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MSU Music At Meadow Brook

The MSU School of Music has many reasons to be proud, most notably about its renowned faculty and talented students, all of whom are first-rate performers. On Friday, September 5, that pride was showcased for more than one hundred dedicated supporters of the school in a tremendous performance at Meadow Brook Hall on the campus of Oakland University.

A reception and dinner complemented by superb music started things off. Guests then moved to the concert hall where Dr. Lou Anna K. Simon, Trustee Dolores Cook, event host and member of the School of Music National Advisory Committee Thomas Cobb, and Director of the School of Music James Forger addressed the crowd, including information in their remarks about the planned new School of Music Building. The event was generously sponsored by Mr. Cobb, Margaret and Gary Valade, and Dottie and Jack Withrow. An outstanding musical program followed, highlighted by the school's star faculty and student artists. An evening this memorable underscored for those present the need for a new facility equal to the talent it will house.



Music performance graduate students Yu-Feng Huang, violin, and Victor Uzur, cello, performed for the crowd.

Professor Ralph Votapek's closing performance was among the many highlights of a night of superb musicianship.



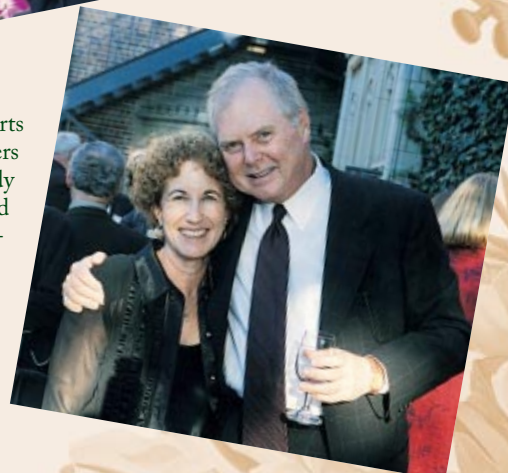
School of Music Director James Forger visited during the reception with Jan Blanchard and Thomas Cobb (left), a host for the evening along with Margaret and Gary Valade (above), and Dottie and Jack Withrow (right), pictured with Carol Brink.



The MSU Jazz Band, led by Associate Professor and Director of Jazz Studies Rodney Whitaker (right) performed during the reception.



College of Arts & Letters Dean Wendy Wilkins enjoyed a pre-performance visit with Merritt Lutz.



Guests gathered on a beautiful September evening and enjoyed several performances by MSU School of Music faculty and students.



THE CAMPAIGN FOR MSU DEVELOPMENTS

FALL 2003

BROAD'S SUPPORT SOARS TO NEW HEIGHTS

Eli Broad, chairman of AIG SunAmerica Inc. and founder of The Broad Foundation, has made an additional gift commitment of \$3,475,000 to the Eli Broad College of Business and the Eli Broad Graduate School of



Eli Broad

Management at Michigan State University. This investment will support student scholarships in the MBA program and will bring his total contributions during *The Campaign for MSU* to \$16.6 million.

The Campaign for MSU, which began with a silent phase focusing on leadership gifts in July 1999 and was publicly announced in September 2002, will continue through 2007 in an effort to raise \$1.2 billion for the university. Since the start of the campaign, Broad clearly has demonstrated his leadership and ongoing support for MSU.

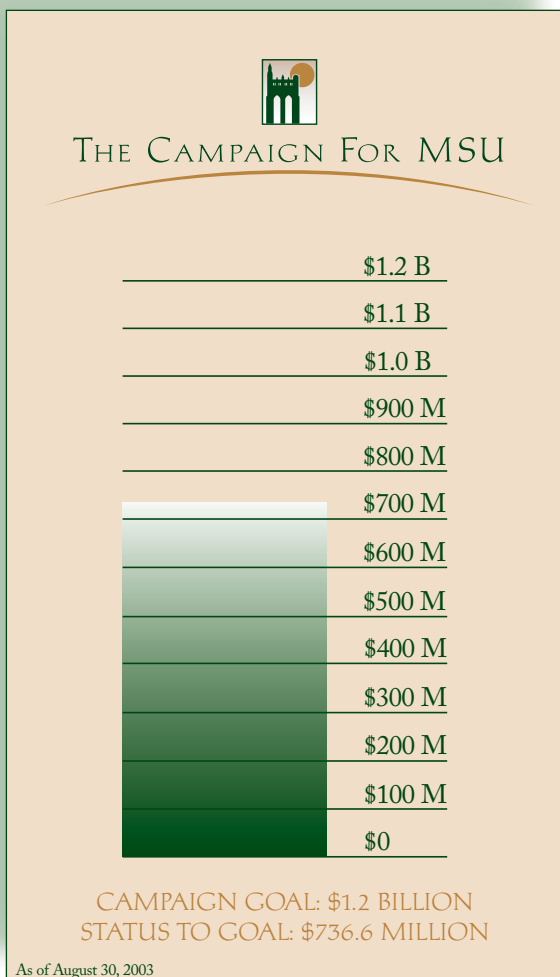
Broad (Accounting, '54) currently resides in Los Angeles and is the founder of SunAmerica, a financial services company specializing in retirement savings and investment products and services, as well as home-building giant KB Homes (formerly Kaufman and Broad Home Corporation). He and his wife, Edythe, have established an endowment for the dean's position within the Broad School, created an additional endowed chair within the Broad School designed to retain the most distinguished faculty, and provided other programmatic and scholarship support for the MBA program—all since planning for *The Campaign for MSU* began.

