

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

FALL 2016

# DEVELOPMENTS

TOMORROW BETTER?  **WHO WILL MAKE TOMORROW BETTER?** WHO WILL MAKE TOM

**Development Features**

- 2 Who Will Make Tomorrow Better?**  
It often begins with opportunity
- 8 An Extraordinary Year**  
Report on campaign progress
- 10 Extraordinary Impact**  
Campaign celebrations across the U.S.
- 12 Fostering Fortunes**  
Gifts to FAME program bring opportunity to foster youth
- 14 New Developments**
- 21 Now You Know**

**18 Empower Extraordinary**  
*Recent Campaign Gifts*

- A GIFT TO ENTREPRENEURSHIP**  
\$4.5 Million Gift from Alumnus Robert Burgess
- TWO GIFTS FOR GRAND RAPIDS RESEARCH CENTER**  
\$15 Million in Gifts from DeVos and Secchia Families
- A GIFT TO BRIDGE RESEARCH**  
\$2 Million Gift for Endowed Engineering Chair

Learn more at:  
[givingto.msu.edu](http://givingto.msu.edu)



See page 8

# DEVELOPMENTS

*Step into the Clarence E. Lewis Landscape Arboretum, and step into a six-acre panorama that is both teaching laboratory and never-ending source of inspiration. Named for an accomplished landscape horticulturist and professor who died in 1985, the arboretum has been tended from the investments of hundreds of donors who have established endowed internships and funds for unique exhibitions of plants and trees.*

*For Donors and Friends of Michigan State University*

MSU Developments, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

**Vice President for University Advancement**

Robert W. Groves

**Editorial Team**

Stephanie Motschenbacher, Director

Lois Furry, Editor

Dave Giordan, Art Director

Contributing Writers: Devon Barrett, Christina Schaffer and Sarah Wardell

Photos: Harley Seeley, Kurt Stepnitz, MDOT Photo Unit and Eat Pomegranate

Michigan State University  
University Advancement  
University Development  
Spartan Way  
535 Chestnut Road, Room 300  
East Lansing, MI 48824  
(517) 884-1000 • [givingto.msu.edu](http://givingto.msu.edu)

The generosity of thousands of alumni and friends empowers MSU's students, faculty and leaders to accomplish the extraordinary every day.

**Ways to Support Michigan State Online Giving**

You may make a gift securely online using your credit card. Visit [givingto.msu.edu](http://givingto.msu.edu).

Cash, Stock, Real Estate and other gifts  
To explore how you might provide financial support to MSU, contact the University Development office in your college or unit, or call (517) 884-1000.

Estate Planning  
To remember MSU in your will, personal trust, qualified retirement plan or IRA, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to [giftplanning.msu.edu](http://giftplanning.msu.edu).



Students respond to the question “How will you make tomorrow better?”—posed via four mobile white boards displayed on campus.



# WHO WILL MAKE TOMORROW BETTER?

It often begins with opportunity

by Sarah Wardell

Jordyn Castor ('15, Engineering) has never let anything stop her from living life to the fullest.

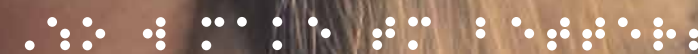
Lifesaving acts performed at her birth in a neonatal intensive care unit left her completely blind. These events set in motion an unforeseen chain of events that would shape Jordyn's life—and inevitably, to have a positive impact on the lives of others.

Receiving a computer in second grade changed Jordyn's whole world. At 12 years old, she wrote her first program.

Now, armed with an MSU computer engineering degree, Jordyn is driving the creation of accessibility tools and advances for adults and children at Apple, Inc.'s headquarters in Cupertino, California.

A recent Mashable.com feature notes “this blind Apple engineer is transforming the tech world at only 22.” She is behind the accessibility of Apple's Swift Playgrounds, an intro-to-coding program geared toward children and a tool long lacking for visually impaired users.

And while Jordyn's ambitions began early in life, her hopes and plans for the future grew exponentially at Michigan State, thanks to the generosity of many.



