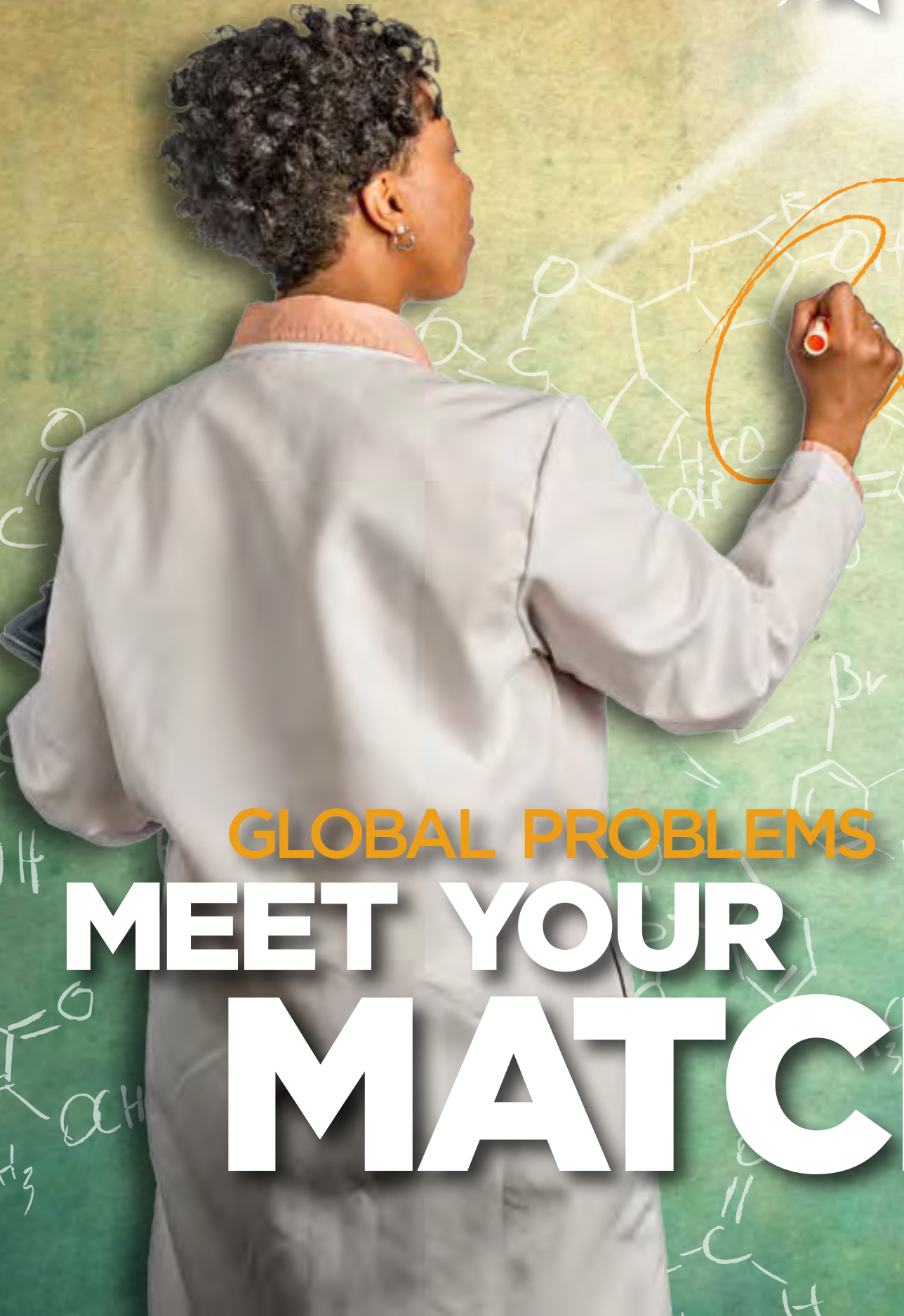


# DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY



SUMMER 2015



GLOBAL PROBLEMS

MEET YOUR  
MATCH



Sure Signs of Spring: Senior outfielder Anthony Cheky and the Spartans are off and running at their McLane Baseball Stadium home, named for Drayton McLane, Jr. ('59, Business)—former owner of the Houston Astros—whose \$4M gift built it in 2009.



# DEVELOPMENTS

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Kaufman gift of \$1M
- Learn more at:**  
[go.msu.edu/empower](http://go.msu.edu/empower)

## 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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Robert W. Groves

### Editorial Team

Stephanie Motschenbacher, Director of Marketing and Communications

Lois Furry, Editor

Dave Giordan, Art Director

Contributing Writers: Devon Barrett and Christina Schaffer

Contributing Designer: Molly Janasik

Contributing Editors: Paula Davenport, Linda Dunn and Sarah Wardell

Photos: Jackie Hawthorne, Aran Kessler, Matt Larson, Andy Rodgers, Harley Seeley, Kurt Stepnitz and Derrick Turner

Michigan State University

University Advancement

University Development

Spartan Way

535 Chestnut Road, Room 300

East Lansing, MI 48824

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# new DEVELOPMENTS



## Cultivating Food Entrepreneurs:

A \$150,000 gift from the Detroit-based Kresge Foundation has helped the Michigan State University College of Law establish the Detroit Food Law Clinic at Detroit's Eastern Market. Under the direction of adjunct clinical professor Jayesh Patel, the clinic will be staffed by MSU law students, who will provide legal services and advocacy for Detroit-based small businesses, entrepreneurs and nonprofits that focus on food.

flickr photo / Michigan Municipal League, mml.org

## A story of philanthropy REWRITTEN ONCE A YEAR

by Patricia Grauer

It was 1959 when Alan Potts, D.O., newly installed president of the Michigan Association of Osteopathic Physicians and Surgeons (now the Michigan Osteopathic Association), made a breathtaking pronouncement during his presidential address: Michigan would be the home of the next college of osteopathic medicine. It was an ambitious task, because no new colleges had been established in more than 30 years.

The vehicle in which this dream would ride was the Michigan Osteopathic College Foundation, a trust fund for which each MAOP&S member was taxed \$2,000 (an enormous sum at the time), payable over 10 years. It was successful. By 1969, the Michigan College of Osteopathic Medicine was established in Pontiac, became part of Michigan State University in 1971, and has grown into the world-class institution we know as MSUCOM.

"That legacy of giving—so characteristic of the osteopathic profession—is what made our college what it is today," says Dean William D. Strampel. "The MOCF stands as a testament to the generosity of osteopathic physicians, their commitment to sustaining their profession for the future, and their appreciation for excellence in education and research."

But that's not the end of the story. Through careful management and creative fundraising, the MOCF is still thriving today, with a corpus of nearly \$8 million. It's the college's silent partner, so much so that in 1997 MSU President Peter McPherson presented the MOCF board with the Frank S. Kedzie Society memento in recognition of its \$1 million in contributions.

In 2005, to sharply reduce the foundation's administrative costs, the fund's management was transferred to MSU as an endowment, providing for a guaranteed income and protection of the principal from market fluctuations.

The MOCF Ball, an annual gala event that brings together members of the osteopathic profession from across Michigan, is nearly as old as the fund itself, and was initially organized and executed by the MAOP&S Auxiliary. When the MOCF was moved to campus, so did responsibility for the ball. Three co-chairs, who work in the dean's office, manage all of its aspects. They are Colleen Kniffen, management analyst; Kimberly Betts, executive staff assistant; and Ann Cook, graphic artist.

In 2006, the first MSU-led Ball attracted 400 people and raised \$129,000 for the foundation. In 2014, an astounding \$420,000 was garnered, and more than 800 people attended, filling the venue at The Henry in Dearborn. In the past 10 years alone, the MOCF Ball has raised more than \$2.5 million to support MSUCOM.

A primary objective is providing scholarships to help MSUCOM students defray the high cost of medical education, allowing them to focus on their studies instead of their finances, and offering them more freedom, ultimately, in their specialty choices. The scholarships range from \$7,000 annually for four years, to \$25,000 annually for MSUCOM's D.O.-Ph.D. students, to a full ride of \$36,000 annually.

**For more information** on making a gift to the College of Osteopathic Medicine contact Director of Development Christopher Surian at [surianc@msu.edu](mailto:surianc@msu.edu) or call (517) 355-8355.

## PAYING TRIBUTE POETICALLY

George Ellenbogen is a poet. He's also a world traveler, a professor, and now, a generous supporter of MSU Residential College in the Arts and Humanities' Center for Poetry.

When the RCAH Center for Poetry was born in 2007, it had a lofty goal: make poetry accessible; encourage reading, writing and discussion of poetry; create an awareness of poetry's place in life and in culture; and expand its reach into the community. Under the leadership of Director Anita Skeen, the Center for Poetry has spent the last eight years doing just that.

Ellenbogen, in honor of his late partner Evelyn Shakir, has chosen to support the efforts of the Center with a \$50,000 estate gift, named the Skeen-Ellenbogen-Shakir Center for Poetry Fund as a tribute to Skeen's hard work and dedication.

"By creating an endowment at the Center for Poetry, we are staking our faith in its continued capacity to enrich the lives of all those that participate in its activities," Ellenbogen says. "By endowing this program in honor of our dear friend and fellow artist, Anita Skeen, we are expressing our admiration for her glorious achievements not only as a writer, but as one who has shaped lives in the classroom and in the programs she has developed."

**For more information** on making a gift to the Residential College in the Arts and Humanities, contact Director of Development Annie James at [jamesan@msu.edu](mailto:jamesan@msu.edu) or call (517) 884-5997.







*Dick Bush with spouse Patricia McGuigan (left) and Sandi Smith, spouse of the late Charles Atkin.*

**D**edicated Buddies: Alumni and friends gathered last fall to honor the late Charles Atkin, longtime Communication Arts and Sciences faculty member, with the dedication of a copper beech tree on the north side of MSU's International Center. The tribute was made possible by alumnus Dick Bush ('70, Agriculture and Natural Resources) through a gift to the Campus Beautification Fund. Atkin was Bush's childhood friend, college roommate and lifelong buddy.

