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Dinner Features Former Presidents

A dinner celebrating The Campaign for MSU transformed the Kellogg Center from ordinary to extraordinary. Over 800 guests joined President Peter and Joanne McPherson and former MSU presidents and first ladies Gordon Guyer, John and Nancy DiBiaggio, Cecil and Clare Mackey, and Clifton and Dolores Wharton for a memorable night of fine dining and conversation.

The evening began with the MSU Wind Symphony performing *Fanfare*. MSU Board of Trustees member Dee Cook welcomed guests and introduced the MSU Faculty Quintet as they performed a piece by Dvorak.

After dinner and dessert, President McPherson spoke about The Campaign for MSU and its importance to the whole university community. He was pleased that all living former presidents and their wives were back on campus for the announcement of the campaign. Guests were treated to remarks by the presidents and Pauline Adams, as each remembered their tenure on campus. All shared their feelings that MSU is a welcoming place and a great university, and will be an even greater one in the future.



Dinner guests enjoyed the elegant atmosphere and fine dining.

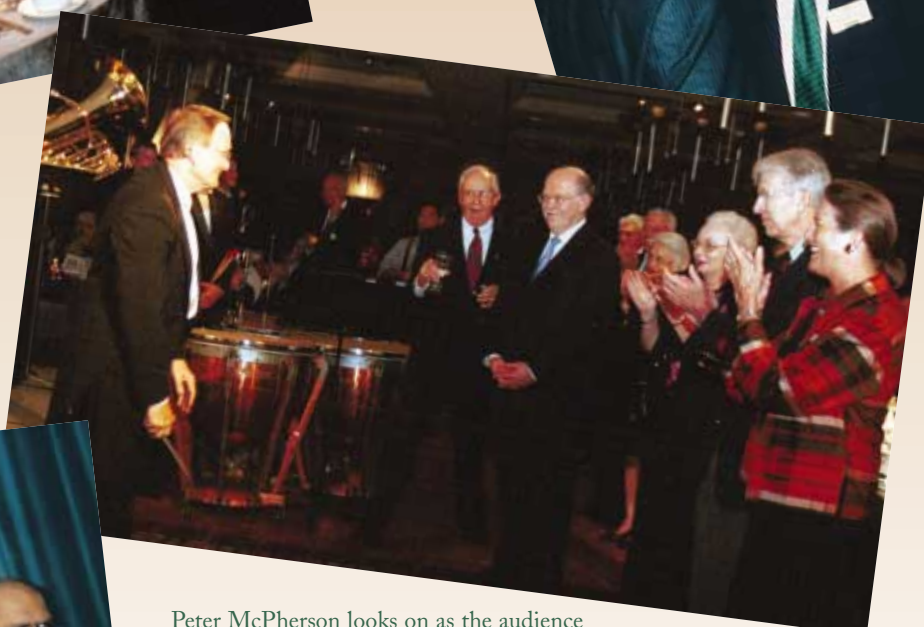


The long head table was beautifully set with hundreds of roses, transforming the Kellogg Center into a grand hall.

MSU Trustee David Porteous, MSU Trustee Randall Pittman, and Athletic Director Ron Mason talked before dinner.



Joe and Mary Dickerson (seated) talked with Radiology Chairperson James Potchen.



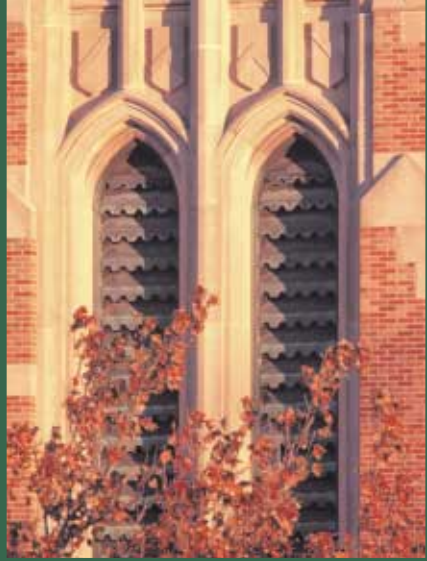
Peter McPherson looks on as the audience applauds for the Wind Symphony's performance before dinner.

Former MSU President Gordon Guyer spoke at the podium, praising MSU's strengths and commenting on the goals of The Campaign for MSU.



(l to r) College of Arts & Letters Dean Wendy Wilkins makes a point as Associate Vice President and Director of University Development Marti Heil (standing) and Professor Emerita Pauline Adams (seated) enjoy pre-dinner conversation.





THE CAMPAIGN FOR MSU DEVELOPMENTS

FALL 2002

MSU BOARD OF TRUSTEES APPROVES \$1.2 BILLION GOAL

At a special session, the Michigan State University Board of Trustees approved a \$1.2 billion capital campaign, a collaborative effort encompassing all colleges and units, intended to build on MSU's traditions while empowering initiatives for the 21st century. The history-making fundraising goal was announced to the campus community on September 20th at the Wharton Center during a kickoff ceremony for the public phase of the campaign. It is the first capital campaign since 1988 for MSU, which became one of fewer than 20 universities nationwide to set a campaign goal at \$1 billion or more.

The goal of \$1.2 billion sets the bar high, and Board of Trustees members discussed MSU's past excellence while committing themselves to the future greatness of MSU with this campaign. During the special session, Trustee Dolores Cook and her husband Byron were generously recognized for their recent gift of \$1 million toward an endowment for a new School of Music building. An announcement of a \$6 million gift from Trustee Randall Pittman and his wife Mary to honor the late Walter Adams was also warmly received by all in attendance.

"The success of this capital campaign will endow Michigan State University with the financial resources to realize a vision that honors those who worked, studied, taught and conducted

research at MSU throughout its history," MSU President Peter McPherson said. "It acknowledges their achievements. At the same time, it equips us to anticipate the changing needs of our faculty, our students and our world."

Programs and initiatives throughout the university's mission will benefit from the campaign, as will facilities and infrastructures. A major goal: to increase MSU's endowment from its current level of \$810 million to more than \$1 billion by the end of the campaign. Endowments are permanent funds invested to provide income for specified purposes, providing for a level of quality that state funding alone can't offer as well as insulating the university from inevitable economic cycles.

"The entire university, and the communities in which it has an impact, benefit from a strong



President McPherson and members of the Board of Trustees establish The Campaign for MSU goal.

endowment," said Lou Anna K. Simon, provost and vice president for academic affairs. "In seeking to maintain and build academic quality, we seek to enhance opportunities for outstanding faculty and motivated students to achieve their aspirations and for the university to have a greater impact on society. A strong endowment provides for those opportunities."

Inaugural Ceremony Launches The Campaign for MSU

Alumni, friends, faculty, staff and students gathered at MSU's Wharton Center on September 20 to learn about The Campaign for MSU. This \$1.2 billion campaign plan was approved by the MSU Board of Trustees earlier in the day. The campaign agenda addresses the needs of all of MSU's colleges and major administrative units, as identified by their deans and directors, and seeks to elevate MSU to an even higher level among the world's institutions of higher learning.

