

DEVELOPMENTS

a publication for donors and friends of Michigan State University



THE SPARTAN SCHOLARSHIP CHALLENGE: MAKING OPPORTUNITY ACCESSIBLE

When it comes to financing a college education, many students and their families are feeling the pinch of the current economic downturn. At the same time, the importance of a college education has never been greater.

Leveraging \$7 million of the recent \$10 million anonymous gift that made national news (see www.news.msu.edu/story/6232), MSU President Lou Anna K. Simon announced a limited-time opportunity for donors to maximize their gifts through a unique matching program designed to help students in need. From now until December 31, 2010, for every two dollars a donor gives to the Spartan Scholarship Challenge, one dollar will be designated from the anonymous gift. The match will apply to gifts of up to \$1 million per donor. The challenge will dramatically increase the amount of scholarship dollars available for Michigan State University undergraduate students who need financial assistance.

"We're excited about the opportunity provided by this anonymous gift," said Kim Wilcox, MSU provost. "The donor's generosity is inspiring. We hope it, in turn, inspires others to help the university expand support to deserving undergraduate students as they prepare for their future."

HANNAH STEIN
Freshman,
James Madison College
Eagle River, Alaska

"I feel fortunate to be a part of Michigan State University due to its vast cultural diversity and numerous resources. Receiving a scholarship has, quite literally, given me the chance to get a college education. Being an out-of-state resident, receiving money to help with college expenses was a dream come true."



The Spartan Scholarship Challenge leverages the anonymous donor's \$7 million gift to generate a total of \$21 million in endowed scholarship funds. These new endowments will yield a little more than \$1 million annually in financial assistance that will be available in perpetuity for undergraduate students, including aid for women and minority students.

Typically, a minimum of \$30,000 is needed to begin an endowment but during the match opportunity the minimum will be \$20,000. Gifts below \$20,000 can be directed to a university-wide Spartan Scholarships Challenge Endowment. All final payments must be made by December 31, 2014.

EMMANUELLE MARTINEZ
Junior, Agriculture and
Natural Resources
Detroit, Michigan

"MSU is just a diverse campus and wonderful academic institution with a beautiful campus and the ideal college experience. The students here make up the university and not the other way around. Due to my parents living and working in Detroit, the recent economic hardships really hit us, funds were short and I was unsure whether or not I would be able to continue my college education. However my respective scholarship has helped tremendously and allowed my parents to keep the much needed funds."



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Bobbi and John Muije show their Spartan spirit in their home in Las Vegas.

MUIJE BEQUEST SUPPORTS STUDENT SCHOLARSHIPS

A successful attorney and MSU alumnus, John Muije recognizes the importance of planning and wanted to ensure that MSU would be a beneficiary of his estate someday.

John (Economics, '76; MBA, '77) together with his wife, Bobbi, recently made a commitment of \$825,000 through a charitable bequest in their personal trust to benefit two scholarship endowments rich in meaning to John. More than half of their future gift will establish the John and Bobbi Muije Fellowship in Economics and the Law in the College of Social Science and the remainder will benefit the Honors College Alumni Distinguished Scholarship, the program that first connected John with MSU.

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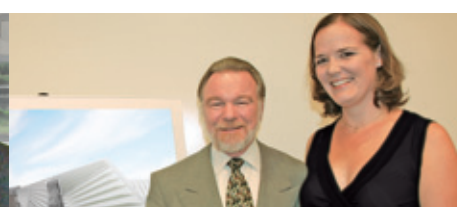
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SPARTAN SCHOLARSHIP CHALLENGE

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Vice President for University Advancement Bob Groves noted that the Spartan Scholarship Challenge gives donors the opportunity to help students who are facing tough decisions about beginning or continuing their college careers today. Because the scholarships will be endowed they also will 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.

Here's how the program works:

- The Spartan Scholarship Challenge offers a \$1 match for every \$2 given to newly created scholarship endowment gifts.
- Gifts of \$20,000 to \$1 million dollars will be matched and used to create new endowment funds in the donor's name or the name of someone they wish to honor.
- Gifts below \$20,000 can be directed to the university-wide Spartan Scholarship Challenge Endowment.
- The match opportunity expires when the \$7 million made available through previous gifts has been exhausted or by Dec. 31, 2010, whichever comes first.
- The initial gift payment must be made by Dec. 31, 2010 with final payment by Dec. 31, 2014.
- Income earned from each named endowment will provide a permanent source of scholarship funds. For example, each newly created and endowed scholarship at the \$30,000 level will provide more than \$1,000 in annual financial assistance to an MSU student in financial need



CHRISTOPHER MATTHES
Sophomore, Engineering
Bloomfield Hills, Michigan

"I love being at a large, well-respected university that has an endless supply of opportunities educationally and socially. There is no value one can put on having access to MSU's state-of-the-art facilities and top-of-the-line faculty. The scholarship I received eased the burden of tuition costs and allowed me to have less stress about how I will pay for college."

to name the endowment after yourself, in honor of your family or in memory of someone special. A preference for scholarship recipients to major in a specific academic area or to be from a certain geographical area can also be expressed.