Jordyn Castor ('15, Engineering)





Alumna Jordyn Castor (right), now an accessibility engineer at Apple, Inc., says support from endowments, like the Carlson Accessible Media Program and the Samaritan Scholar Award, aided her success.

As a student, Jordyn utilized MSU's donor-supported Resource Center for Persons with Disabilities (RCPD) on a regular basis. There she received critical help, from textbooks hand-converted to Braille to assistance with navigating the campus and career advice.

"I can't drive a car or fly a plane, but there is so much I CAN do," Jordyn says. "Good things come to those who work hard and to those who take opportunities. Life is short and precious."

In her time at MSU, Jordyn worked hard to qualify for merit-based scholarships, which made a clear difference for her. Without them, she would not have been able to achieve her goals, which included completing a summer internship on Wall Street.

"Donors made a huge difference in my academic life," Jordyn says. "There would have been no way that I would have had the opportunities that I've been given without the help of scholarships."

### Undergraduate education: by the numbers

Today's economic landscape is changing. What hasn't changed is Michigan State's unwavering dedication to educating young people on a significant scale. In an increasingly

competitive environment, meeting financial need is critical to attracting students like Jordyn, who pursue excellence with talent and drive.

But, state funding for higher education is significantly down.

After adjusting for inflation, Michigan State's rate of tuition increased only \$65 over the past 12 years. But, funding from the state decreased by 30 percent during this same time. The state once provided 78 percent of the cost of education. Today, the state's share of MSU's budget is less than 12 percent.

The result?

The cost for a college education at public institutions has shifted dramatically onto students and their families. At MSU, many of these students are the first in their families to attend college and come from low- to middle-income households. Since 2001, state appropriations to MSU have been reduced by more than \$57 million. Had state funding kept pace with inflation during the past decade, MSU tuition could be cut by more than 21 percent.

For the 2016-17 school year, the overall cost for attending MSU as an in-state undergraduate student is approximately \$27,000 per year.

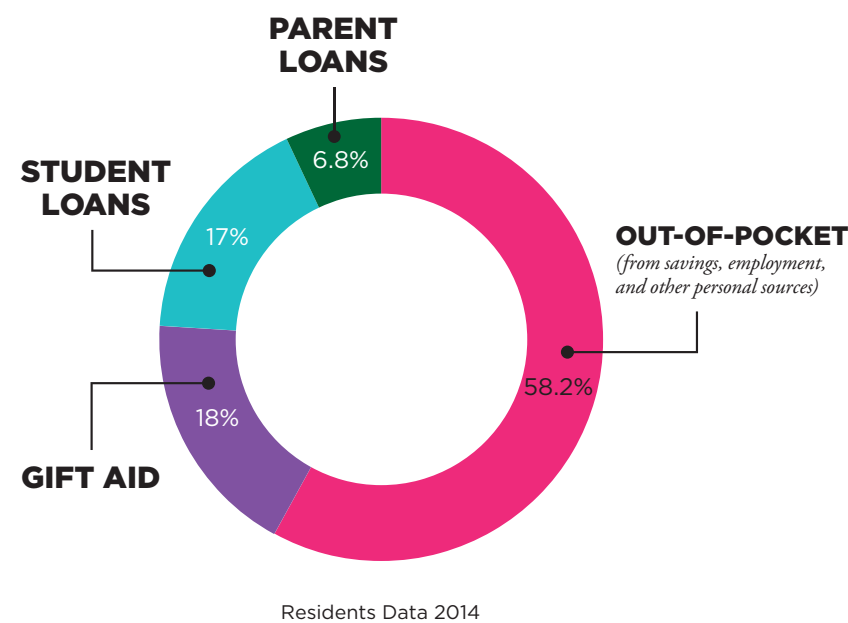
Private support has become an increasingly important component of sustaining MSU's commitment to financial aid.



Shashi and Margaret Gupta

WHO WILL MAKE TOMORROW BETTER?  WHO WILL MAKE TOMORROW BETTER? WHO WILL MAKE TOMORROW BETTER? WHO WILL MAKE TOMORROW BETTER? WHO WILL MAKE TOMORROW BETTER? WHO WILL MAKE TOMORROW BETTER?