The Campaign for MSU is the most ambitious fundraising campaign in the university's history. Its theme – "Advancing Knowledge. Transforming Lives." – speaks not only to the mission of the campaign but of the university as well.

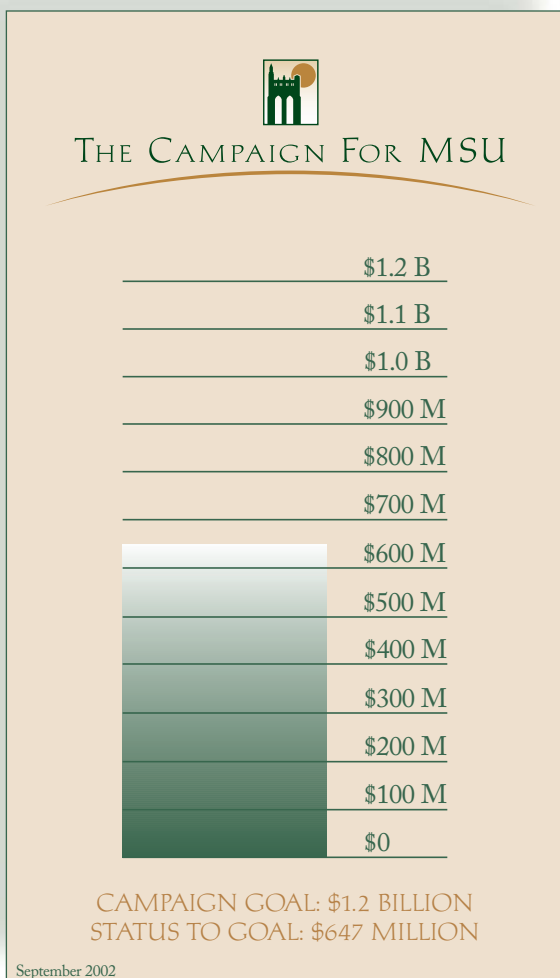
The Wharton Center program opened with a rousing rendition of "The Great Gate of Kiev" by Modest Moussorgsky, performed by the MSU Symphony Orchestra, with Leon Gregorian con-

ducting. President McPherson then spoke about the transformation underway at MSU, evident in our strong undergraduate curricula and innovative graduate programs, our success at attracting and retaining the very best faculty and students, and in the rise of buildings and resources designed to support MSU's research agenda.

continued on page 2



MSU basketball coaches Tom Izzo and Joanne McCallie urged the audience to join the team to ensure the success of The Campaign for MSU.





Faculty, staff, students and community members listened as the president talked about The Campaign for MSU and its goal.

Ceremony *continued from cover*

“The Campaign for MSU will significantly expand and fortify the financial foundation on which MSU will build its future as the university that affirms the land-grant mission in action,”

stated President McPherson. Toward that end, \$450 million of the campaign goal has been designated to endowments for undergraduate scholarships and graduate fellowships, endowed chairs and professorships, and academic and research programs. The remaining \$750 million raised toward the total goal will sustain excellence at MSU through the direct advancement

of academic research programs, and the enhancement of selected campus buildings and resources.



Speaker Jared English is a student in Honors College, studying International Relations and Finance.

Russell Mawby, former MSU trustee and current trustee of the W.K. Kellogg Foundation, spoke about MSU’s beginnings. In reference to the first faculty at the university, he said, “These farsighted scholars had faith that they were planting the seeds of a great institution that would advance knowledge and change lives to an extent far beyond their early dreams.”

Continuing to speak about transformation and excellence, Provost Lou Anna K. Simon stated, “Our mission is to provide students with the best possible education—to inform, enlighten and challenge them—and then through those students, to make a positive difference in the world.”

Building on the strength of programs that have flourished throughout its long history, Michigan State is seeking out new ways of making connections between people, ideas and disciplines to arrive at a fresh sense of what can be achieved at MSU.

Using the National Superconducting Cyclotron Laboratory as an example, the provost continued, “Just as MSU’s coupled cyclotron facility increases the laboratory’s capability by a thousand fold, bold new connections emerge between MSU researchers, faculty and students—across disciplines and departments previously divided according to outmoded ideas about how we acquire and use knowledge. These new connections are energizing the learning process and accelerating the rate at which *discovery* is transformed into *action*. Our

students are similarly transformed by these exciting interdisciplinary initiatives, learning to think, communicate and act in more imaginative and productive ways. As we carry our mission of advancing knowledge and transforming lives forward into the future, we find that the 19th century ethics and values upon which we were founded are ideally suited to meeting and anticipating the challenges of this new century.”

Several students spoke about teaching excellence and the MSU community. The university’s ongoing commitment to excellence in undergraduate and graduate education prepares our students to graduate as global citizens, endowed with the capacity for lifelong learning, prepared with the means to engage life with imagination and a broadly informed perspective.

Faculty and students spoke about how our campus is enriched by bringing people from a broad range of backgrounds together. Today, diversity is an affirmative hallmark of our community, with students from 133 countries, every state in the Union, and every county in Michigan. This past year, 2,000 students studied abroad in 150 programs in over 50 countries. Back on campus and surrounded by faculty working internationally, students benefit from the work of our international study centers and institutes. MSU’s strength lies in our diversity, drawing on the abundant, varied experience of our students, faculty, and staff. This diversity is fundamental to who we are at MSU, and even more so to who we will become.

MSU Board of Trustees member Dee Cook talked about transforming lives through personal commitment. She stated, “We know that a gift to MSU is a sound investment in the future—one that will pay ample returns in practical solutions to problems in the real world. As donors, we are partners with MSU in exciting and important educational, research and outreach initiatives that have a direct effect on the quality of our lives.”

MSU alumnus and NBA player Steve Smith, now with the San Antonio Spurs, took the stage to talk about being part of the team. He was quick to point out that a strong team, working together, can achieve great things. He noted, “Having made the decision to invest in the future of my community, I turned to Michigan State University, one of the strongest teams I’ve ever known. MSU gave me the opportunity to explore my own potential for high achievement, as a student and an athlete, and gave me the opportunity to excel.” Steve then introduced coaches

continued on page 3

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*University Development
Michigan State University
4700 South Hagadorn Road, Suite 220
East Lansing, MI 48823-5399
(517) 355-8257*

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

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

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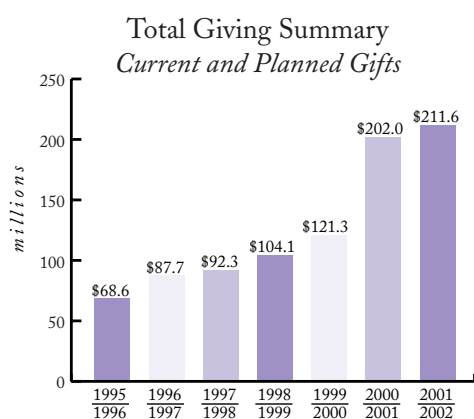


Sparty joined university administrators, the MSU Board of Trustees and the President’s Campaign Cabinet on stage at MSU’s Wharton Center for the campaign kickoff.