## BUILDING SKILLS TO STEM SUCCESS

*\$5M grant to help students pursue science-related careers*



Michigan State University is launching a new program designed to help students who didn't receive the pre-college math and science training they need to pursue degrees and, ultimately, careers in science-related fields.

Called STEM Success, the endeavor is funded by a \$5 million grant from the Herbert H. and Grace A. Dow Foundation.

"Employers and educators agree that preparing students to be leaders in science and technology is a priority. It's an economic imperative to strengthen and expand STEM education for students in Michigan," said Mike Whiting, Jr., president of the Herbert H. and Grace A. Dow Foundation. "The foundation was made possible because of innovations in science and technology. We are proud to help launch a new program that will draw upon Michigan State's leadership in STEM education and help more students prepare for careers in the essential STEM professions."

The program is expected to accept about 300 newly enrolled MSU students annually who are interested in STEM-related careers.

Playing a major role in the program will be MSU's Neighborhood Initiative, a new concept in on-campus living that brings together a variety of student services under one roof. MSU is divided into five neighborhoods, each providing advising, tutoring, health care, intercultural education, career planning and other services right where students live.

The students will be clustered in two of the five neighborhoods to take advantage of concentrated professional and peer support and to foster a community of STEM scholars.

Support from the Herbert H. and Grace A. Dow Foundation will fund neighborhood professional advisers and peer mentors to work with the students.

Half of the \$5 million grant will fund the program in its first three years. The rest will go into an endowment fund, the proceeds of which will provide funding for peer mentors and for students to participate in research.

"We are grateful to the Herbert H. and Grace A. Dow Foundation for their partnership and their endorsement of the considerable work already done at MSU around expanding opportunities in STEM-related disciplines," says MSU Provost June Youatt. "We appreciate their investment in our work and our students, and we share optimism in what this can mean for the students, their communities and the state of Michigan."



In partnership with Visa, Inc., the MSU Federal Credit Union (MSUFCU) will provide \$250,000 in funding for the next eight years to underwrite the Financial Peer Education Program, which will be available to MSU students beginning in Fall 2015.

## TAKING AN INTEREST IN FINANCIAL LITERACY

The program's curriculum will be developed by MSUFCU and will include financial topics relevant for college students, such as budgeting, understanding credit and identity theft. It will feature peer educators providing one-on-one sessions to assist students in establishing their budgets.

"For most of our students, coming to Michigan State University is an induction into adult independence and its responsibilities," said MSU Provost June Pierce Youatt. "The opportunity afforded through this generous gift from Visa and the MSU Federal Credit Union will help students gain skills and understanding that will be invaluable to them whether they are just beginning their college experience or getting ready to graduate and begin their profes-

sional careers." In addition to this new financial education program, MSUFCU also offers Financial 4.0, a financial website geared toward college-age students. The site houses blogs on financial topics, financial education videos, free financial resources, and contests, all providing students with the opportunity to improve their financial literacy.

"We're very pleased to have the opportunity to enhance our partnership with MSU by creating a bigger financial education presence on campus," said April Clobes, president and CEO of MSUFCU. "We are pleased to provide students with the financial knowledge and resources that will help them achieve their goals and dreams—during college and beyond."



*Left to Right: John Gaboury, associate provost for Academic Services; Rick Shipman, director of Financial Aid; Lucille Fallon, executive director, Corporate and Foundation Relations; April Clobes, MSUFCU president and CEO; Mike Hudson, MSUFCU Board of Directors; June Pierce Youatt, provost; Jody Pearce, senior processing specialist, Visa; Ken Munzing, head of Central Region, US Financial Institutions Sales, Visa; Bob Groves, vice president for University Advancement; Pat McPharlin, MSUFCU former president and CEO; Angela Brown, vice chair, MSUFCU Board of Directors; Jeff Jackson, MSUFCU senior vice president, Business Lending and Operations; Alyssa Nugent, account executive, US Financial Institutions Sales, Visa; and Denise Maybank, vice president for Student Affairs and Services.*





Gordon Guyer

## GUYER CONFERENCE ROOM: AN ACADEMIC METAMORPHOSIS

MSU's Department of Entomology celebrated a gift launched by one of its most esteemed alumni, former MSU President Gordon Guyer ('50, '52, Agriculture and Natural Resources). A significant lead gift by Gordon and Mary Guyer inspired faculty, alumni and friends to join them in contributing a total of \$80,000 to upgrade the department's conference room.

Guyer is a graduate of the department and along with a distinguished career as a professor, served as chairperson prior to being director of MSU Extension. He also was appointed to direct the state Department of Natural Resources and led the Department of Agriculture.

In addition to committee meetings, the department uses The Gordon Guyer conference room for teaching, weekly seminars and faculty meetings. It has a computer projection system that meets today's digital requirements and allows presenters easy control over its capabilities. To inspire younger entomologists, the room also includes memorabilia from Guyer's diverse and august career.

**For more information** on making a gift to the College of Natural Science, contact Associate Director of Development Samantha Adler at [adlersa2@msu.edu](mailto:adlersa2@msu.edu) or call (517) 353-4749.



## A Better Bessey Hall

Ernst Bessey Hall, built in 1961, is used daily by more than 30 different departments and 10,000 students. Thanks to a recent \$1 million grant from the Forest H. Akers Trust Fund, the academic building is now home to seven active learning environments and two 'Rooms for Engaged and Active Learning' or 'REAL Rooms.' Within these new spaces on the third floor—named the Forest H. Akers Trust Floor—students will benefit from state-of-the-art technology and flexible furnishings designed specifically to enable lively interaction, enhance learning and increase faculty-student engagement. This gift leveraged university classroom funds, resulting in a much greater impact from existing funds.

*Front, from l to r: MSU President Lou Anna K. Simon; Forest H. Akers Trust Fund representatives Stephen Terry, Nancy Craig and Roger Wilkinson; and Associate Provost for Undergraduate Education & Dean of Undergraduate Studies Douglas Estray.*

## SETTING A TONE IN THE KEY OF GIVING

*College of Music volunteer leadership council funds endowed scholarship*

The 16-member College of Music National Leadership Council (NLC) has established the first collectively funded, endowed scholarship through MSU's *Empower Extraordinary* campaign. The collective pledge of more than \$150,000, members say, demonstrates a united commitment, strengthens the impact of individual gifts, and serves as a model for other volunteer committees.

"Our hope is that every volunteer group is as personally committed and involved with their MSU support," says April Clobes, president and CEO of the MSU Federal Credit Union, member of the NLC, and alumna. "That is what truly makes the difference in empowering Spartans Will."

Council member and alumnus Craig Murray also commented on group gifts as a way to advance the mission of MSU.

"Giving as a team is uniquely Michigan State," says Murray. "Spartans give because it's the right thing to do."

Alkeem Davidson of Lancaster, PA will be the first recipient of the NLC Endowed Scholarship. He plans to begin his master's studies this fall with University Distinguished Professor of Clarinet Elsa Verdehr.

"The NLC are people of action who have positively impacted MSU and the College of Music through their guidance, advocacy, and generosity," says James Forger, dean of the College of Music.

The National Leadership Council consists of MSU alumni and supporters who share a passion for music and the university. The council was formed in 2006 to provide guidance to the then School of Music as it transitioned to College status, and continues to advocate for programming, fundraising and scholarships that contribute to the recruitment and retention of highly talented students.

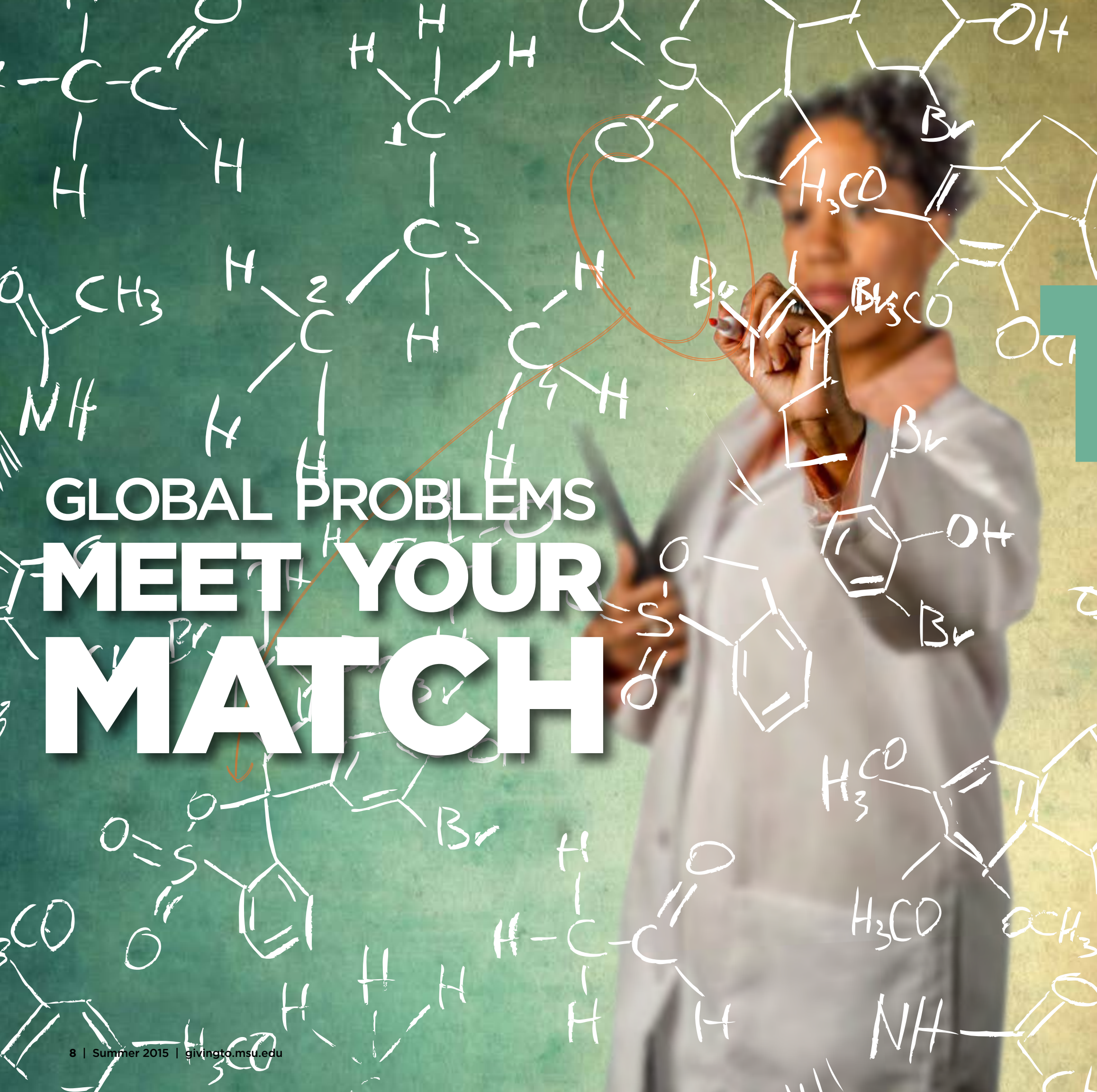
**For more information** on making a gift to the College of Music, contact Senior Director of Development Rebecca Surian at [surian@msu.edu](mailto:surian@msu.edu) or call (517) 353-9872.

