

# DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY



SUMMER 2012



Will these dogs help

**cure  
blindness?**

Scholarship Mission:  
56 Reasons to Join

MSU & the  
Motor City

Countdown  
to the Broad



**Between a Rock and a Green Place:** It's been 139 years since the class of 1873 employed 20 teams of oxen to haul "The Rock" from the Beal Garden to a central location. Today, The Rock endures not only as a popular canvas for expression but also as one of the founding traditions for each graduating class to commemorate senior year with a class gift. This year, the class of 2012 pledged more than \$34,248 from 962 graduates to bolster the Sparty Mascot Program in the Student Alumni Foundation. Here, students from the MSU Greenline pay tribute to the class gift spirit.

# DEVELOPMENTS



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Scan these codes with your smart phone or go to [givingto.msu.edu](http://givingto.msu.edu) for video content.



Learn more about the impact of MSU Black Alumni scholarships.



It feels good to give! say William and Kerry Ann Haupricht.



See the Greenline painters in action at The Rock.



Tied up with a bow!

## DEVELOPMENTS

### For Donors and Friends of Michigan State University

MSU Developments, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

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The generosity of thousands of alumni and friends empowers MSU to advance knowledge and transform lives every day.

#### Ways to Support Michigan State

##### Online Giving

You may make a gift securely online using your credit card. Visit [givingto.msu.edu](http://givingto.msu.edu).

##### Cash, Stock, Real Estate and other gifts

To explore how you might provide financial support to MSU, contact the University Development office in your college or unit, or call (517) 884-1000.

##### Estate Planning

To remember MSU in your will or personal trust, contact the Office of Gift Planning at (800) 432-4678 or (517) 884-1000. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to [givingyourway.org/MSU](http://givingyourway.org/MSU).



# YOUR GIFTS IN ACTION

## A toolbox for opportunity

STATE program gives MSU students with learning disabilities tools for academic success.

**W**hen a student struggles with reading, writing, spelling or even speaking, no matter how hard he or she tries, dyslexia could be the cause. People with dyslexia have a neurological disorder that causes their brains to process and interpret information differently. But with help from trained professionals, almost all people with dyslexia can become good readers, writers and speakers. And, successful college students.

Max ("Mickey") and Judith ("Debbie") Stern know firsthand the worry that parents experience when a child has dyslexia. "Our daughter Natalie was a student at MSU. She had dyslexia and we were very fortunate that we diagnosed her problem at an early age," says Mickey.

Before she attended MSU, Natalie benefited from school programs that had adequate services for students with learning disabilities. Mickey and Debbie wanted every student to have the same opportunity.

With a \$400,000 gift to MSU, they launched the Stern Tutoring and Alternative Techniques for Education—or STATE—program at MSU back in 2004. Today, it is a thriving part of MSU's Resource Center for Persons with Disabilities. The program provides an intensive, individualized seminar to introduce effective learning strategies followed by tutoring in

MSU courses, peer mentorship and assistive technology. It is making a difference for many students with learning disabilities. Matt Carbary ('07, '10, Social Science) struggled academically his freshman year until a professor encouraged him to explore the RCPD. He learned how to work around his ADHD, and his "grades skyrocketed," he says.

Matt became one of the first mentors with the STATE program, and later continued to give back to the program as a graduate student and technology trainer for RCPD. In 2010, he was named the state of Michigan student employee of the year for his efforts. Matt's current career centers around community development and public policy, including making a difference in disability resources.

Mickey and Debbie, who own a wholesale furniture business, added significantly to the STATE program with additional gifts and a bequest. Their future gift ensures the STATE program can expand.

"The MSU program has been very significant and we hoped that it (their bequest) will help the program prosper and continue to provide opportunities for students to enjoy learning and accomplish their academic goals," says Mickey.

He adds: "Our greatest gratification comes from seeing the tears of joy from parents who now know that their children will have a future."

**For more information on making a gift to the RCPD, contact Senior Director of Development**

**Jennifer Bertram  
at (517) 432-7345;  
bertram9@msu.edu.**

**Matt Carbary ('07, '10, Social Science) learned how to work around ADHD and his "grades skyrocketed."**



## Knocked out of the park

Drayton McLane Jr. ('59, Business), former owner of the Houston Astros baseball team, flaunts the Big Ten Championship ring he received from MSU Baseball Head Coach Jake Boss Jr. (right). The 2011 team cinched MSU's fourth Big Ten Championship, the first since 1979. McLane's \$4 million gift named MSU's McLane Baseball Stadium, built in 2009, which has become a great new home for Spartan baseball says Boss.



## Of Trebuchets, Bridges and Mousetraps

MSU played host to the 30th Science Olympiad State Tournament thanks to support from the Dart Foundation.

More than 100 high school and middle school teams devoted to scientific exploration converged on MSU this Spring for Michigan's Science Olympiad State Tournament.

In just eight short hours, over 1,500 participants engaged in some 40 competitive events. The venues showcased MSU's science facilities across campus.

The tournament culminates one of the largest Science Olympiad programs in the nation. Of the 2 million plus past participants nationwide, more than 225,000 came from Michigan. This year's regional competitions drew more than 450 teams and nearly 7000 students from across the state.

Only the top teams in each region advanced to the state level at MSU.

"This is a well-designed program that is preparing future leaders to participate in a competitive, global economy that needs skills in science, technology, engineering and math for 21st century jobs," says Hiram E. Fitzgerald, associate provost for University Outreach and Engagement, which sponsors the event with Dart.

Individual winners and top performing teams were presented with Olympic style medals at an awards ceremony at MSU's Auditorium. MSU physicists and other scientists shared insights with students on the future of science.

Dart Foundation support has enabled MSU to host the tournament since 2004.



Online Extra: Scan this code with your smart phone or go to [givingto.msu.edu/RCPD](http://givingto.msu.edu/RCPD) to learn more about MSU's Resource Center for Persons with Disabilities.

# COUNTDOWN TO THE BROAD

Watch your mail and email for more information on the dedication events set to begin on Friday, November 9, 2012.

## Opening Events Begin in November

The new Eli and Edythe Broad Art Museum at Michigan State University will be dedicated Friday, November 9, during an outdoor public ceremony. An open house will be held Saturday, November 10, for those wishing to tour the Zaha Hadid-designed building. Additional details about these and other events to be held that weekend will be announced at a later date.

Committed to exploring international contemporary culture and ideas through art, the Broad/MSU will serve as an educational resource for the university and a cultural hub for the state of Michigan. The museum also will actively engage the international artistic community through a series of partnerships with contemporary art spaces around the world.