2001-02 MOST SUCCESSFUL OF CAMPAIGN PLANNING YEARS

Michigan State University's primary fundraising efforts of the past few years have been geared toward the public launch of The Campaign for MSU, the \$1.2 billion campaign running through 2007 that was announced on September 20, 2002. Yet, in addition to the overarching goal of the campaign, MSU challenged itself to continue a trend of six years of record-setting private gift totals.

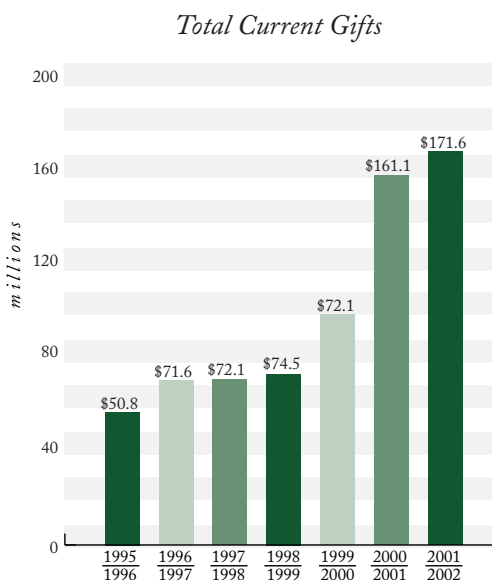
As a result, the 2001-02 fiscal year proved to be the most successful year of preparation for the campaign, making it the seventh straight year of record-breaking levels of private support for MSU. Total gifts to the university for the year, including current (cash and in-kind gifts) and planned, grew 4.5% for a total of \$211.6 million.



"We set the bar high last year when we broke the \$200 million mark," remarked Vice President for University Development Charles H. Webb. "Needless to say, we are all extremely pleased to be able to exceed last year's outstanding performance. The tremendous support we have received over the last few years has positioned us perfectly to successfully complete The Campaign for MSU."

MSU's successful 2001-02 year was due in part to two unique gifts of patents. The Kellogg Company gave MSU two sets of patents related to functional foods – foods with demonstrated health benefit – and to consumer packaging, valued at \$49 million, and General Motors and Delphi Technologies Inc. gave MSU two patents involving windshield antenna technology, valued at \$11 million.

Even without these significant gifts, total gifts grew from \$146.6 million in 2000-01 to \$151.6 million in 2001-02, an increase of 3.4 percent. "The continued success of the fundraising

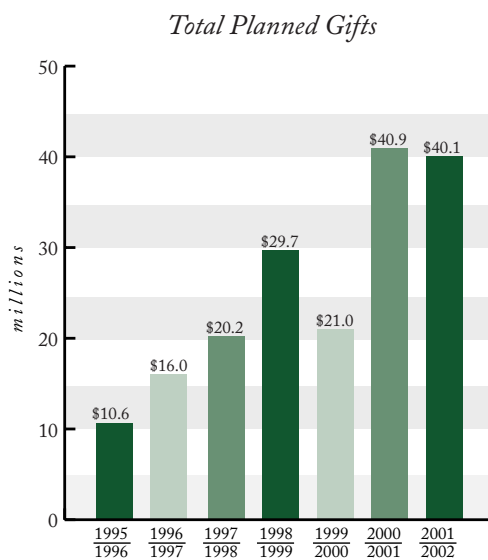


efforts at Michigan State University indicates a breadth and depth of recognition of our accomplishments," MSU President Peter McPherson said. "Our donors clearly understand that there is a momentum here that is worthy of their advocacy and investment."

Total current gifts to MSU grew to a total of \$171.6 million, a 6.5% increase over last year's \$161 million. Total planned gifts remained steady in 2001-02, with \$40.1 million in documented planned gifts accepted.

Other key measures of fundraising success were also on the rise:

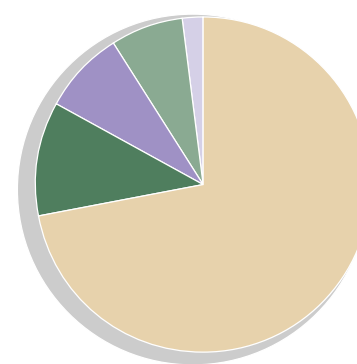
- The number of donors to the university rose by 4% to a total of 97,945.
- The number of undergraduate degree recipients who made a gift to MSU rose to 38,625.



- Total endowment at the university (including funds held by the MSU Foundation) grew from \$756 million to \$810 million at a time when the average college endowment lost 3.6% of its value. (*The Chronicle of Higher Education*, August 9, 2002)

"Endowments are critical to building long-term strength and providing innovative leadership," said Provost and Vice President for Academic Affairs Lou Anna K. Simon. "MSU has lagged behind the other universities in the Big Ten, which is why we are making endowment funds a major focus of the capital campaign."

Sources of Private Support
Total Current Gifts



- Corporations \$123,910,353 (72%)
- Alumni \$18,673,834 (11%)
- Foundations \$12,664,364 (8%)
- Other Individuals \$12,391,607 (7%)
- Other Organizations \$3,916,016 (2%)

MSU Development officials attribute the continued success to the increased support from alumni and friends of the university, as well as an aggressive fundraising strategy that includes initiatives by the university's academic leaders.

"The successes we have achieved during the past seven years would not have been possible without an aggressive and integrated strategy involving the coordination of all the university's fundraising activities," said Marti Heil, associate vice president for University Development. "The hard work and cooperation of the staff and academic leadership of each of the university's colleges and programs is key to the success of The Campaign for MSU."

continued from page 2

Tom Izzo and Joanne McCallie, who spoke about the importance of building a winning team to ensure the success of the capital campaign.

President McPherson returned to the stage to announce several major gifts made during the previous week:

- Randall and Mary Pittmans' \$6 million gift to rehabilitate Marshall Hall on Laboratory Row included a request to rename the building Marshall-Adams Hall in honor of the late Dr. Walter Adams.
- A \$5 million gift from Dr. Nicholas Perricone to establish the Nicholas V. Perricone, M.D. Division of Dermatology Fund will support faculty and clinical staff, research laboratories, and the programming required for advanced work in dermatology.

- A gift of software valued at \$2 million from Lectra will be used by students and faculty in the College of Human Ecology Department of Human Environment and Design.
 - Dee and Byron Cook made a gift of \$1 million dedicated to the construction of a new School of Music building on campus.
- The program concluded with the MSU Chorale, Children's Choir, and Symphony Orchestra performing *Shadows* and the *MSU Fight Song*. Members of the Board of Trustees, the President's Campaign Cabinet, and others were joined on stage by Sparty as they sang along.



Left: Speaker Anne Edison-Swift is a student in Honors College, studying English and Journalism.



Right: Darlene Clark Hine, John A. Hannah Distinguished Professor of History, spoke about diversity, growth and globalism in the MSU community.

REGIONAL CAMPAIGN HAPPENINGS

SPARTANS ATTEND RECEPTION AT ALMANY HOME

Over 100 Spartan faithful attended a major donor reception held at Steve (Natural Science, '79) and Amy (Nursing, '82) Almany's beautiful Turtle Creek Estates home on June 14, 2002. Terry Braverman, our recently retired Director of Major Gifts for the Ralph Young Fund, emceed the evening's events. Spartans making remarks included: MSU Trustee Dee Cook, Steve Almany,



MSU donors enjoy the reception at Steve and Amy Almany's home.