*Alkeem Davidson*



*Members of the College of Music National Leadership Council during a fall meeting. The full membership (not pictured here) includes Kenneth Beall, William David Brohm, Kurt A. Burmeister, Joanne S. Church, April M. Clobes, Howard J. Gourwitz, Douglas F. Jewell, Merritt M. Lutz, Cecil and Clare S. Mackey, Craig R. Murray, Steven H. Noll, Roy J. Simon, Byron J. and Dee Cook, and John D. and Dortha J. Withrow.*





# GLOBAL PROBLEMS MEET YOUR MATCH

by Lois Furry

*Universities are uniquely positioned to find solutions for some of the world's most pressing challenges and Michigan State University is helping lead the way.*

Today we have cell phones the creators of Star Trek could not have imagined. An Internet that puts encyclopedias of information at our finger tips. Nanotechnology. Hybridized crops. Treatments to stop cancer. All things that exist thanks to research at universities.

Where else would leading experts in fields as diverse as engineering, veterinary medicine, agriculture and natural science come together? Who else can follow promising ideas wherever they might lead? How else would research move beyond a focus on developing products for short-term profit to finding solutions to complex, multi-faceted problems?

With more than 2,000 research-active faculty, MSU has a scholarly footprint spanning scores of disciplines and a strong tradition of research excellence and impact, says MSU's Vice President for Research and Graduate Studies Stephen Hsu. As a result, MSU is helping to find and test potential solutions to some of the world's "grand challenges" such as drug-resistant disease, food security, clean water and clean energy.

Now, through the \$300 million research funding goal of the **Empower Extraordinary** campaign, MSU has the opportunity to expand and strengthen that tradition.



“MSU has a long history of successful-interdisciplinary research,” says Hsu. “It actually undersells its strengths. It tends not to brag about the great things it’s done. Many Spartans believe MSU is a no-nonsense place that values teamwork. It’s a good place to raise a family while making important discoveries in the lab.”

Increasingly, faculty also are finding MSU is a place with seed funding, often through private support, that enables the groundwork to test bold, new ideas. Groundwork that leads to larger public support through federal grants. And, ultimately, to discoveries that could change the world.

Two such faculty are Michael Hamm and Robert Abramovitch.

## Harvesting hope

When Michael (Mike) Hamm surveys a Lansing urban garden, visits Detroit’s Eastern Market or stands inside an MSU Student Organic Farm hoop house, he sees pieces to an important puzzle.

As the C.S. Mott Professor for Sustainable Agriculture, he envisions a thriving state economy centered on locally produced food that is healthy, green, fair and affordable. He is driven to find new paths for a sustainable, resilient and secure food supply not just in Michigan but for the world. The Charles Stewart Mott Foundation created the endowed chair position he holds with a \$1.5 million gift in 1989.

Hamm is a leading researcher in regionally integrated, sustainable food systems and heads the MSU Center for Regional Food Systems (CRFS).

“Our dependence on California for food is one of the problems we face, especially since they are increasingly challenged with drought and population growth,” says Hamm. “But we need

research, analysis and training to understand and promote regional strategies that are cost effective, health promoting and leave a small environmental footprint.”

His objectives match perfectly with the hopes and dreams of alumni Doug and Maria Bayer of Bellevue, Washington. So much so, it inspired the couple to support Hamm’s work with the Douglas and Maria Bayer New Initiatives Fund for Sustainable Agriculture with a \$1 million pledge. The fund will enable Hamm and MSU to bring together scientists who are creative, dynamic and experts in fundamental knowledge of resilient, sustainable food systems.

The Bayers—Doug, a retired software engineer and Maria, a former teacher—are passionate about environmental issues and also committed to improving the lives of people around the world. Meeting Hamm was a spark.

“MSU has always been academically rigorous with a practical bent to it,” explains Doug. “The growing world population is going to strain all kinds of systems, so as we listened to Mike Hamm we could see that MSU will lead the way to improvements in food systems that make sense economically and environmentally and can really make a difference.”

In the past few months alone, Hamm and his team have secured a USDA grant to help new farmers get started. CRFS staff published the results of a statewide survey showing the capacity of Michigan food producers to supply food to schools and other institutions that are eager to provide fresher, local foods. CRFS staff also documented the impact of local food policy councils in Michigan and released case studies on the first 30 months of the Michigan Food Hub Learning and Innovation Network as a model for food hub networks

nationwide. Additionally, CRFS helped a local NGO launch a pilot Women-in-Agriculture Network in the Flint area.

CRFS has partnered with the W.K. Kellogg Foundation which has provided about \$6 million in support through two recent grants. One grant focuses on activities that expand fresh food access in schools, advance local food access by limited-resource families, and provide support for farmers through unheated hoophouse acquisition. The second grant builds capacity and marshals action on the Michigan Good Food Charter. The charter was created in 2010 through CFRS with statewide input. The goal is to spur efforts toward local food production and consumption and other practices that will lead to a healthier and more sustainable food supply for all Michiganders.

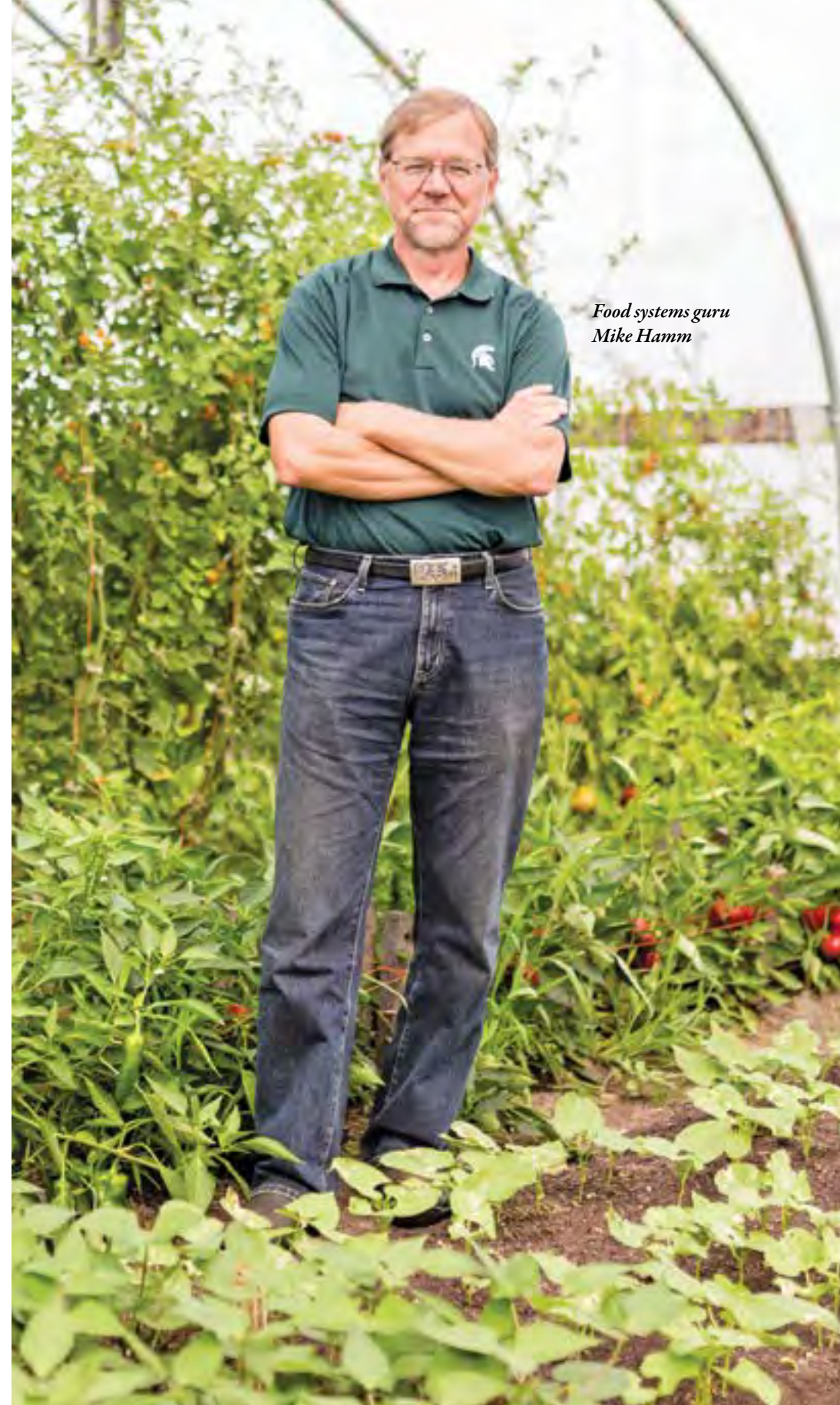
Right now, Hamm is on sabbatical in the United Kingdom as a visiting fellow at the University of Oxford’s Mansfield College and is working at the Environmental Change Institute. He’s busy building new partnerships and identifying new opportunities to collaborate with UK and European universities around food systems and sustainable agriculture.

