



## Kellogg Foundation Gives \$2.5M for Good Food Initiative

The W.K. Kellogg Foundation has awarded a \$2.5 million grant to the C.S. Mott Group for Sustainable Food Systems at Michigan State University to support implementation of the Michigan Good Food Charter.

The charter is an evidence-based plan for making it as easy to get food from Michigan's rural and urban farms as from the global marketplace. The charter aims to enable Michigan citizens to grow, sell and eat food that is healthy and affordable, while also being produced in a green and sustainable manner that is fair and results in no exploitation along the lines of production. The Kellogg Foundation grant will fund years one through three of a ten-year initiative to achieve the charter's vision and goals.

Dr. Michael W. Hamm, the C.S. Mott Chair of Sustainable Agriculture, and his C.S. Mott Group are spearheading this ambitious initiative. Over recent years, the C.S. Mott Group has assembled an extensive network of stakeholders—groups, organizations, individuals—across the state, many of whom participated in creating the charter and others who have endorsed the charter. "Because of the Kellogg Foundation's grant, we are able to engage fully in implementing the charter," said Hamm. "Through the Center for Sustainable Food Systems at MSU, we are launching a variety of efforts in areas ranging from food production through getting healthy food to families and children."

Five operational teams within the Center are working in the areas of Market Development; Farmer and Farm Development; Food System Infrastructure Development; Youth Engagement and Community Building; and Good Food Access, Public Health and Consumer Food Education. "Their objective is to catalyze the creation of 'Communities of Practice for Healthy Living' to help Michigan communities provide a sound framework for accessing good food and having it on the plates of vulnerable children," said Hamm.

The W.K. Kellogg Foundation was established in 1930 "to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." According to Hamm, the Kellogg Foundation is the nation's leader in advancing sustainable food efforts. To read the Michigan Good Food Charter and to learn more about the C.S. Mott Group and its efforts for healthy families and sustainable food, go to [mottgroup.msu.edu](http://mottgroup.msu.edu).

Michael Hamm, the C.S. Mott Chair of Sustainable Agriculture, is spearheading efforts to implement the Good Food Charter.



## MSU Greenline secures over \$3 million from alumni and friends



Greenline callers pause for a picture at the end of the 80s theme shift.

It's not your typical work place. For one thing, no one appears to be over the age of 25. The workstations are compact cubbies equipped with computer screens and each worker is wired in to a headset. No one looks tired, stressed or unhappy despite the fact that the hour is fast approaching 10:00 p.m.

This is an ordinary night in the MSU Greenline calling room, where the student employees attempt nearly one million calls to alumni and friends of Michigan State University each year. They enjoy their work and are good at it. From their conversations, they have obtained well over \$3 million dollars so far this year from tens of thousands of donors. They keep countless more Spartans engaged and up-to-

date on the issues, concerns and achievements of students at Michigan State.

MSU Greenline is a popular place to work on campus. More than 200 students are employed each semester, but the stack of applicants hoping to join their team numbers over 400. They are a tight-knit and fun-loving group—especially on theme nights—but the popularity of the Greenline also stems from the valuable professional experience to be gained. Students majoring in any discipline see the benefit in polishing their communication skills, according to Assistant Director Frank Tramble ('09, Communication Arts and Sciences), who is a former graduate from the program himself.

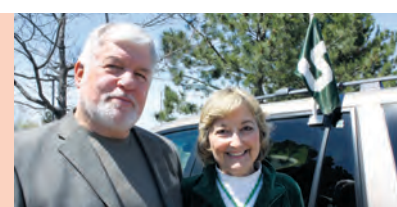
"MSU Greenline gives students the opportunity to communicate in a genuine way to build a real relationship with someone," Tramble said. "It provides an all-around skill set for all majors."

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## IRA rollover provision extended

The IRA rollover provision charitable gift opportunity was reinstated and extended through December 31, 2011.



Enacted through the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010, the legislation allows a taxpayer to make qualified rollover gifts to Michigan State University, or any qualified charitable organization, without having to count the distributions as taxable income.

The IRA rollover provision allows the owner of a Roth or traditional IRA, who is at least 70 ½ years old, to direct up to \$100,000 (\$200,000 for a couple with separate IRAs) directly to Michigan State University and/or other qualified charitable organizations. MSU will immediately benefit from the IRA gift. The owner of the IRA neither claims the charitable distribution from the IRA as ordinary income nor claims the distribution as a charitable deduction. Effectively, there is no federal tax consequence.

IRA rollover gifts may apply to the owner's required minimum distribution.

For more information, contact the Development Office in your college at MSU, or the MSU Office of Gift Planning at (517) 884-1000.



Chris Silkwood and Gary Milnarich hosted a reception in their Houston Heights home in May. The reception introduced Michael Rush, (left) founding director of the Broad Art Museum at MSU, to members of the Houston art community and a select group of MSU alumni.