David V. Johnson (who co-hosted the evening), Dean Marilyn Rothert (Nursing), Dean George Leroy (Natural Science), Dean Jeffrey Armstrong (Agriculture and Natural Resources), Athletic Director Ron Mason, Coach Tom Izzo, Coach Bobby Williams and President Peter McPherson.

GEOGHEGAN HOSTS PRESIDENTS

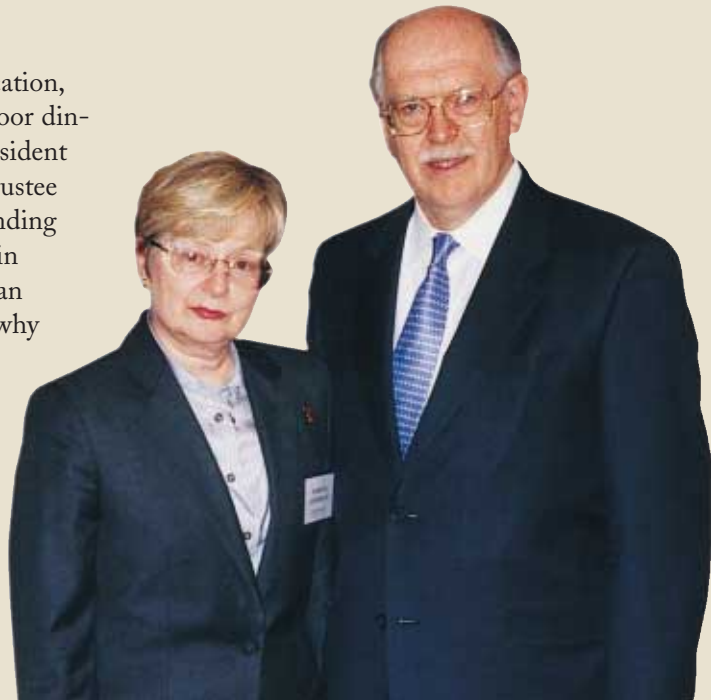
Ms. Pat Geoghegan (Arts & Letters, Honors College, '69), a member of the President's Campaign Cabinet, hosted President McPherson, former President Clifton Wharton and Mrs. Dolores Wharton and an array of other Spartans in her Manhattan home on June 18, 2002. The group enjoyed a fine reception and animated conversation about Michigan State University.

President McPherson discussed plans for the future of our university and sought the advice and counsel of those attending. Many positive comments were made during the give and take session. Former President Wharton said he was very impressed with the gains realized during the past decade and looks forward to what lies ahead for MSU. All attending concurred.

SECCHIAS HOST DINNER ON THE DECK

Peter (Business, '63) and Joan (Education, '64) Secchia graciously hosted an outdoor dinner and group discussion featuring President McPherson, Trustee Dee Cook and Trustee David Porteous on July 24, 2002. Standing on the deck of the Secchia lake home in Grand Haven, the president provided an overview of the capital campaign and why it is so vital to MSU's future. He explained that private contributions make the difference between tremendous programs and programs that are "just good," and thanked the many donors in attendance.

Pat Geoghegan posed with Peter McPherson at the reception hosted at her home.



NORTHERN MICHIGAN GATHERING

On a sunny evening in early August, 250 donors and friends gathered in Traverse City for a reception at The Michael and Barbara Dennos Museum Center, a regional hub for arts and culture. Guests then enjoyed lively commentary by President McPherson concerning the latest developments at MSU. A discussion about the capital campaign took place at a dinner later that night hosted by several MSU benefactors, including Michael (Engineering, '43) and Barbara Dennos, William (Social Science, '70) and Susanne Janis, Kenneth (Business, '63) and Mary (Human Ecology, '61) Zacks, Bret (Engineering, '62; Business, '64) and Carol (Education, '64) Bell, and Charles (Social Science, '74; Communication Arts & Sciences, '76) and Anne Havill.

President's Campaign Cabinet

In organizing the campaign, President McPherson consulted with a number of individuals recognized for their ongoing support of the university. The president also worked with a campus-wide advisory committee that included deans, administrators, faculty and others. This consulting process continues with the formation of the President's Campaign Cabinet. His 62-member campaign cabinet is comprised of former MSU presidents, former MSU faculty, and community and alumni leaders. The campaign involves the entire university, with individual colleges moving forward to achieve their own goals as part of the university-wide effort.

CO-CHAIRS

Dolores Cook
Patricia Geoghegan
Lynn Myers
Randall Pittman
Glenn Schafer
Gary SeEVERS
Steve Smith
Kenneth Way

HONORARY CO-CHAIRS

Pauline Adams
Eli Broad
James Cornelius
John DiBiaggio
Nancy DiBiaggio
Gordon Guyer
Cecil Mackey
Clare Mackey
Russell Mawby
John McConnell
Clifton Wharton, Jr.
Dolores Wharton

CABINET MEMBERS

Gwen Andrew
Kathleen S. Barclay
Gregory Bradbury
Robert Burgess



Left: Co-chair Ken Way talked with Trustee Don Nugent after the luncheon on September 20. Below: Co-chair Lynn Myers spoke to cabinet members at the luncheon.



William Cheeseman
Thomas Cobb
Jeffrey Cole
Irwin Elson
Ronald Goldsberry
Alton Granger
Janice Granger
Philip Greenman
Clifton Haley
Richard Hong
Harley Hotchkiss
Mark Hubbard
Frederick Hubacker
David V. Johnson
Alan Kaufman
Jeffrey Leib
Edward Minskoff
Craig Murray
Cathy Oberg-Blight
Shirley Pasant
Jim Potchen

Thomas Reed
John Richardson
Jack Rutherford
Ingrid Saunders-Jones
Peter Secchia
Michael Serling
Robert Skandalaris
Julie Skandalaris
Kristine Steensma
Toichi Takenaka
Susan Unger
Gary Valade
C. Robert Weir
Paul Williams
John Withrow, Jr.
Dortha Withrow

DEVELOPMENTS



Alumni, donors and friends of the College of Arts & Letters met to discuss The Campaign for MSU. Pictured are Dottie Withrow, School of Music Director James Forger, Thomas Cobb, and Ken Beall.



College of Education attendees discussed the college's campaign goals.



Agriscience Education Junior Kendra Butters addressed a crowd of nearly 100 supporters of the College of Agriculture and Natural Resources during a luncheon and open house in the Agriculture Hall Atrium to kick off The Campaign for MSU.



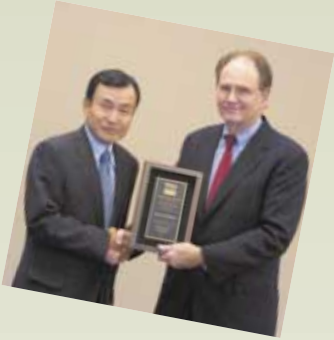
Dr. Manoochehr Koochesfahani, acting chair of Mechanical Engineering, and College of Engineering Dean Janie Fouke cut the ribbon for the new Design/Manufacturing Learning Center in Mechanical Engineering.



