

DEVELOPMENTS

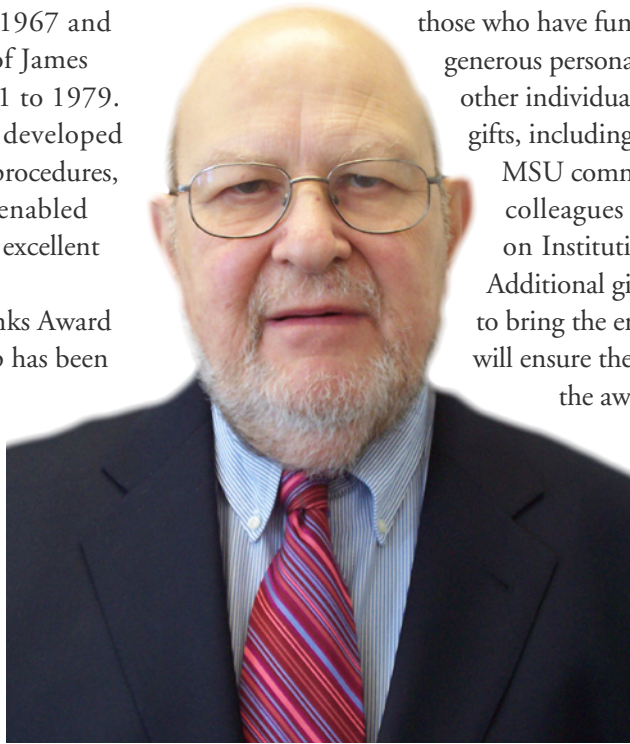
a publication of University Development for Faculty, Staff, and Retirees



ROBERT BANKS HONORED THROUGH NEW AWARD

For 28 years, Dr. Robert Banks served as the associate provost and associate vice president for Academic Human Resources at Michigan State University. He retired in 2007 after an MSU career that began in 1967 and included the role of dean of James Madison College from 1971 to 1979. Over the years, Dr. Banks developed and implemented policies, procedures, programs and services that enabled MSU to recruit and retain excellent faculty and academic staff.

Now, the Robert F. Banks Award for Institutional Leadership has been established to recognize MSU's faculty, academic staff and support staff who have exemplified outstanding institutional leadership in formal and informal roles, thereby advancing MSU's commitment to connectivity, quality and



Dr. Robert Banks

inclusion. Nominations are currently being sought for this award, and the first winner will be announced in February 2009 at the Awards Convocation.

Dr. Banks and his wife, Clare, are among those who have funded the award through generous personal gifts to MSU. Many other individuals have also made gifts, including donors within the MSU community and Dr. Banks' colleagues from the Committee on Institutional Cooperation (CIC). Additional gifts are now being sought to bring the endowed fund to a level that will ensure the continued availability of the award for deserving nominees.

The institutional history that led to the creation of the award is not widely known. MSU is one of twelve members of the CIC – also known as the “Academic Big Ten” – which is a consortium

of universities committed to advancing academic excellence by promoting and coordinating collaborative activities and sharing resources. Since 1989, the CIC's highly successful and recognized Academic Leadership Program has provided the opportunity each year for six individuals from MSU to develop their leadership and managerial skills. Dr. Banks was the MSU liaison to the program until his retirement.

“The range of faculty and academic staff awards at MSU is significant, but until now there have been none that recognize those who serve as leaders across the broad spectrum of responsibilities,” Dr. Banks said. “There are individuals of great vision and collaboration in a variety of positions, and they are essential to the work of the university in terms of vision and collaboration.”

The award will recognize, among other criteria, those who demonstrate a vision for change, display exceptional leadership by example and through mentoring, foster partnerships and share knowledge across academic and administrative channels. Dr. Banks has himself been an important source of guidance and provided fair-minded leadership to

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GREENBAUM GIFT BENEFITS BROAD ART MUSEUM

Giving time and talent are valuable traits of volunteers. When volunteers also commit their treasure, they become especially valuable to an organization. David and Ruth Greenbaum are volunteers committed to ensuring that MSU's art museum is a world-class facility. Their latest gift will support the art museum, a place where they have put in many hours of their time and talent.