## DEVELOPMENTS

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**Robert W. Groves**  
Vice President for  
University Advancement

**Lois Furry**, Editor  
**Linda Dunn**, Copy Editor  
**Christina Schaffer**, Copy Editor



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## MSU Greenline

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Because the program utilizes student managers to supervise and run the shifts, the program also helps develop leaders. Tramble tells many success stories of his graduates finding positions in marketing, sales, human resources, fundraising and many other fields in part due to having MSU Greenline on their resume.



"A 200-person operation is not an easy thing for student managers to run, especially when it is a group of your peers" Tramble said. "We know many employers value our graduates."

Superstars often emerge from the program. Carmen Nguyen ('10, Communication Arts and Sciences) raised more than \$500,000 in a four year period. Now in graduate school, she is continuing her work in the program. Seven of her Greenline colleagues recently passed the \$100,000 mark and an additional four student callers garnered more than \$50,000.

Bradley Scherer, a Greenline manager majoring in communication, recalled being offered a job during his first month of calling from an alumnus in Las Vegas. "He ran a telemarketing company, so it was real validation that we have a quality program and I landed in something I am good at."

To learn more about MSU Greenline and to watch live webcams of the evening calling shifts, go to [www.givingto.msu.edu/greenline](http://www.givingto.msu.edu/greenline).



## Group's funding of CF research continues

Hunt For A Cure (HFC) is committed to supporting research that may lead to a cure for cystic fibrosis (CF). On January 11, 2011, Pete Odland, along with John and Deb Kailunas II, presented a \$110,000 check to MSU on behalf of HFC. This was HFC's third donation to the university in as many years, bringing the group's total contributions for CF research at MSU to \$225,000.

"Hunt For A Cure is extremely excited and proud to have such a great partnership with Michigan State University for the crucial research that is happening to save children's lives against this fatal disease," said Shane Moerdyk, HFC treasurer. "We look forward

to a bright future with the tremendous research staff and projects that we have the pleasure of helping to fund at MSU."

At an appreciation luncheon to thank the Grand Rapids based group for the commitment to finding a cure for CF, Dr. Martha Mulks, professor of microbiology and molecular genetics, and Dr. Bruce Uhal, professor of physiology, provided detailed accounts of their laboratory work as they each focus on different aspects of the disease. Dr. Ian Gray, vice president for research and graduate studies, noted that HFC's support is opening up new opportunities for cystic fibrosis research and that his office will be providing matching funds.



John Kailunas, Deb Kailunas, Pete Odland, Martha Mulks and Bruce Uhal (from left to right) of Hunt For a Cure presented a check to MSU Vice President for Research and Graduate Studies Ian Gray (far right). The donation is third given by the group to support MSU's cystic fibrosis research.



## Cohen gift crowns student athletic and academic success

The 14th annual Spartan Academic Excellence Gala, which each spring recognizes the academic achievements of student-athletes, had a special designation this year—one that provides for future Spartans to receive similar accolades and encouragement.

The gifts that began the Dr. Bruce J. and Linda W. Cohen Student-Athlete Endowment will ensure that the students and their families will continue to be honored at the gala in perpetuity, with Bruce and Linda as the grand sponsors. With a combination of cash, pledges and planned gifts, the Cohens were recognized in the Frank S. Kedzie Donor Society for their contributions.

Devoted Spartan sports fans and former educators, the Cohens recognized the need for student-athletes to not only develop their athletic skills but also to prepare academically for eventual careers outside of sports. The gala provided the opportunity to support both endeavors. This year's event was held on April 9th in Kellogg Center's Big Ten Room and honored 267 student-athletes at the sophomore or higher level, who had earned a 3.0 or better cumulative grade point. There were a record 750 people on hand to celebrate these accomplishments.

"You never know what may come your way," Bruce said. "Education will give you the ability to adapt and make the most of every opportunity."

He speaks from experience. When he arrived on campus for freshman orientation in the fall of 1955 as a self-described naïve young man from a small town in New York, it was the first time he had seen MSU. He certainly didn't anticipate completing not only his B.A. in Social Science, but also an M.A. in Education and a Ph.D. in Social Science as well, followed by eight years of service as an MSU faculty member and administrator.

The skills he developed in higher education later provided the perfect background for a successful business, which began with an observation that Bruce made on a cruise that he and Linda took on their honeymoon. Bruce thought that the tranquility of a cruise ship at sea, far away from the distractions of a busy office practice, along with state-of-the-art conference venues, would make a perfect setting to offer continuing professional education seminars. While in port, Bruce envisioned that joint seminars with local professionals could be scheduled.

Bruce drew on his MSU education to research and launch the concept. "Whatever modest success I have achieved is largely attributable to my time at MSU," he said.