Clif Haley, president of the law college and member of the President's Campaign Cabinet, discussed the capital campaign and its impact to the college with donors and faculty of MSU-DCL.



A plaque outside the new Osteopathic Manipulative Medicine Laboratory honors the gift of Danica and Jason Woolley in honor of Dr. Lynn Brumm. Attending the ceremonies were (left to right) Millie Brumm, Dr. Brumm, MSU Athletic Director Ron Mason, Ree Salvagno representing the Woolley family, and MSUCOM Dean Dr. William D. Strampel.



Toichi Takenaka, President and CEO of Takenaka Corporation, Japan, accepts the 2002 Outstanding Alumni Award from Bob Duncan, the Eli and Edythe L. Broad Dean of Business while on campus for The Campaign for MSU events.



Alumni, donors, faculty, and students listened to Dean Sherman Garnett talk about the needs of James Madison College during The Campaign for MSU.

COLLEGE HAPPENINGS

Many of MSU's colleges and units took advantage of the September 20 inaugural celebration by inviting their alumni and friends to individual programs and receptions during the early afternoon. The agendas for different areas encompassed luncheons, programs, alumni and volunteer board meetings, informational programs and more. The day provided visitors to campus an opportunity to reacquaint themselves with their colleges, as well as see how the campus has changed over time.

Kate Lein, MSU College of Nursing faculty, gave a tour of the Janice Thompson Granger Nursing Learning Center to donors Mary McCartney, former faculty, and Kathy Schwartz, president of the Nursing Alumni Association.



Alumni, faculty, students, and friends gathered to celebrate the kickoff of the College of Human Medicine campaign.



The College of Veterinary Medicine Dean's Campaign Cabinet discussed needs of the college.



Donors and friends of Libraries, Computing & Technology enjoyed conversation and food, along with a short talk featuring Vice Provost David Gift.



Members of the College of Communication Arts and Sciences Capital Campaign Leadership Council: Tim Unger, Dean Jim Spaniolo, Carole Lick, Craig Murray, Ed Deeb, Bill Castanier and David Hayhow.

Following a celebration luncheon hosted in the Biomedical and Physical Sciences Building, College of Natural Science faculty, staff and students presented a short program highlighting select college campaign needs to alumni and donors.



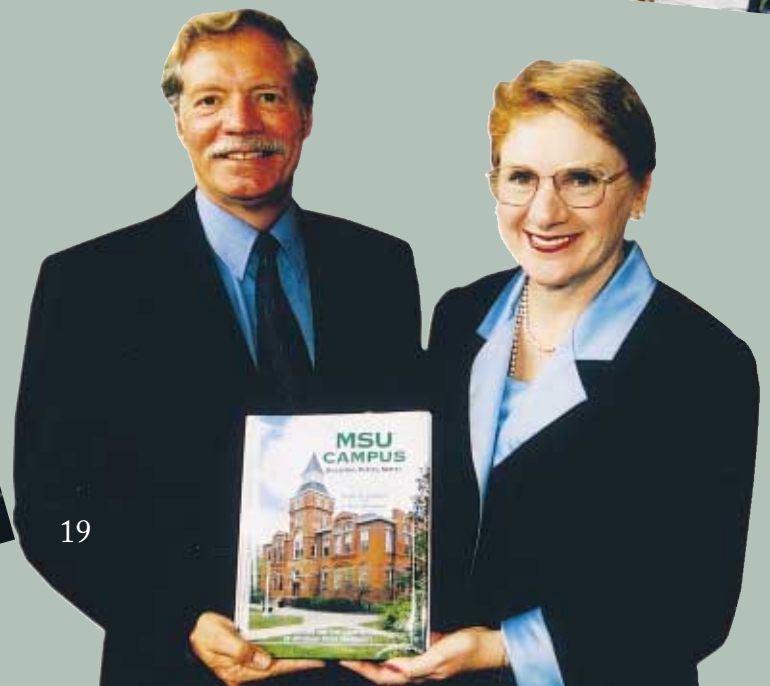
SEPTEMBER 20, 2002 CAMPUS CAMPAIGN



1. Pauline Adams shows her appreciation of the Pittmans' gift after the Board of Trustees meeting.
2. Guests at lunch enjoyed conversation about the capital campaign.
3. College of Communication Arts and Sciences Dean Jim Spaniolo, Sally Spaniolo and Cabinet member Craig Murray enjoy the dinner event.
4. Luncheon guests included (l to r) Marilyn Rutherford, Provost Lou Anna K. Simon, Vice President for Research and Graduate Studies Robert Huggett, and Cabinet member Jack Rutherford.
5. MSU Trustee Dee Cook, campaign dinner emcee, was framed by members of the School of Music's Wind Symphony during the dinner program.
6. Cabinet member Toichi Takenaka and luncheon guests talk with Vice President for University Development Charles H. Webb.
7. Former MSU presidents, their wives, and Pauline Adams joined President McPherson at the campaign kickoff. Pictured are (standing: l to r) Cecil Mackey (president, 1979-85), John DiBiaggio (1985-92), Peter McPherson (1993-present), Clifton R. Wharton, Jr. (1970-78) and Gordon Guyer (1992-93), (seated: l to r) Clare Mackey, Nancy DiBiaggio, Joanne McPherson, Dolores Wharton, and Pauline Adams (the late Walter Adams was president 1969-70).
8. LouAnn Mawby, Honorary Co-chair Russell Mawby and Milton Muelder talk on the Catherine Herrick Cobb Great Hall stage after the inaugural celebration.
9. (l to r) MSU Trustee David Porteous, MSU Trustee and Cabinet Co-chair Randall Pittman, and former MSU President and Honorary Co-chair Clifton Wharton, Jr., discuss the campaign.
10. (l to r) Dinner guests Robert and Lettie Green and Doreen and Arthur Dudley posed for a picture at the evening's festivities.
11. (l to r) Former MSU President and Honorary Co-chair John DiBiaggio, Cabinet member Craig Murray, Nancy DiBiaggio, MSU Trustee and Co-chair Dolores Cook and Byron Cook.
12. MSU Trustee Colleen McNamara talked with Honorary Co-chair Russell Mawby and LouAnn Mawby before the Board of Trustees meeting.
13. Dolores and Clifton Wharton share some memories with former trustee Pat Carrigan.
14. Steve and Millie Smith and their children joined Sparty on stage after the inaugural celebration.
15. Guests talked with MSU Trustee Dorothy Gonzales at the Wharton Center inaugural celebration.
16. (l to r) Mary Gettel, Gordon Guyer, Cecil Mackey and Clare Mackey enjoyed conversation at lunch.
17. John DiBiaggio spoke with guests including Nancy Pogel and Max and LeAnn Goodwin.
18. Delia Koo talked with International Studies and Programs Dean John Hudzik.
19. Co-authors C. Kurt Dewhurst and Linda Stanford hold a copy of *MSU Campus—Buildings, Places, Spaces* which was recently published by the MSU Press and presented as a gift to dinner guests.



