosted by Peter and Joanne McPherson—to discover the treasures of the Baltic. Major donors and close friends enjoyed two weeks aboard a luxurious cruise ship. Closer to home, the elegant Townsend Hotel in Detroit was the site for the third annual gathering of significant donors from Southeastern Detroit. Earlier in the year, the Jewish Studies Advisory Committee hosted the first-ever reception for prospective Jewish students considering MSU for their undergraduate work. Up north, donors and friends enjoyed an evening at the Perry Hotel in Petoskey, a Victorian landmark with a spectacular view of Little Traverse Bay.

Joanne and Peter McPherson enjoy the Baltic trip with donors.



Jim Beachum, MSU Trustee Dee Cook and Byron Cook in Detroit.



The Jewish Studies Advisory Committee reception.



A happy group of travelers enjoy the trip to the Baltic.

President McPherson chats with George Colburn at the Perry Hotel.



Carolyn Ross poses with Marilyn and Ken Way at the Townsend Hotel.



Jill Patterson and Jan Barclay enjoy the gathering in Petoskey.