Linda, who had taught mathematics for many years, was his able partner. Together, in 1979, they founded International Conferences, a provider of worldwide continuing medical, dental, nursing and legal education seminars, and operated it for 27 years before its sale in 2006.



Encouraging student-athletes to succeed in academics, as well as sports, and to reward them for their efforts was important to the Cohens.

"Of all the many things for which I am proud of MSU, the one that means the most to me is that MSU has always been student-oriented," Bruce said. "At MSU, students come first."

"When one path you might be on doesn't work out, education can always provide a secondary route in life," Linda said, adding that the Spartan Academic Excellence Gala is a nice thank you to the students for all their hard work. "And we love the fact that many proud parents are in attendance, because they have sacrificed as well."

By lending their name to, and endowing the Spartan Academic Excellence Gala as grand sponsors, Bruce and Linda have guaranteed that Spartan scholars will be recognized by the University community for their accomplishments in the decades to come.

*For more information on making a gift to intercollegiate athletics, contact the Spartan Fund at (517) 432-4610 or visit [www.msuspartans.com/spartanfund](http://www.msuspartans.com/spartanfund). For more information on making a planned gift, contact the Office of Planned Giving at (517) 884-1000.*

Bruce and Linda Cohen, below with student-athletes recognized at the Spartan Academic Excellence Gala.



## A gift that travels across stages and oceans

by Lindsay Thelen ('11, Journalism)

Whether helping students to gain global experiences or ensuring the Wharton Center for Performing Arts can share artistic culture with the community, Larry Lee ('70, Journalism) is doing his part to help Michigan State University thrive. Lee has made a charitable bequest to the School of Journalism in support of study abroad scholarships and to the Wharton Center's general endowment. He is recognized in MSU's Snyder Donor Society.

Lee has been actively involved with the College of Communication Arts and Sciences as an alumnus and donor, and has served on the School of Journalism Centennial Committee. Throughout his career he worked for Gongwer News Service, a state level political news source that operates services in Michigan and Ohio. Lee eventually became one of three principal owners in the company and attributes his success to his MSU and CAS background.

"I benefited from hard-nosed training in the School of Journalism and an academic adviser, Mary Gardner, whose exacting standards and common-sense approach helped to set a long-term guide. *The State News* provided professional-grade experience, the chance to

cover critical events in the turbulent '60s and connected me to the job I held throughout my career beginning after graduation," said Lee.

Lee gained valuable knowledge and experience on the MSU campus and is eager to give back to his fellow Spartans as an alumnus.

"I am impressed by the challenges today's students face with tuition and costs of attending college at such a high level compared to what they are able to earn," said Lee. "We've seen state support slashed over the years by an astonishing amount and while alumni giving cannot and should not take the place of public support, it can serve an important role in adding to the overall experience and help students set and achieve their goals."

As an individual who appreciates the diversity of cultures and enjoys traveling the world, Lee wanted to help others share these passions through his donations.

"Now, the university is rightfully encouraging a wide range of study abroad experiences in recognition that we are influencing and are influenced by cultures everywhere on a daily basis.

My gift is specifically designated to assist students in pursuing those study abroad opportunities,"

explained Lee. "At Wharton, I hope the gifts can be used in a general way to sustain programs that are tremendously diverse and of high quality. Everything from lectures to small venue dramas to large shows serve students and the community in very important ways."

Larry has enjoyed all MSU has to offer first hand.

"For me, living close to the university, I have been able to continue to take advantage of the cultural programs throughout the year and with my involvement in the Mary Gardner Scholarship, I have been privileged to appreciate how students are adapting to and leading the change in our journalism profession."

*For more information on making a gift to the College of Communication Arts and Sciences, contact Assistant Director of Development Rebecca Pagels at (517) 432-4770.*



Larry Lee recently made a charitable bequest to the School of Journalism and Wharton Center of Performing Arts.



## Hawley New Ventures Fund boosted by alumni

Dr. Martin Hawley is the kind of educator who touches lives.

One of his first students, John Ogren ('65, Engineering), is now spearheading an effort to raise \$2.5 million to add to the Hawley New Ventures Fund. The effort will greatly enhance an endowment that allows Dr. Hawley, chairperson of the Department of Chemical Engineering and Materials Science, to do what he does best, pursue new initiatives to strengthen the department. John and many of his fellow alumni have contributed to help ensure the department remains one of the top programs, and to express appreciation for Dr. Hawley's outstanding leadership in guiding the department during his 50 years at MSU.

"He is a very bright person with broad interests, a can-do attitude and a pleasing personality," John said of his former professor. "He has a very broad range of interests in the chemical engineering and material science fields with an experienced eye for the practical. His tenure as a professor spans the lives of nearly all chemical engineers ever graduated from MSU. He has had a major impact on a lot of Spartans."