CAMPAIGN HAPPENINGS





Marshall Hall

PITTMANS HONOR ADAMS AND COMMIT \$6 MILLION TO ECONOMICS

Michigan State University received a gift commitment of \$6 million from MSU Trustee Randall L. Pittman and his wife, Mary E.

Pittman, at a special Board of Trustees meeting on September 20. This gift is designated for the rehabilitation of Marshall Hall, a home to the Department of Economics, and as a tribute, the Pittmans requested that Marshall Hall be renamed Marshall-Adams Hall. The new name honors the late Walter Adams, president emeritus of MSU, an acclaimed economist, a distinguished professor, and a friend and mentor to Randall Pittman.

"I am extremely pleased that Randall and Mary have agreed to make this truly exceptional gift," said President Peter McPherson. "The picturesque buildings that have stood along Laboratory Row for more than a century have become enduring symbols of the land-grant vision and commitment of Michigan State University. Just as these historic buildings on circle drive stand at the heart of our campus," McPherson said, "for many students, Dr. Walter Adams stands at the heart of their academic experience."



MSU Trustee Randall Pittman, Professor Emerita Pauline Adams, Mary Pittman and Provost Lou Anna K. Simon enjoy a moment together after the announce-

Marshall Hall was constructed in 1902, remodeled in 1953 and had a seminar room addition built in 1991. This 19,900-square-foot building is one of two Laboratory Row buildings housing the Department of Economics, a part of the College of Social Science.

"Restoring Marshall Hall has not only historic and symbolic importance, but will also give the Department of Economics the physical facilities needed to offer better programs to students and to enhance faculty recruitment and retention," said Lou Anna K. Simon, provost and vice president for academic affairs. "When complete, the building will function as efficiently as new construction, but will do so in an envelope of tradition and historic character."

The Pittmans announced their gift on the same day as the public kickoff of The Campaign for MSU, a comprehensive university-wide fundraising effort designed to raise critical private support that is needed to ensure the long-term strength of the university.

"The late Dr. Walter Adams had a tremendous influence on my life and considerable influence on the history of MSU as both a prominent professor of economics and former president," Randall Pittman said. "Dr. Adams was committed to teaching and to MSU; being able to honor him while at the same time supporting my alma mater is truly a winning combination."

"The restoration of Marshall-Adams Hall is another step in reviving the unique character and historical significance of Laboratory Row for MSU's north campus," he said. "Both Mary and I believe that there will

be others who join us in contributing to this restoration effort."

"On behalf of the entire Adams family, I want to express my deepest appreciation to Trustee Randall Pittman and his family for contributing in such a rare and exemplary way to MSU in the name of my husband," said Pauline Adams, MSU associate professor emerita of American Thought and Language. "This act of extraordinary generosity confirms my own deeply held conviction that the student-teacher relationship is among the most precious relationships that our society can generate. "I know that Walter would have felt honored to be commemorated together with Professor Marshall, an eminent bacteriologist at MSU a century ago, on the building that will now bear both their names thanks to Trustee Pittman," she said.

The Pittmans reside in Ann Arbor with their daughter, Jennifer. Already recognized at the Frank S. Kedzie Society level for gifts to Intercollegiate Athletics and Campus Park & Planning, the couple will, with this new gift, be recognized at MSU's highest donor level, the Joseph R. Williams Society. Randall Pittman completed a bachelor's degree in political science/pre-law from the College of Social Science at MSU and continued on for a master of business administration degree in finance from The Eli Broad College of Business. As an undergraduate, he became friends with Adams, a teacher and mentor for whom he later worked as a graduate assistant. Pittman became chairperson and CEO of Forest Health Services Corp., an organization he founded in 1992, dedicated to specialty health programs. Forest Health Services' corporate headquarters is in Ypsilanti, Michigan, with hospitals in major cities across the United States. He is currently a member of the President's Campaign Cabinet. He joined the MSU Board of Trustees in 2002.

Lectra Gift Of Software Benefits Human Ecology

Michigan State University President Peter McPherson announced a gift of software from Lectra at the inaugural celebration of The Campaign for MSU. The gift, valued at more than \$2 million, will benefit MSU's College of Human Ecology. Lectra, headquartered in Marietta, Ga., and with offices in Grand Rapids, is a leading software developer for product design and marketing in the global apparel and textile industries.

"This is a landmark contribution to the College of Human Ecology and builds upon three earlier gifts of similar size and significance from Lectra," McPherson said.

This most recent software donation will be utilized in the pioneering apparel and textile computer-aided design - or CAD - laboratories housed in the Human Ecology Building. The labs already use the company's flagship software, U4ia, a powerful product utilized by apparel and textile manufacturers, mills and retailers throughout the world to control all elements of their work from design through production.

The current gift's 22 additional copies of U4ia will add to the laboratories' textile design capacity in prints, wovens, knits and color-matching. Diamino patternmaking software and Graphicspec and Modaris software packages complete the Lectra gift.

"At the heart of this generous gift is Lectra's belief that the encouragement and training of future design professionals is critically important to the global industry," said Lou Anna K. Simon, provost and vice president for academic affairs. "Our enrollment in the apparel and textile design major has been unprecedented in the past several years, so the company's focus on MSU is a natural fit."

"The philanthropic position that Lectra has taken to invest in higher education exemplifies its commitment to make a difference in the future of the industry," said Julia R. Miller, dean of the College of Human Ecology. "With our faculty efforts and this ongoing company partnership, we can be assured that we are training future professionals possessing the state-of-the-art skills employers demand."

The bachelor of science MSU offers in apparel and textile design is recognized in the industry.

Classes emphasize problem-solving and design communication skills while providing professional preparation for the student in the design of apparel and textile soft goods. The program's early use of computer-aided design technology sets it apart from its peers in the way students can approach discovering innovative solutions to functional and aesthetic design problems.

"We are appreciative of the longstanding relationship that Lectra has with the college," Miller said. "It reflects an industry-academic partnership at its best."

For more information about making a gift to the College of Human Ecology, contact Chris Surian, director of development, at (517) 353-4357.