Their gifts represent commitments over and above the \$20 million pledged in 1991. As a result of that gift, Michigan State's business school was named the Eli Broad College of Business and the Eli Broad Graduate School of Management.

Broad touched on why he has such a deep personal commitment to MSU when he delivered the Fall 2002 commencement address. "Look around this hall," he told the graduates. "Every county in Michigan; every state in the Union; every faith, every race, and dozens of countries from around the world are represented here. Unlike many other nations, this diversity is our strength. Unlike many other nations, you don't need to be from the right race, right religion, right class, right background, or right schools to reach the highest levels of business, civic or cultural activities."

It is a feeling and a belief that has continued to keep MSU squarely within his sights when it comes to his philanthropic activities. He reminds other potential donors, as he did the graduates that day last fall that they have an obligation to give back "to make sure that others can take the same path that you have taken."

MSU Federal Credit Union Pledges \$2.5 Million For Study Abroad Program



About 130 new scholarships for MSU study abroad programs will be funded each year by a \$2.5 million gift from the MSU Federal Credit Union (MSUFCU). When fully funded in five years, the MSUFCU Endowed Study Abroad Scholarship will offer scholarships in amounts from \$500 to \$2,000. The scholarship competition will be open to qualified students, independent of class level and degree program, and will be used by the recipients to help offset additional costs associated with studying abroad.

"Michigan State University has a long history of fostering global perspectives in teaching, research and outreach," said MSU Provost Lou Anna K. Simon, then serving as interim president as well. "Today's students are not fully educated unless they have a meaningful international experience, and this transformational gift will bring that experience within reach of many more students."

MSU's Study Abroad program is the largest of any single-campus university in the nation with nearly 200 programs in more than 60 countries on



Lou Anna K. Simon, during her tenure as interim president, discusses the benefits of the MSUFCU Study Abroad Scholarship at a gift agreement signing ceremony in the MSU Trustees Board Room.

continued on page 2

MSUFCU *continued from cover*



Dr. Simon (left), MSUFCU Board of Directors Chairperson Tom Scarlett (center) and MSUFCU President and CEO Patrick M. McPharlin (right) sign the gift agreement outlining the MSUFCU endowed scholarship terms.

all seven continents. Endowing these scholarships is a natural progression of the credit union's relationship with MSU.

"It is the credit union's goal to be the leader in serving MSU, as well as our local community," said MSUFCU President and CEO Patrick M. McPharlin. "Our board of directors feels that the Study Abroad Program will enhance our students' confidence, offer them a broad perspective on human relations, and will make them more valuable world citizens. Our commitment to the university through the creation of this scholarship can only further enhance the long-term partnership enjoyed by both MSU and the credit union."

Dean of International Studies and Programs John Hudzik noted the importance of the new scholarships to students. "MSU has set the unprecedented goal of providing all undergraduate students with an opportunity to study abroad, especially those with limited economic means," he said. "With nearly 70 percent of students at MSU working while attending school, for many, study

abroad can also mean foregone income to support their education.

"The MSUFCU gift for study abroad scholarships is a magnificent contribution toward making study abroad – and the many benefits it affords – possible for our students," Hudzik added. "It is also a true leadership gift which we hope will prompt others to be as farsighted in the interest of providing access to all students."

The MSUFCU has supported MSU for nearly a quarter of a century. In 1999, it

established the Endowed Chair in Financial Institutions/Investments and currently underwrites the annual All-University Campaign in addition to providing ongoing support for a variety of MSU initiatives.

With this latest gift, the MSUFCU joins a prestigious group of donors who are recognized in the Williams Society.

The MSUFCU, chartered by a group of MSU professors in 1937, is now the largest university-based credit union in the world. Serving 117,000 members worldwide, it has assets of more than \$1.2 billion and offers a full range of personal financial services.