For more information about the Spartan Scholarship Challenge, visit www.givingto.msu.edu, contact Director of Development for University Scholarships and Fellowships Jennifer Bertram at (517) 432-7332, or speak with the development officer in your college or unit.

msu.edu, contact Director of Development for University Scholarships and Fellowships Jennifer Bertram at (517) 432-7332, or speak with the development officer in your college or unit.

every year into the future.

- If academic performance standards are met, each student recipient can count on having the scholarship through his or her MSU career.

University Development staff will work with you to establish guidelines for your endowment, including the opportunity for you



SHAYLA THRASH
Senior, Social Science
Flint, Michigan

"Simply put, without receiving the help of scholarships, I would not be here. I come from a low income household, and there would be no way for us to afford the costs associated with tuition, housing, books, etc. without the assistance. I feel very fortunate to be a student at MSU because of all the opportunities that have been available to me. I've been afforded the opportunity to gain hands-on experience conducting research and presenting it at conferences, taken many interesting courses, and am now in the process of applying to graduate school. I've also had plenty of fun!"

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To remember MSU as a charitable beneficiary in your will, personal trust or retirement plan, it is important to do so accurately. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number 38-6005984. To explore how you might remember MSU, please contact the Office of Gift Planning at (800) 432-4678 or (517) 884-1000. If your estate/retirement plan includes MSU as a beneficiary, we encourage you to contact us to accurately record your intent and include you in the appropriate donor recognition group.

MUIJE

Continued from page 1

"I probably would have gone to school somewhere, perhaps have been successful, but the particulars of what is offered at Michigan State gave me a great opportunity," John said. "It is only right that we give back to a good cause that benefits society, and MSU is it."

John was born in Salt Lake City, but his family moved to places all around the country, landing him in Virginia by his senior year in high school. A brochure from Michigan State University arrived, providing information on the Alumni Distinguished Scholarship which awarded four-year merit-based tuition scholarships regardless of financial need. "I must have done well on the test," John said.

John made the most of his time at Michigan State, starting before he even arrived. He pushed himself to complete every available advanced placement opportunity, passing by an academic year in general requirements. He then took such a demanding course load that he managed to obtain both his BA in economics and MBA within four years. The highlight was an MSU Study Abroad year spent in Freiburg, Germany, where he became fluent in German.

John went on to law school and has become a leading attorney in Las Vegas. He credits his

business education with giving him an edge in building a successful practice in a highly competitive field.

Interestingly, Bobbi also came from a family that moved around often and had lived in Pinckney and Ypsilanti during her formative years. She had no trouble catching John's Spartan spirit. The Muijes are avid Spartan sports fans and have designated a green and white entertainment room in their home, perfect for watching the games. They also make it back to campus several times a year to enjoy the season football tickets John has held for 20-plus years. In honor of their daughter Mickayla, who is a stellar high school softball player and has regularly participated in MSU sports camps, they have made cash gifts to support the MSU softball team.

John and Bobbi are members of MSU's Shaw Society.

For more information on making a gift to the College of Social Science, contact Senior Director of Development Sarah Blom at (517) 432-1802. For more information on charitable bequests, contact the MSU Office of Gift Planning at (517) 884-1000.

ERB FAMILY FOUNDATION GIFT BRINGS CMS JAZZ TO DETROIT YOUTH

In a time of declining resources for the arts, young musicians in Southeast Michigan have new assets to explore jazz. The MSU College of Music recently expanded its Community Music School (CMS) to Detroit and the Erb Family Foundation provided a \$50,000 grant to support MSU Jazz@CMS Detroit, providing new opportunities for positive youth development through music.

The grant provides programmatic support for top-quality jazz music education for Detroit urban youth, building on MSU's participation in jazz learning at Youthville and with the Detroit Symphony Orchestra (DSO).

"We are pleased to be able to help MSU establish its new jazz education program in Detroit. MSU

faculty and graduate students have worked in the city for years through jazz education programs such as the DSO. We are excited about the synergies that the new Community Music School will bring to significantly expand such educational offerings," said the foundation's president, John Erb, son of Barbara and Fred, founder of Erb Lumber. "The arts are a critical element of a sustainable community and my father has always had a particular fondness for jazz. By providing a premiere educational opportunity for young musicians, MSU's Jazz@CMS Detroit will help assure the continuation of Detroit's legacy as a source of world-class musical talent."

Witnessing a gap in music education in Detroit while directing the Civic Jazz Ensemble for youth at the DSO, MSU College of Music Jazz Studies

Director and Professor Rodney Whitaker conceived of the idea for MSU Jazz@CMS Detroit.

"Detroit youth often lack the tools to prepare for the Civic Jazz Ensemble audition," Whitaker said. He has designed the program to not only improve the music skills of Detroit youth, but also to mentor them and reinforce the benefits of music education. The jazz offerings will occur outside the normal school day on a sliding fee scale, with some classes subsidized by scholarships.

Community Music School is the outreach arm of the College of Music. The college initiated CMS Detroit in response to the community's desire for enhanced music education and performance opportunities, explained Rhonda Buckley, associate dean for outreach and engagement and executive director of the CMS. "The programs are built on the knowledge that exposure to music dramatically enhances learning, life skills, cognitive development, social awareness and problem solving—all skills that are transferable and necessary in these changing economic times," Buckley said.

Erb Lumber grew to 45 Midwest locations and endowed the Erb Family Foundation with a mission to nurture environmentally healthy and culturally vibrant communities in metropolitan Detroit and to support initiatives to restore the Great Lakes Basin.