“The new Broad Art Museum is a powerful architectural statement, symbolizing the 21st century dynamic global position of Michigan State University,” says MSU President Lou Anna K. Simon. “The museum will provide opportunities for students and faculty across disciplines to explore contemporary issues through art and for the university to engage with local, regional, national and international communities.”

## Queen Elizabeth Confers Title on Architect



Eli Broad and Zaha Hadid

Britain's Queen Elizabeth II recently made the architect behind the Eli and Edythe Broad Art Museum, a Dame. Zaha Hadid, who is a British citizen, received the Order of the British Empire for her accomplishments in the field of architecture. In addition to the Broad Art Museum, her many notable buildings include the Maxxi Museum in Rome, the Riverside Museum in Glasgow, the Guangzhou Opera House in China, and the London Olympics Aquatic Center.

The 46,000-square-foot Broad/MSU features a striking façade of pleated stainless steel and glass, distinguishing the new building from the traditional brick Collegiate Gothic north campus and signaling the museum and the university's forward-looking approach.

Seventy percent of the space will be devoted to art display, including areas for special exhibitions, modern and contemporary art, new media, photography and works on paper.

## Final Fundraising Goal is in Sight

The Broad/MSU is named for Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for the museum. The Broads' gift of \$28 million, with \$21 million designated for construction of the building and \$7 million to be used for acquisitions, exhibitions and operations, was the catalyst for the project. The total fundraising goal for the building is \$40 million, of which nearly \$37 million has been raised to date.

Hadid designed a unique Founders' Wall in the museum to display the names of donors who contributed \$25,000 or more to the museum. Donors whose gifts were received prior to June 29, 2012 are guaranteed their name will appear at the Grand Opening, and the opportunity to be listed on the Founders' Wall will end altogether in just a few months.

To learn more about displaying your name in the Broad, contact Director of Development Marcia Crawley at (517) 884-3905, or go to [givingto.msu.edu/broadmuseum](http://givingto.msu.edu/broadmuseum).

To learn more about the museum and to join the Broad/MSU mailing list, go to [broadmuseum.msu.edu](http://broadmuseum.msu.edu).



**“The new Broad Art Museum is a powerful architectural statement, symbolizing the 21st century dynamic global position of Michigan State University,” says MSU President Lou Anna K. Simon.**

## Inaugural Exhibitions

The Broad/MSU's inaugural exhibitions, curated by director Michael Rush, exemplify the museum's dual focus on presenting international contemporary art in all media and on thematic exhibitions that investigate contemporary works within a historical context:

“**Global Groove 1973/2012**” will use Nam June Paik's seminal 1973 video “Global Groove” as a jumping-off point to explore current trends in international video art.

“**In Search of Time**” will investigate artists' expressions of time and memory by creating dialogues among works by artists including Josef Albers, Romare Bearden, Damien Hirst, Toba Khedoori, Andy Warhol, Eadweard Muybridge and Sam Jury, among others.

“With its focus on international contemporary art, we are creating an institution unique among university art museums, and Zaha Hadid's innovative design is a physical manifestation of our mission,” Rush said. “The opening of the new museum will be an important milestone for Michigan State University,

and we are eager to move forward with our full spectrum of exhibitions and programs.”

Simultaneous openings at art spaces in Guangzhou, China; Ho Chi Minh City, Vietnam; Sao Paulo, Brazil; Istanbul, Turkey; and Dubai will launch the museum's ongoing program of partnerships with arts institutions worldwide. Interactive screens in the museum will connect visitors at the Broad/MSU to the various global venues.

Other projects and performances are being planned in anticipation of the opening. The Broad/MSU has already presented several exhibitions and programs in nontraditional spaces throughout the community.

# V ISI ONARY VETERINARIAN

## Will these dogs help cure blindness?

Scientists have new insight on an eye disease that affects papillons and other dogs and could lead to a better understanding of some human disorders, thanks to the Donald R. Myers and William E. Dunlap Endowed Chair in Canine Health in MSU's College of Veterinary Medicine.

The endowed chair is held by Dr. Simon Petersen-Jones, professor of Comparative Ophthalmology, whose lab has been making pioneering discoveries in the research on inherited retinal diseases in dogs.

Recently, they discovered a gene mutation for a form of progressive retinal atrophy (PRA) that leads to blindness in dogs and has no known treatment. This finding is expected to provide new insights to help researchers understand the disease, provide early detection and move toward prevention or even a cure.

### Human Health Could Benefit

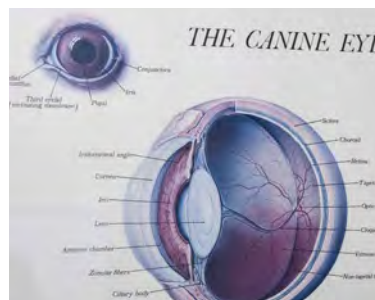
In addition to helping dogs with PRA, the identification of what researchers named the PRA Type 1 gene mutation can help

identify candidate genes for human disorders. "We hope to save vision—for dogs and for humans," says Petersen-Jones. "This research will improve our understanding of retinal degenerations and may open the door to the development of new treatments in humans as well as dogs."

Petersen-Jones has been a past recipient of National Institutes of Health (NIH) research funding and new applications are in the pipeline to NIH based largely upon research results obtained via funding from the Myers-Dunlap Endowment for Canine Health.

The Myers-Dunlap Chair plays a key role in developing a world-class research program in canine health, notes MSUCVM Dean Christopher Brown. "The chair serves as a research mentor and resource in the college, and we are tremendously pleased that the donors had the vision to also provide seed money from the endowment that is now generating the crucial preliminary data that will drive important new research," he says.

*Left to right: Papillons at play; Dr. Petersen-Jones at work; and a detail from a wall chart in Dr. Petersen-Jones' office on campus at MSU.*



## Stopping the Disease in Papillons

Petersen-Jones' lab used their findings to develop a DNA-based test to detect PRA Type 1 in papillon dogs with additional support from the Papillon Club of America and the cooperation of papillon owners and breeders.

For the first time, papillon dogs can be screened to determine if a dog is affected, unaffected or a carrier of the gene mutation. Because dogs must inherit the mutated gene from both parents in order to be affected, the knowledge allows breeders to safely breed PRA1-carrier dogs with genetically normal dogs. This prevents passing on the disease without restricting the available gene pool which otherwise could result in breeding away good traits or causing the emergence of a genetic problem for which there is no test.