For more information on how you can follow the leadership of the MSUFCU and help support MSU students wishing to study abroad, contact University Development at (517) 355-8257 or (800) 232-4MSU.

A Passion For Medicine And Sports Influences Haefner Gifts

While growing up, J.C. Haefner, DVM (MSU, '65) always knew she wanted to be a veterinarian, and she has been a life-long supporter of the academic and athletic life of Michigan State University. As a result of her thoughtfulness about the legacy she wanted to leave, she decided to make provisions in her estate plans for three endowment funds totaling \$300,000.

Her planned gift will fund student scholarships in the College of Veterinary Medicine, research on feline health disorders in the college, and scholarships for student-athletes at MSU. Each initiative will be funded at the \$100,000 level.

"I created the scholarships as a way of giving back to the academic program that prepared me for a satisfying career and the athletic programs that brought many enjoyable family moments for myself and my children," J.C. said. "In fact, the endowment fund in feline health disorders was created in memory of our beloved feline pet of fourteen years named 'Owlbear.'"

Few women were in the veterinary profession when J.C. entered the MSU Honors College on scholarships. That has changed today, but she remembers some of her most interesting experiences while a student in medical school. She laughed when she pointed to her expectation of taking six weeks off after her first child was born, but because of her class and rotation schedule, was back to work in two days! Certainly, a lot has changed over the years, but not her enthusiasm for the veterinary medicine profession or MSU sports, especially football and basketball.

J.C.'s career included operating medical practices in Michigan for 13 years and later in California for 11 years before deciding upon semi-retirement in 2002. Now residing in Fountain Valley, California, J.C. continues to work part-time in a neighborhood veterinary clinic and serves on the MSU Orange County Alumni Board, volunteering many hours for the annual scholarship golf tournament and other activities in Southern California.

Her love of MSU and her pets is evident when you enter her home which prominently displays MSU paraphernalia and feline memorabilia. Now, through careful estate planning, J.C. Haefner has assured that MSU will feel in a very real sense her appreciation and generosity for many years to come.



J.C. Haefner

President McPherson Returns

President Peter McPherson was welcomed back to campus with an October 3 reception at the Kellogg Center. Since April of this year, President



McPherson served the United States federal government as the principal financial and economic policy adviser in Iraq. He has now resumed his position as president of Michigan State University.

The articles in this issue of *Developments* reflect the time period during which Dr. Lou Anna K. Simon held the dual title of interim president and provost. Her enthusiastic and effective service in the role of president is illustrated within these pages. She continues to serve MSU as provost. Michigan State University is extremely fortunate to have at the helm two dedicated and talented leaders who, along with MSU's generous donors, continue the essential work of advancing knowledge and transforming lives.

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Michigan State University is an affirmative-action, equal-opportunity institution.

If you are an MSU alumnus or friend living in the western part of the U.S. and would like more information on giving to MSU or becoming involved in volunteer activities, contact Venice Peek at (949) 492-9300.

STERN GIFT HELPS MAXIMIZE ABILITY AND OPPORTUNITY FOR MSU STUDENTS

For Mickey and Debbie Stern, making generous gifts to organizations and causes whose ideals they support is more than a simple good deed, it is a life dedication of great significance. Fitting, then, is the fact that they have created the Max (“Mickey”) and Judith (“Debbie”) Stern Tutoring and Alternative Techniques for Education Program at Michigan State University through a gift of \$400,000 to endow the fund.

Residents of Orchard Lake, Michigan, and owners of a thriving wholesale furniture business, Moss & Associates, Mickey and Debbie have formed a strong bond with the university. Their daughter, Natalie, recently began her second year as a student at MSU.

“For the past 30 years, Debbie and I have dedicated our lives to our family and our business,” Mickey said, “but we have come to believe that the most profitable investment and the one that brings perhaps the greatest return, the highest honor and the most powerful sense of accomplishment is the investment of charity.”



Debbie and Mickey Stern with their daughters Michelle and Natalie.

The Stern Tutoring Program is part of the Resource Center for Persons with Disabilities (RCPD) office which is part of the Office of the Vice President for Student Affairs and Services at MSU. Michael Hudson is the RCPD director.

“Students with learning disabilities represent half of the over 850 students registered with the RCPD,” Hudson explained. “As learning disabilities are generally invisible, many try to hide or deny the disability only to realize later that they may have underestimated other skills and strengths as they work to hide their disability. This gift from the Sterns fosters development of a new program of

instructional, tutorial and peer mentoring that will enhance student skills around information processing. The effort will promote academic achievement, improved self-concept, and recognition of ability.”

An important fact of the Sterns’ gift is that they have designated it for endowment, ensuring that the principal of their gift remains unspent and therefore earning interest and supporting their intentions in perpetuity. The significance of endowments to long-term financial health is the primary reason that the growth of MSU’s overall endowment is a major goal of *The Campaign for MSU*.