For more information on making a gift to the College of Music or CMS Detroit, contact Director of Development Rebecca Surian at (517) 353-9872.

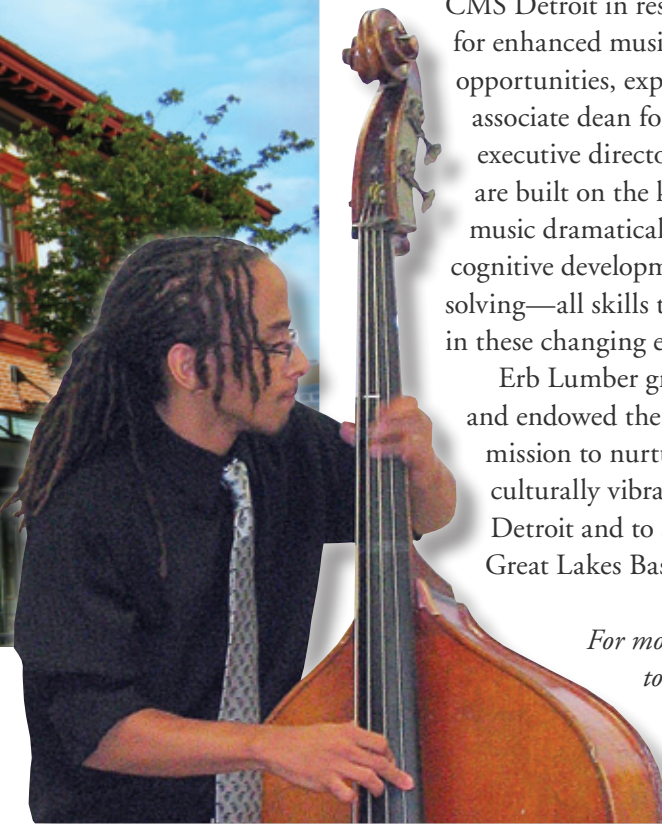


Erb Family Foundation



Above: MSU expanded its presence in Southeast Michigan this fall, opening a new facility at 3408 Woodward Avenue in Detroit to accommodate CMS Detroit, as well as a new headquarters for College of Education teaching interns, and offices for Admissions, University Advancement and Government Affairs.

Right: Detroit youth are engaged in new Jazz music classes through the opening of MSU Jazz@CMS Detroit at the new MSU facility in downtown Detroit.



MSUCOM CELEBRATES DETROIT MEDICAL CENTER FACILITY OPENING



Cutting the ribbon to open the new facilities for the MSUCOM at the Detroit Medical Center are (left to right) Dr. John Haapaniemi, DMC chief of staff; Dr. William D. Strampel, MSUCOM dean; Dr. Lou Anna K. Simon, MSU president; Mr. Joel I. Ferguson, MSU Board of Trustees chairman; and Dr. Gary Willyerd, MSUCOM – DMC associate dean.

MSU's College of Osteopathic Medicine recently celebrated the completion of its new facilities at the Detroit Medical Center at a grand opening September 17. The college has expanded its entering class from 200 to 315, including 55 students at the DMC and 50 more at Macomb University Center in Clinton Township. The expansion is MSUCOM's response to a projected shortage of physicians and will broaden access to osteopathic education in the most populous part of Michigan.



Chatting after the grand opening ceremonies were (left to right) donors Dr. Carol Monson, chairperson of family and community medicine; Ms. Ruth Magen, spouse of Dean Emeritus Dr. Myron S. Magen; and Dr. Susan Sevensma, director of medical education at Metro Health Hospital, Grand Rapids.

RITCHIE ESTATE PLAN BENEFITS HORSES, HEALTH AND STUDENTS



Kay and Bob Ritchie

It was not unlike winning a Triple Crown, when Bob and Kay Ritchie made gifts and a significant recent commitment from their estate to MSU's College of Veterinary Medicine to endow and expand a bright future for horses. Bob (Accounting, '61; MBA, '62) and Kay (Human Ecology, '62) had always planned to leave their estate to charities involved in three areas: education, health and the well-being of animals. So, establishing the Equine Veterinary Medicine Residency Endowment was a triple win, Bob said, since CVM's equine program promotes all of these.

The Ritchies initially made a gift to support an equine medicine residency position. Through their estate plans, they have made a charitable bequest to expand the endowment to support multiple equine clinical scholars in the future.

Horses have been a particular source of joy throughout their marriage, starting when Bob gave Kay her first horse as a Christmas present. His gift not only fulfilled Kay's childhood dream of horse ownership, but also set into motion a challenging endeavor. Kay became devoted to dressage, the artful and disciplined equestrian sport that trains horse and rider to execute precise movements fluidly and from memory.

The couple has never forgotten that the merit-based tuition scholarships they received to attend MSU provided a life-changing opportunity. They recall their MSU days fondly, including the hard work

and discipline needed to succeed. As Bob explains it, Michigan State helped them to hone important personal attributes that have served them well.