As a high school student, John enjoyed science and math and zeroed in on chemical engineering after a young couple came to see his father about building a second home on Higgins Lake. "The

man was a chemical engineer, so I figured that must be a great way to make a living," John recalled.

John was in the very first class taught at MSU by Dr. Hawley and never forgot the dynamic young professor. The two kept in touch over the years as John recruited other Spartan engineering alumni and also hired Dr. Hawley as a consultant for his first employer.

John married his wife Chris, while they were MSU students, and together they have provided previous financial support to the MSU College of Engineering, particularly for the 1997 addition to the Engineering building and ongoing scholarship support to the College of Education.

John started out as a process engineer for Conoco in Ponca City, Oklahoma, and moved through a series of operating and staff roles to senior vice president, administration. Later, after DuPont acquired Conoco, DuPont tapped him to be president of DuPont Canada and later as executive vice president for DuPont's human resources.

He finished out his career as president and CEO of Production Operators, an oil well services company in Houston, before retiring in 1999.

He is a past recipient of the College of Engineering's Claud R. Erickson Distinguished Alumni Award as well as the Chemical Engineering and Materials Science Red Cedar Circle Award.



Professor Martin Hawley and distinguished alumnus John Ogren.

And yes, he and Chris spend five months of the year enjoying their second home on Higgins Lake. It is a pleasure that also affords John with the opportunity to attend the annual engineering golf outing and to serve in many volunteer and advisory capacities to benefit Michigan State and the College of Engineering.

For more information about contributing to the College of Engineering or the Hawley New Ventures Fund, contact Director of Development Stephen Bates at (517) 355-8339.

## Generations of green honored with endowments

Alma Frey loved to cook. Although she never attended Michigan State University as a student, in many ways she was the ultimate Spartan, helping to make MSU her family's school and lending her prowess in the kitchen to many Spartan gatherings.

A native of Buffalo, New York, Alma met Richard Frey ('40, Business) in 1935 and waited for him to finish his Michigan State education so they could marry. The newlyweds spent their honeymoon in East Lansing, having married in Buffalo, New York, on a Thursday in order to see the campus and spend Saturday watching Spartan football. It started a family tradition that lives on through their children, their children's spouses and grandchildren.

A cross-country legend inducted into the Spartan Hall of Fame in 2007, Richard passed away in 2001 and Alma in 2010. The two were longtime members of the MSU Alumni Association and helped lead local clubs in Western New York for many years. Their daughter Barb Frey ('65 and '67, Natural Science) together with her husband Nick Thines, recently established the Alma Frey MSU Libraries Cookery Collection Enrichment Fund to enhance the cookbook collections at the MSU Libraries in honor of Alma's love of cooking and loyalty to Michigan State. They also hoped to commemorate her love of reading. Alma's sweet

and cheerful personality is something they wish to honor.

"If all mother-in-laws were like her, there would be no mother-in-law jokes," noted Nick.

Barb and Nick, who chose to make future gifts through bequest provisions in their wills, are veterans in establishing endowments to support MSU. They previously created an endowment for scholarships for student-athletes in cross country to honor her father; one to fund scholarships in the College of Human Medicine in honor of a family physician; another to help small animal Veterinary Medicine students in recognition of Barb and Nick's love of small animals; and an additional endowment in the College of Natural Science to support student internships at zoos to honor Barb's College of Natural Science degrees.

"The MSU degrees I received helped me succeed in a long and enjoyable community college teaching career," Barb said. "In return, we hope to help others in several of our favorite areas of the university."

Barb and Nick also are donors to the Spartan Fund.

They reside in Farmington Hills and were reunited at a high school reunion in Western New



Alma Barb Frey and Nick Thines have honored both Barb's parents and several of their favorite areas of MSU by creating endowments.

York in 1992. Like her parents, Barb has been active in the MSU Alumni Association and is a dedicated Spartan sports fan who claims she would watch riddlywinks if MSU played it. It didn't take long for Nick to catch on to her Spartan spirit.

"It wasn't hard," he said. "Walking into Spartan Stadium that first time for my first Big Ten game was a memorable experience."

Whether through birth, marriage or something else, the love of Michigan State pervades the Frey/Thines family. Their giving ensures their impact will live on for future generations of Spartans.

To explore how you can remember a college or program through a charitable bequest to MSU, contact the Office of Gift Planning at (517) 884-1000.

## GE sponsors Residential Experience in Engineering

With a \$160,000 gift, GE is sponsoring the Residential Experience in the College of Engineering. As part of the partnership program, beginning in the fall 2011 semester, GE will present an engineering problem based on the theme "Cleaner Transportation for a Sustainable Future," and students will be immersed in learning about the industry. Student involvement could include developing ideas to solve transportation issues, leading environmental initiatives, working on projects that emphasize clean transportation, job shadowing and field trips to GE facilities.