The gift of \$400,000 is by far the largest ever received by RCPD. “While RCPD is a state and national leader in services for students with a range of disabilities, the Stern program pushes past traditional accommodation concepts and provides new disability-specific instructional, tutorial, and peer mentoring components,” Hudson said. “This is a breakthrough development for students with learning disabilities!”

Mickey and Debbie Stern want to see important lessons learned from their generosity close to home as well. “We hope and pray that our children will follow in our footsteps, internalize our ideals and principles and recognize the importance of community service in giving to charitable causes,” Mickey said.

Hudson points out that MSU and the RCPD certainly recognize such a willingness to help and the hope that it gives for the future. “I am hopeful that this gift stirs the passions of others who may also step forward in support of important programs and services. The generosity shown by the Stern family and others reminds me that there is more that each of us can do to accentuate opportunity at MSU.”

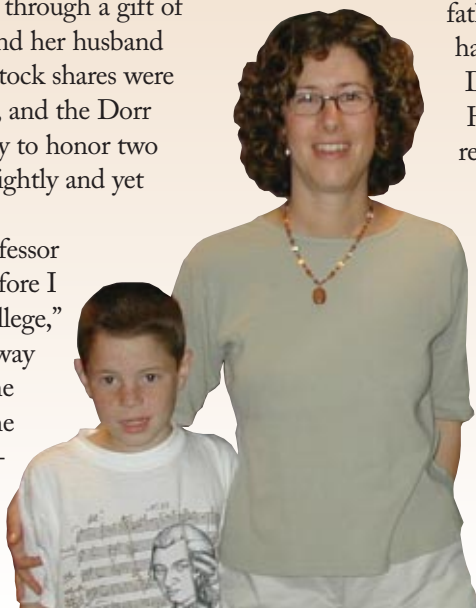
For more information on how you can support the Stern Tutoring Program or other initiatives within the RCPD, please contact Michael Hudson at (517) 353-9642, extension 229.

Kuhn Gift Honors JMC Professor

Beth Kuhn knew she was taught by one of the best. Professor Ron Dorr’s freshman writing class at James Madison College has helped numerous students advance their skills and become great writers. When she heard of the newly created Ron Dorr Award for Excellence in Undergraduate Writing, it sounded like a great opportunity to thank a professor and help the college.

The Dorr Award was endowed through a gift of stock made by Beth (JMC, ’84) and her husband Ken Edwards, of Vermont. The stock shares were originally a gift from Beth’s father, and the Dorr Award was the perfect opportunity to honor two men who knew each other only slightly and yet shared a common interest.

“My father, Jim Kuhn, met Professor Dorr at a Madison open house before I had even decided to attend the college,” Beth said. “He recognized right away Professor Dorr’s enthusiasm for the craft of writing, perhaps because he had the same enthusiasm. I wanted to make a meaningful gift that honored my father and Professor Dorr. The Dorr Award was a great fit.”



James Madison College had created the award to honor Professor Dorr who is retiring in December 2003. He came to Michigan State University in 1975 and was charged with creating the freshman writing courses in JMC. Beth was in Professor Dorr’s class during the 1980-81 academic year.

“This is a neat story,” said Rocky Beckett, director of development at the college. “First is the common interest of Professor Dorr and Beth’s father, but the clincher is what happened when I told Professor Dorr about Beth and Ken’s gift. He went to his office and retrieved a copy of a 4.0 paper that Beth wrote over 20 years ago.

He said it was the best paper he had ever received for that assignment, and he uses it in class to this day.”

Beth had long discarded her college papers, but now she has a copy of one paper that has survived and is guiding others to improve their

Beth Kuhn visited campus with her son, Chad.



Dr. Ron Dorr met with the first recipient of the Dorr Writing Award, Allison Youatt, a 2003 JMC graduate.

writing skills. “Passing along this stock gift so that others can benefit allowed us to create a gift that just keeps giving,” Beth said. “It’s funny to realize that something we create as freshmen can come back around to keep on giving.”

To contribute to the Ron and Barbara Dorr Endowment for Rhetoric and Humanities or to explore other giving opportunities, contact JMC Director of Development Rocky Beckett at (517) 432-2117.

South Korean Alumni And Friends Fund Lim Award

Overcoming distance and the drawbacks of complicated discussions conducted exclusively by e-mail, South Korean alumni and friends completed work on a \$30,000 endowed award in honor of Dr. Gill-Chin Lim, MSU Endowed Professor of Asian Studies in a Global Context.