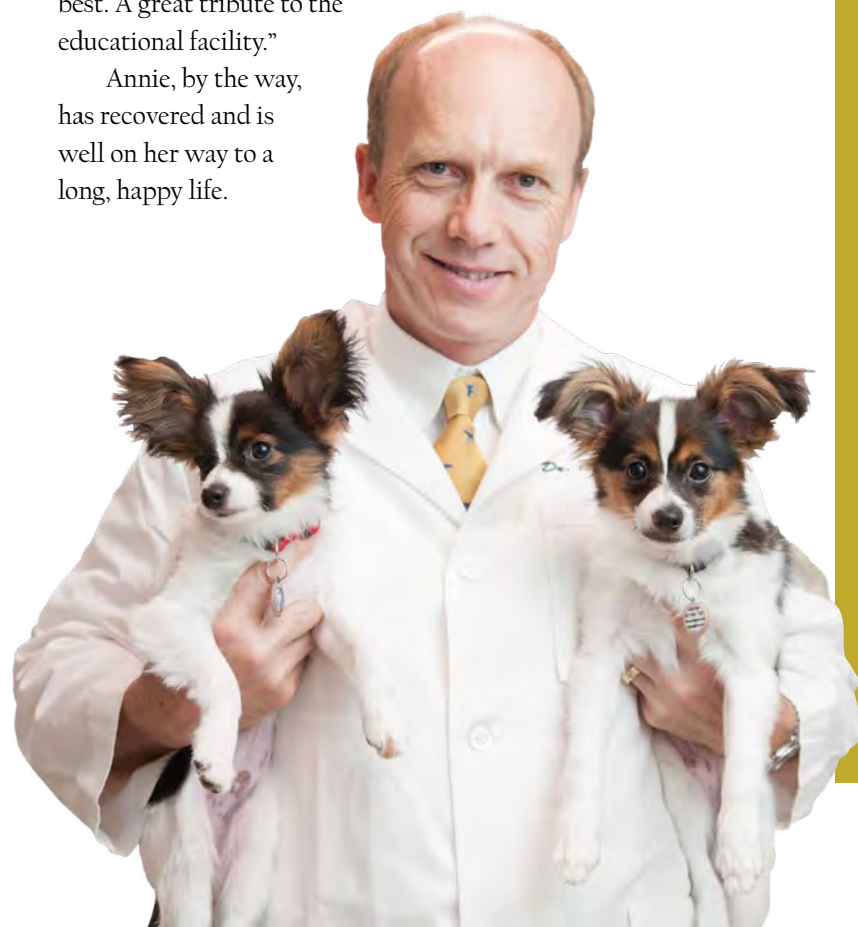
"The cooperation of papillon owners and breeders and generous support from the Papillon Club of America and the Myers-Dunlap Endowment for Canine Health made this research possible," says Petersen-Jones. "We were able to do a genome-wide association study to test more than 170,000 single nucleotide polymorphisms, which act as biological markers and help us locate genes that are associated with disease."

## A Jewel in Michigan

Petersen-Jones also serves as a surgeon in the Veterinary Teaching Hospital. Last fall he treated a tumor on the eye of Annie, a golden retriever owned by Keith Crain, editor of *Crain's Detroit Business*. In a subsequent column Crain wrote about the experience, he described Dr. Petersen-Jones as a "remarkably caring surgeon" and the hospital as "another jewel in our state that everyone should appreciate."

He wrote: "Petersen-Jones and his wife, also a surgeon, moved from England to East Lansing simply because it was the best. A great tribute to the educational facility."

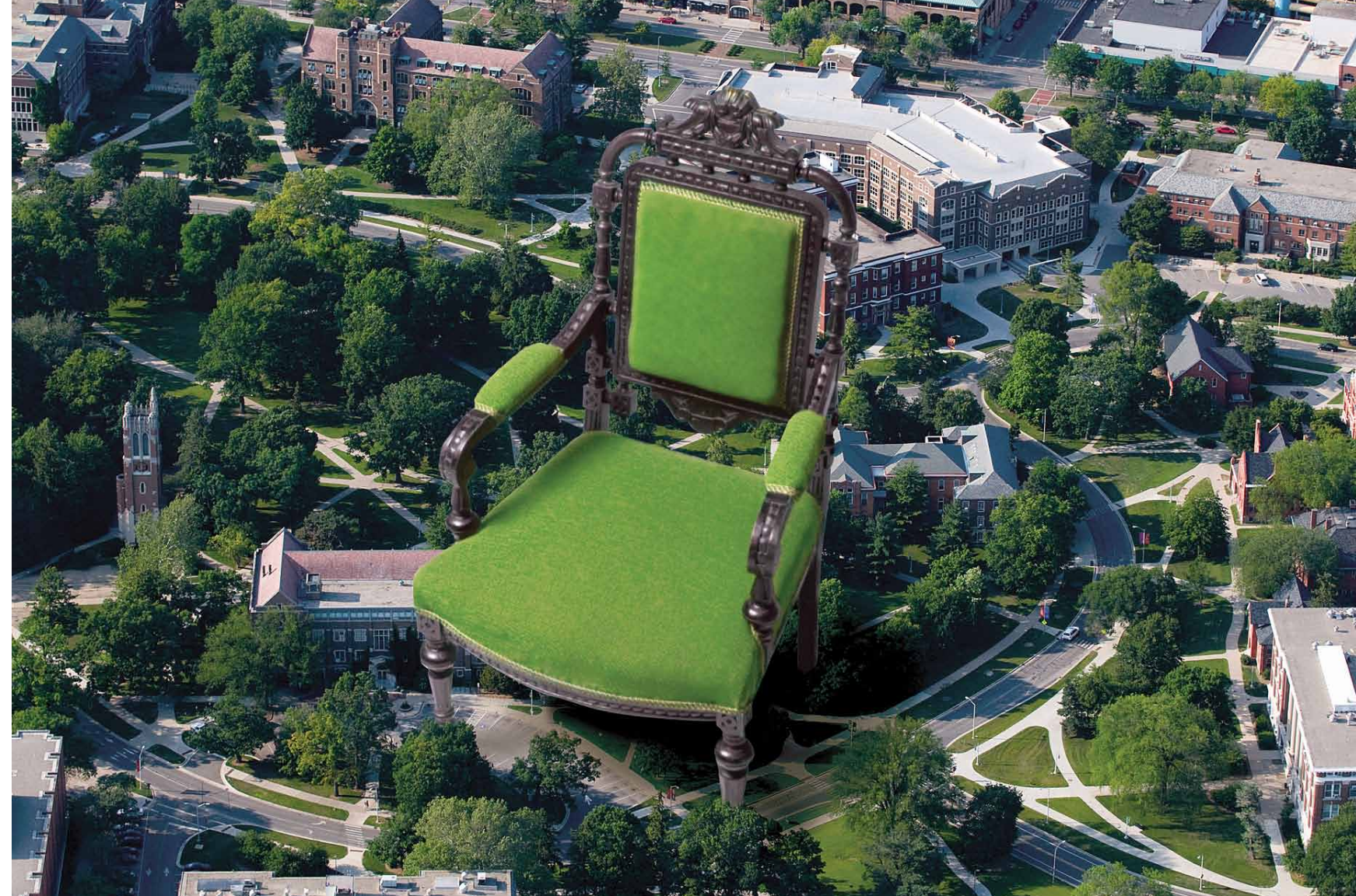
Annie, by the way, has recovered and is well on her way to a long, happy life.