“It is exciting to have the Bayer’s endowment to catalyze a broad range of research to help ensure good, healthy food for our children, grandchildren and beyond,” Hamm says. “This endowment will expand our capacity to collaborate and to go past conventional research, where big insights can come. Over the next couple of years it is my intention that these funds will be used to seed research that in turn yields federal funds for both domestic and international research.”

Learn more about the work of Mike Hamm at [go.msu.edu/hamm](http://go.msu.edu/hamm)



Alumni Doug and Maria Bayer are creating a new initiatives fund for sustainable agriculture at MSU’s Center for Regional Food Systems.



Food systems guru Mike Hamm

“The growing world population is going to strain all kinds of systems.”  
—Doug Bayer







Tuberculosis warrior Robert Abramovich

“Our opponents aren’t Michigan or Ohio State or Stanford. The rivals we face together are deadly diseases.”

—Robert Schultz

## Shedding new light on a dark disease

As you step into the laboratory of Robert Abramovich, you sense that something extraordinary is taking place.

The microbiology and molecular genetics faculty member has assembled a burgeoning group of researchers. The team includes undergraduate students, graduate students, research associates, post docs and a lab manager. All are hard at work, addressing multiple experiments, gathering and analyzing reams of data. They are often in close collaboration with other researchers including those from MSU’s Colleges of Natural Science, Human Medicine and Veterinary Medicine.

They are motivated by one of the biggest health threats facing the world: tuberculosis (TB), which takes the lives of approximately 1.5 million people each year.

“One of the nice things about being at MSU,” says Abramovich, “is that it’s a really positive, collaborative environment. People actively reach out to other researchers to launch projects and collaborations and solve problems.”

In the United States, cases of TB have been declining for more than 20 years (to fewer than 10,000 in 2013) rendering it of little interest to major pharmaceutical companies. Yet more than 11 million Americans are estimated to have latent TB infection with the potential to develop the disease. Current treatments are nearly 50 years old and involve a lengthy and costly drug-regimen of six months to two years. The response to an epidemic of drug-resistant tuberculosis in New York City that peaked in 1992 was estimated to have taken more than a decade and cost well over \$1 billion to bring under control.

Abramovich’s team uses novel approaches that have the

potential to not only conquer TB but to provide new methods for understanding other drug-resistant diseases. For example, Abramovich has employed a synthetic biosensor that glows in response to conditions that mimic TB infection. Developing biosensor strains has allowed the team to screen more than 890,000 molecular compounds to find likely candidates to inhibit TB disease.

Their ideas received seed funding from the Grand Challenges Explorations program funded by the Bill & Melinda Gates Foundation. Abramovich received an initial \$100,000 to conduct screenings. Recently, he became one of 15 researchers worldwide to receive a follow-up grant in the program. The new grant of \$820,000 is directed toward testing selected, optimized compounds for their ability to block infection.

Team Abramovich recently expanded with a group of very welcome walk-ons: the members of Robert J. Schultz’s family.

Schultz, a graduate of the College of Engineering who also received an MBA from the Broad College of Business, was a longtime executive for General Motors. When his wife Jean lost her battle with cancer, the family turned to the College of Human Medicine for ways to honor Jean’s relentless spirit as a community activist.

In 1997, the family, along with close friends, established the Jean P. Schultz Endowed Oncology Research Fund. In 2012, they amended their endowment to broaden support for innovative approaches to biomedical research. The family is committed to growing the endowment through annual donations. Today, Abramovich is one of four recipients of funding from the endowment.

The way Robert Schultz sees it, his family plays on a team that faces the equivalent of a Big Ten Championship, the Rose Bowl and the Final Four every day.

“Our opponents aren’t Michigan or Ohio State or Stanford,” he says. “The rivals we face together are deadly diseases.”

In the competition for federal and foundation funding, Abramovich sees the difference that private support, such as that from the Schultz family, can make. With it, he was able to bring in an additional staff member to work on the project, generating additional data for his latest federal grant application.

“Sometimes it’s even small amounts of seed funding that allow you to do one or two more experiments. The last piece of important data you gain can put you over the top for receiving a long-term grant,” he says. “Seed funding is very important for a research lab.”

## A beacon to the value of research

Back in the 1970s, a serendipitous observation in an MSU lab led to the use of the world’s most widely employed and effective anti-cancer drugs. To this day, the drugs, cisplatin (Platinol) and carboplatin (Paraplatin), are key ingredients in many of the treatment protocols that make cancer survivable for millions of patients.

The story behind the advance, by the late biophysicist Barnett Rosenberg and his team, underscores the lasting impact of basic research.

Drawn to MSU by then President John Hannah’s promise of freedom to conduct research in a frontier field—biophysics—Rosenberg became intrigued with the similarity in patterns between magnetic dipole fields and cell division. His experienced biological laboratory technician, Loretta Van Camp, set up an



Lab technician Loretta Van Camp and Professor Barnett Rosenberg in the 1970s laboratory that would change the face of research at MSU.



Since 1997, the Schultz family has supported MSU research.



Learn more about the work of Robert Abramovich at [go.msu.edu/abramovitch](http://go.msu.edu/abramovitch)



apparatus using platinum poles to create an electric field in a culture containing bacterial cells. They noticed a surprising result: the bacteria grew to a hundred times their normal lengths but did not divide.

The team suspected the platinum, not the electric field,

was the cause and set up the experiments needed to test their hypothesis. They learned that a chemical compound identified as cisplatin created the bizarre growth.

Rosenberg immediately saw its potential for inhibiting tumors.

The team set up further experiments in laboratory animals, leading to human clinical trials. By 1978, cisplatin was in wide use to treat testicular and ovarian cancer. Carboplatin, also patented for cancer treatment by the team, would later join cisplatin in wide use with equal effectiveness.

## A present that drives the future

In addition to the lives that are being saved, the impact of Rosenberg's anti-cancer discoveries—because they happened at a research university—can be measured another way. More than \$300 million in patent royalty income from the sales of cisplatin and carboplatin poured into the MSU Foundation, permitting re-investment to support MSU's research enterprise in a big way.

Income from the foundation has funded endowed chair positions at MSU, including the Rosenberg Chair in Neuroscience, held by Marc Breedlove, and the Rosenberg Professorship in Plant Biology, held by Robert L. Last.

Moreover, the bulk of the foundation's income, built up by decades of work by MSU faculty and other investment, provides grants to initiate and expand promising research projects across the university.

This past year, support from the MSU Foundation enabled the university to designate six outstanding faculty researchers as MSU Foundation Professors. Many of them will receive five years of supplemental research funding. The recently named professors are:

- **Christoph Benning**, biochemistry and molecular biology, one of the world's foremost experts in plant lipid metabolism, his work could ultimately lead to plant varieties tailored specifically for biofuel production
- **Robin Buell**, plant biology, an expert in the genomic aspects of plant biology and plant pathogens, she uses genomic data to speed the development and breeding of more productive, healthy, drought-tolerant and disease-resistant food and bioenergy crops
- **Andrew Christlieb**, mathematics, uses advanced mathematical and computational methods to solve problems in physics and engineering; he and MSU collaborators are currently working to establish a Plasma Assisted Combustion program in which plasma energy is used to enhance the burning of fuels

- **Dean DellaPenna**, biochemistry and molecular biology, one of MSU's most visible ambassadors to the international plant science community and to governmental and nongovernmental agencies on the importance of basic plant research for increasing the productivity and nutritional value of plants for human health, he studies medicinal plant genomics and plant metabolism and micronutrients
- **Thomas Jayne**, agriculture economics, a leading expert on farm productivity and land use in Africa, he is positively influencing policies and programs to build a sustainable research capacity in Africa
- **Kelly Klump**, psychology, an internationally recognized clinical psychologist focused on finding the causes of eating disorders, she has pioneered the research study of hormones acting upon genes in women predisposed to eating disorder behaviors

The named professorships are part of an initiative to attract and retain highly successful faculty members. These foundation professorships serve as a short term bridge, as MSU seeks to provide permanently funded endowed professorships. One of the top goals of MSU's *Empower Extraordinary* campaign is to double MSU's number of endowed chair positions from 100 to 200.

Professorships and endowed chair positions are an essential component to build strength in the next set of research frontiers. Establishing these positions also is in lock step with increasing private, unrestricted funding for research support.

"Outstanding faculty members are the main drivers behind what happens on campus," says Hsu. "They run large laboratories and research groups, and mentor students. Through hard work and with our financial support, their ideas become the important discoveries that make the future better than today."

Like Barnett Rosenberg, they also leave an imprint for the ages.

