

# THE CAMPAIGN FOR MSU DEVELOPMENTS

FALL 2006

## SIMONS' BEQUEST GIFT LOOKS TO FUTURE

**O**n Saturday, October 14, at the annual President's Brunch, David Porteous, chairman of the Board of Trustees, announced that President Lou Anna K. Simon and her husband, Dr. Roy J. Simon, director of telecommunication and transportation systems, made a "dramatic momentum" planned estate gift. This gift will, along with their prior gifts, elevate them to the newly formed Clifton R. Wharton Society, which recognizes top-level donors who have contributed cash gifts of \$2.5 to \$5 million or planned gifts of at least \$3.75 million.

The latest gift will be used to fund two existing scholarships and establish a third.

"The Simons once again lead by example," Charles Webb, vice president for development, said. "Their continuing generosity will have a lasting and profound effect on our university. Major gifts like these are essential and will be appreciated even more by generations to come."

"Our commitment of dollars reflects our commitment to our alma mater," Roy Simon said. "While our gifts always have been in gratitude for the past, they more importantly are evidence

of our enthusiasm for the future—and for those who will shape that future—as MSU sets about the ambitious goal of going from land-grant to world-grant."



After announcing the Simons' latest gift, Clifton Wharton (left), president emeritus, is recognized as President Lou Anna K. Simon (right) and Dr. Roy J. Simon (2nd from left) receive the first Wharton Society memento from Trustee David Porteous. The newly formed Wharton Society has 50 charter members.

Of the total of the new Simon gift, 40 percent will be added to the Drs. Lou Anna K. and Roy J. Simon Scholarship Fund. The Simons chose to continue to increase the endowed fund that provides financial aid to students in the School of Music, especially those in the Jazz Studies Program. An additional 30 percent will be added to another existing scholarship established by Roy Simon's parents, the Mary Jane and Theodore B. Simon Endowed Scholarship Fund. The fund was established in 2004 and will support students majoring in business or engineering who also work at the Physical Plant Division, where Theodore "Ted" Simon worked and headed for years, from the post-war until 1984.

The remaining 30 percent will establish a new scholarship in the School of Music. The Drs. Lou A. and Roy J. Simon Endowed Marching Band Scholarship will help recruit and retain exceptional students in the MSU Marching Band.

Webb said the Simons have a giving history that spans four decades and that "they have said their cash gifts will continue." Their major giving areas also have included the Wharton Center for Performing Arts, WKAR-Radio, Kresge Art Museum, and other areas.



### THE CAMPAIGN FOR MSU



CAMPAIGN GOAL: \$1.2 BILLION  
STATUS TO GOAL: \$1.204 BILLION

ENDOWMENT GOAL: \$450 MILLION  
STATUS TO GOAL: \$361.5 MILLION

As of October 7, 2006

## MSU—Remembered By Max Goodwin

**M**axwell Asa Goodwin decided to say a few words after receiving the MSU Alumni Association's "Philanthropist of the Year" award in 2001. Tall, and with the upright ease of the accomplished horseman he was, Max spoke with emotion. "I had an education at Michigan State that I cherished. I'm humbled to be honored tonight for simply giving back." Following his death on May 11, 2005 at the age of 98, Max provided culminating meaning to those words through the significant seven-figure gift he left MSU through his estate.

Born in 1906 in Delton, Michigan, Max graduated from Michigan State College in 1929 in General Business Administration. "He had a full experience," describes President Lou Anna Simon, "as a dedicated student, a reporter for the State News, captain of the fencing team, member of the ROTC cavalry 'stunt' riding team, and president of his fraternity." As a young man working

with Clark Equipment Company in Battle Creek, Max met Irene Butterfield and they married in 1937. The company sent Max to Washington, D.C. in 1942 as an advisor on military equipment, but just months later, he joined the Army for a tour of duty during World War II and was honorably discharged as a Major in 1945. Max's career in the securities industry began in 1952 when he joined the Battle Creek office of Fahnstock & Company; he became a Michigan-based partner in 1975. Later he joined A.G. Edwards, the firm from which he retired in 1997.

Among Max's many volunteer activities, his presidency of the Battle Creek Hunt Club allowed

him to meet the woman he would marry after Irene's death in 1977. One day he got a call from the offices of Kellogg. LeAnn Borchers, who had been on the University of Illinois faculty prior to becoming Kellogg's Chief of Non-Cereal Research in 1961, had a horse to transport from abroad. Max helped with arrangements,



Max and LeAnn Goodwin

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MICHIGAN STATE UNIVERSITY

UNIVERSITY DEVELOPMENT  
Enriching MSU's Future

# ENDOWMENT NOW THE FOCUS AS *THE CAMPAIGN FOR MSU* PASSES \$1.2 BILLION

**O**n Saturday, October 14, 2006, President Lou Anna K. Simon announced that *The Campaign For MSU*, the university's capital campaign, has surpassed the goal of raising \$1.2 billion in total gifts and pledges—a year ahead of schedule.