# Memorializing a Commitment to Companions

Those who have loved and lost a pet realize the richness their companion brought to their lives. As an enduring acknowledgement of the human-animal bond, the Donald R. Myers and William E. Dunlap Endowed Chair in Canine Health was established by an MSU graduate and his partner. Two great pleasures for Myers ('50) and Dunlap were their dogs and MSU. They were often seen with their miniature schnauzers at MSU football games.

They determined that an endowment, established in 1999, through a bequest provision in their estate plans, was a way for them to support MSU and to help advance the medical care of dogs. Dunlap passed away in 2003 and Myers died in 2008. Through June of 2012, bequests from these donors' estates have provided nearly \$3.5 million in support for the chair they planned during their lifetimes.



## What's so BIG about a CHAIR?

In the academic world, funding a chair is a lot bigger commitment than buying a piece of furniture. And it has a lot bigger impact.

The fact is, endowed chairs are at the center of outstanding academic programs and their effect radiates out across the university and beyond. They are the highest honors awarded to faculty. As such, they enable the university to attract rising stars. These high-caliber professors, in turn, attract the very best graduate students to the university. Additionally, the support from an endowed chair provides a funding buffer to enable faculty to

remain current and leading edge in their research rather than "following the funding." Ultimately, their work provides distinguished leadership in research and education that leads to discoveries that touch the lives of countless others.

Currently, MSU has more than 90 endowments that have been created, or conditionally established through a planned gift provision, to support one or more endowed chair positions. Yet, MSU lags in comparison to peer institutions in the number of endowed chairs, leaving the university vulnerable to losing its own rising stars.

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*"We are grateful for the generosity and vision of donors who play such a key role in MSU's ability to recruit and retain first-rate faculty by endowing chair positions," says MSU Provost Kim Wilcox. "Named chairs allow the university to build academic excellence with effects that are far-reaching."*

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# MSU and the Motor City:

## A Glittering Combination



On a beautiful evening in June, MSU alumnus and Detroit entrepreneur Dan Gilbert hosted Michigan State University President Lou Anna K. Simon for a conversation on relevant topics impacting Detroit and MSU at Gilbert's M@dison Theatre. Guests also enjoyed a reception on the rooftop terrace of the M@dison.



President Lou Anna K. Simon and moderator Sandra Pierce.



Dan Gilbert ('83 Communication Arts & Sciences) founder of Quicken Loans.



College of Law Dean Joan Howarth greeted guests, including former Detroit Mayor Dennis Archer ('70 Law).



Linda Orlans ('87 Law) enjoyed the beautiful evening.



Peter (Pete) Lasher, associate vice president for University Development, (right) with guests.



# TALK ABOUT DETROIT

Here are excerpts from a conversation between Detroit Entrepreneur Dan Gilbert and MSU President Lou Anna K. Simon. Sandra Pierce, Detroit business leader and former president and CEO of Charter One, moderated.

**Sandra Pierce:** Comment on the progress you and others are experiencing in revitalizing the city of Detroit.

**Dan Gilbert:** If we're going to attract the best and brightest, this generation coming up does not want to be parking in a suburban location and walking 200 yards on asphalt in the middle of February, walking into an office building. Maybe that was part of my generation and the one before us, but it's not them. They want to be in an urban core, and they want to impact the outcome.

We have over 500 interns from 130 universities right here in downtown Detroit this summer at Quicken Loans offices. They're a pumped up, charged up group. Detroit sells itself, so just getting them down here is a big thing.

We want to impact the outcome of Detroit, and we want to succeed at the same time; we call it doing well by doing good.

**Lou Anna Simon:** I think part of our work with the Detroit Public Schools, however hard that is, and has been, is really designed to give people bigger dreams. That's what land-grant universities have always been. What we want to do, in addition to the internships, is to connect more and more with our alums who are doing an enormous amount of work.

We also, as a university, are in a different sort of skill set, if you will. We need to be able to put together courses and programs that are not degree-oriented but are the augmentation to degrees that people can take relatively quickly to get some set of knowledge that now will make them a better fit for the existing job market.

**Sandra Pierce:** MSU long has seen the importance of being a global institution and has embraced the concept of moving from a land-grant to a world-grant institution. And certainly being connected globally is critical to our future in Detroit. How are you embracing this global marketplace while you remain committed to Michigan and to the city of Detroit?

**Lou Anna Simon:** I think our role was always to bring the best of the world to Michigan and the best of Michigan to the world. And now we're doing it in this globally connected economic system, this globally connected communication system, but it was always there. If you think about Michigan State, we were founded seven years before the Morrill Act as the prototype for the land-grant university...We were there to define it, not to just be it or be designated. John Hannah started us on an international path in the 1950s when it wasn't fashionable to be international. We've been pioneering that work all along. It just fits that we can do all of this in this new society.

**Dan Gilbert:** I think where our businesses really touch the international side is the people that are coming here from all over the world to work in it...We have about 500 technology people. We're looking for 500 more and they represent 23 countries right now...And so, a lot of people say, 'Are they taking jobs that would have gone to other people?'

'No,' is the answer to that because we're having a hard time finding them, but number two is they're creating wealth and adding wealth and becoming a consumer and getting paid and taking up a house or buying a house or living in an apartment and buying goods and services. They add and help grow the economy. And so, for us, it's find the best and brightest, wherever they may be and bring them to right here in downtown Detroit.

**Sandra Pierce:** OK, Dan, alumnus of MSU. Can you comment on how your time at MSU impacts both the person and the businessperson that you have become?

**Dan Gilbert:**...I think that Michigan State people just kind of get it done. Tell me what I need to do. Let's go. Or here's what we need to do, let's go and make it happen. And so, to me, that's been a big part of my memory of Michigan State. People that take action and make it happen.

**Lou Anna Simon:** There is a sense of commitment and a sense of determination about getting things done. It's not just (being) a doer (but being) a doer in spite of obstacles ... but that Spartan spirit is what will make a difference. I think we produce a number of graduates, a number of students who have that special spirit.