*Note: Charlie Downs, retired MSU science writer, contributed to the research on Barnett Rosenberg.*

To explore how you might make a gift to support global problem solving research at MSU, **contact the development officer in your college or unit; or call (517) 884-1000.**



Kelly Klump



(l to r) Andrew Christlieb, Dean DellaPenna, Robin Buell and Christoph Benning

## Zeniths of MSU Research this Spring:



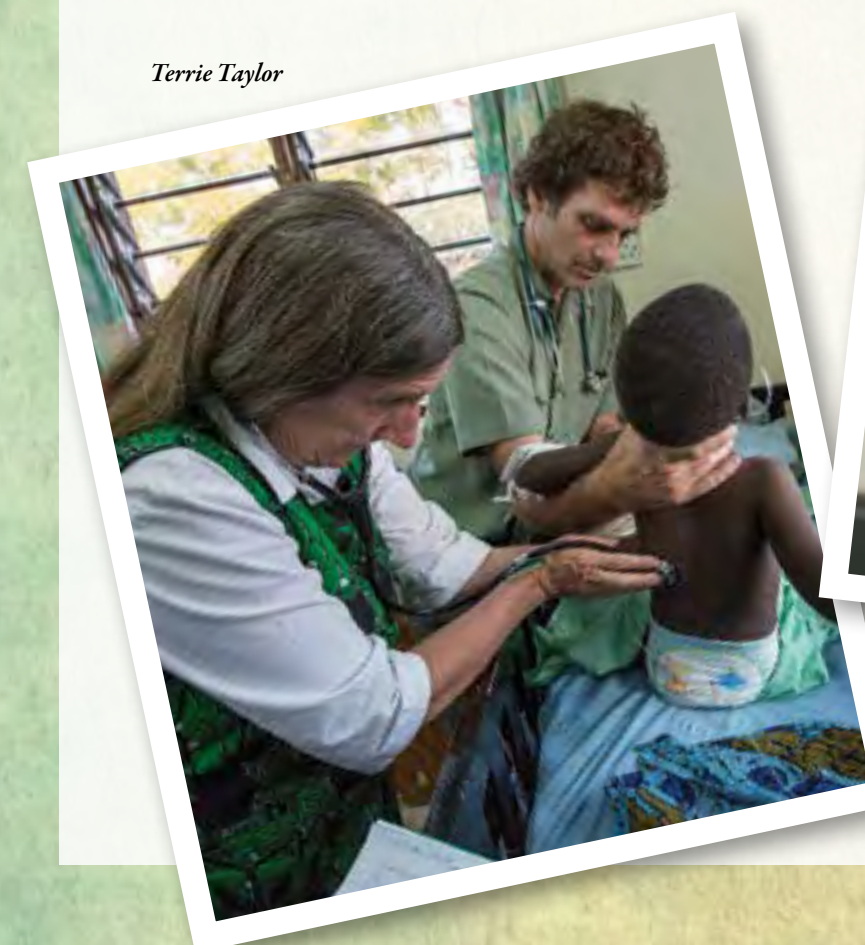
Muraleedharan Nair

**Promising Alzheimer's treatment moves toward clinical trials:** Withanamides, a botanical compound patented by MSU through the work of natural products chemist and horticulture professor Muralleedharan Nair and his team, may prevent Alzheimer's at an early stage and is moving toward clinical trials. To date, no major pharmaceutical company has been able to develop an effective Alzheimer's treatment that passed human clinical trials.

**Self-powered sensors to keep structures standing:** MSU engineering researchers are developing a new technology for building substrates that will allow a structure, such as a bridge or skyscraper, to sense a defect before it happens, diagnose the problem and alert the authorities—all using energy harvested from the structure itself.

**Improving science learning:** An MSU professor created a successful model for teaching middle- and high-school students about carbon cycling, the primary driver of climate change. Now, Charles W. (Andy) Anderson and partners are using a nearly \$7 million grant from the National Science Foundation to help America's teachers put the program into action.

**Discovery of how malaria kills children will lead to life-saving treatments:** In a groundbreaking study published in the *New England Journal of Medicine*, MSU's osteopathic physician Terrie Taylor and her team discovered that brain swelling and compression on the brain stem is what causes death in children with cerebral malaria. This discovery enables the development of more effective treatments that will save children's lives.



Terrie Taylor



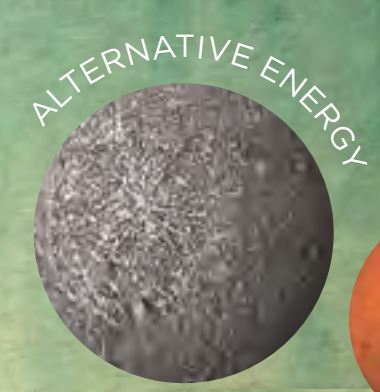
Charles W. (Andy) Anderson



HOW MICHIGAN STATE RESEARCH

# TAKES OFF!

**The Countdown** to solving some of the world's most pressing problems **starts here:**



**10**  
**AMBITIOUS THINKING**  
The ideas of more than 2,000 research-active faculty and their teams are always percolating—generating questions, plans, new methods.



**9**  
**BOLD PARTNERSHIPS**  
Diverse experts from across campus and around the world are drawn in to join teams.  
*MSU has more than 280 formal international partnership agreements.*



**8**  
**GROUNDWORK**  
The more than 2.3M square feet devoted to research at MSU provides the foundation for work.  
*The Empower Extraordinary campaign goal is to raise \$200M to enhance facilities.*

**7**  
**BOOSTER ONE**  
Private donors, the MSU Foundation and other partners deliver needed support.  
*In 2014, 19 percent of MSU's external research funding came from private sources.*



**6**  
**LAUNCH PREP**  
With seed support in place, the team can test pilot promising ideas and approaches.  
*The Empower Extraordinary campaign goal is to raise \$300M for global problem solving research.*

**5**  
**MISSION CONTROL**  
The pilot work validates viable solutions.

**3**  
**BOOSTER TWO**  
Public and private support combine, creating a network of resources that enable scientists to work toward a common goal.  
*MSU received \$528 million in external funding in 2013-14 —up from \$351 million a decade ago.*

**4**  
**FUNDING THRUST**  
Initial data and analysis fuels chances for the best ideas to receive a major support blast-off.

**1**  
**INVESTMENT SOARS**  
Every year, royalties from patents and other results are invested by the MSU Foundation to generate lasting support for research, teaching and the commercialization of technologies.  
*Licensing deals on MSU technologies increased 93 percent in 2014.*

**2**  
**RESULTS PARACHUTE**  
Analysis sparks new ideas, driving new research.





MATHEMATICS  
LINEAR REGRESSION

STATISTICS  
ECONOMICS



# ENDOWED ECONOMICS CHAIR FACTORS INTO A NONLINEAR PATH



MSU President Lou Anna K. Simon (left) with Fred and Marilyn Addy.

up the corporate ladder at Amoco Corporation in 1957 and didn't stop until he was appointed executive vice president and chief financial officer in 1990, before retiring in 1994.

Through many generous estate gifts and outright contributions, Fred and his wife Marilyn ('53, Music) have become loyal, enthusiastic supporters of their alma mater, and they know that their gifts to MSU are making a visible, lasting difference.

They're particularly fond of watching their generosity at work in the form of endowed faculty positions. "It's a direct impact," Fred says. "We give the money, the chair is established, and we can see exactly what has happened...we're pleased."

by Devon Barrett

"I never envisioned myself at a big, Midwestern university," Dr. Tim Vogelsang says as he leans back in his chair and looks out the window of his sun-filled office, where he can see the rooftops of the historic red brick buildings that line MSU's Circle Drive. And why would he? With a bachelor's degree in math from MIT, a doctorate in economics from Princeton, and a gig as a tenured professor at Cornell, the East Coast was treating him just fine. He was happy where he was. But now? He's thrilled with where he is.

Professor Vogelsang specializes in econometrics, a field that sits at the crossroads of economics, mathematics and statistics. He is a researcher and a leader in his discipline and his list of publications, papers and presentations on the subject is long.

Most importantly, he is a teacher. His students will tell you he's extremely smart, has the ability to explain any concept—both mathematically and verbally—and isn't afraid to inject his lectures with humor if the audience starts to look overwhelmed. Those same students contact him years after they graduate, just to tell him that a concept he taught them cropped up in their career or their research and made them think of him.

He got the call from Michigan State in 2006 because he was exactly the kind of faculty member Fred Addy had in mind when he created the Frederick S. Addy Distinguished Chair in Economics.

Fred Addy is an MSU alumnus ('53, '57 Business) who started working his way

## The economics of an endowment

Endowed positions, like the ones the Addys created in finance and economics, have a ripple effect. Good professors attract good graduate students, and a community of such talented people creates a strong department.

Thanks to Fred and Marilyn's belief that undergraduate students should also have access to high-quality faculty members, the ripple effect doesn't stop there. Their endowments have helped bring these professors—and all of their knowledge and experience—to the chalkboard in undergraduate classes, too.

As the economics department's first-ever endowed faculty chair, Professor Vogelsang has been so successful in making the Addys' vision for a strong, competitive program a reality that they recently decided to fund a second endowed chair for the department.

## Production, distribution and consumption of knowledge

Once a year, the Addys and the Vogelsangs meet at the Kellogg Center State Room to catch up over a bottle of wine. "The first time we met, we really clicked on a personal level," Vogelsang says of the initial meeting that led to their friendship. "He's become almost like an uncle to me, and it's very satisfying to know that he is able to see the work I'm doing."

Professors like Vogelsang, who are heavily involved in research and who also

teach graduate courses, don't often teach undergraduate classes, but fulfilling the Addys' desire to give at least one undergraduate class per year the opportunity to learn from an extremely smart, highly specialized professor, is something Vogelsang is proud to do. "When the Economics Department was recruiting for the first Addy Chair—and when we recruit for the next Addy Chair in Economics—a priority was finding someone who genuinely fulfills that undergraduate teaching requirement. And, honestly, I like teaching undergrads," he says.

It's clear from the way he talks about his classes, though, that Vogelsang likes teaching, period. "There's an immediate payoff when you stand in front of a class, convey something complicated in just the right way, and suddenly see that the students understand."

Every other year, he adds another layer to the impact of the endowment, which he fondly refers to as "the Addy money," by using a portion of it to help graduate students. "One of the most rewarding things I get to do with it is fund students. Every other year or so, I'm able to fund a graduate student in their fourth year so they can really dig into their work and their research and not worry about where the funding will come from."

Outside the classroom, Vogelsang uses the Addys' support the same way. The endowment has given him the freedom to pursue his research, publish his work, and attend international conferences as he sees fit, with few constraints—something he may not have been able to at a university that doesn't put such vast resources behind its endowed chair positions.

For Vogelsang, the move to this Midwest giant proved to be exactly right. "Good things are happening in economics here," Vogelsang says. If you ask Fred Addy, he'll tell you that Vogelsang is one of those good things. "If you've never looked up Tim Vogelsang on the Internet, you should. Students think he's spectacular. They maintain he's the toughest professor they've ever had, but he's also one of the best at Michigan State."

**For more information** on supporting the College of Social Science, contact Senior Director of Development Nick McLaren at [mclarenn@msu.edu](mailto:mclarenn@msu.edu) or by calling (517) 884-2189.



Alumnus Craig Menear,  
Home Depot's newest CEO



# TAKING CARE OF BUSINESS

*Persistence and putting others first bring  
a Spartan to the top and back home*

by Lois Furry

The shorthand for Craig Menear's rise to corporate CEO reads like the American Dream, Spartan Chapter.