David is a retired faculty member with the College of Human Medicine and Ruth has been a long-time volunteer with the MSU English Tutoring Program. Together they are also committed volunteers at the Kresge Art Museum, both having served as members of the Friends of Kresge Art Museum for many years and as docents in the 1990s. A strong personal commitment to the arts runs in their family. David's mother was a professional artist, Ruth's mother was an amateur painter, and their daughter Elizabeth is a painter and art center director. The Greenbaums have collected artwork for many years and traveled extensively to enjoy art.

The Greenbaums were instrumental in convening and heading a group of highly motivated local volunteers called the Better Art Museum Committee. The committee, working with Museum Director Susan J. Bandes, began the push for a new art museum at MSU about ten years ago. After many years of work within the greater Lansing and MSU communities, and with the leadership gift from Eli and Edythe Broad, the result is the new Eli and Edythe Broad Art Museum.

“The East Lansing and MSU communities are benefiting from the Greenbaums' leadership as volunteers and donors,” stated College of Arts and Letters Dean Karin Wurst. “The Eli and Edythe Broad Art Museum will create a visual symbol of the connection between the university and the community.”

Since the Broad Art Museum is being built entirely with private dollars, financial support from the local community has been vital to the project. The Greenbaums have been leaders in this regard by continuing their annual support through the

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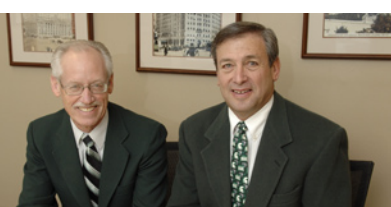


David and Ruth Greenbaum, pictured among items in their art collection.

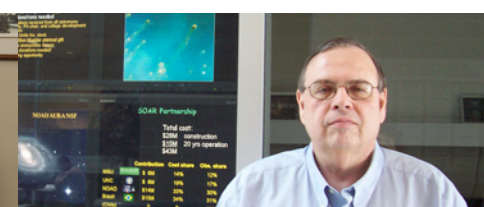
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ALL UNIVERSITY CAMPAIGN KICKS OFF WITH NEW CABINET

The 2008 All University Campaign Advisory Cabinet has six new faculty, staff and retiree members. These volunteers are a dynamic and dedicated group, representative of the energy and commitment of the MSU community. Dr. Richard Chase is professor emeritus in the Department of Crop and Soil Sciences in the College of Agriculture and Natural Resources. David Falconer is an operating engineer at the Simon Power Plant at MSU. Theda Rudd is the associate director of Career Services and Placement and a visiting lecturer at *The School of Hospitality Business*. D. Venice Smith is a consultant for education and development in the Office for Inclusion. Helen Waldo retired from the

College of Natural Science after serving as secretary for 15 years. Eileen Wilson is the assistant dean for Undergraduate Education and Academic Services and adjunct assistant professor in the Department of Management at the Eli Broad College of Business. The cabinet members will provide consultation and serve as spokespersons for the campaign.

The results from the 2007 All University Campaign were outstanding. Last year, cash and deferred commitments from faculty, staff and retirees totaled more than \$16.4 million – more than any single year in the university’s history. Faculty, staff and retiree special, major and deferred gift commitments last fiscal year resulted in 36 new donor society pledges valued at \$7,182,277. And 24 faculty, staff and retirees made an 1855 Club commitment in 2007, with most of them joining as a result of the All University Campaign.

A major highlight of last year’s All University Campaign was the success of the telemarketing campaign. This was the fourth year of calling during the campaign, and it resulted in gifts and pledges of \$138,166 from 936 donors. This year students began calling faculty, staff and retirees at the end of March.



The new 2008 All University Campaign Advisory Cabinet (left to right): D. Venice Smith, Dave Falconer, Theda Rudd, Helen Waldo, Eileen Wilson, and Dick Chase.

BANKS ALSO HONORED WITH JMC ENDOWMENT

The newest endowment at James Madison College has been established to honor Dr. Robert Banks, one of Madison College’s founding faculty members and its second dean, and his wife Clare. The endowment will support the continued excellence of faculty at Madison College.

A former student of Dr. Banks, Arthur A. Busch (Urban Studies, ’76; Labor & Industrial Relations, ’77), made the new endowment possible through a generous leadership gift. Arthur provided \$10,000 to initiate the Robert F. and Clare M. Banks Endowment for Academic and Teaching Excellence in James Madison College. An additional \$10,000 has already been raised for the Banks Endowment, with an initial target goal of \$30,000.