**Who is Dan Gilbert?** Founder and Chairman of Quicken Loans Dan Gilbert moved his company headquarters and its team to downtown Detroit in 2010 where they are helping to lead a revitalization of Detroit's urban core. In 2007, he launched Bizdom U in Detroit to train, mentor and finance business builders in their startup enterprises in the city. He is also the majority owner of the NBA's Cleveland Cavaliers, is an investor in numerous businesses, and received the Entrepreneur of the Year award from Ernst and Young. He earned his bachelor's degree in telecommunication from MSU in 1983.



**Online Extras:** To hear the entire conversation, go to [spartanpodcast.com/?p=2381](http://spartanpodcast.com/?p=2381).

Scan this code with your smart phone or go to [givingto.msu.edu/detroitimpact](http://givingto.msu.edu/detroitimpact) to see a video summary of the event.



Selma Hollander added significantly to a legacy of support for the arts at MSU with charitable gift annuities that provide her with guaranteed income for her lifetime and at her death will benefit the Eli and Edythe Broad Art Museum.

# Your Generosity Becomes its own Reward

*Did you know there's a way to support MSU with a gift that will provide you a fixed and guaranteed stream of income for your life?*

The charitable gift annuity is available to anyone age 60 or older. In exchange for your gift of cash or securities of \$10,000 or more for MSU, the MSU Foundation\* agrees to pay a guaranteed dollar amount to you, each year for as long as you live. Or, you could choose a two-life gift annuity that pays a guaranteed amount to you and your spouse. Your guaranteed stream of income is based on the gift annuity rates at the time of your gift, which is determined solely by your age.

For example:

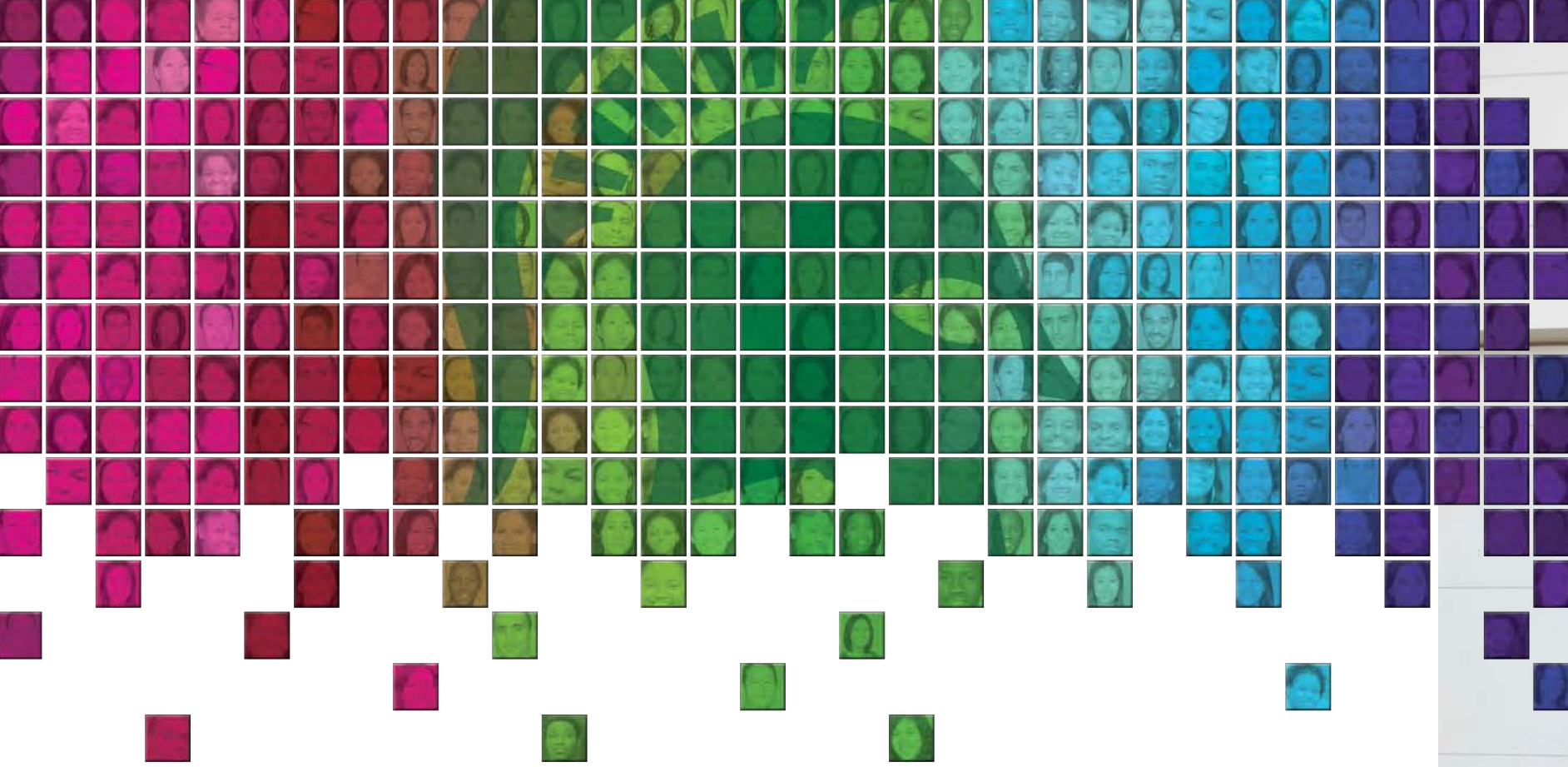
**YOU GIVE** \$30,000 to establish a one-life charitable gift annuity to create a scholarship fund for future Spartans, and you are 65 years old.

**YOU RECEIVE** a fixed annual payment of \$1,470 for the rest of your life. That's based on the current one-life gift annuity rate of 4.9 percent for donors who are 65 years old. You would be eligible for an income tax deduction representing approximately 35 percent of your initial gift.

For a personal charitable gift annuity illustration, call 517-884-1000 or 800-232-4678; email [giftplan@msu.edu](mailto:giftplan@msu.edu); or visit [givingyourway.org/MSU](http://givingyourway.org/MSU).

\*The organization that administers the gift annuity program for MSU.





# 56 Reasons to Join: A Scholarship Mission

*Helping the next generation of Spartans make their mark is a million dollar mission for the MSU Black Alumni—a 31-year-old alumni interest group that’s one of the largest and most active groups in the MSU Alumni Association.*

When Kimberly Henderson ('98, Communication Arts and Sciences) went to Michigan State, she struggled to find funding and had to work two or three jobs. She made a promise to herself that once she graduated she'd find a way to help future Spartans.