Son of a Flint General Motors tool and die maker, as a kid he started a neighborhood lawn care business. He used his own savings to buy his first car. And he drove it to Michigan State where he slogged his way through two years of math and statistics that didn't come easy. After graduation, he began his career at the modest, now defunct retailer Montgomery Ward.

Today, Craig is charman of the Board, CEO and president of an American icon: The Home Depot. He says he got from "there to here" through a lot of hard work and because a lot of people were willing to invest in him.

"I tried to always focus on the job at hand," Craig says. "And I was incredibly fortunate to be able to work for some great people during my career who helped me progress."

Once a mentee now a role model, he says his goal is to uphold the company's founding values: "take care of your customers, take care of your associates and everything else will take care of itself."

Craig also is taking care of his alma mater with a \$500,000 gift to the Eli Broad College of Business to support building a Graduate Pavilion. This facility, funded in part by a \$25 million challenge grant from Eli and Edythe Broad, will benefit students of the Eli Broad School of Management. It's part of a bold plan in MSU's *Empower Extraordinary* campaign—to provide the latest

technology and collaborative learning spaces needed to launch groundbreaking initiatives in education.

"Michigan State was a great economic opportunity to be able to get a great education and a great life," he says. "I am very happy to be able to give back some of what was given to me."

This spring, Craig shared insights and advice with students as the Broad College commencement speaker. If the humble candor of his comments to Spartans at a recent reception in Atlanta is any indication, the graduates heard a few surprises.

Consider these nuggets. Admittedly competitive and comfortable out in front, turns out he's naturally an introvert who likes to unwind with a good jigsaw puzzle. A family man with two daughters, he says he couldn't have accomplished anything without the support of his wife. Integrity is number one when The Home Depot hires new talent. And the one thing that may have sealed the deal for him to become a Spartan? Watching Michigan State decisively beat Ohio State in a memorable football game.

Craig may not officially change The Home Depot's signature orange color, but his allegiance to the green and white is as strong as ever.

**For more information** on making a gift to the Broad College of Business, contact Senior Director of Development Vivian Leung at [leungv@msu.edu](mailto:leungv@msu.edu) or call (517) 355-8504.



# George Lucas Foundation Supports MSU Science, Math and Literacy Education



**M**ichigan State University researchers and their partners plan to create a model for teaching science while also improving students' skills in math, reading and writing.

The project is funded by a five-year grant from Lucas Education Research, a division of the George Lucas Educational Foundation. Executive Director Kristin De Vivo says the goal is to bring the benefits of project-based learning – an approach that encourages kids to explore real-world problems – to more classrooms throughout the nation.

“Educators are in agreement based on classroom experience that project-based learning keeps students engaged and promotes deeper understanding,” says De Vivo. “However, very little research currently exists to prove the benefits of PBL and also to help educators develop and implement this kind of leading-edge curriculum. This grant supports a team with exceptional credentials and ideas.”

Joseph Krajcik, director of Michigan State's CREATE for STEM Institute, will lead colleagues from MSU and University of Michi-

gan as they design and develop materials for third and fourth graders. Teachers working in under-resourced communities will assist in testing and enacting the new learning units with as many as 1,800 students over the five years, focusing not only on making the curriculum effective but also personally relevant in students' lives.

Krajcik says the project will build on previous research and help teachers make stronger connections between two sets of education standards now being implemented in most states: the Next Generation Science Standards and the Common Core State Standards in language arts and mathematics.

“We are pleased that Lucas Education Research shares our excitement about what project-based learning can do for our schools and our students,” says Krajcik. “This grant makes it possible for us to

**For more information** on making a gift to the College of Education, contact Senior Director of Development Melissa Phillips Lynch at [phill125@msu.edu](mailto:phill125@msu.edu) or by calling (517) 432-1983.

design a curriculum that will bring science to life for young learners with thoughtful incorporation of literacy, mathematics and learning technologies to promote collaboration and agency.”

“Michigan State University is at the forefront of conducting research on STEM education and applying the results – a pressing need in our state, across the country and around the world,” says MSU President Lou Anna K. Simon. “We are grateful to the George Lucas Educational Foundation for partnering with us in our quest to enhance STEM skills in students of all ages.”

Literacy researcher Annemarie Sullivan Palincsar, a professor at U-M, is co-principal investigator on the project. Other team members include Deborah Peek-Brown of MSU, Elliot Soloway of U-M and Emily Miller of the University of Wisconsin.

**A**n extraordinary evening of Disney magic:

More than 200 MSU alumni and friends were treated to an MSU reception and exclusive tour of Walt Disney Studios in Los Angeles this March. The event was hosted by Bob Chapek ('84, Business), Chairman of Walt Disney Parks and Resorts, shown here in a character photo op. with MSU President Lou Anna K. Simon.



## GIVING REGARDS TO WHARTON

*MSU leaders find joy and mettle at Wharton Center, and want others to find it there, too.*

by Devon Barrett

Professionally, Larry and Arlene Sierra have devoted their entire careers to education at Michigan State University. Personally, they share a lifelong appreciation for the arts. Somewhere in the middle, at the intersection of personal and professional, lies their longstanding love for the Wharton Center for Performing Arts. And it is at that intersection that they chose to give support in the form of a \$285,000 endowment, named the Arlene and Lawrence Sierra Family Endowment for Arts Education at Wharton.

The Sierras have a long history of giving back to MSU, first to Intramural Sports, Osteopathic Medicine and other campus departments that are important to them. Later, a family trip to Wharton Center for a production of the Broadway musical *Annie* ignited their passion for their hometown performing arts center. By the end of the musical about a charming little girl who sings and

dances her way to adoption, the Wharton Center had done some charming of its own, and the Sierras decided to adopt it as their cause.

In 2007, they made a \$500,000 gift to Wharton Center's renovation campaign, which contributed to an \$18.5 million expansion that added 24,000 square feet, new multipurpose spaces for education, new backstage facilities and a new box office and lobby area. In honor of their donation, that lobby bears the Sierras' name.

Their most recent endowment will help to further the efforts of the MSU Federal Credit Union Institute for Arts and Creativity, a program in which Arlene Sierra has been instrumentally involved. The program, whose mission is to enrich and deepen the Wharton experience, makes arts and arts education accessible to children, high school and college-aged students, and lifelong learners both locally and across Michigan through partnerships with theaters around the state.

Larry and Arlene are especially proud to support the institute's programs which emphasize storytelling, culture and social issues geared towards both young children and young adults. They also have strong connections to Traverse City and a deep appreciation for the arts community that Wharton Center is helping to foster there through the Traverse City Opera House.

“The Sierras are such valuable supporters and volunteers to Wharton Center, particularly because they take pride in the center as if it was their own home,” says Executive Director Mike Brand. “They have demonstrated their leadership in giving by making two altruistic gifts, and Wharton Center couldn't ask for better advocates and friends.”

“My mother always said, ‘As long as you've got art and music, you can withstand anything,’” Arlene recalls. “Wharton Center makes it possible to get out of yourself and into the arts.” Thanks to people like the Sierras, and the Wharton Center programming they support, other people can find their happy place in arts and music, too.

**For more information** on supporting the Wharton Center, contact Director of Development Doug Miller at [doug.miller@whartoncenter.com](mailto:doug.miller@whartoncenter.com) or by calling (517) 884-3112.



# EMPOWER EXTRAORDINARY

THE CAMPAIGN *for* MICHIGAN STATE UNIVERSITY



## CAMPAIGN

### PROGRESS TO DATE

*The Empower Extraordinary campaign is propelling this great university forward with you at its side. To date, more than 60 percent of the \$1.5 billion needed to meet our objectives has been raised. But, there is much more work to be done.*

*To learn more, visit  
[go.msu.edu/empower](http://go.msu.edu/empower)  
#EmpowerMSU*



**\$917,573,908**

*has been raised as of April 30, 2015*

Funding goal \$1.5B



**446 new endowments**  
of \$100K or more



**\$367.2M raised** toward  
endowment



**17 endowed faculty positions**  
created towards a goal of 100

### PROGRESS BY PRIORITY

**A Global  
Problem Solver**  
*for research support*

**\$178M**

Funding Goal  
**\$300M**

**An Engine  
of Opportunity**  
*for student support*

**\$252M**

Funding Goal  
**\$400M**

**A Vibrant  
Community**  
*for facilities and programs*

**\$298M**

Funding Goal  
**\$450M**

**A Force for Creativity,  
Discovery, and Learning**  
*for faculty support*

**\$189M**

Funding Goal  
**\$350M**



## A NEW LINE OF DEFENSE FOR SPARTAN ATHLETICS

*Secchia family supports football and basketball programs with \$3M gift*



Helping to ensure the future success of Michigan State University athletics, alumni Peter and Joan Secchia have made a \$3 million gift that is being directed toward the endowment of the defensive coordinator position with the MSU football team and capital improvements for the MSU men's basketball program.

"Peter and Joan Secchia have been steadfast champions of MSU for decades," says MSU President Lou Anna K. Simon. "Their commitment to their alma mater has enriched MSU in numerous ways that will be felt for generations. We are grateful for this new gift, which will help us to continue to pursue excellence in our athletic programs."

Athletics has a goal to raise \$262 million in the *Empower Extraordinary* campaign and is focused on championship level facilities, increasing its endowment and elevated annual giving. Named coaching endowments will play a key role in attracting and retaining elite coaches and mentors.

"This gift couldn't come at a better time," says MSU Athletics Director Mark Hollis. "As we continue the momentum from the public launch of our campaign this gift touches on two of our critical needs – facilities and endowment, both of which are critical to providing the resources that will ensure the success of future Spartan student-athletes."

The campaign goal for endowments is \$50 million. There are three areas of endowment support within MSU Athletics – scholarship, program and coaching endowments.

"After two United States Marine Corps enlistments, MSU allowed me back to finish my degree," says Secchia. "While I was chairman of the MSU graduation celebrations in spring of 1962, I said to myself,

'do not ever forget these people who were good to you.' Michigan State has been good to me and it always makes me proud of my certificate of graduation from the college of business. I have not forgotten."