## WHERE DO STUDENTS FIND THE MONEY?



### Giving with integrity: Gupta family starts scholarship for strong values

What began as a social experiment for Shashikant (Shashi) Gupta and his wife Margaret has turned into a successful business built on strong values—and so much more.

Human dignity. Integrity. Excellence.

The Guptas live and operate their business, Apex CoVantage, on these principles. And the two recently applied this same ideology to the establishment of a \$2.5 million endowed fund to create the Gupta Values Scholarship.

Within a few years, the endowment will annually support a cohort of 20 students pursuing any field of study he or she wishes. The students will have exhibited these values in their lives and demonstrate a continuing commitment to them. In addition, the endowment will give each student an experiential learning opportunity off campus.

"We really wanted to extend our values beyond our company and its employees," Shashi says. "The idea was that, if we can find young people who we could inspire to live out

these same values, it would be the perfect way to extend this experiment."

As co-founders, Shashi serves as the CEO of Apex CoVantage and Margaret as COO, where both direct not only the company's technology strategies, but also provide leadership in the company's unique culture.

Shashi ('75, MBA Broad Business; '80 Ph.D. Social Science) is a true Spartan. In fact, he read the story of the Spartans at Thermopylae in middle school and admits he loved "their tenacity of not giving up; staying committed to the mission; and being willing to sacrifice for what they believed in."

For him, being a great Spartan also means paying it forward.

"We hope the students will live their lives in a good way and influence others, whatever path they choose to take—they can be a botanist or nuclear physicist," Margaret says. "And Michigan State needs this type of investment to be a university of excellence."

One of the distinctive aspects about placing a gift in an endowment is that the fund will never be depleted. Ever. For example, a \$2.5 million endowed four-year scholarship program (similar to the Gupta family's gift) could potentially award more than 600 annual scholarships by the year 2035.



Jennifer Andrews  
(15, Engineering)

### Full-ride scholarships: A difference maker

While donor-created scholarships vary in scope, endowed, full-ride scholarships help students take the fullest advantage of unique opportunities.

These scholarships—which typically cover tuition and housing, and other costs—free students from the burden of employment, which in turn allows them to devote more time to their studies, take on leadership roles, pursue additional academic areas or take part in extracurricular activities.

Full-ride scholarships also attract high-achieving, diverse students. Each year, between 1,200 and 1,500 high school seniors—invited based on exemplary academic credentials—sit for the Alumni Distinguished Scholar test at MSU. Only 20 are ultimately selected to receive full-ride scholarships. There are just a handful of other full-ride scholarship programs at MSU.

Jennifer Andrews, a 2015 College of Engineering graduate, chose MSU over offers from MIT and Princeton, in part because of the STARR Charitable Foundation scholarship which provided her with four years of full support. While a student, she pursued a very demanding materials science engineering program but also studied Russian. At graduation, she joined an elite leadership program with Emerson Electric Engineers in Romania.

“I could never have foreseen four years from the day I entered MSU, that I would be walking out and heading to Romania and places unknown,” she says. “Their (donor) support has completely enabled that. Because without it, I would not be here.”

### Graduate Fellowships: Another lasting investment

Fellowships are woefully underfunded at MSU compared to peer institutions, putting the university at a disadvantage in competing for the top doctoral students. Endowed fellowships provide an incentive for the very best students to choose to make MSU their home.

“With approximately 200 exceptional students nominated by their departments each year as the ‘best of the best,’ MSU has 40 fellowships to offer,” says Judith Stoddart,

interim dean of the Graduate School and associate provost for Graduate Education. “Universities with a history of fellowship endowments offer closer to 100. Like top athletes, these students are recruited across the country; offering a University Fellowship is often what makes the difference in bringing top research and teaching talent to MSU.”

University Distinguished Fellow John Tran had offers from other universities, including the University of Georgia, but chose Michigan State due to the prestige of the fellowship and the freedom it offered. Working in Dr. Curtis Wilkerson’s lab, he is studying plant biology with research addressing food safety, as well as related, critical issues like sustainability; often in collaboration with researchers from other institutions.