Launched on September 20, 2002, the campaign had a goal of raising \$1.2 billion by 2007.

"Our job is far from done," Simon told guests attending the annual President's Brunch. "But this certainly is an achievement worth celebrating."

Simon noted that earlier this year the campaign passed the goal of raising \$250 million in planned (deferred) gifts, with more than \$283.1 million raised to date. She added that a crucial remaining

focus is raising much-needed money for endowment. "We now need to reach and exceed our goal of adding \$450 million to MSU's endowment," she said. More than \$361.5 million has been raised so far.

Simon called the capital campaign success to date "broad-based." She said, "These results could not have been possible without the generosity of our alumni, faculty, deans, staff, and so many friends. This is Team MSU at its best." Simon said one indicator of "family commitment" is the fact that faculty-staff-retiree giving consistently is among the best in the Big Ten, raising \$71.9 million since July 1999, which represents six percent of all annual giving.

## NEH Challenge Funds Symposium



(Left to Right): Dr. Arthur Melzer, Dr. Jerry Weinberger, keynote speaker John Walters, and Dr. M. Richard Zinman host a lecture and reception in support of the Symposium on Science, Reason, and Modern Democracy's National Endowment for the Humanities Challenge. John Walters is the director of the White House Office of National Drug Control Policy and a fellow Spartan. Held at the Gerald R. Ford Museum in Grand Rapids, the event raised awareness of the need to match the NEH grant before January 31, 2008.

For more information about the NEH Challenge, contact College of Social Science Development Director Sarah Blom at (517) 432-1802.

## Goodwin *continued from cover*

adding how to board the horse at his hunt club. The two met and married and were together until LeAnn preceded him in death by just six months.

LeAnn and Max shared a passion for MSU, attending football games and Wharton performances, hosting gatherings in their Michigan and Florida homes, and serving as volunteer fundraisers. "Max made his first \$10 contribution in 1950 and hardly a year passed when he did not contribute more," stated Vice President for University Development Chuck Webb. Together, they were charter benefactors of the Ralph Young Fund and the Wharton Center for the Performing Arts; LeAnn served on the MSU Development Board and as Special Gifts Co-Chair for Battle Creek during the MSU 2000 Campaign. For their work, Max was recognized with the MSU Alumni Association Distinguished Service Award in 1986 and LeAnn was made an Honorary Alumna in 1992.

In 1996, Max made future gifts to MSU possible through his personal trust. According to Marti Heil, associate vice president for University Development, "we knew Max's estimation of his total gift, but it was not until 2006 that MSU knew just how generous he had been." Six of seven endowments each received \$120,000. The Maxwell A. and LeAnn B. Goodwin Endowed Funds for the Eli Broad College of Business, College of Natural Science, Wharton Center, and School of Music all provide perpetual discretionary support for the deans or directors. The Maxwell A. and LeAnn B. Goodwin Endowed Equine Performance Fund supports the College of Veterinary Medicine, and The Maxwell A. Goodwin Office of the President Discretionary Endowed Fund reflects the close relationship Max developed with Lou Anna K. Simon during her tenure as provost and then as president. The seventh fund, The Maxwell and LeAnn Goodwin Endowment for the College of Agriculture and Natural

Resources (CANR), provides \$590,000 for perpetual support of the college.

These charitable bequests from the Maxwell Asa Goodwin Living Trust added to an estate distribution of \$100,000 to The Essential Edge Fund, a \$100,000 endowment fund for CANR graduate student support from LeAnn's own estate, and over \$200,000 in other gifts Max and LeAnn made during their lifetimes to these same designations as well as to others as varied as Campus Beautification and Abrams Planetarium.

"Press on – regardless!" was frequently how Max Goodwin would close a telephone conversation or a handwritten note. While Team MSU mourns the loss of a couple so important to its life as Max and LeAnn Goodwin, we gain continuing strength from the inspiration they gave us. We pledge to heed Max's advice and will press on from land-grant to world-grant.

For more information about making a bequest to MSU, contact a planned giving officer at (517) 884-1000.

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## President Simon Visits Atlanta Donors



On Wednesday, July 12, Michigan State University President Lou Anna K. Simon was the featured speaker for a special donor reception in Atlanta, Georgia. The reception was held at the Cherokee Town and Country Club and over 70 enthusiastic MSU alumni and friends gathered. Also in attendance from the university was Dr. Charles Salmon, dean of the College of Communication Arts & Sciences.



The president thanked everyone for their support of *The Campaign for MSU* which has recently surpassed the \$1.1 billion point on the way to an overall goal of raising \$1.2 billion. The president updated the group on the happenings at MSU and her goal of transitioning MSU from a land-grant university to a world-grant university, according to her Boldness by Design plan.

## DAIMLERCHRYSLER FUNDS RESEARCH

**G**rowing crops for biofuels summons images of fuel alternatives springing from the rural heartland. But a Michigan State University partnership with DaimlerChrysler is looking at turning old industrial “brownfields” green. DaimlerChrysler has contributed \$59,000 to the study.