"I am convinced that this partnership will be a great way to educate our students about the transportation industry and encourage them to consider pursuing careers in this field," said Satish Udpa, dean of the College of Engineering. "We are eager to partner with GE in developing materials and programs that will convey the excitement of working in an industry that is vital for a sustainable future."

Students in the Residential Experience program live in Wilson Hall with other engineering students as well as those from other majors and colleges, promoting cross-disciplinary interactions. They learn from each



Students in the Residential Experience in Engineering in Wilson Hall.

other and through hands-on and co-curricular activities. They learn how to function in a collaborative, team-based, diverse and increasingly global setting.

"This support from GE will provide exciting new experiences for our students, enabling them to explore solutions to key problems in the field of transportation," said Neeraj Buch, director of the Residential Experience and Cornerstone Engineering. "Through its sponsorship GE will be helping us build the next generation of Spartan engineers."

"We are excited about the innovative partnership between Michigan State University and GE," said Brett BeGole, general manager of Global Locomotive Operations. "We are looking forward to engaging the next generation of technology leaders to shape the future of the transportation industry worldwide. GE is committed to address the planet's most pressing environmental challenges. The residential experience and cornerstone engineering program at MSU is an ideal partner to advance what we call Ecomagination."

## Eichler gift is music to fans of Spartan Marching Band

When the 300-member Spartan Marching Band takes the field next fall ready to thrill 75,000 fans with a one-of-a-kind performance, their signature "all brass and sax" sound will have an electrifying new edge.

With a gift from band parents Edwin (Ed) and Wanda Eichler, the band recently purchased 62 custom-designed professional trumpets completing Band Director John Madden's dream for a purity of sound the likes of which has never been heard in Spartan Stadium.

Always looking for ways to make a great band even greater, Madden has worked to move the ensemble from one where some students provided their own instruments, to one where each section plays on identical instruments owned by the band. Band alumni got behind the ambitious plan with gifts that outfitted the saxophone and trombone sections. Expanding the new cleaner sound while enhancing a driving baseline, the tuba section not only picked up new instruments but also swelled to 24 in number. The costly sousaphones were eked from around the edges of the band's budget, two or three at a time,

with hopes that trumpets could gradually be provided in similar fashion. As the parents of three band alumni, with the youngest Peter ('06, Arts and Letters) still involved as a color guard director, the Eichlers were well aware of the goal and wanted to help.

"Music is as important as anything else in the university," Ed said. "We are so pleased to be able to shift this into high gear."

Wanda sums up their commitment by pointing out that music can always be counted on to lift people up.

The Eichlers didn't forget the color guard. They provided an additional gift to boost the part of the band that gives it a visual style uniquely its own. In the off season, the State of Art Winterguard competes in national tournaments, an essential component to maintaining and improving their performances year round. In recent years, the group took top honors in Division II and earned a spot in Division I, this year taking a 7th place in that higher category. The cash infusion from the Eichlers will allow the color guard to compete in more tournaments and expand programming to aid in recruiting promising high school students.

Ed and Wanda, reside in Tucson, Arizona and Pigeon, Michigan where Ed serves as president and CEO of Agri-Valley Communications and Wanda runs a textile design business. For the Eichlers, music has always been a family affair. Wanda plays piano and has directed choirs. Ed played tuba and percussion. All three of their children – Will, Liesl, and Peter – and Will's wife Wendy Mata Eichler participated in the Spartan Marching Band while attending MSU. Ed recalls the thrill of taking part in MSU Band Days as a member of the Laker High School Marching Band. He was fond of telling his children "I performed with the Spartan Marching Band before your band director was born!"

In appreciation for their generosity, the band will spell out Eichler at one of the home football game performances this coming fall.

For more information on making a gift to the College of Music, contact Assistant Director of Development Linda Conradi at (517) 353-9872; Conradi@msu.edu.



Director John Madden and representatives from the Color Guard with Ed and Wanda Eichler.

## Faculty, staff and retiree giving back tops \$10 million

MSU faculty, staff and retirees are well known for their contributions to the university in their hard work, talent and professionalism, but they are also known for commendable financial support. Over the past decade, gifts to MSU from employees or former employees have steadily grown and at the end of the last fiscal year made up over \$10 million in support for MSU.

"Giving by the faculty, staff and retirees of MSU is making a difference in keeping MSU accessible to potential students and in providing essential financial flexibility to initiatives across campus," said Bob Groves, vice president for University Advancement. "Gifts from the people who know MSU so well underscore the belief we all share in the core values and important mission of Michigan State University. We are grateful for their support which embodies the spirit that makes MSU a special place."