Bob's first job as a golf caddie at the Kent Country Club brought him to MSU through the Evans Scholarship program. He went on to a full career in corporate finance. He and Kay are major benefactors to the Evans Scholars Foundation, recently establishing a named scholarship for outstanding, academically-qualified Grand Rapids caddies to attend MSU. Other beneficiaries of their generosity include the Michigan Humane Society; Horses Haven, a nonprofit care facility for horses and other large animals in Howell, Michigan; and the Arthritis Foundation Michigan Chapter, another meaningful charity to the Ritchies due to a family history with arthritis.

"Kay and I would never have made it if there were not people who looked out for us and for the opportunity to mature in the friendly atmosphere of MSU," Bob said. "If we can help others, that is what we want to do as a way to pay back all the joys and benefits we have received in no small part because of MSU."

For more information about making a gift to the College of Veterinary Medicine, contact Senior Director of Development Susan Halloran at (517) 432-4898; or visit www.cvm.msu.edu/alumni-friends/development.

COCA-COLA SUPPORTS MSU CENTER FOR PACKAGING INNOVATION AND SUSTAINABILITY

Improving the global sustainability of product packaging took a meaningful step forward with a new collaboration being created by The Coca-Cola Company and Michigan State University. Coca-Cola awarded \$400,000 to MSU's College of Agriculture and Natural Resources to help establish a new Center for Packaging Innovation and Sustainability.

The center, to be housed in the MSU School of Packaging, will serve as a think tank for packaging innovation and sustainability and a research and education hub to measure and reduce the environmental impact of packaging. The Coca-Cola grant represents the initial gift in a campaign to establish the global center.

The goal of the initiative is to develop innovative packaging solutions that reduce costs while minimizing impacts on the environment, said Ingrid Saunders Jones, senior vice president of global community connections for The Coca-Cola Company.

Saunders Jones is well-known to the MSU community. A 1969 MSU graduate (Education), she set up a \$1 million endowed scholarship in 2007, part of which will support the Multicultural Business Program in the Eli Broad College of Business.

The center will serve as an entry point for industry leaders to access MSU expertise from the colleges of Agriculture and Natural Resources, Engineering, and the Eli Broad College of Business.

"By bringing together university and industry resources in supply chain, packaging, and engineering, this center will be able to effectively address

issues of sustainability, discover environmentally and economically operative solutions, and consider new ways to manage environmental impact throughout the value chain," said Elvin Lashbrooke, interim dean of the Eli Broad College of Business.

The center will include state-of-the-art technology for bench research and testing of packaging materials and will offer academic, outreach and continuing education programs. "It will be a clearinghouse that disseminates information and encourages action that speeds the adoption and implementation of sustainable practices," said Satish Udpa, dean of the College of Engineering.

It is anticipated eventually to expand its reach internationally through research, development,

education and training facilities in Dubai and Shanghai where MSU already has a strong academic presence.

"Packaging is ubiquitous throughout the food system and a critical component to the quality, safety and sustainability of the products we buy and eat," said Jeffrey Armstrong, dean of the College of Agriculture and Natural Resources. "Coca-Cola's funding commitment to establish the Center for Packaging Innovation and Sustainability will move us toward an unprecedented level of industry collaboration that will have global implications for improving packaging performance and sustainability."



Back row (l-r): Kim Wilcox, MSU provost; Stephanie Rowbotham, supply chain consultant to The Coca-Cola Company; Ian Gray, MSU vice president for research and graduate studies; Scott Vitters, senior manager of environment and water resources, The Coca-Cola Company; Jeffrey Armstrong, dean, MSU College of Agriculture and Natural Resources. Front row (l-r): David Closs, chair, MSU Department of Supply Chain Management; Forrest Bayer, director of packaging, scientific and regulatory affairs, The Coca-Cola Company; Shell Huang, director of packaging research, The Coca-Cola Company; and Susan Selke, then acting director, MSU School of Packaging.

WEST MICHIGAN ALUMNI CLUB RAISES \$250,000 FOR SECCHIA CENTER

The West Michigan MSU Alumni Club takes pride in setting its sights high. And they are well-known for getting behind MSU initiatives.

So with the announcement that MSU's College of Human Medicine would open a campus in downtown Grand Rapids at the soon-to-be-completed Secchia Center, the club set a lofty target of contributing \$250,000.

It started two years ago when, along with a pledge of \$50,000 from the club's treasury, the members committed to raising an additional \$200,000 from the Spartan community in West Michigan, a goal they checked off their to-do list this past July.

"We had to stretch ourselves," admitted Don Patten (Social Science/Teacher Education, '92), the club's immediate past president. "But the community has embraced the project and MSU. The appreciation for having a world-class medical school in our backyard is phenomenal."

Among the club's fundraising strategies were "meet and greet" events hosted by club members at their homes and businesses, and a teacher campaign.

More than 2,000 members strong, the club has long served as a model and trend-setter for other alumni clubs. Many of the club's signature events are emulated by others. For example, they founded the "Crying Towel" which brings together hundreds of Spartans, Wolverines and the Fighting Irish to

commemorate the legendary 1966 Notre Dame football game that resulted in a 10-10 tie, with an annual roast and toast of the three universities.

The club also created the Steve Smith Charity Challenge, an annual summer golf event now in its 11th year, that recently attracted over 400 Spartans and raised more than \$100,000 for MSU scholarships, the Secchia Center and the Grand Rapids Public Schools Student Advancement Foundation.