Through MSU Black Alumni (MSUBA), an alumni interest group affiliated with the MSU Alumni Association, she has found a way to keep her promise. During *The Campaign for MSU*, the group set and achieved their goal to grow their scholarship endowments to \$1 million. Kimberly serves as the scholarship co-chairperson, a job that involves helping future Spartans in a big way.

This year was the group's biggest year ever with 56 students receiving assistance from the MSUBA. "When I first started we gave out 10 or 12 scholarships, but now since we have a million-dollar-plus endowment, it's an honor to be able to grant that type of money to students," says Kimberly.

Amanda Peoples, a senior from Detroit, remembers well the strain of applying for scholarships and hoping for positive answers when she was in high school. Receiving assistance from the MSUBA has been life-changing, she says. "Just getting a

scholarship made me feel more confident and happy that college can somehow be taken care of and it would be less of a burden to my parents," she says.

Every MSUBA scholarship student receives more than just financial assistance. The students meet once each semester with MSUBA leaders who offer support and advice.

They couldn't have a more dynamic and committed set of coaches than Kimberly and Jennifer Wallace ('86, Social Science), Kimberly's counterpart on the MSUBA scholarship committee.

"Our goal is not only to get them in, but to get them out with a couple of mortarboards," says Jennifer adding, "They know they are not here alone, we are not going to let them fall between the cracks."

Senior Jensine Leung says she is grateful for the financial assistance she received from MSUBA, including some extra funding which made her dream of a Study Abroad experience possible. But the personal support has also been a big help to her. "It gave me a lot of confidence just to know that these people are backing me up and they're there for me," Jensine says.



Fellow scholarship recipient Antonio Evans, a junior from Farmington, agrees.

"I think the MSUBA does a great job of supporting. I think that not only do they give out financial support, but they give out emotional support, they give out educational support, they make sure that your whole college experience is something to remember."

The MSUBA also works to build the next generation of mentors and donors. Community service is required for all scholarship recipients.

"Through their giving I've realized how important it is to give back to the community," says Jensine.

The connection with MSUBA doesn't end with graduation. Graduates receive a complimentary membership in the MSUBA and are encouraged to be active in the group, and especially with ongoing fundraising efforts to provide more scholarships.

Byron Hester, a junior from Lansing, already sees the value of staying engaged with

MSU and the MSUBA. "I realized this is a huge organization," he says. "They actually stay around and help you throughout your higher education career, help you get jobs...it's a networking thing too."

He says he definitely plans on joining the MSUBA and donating to the scholarship funds in the future.

That's exactly what Jennifer Wallace loves to hear. "We want them to come, because we're building our future. They're our growth, they're our future, so we have to teach them how to grow and teach them how to share," she says.

Amanda Peoples seems to have learned the lesson. She says, "It definitely will be important to me to give back because I feel that young people are the future and they all have potential. If you just help them out, they can get to wherever they want to go. More than likely I will be donating to MSU and MSUBA."

Some of the 56 MSUBA 2012 student scholarship recipients gathered around The Spartan statue just prior to a check-in with scholarship committee co-chairs Kimberly Henderson (upper right) and Jennifer Wallace (center).



**Online extra:** Scan this code with your smart phone or go to [givingto.msu.edu/](http://givingto.msu.edu/) forward to hear more about the difference a scholarship made to four students.



**Scan this code** to make a donation to MSUBA scholarship funds or go to [givingto.msu.edu/BlackAlumni](http://givingto.msu.edu/BlackAlumni).



# Q&A

with Veda Dove ('69, Social Science),  
an MSUBA Founder

The MSUBA was formed to promote the welfare and interests of African American alumni, students, faculty and staff at MSU, including serving in an advisory capacity for university leadership and assisting with recruiting and retaining African American students. **Veda Dove** has been there from the start.

**Q: The MSUBA has experienced a great deal of growth and support from alumni over its history. What do you think are some of the key factors that have contributed to the club's success?**

**A:** MSUBA from the beginning sought to ensure that MSU was a place that black students, faculty and alums could access all programs and benefits the university had to offer. We supported the university when it promoted cultural diversity and spoke out against the university when it took positions which didn't. We also reached out to university entities to sponsor or co-sponsor programs to educate black students about things which were important to them, and connected students with alums who were willing to provide career and life

information. The sponsorship of social events around the country for alums also contributed to our growth.

**Q: This MSUBA set and achieved an incredible scholarship fundraising goal (\$1 million in endowed scholarships). Why do you think the group is so successful in helping current students with scholarships?**

**A:** I think those of us who were in school in the seventies and before knew that we had a responsibility to get a degree and give back, recognizing the sacrifices and achievements of those who came before us and those who would come after us. Alums like Dr. Ron Goldsberry ('66, '69, Natural Science; who created several scholarship endowments), Dennis Miller ('65, Natural Science; who

together with Howard Wilson created the Miller-Wilson Black Alumni Scholarship), Ingrid Saunders Jones ('69, Education, who created a scholarship endowment for graduates of Detroit Public Schools) and countless others have generously given to support scholarships for African American students. It is my hope that more recent alums will do the same. It is about relationships and finding others who will financially contribute to our scholarship fund, who value cultural diversity, and who believe in access to higher education for all students.

**Q: When you look back at the history and forward to the MSUBA today, what makes you the most proud?**

**A:** I'm proud that recent graduates have embraced the goals and mission of the MSUBA. I hope that younger alums will continue to support our scholarship endowment fund and collaborate with other alumni groups to promote cultural diversity.

For me and others, MSU was a place which provided a quality education and opportunity to experience life beyond our respective communities; where we made lifelong friendships, experienced one of the most beautiful campuses on earth and we share a common bond with alums around the world.

## Have Internship? Will Travel!



Detroit residents and business owners William Haupricht and Kerry Ann Rockquemore funded an endowment that enables MSU students to experience international internships.



**Online Extra: Scan this code with your smart phone or go to [givingto.msu.edu/goodtogive](http://givingto.msu.edu/goodtogive) to see a short video interview with William and Kerry Ann.**

**“The thing about MSU people, when they see a problem, they work to make a difference.”**

So says Kerry Ann Rockquemore ('94, Social Science). She and her husband William Haupricht ('94, Business; '94, Arts and Letters) embody it.

They met as Spartan football cheerleaders. And their passion for the hardworking spirit of MSU hasn't waned. Together, they created an endowed scholarship to help MSU students complete international internships. It was something that had an impact on their own lives and they say it only took focusing their giving in one direction to impact the lives of others in the same way.