Given the economic downturn of recent years, a flattening or decrease in giving by current employees might have been expected, but that has not occurred. For example, in the late summer of 2009 as news spread about significant reductions in state funding to students, MSU's deans and vice presidents elected to donate their salary increases to support student financial aid, setting a standard that many others chose to follow. Collectively, the gifts from these individuals will add more than \$500,000 in scholarship support.

The awareness and utilization of deferred giving among faculty, staff and retirees also has seen steady increases. Deferred giving allows donors to remember MSU in their estate plans with

charitable bequests through provisions in their wills or through a number of giving vehicles including charitable gift annuities.

A charitable gift annuity allows donors to provide for the future benefit of MSU while also meeting current income needs with a fixed and guaranteed income for life. Depending on the age of the annuitants, the income can offer higher rates of return than might be achieved with other investments. A charitable gift annuity also provides tax benefits, as a federal tax deduction can be claimed and a portion of the income can be received tax-free.

Each spring the MSU Annual Fund conducts an All University Campaign that specifically reaches out to the campus audience. Faculty, staff and retiree giving during the campaign has been on an upward trajectory for years.

Since 2002, giving during this campaign has tripled from less than \$200,000 to nearly \$600,000 each year. The number of individuals participating has also grown substantially. Back in the 2002 All University Campaign, 691 individuals participated. Today over 3,000 of MSU's faculty, staff and retirees give during the campaign.

MSU's employees and retirees are among the most generous in the nation, notes Kathleen Deneau, director of the Annual Fund.

"MSU's faculty, staff and retiree giving is notable among peer institutions, many of which do not have internal campaigns," she said. "MSU's employees and former employees are also known for their loyalty, with the majority continuing to give each year."





## Challenge creates \$7 million in new scholarships

The Spartan Scholarship Challenge inspired many donors to help MSU students with new endowed scholarships. In all, 136 scholarship funds were created that will enable nearly 200 freshman students in need to receive scholarship assistance. And because these are endowments, the impact will carry forward with similar awards going out to hundreds of future Spartans in perpetuity.

The challenge program began with an anonymous \$10 million gift MSU received in 2009. A portion of that gift was designated as a matching fund to help increase the amount of financial assistance available to incoming students. For every two dollars donors gave to create a newly endowed Spartan Scholarship, one dollar was added to the endowment from the matching fund. In the program, which ran for an 18-month window of opportunity, \$4.7 million was contributed from

donors and \$2.3 million was matched from the anonymous gift.

“More endowed scholarships will help MSU expand support to deserving students as they prepare for their futures,” said Vice President for University Advancement Bob Groves. “We are profoundly grateful to the anonymous donor and to the 136 donors who were inspired by their gift. The efforts of these donors has dramatically increased the amount of aid available to MSU students in need.”

While the challenge inspired many individual donors, the match opportunity also hit a chord with several groups of donors, including MSU Alumni Clubs across the nation. Many of the new scholarships are broadly available, while others preference students who come from a geographical region or who are admitted to a particular college.

Endowed funds provide a permanent, stable source of funding for students with financial need

in the future. Unlike funds that are expendable, endowed funds have an enduring effect because the total amount of the gift is invested. Each year only a portion of the invested income is spent while the remainder adds to principal growth and preservation.

Plans are being explored for offering a new matching opportunity in the future which would leverage another portion of the anonymous gift to create additional endowed scholarship funds.

As the Spartan Scholarship Challenge closed, a few exciting gifts came in. Those stories are featured below.

*To learn more about making a gift for scholarships, contact Director of Development for University Scholarships and Fellowships Jennifer Bertram at (517) 432-7332 or speak with a development officer in your college or unit.*

### Young alumni give back for future Honors College Spartans

David Hill ('05, Honors College and Business) and Elizabeth “Liz” Kidd-Hill ('05, Honors College and James Madison) have a passion for Michigan State that is evident in the volunteer hours they devote to helping current students. But the Spartan Scholarship Challenge steered them to give back more than time and commitment. The young couple recently established a Spartan Scholarship Challenge endowment to benefit members of the Honors College at MSU.

Liz and David understand that staying connected to their alma mater enriches their lives and strengthens ties to their colleges and to their university. As members of the Honors College at MSU, their campus experience afforded them not only a rigorous academic program but also the opportunity to enjoy a small college atmosphere at a world leading research institution. Since graduating from Michigan State University in 2005, David and Liz have stayed connected to and participated in several Honors College alumni events which include career panels, connecting with alumni and attending service day events. They are always willing to help and promote the Honors College.

According to the couple, “The Honors College was an integral part of our college experience and we found that establishing an endowed scholarship enabled us to give back to MSU and the Honors College by creating a lasting gift which would assist Honors College students, particularly those with financial need. We are grateful for the unique opportunity the Spartan Scholarship Challenge offered us to begin a scholarship fund as young alumni and look forward to remaining engaged with the university to support future Spartans as they pursue their education.”