Perricone Pledges \$5 Million For New Division Of Dermatology

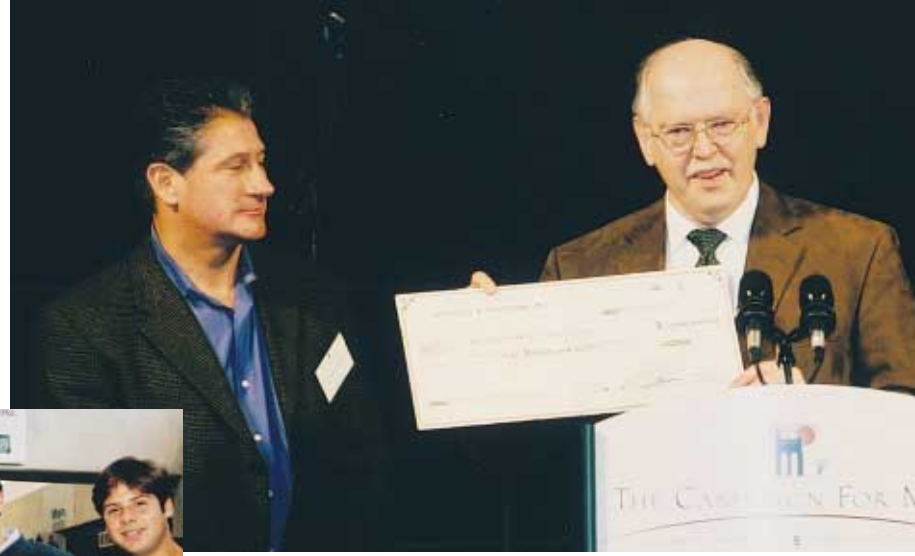
Just hours after the Board of Trustees approved The Campaign for MSU goal, Michigan State University President Peter McPherson announced a gift commitment of \$5 million from Nicholas V. Perricone, M.D., directed to MSU's College of Human Medicine (CHM). The gift, made public during the inaugural celebration of The Campaign for MSU, will be used to establish the Nicholas V. Perricone, M.D. Division of Dermatology Endowment Fund. This fund will support the personnel, research, and programming needs of a world-class center for advanced work in dermatology.

"This is the largest gift ever received by the college and one of the largest received by MSU from an individual," McPherson said. "What's so important about the Perricone Division of Dermatology is that it will benefit CHM and MSU with its cutting-edge work while bringing needed clinical services to the entire mid-Michigan region."

Perricone was raised in Branford, Connecticut, and received his undergraduate degree from the University of New Haven. It was not until the age of 31, however, that he enrolled in medical school at MSU. An internship in pediatrics at Yale Medical School and a residency in dermatology at Henry Ford Hospital in Detroit followed.

Today, Perricone is certified by the American Board of Dermatology and is a fellow of the New York Academy of Sciences, the American College of Nutrition, the American Academy of Dermatology and the Society of Investigative Dermatology. He is chairperson of the

Top: Dr. Nicholas Perricone presented a check to President McPherson for his gift to the College of Human Medicine.
Bottom: Sparty posed with Dr. Perricone and his family and friends at the President's Brunch.



International Symposium on Aging Skin and holds dozens of U.S. and international patents.

"The welfare of our country depends upon a healthcare system that provides physicians with a humanistic approach to patients, families and communities," stated Dr. Perricone. "The Michigan State University College of Human Medicine is unique in that it has instilled this philosophy in their medical students, resulting in a higher level of quality care for all."

"The overwhelming public response to his books, tapes, lectures and products demonstrates that Dr. Perricone's approach resonates with a large portion of the population," said Glenn Davis, dean of the College of Human Medicine. "But more than that, he is a nationally recognized

dermatologist, author and educator whose holistic approach to medicine has led to his development of innovative methods in treatment and prevention. His approach to the patient aligns perfectly with the core values and central mission of the college," Davis said. "We are deeply appreciative of this outstanding endowment gift. It will set the tone for our college campaign and serve as an inspiration to others."

"We have every expectation that we will establish a national reputation with the talent we attract to the Perricone Division of Dermatology," said Lou Anna K. Simon, provost and vice president for academic affairs. "Their research not only will expand upon the work Dr. Perricone has conducted but foster discoveries in the areas of melanoma and other skin diseases."

Perricone believes it is critical that financial support come from private resources to ensure that the college's mission will continue. He stated, "As a graduate of the College of Human Medicine, I am very excited to do something very special for MSU, letting my children see how satisfying it is to give something back."

COOKS PLEDGE \$1 MILLION FOR NEW MUSIC BUILDING

The Michigan State University Board of Trustees accepted a pledge of \$1 million from Trustee Dolores Cook and her husband, Byron Cook, toward the construction of a new School of Music Building on the MSU campus. The Cook gift will be invested in a music building endowment fund while the university secures additional contributions from private and public partners.

"It is gratifying that Dee and Byron Cook have stepped forward to make the cornerstone gift for a new music building," said MSU President Peter McPherson. "As we launch the largest capital campaign in Michigan State University history, we can be proud that one of our board members is willing to lead the effort with a personal commitment of this magnitude. We are confident that this gift will inspire other individuals to consider making gifts to the music building endowment fund," McPherson said.

"Byron and I have always been strong supporters of the music program," Dee Cook said. "It is recognized throughout the United States and in many parts of

the world as a leading professional training ground for composers, music educators, music therapists and performers. The facilities should reflect the quality of the School of Music faculty and students."

The MSU School of Music faculty includes more than 70 resident artists and scholars and 65 graduate assistants who work with 600 music majors and 2,000 non-majors each year. The university has made significant investments in the music program by hiring nationally and internationally known artists, including world-class musicians from the Lincoln Center Jazz Orchestra.

"We recognize that, in order to retain our excellent faculty and attract other artists to study and teach at Michigan State, we need to address the music facilities," Byron Cook said. "The program has outgrown its current space. Dee and I agreed to adopt this priority as our capital campaign project."

"We are still in the early planning stages for a new building," said Lou Anna K. Simon, provost

and vice president for academic affairs. "This generous gift allows us to move on to the next step, particularly in light of the inclusion of the building in the capital campaign." Simon said a new building site has not yet been selected. One leading consideration is to locate the building southeast of Giltner Hall, thus creating a fine arts district on campus with the new School of Music Building, the MSU Auditorium and Fairchild Theatre, the Department of Art and Art History, the Department of Theatre and the Kresge Art Museum in close proximity.

The School of Music provides support to the 300-member Spartan Marching Band. The growing Community Music School offers weekly instruction for more than 1,600 enrolled students and has developed ensembles of national reputation such as the MSU Children's Choir. In addition, the program provides significant and high-quality outreach through the presentation of more than 350 concerts on campus and throughout Michigan by ensemble bands and choral groups.

Byron and Dee Cook have been generous contributors to MSU throughout their lifetimes. This newest gift commitment qualifies them for recognition in the prestigious Frank S. Kedzie Society. Trustee Cook is a graduate of the College of Communication Arts and Sciences, and Byron Cook is a graduate of MSU's College of Natural Science and the University of Michigan Law School.



Dolores and Byron Cook

THE CAMPAIGN FOR MSU

Campaign Gifts Of \$1 Million Or More

The following alumni, corporations, foundations, and friends have made campaign leadership pledges, cash gifts, gifts-in-kind, or planned gifts of \$1 million or more during the silent phase of *The Campaign* for MSU. In addition to those listed, there have been several anonymous gifts of this caliber made to MSU for the campaign.