Those joining together both on campus and in South Korea to make the award a reality included the MSU Alumni Association of Korea, the Council on Korean Studies, KDI School of Public Policy and Management, the Society of Korean-American Scholars, Club Spartan, and the MSU Korea Student Organization. Brett (Hwi-Gook) Song, Vice President of the MSU Alumni Association of Korea, served as primary organizer for the effort. A friend of MSU, Mr. Song, who

is President of the Seoul-based company Koreadotcom, has been supportive of International Studies and Programs for many years.

The Gill-Chin Lim Award for Outstanding Doctoral Dissertation in Global Studies is the award's formal name. Professor Lim, a devoted teacher and researcher, advised many graduate students during his long career, many who today explore new areas of knowledge in global issues, development studies, and comparative and multi-disciplinary studies. "As the third dean of International Studies and Programs," stated John Hudzik, ISP's current dean, "Professor Lim was instrumental in establishing the annual International Award Ceremony. His efforts led to the ceremony's first awards named after ISP's first and second deans – the Glen Taggart Award

for Community Contribution, and the Ralph Smuckler Award for Advancing International Studies and Programs. It will be at this ceremony that we honor Dr. Lim."

Each year, International Studies and Programs will request nominations from members of the university faculty, deans, directors and chairs. At the time of nomination, a nominee must be a university graduate student, domestic or international, completing his or her doctoral degree and majoring in any discipline. By the time the award is made, the successful nominee must have defended the dissertation and fulfilled all other requirements for completion of the degree.

The award, which shall be presented for the first time at the International Award Ceremony in 2004, was introduced to those participating in the ceremony this past April. Held in the newly completed Delia Koo International Academic Center located atop the International Center, the ceremony closed with an introduction of the new Gill-Chin Lim Award and the announcement that it will carry a stipend of no less than \$1,000. "This is a highly appropriate way to honor Professor Lim," said Provost Lou Anna K. Simon, then serving as interim president. "The winning dissertation will have an international dimension with research focused on countries or regions outside the United States. The global studies that defined the work of Professor Lim will highlight the work of this next generation of MSU's international scholars."

If you would like more information on supporting the Lim Award, contact Janet Kreger at (517) 353-3121 or (800) 232-4MSU, extension 283.



Dr. Gill-Chin Lim in a classroom with several of his students.

GUIDANT FOUNDATION FUNDS MBA FELLOWSHIP

Beginning in 2004, one student in the full-time MBA program in The Eli Broad Graduate School of Management at Michigan State University will be chosen each year to receive the prestigious new James M. Cornelius/Guidant Foundation Endowed MBA Fellowship. The fellowship will be funded through a \$400,000 gift from the Guidant Foundation to support an MBA student each year who is interested in a career in the life sciences industry.

Guidant Foundation gave the gift on Guidant Corporation's tenth anniversary to honor the work of its founding chairman, James M. Cornelius. Cornelius (Business, '65 & '67) is also the generous donor who, along with his wife, Kathleen, made the leadership gift that enabled construction of the James B. Henry Center for Executive Development at MSU, a state-of-the-art management education and conference facility. The fellowship will be endowed through this generous gift thus allowing annual support for promising students into the future.

"Endowed fellowships make it possible to recruit the best and brightest students of today for leaders of tomorrow to graduate from MSU," said MSU Provost Lou Anna K. Simon, then serving as interim president. "Endowed scholarships are key to assuring exceptional students are part of the MBA program for years and years to come."



James Cornelius and Lou Anna Simon visited during a gathering at the James B. Henry Center for Executive Development.

"The Broad School is proud to offer the Cornelius Fellowship because it reflects our vision to prepare strategic change leaders for the global economy," said Eli and Edythe L. Broad Dean Robert B. Duncan. "This gift will enable us to support the development of a future business leader, someone who can then apply his or her expertise to making a life sciences company more successful."

Given his lifetime dedication to improvements in life sciences, it is fitting that the Guidant

JAHNS LEAD IN CREATING AL CONQUEST SCHOLARSHIP

Many years of devoted friendship have led to the creation of a new scholarship for students in the Michigan State University College of Veterinary Medicine. The primary donors, Martin and Patricia Jahn of Burr Ridge, Illinois, have established the Dr. Al Conquest Endowed Scholarship Fund with a \$30,000 gift in honor of their friend.

The Conquest Scholarship is designed to partially fund full-time, first year veterinary students at Michigan State University. Students who continue to qualify will receive the scholarship each of their four years at CVM. Recipients will include students who are highly motivated, are of good character, excel academically, and demonstrate financial need.

Dr. Al Conquest graduated from MSU CVM in 1951 and, after serving two years in the Air Force, returned to his hometown of Grand Blanc, Michigan, where he began practicing veterinary medicine. In 1960, he built the Grand Blanc Veterinary Hospital and began a highly successful practice that still thrives today.