The three-year study is supported by DaimlerChrysler; NextEnergy, a nonprofit organization that supports energy technology development; Project GREEN (Generating Research and Extension to meet Economic and Environmental Needs), the state’s plant industry initiative at MSU; and the MSU Michigan Agricultural Experiment Station.

Kurt Thelen, MSU professor of crop and soil sciences, is leading the investigation to examine the possibility that some



Kurt Thelen stands in a former industrial site in Oakland County’s Rose Township, now home to corn and canola. (Photo by Kurt Stepnitz, University Relations, courtesy of MAES)

oilseed crops like soybeans, sunflower and canola, and other crops such as corn and switchgrass, can be grown on abandoned industrial sites for use in ethanol or biodiesel fuel production.

The results of the work conducted here might sprout similar efforts across the state and nation in areas that are not desirable for commercial or residential uses. In addition to contributing crops for biofuel production, the growing plants may help clean up contaminated soils.

“Right now, brownfields don’t grow anything,” Thelen said. “This may seem like a drop in the bucket, but we’re looking at the possibilities of taking land that isn’t productive and using it to both learn and produce.”

The project now is a two-acre parcel that is part of a former industrial dump site in Oakland County’s Rose Township. Thelen’s group is looking to determine if crops grown on brownfield sites can produce adequate yields to make them viable for use in biofuel production. It is the quantity of seed oil produced that determines yield.

A secondary objective is to examine whether the plants actually contribute to bioremediation, meaning they take up contaminants from the soils without affecting their quality for use in biofuels. This might make them especially useful to grow on contaminated brownfields.

Using biofuels to help offset dependence on fossil fuels presents challenges on many fronts. Crop researchers are looking at which crops and crop varieties possess the best qualities for this use, and farmers are contemplating new marketing options.

At the same time, engineers are exploring more efficient and effective biofuel production systems. There currently is no national standardized specification for what constitutes B20, a blend of 20 percent biofuel and 80 percent petroleum diesel

that is commonly used in diesel engines.

Engineers and the government are working to set a standard. When it’s established, Thelen hopes to have recommendations ready on the best crop varieties that meet the standards.

“As the chemical engineers work on developing a national spec for B20, we’ll grow the crops in the marginal areas and see if they can meet it,” Thelen said. “We’re replicating our study on campus on good agricultural land to compare yields and the quality of biofuel produced from an agricultural land base versus a marginal brownfield land base and see if there’s a difference in yield and quality of biofuel.”

DaimlerChrysler has been selling the Jeep Liberty SUV with a diesel engine, and beginning in early 2007 it will offer a diesel-powered Jeep Grand Cherokee SUV. In both cases, the vehicles are fueled with B5 (5 percent biodiesel fuel) at the factory. This fall, the company will approve use of B20 in the Dodge Ram diesel pickup for fleet customers who use fuel that meets the current military fuel quality specification.

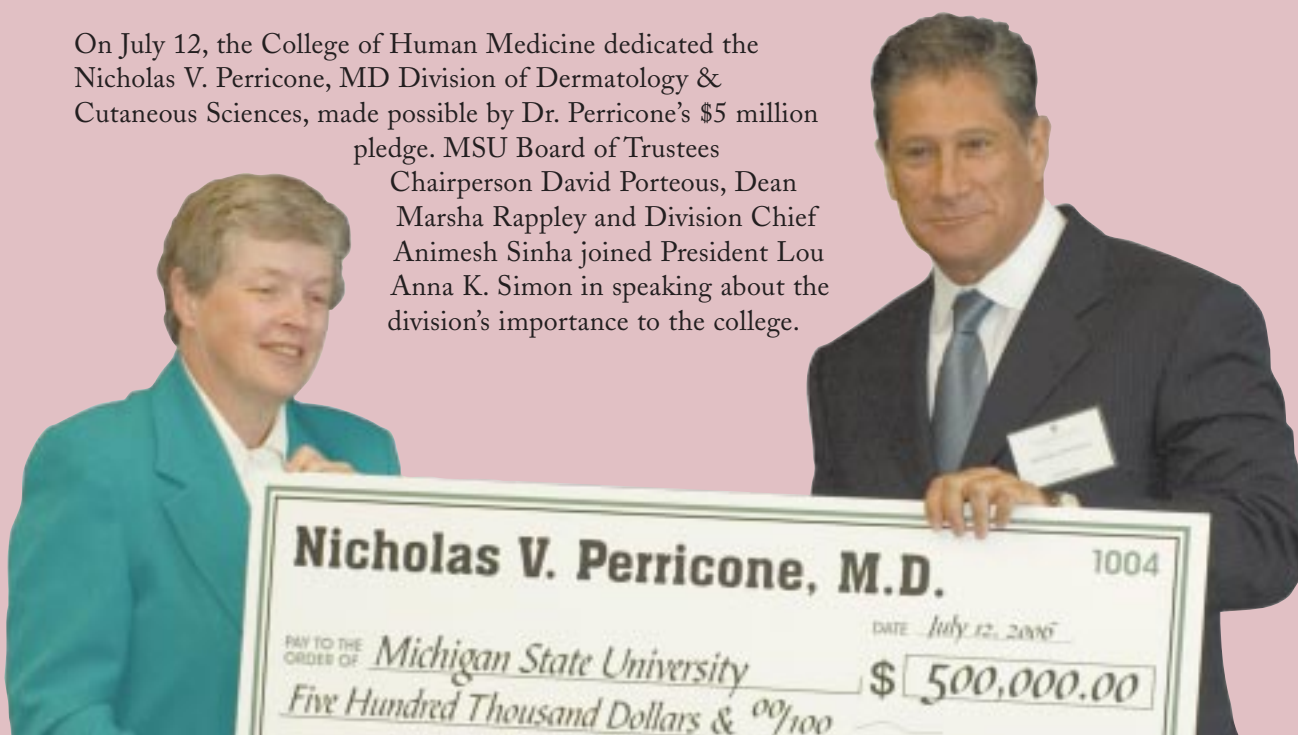
“Renewable fuels such as biodiesel can be a home-grown solution to our nation’s environmental, energy and economic challenges,” said Deborah Morrisett, vice president of regulatory affairs for DaimlerChrysler. “This research project with Michigan State can make an important contribution toward reducing our nation’s reliance on oil.”