“The fellowship has allowed me to focus on research and get a good start, laying a solid foundation for what I will be heading into,” John says. “It’s not just about research. The fellowship has enabled me to become involved in other organizations and I’ve had the time to seek out a community of graduate students, to build a community outside the lab.”

By investing in fellowships for promising researchers like John, donors ensure that Michigan State can continue to attract the finest minds to its graduate programs, which strengthens the university’s teaching and research mission and invigorates the academic community.

### Making tomorrow better

Every day, Spartans are making an impact in their communities across the state and around the world. The assurance that future generations of Spartans are as strong and prepared as the last lies with scholarship and fellowship support.

Spartans who are prepared, like budding plant biologist John Tran. Or future engineering leader Jennifer Andrews. And Jordyn Castor—a Spartan who has never let adversity stand in her way—who is now devoting her career to helping others do exactly the same thing.

For more information on making a gift to support scholarships and fellowships, contact Senior Director of Development Jennifer Bertram at [bertram9@msu.edu](mailto:bertram9@msu.edu) or call (517) 432-7330.



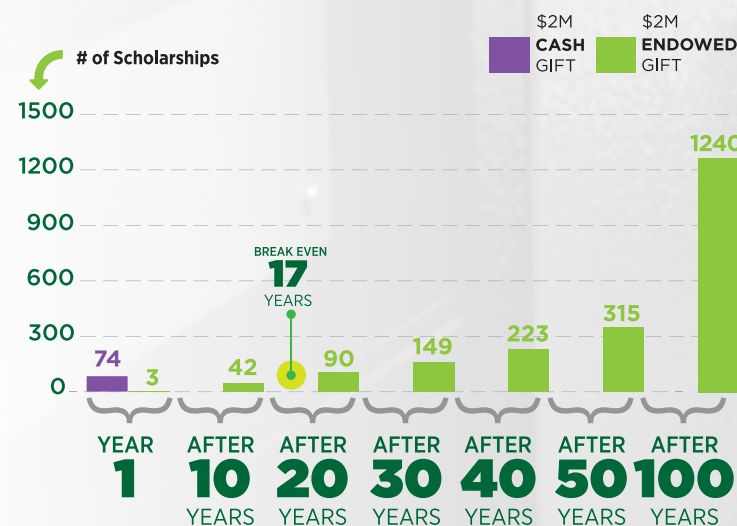
University Distinguished Fellow John Tran

## HOW DO ENDOWMENTS WORK?

### \$2M CASH GIFT vs. \$2M ENDOWED GIFT

This graph illustrates the potential impact of a \$2M gift (given to enable full-ride scholarships in today’s dollars) paid out in the first year, versus the same gift amount invested in an endowment.\*

\*Assumes a \$27,000 annual scholarship, with a payout of 4.6 percent, an average return of 6.8 percent, and all excess funds reinvested.



WHO WILL MAKE TOMORROW BETTER?  WHO WILL MAKE TOMORROW BETTER? WHO WILL MAKE TOMORROW BETTER?



# 2015-16: BEST YEAR IN MSU FUNDRAISING OF ALL TIME

MSU posted its best fundraising year ever at the close of June. **Nearly \$272 million** was raised in the 2015-16 fiscal year (July 1, 2015-June 30, 2016), toppling the previous record of \$238.6 million.

**82%**  
COMPLETE



**249,009**  
DONORS  
IN THE CAMPAIGN

“THE SUCCESS OF THIS CAMPAIGN SHOWS HOW MSU’S MISSION TO DRIVE INNOVATION AND DISCOVERY, WHILE PROVIDING WORLD-CLASS EDUCATION AND EXPERIENCES FOR OUR STUDENTS, IS IMPORTANT TO ALL THOSE SUPPORTING *EMPOWER EXTRAORDINARY*. WE ARE GRATEFUL FOR OUR DONORS’ GENEROSITY, WHICH AGAIN DEMONSTRATES HOW SPARTANS’ INDIVIDUAL STRENGTH CAN BECOME A COLLECTIVE POWER THAT HAS EXTRAORDINARY IMPACT.”