In 2002, both Al Conquest and his beloved wife of 50 years, Peggy, passed away. That fall, Martin and Patricia Jahn approached the college and Al and Peggy's children, Thomas Conquest, Daniel Conquest and Cathy Leadley, with the idea of establishing a scholarship fund. The Conquest children now have embarked on an effort to increase the amount of the scholarship through gifts from others.

"The friendship between our parents and the Jahns grew deeply over the past fifteen years," explained Cathy. "Martin Jahn was a high school

classmate of my mother's. They reconnected at a 35th class reunion, and my dad and Marty really hit it off.

"As my mother's Alzheimer's disease progressed," Cathy continued, "the Jahns really stuck by my parents' side and offered to help in many ways. Their devotion during the most difficult times was unmistakable, and their admiration for my dad inspired them to make this most generous gift. They appreciated their friendship and the care and respect he gave his clients and their animals."

The families bonded over the years and enjoyed many vacations and happy times together. In fact, it was Al's outgoing and friendly nature that led the Jahn's to become friends with Gus Braeutigam, a veterinarian in Frankenmuth, Michigan, and a CVM classmate of Al's, and his wife Jeanne. The Braeutigam's are also generous donors to MSU who are supporting the Conquest Scholarship.

"Over the many years we knew Al, his integrity and dedication to his family, career, friends and community always impressed us," Martin said. "Al was committed to MSU and his profession. We can think of no better way to honor our friend than by supporting both."

Many people asked the Conquest family how they can make a meaningful contribution in Al's memory. His family, the Jahns and the college all believe the scholarship endowment provides the perfect opportunity for anyone interested in supporting students in the college.

"It is our fondest hope that young people will benefit from this scholarship and from having a man like Dr. Al Conquest as a role model," Martin said. "We can think of no greater thanks from the



Patricia and Martin Jahn

students receiving these monies than to have them carry on the traditions of integrity, dedication, and plain old hard work in the footsteps of our friend."

If you would like to provide additional support for the Conquest Scholarship or any other fund within the College of Veterinary Medicine, contact the CVM Development Office at (517) 353-4937 and speak to Karen Winkler-Swanson.



Broad Dean Robert B. Duncan, Susan Baumgardt, James M. and Kathleen Cornelius, Provost Lou Anna K. Simon (during her tenure as interim president) and Guidant Foundation President James R. Baumgardt gather after the check presentation.

Foundation chose to honor Cornelius through this fellowship. During his career, Cornelius displayed a commitment to higher education in general and to business education in particular.

"I believe that continuing education throughout one's career is the key to being a successful executive," said Cornelius, who retired in 2000 but continues to serve Guidant Corporation as non-executive chairman of the board. "An MBA from the Broad Graduate School of Management at MSU is a great start toward that objective."

According to Guidant Foundation President James R. Baumgardt, the ideal fellowship recipient will already have a solid background in a life sciences discipline. "This fellowship should support a top MBA candidate who recognizes the importance of bringing the knowledge of various business disciplines to their enterprise, such as accounting, finance, information technology, supply chain, marketing or management," he stated. "The success of the life sciences industry depends upon that vision."

For more information on the Cornelius Fellowship or to contribute to The Eli Broad Graduate School of Management, contact Mike Risbell at (517) 353-4340.

STRATEGIC CAMPAIGN INITIATIVES

This past spring and summer, gatherings all over the country have showcased the great enthusiasm of donors for *The Campaign for MSU*, the \$1.2 billion campaign which was publicly unveiled in September 2002.

Four members of the West Coast Regional Council and their spouses hosted three events over a two-day period in Northern California. Trustee Dee Cook stepped in for President McPherson when he was called to government service in Iraq. She provided an update on campus activities and new initiatives.

The San Francisco-Bay Area swing started in Sausalito with a Saturday brunch at the Valhalla Restaurant hosted by Jim and Nancy Osborn. Later that afternoon, Gary and Anne Peterson

hosted a reception at their home in Atherton. Spartan hospitality continued the next day with a Spartan Block Party hosted by next-door neighbors Paul and Louise Renne along with Merton and Joyce Goode, located in the historic neighborhood of Saint Francis Woods in San Francisco.

In May, Michael and Elaine Serling kindly hosted a Vision Event dinner at Morel's in Bingham

Farms. Provost Lou Anna K. Simon, during her tenure as interim president, was the featured guest. Later in May, over 100 guests filled the Henry Center in East Lansing to attend the inaugural Landon Society Luncheon for those who, through their estate plans, have established planned gifts of any size benefiting MSU.