“Biofuel production is going to require a significant land base to meet future production expectations,” Thelen said. “Use of marginal lands or sites not preferable for food crops is a good idea. We’ll be looking at whether it is something that might offer multiple benefits.”

*For more information about making a corporate gift, contact Lucille Fallon, director of Corporate and Foundation Relations, at (517) 884-1021.*

## Perricone Dermatology Division Dedicated

On July 12, the College of Human Medicine dedicated the Nicholas V. Perricone, MD Division of Dermatology & Cutaneous Sciences, made possible by Dr. Perricone’s \$5 million pledge. MSU Board of Trustees Chairperson David Porteous, Dean Marsha Rappley and Division Chief Animesh Sinha joined President Lou Anna K. Simon in speaking about the division’s importance to the college.



Dr. Perricone presented a check to President Simon representing a portion of his gift to create a dermatology division.



In celebration of the official opening of the Perricone Division of Dermatology, the university presented Dr. Perricone with a Beaumont Tower bell.

# ENDOWMENT GIFTS: *Leaving A Legacy*

**T**HE GIFTS HIGHLIGHTED ON THESE PAGES HAVE CONTRIBUTED TO THE TOTAL OF \$361.5 MILLION RAISED FOR ENDOWMENT THROUGH *The Campaign for MSU* AS OF OCTOBER 7, 2006.

## LANZENS FUND UNRESTRICTED ENDOWMENT

“Cindy and I have been very fortunate in our lives.”

This simple statement from Terry Lanzen summarizes the sentiments of many alumni, but Terry and Cindy Lanzen have chosen to use their good fortune to give back to their alma mater.

“We’ve been graced with good health, great family and multiple opportunities to put our talents to use,” Terry continued. “We also recognize our good fortune from a financial perspective.”

The Lanzens have created the Terry K. and Cynthia A. Lanzen University Endowment Fund for Michigan State University. This unrestricted endowment will be used at the discretion of MSU’s provost to support university activities that will strengthen its growth and development.

“Unrestricted endowments provide the university with significant opportunities,” said Provost Kim Wilcox, whose office will utilize the fund established by the Lanzens. “Having the flexibility to allocate funds where they are most needed and where they can make the biggest impact is terrific.”

“We are extremely grateful for the Lanzens’ support,” Wilcox continued. “This gift truly shows their faith and trust not only in the institution as a whole, but in the leadership of the university as well, and we are deeply touched and honored by this.”



Terry and Cindy Lanzen

Endowing the fund guarantees that the principal of the gift remains invested, while each year only a portion of the investment earnings is spent. The remaining investment earnings are added to the principal to grow the fund and increase over time what is available to spend.

Cindy is a 1978 alumna from the College of Nursing. Terry, a 1978 Business graduate, runs the family business – Lanzen Fabricating – established in 1960. Lanzen Fabricating designs and manufactures metal fabricated components and assemblies primarily for the defense and transportation industries and has plants in Roseville and Mancelona, Michigan.

“We both acknowledge that our education and experiences at Michigan State during our college years have served us well in navigating our way through our adult lives,” Terry said. “Our wish is that this endowment will help enable MSU to assist students in need and to further build the faculty in all departments, to enhance State’s ability to deliver a top-notch education in every college within the university. By giving back to the school that gave us so much, our hope is to be a part of State’s continued ascension towards greatness in all endeavors.”