### Hong Kong alumnus remembers MSU

The Spartan Scholarship Challenge ended on a high note when MSU received a significant gift from a doctoral alumnus who resides across the globe and was inspired to help undergraduate students at Michigan State. Dr. Peter Lee ('72, Ph.D. Chemistry, College of Natural Science) of Hong Kong established the Peter L. and Patricia Lee Spartan Scholarship Challenge with a \$150,000 gift.

As he explains it: “I was fortunate to receive teaching and research assistantships throughout my Ph.D. program. I firmly believe that I must honor MSU through my support for some deserving students to receive a good undergraduate degree, the prerequisite to an advanced degree and a better future.”

He and Patricia have fond memories of their years at MSU. They particularly enjoyed canoeing along the Red Cedar River crisscrossing the campus, the fun of vegetable gardening on a plot freely assigned by Michigan State to married housing residents, and the memorable snow blizzard in 1968.

Dr. Lee has had a distinguished career in packaging, telecommunications, minerals and the soft drink industries. After leaving MSU, he became a research chemist for Coca-Cola Company in Atlanta, Georgia. He accepted a business development position with the company and was instrumental in developing Coca-Cola's business in China, for which he served as the first head of Coca-Cola China. He went on to serve as vice president and general manager of several companies with offices in Hong Kong. He held numerous executive positions with



Chesapeake Corporation, a world-leading packaging supplier, including president of Chesapeake Asia-Pacific Limited and corporate vice president of Chesapeake Corporation. After retiring from Chesapeake, he became executive director of Rondabosh International Limited.

He believes his MSU education has served him well throughout his career.

“MSU offered a stimulating environment and I was fortunate to be exposed to distinguished professors who expounded in academic excellence and integrity,” he said.

He learned two indispensable maxims at MSU: use your instincts and don't give up easily. He feels he has constantly used his chemist's instinct, or intuition, to assess all the pros and cons when making important business decisions. During his first research project, he encountered quite a bit of challenge, but persisted, stayed focused and worked hard to make the first breakthrough. It was smooth sailing thereafter.

“This ‘gut’ mentality has stayed with me and prepared me well throughout my corporate career as a ‘trailblazer,’” he said.



## Michael Serling: A legacy of support to enhance Jewish life at MSU

From viewing critically acclaimed Israeli films and attending Shabbat meals to study abroad in Israel and interacting with the top minds in Jewish Studies right on campus, MSU students have myriad opportunities to explore Jewish culture.

Alumnus, advocate and benefactor, Attorney Michael Serling is proud to have played a role in enhancing the many resources that impact Jewish Life at Michigan State.

Together with his wife Elaine, Michael recently added significantly to their legacy of support for MSU's Jewish Studies Program with a \$1 million cash commitment to establish the Michael and Elaine Serling Visiting Israeli Scholars Fund. Their support will allow outstanding Israeli faculty in many disciplines to teach and collaborate in research through an extended stay on campus.

"This will allow us to take advantage of the highest level of scholar in Israel and to build long lasting collaborations between these individuals and MSU," Michael said. "It was a perfect way for us to make a new gift."

Michael's Birmingham legal practice specializes in environmental and product liability law with expertise in asbestos disease and asbestos contamination. His clients number more than 300 school districts as well as building owners and individuals from 20 states, Europe, Japan and Israel. He obtained a B.A. ('66) in History along with teaching certification from MSU and his J.D. ('70) from the Detroit College of Law, now the MSU College of Law. In 2004, he was honored with the Distinguished Alumni Award and in 2010 he received the Philanthropist Award, both from the MSU Alumni Association.

Elaine and Michael lived in Israel for a year in the early '70s where they worked and learned to speak Hebrew fluently. Elaine, an R.N., worked at a plastic surgery clinic at a large Jerusalem hospital while Michael worked in the stocks and bonds department of a major bank. After Israel they came back to Detroit, raised a family and now have two lovely granddaughters.

He credits his time at Michigan State as crucial to his development and success. "I've been very blessed in my career and marriage, so much of my blessings are because of the education I received and influences I gained at MSU," he said.

Giving back to MSU is easy according to Michael. "When I found out there was a Jewish Studies Program underway at MSU back in the '90s, I was thrilled and wanted to help make it happen," he said. "To see my alma mater taking the lead in the intellectual advancement of Jewish studies has been very rewarding."

The Serlings' passion for MSU's Jewish Studies Program previously led to creation of an endowed chair in Israel Studies. In addition to the Serlings' personal gifts to this endowment, another \$650,000 was given by the Jewish community. Dr. Yael Aronoff, who was a senior associate at Columbia University's Institute of War and Peace Studies, joined the MSU faculty in 2006 as the first Michael and Elaine Serling and Friends Israel Studies Chair. She is a 2011 recipient of MSU's Teacher-Scholar Award and is finishing a book titled *When Hard-Liners Opt for Peace: The Political Psychology of Israeli Prime Ministers*.