— LOU ANNA K. SIMON  
President

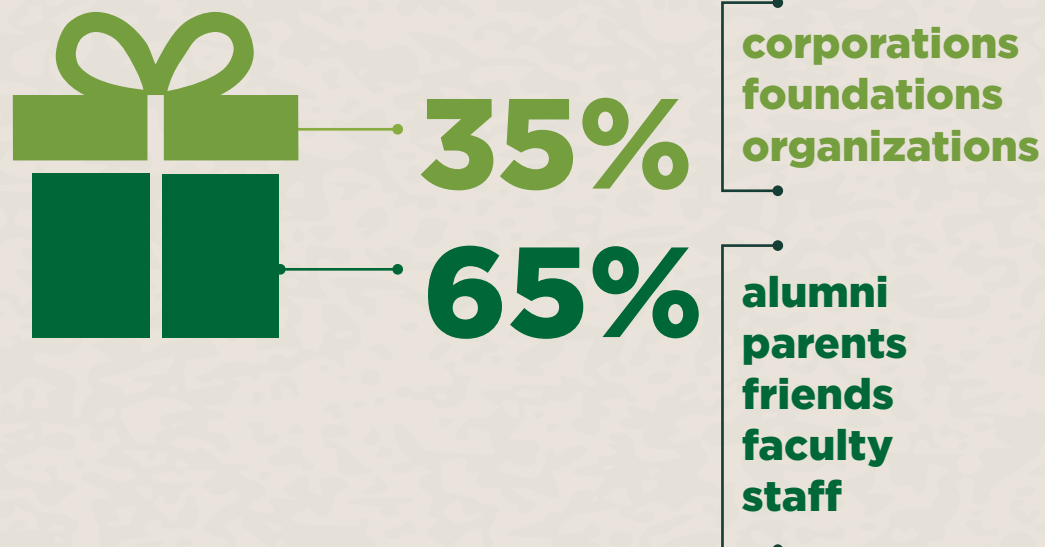
**DONORS**

**FY15 = 102,513**  
LAST YEAR

**FY16 = 110,873**  
THIS YEAR

FROM JULY 1, 2011 **\$1,231,255,875** TO JUNE 30, 2016  
TOWARD A **\$1.5 BILLION GOAL**

## WHERE THIS YEAR’S GIFTS CAME FROM



**\$271,954,177**  
THIS YEAR

THE GRAND TOTAL OF **\$271,954,177** MILLION FOR FY2016 INCLUDES NEARLY **\$42 MILLION** IN SUPPORT FOR FACILITIES AND MORE THAN **\$130 MILLION** TOWARD ENDOWMENTS TO SUPPORT PROGRAMS, STUDENTS, FACULTY AND RESEARCH.

CAMPAIGN TOTAL	<b>55</b> NEW NAMED <b>CHAIRS/</b> <b>PROFESSORSHIPS</b> IN THE CAMPAIGN	<b>1,505</b> GIFTS OF <b>\$100K +</b> IN THE CAMPAIGN	<b>10</b> GIFTS OF <b>\$10MILLION +</b> IN THE CAMPAIGN
FY 2016	<b>17</b> THIS YEAR	<b>346</b> THIS YEAR	<b>4</b> THIS YEAR

# EMPOWER EXTRAORDINARY ON LOCATION

MSU has gone on location to celebrate the vital role of donors in key regions. Over the past year, Spartans and friends gathered in Detroit, Dallas, Houston, Grand Rapids and Chicago to learn more about MSU's mission and to hear inspirational stories of success as the Empower Extraordinary campaign changes lives every day.

Students expressed how private support was making it possible for them to go further than they ever imagined. College deans shared the impact of endowed faculty positions in providing the best teachers, scientists, thinkers and mentors. University leaders spoke of the need for innovative spaces. And alumni and donors shared how Spartan

values made a difference in their lives and inspire them to help the next generation.

More regional events are coming, including stops in San Francisco, California, on September 27 and in New York, New York, on November 9. Watch your mail and email to learn more.