*For more information about creating an endowment at MSU, contact University Development at (517) 884-1000.*

## JONES SCHOLARSHIP MEMORIALIZES

Over time, the birds became family. First was Sophie, a cockatiel who was with them for 21 years. Now Peaches, a Moluccan cockatoo, rules the roost.

Driven by their love for these birds – members of their family – Bob Jones of Dexter, Michigan and his late wife Sally Kostusak planned to create an endowed scholarship in the College of Veterinary Medicine for students pursuing an interest in avian medicine.



The late Sally Kostusak with her beloved Peaches, a Moluccan cockatoo.

## VON EHR FUNDS \$1 MILLION ENDOWMENT IN COLLEGE OF ENGINEERING

James R. Von Ehr II, a 1972 computer science graduate and entrepreneur, has established the James Von Ehr Scholars Program, a \$1 million endowed scholarship fund to benefit College of Engineering undergraduates. Von Ehr said, “In creating this scholarship, my intention is to provide financial assistance to outstanding undergraduate students who come from humble backgrounds, as I did.”

Born in Grand Rapids and raised in New Buffalo, Michigan, Von Ehr was first recruited to MSU as a National Merit Scholar. He said the immensity of MSU was quite an eye opener when he arrived as a freshman. “The education I got here at MSU made a big difference in my life. I want to extend some of the same opportunity that I have enjoyed to those who come after me.”



Left to right: The first group of Von Ehr scholars are freshmen Brian Goldberg of Hackettstown, New Jersey (civil engineering); Jared Dorvinen of Houghton, Michigan (mechanical engineering); Rebecca Frear of Farmington Hills, Michigan (chemical engineering); and Mark Goldy of Stevensville, Michigan (mechanical engineering).

Von Ehr has been a long-time supporter of the College of Engineering. He served on the college Alumni Board and on the CSE Board of Visitors/Strategic Partners Council, and presently is a college campaign consultant for The

Campaign for MSU. In recognition of his many achievements, Von Ehr received the MSU Distinguished Alumni Award in 2004.

“My hope is that Von Ehr Scholars will become leaders and pathfinders who improve the world by building links from technology to society by their entrepre-

neurial action,” he said. “I also hope, and expect, that my example leads them to give back to the next generation of MSU students

and to the greater communities in which the Scholars operate.”

“Our college and our community have already benefited tremendously from Jim Von Ehr’s ongoing dedication and support,” said Satish Udpa, dean of the College of Engineering. “The Von Ehr Scholars Program will enable some of the top students in the country—many of whom may otherwise be unable to attend MSU—to achieve their dreams of becoming engineers.”

“And one of my wishes,” Von Ehr added, “is that all Von Ehr Scholars will enjoy the fellowship and intellectual challenge of each other while on campus.” To that end, all Von Ehr Scholars will gather each fall to meet each other, network, and select volunteer projects that serve the college, the community, or the engineering profession.

Designating the fund as an endowment means that the principal of the gift will be invested and only a portion of the investment earnings will be spent annually to underwrite the awards. This allows the fund to be reinvested for growth and eventually helps many more students over time, as opposed to an expendable fund which is depleted once the original gift is spent.

*For more information about making a gift to the College of Engineering, contact Development Associate Director Richard McGowan at (517) 355-8339.*

“Many of our students have an interest in avian, especially pet bird, medicine,” said David J. Sprecher, College of Veterinary Medicine acting associate dean for Academic Programs. “The scholarship will be wonderful, and it will benefit many students over the coming decades. But just as important here is Bob and Sally’s story of their love for these beautiful birds. Our students love to know of the passion of our donors and the stories of their pet partners.”

Neither Bob nor Sally are alumni of Michigan State. Both had full careers at Ford’s Saline manufacturing plant. They learned of the College of Veterinary Medicine through their participation in the Caged Bird Club of Ann Arbor. Following Sally’s passing, Bob created an expendable scholarship at MSU via the Caged Bird Club.

After this initial experience, Bob decided to memorialize his wife and honor their shared passion for birds by creating an endowment through a planned gift of his remaining retirement assets held in a 401(K). Though there are many variables in play that will determine the eventual amount of the gift (market performance, etc.), he anticipates the gift will provide significant scholarship monies for MSU students in veterinary medicine in perpetuity, benefiting future generations of Spartans.

*For more information about making a gift to the College of Veterinary Medicine, contact Development Director Susan Halloran at (517) 432-4898. For more information about making a bequest, contact a planned giving officer at (517) 884-1000.*

## HUGH GIFT SUPPORTS SCIENCE LEADERS

Rudolph Hugh believes strongly that future generations of scientists will greatly affect society’s advancement. Professor Hugh’s optimism has been reinforced throughout his career as he helped prepare future doctors, pharmacists and medical students. Over four decades, Professor Hugh taught at George Washington University’s School of Medicine.

Supporting future leaders in science is a goal Professor Hugh believes will have lasting value for many careers. After all, it was during his own education that he received a scholarship that provided him the means to ultimately achieve his Ph.D.