In recent years, the club has contributed substantially to the Clara Bell Smith Student-Athlete Academic Center, a Steve Smith student scholarship and the Sparty Statue restoration project.

"We are immensely pleased to have the partnership of the West Michigan MSU Alumni Club," noted Bob Groves, MSU vice president for University Advancement. "The club's level of support and involvement with the university, the range of activities, and their connections to their community are invaluable to MSU and the greater Grand Rapids area. They stand as a top model and we are grateful for their significant contributions."

The Secchia Center is an innovative state-of-the-art facility

named in honor of lead donors Ambassador Peter and Joan Secchia. The MSU College of Human Medicine welcomed its first class of second-year students to temporary facilities in Grand Rapids last fall. In the fall of 2010 the Secchia Center will open in the downtown area.

For more information about making a gift to the Secchia Center, contact Senior Director of Advancement Susan Lane at (616) 234-2614. For more information about the West Michigan MSU Alumni Club visit www.westmichspartans.org.



Members of the West Michigan MSU Alumni Club stand in front of an artist's rendering of the Secchia Center, the College of Human Medicine campus set to open in the fall of 2010 in downtown Grand Rapids.

BERKEY ADVANCES AGRICULTURAL EDUCATION WITH IRA ROLLOVER GIFT

From a small Michigan farm to Michigan State and beyond, Arthur Berkey (Agricultural Education, '53; '61; '67) established a legacy in agricultural education through his career and now through an endowment at MSU.

A nationally recognized leader in his field, Arthur has created and funded an endowment that will benefit a variety of agriculture and natural resources education initiatives in Michigan including secondary education programs. One of the initiatives will include mini-grants to high schools.

An adept planner, Arthur created a long-term investment strategy that has allowed him to give back during his retirement. His use of the IRA rollover provision made it possible for him to direct \$100,000 to MSU without income tax consequences. (See side bar for more information on the IRA rollover provision, available through December 31, 2009.)

He turned to Eddie Moore, professor of Community, Agriculture, Recreation and Resource Studies, for help in identifying MSU's top priorities. The two men had developed a high degree of mutual respect and admiration for one another during their respective tenures as national presidents of their professional

association, now called the American Association for Agricultural Education.

Arthur's passions for agriculture and natural resources, and helping others began early. He was one of six children raised on what he fondly refers to as "133 acres of Michigan sand." He came to MSU on an undergraduate academic scholarship, but worked fulltime or nearly fulltime throughout his undergraduate years to not only cover other expenses but also to provide a cash foundation for his next sibling to attend MSU.

Arthur also elected to participate in MSU's ROTC program, serving honorably in Korea. He was admitted to the College of Veterinary Medicine and planned on becoming a large animal veterinarian, but a war injury closed that door. Undaunted, he turned to an innate knack for teaching and a lifelong interest in agriculture and natural resources, obtaining both master's and doctoral degrees.

He was an exceptional Michigan high school agriscience and natural resources education teacher, school principal, and MSU instructor and had an illustrious professorial career at Cornell University, noted Moore. Arthur also made time for his community, providing award-winning service to the Ithaca Board of Education and New York's FFA Foundation Board. A building bears his name at the FFA Oswegatchie Education Center in New York.

Arthur attributes much of his success to having a career he truly loved, something he feels MSU had a major role in helping him to attain. The endowment he established through his IRA rollover gift has allowed him to pass on that advantage to a new generation of students.

"All of us here at MSU are indeed proud of the record of Dr. Berkey," Moore said. "His gift will assist Michigan in moving to higher levels

of academic excellence and this involves maintaining agriculture and natural resources secondary education programs, including FFA, of national prominence."

For more information on making a gift to the College of Agriculture and Natural Resources, contact Jackson Kaguri at (517) 355-0284. For details on the IRA rollover provision scheduled to end December 31, 2009, contact the MSU Office of Gift Planning at (517) 884-1000.

CHARITABLE GIFTS FROM IRAS STILL AVAILABLE FOR 2009

The \$700 billion economic rescue package of 2008 reinstated the IRA Rollover Provision charitable gift opportunity through December 31, 2009. This allows the owner of a Roth or traditional IRA, providing he/she is at least 70 ½, to direct up to, but not to exceed, \$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 does not claim the charitable distribution from the IRA as ordinary income nor may the donor claim the distribution as a charitable deduction. Effectively, there is no federal tax consequence.

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



Arthur Berkey and Eddie Moore, professor of Community, Agriculture, Recreation and Resource Studies.

INTERACTIVE EDGE PROVIDES IN-KIND SOFTWARE DONATION

Advertising, Public Relations, and Retailing students have a competitive advantage as they approach a tight labor market, thanks to a major in-kind software donation from Interactive Edge.

“We are pleased to offer Michigan State University XP3 Suite, our data analysis/presentation software, as it will help to prepare the future leaders in the consumer products, food and retailing industries with best-in-class technology to prepare them for the opportunities ahead,” said Zel Bianco, president and CEO of the company. “Interactive Edge strives to be on the cutting edge with updates that allow for more effective use of many different data sources including our latest integration with space management and shopper insights data.”