**Southeast Michigan** (Detroit), November 2015: Senior Irene Li says her opportunity as an Alumni Distinguished Scholar and senior in the College of Natural Science and Honors College has allowed her to participate in research that is a jumping-off point for cancer drug development.

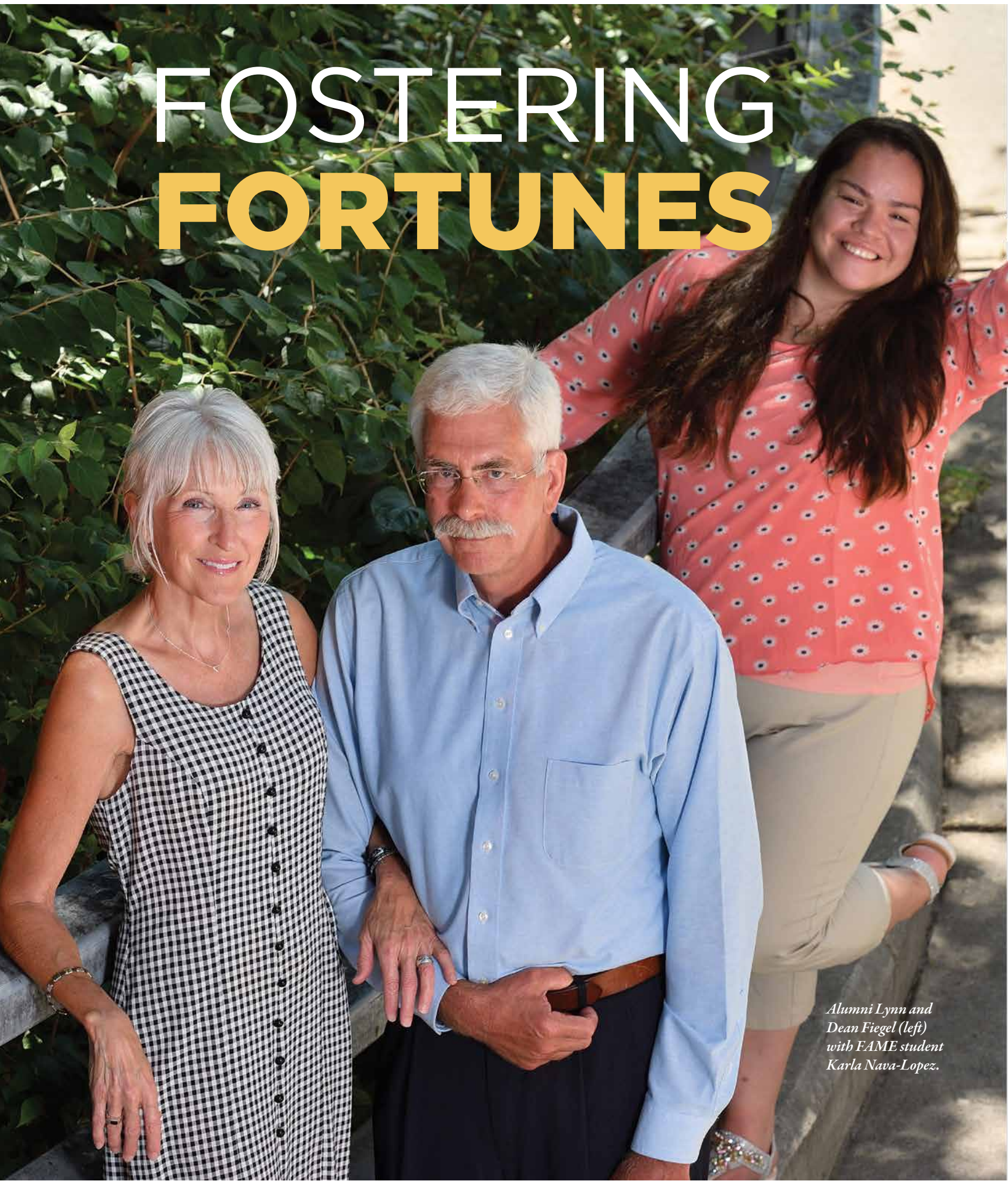
**Texas** (Dallas and Houston), February 2016: Flozell Adams, campaign volunteer, shares: "I didn't know that we were near the bottom in the number of endowed faculty. It points out to all alumni that we've got to step up to contribute so we can be at the top of the pack, where Michigan State belongs."