In return, he has established an endowed chair fund to support promising scientists working in microbiology and molecular genetics. The endowment was established through a bequest in his will and two charitable gift annuities paying him a guaranteed income for life.

The Professor Rudolph Hugh Endowed Chair will reside in the Department of Microbiology and Molecular Genetics of the College of Natural Science at MSU. “It is extremely gratifying that Professor Hugh has included MSU in his estate plans,” said Dean George Leroi. “His generosity will enable future generations to make significant advances in science.”

Professor Hugh’s education began in a one-room country school in Muskegon County,

Michigan. He graduated from Michigan State College with a B.S. in bacteriology. He then received a Ph.D. from Loyola University – Chicago.

For years, he contributed to the success of doctors and scientists. His numerous publications, citations and awards serve as a testimony to his tenure, yet it is the influence he had on the careers of his students that he views as his greatest achievement.

“I see great hope in young people and in science,” said Professor Hugh. “Allowing individuals to follow their instinct and work in areas where they believe they can make a significant difference will continue to benefit society for generations.

Supporting these promising people with promising ideas is both wise and rewarding.”

The gift planning advisors within the MSU Office of Planned Giving can help you explore charitable estate planning strategies that can benefit you, your heirs and Michigan State University, just as they did for Professor Hugh.



Walt Esselman (left), chair of the Department of Microbiology and Molecular Genetics, presents the Hannah Society memento to Professor Rudolph Hugh.

*For more information about creating an endowment in the College of Natural Science, contact Development Director Suzette Hittner at (517) 353-1637. For information about making an estate gift, contact a planned giving officer at (517) 884-1000.*

## GILLETTES FUND LAND-GRANT ENDOWMENT

Phil and Karen Gillette have created two endowments that will be funded by an estate gift. The Land-Grant Endowments of Michigan State University will aid students who have surmounted incredible obstacles in life to reach a point at which a college education can become a reality by receiving these funds.

The Gillettes believe MSU is capable of managing their assets well and will work with them to have their money utilized to meet their goals. Phil (Natural Science, '77; Human Medicine, '79) noted that MSU made a difference in his life and that he and Karen feel strongly that education is the answer to many of the country’s problems.

To quote Phil, “Our desire is to make a real difference in peoples’ lives. To have a direct impact on making people’s lives better and improving the society in which we live.”

The Gillettes hope that their money will be “seed” money and that other donors will want to add to the fund in the future because it supports the land-grant

philosophy of “access.” The students who benefit from the fund are those who will make a difference in society in a manner similar to Phil and Karen.

Rick Shipman, director of Financial Aid, praised the Gillettes for their thoughtfulness in creating this endowment. “Phil and Karen Gillette demonstrate insight and forethought in creating this fund at MSU,” he said. “MSU alumni and friends like the Gillettes are in a unique position to recognize and assist the increasing number of students who demonstrate financial need and have overcome life obstacles to pursue higher education at MSU.”

In addition to setting up funds administered through the Office of Financial Aid, the Gillettes established the Veterinary Medicine Section of The Land-Grant

Endowment of Michigan State University. The Gillettes have developed a strong connection to animals and an interest in ensuring they are well cared for. They can attest to the amazing, life-altering bonds that humans form with animals. They live with a Brittany Spaniel they named Sparty, who has

had a significant impact on how they view the role of animals in society.

Through their gift, they will make a contribution to continuously improve the welfare and treatment of companion animals by supporting capable and needy veterinary students in their pursuit of the Doctor of Veterinary Medicine (DVM) degree at MSU. The Gillettes also desire that those benefiting from this endowment should volunteer for animal-related organizations during their studies and upon completion of their DVM degree.

Hilda Mejia Abreu, director of admission and student services coordinator for CVM, said, “Each year, hundreds of Michigan State University College of Veterinary Medicine students are provided the opportunity to learn, grow and excel because of the support provided by donors like the Gillettes. Their generosity, commitment, and involvement will have a lasting and significant impact on students.”

Both endowments are structured specifically to address the donors’ desire that all recipients are active participants in community service, helping others in need just as they were helped.



Karen and Phil Gillette with their dog, Sparty.

*For more information about the Land-Grant Endowment, contact Director of Development Barbara Ball-McClure at (517) 432-7330. For more information about the Veterinary Medicine Section of the Land-Grant Endowment, contact Director of Development Susan Halloran at (517) 432-4898.*

# LASALLE BANK NAMES PHOTOGRAPHY GALLERY AT KRESGE ART MUSEUM

**I**n June, LaSalle Bank hosted the Eighth Annual Southeast Michigan Donor Appreciation event at their Midwest headquarters in Troy.

President Lou Anna K. Simon thanked donors for their loyal financial support and provided an update about MSU's Boldness by Design strategic initiative and The Campaign For MSU.

At the reception, LaSalle Bank Midwest CEO Mark Hoppe presented President Simon with a \$250,000 check to name the photography gallery in the planned expansion of MSU's Kresge Art Museum.