Peter Secchia, a 1963 graduate of MSU's Eli Broad College of Business and the former U.S. Ambassador to Italy, is a member of the Athletic Director's Campaign Leadership Council, a group of 33 campaign volunteers and leaders from across the country.

As one of the people most responsible for helping MSU bring its College of Human Medicine to Grand Rapids, Ambassador Secchia provided the lead gift for the college's new headquarters there, now known as The Secchia Center. He also provided the largest outright cash gift received by an MSU women's intercollegiate sports program to build Secchia Softball Stadium on Old College Field.

In 1997, he received an honorary doctorate of humanities from MSU.

Together with his wife Joan, a 1964 graduate of MSU's College of Education, he has hosted dozens of university events and has chaired several campus building projects. Joan serves on the campaign board of the College of Education and has long been an active community advocate in Grand Rapids, serving on many boards of charitable organizations.

Last fall, MSU announced the Secchias are serving as honorary chairs on President Simon's Campaign Cabinet. Peter previously served on the 2002-2007 President's Campaign Cabinet for *The Campaign for MSU*.

**For more information** on making a gift to Spartan Athletics, contact the **Spartan Fund at (517) 432-4610**.

## GLOBAL ENTREPRENEURS MAKE AN IMPACT CLOSE TO HOME

*MSU Men's Basketball facilities get a \$3M boost from business leaders with Michigan roots*



As part of MSU's *Empower Extraordinary* campaign, Mark and Cindy Pentecost have made a \$3 million gift to support upgrades to the men's basketball facilities and establish an endowment for continued improvements.

With their Michigan roots and lifelong dedication to Spartan basketball, the decision to give back to the program wasn't difficult. "Growing up in the Lansing area, surrounded by generations of Spartans who bleed green, giving back to this storied basketball program came naturally," Mark says. "I am excited to see the impact this contribution will have on our student-athletes. We hope that this helps them continue to train and compete at the highest level."

Today, Mark and Cindy are busy expanding a wildly successful direct sales company headquartered in Florida, but they weren't always business tycoons. What started as a way for a stay-at-home mom and a high school math teacher in the little town of Allegan, Michigan, to make a little extra spending money

turned into It Works!, a direct sales skin-care and nutrition company, founded in 2001 and rapidly spreading in the United States and internationally.

In between running an ever-growing company—which experienced 1,565-percent growth in the last three years—the Pentecosts have also found the time to give back to Michigan State in other ways. Both are members of the Athletic Director's Campaign Leadership Council, a group of more than 30 leaders and volunteers helping to support the mission of the *Empower Extraordinary* campaign.

MSU President Lou Anna K. Simon expressed her gratitude for their dedication, saying, "We are so grateful to Mark and Cindy Pentecost for their vision and commitment to help us give 'Team MSU' the opportunity for continued excellence."

**For more information** on making a gift to Spartan Athletics, contact the **Spartan Fund at (517) 432-4610**.



## ENGINEERING A BRIGHTER FUTURE

*Alumni couple endows position with \$1.3M estate gift*



It was calculus—a class where you're typically more likely to find the derivative of a function than find love—that brought MSU alumni Bob Nuber and Betty Shanahan together on campus in the mid 1970s.

Now, with a \$1.3 million bequest through their estate plans, the Chicago couple has established the Bob Nuber and Betty Shanahan Endowed Professorship, which will make it possible for the College of Engineering to recruit and retain top-notch faculty that will inspire and empower the next generation of Spartan engineers to change the world.

In the years since Nuber and Shanahan's fateful calculus class and their graduation in 1978 from computer science and electrical engineering, respectively, they have certainly made their own mark on the world. Nuber, who has logged almost 40 years in software development for every type of business imaginable, is now the managing director of digital technology for Tribune Publishing Co., where he and his team are responsible for content management systems for Tribune's entire portfolio of publications. Shanahan most recently spent 11 years as the executive director and CEO of the

Society of Women Engineers and is regarded as one of the country's key voices in support of diversity in engineering.

As if they weren't already busy enough, both Nuber and Shanahan continue to be active at MSU, serving together on the College of Engineering Campaign Cabinet. Shanahan also donates her time as a member of the college's Alumni Advisory Board and the Cornerstone and Residential Experience Sounding Board.

They hope that both their involvement and their choice to give will have far-reaching effects. "Our goal is to deliver on the potential of philanthropy among Spartan engineers," Shanahan says. "We invite others to express their passion and Spartan pride by joining in the excitement of this campaign. We found this to be both personally rewarding and impactful for MSU."

**For more information** on making a gift to the College of Engineering contact Senior Director of Development Stephen Bates at [batesst@msu.edu](mailto:batesst@msu.edu) or call **(517) 355-8339**.

## INSURING SUCCESS

*Detroit entrepreneur endows \$1M for MSU insurance professorship*



A Detroit insurance industry leader and his wife have endowed a finance professorship to provide academic leadership in insurance within the Eli Broad College of Business at Michigan State University.

A \$1 million gift from the couple will establish the Alan J. and Sue E. Kaufman Endowed Professorship in Insurance and Risk Management.

A 1974 graduate of MSU, Alan Jay Kaufman is chairman, president and chief executive officer of H.W. Kaufman Financial Group, a specialty insurance, reinsurance and real estate organization with more than 1,600 employees worldwide. He is also the founding senior partner of a Detroit-based law firm, Kaufman, Payton & Chapa.

Kaufman says he shares MSU's passion for fostering growth through education. He has built emerging leadership and executive education programs within his own organization, for universities and insurance professionals around the world, but believes more investment is required.

"The insurance industry faces an enormous challenge in recruiting and developing top talent. It demands a meaningful investment from the insurance community and universities," says Kaufman. "This professorship is just the first step. We want to build a complete program within the Broad College of Business where talented students can discover the wealth of opportunities that come with pursuing insurance as a career."

The Broad College of Business seeks to raise more than \$136 million in the *Empower Extraordinary* campaign, and

increasing the number of endowed professorships is an important goal.

"The Kaufmans' leadership gift demonstrates their confidence in our ability to graduate students with business acumen, practical judgment and hardworking excellence," says Sanjay Gupta, acting dean of the Broad College. "It will go a long way in our quest to develop transformational thinkers and doers who make business happen."

Today, the Broad College and MSU are among the many organizations and educational institutions Kaufman supports with his time and resources. He has been a member of the MSU Foundation Board of Directors and helped lay the groundwork for the university's 1995 affiliation with the Detroit College of Law.

"We are tremendously proud of Alan Kaufman for his exceptional contributions and leadership in business, law and the insurance industry," says MSU President Lou Anna K. Simon. "Alan and Sue are philanthropic leaders for MSU at a critical time when greater investment is needed in higher education and specifically within insurance and risk management. It will make a significant difference in our ability to inspire and empower future of business leaders."

**For more information** on making a gift to the Broad College of Business, contact Senior Director of Development Vivian Leung at [leungv@msu.edu](mailto:leungv@msu.edu) or call **(517) 355-8504**.



Taken in Victoria, Canada in 1996, when Henry Timnick was 64 and his mother, Tilchen (Ottilie), was 102.



# Ottilie Schroeter Timnick

## and a Son's Life Lessons Learned

by Mike Jenkins

**In January 2015, Kyle Powys Whyte, a professor in the MSU College of Arts and Letters Department of Philosophy, was named Timnick Chair in the Humanities at Michigan State University.**

**MSU alumnus and retired businessman Henry O. Timnick ('55, College of Arts and Letters; '58, MA, Business) established the position, funding it through the Henry O. Timnick Endowment Fund, in honor of his mother, Ottilie Schroeter Timnick.**

**Recently, Mr. Timnick shared his thoughts about the reasoning behind his gift in honor of his mother, including some personal remembrances of her.**

## My Mother

I think that I was fortunate to have been raised by a 'Renaissance Woman.' I learned more from my mother than anyone else.

She taught me that 'laughing is the best medicine.' She was extremely witty herself, and saw humor in most everything. She also taught me, at a very young age, that if you don't love your work, you can't be a happy person. It's impossible.

My parents had everything taken away from them during the Russian Revolution. Up until then, they had been living comfortably in Ukraine, which, at that time, was part of Russia. For a while, they wandered around Russia just trying to survive. Luckily, with help from Canada—they were able to move there in 1927.

So, imagine you're a woman of 34 in the 1920s, having to learn a new language and start over with nothing; living in a very modest manner to put it mildly. And you've had to give away or leave behind everything you had. And there is no running water, the toilet is in the backyard, and you have no money. Yet, somehow, you need to learn—to figure out how to get an education.

And she did. My mother was not formally educated, but she became one of the most well educated people I've ever known through reading books. I was amazed to learn, later in life, that our mother used to have a book club in, of all places, our home! And that was when book clubs were largely unheard of.

My siblings and I were raised with the love of music. Even though my parents had little money during the Depression, somehow they found money for us to have musical instruments. And in my case, it was a clarinet. We also sang a lot at home and that was the basis for my singing in men's adult chorale groups all my life. I can't think of anything that has given me as much joy as music, thanks to my parents.

My mother set a tone of being very generous to others, too, even when our funds were limited, and that philosophy has remained with me. In life, there are varying shades of generosity and people's attitudes towards giving and taking. And she felt strongly that people who are givers are much happier.

So, we were given a great interest in being deserving of whatever we achieved. And even with such limited resources, our mother told us we must share with others. Essentially, if you're lucky enough to make some money, you give back.

Bolsheviks had taken all of my parents' money away, so for my mother to see her son get back the family well-being was a joy. She loved that I'd also picked up on being generous, and was extremely happy about that.



One time, in her later years, I was in Victoria with my mother, sisters Emma and Ruthie, to celebrate her birthday. So, I asked my mother:

'What do you think are two or three of the things you are most proud of accomplishing?'

Without missing a beat, she immediately replied, 'Seeing you grow into the man you have become, and seeing you being generous to your brother and sisters, and your generosity to others, that is the happiest of my life accomplishments.'

In her definition, it is impossible to be happy without being generous.

So, when I started giving back, I realized I had to think about *where* I ought to give back.