Frederick S. and Marilyn Addy
Akers Trust Fund
Alfred Berkowitz Foundation
Darryl F. and Sharon M. Allen
J. Sumner Bagby and Irene G. Bagby
James P. Behnke
Dr. Sydelle Alice Berger
Mr. and Mrs. Lee A. Bowen
Broad Foundation
Eli and Edythe Broad
Craig and Vicki Brown
Candlewood Hotel Company, Inc.
John and Sandy Carlisle
Kathryn A. Clark-Cole

Cole Foundation
Jeffrey N. Cole
Dolores M. and Byron J. Cook
Jim and Kathy Cornelius
Randolph L. Cowen
Robert Loyal Currie (*deceased*)
Jack P. and Marilyn DeBoer
Dr. Patricia A. Dedula-Stokes
Delphi Corporation
William E. Dunlap and Donald R. Myers
Geoffrey N. and Kathleen Fieger
Ford Motor Company
Ford Motor Company Fund
Emmalyn E. Freeman
Glenn and Marlene Gardner
General Motors Corporation
General Motors Foundation
Rollin M. Gerstacker Foundation
Alton and Jan Granger
Ruth and David Greenbaum
Philip E. and Patricia B. Greenman
Enfred G. Gustafson
Jim Harkness
Gregory F. Hauser
George and Linda Henshaw
Jesse S. and Sandra B. Hixson
Professor Stanley and Mrs. Selma Hollander
Dr. and Mrs. Richard M. Hong
Harley and Rebecca Hotchkiss
J.D. Edwards & Company
Karen Kamerschen and Robert E. Pearson
Kellogg Company
W.K. Kellogg Foundation
Keith and Sue Knapp
Roger L. and Nancy Koenig
Dr. Karlyn Kohrs Campbell
Dr. Delia Z.F. Koo
Lectra
Dr. and Mrs. Edward Liebler

MSU Federal Credit Union
Douglas and Carrie MacCready
Lynn MacCready
Willis and Marcia MacCready
MacCready Realty, LLC
Dr. Myron S. and Ruth Magen
Alice C. Mahoney
William F. and Dorothy I. Manthey
Harold and Edythe Marshall
Olive Mayo (*deceased*)
Mechanical Dynamics, Inc.
Michigan Soybean Promotion Committee
Microsoft Corporation
Charles J. and Loraine M. Moore
G. Thomas and Robin Morgan
PACE
Raymond E. and Karola M. Passage
PeopleSoft, Inc.
Nicholas V. Perricone, M.D.
Randall G. Petersen
Pharmacia Corporation
Randall and Mary Pittman
William J. Raduchel
Andrew Edward Rasmussen
Adeline M. and Mark G. Rieth
Ernest J. Rogers (*deceased*)
Glenn and Susan Schafer
Gary L. Seevers
Shell Oil Company
John S. and Barbara A. Simoni
Alfred P. Sloan Foundation
George B. and Mary Elizabeth Smith
Steve and Millie Smith
The Spencer Foundation
Dr. and Mrs. Frederick C. Swartz (*deceased*)
Matilda R. Wilson Fund
Hal and Phyllis Wochholz

LUNCHEON CELEBRATES ANNOUNCEMENT



Luncheon guests at this table included (l to r) Sue Carter, MSU Trustee Colleen McNamara, Cabinet member Philip Greenman, Patricia Greenman, and Cabinet member Thomas Cobb.

The MSU Board of Trustees joined the President's Campaign Cabinet at a luncheon to celebrate the announcement of The Campaign for MSU and its goal. President Peter McPherson, Vice President for University Development Charles H. Webb, and Associate Vice President and Director of Development for University Development Marti K.S. Heil spoke about the importance of The Campaign for MSU and the impact it will have in making the university even greater. Kenneth Way and Lynn Myers, two of the President's Campaign Cabinet Co-chairs, talked about the reasons the campaign is necessary and that people are at the heart of this campaign.



Luncheon guests were informed about The Campaign for MSU by several speakers.

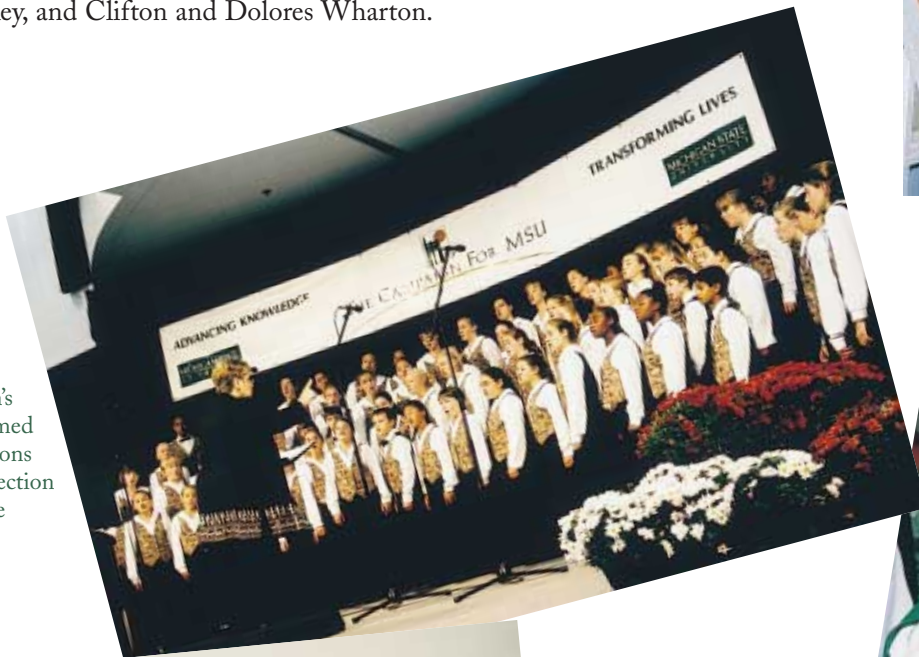
PRESIDENT'S BRUNCH 2002 A ROUSING SUCCESS

Over 800 alumni, donors and friends attended the 2002 President's Brunch prior to the MSU vs. Notre Dame football game on September 21. The Campaign for MSU, its goal of \$1.2 billion, and its theme of "Advancing Knowledge. Transforming Lives." were topics at the gathering.

With Terry Braverman as master of ceremonies, the event featured remarks from President Peter McPherson, Provost Lou Anna K. Simon, MSU Board of Trustees Chairperson Donald Nugent, and Football Head Coach Bobby Williams. The MSU Children's Choir performed several exquisite selections. Special guests included members of the President's Campaign Cabinet Honorary Co-chairs, including: Pauline Adams, John and Nancy DiBiaggio, Gordon Guyer, Cecil and Clare Mackey, and Clifton and Dolores Wharton.



(l to r) Joanne McPherson, Peter McPherson, Pauline Adams and cabinet member Harley Hotchkiss applaud the Children's Choir performance.



The Children's Choir performed several selections under the direction of Mary Alice Stollak.



(l to r) Kathleen Schwartz and Paul Williams, both former members of the MSU Alumni Association National Board, and Catherine Williams enjoyed talking on the concourse at Breslin Center.



(l to r) Milton Muelder shares some good conversation with Honorary Co-chairs Clare and Cecil Mackey.



Brunch guests were enthusiastic about the entertainment.



Clifton and Dolores Wharton showed their Spartan spirit as they watched the pre-brunch basketball game at Breslin Center.

Brunch guests enjoyed singing *Shadows*, led by the MSU cheerleaders.



Provost Lou Anna K. Simon talked to Cabinet member Dottie Withrow.