“We were already giving a little bit to about 30 different places,” Kerry Ann explains. “When we focused in on this one endowment we were able to see in a really direct way how giving matters. It was all about giving to others, but we didn't realize how much we'd get back.”

Last summer, their endowment helped one student to go to Paris, France, to study French and work for a global organization. This summer, a second student will be traveling and working in Ghana.

Kerry Ann and William say it feels great to see the impact of their gift.

Both launched successful businesses in Chicago but relocated to an up-and-coming area of downtown Detroit.

William, on the heels of an international internship experience he completed as an MSU student, went into automotive consulting. He saw a need in the industry for global strategies to be developed and built his own firm around it. His international experience, he says, was key to focusing his interest in this area and put him on the path

to developing the right skill set.

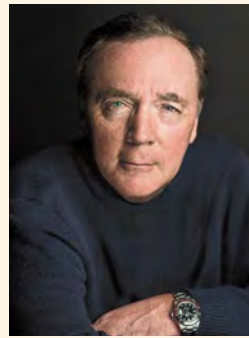
Kerry Ann, after starting down a path toward becoming a kindergarten teacher, realized through an MSU research assistantship position that she could be a professor. She completed master's and doctoral degrees at Notre Dame and served on the faculty of the University of Illinois for 12 years. She saw the path to tenure was unnecessarily difficult and, further, that women and minorities were the least likely to be mentored. Her business provides training and support for tenure track faculty across the nation.

They are proud to be part of the revitalization of Detroit not only as business owners, but also as residents.

“Getting to a point where both of us can give back,” says William, “has been very powerful.”



# Renowned Author Selects MSU for scholarship program



James Patterson

With \$60,000 in scholarship support, bestselling author James Patterson is partnered with MSU's top-ranked college of Education to arm urban literacy leaders.

Photo by Deborah Feingold.

James Patterson, bestselling author of suspense novels, detective stories and children's books, is creating a scholarship program at MSU to support College of Education students in specialized training for literacy development in urban areas. Patterson and his wife Susan have funded other scholarships at their three alma maters: Manhattan College, Vanderbilt University and the University of Wisconsin. He said he decided to explore an investment at MSU because of its strong reputation for teacher education and its urban initiatives.

"I wanted to give a hand to eager students who take on the challenge of becoming great teachers," says Patterson, who has long

championed literacy and education through such initiatives as the James Patterson Page-Turner Awards that rewarded creative and effective ways to spread the joy of reading.

His \$60,000 gift to MSU will result in eight \$7,500 annually-funded scholarships for students entering the Urban Educators Cohort Program this fall. Designed to prepare students for the unique challenges of working in urban areas, the cohort enables students to spend their first two years at MSU being mentored by successful urban educators, visiting urban classrooms and taking targeted courses.

Candidates for the scholarships must demonstrate potential to become leaders in urban education and select English or Language Arts as their teaching major or minor.

MSU's College of Education's graduate programs in elementary and secondary education ranked first in the nation for the 18th consecutive year in *U.S. News and World Report's* latest editions of *America's Best Graduate Schools*.

Patterson has had staggering success in book publishing—he holds the Guinness World Record for the most hardcover fiction titles on the *New York Times* bestseller lists (76 and counting) and his books sell by the millions each year. His commitment to MSU will help ensure the next generation of teachers is ready to spread the excitement of reading and all that follows.



# Best in 14-state region



Ilycia Shaw ('12, Business)

For most students, four years of service and three promotions would more than suffice for a student job. But Ilycia Shaw took her student career one step further.

Utilizing an independent study internship opportunity, she piloted an external philanthropy program for MSU Greenline. Within two months, she had completed five different external philanthropy events and the program became a staple for the Greenline.

And she did it all on top of being an outstanding student in the School of Hospitality Business.

For her efforts, she was named MSU's student employee of the year in 2012, marking the first time that a Greenline student has held the honor. Not surprisingly, Ilycia's recognition went farther. She captured student employee of the year honors for the state of Michigan and also for a 14-state region. As a result she was the very first MSU representative in the national student employee of the year competition.

Ilycia completed her MSU degree and was recently named a regional manager for Aldi Foods, based in Michigan.

Shortly before she left campus, she spoke to donors at a University Advancement luncheon for members of Landon Society (see back cover). She says her Spartan career would not have been possible without the scholarship assistance she received and she was pleased to be able to say thank you. "If not for generous and visionary donors who believe in the students and diversity of MSU, I would not be where I am today," she says.

**"If not for generous and visionary donors who believe in the students and diversity of MSU, I would not be where I am today."**



**Online Extra:** Scan this code with your smart phone or go to [givingto.msu.edu/studentemployee](http://givingto.msu.edu/studentemployee) to learn more about Ilycia's work at MSU.

# Heart to Heart: The Students' Guide to Giving

The MSU Annual Fund's Greenline students are making a difference in the local community in ways small and big.

The staff of MSU Greenline—the student-powered calling and engagement arm of MSU's Annual Fund—know the importance of giving back. And they walk the walk.

This past year, through an external philanthropy program, Greenline has been giving back through service projects and donations focused on helping the local community.

Many Greenline student employees have felt the brunt of a sluggish economy themselves, but they have big hearts and they understand the value of giving to others in need, says Ilycia Shaw, recent graduate and former Greenline leader who spearheaded the program. She has seen the generous spirit of the Greenline in action.

She saw it when Greenline staffers provided more than 500 pounds of food for families in need at Thanksgiving, followed up with 53 holiday gifts for children who otherwise might not have received any and dozens of warm coats distributed to people in need as part of a winter

coat drive.

The group also gives generously of their time. As college students, Greenliners are typically buried in reading material, projects and exams, on top of the hours they spend working. But that didn't keep them from participating in an annual AIDS/HIV awareness walk, helping to build a homeless shelter or singing at local nursing and retirement homes. Their commitment was abundantly evident when they staffed a team for a 24-hour walking marathon through relentless sleet around a soggy Munn Field one weekend. They raised more than \$1,000 to help the American Cancer Society fight cancer.

"Greenline is successful by the helping hands of others, so it's time to practice what we preach and send out a helping hand as well," says Danielle Matlick, criminal justice junior and external philanthropy manager at MSU Greenline.

Greenline's philanthropic events started with a few dedicated individuals, but many more have jumped at the opportunity to help others as well.



**Giving back is at the very core of MSU Greenline. Last year, Greenline students attempted to contact nearly 3 million Spartans to raise more than \$4 million in support for MSU.**

For example, Sarah Robinson, secondary education history senior, rallied around the American Cancer Society event because of personal experience with cancer. "I participated in Relay for Life for my mom because she is a two-time survivor of breast cancer," Sarah says. "I really appreciate that Greenline gives me this opportunity to show my support."