In this country, we spend money on wars in other countries, and yet, there's not enough money to take care of our National Parks or for education.

So, I decided to give back to help community colleges, to help MSU, and to help my school, Luther College, and its music department; in great part, to honor my mother, Ottilie Timnick. It's why I funded the Tilchen Computer Lab (Tilchen was my mother's nickname), as well as two dorms named after my sisters at a Lutheran primary school in Tanzania, and the Timnick Garden at Luther Court in Victoria, British Columbia.

My mother was an incredible woman; even when she was 108! Her only regret was that, back in Russia, she had been promised an education and, as she said, 'Of course, I had to learn on my own.'

As for me, while I was a student at Michigan State University, I was encouraged to take a lot of liberal arts courses. And that was back when class sizes were 16, 18 or 20 students. So, I thought that an endowed faculty position in the liberal arts in her honor would be a wonderful thing to do in memory of our mother, and a great way to give back to MSU.



That said, I am so pleased about the selection of Kyle Whyte as the first profes-

sor to hold the Timnick Chair in the Humanities, and I'm sure my mother would be pleased with his selection, too. Kyle has framed and hung a lovely photograph and write-up about my mother in the room he occupies as Timnick Chair. It's a simple, yet meaningful way to connect the two (*see next page*).

That way, any succeeding Timnick Chair will know the incredible woman he or she represents. And it just may jog others into thinking about possibly doing something in honor of their parents.

Now, as some know, I do have a degree from the Business School, and have given to it, as well. But the humanities often do not get the level of funding that the professional schools do. And when I think of my mother, I have to believe that the MSU College of Arts and Letters represents who my mother was.

“And when I think of my mother, I have to believe that the MSU College of Arts and Letters represents who my mother was.”





*First Timnick Chair Kyle Powys Whyte furthers understanding of the ethics of cooperative relationships among indigenous peoples and climate science organizations.*

## A CLIMATE FOR PHILOSOPHY

**K**yle Powys Whyte, an expert in the moral and political issues around climate policy and indigenous peoples, has been named as the inaugural Timnick Chair in the Humanities at Michigan State University.

MSU alumnus and retired businessman Henry O. Timnick (BA 1955, MA 1958, Business) endowed the position in honor of his mother, Otilie Schroeter Timnick (*see page 30*).

Whyte's work in the cooperative relationships between indigenous peoples and climate science organizations has been funded by the National Science Foundation, the Bureau of Indian Affairs, U.S. Fish and Wildlife Service, Northeast Climate Science Center, Great Lakes Integrated Sciences and Assessments Center, the Sustainable Michigan Endowed Program, and Spencer Foundation.

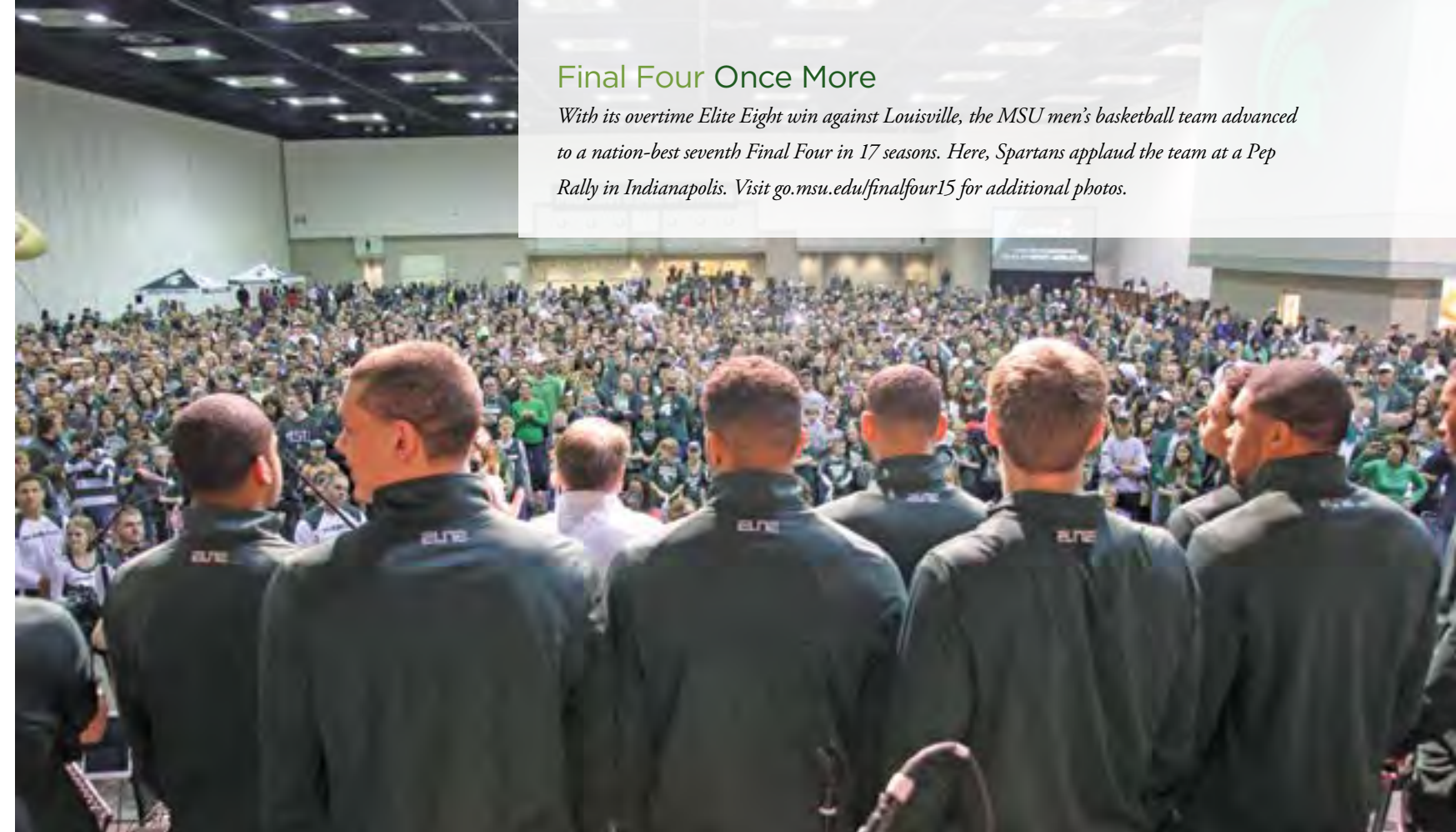
"I'm honored to accept this chair as I am committed to creating unique and engaging learning experiences for MSU students and for the scientists and environmental professionals I work with in my research," Whyte says.

He is currently a professor in the MSU College of Arts and Letters Department of Philosophy and is an enrolled member of the Citizen Potawatomi Nation in Shawnee, Oklahoma.

"The Timnick Faculty Position in the Humanities was established to impart through excellence in teaching, the habits of mind embodied by Henry Timnick's mother: her humanist sensibility, cultural curiosity, and active engagement with the humanities," says College of Arts and Letters Acting Dean Elizabeth H. Simmons.

Whyte is a faculty member of the Environmental Philosophy & Ethics graduate concentration, and is affiliated faculty at Michigan State for Peace and Justice Studies, Environmental Science and Policy, the Center for Regional Food Systems, Animal Studies and American Indian Studies.

**For more information** on making a gift to the College of Arts and Letters, contact Director of Development Bridget Paff at [paff@msu.edu](mailto:paff@msu.edu) or call (517) 353-4725.



### Final Four Once More

*With its overtime Elite Eight win against Louisville, the MSU men's basketball team advanced to a nation-best seventh Final Four in 17 seasons. Here, Spartans applaud the team at a Pep Rally in Indianapolis. Visit [go.msu.edu/finalfour15](http://go.msu.edu/finalfour15) for additional photos.*

### 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 across the country and around the world. All alumni, donors and friends of MSU can point with pride to the many accomplishments of our university, such as these:*

#### MBA Top 10

MSU's Broad College of Business MBA program is on *U.S. News and World Report's* list of top 10 MBA Programs with the Most Employed Graduates, with 95.6 percent of full-time MBA graduates landing a job three months after graduating in 2014.

#### Elite Eight Debate

The MSU debate team finished in the Elite Eight of the 2015 National Debate Tournament. MSU juniors Tyler Thur and Margaret Strong defeated seven teams including from Georgetown University, the University of California-Berkeley and the University of Michigan, during the preliminary and elimination rounds.

#### Largest Class of Fellows Yet

Nineteen MSU National Science Foundation Graduate Research Fellows were selected for 2015—the largest class of fellows for MSU since the program began in 1952. Fellows benefit from a \$32,000 three-year annual stipend, a \$12,000 allowance for tuition and fees, opportunities for international research and professional development, and the freedom to conduct their own research at any accredited U.S. institution.

### Upcoming Events

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

Grandparents University  
June 30 – July 2, 2015

MSU at the Traverse  
City Film Festival  
Traverse City  
July 26, 2015

Empower Extraordinary  
Volunteer Meeting  
September 12, 2015

President's Football Pregame  
"Brunch" before MSU vs.  
Oregon night game  
September 12, 2015

Empower West Michigan  
Grand Rapids  
September 24, 2015

Grand Awards Gala  
October 1, 2015

MSU Homecoming  
October 2-3, 2015

Green and White Brunch  
October 3, 2015

Thanks for Giving Luncheon  
for MSU faculty, staff and  
retiree donors  
November 2, 2015

Empower Southeast Michigan  
Detroit  
November 5 or 6, 2015





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## Leader of the Pack

Sarah MacLachlan, a zoology junior from Pittsburgh, Pa., learned a lesson or two from hyenas and lions this year.

As an MSU Beckman Scholar working with one of the world's leading behavioral ecologists, MSU Professor Kay E. Holekamp, Sarah studied the complex cooperative behavior of hyenas when they are interacting with lions.

"We can apply our knowledge to help create therapies for people with cooperative, communicative or emotional problems," says Sarah. "My research makes me feel like I'm getting the absolute most out of my time at MSU."

**Learn more at**  
**[go.msu.edu/maclachlan](http://go.msu.edu/maclachlan)**