The 750-square-foot LaSalle Bank Photography Gallery will showcase works of art from the museum's collection in addition to temporary and traveling exhibits. The space is designed to be flexible, allowing variety in the look of the gallery suited to each exhibit installation and to serve as a study area for photographs from the collection.

"LaSalle Bank is proud to support the MSU Art Museum project," Hoppe said. "A world-class university such as MSU deserves a world-class art museum. This gift builds on our long-standing relationship with Michigan State, which spans more than 60 years."

LaSalle Bank's decision to fund the photography gallery relates directly to the bank's own collection, widely regarded as one of the finest photography collections in private hands, according to Susan Bandes, director of the Kresge Art Museum. LaSalle's collection includes work from the beginnings of photography in the mid-19th century to contemporary examples.

*For more information about making a gift to Kresge Art Museum, contact Development Director Bridget Paff at (517) 884-1086.*



Above: (Left to Right) Southeast Michigan donors Michael Serling, Ken Way and Lynn Myers pose with MSU President Lou Anna K. Simon at the reception. Left: MSU Provost Kim Wilcox and MSU Board of Trustees Chairperson David Porteous listen to LaSalle Bank Midwest CEO Mark Hoppe after he presented President Simon with a check for \$250,000 for MSU's Kresge Art Museum expansion.

## Weigelts Give Back To Alumni Association

**J**ohn Weigelt, DVM, M.D. and Dorina Weigelt will never forget watching their son J.C. run onto the football field wearing the green and white. The only thing is he was not a football player; he was portraying the university's beloved mascot Sparty. J.C. was one of the students who help make Sparty come alive at many events across MSU and the nation. He was part of the building blocks of a program that helped Sparty win back-to-back College Mascot National Championships.

"The Sparty program means a lot to our son and to us. On one October game day during a time out, Sparty came across the field holding a sign 'Happy Birthday Mom.' The whole crowd sighed and several fans looked to see where Sparty's mom was sitting," Dorina said. "One lady pointed in our direction and said, 'there she is, she is the lady crying.'" This is the memory that sealed it for them. John and Dorina made a \$50,000 gift to name and help remodel the Student Alumni Foundation (SAF) office space and specifically the new Sparty Room.

The Sparty Mascot program is run through the SAF; a program of the MSU Alumni Association. SAF numbers over 5,000 members and is the largest student organization on the MSU campus. The success of the organization is dependent on and attributable to those students in leadership positions. SAF enhances and improves the MSU experience for the student body as a whole and the general public through coordinating major sport spirit sections, conducting all campus tours and especially providing the ambassadorship of the Sparty program. Planning and execution of these SAF programs also provides unique leadership growth opportunities for MSU students.

With the MSU Alumni Association's move to new office space in the Spartan Stadium expansion, SAF was in need of remodeling its existing space to offer more storage and to offer

the Sparty program a much larger and better-ventilated space. Their gift is a result of their compassion for the Sparty program and all it did for their son.

"We at the SAF express sincere thanks to the Weigelt family for their gift," said Bev Vandenberg, director of SAF. "It was key in updating our facilities and insuring all of our programs stay as strong as the Sparty Mascot Program."

John earned his B.S. from the College of Veterinary Medicine in 1969 and earned his DVM from the college in 1970. After leaving MSU he earned his M.D. from the Medical College of Wisconsin in 1974 and earned a Master's degree from the University of Wisconsin-Madison in 1992. J.C. earned his B.A. in Marketing in 2000 from the College of Business.



Dorina and John Weigelt show their spirit with Sparty.

## Donors Gather In Northern Michigan

Donors from across Michigan joined President Lou Anna K. Simon and Dr. Roy J. Simon for the President's Ninth Annual Northern Michigan event, hosted this year at the Hidden River Golf and Casting Club, just north of Petoskey. Guests relaxed during a reception on the riverside deck before gathering in the Rainbow Room to enjoy dinner, with music provided by the MSU Jazz Quartet. After dinner remarks were provided by President Simon, Provost Kim Wilcox, MSU Trustee Dee Cook, and Vice President of University Development Chuck Webb. The group serenaded fellow guest Dennis Nyquist with a distinctly Spartan rendition of "Happy Birthday" to round out the evening.



## DORIS DUKE FOUNDATION FUNDS MSU AIDS RESEARCH IN ZAMBIA

**I**n February 2006, the Doris Duke Charitable Foundation announced the results of its first Operations Research on AIDS Care and Treatment in Africa (ORACTA) competition. The goal of the ORACTA program is to improve the care and treatment of AIDS patients in resource-limited settings, inform anti-retroviral therapy (ART) policy and practice, and improve outcomes of the roll-out and scale-up of ART in Africa.

"While significant new funding is available for delivering antiretroviral therapy to African populations, little research has been done to determine the most effective means of doing so amid the diverse and often daunting constraints of individual African countries," said Joan E. Spero, president of the Doris Duke Charitable Foundation.

The ORACTA competition attracted 73 proposals from investigators working in 18 African countries. The Foundation selected 20 teams to receive two-year grants of \$200,000 each.