Over fifty guests were present in June at the 5th Annual Southeast Michigan Major Donor Appreciation Evening. Graciously hosted in the Highland home of Jeffrey and Simona Cole, the evening featured discussion and remarks by Dr. Simon. A reception and dinner at the Calhoun Beach Club in Minneapolis was also a highlight in June, with Gary and Mary Lou Rooney hosting 40 guests.

Hattie's Restaurant in Suttons Bay, one of the finest restaurants in Northern Michigan, was the site in August of the 6th Annual MSU Dinner in Northern Michigan. Wrapping up the summer, over two hundred Spartan guests gathered at Cowles House on August 29 for The Beach Party Barbeque and Seafood Feast. Joanne McPherson hosted the lively event to get the new school year in gear.



Gary and Anne Peterson at their home in Atherton, California, with Trustee Dee Cook (center).



Among the planned gift donors who enjoyed the inaugural Landon Society Luncheon were (left to right) Shirley and John Richardson, Bruce McCristal, and Dave and Pat Brogan.



Dr. Lou Anna K. Simon (center) visited with event hosts Elaine and Michael Serling at Morel's in Bingham Farms.



Lou Ann and Russell Mawby were among the guests who enjoyed the 2003 Northern Michigan gathering at Hattie's in Sutton's Bay.

PwC: SUPPORTING MSU FROM ALL ANGLES

PricewaterhouseCoopers, the world's largest professional services organization with more than 125,000 people in 142 countries, has a rich history of support for Michigan State University. In fact, gifts from PwC and its predecessor companies date back to 1965.

More recently, however, the organization has shown its dedication to MSU through two gifts to the Department of Accounting and Information Systems. With a \$120,000 pledge in December 2002, the PwC Foundation made a commitment to fund four \$10,000 faculty research and teaching grants in each of the next three years.

Then, in an effort led by John Roszak (Accounting, '66, '67), a PwC Partner in the Detroit office, select partners of PricewaterhouseCoopers, LLC decided to make gifts to MSU in the amount of \$180,000 to create the PricewaterhouseCoopers Faculty Support Fund in Accounting and Information Systems. The fund is designed to support faculty research and teaching and other programmatic needs in the Department of Accounting and Information Systems of The Eli Broad College of Business and The Eli Broad Graduate School of Management. Along with Roszak, contributors include Paul Balas (Accounting, '79), Mike Burwell (Accounting, '86), Mark Matthews (Accounting,

'79), Richard Paterson (Marketing, '73; Accounting, '74), and Matt Rizik (Accounting, '78, '79) – also partners of the firm.

"In simple terms," explained Roszak, "PwC was eager to help MSU in general but also as part of its capital campaign. Recruiting and retaining top notch faculty for the Accounting Department is crucial to the college's success, so it was easy to be supportive of that need." The combined gifts from the partnership as well as the MSU alumni partners will total \$300,000, creating a strong endowment that is important for MSU's long-term financial health.



An endowed fund is one in which the principal, usually the original gift from a donor, is never spent. A part of the interest income earned from MSU's investment of the principal supports a need at MSU while the remaining interest income is retained to provide a hedge against inflation and a reserve that can be tapped if investment returns are low or negative. The importance of such funds is precisely why MSU has identified the growth of MSU's overall endowment as a primary goal of *The Campaign for MSU*.

In addition to the support from the partnership and the MSU alumni partners, PwC employees who

are alumni and friends of MSU have had great success in raising funds for a variety of purposes through their corporate in-house campaign. Though an internal campaign coordinated by PwC employees had been conducted for several years, a formal partnership began in 2001 when PwC became the first company to pilot an electronic campaign model in which all campaign communications occurred via email. An effort to customize its campaign and streamline processes has resulted in steady increases in funding for MSU.

"PwC and our alumni partners look on MSU as an outstanding institution," Roszak said, "and with that view, it's easy to help fund such important educational programs."

If you would like more information on supporting The Eli Broad College of Business, contact Mike Rishell at (517) 353-4340. If you are interested in beginning an in-house campaign for MSU within your company, please contact Vanasa McCallister at (517) 355-8257 or (800) 232-4MSU, extension 289.

BEARDS DONATE TURFGRASS RESEARCH COLLECTION TO TIC

Dr. James B and Mrs. Harriet Beard have donated their collection of turfgrass research to Michigan State University's Turfgrass Information Center (TIC). In a fitting tribute, friends, colleagues, and family members of the couple gathered in July at the center for the dedication of the James B Beard Turfgrass Library Collection.

Dr. Beard is highly respected and recognized as the world's leading scientist and expert on turfgrass research. The collection is acknowledged to be the finest personal collection of turf-related material in existence. It includes international coverage of turfgrass research and management literature contained in more than 30,000 books, periodicals, and technical reports.