“We appreciate Art’s generosity and his leadership in creating an endowment to honor Bob and Clare,” stated JMC Dean Sherman Garnett. “The college is excited about the opportunity to recognize the Banks for their years of service to JMC and their commitment to academic and teaching excellence.”

For more information about the Banks Endowment or to make a gift in honor of Dr. Banks, please contact JMC Director of Development Rocky Beckett at (517) 432-2117 or beckett@msu.edu.

GREENBAUM

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Friends group, in addition to establishing two endowments for the art museum several years ago through their estate plan, one to support acquisitions and conservation and a second to be utilized by the director to support special projects and educational activities.

The Greenbaums were also instrumental in helping the Better Art Museum Committee make its own financial commitment of \$75,000 to name a space within the original renovation plan for Kresge. This gift will translate into a new space in the Broad Art Museum being designed by Pritzker Prize winning architect Zaha Hadid of London, England. With the Greenbaums’ recent IRA Charitable Rollover gift, the committee’s gift surpassed the \$100,000 mark. (Editor’s note: the IRA Charitable Rollover allowed individuals aged 70 ½ or older the opportunity to direct a distribution from a traditional or a Roth IRA to a qualified charity without realizing that distribution as income for federal tax purposes for the 2006 and 2007 years.)

In addition to the art museum, the Greenbaums have given generously to other areas on campus, among them WKAR, the Wharton Center for the Performing Arts and the College of Human Medicine.

“We have been fortunate to be able to support Michigan State University and the Kresge Art Museum in a variety of ways,” said David. “More important to us than any tax advantages to giving is the fact that we can really help make a difference to this project that has meant so much to us for so long.”

For more information about ways to support the Broad Art Museum, contact Bridget Paff, Director of Development and Alumni Relations for the College of Arts and Letters at (517) 353-4725 or via email at paff@msu.edu.

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BANKS

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students, faculty and colleagues across MSU’s campus and beyond for so many years that it is fitting this new award bears his name.

“Faculty and staff make invaluable contributions as university leaders,” Dr. Banks said, “both to the institution and as individuals. My hope is that this award provides a degree of recognition for those contributions.”

For more information about making a gift to the Banks Award, contact Special Gifts Officer Annie James at (517) 884-1125.

ALL UNIVERSITY CAMPAIGN HIGHLIGHTS COMMUNITY FUNDS

The 2008 All University Campaign, which officially kicked off on March 11 and runs through April, provides an opportunity to support programs that enrich the university community. While donors may direct their contributions to any fund, four initiatives are highlighted this year.

The MSU Student Food Bank is the only food bank in the nation run by students for students. It is a fact that many MSU students struggle to put food on the table for themselves and their children. Over a two-year period, donations helped purchase food and necessities for over 14,000 clients, of whom one-third were children. The American Red Cross provides these needed supplies to the food bank at a fraction of the usual cost.

MSU Endowed Family Fund, established by faculty and staff, is the only university-wide fund specifically offering awards to children and grandchildren of MSU employees and retirees. Students who have demonstrated the capacity to achieve educational and professional goals can compete for and receive financial assistance for tuition, books and room and board while attending MSU.

RESPECT Endowment Fund was established by students to help undergraduates who might not otherwise be able to continue their education at MSU. The fund will be awarded to encourage students who have demonstrated the capacity to

achieve educational and professional goals, the motivation to achieve these goals and the initiative to seek opportunities to further their progress.

State Is Great Endowment was created for people who don't have the \$30,000 minimum required to establish their own endowment but

want their donation to support MSU in perpetuity. It serves as the general MSU endowment providing the greatest flexibility, under the direction of the MSU president, to address the highest priorities and meet the current needs of the university. Gifts can be of any size and made at any time.



At the MSU Student Food Bank, student volunteers help gather food for other students in need.

SCHMIDGALL & KASAVANA ESTABLISH ENDOWMENT FOR FACULTY RESEARCH

Two friends—who are also two of the most respected scholars, authors and teachers in *The School of Hospitality Business* history—have together pledged \$60,000 to create an endowment to support research leading to publications in hospitality accounting and hospitality technology.