One ORACTA team is led by Gretchen L. Birbeck, M.D., M.P.H., associate professor of epidemiology and neurology and ophthalmology in the Michigan State University College of Osteopathic Medicine. In August 2006, Dr. Birbeck and her team began data collection for a study in Zambia to assess factors that may affect adherence/nonadherence to AIDS treatments among remote, rural populations.

"More than 20 years into the AIDS epidemic in sub-Saharan Africa, antiretroviral therapy is finally becoming available to the general public. The initial roll-out primarily served populations near large teaching hospitals and other urban health-care facilities," said Dr. Birbeck. "Now, ARTs are slowly becoming available in rural regions, where over half of the people living in Africa reside."



Dr. Gretchen Birbeck (right) interacts with villagers in rural Zambia.

Dr. Birbeck works out of three ART clinics in Zambia's Southern Province. The team reviews clinic records as well as interviews, examines patients to determine adherence rates, and assesses potential determinants including:

- Demographics—age, gender, position in family unit, childcare responsibilities, employment status, household location.
- Economic—food, security, housing quality, income, wealth (including animal ownership), indirect cost of care.
- Medical—HIV stage, co-morbid disease, pre-treatment nutritional status, psychiatric co-morbidity, dementia, active substance abuse.

Adherence to ART treatment is characterized based on clinic attendance, patient report and pill counts. ART treatment includes a monthly supply of pills. Patients who fail to return for their scheduled monthly follow-up are termed "non-adherent" and receive home visits to ascertain why they are not continuing the treatment.

"The biggest single cost for this research project will be transportation so that we can get to the villages and outlying regions where the patients live," said Dr. Birbeck. "The Southern Province is quite remote with poor roads and limited vehicle transportation. If we can identify barriers to adherence, we can help save lives and perhaps prevent the virus from becoming resistant to the drugs. Resistance is a possibility if the patient does not take the drug as prescribed or repeatedly goes on and off the medication. If a resistant virus spreads in the population, then the anti-retroviral therapy becomes ineffective and new therapies have to be developed at greater cost in money and in lives."

There can be many reasons for non-adherence, and those reasons increase in rural settings where ART treatment is still a novelty. Education levels combined with traditional beliefs can come into play. Subjects may not accept the idea that their illness was created by an unseen virus. Perhaps the patient is the sole caregiver in a family and cannot take the time to make the long trip (often on foot) to go to a clinic. Or perhaps side effects from the drug cause the patient to stop using it. The challenge for Dr. Birbeck's team is to quantify the factors that affect adherence and non-adherence. With greater understanding of the reasons for non-adherence—whether educational, socioeconomic, or other—the less guesswork there will be in making effective adjustments for the provision of ART therapy to rural sub-Saharan populations. Support from the Doris Duke Charitable Foundation will help in this process.

*For more information about making a foundation gift, contact Lucille Fallon, director of Corporate and Foundation Relations, at (517) 884-1021.*

University Development  
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# MSU Musicians "Wow" West Coast Alumni



(Left to Right)  
President Lou Anna  
K. Simon and  
Disney Hall  
Architect Frank  
Gehry joined  
Honorary Co-  
Chairs Andrea  
Van de Kamp and  
Eli Broad before  
the concert.



Left and Below:  
Guests enjoyed  
mingling in the  
Blue Ribbon  
Garden after  
the concert.



MSU School of Music Director James Forger (second from left) and President Simon (second from right) joined Host Committee members (left to right) Ruth Charles, Andrea Van de Kamp, Bill Mechanic and Craig Murray.

**O**n Sunday, September 10th, 23 student and faculty performers from the MSU School of Music traveled to downtown Los Angeles, California to perform at the spectacular Walt Disney Concert Hall for MSU's final sesquicentennial celebration. Over 230 West Coast alumni and friends, joined by MSU President Lou Anna K. Simon, Trustee Dolores Cook and School of Music Director Jim Forger, enjoyed a talk by world-renowned Disney Hall architect Frank Gehry and a concert featuring many of the university's finest classical, jazz and operatic talents. Following the numerous standing ovations, members of the Spartan family gathered to meet the artists at a reception in Disney Hall's Blue Ribbon Garden. The Host Committee for this event included distinguished MSU alumni Eli Broad and Andrea Van de Kamp (Honorary Co-chairs), who were key to the creation of Disney Hall. The committee also included Ruth Charles, Bill Mechanic and Craig Murray, members of the West Coast Regional Council—a group of over 30 alumni and friends who have led regional efforts during *The Campaign For MSU*. Eli and Edythe Broad also hosted a post-reception dinner at Patina Restaurant.



After the concert, MSU Trustee Dee Cook spoke to alumni and friends about some of MSU's recent accomplishments.



Audience members were delighted by the performances.



School of Music musicians brought a taste of MSU's campus to the west coast. The Faculty/Student Jazz Combo featured five students and four faculty members.