The company has provided the latest version of XP3, valued at more than \$757,000, which leverages data more effectively and allows users to present data directly in Microsoft PowerPoint. A previous software donation by the company has been used in classes over the past few years. The upgraded software allows students to be consistent with industry practices and will help them to develop data analytical skills,

said Linda Good, associate chair of the Department of Advertising, Public Relations and Retailing. The software also allows students to focus on the storytelling aspect of data analysis, an important part

used by companies such as Anheuser-Busch, Diageo, Dr Pepper Snapple Group, Quaker Oats, Gatorade, and many more. Job interviewers were really impressed with former students’ use of professional-grade analytical tools,” Carlo said.

Rich Tibbals, director of technology and facilities in the College of Communication Arts & Sciences, says such gifts greatly enhance the opportunities for students – both today and in the future. “Our college is constantly seeking to provide state-of-the-art technology solutions in classrooms and labs, and such tools also help us to recruit future students and can even help positively affect our rankings,” he said.

The College of Communication Arts & Sciences is one of the oldest and most well-known such colleges in the country. Students in the department compete in national advertising, public relations, and retailing competitions each year. This year, teams from all three disciplines have placed in the top three in national competitions.

For more information on making a gift to the College of Communication Arts & Sciences, contact Director of Advancement Cara Boeff at (517) 432-5672; boeff@msu.edu.



Assistant Professor Jessica Carlo of the MSU Department of Advertising, Public Relations, and Retailing demonstrates the Interactive Edge software, which she uses in her class.

of retailing management, rather than spending their time trying to learn to program complex queries, she noted.

Faculty member Jessica Carlo believes the gift will give students an edge in their future careers. “XP3 is a professional industry-level, SAP-certified software

ENDOWMENT SUPPORTS DISABLED VETERANS AND OTHERS

When Tom Maleck (Engineering, '66; '72; '80) began his tenure as university traffic engineer and Civil and Environmental Engineering professor, he did not foresee the influence disabilities would have in his life. He recently created the Michael J. Hudson Emerging Opportunities Endowment to provide resources that meet the unique needs of students with disabilities, including those welcomed by the new MSU Disabled Veterans

Assistance Program. This new endowment commemorates Tom’s sustained partnership with Michael Hudson, director of MSU’s Resource Center for Persons with Disabilities (RCPD).

Tom first met Mike in 1995 on the All-University Traffic and Transportation Committee. One of the committee’s main initiatives was to make campus safer for pedestrians. Collaboration between the two men helped to transform MSU’s traffic intersections, helping to keep pedestrians out of harm’s way, especially those with visual impairments. Thanks in large part to their ongoing work, MSU has reduced traffic injuries on campus by 90 percent over the past decade.

The new endowment honors Hudson’s and Maleck’s contributions to MSU, but was also due to the Maleck family’s dedication to opportunities for people with disabilities. Tom’s wife Ellen, for example, is a retired principal and special education director in Ovid-Elsie Area Schools.

The RCPD will now have an increased ability to finance new endeavors that transform the center’s outreach, like the traffic and transportation committee did. “The RCPD is filled with great ideas that just need a few resources to get started and become a reality,” Hudson noted.

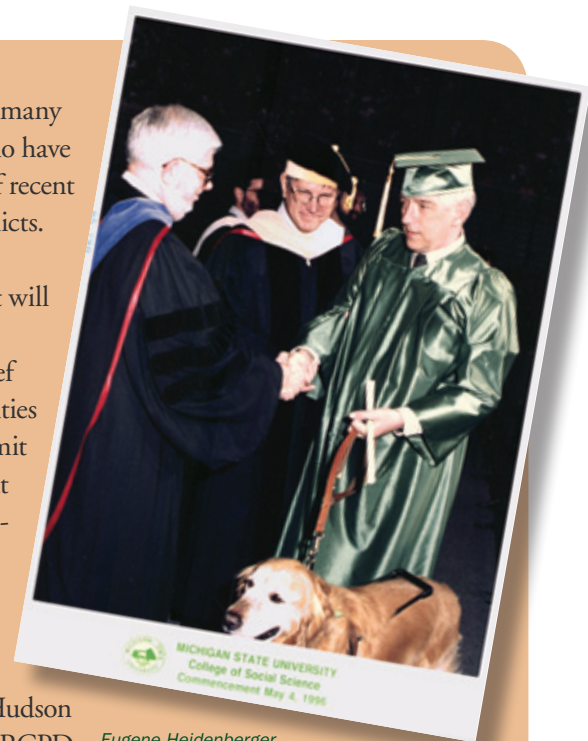
One of the foremost ideas for use of the endowment is to provide resources for veterans with disabilities, in honor of Maleck’s daughter, a veteran of Desert Storm. Hudson notes that while the RCPD has worked with veterans for many years, the need is more apparent given new university initiatives welcoming disabled veterans and the

presence of many veterans who have come out of recent global conflicts.

“The endowment will support the RCPD belief that disabilities need not limit achievement and will create new opportunities for students and faculty at MSU,” Hudson said. “The RCPD will use the endowment to ensure we uphold the highest standards for our veterans and others with needs we can address. This endowment is critical given the shortfalls in state and general fund dollars.”

The endowment funds are to be used at the director’s discretion for current challenges, the evolution of the RCPD, and emerging needs. Maleck says he hopes others will contribute and help it grow into a significant program. “I know Mike will take this and do something very important with it,” he said.