Michael and Elaine Serling.

"Dr. Aronoff is a living, breathing contribution to teaching about the modern state of Israel," Michael said. "She is an excellent addition to MSU's faculty."

The Serlings also created a fund for Israel-related programming on campus, including an annual Serling Lecture on Modern Israel and the Israeli Film Festival.

In addition, Michael has been steadfast in volunteering his time and expertise to benefit MSU. He has served as chairperson of the advisory board for MSU's Jewish Studies Program, and is a member of MSU Hillel Jewish Student Center's advisory board and also served on the President's Campaign Cabinet for *The Campaign for MSU*. He was instrumental in securing author and Nobel Laureate Elie Wiesel as MSU's Commencement Speaker in 1999.

Due to his ongoing MSU connection, Michael has witnessed firsthand the impact of the programs he supports. "There has been a renaissance of Jewish life at MSU," he said. "MSU provides an enriching and welcoming opportunity for Jewish and non-Jewish students to learn about Jewish history, culture, religion and about the State of Israel."

## Loyal Spartan family remembers "Up North" with scholarship

Thomas Allin "Al" Winnard ('50, Business) and Dorothy "Frill" Milliken Winnard ('48, Social Science) first met at the MSU Union in 1946 while studying with friends.

Married and settled in Royal Oak, Michigan, Al and Frill Winnard raised six children, all of whom followed their parents' example and studied at MSU – Phyllis ('71, Social Science); Janet ('72, Human Ecology; '79, Business); Margo ('75, Arts & Letters, Honors); Carole ('79, '81, Business); Mark ('80, Business); and James ('87, Business). Al is quick to point out that no one was forced to go to MSU, but Carole adds it was the only university any of Al and Frill's children wanted to attend.

Carole Winnard Brumm and her husband Gregg E. Brumm recently established a scholarship endowment to honor and continue the Spartan legacy shaped during her parents' life together. In the spirit of her family's enduring memories of times spent "Up North" together, the endowment will benefit students from Emmett County, Michigan.

Good friendships and enduring memories of Wequetonsing, Harbor Springs, Emmett County and Up North have made this Al and Frill's special place for over 60 years. Frill fondly recalls childhood summers spent in Weque at the cottage her grandfather built, and later honeymooning there with Al in 1948. In 1957 Al and Frill purchased their own cottage just four doors away, where they still spend summers to this day.

Frill and the children spent their summers at the cottage, with Al commuting north on weekends. The children participated in the recreation program, where they learned to swim, sail and play tennis. Carole and her sister Janet have carried the tradition to the next generation, as they own summer cottages nearby.



Frill and Al Winnard.  
Below is their family cottage.



Al and Frill were proud and honored to hear of Carole and Gregg's gift that will help Emmett County youth begin their own journeys as MSU Spartans. Al was the first in his family to attend college and earned his degree through the GI Bill®. The couple values their own and their children's MSU educations and especially the friendly atmosphere on campus that spawned lifelong friendships and always made them feel at home.

Carole concurs with her parents. "Michigan State is large enough to provide unlimited opportunities and yet you can make it as small as you want it to be with your close group of friends," she said. It is Carole and Gregg's sincere hope that other lifelong Spartans share their enthusiasm for MSU and all that it can offer to young people and will consider establishing their own endowments.

For more information on making a gift to MSU, contact SE Michigan Regional Major Gifts Officer Diane Nye Mattick at (517) 884-1083; [nyed@msu.edu](mailto:nyed@msu.edu).

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Dozens of Spartans gathered at the beautiful Fulton's on the River in Chicago.

## Spartans Will

MSU President Lou Anna K. Simon is hosting a series of regional MSU receptions to exchange ideas with area alumni and share news about exciting MSU initiatives at home and abroad. An event took place in Atlanta in March and a second occurred in Chicago this June.

Alumni and donors gathered to hear about the university's rising profile as a transformative international force and to learn how MSU's new

branding effort is shining light on MSU's history and promise.

Attendees saw firsthand how the branding initiative is helping Spartans everywhere to discover a renewed sense of pride in their university and a commitment to MSU.

Future events are being planned for additional regions.



Guests added green sentiments to a Spartans Will banner.



President Lou Anna K. Simon (center) welcomed Jeanie and Frank Crosby.



Guests mingled with one another before the Spartans Will program began.



Vic Maurer, president of the Chicago MSU Alumni Club (second from left) greeted fellow Spartans.



College of Human Medicine student Sarah Mattson spoke about the impact of MSU on her life.



Spartans shared excitement during the festivities.



Chris DeMario and Caroline Stoy paused for a photo.

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