# On Graduation Speeches, Gifts and Golf



Inset: The Bailey Scholars gather for a light-hearted photo.

**T**he Honorable Carl H. Schwartzkopf ('69, '90, CANR) will tell you that it was John Hannah who told him to make a gift to Michigan State University.

The former MSU president, in a graduation speech in the 1960s, said: "Up to this point you've had the opportunity to sever and leave, but now you will always be a Spartan. You have duties, obligations and responsibilities to your university."

Schwartzkopf's recent bequest of \$1 million to the College of Agriculture and Natural Resources will be split between the Carl H. Schwartzkopf Bailey Scholars Endowment, an endowment to support the Bailey Scholars Program; and the Carl H. Schwartzkopf Turfgrass Lab Fund, an expendable gift for support and improvement of the turfgrass laboratory facilities at the Hancock Turfgrass Center. The Bailey Scholars Program is a non-residential, connected learning community housed in the Community, Agriculture, Recreation and Resource Studies Department.

"It wasn't even my graduation when I heard John Hannah say those words, but I remember them clearly," Schwartzkopf says. "Anyone who has received a scholarship should give back. I have the resources to do that and I'm glad to see it continue." Schwartzkopf graduated with a bachelor's degree in 1971 in agronomy and turfgrass management, after spending a decade in the Navy. He returned to MSU in the late '80s for a master's degree in agricultural communications.

"I was impressed immediately by his commitment to graduate education, and by his enthusiasm for learning and growing as a professional. There was also a personal connection between the two of us: golf," notes Frank Fear, CANR senior associate dean.

"Carl was working professionally with the USGA at the time, and he was a storehouse of knowledge about the golf business and profession. I recall introducing him to my son, Frank, a high school student who was thinking very seriously about making a career in golf. Carl gave our son really good advice about golf as a career," Fear recalls.

Schwartzkopf began his career in golf course management at Oakland Hills Country Club in Bloomfield Hills, Michigan. At the time, he was one of the first course managers with a college degree in turf management, and by 1972, he was hired by the U.S. Golf Association (USGA), where he spent the next 10 years advising courses on best practices.

Eventually, he was named national director of the USGA. He returned home, to Michigan, to join a brokerage firm that bought and sold golf courses in the United States and the Caribbean. Additionally, he was one of several investors in 187 acres near East Lansing that would become Timber Ridge Golf Club, a course that industry magazines rate as five-star.

The Honorable Carl H. Schwartzkopf and Anita Moran



Online Extra: Scan this code with your smart phone or go to [givingto.msu.edu/baileyscholars](http://givingto.msu.edu/baileyscholars) to learn more about the Bailey Scholars Program.



## Now You Know!

The work you do to advocate on behalf of Michigan State is critical for recruiting and retaining outstanding students and to continue to build our network of Spartans around the country and around the world. All alumni, donors and friends of MSU can point with pride to the many strengths of our university.

### INNOVATIVE:

Knowledge and discovery are only part of the picture when it comes to innovation. For success, there must be an innovation management process to turn an invention into a profitable commercial product. MSU ranks third on a global list of top universities for innovation management in an independent study by two Chinese scholars that appeared in the *Journal of Product Innovations Management*. Published research articles help gauge which universities and researchers most influence product innovation. MSU was the only Big Ten university ranked in the top 10.

### UNIQUELY OURS:

MSU debaters Kaavya Ramesh of Alpharetta, Georgia, and Evan Hebert of Bloomfield Hills, Michigan, won the 2012 Freshman-Sophomore Nationals title. Ramesh, a second-year student, majors in international relations, Chinese, and comparative cultures and politics. First-year student Hebert is an international relations major. They were also named one of the top 16 debate teams in the country—the youngest team to receive that honor.

### LEADING EMPLOYER:

MSU ranks as the sixth best university to work for in the United States, according to the *Business Research Guide*, which provides reviews and insight into technologies, products and services, and career and education options. The guide commended the wide range of services offered by the university's Family Resource Center and MSU's family-friendly environment. Along with Michigan State, the top 10 list included three Ivy League institutions and Massachusetts Institute of Technology.

Additionally, in a 2010 survey by *The Scientist* magazine, MSU was ranked 14th among the top places to work in academia. Respondents cited job satisfaction and tenure/promotion opportunities as the university's greatest strengths.

## Spartan Sagas

The service of Spartans across the globe illustrates the breadth and depth of excellence that arises when "can do" citizens embrace education and the possibilities that follow. Experience living proof that Spartans Will through stories told in their own words at [spartansagas.msu.edu](http://spartansagas.msu.edu).

### Upcoming Events

Watch your mail and email for more information on upcoming events. Unless otherwise noted, events listed will take place in East Lansing.

**September 8, 2012**  
Away Football Tailgate at Central Michigan University

**September 29, 2012**  
President's Brunch

**October 6, 2012**  
Minsoo Sohn Concert at Carnegie Hall New York, NY

**October 10, 2012**  
Cook Recital Hall Grand Opening

**October 11, 2012**  
MSUAA Grand Awards Ceremony

**October 12, 2012**  
MSU Homecoming Parade

**October 13, 2012**  
Green and White Brunch

**October 20, 2012**  
Away Football Tailgate at the University of Michigan

**October 27, 2012**  
Away Football Tailgate at the University of Wisconsin-Madison

**November 2, 2012**  
Dedication of the Bott Building for Nursing Education and Research

**November 9-10, 2012**  
Dedication of the Eli and Edythe Broad Art Museum

**November 13, 2012**  
MSU Men's Basketball at The Georgia Dome, Atlanta, Georgia

## Developments

University Advancement  
University Development  
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# GREEN LETTER DAYS



### Landon Luncheon:

A luncheon held at Kellogg Center recognized members of Landon Society, donors who have made a commitment for a future planned gift.



### The MSUFCU Study Abroad Luncheon:

MSU leads the nation in undergraduate study abroad participation, thanks in part to the MSU Federal Credit Union Study Abroad Scholarship, which supports more than 140 students each year including the two pictured here with MSUFCU executives (left) and President Lou Anna K. Simon.



### Reception in Northern Michigan:

Guests enjoyed an evening with President Lou Anna K. Simon, Athletics Director Mark Hollis and Coach Suzy Merchant.



### Online extra:

Go to [givingto.msu.edu/eventPhotos.cfm](http://givingto.msu.edu/eventPhotos.cfm) or scan this code with your smart phone to see more photos from these and other recent events.