For more information on making a gift to the MSU Resource Center for Persons with Disabilities, contact Director of Development Ann Marie Lindley at (517) 432-7543; or visit www.rcpd.msu.edu/Contributions/Home.



Eugene Heidenberger, U.S. Air Force retiree now deceased, with his guide dog Hooper as he accepts his diploma in 1996, an achievement made despite being both deaf and blind. The RCPD provided necessary services while Eugene was an MSU student.



Michael Hudson presented a memento plaque to Tom and Ellen Maleck.

DONOR PROFILE: STEVE NOLL

With beneficiaries ranging from the Eli and Edythe Broad Art Museum to the College of Engineering and the Spartan Marching Band, Steve Noll (Engineering, '74) is an eclectic donor and good friend of Michigan State University. He is a member of MSU's Wharton Society.

A former national merit scholar, Steve could have attended any number of institutions of higher learning, but was swayed to MSU's Honors College after seeing an impressive "road show" the MSU admissions team put on in his hometown of Cincinnati, Ohio. He is proud of his MSU degree and particularly values the flexibility of the Honors College program which allowed him to broaden his education. "I still recommend it to prospective students I meet," Steve said.

He had planned to major in physics, one of MSU's strongholds, but was lured to another of MSU's top programs: electrical engineering. After graduation he did a stint as engineer for Magnavox, but decided to go to law school where he says his MSU background served him well. "Engineering is not a typical path to law school," he noted. "But the MSU engineering program is oriented toward solving problems, which was a skill I could easily apply to law." Steve merged his expertise in engineering and law by specializing in patent law. Today, he is a successful patent attorney at Schiff Hardin LLP in downtown Chicago.

Over the years, Steve has stayed connected and involved with MSU in many ways. He returns to the College of Engineering each semester to provide a lecture on intellectual property law and to serve as a judge in the annual Design Day competition. He recently accepted an appointment to the Interim Advisory Board for the soon-to-be constructed Broad Art Museum (see article below). As an avid art collector, Steve has amassed a significant collection of over 50 Whistler and Rembrandt etchings, among other works. Through his estate plans, he has determined that these works will come to MSU.

His love of music performance, nurtured throughout his MSU years as a tenor saxophonist in the Spartan Marching Band, is now nourished through the Lyric Opera in Chicago as well as the Metropolitan Opera in New York City. When Steve frequents an MSU football game, he never misses the marching band performances. "Overall, my most fun and rewarding experience at MSU was being in the marching band," Steve said.

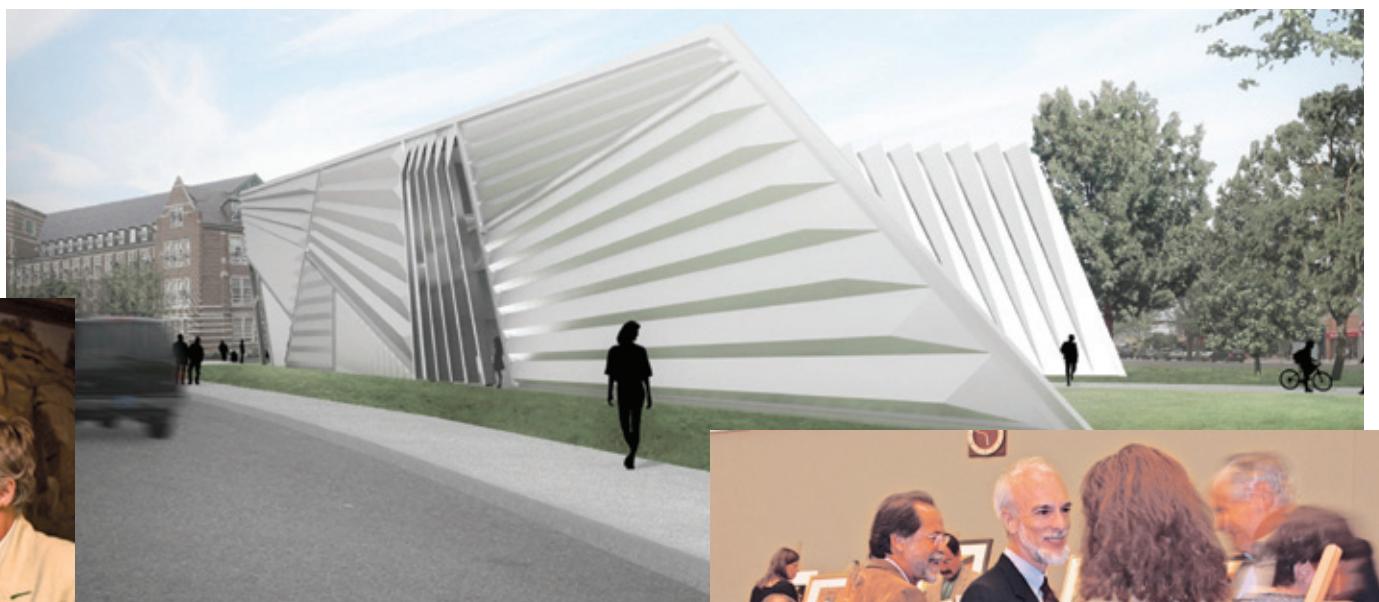


Steve Noll and his spouse Sarah Haag recently attended the MSU Friends of Kresge Twilight in the Garden event.