James B Beard is considered the leading expert on turfgrass research, and several of his works were displayed at the James B Beard Turfgrass Library Collection dedication.

"Turfgrass research is one of Michigan State University's designated areas of excellence, and the Beard Collection is a vital asset for turf researchers world-wide," said Fred Poston, MSU vice president for finance & operations and treasurer, at the TIC event. The dedication audience included representatives from the Friends of the MSU Libraries, United States Golf Association, Royal Canadian Golf Association, Michigan Turfgrass Foundation, and the Turfgrass Information Center Advisory Committee, as well as numerous academic researchers from several universities.

The Beard Collection now serves as a non-circulating reference collection within TIC in the Main Library. This generous donation is but the latest effort by the Beards in support of TIC's work and objectives, including the Turfgrass Information Center Endowment Campaign. The arrival of the Beard Collection makes MSU the strongest public repository of turfgrass literature in the world.

Dr. Beard served at Michigan State University from 1961 to 1975, and at Texas A&M University from 1975-1992. After his retirement from Texas A&M, he became president and chief scientist of the International Sports Turf Institute. Beard's classic *Turfgrass: Science and Culture*, published in 1973 and still in print, continues as the only true treatise ever written regarding turfgrass science. Much of the book was written within the walls of the MSU Main Library. His *Turf Management for Golf Courses*, first released in 1982 and revised in 2002, remains the best-selling reference work in the field.



The Beard family gathered for the dedication ceremony. James (far right) was joined by (left to right) his daughter in-law Kathy, son James, granddaughter Amanda and wife Harriet.

"The Beard Collection is a significant donation to the Turfgrass Information Center and the MSU Libraries," observed MSU Libraries Director Clifford H. Haka. "We are profoundly grateful for the generosity of Harriet and James B Beard."

If you would like additional information on making a gift to MSU Libraries, please contact Libraries, Computing and Technology Director of Development Belinda Cook at (517) 432-6123, extension 137.

MSU Support From Faculty, Staff And Retirees Outstanding

MSU has one of the most comprehensive and successful annual campaigns for employees in the Big Ten. Faculty, staff and retiree giving and the All University Campaign continue to grow and develop during the capital campaign. Current and retired faculty and staff committed nearly \$5.7 million last fiscal year, which brings their total gifts since the start of *The Campaign for MSU* to an incredible \$27 million. This support is essential to the university's mission and provides a compelling case as the university seeks additional financial support.

The 2002-03 All U Campaign Advisory Cabinet consisted of faculty, staff and retirees, including Stella Cash, Gordon Guyer, Patrick Hesch, Phyllis Kacos, James Forger, Rodney Patterson and Diana Huizar Rivera. They were in charge of providing feedback on the planning, implementation and evaluation of the All U Campaign, the kickoff for which



MSU Alumni Association Executive Director Keith Williams and MSU Athletic Director Ron Mason were among the many distinguished guests who attended the All University Campaign Kickoff ceremony earlier this year.

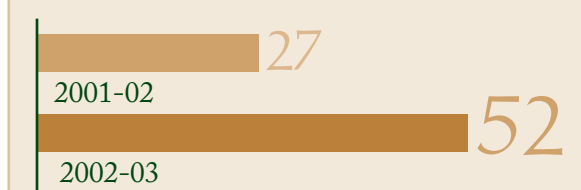
was held on March 19th in the Kellogg Center Big Ten room.

The spirit of the MSU community of past and present employees speaks volumes through the success of this campaign. There was a seven percent increase in total participation with more than 5,400 donors. "Our faculty, staff and retirees are the best," noted Marti Heil, associate vice president for University Development. "They give back to MSU in so many ways. Fifty-two current and retired employees made new donor society

level commitments," she continued, "which is an amazing 93 percent increase in donors over the previous year's total of 27 new donor society commitments.

Many units on campus made special efforts to host a variety of campaign activi-

NEW EMPLOYEE DONOR SOCIETY MEMBERS*



* Current and Retired Employees

Total MSU faculty, staff and retiree donor society members had risen to more than 1,100 at the close of the 2002-03 fiscal year.

ties, including kickoffs, presentations at staff meetings, receptions and a series of emails. "We feel that these events and activities had a direct and positive impact on the number of new special, major and annual gift level participants," said Cheryl Armstrong, director of Special and Annual Giving.

Once again, the MSU Federal Credit Union provided ongoing support of the All U Campaign. This support is essential to the campaign's ability to focus attention on MSU programs and giving to the university. The commitment shown by the MSUFCU is representative of the dedication of the entire MSU faculty, staff and retiree community. MSU current and retired employees continue to illustrate the idea that giving begins at home.