Dr. Michael Kasavana, the National Automatic Merchandising Association Professor in Hospitality Business, has served in the school for 33 years,

including as acting director from 1984 to 1988. During this time, Dr. Kasavana has become the leading expert in “V-commerce” and hospitality information systems, writing extensively for academic journals and publishing several textbooks, including *Managing Front Office Operations* and *Managing Technology in the Hospitality Industry*. He is a sought-after speaker at industry seminars and executive development programs. Dr. Kasavana

is also a recipient of the MSU Distinguished Faculty Award.

Dr. Raymond Schmidgall (Business, '69 & '80) has also served in the school for over 33 years and is the Hilton Hotels Professor of Hospitality Financial Management. He has authored the highly-acclaimed *Hospitality Industry Managerial Accounting* and *Financial Management for the Hospitality Industry*, both used

around the world by industry and educators. An active researcher, Dr. Schmidgall has published many articles on finance, accounting, and private club financial issues. He has also helped develop the Hospitality Business Real Estate and Development Specialization for undergraduates, and hosts the annual Hilton Lecture Series.

This pair of exemplary educators has set the standard for other members of the faculty, as well as for the students they have taught and mentored. “Ray and Mike have done so much to advance the reputation of the school,” said Dr. Ron Cichy (Business, '72 & '77; Food Science & Human Nutrition, '81), professor and director of the school. “Their research and teaching are cited around the world—their students go on to be leaders in the industry and in graduate schools—and by their living example, they demonstrate integrity and talent in the academy. Their very generous endowment is a measure of their dedication and a tangible expression of their desire to help younger faculty meet high research standards in the school.”

For more information about making a gift or creating an endowment for the Eli Broad College of Business, contact Director of Development Cathy Hicks at (517) 432-7440.



Dr. Raymond Schmidgall and Dr. Michael Kasavana have each served The School of Hospitality Business for 33 years, and have created an endowment to benefit the school.

Marc Conlin stands near the SOAR Telescope viewing area in the Biomedical & Physical Sciences Building.



YOUR PHILANTHROPY AT WORK

The Physics and Astronomy department in the College of Natural Science has been well served by one of their own. Marc Conlin has served the department in various roles for nearly 40 years. He recently established a bequest through his personal trust to fund an endowment that will benefit support staff in the department. The Marc Conlin Endowment

will be awarded to non-academic staff in Physics and Astronomy at the discretion of the chairperson.

In addition to documenting the charitable bequest, Conlin hopes to partially fund the endowment through a gift of stock and cash gifts. "My goal is to see the department benefit from this gift as soon as possible," explained Conlin. "There is a great need to fund staff education opportunities and recognition for excellence. Currently the department has limited funding for these purposes."

Conlin already has ideas about how the award will be used, including providing funds for the distinguished staff award, training and associated travel expenses, and other activities. "Staff members make a great contribution to the university," Conlin said, "and these are some meaningful ways the university can give back to staff."

Conlin is a Spartan through and through. He received his B.S. in Engineering in 1969, and an MBA in 1972, both from MSU. Even before graduation he began his tenure in Physics and Astronomy, overseeing the stockroom. After several promotions over the years, he is now the business manager for the department. His exemplary service has been recognized with the Physics and Astronomy Distinguished Staff Award.

Conlin has also supported the department through his gifts to the Biomedical and Physical Sciences Building and the SOAR telescope. Other areas at MSU that have benefited from Conlin's gifts include Engineering, Business, and Communication Arts and Sciences. With his documented planned gift, he became a member of the Abbot Society, one of MSU's most prestigious donor societies.



Lupe Izzo was a keynote speaker at the breakfast gathering.



President Simon visits with Stella Cash (left) and other guests.



Dr. Roy J. Simon chats with John and Gretchen Forsyth.



Provost Wilcox addresses the crowd.

ALL UNIVERSITY CAMPAIGN KICKOFF

The 2008 All University Campaign kicked off at an event at Cowles House on March 11, 2008. The breakfast gathering of about 120 MSU faculty, staff and retirees featured remarks from President Lou Anna K. Simon, Provost Kim Wilcox, Lupe Izzo, and Vice President for University Development Chuck Webb.

Dr. Webb emceed the program and Provost Wilcox introduced the new All University Campaign Advisory Cabinet for the first time publicly. Mrs. Izzo provided informative remarks about the MSU Student Food Bank, one of the highlighted funds of the 2008 campaign. President Simon spoke about the significance of the recent capital campaign results and about the importance of the attendees' continued participation and leadership in the next major campaign. The event, as in years past, was generously underwritten by the MSU Federal Credit Union.

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