Steve married Sarah Haag one year ago. A practicing physical therapist, Sarah affiliates with Marquette University but has become an avid Spartan fan. Sarah's enthusiasm for MSU started with her first campus visit, and like Steve's, has never waned.

EXCITEMENT BUILDS AS ELI AND EDYTHE BROAD ART MUSEUM GROUNDBREAKING NEARS

Michigan State will break ground on the iconic Eli and Edythe Broad Art Museum in March 2010, followed immediately by 23 months of construction and a 2012 museum opening. A generous gift from Eli and Edythe Broad provides \$18.5 million for the



An artist's rendering of the Eli and Edythe Broad Art Museum.

building itself and \$7.5 million in endowed funds for acquisitions, exhibitions and operations. Including the Broads' support, the university has raised nearly \$30 million toward the total fundraising goal of \$40 million.

A series of events hosted by friends of MSU are keeping major donors and friends updated on the project. Chris Dennon offered her Glen Lake home for a dinner for Northern Michigan friends and Bill and Linda Demmer hosted a dinner in their East Lansing home for Mid-Michigan leaders. The Eli and Edythe Broad Art Museum will be a premiere venue to attract major exhibitions and collections. The building, designed by world-renowned architect Zaha Hadid, is anticipated to bring international attention to the museum, MSU, the region and State of Michigan. Teams from Hadid's firm have been working with local architectural and building companies and campus representatives to complete the design and building plans. New architectural renderings were recently revealed and can be viewed at the College of Arts and Letter's Web site at www.cal.msu.edu.



At their 2009 Twilight in the Garden event, the MSU Friends of Kresge group celebrated reaching their goal of raising \$1 million for the Eli and Edythe Broad Art Museum.

For more information on making a gift to the Eli and Edythe Broad Art Museum, contact College of Arts and Letters Development Director Bridget Paff at 517-353-4725.



Bill and Linda Demmer, major donors to the art museum project, recently hosted a reception and dinner in their home for the art museum. President Lou Anna K. Simon addressed local business and community leaders and presented Bill and Linda with their Wharton Society memento.

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U.S. Senator Debbie Stabenow addressed guests at the celebration.

MSU CELEBRATES NSCL EXPANSION AND DOE SELECTION AS FRIB SITE

On June 12, MSU dedicated a major expansion of its National Superconducting Cyclotron Laboratory (NSCL) and celebrated the coming of the Facility for Rare Isotope Beams (FRIB) at a ceremony that included officials from the National Science Foundation, the U.S. Department of Energy (DOE) and MSU.

The \$550 million, DOE-funded FRIB will be a cutting-edge research facility where scientists can work to better understand the behavior of nuclear isotopes and their impact on the world. The work already being done at MSU in rare isotope research has led to advancements in radiation treatments for cancer patients, improved homeland security technology, and breakthroughs in materials science, making MSU one of the top destinations for graduate education in nuclear science.



NSCL/FRIB Director Konrad Gelbke gives a tour of the research facilities to DOE Undersecretary for Science Steve Koonin.



Attendees learned more about FRIB operations.



President Lou Anna K. Simon welcomed guests including Gregory Main (far left), president and CEO of the Michigan Economic Development Corporation.



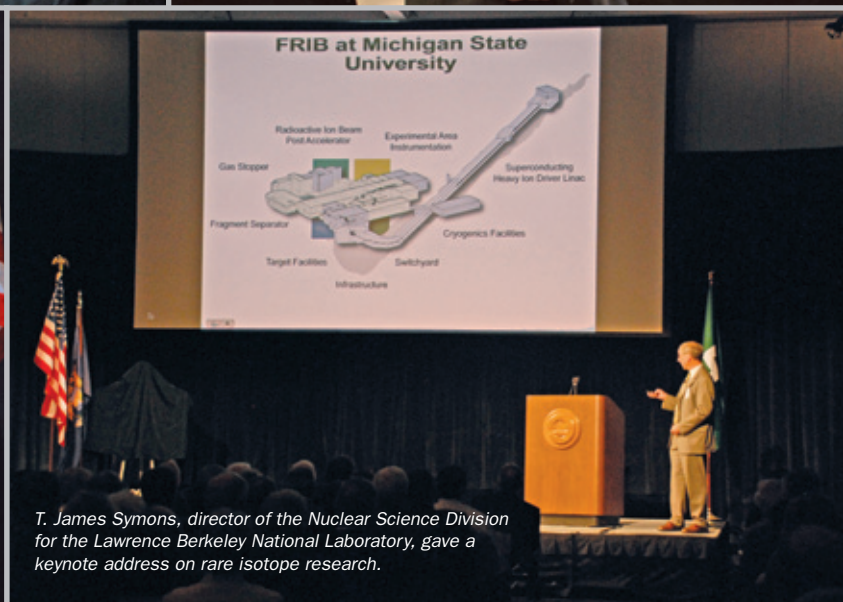
Guests toured the NSCL.



U.S. Senator Carl Levin (left) visited with Steve Koonin, DOE undersecretary for science.



Trustee Colleen McNamara greeted the crowd.



T. James Symons, director of the Nuclear Science Division for the Lawrence Berkeley National Laboratory, gave a keynote address on rare isotope research.