**West Michigan** (Grand Rapids), April 2016: Jim Williams, campaign volunteer, spoke of how proud he is that Michigan State is creating solutions for future issues and bringing Big Ten medicine to the community.

**Chicago**, May 2016: "We looked at Michigan State rankings in the Big Ten with respect to scholarships, endowment and alumni giving. We said Michigan State is better than that. And we took it upon ourselves to see what we could do to help," say Becky and John Duffey, campaign volunteers and Chicago host committee members.



# FOSTERING FORTUNES



Alumni Lynn and Dean Fiegel (left) with FAME student Karla Nava-Lopez.

## MSU Program helps foster care youth find college success

Looking back on their college experiences, Lynn ('73, Agriculture and Natural Resources, Honors College) and Dean Fiegel realized the success they enjoyed as students had a lot to do with an abundance of support received from family.

Their realization led to becoming foster parents and guardians of at-risk youth and, now, to make a \$1M bequest commitment from their estate.

Lynn and Dean, of Three Rivers, Michigan, are part of a recent infusion of donor support for Fostering Academics, Mentoring Excellence (FAME), a program that provides critical resources and opportunities for students who were in foster or kinship care before attending MSU, as well as students who have experienced homelessness or are otherwise independent.

"If we needed something, our families found a way to provide," Dean says. "Imagine what it must be like to age out of the foster care system, go to a place like MSU, and have no family to turn to, no home to go to for Thanksgiving dinner. These students may look like every other student on campus, but they've been through a lot and they deserve additional support."

Other significant contributors include Don ('85, Business /MBA) and Deb ('86, Business) Stoner of East Lansing and Michael ('80, Engineering) and Denise ('80, Natural Science) Busley of Traverse City.

FAME is coordinated by the School of Social Work, and according to FAME Program Coordinator and Lead Life Skills Coach Andrea Martineau, private support from donors already has resulted in new opportunities for FAME students including scholarships to offset the costs of summer school as well as the opportunity to participate in once-in-a-lifetime experiences. Karla Nava-Lopez, a Criminal Justice major in her senior year, was able to intern in Africa this summer which she says had a lasting effect on her perspective.

"I saw people who had very little, yet were able to find happiness in what they did have," she says. "I realized I could do that too."

Thanks to FAME support, Karla also recently accepted an internship position with Michigan Senator Debbie Stabenow in Washington, D.C. for the fall.

The Fiegels' estate gift establishes the Lynn and Dean Fiegel FAME Award. Lynn, who completed her MSU degree in dairy science and a master's in dairy production from South Dakota State University (SDSU), spent 22 years with MSU Extension as an Extension 4-H youth agent. Dean, who earned a bachelor's degree in Agriculture and Business from SDSU in 1975, retired after a 33-year career in agriculture finance. He also completed the Michigan Agriculture Leadership Program, co-sponsored by MSU.

The Fiegel's support for FAME didn't stem directly from their professional training or careers. It is a trend noticed by MSU School of Social Work director Steven Anderson.

"It really is inspiring to see so many people from diverse backgrounds come together to support this cause," Anderson says. "Few of our donors for this program are social workers, and yet they recognize the roles that all of us can play in helping youth who have experienced abuse or neglect."

The Fiegels feel strongly that the support must be ongoing, and it must come from many.

"We hope to do more," Dean says. "If these students have gotten this far in their education journey, they have learned to solve problems and they have been tough and persistent. They have battled adversity and prevailed. Sounds like a Spartan!"

To learn more about making a gift to FAME, contact College of Social Science Senior Director of Development and Alumni Relations Nick McLaren at [mclarenn@msu.edu](mailto:mclarenn@msu.edu) or call (517) 353-8569.

## THROUGH FAME

former foster students and other independent students gain access to MSU's unique high-excellence, life-changing experiences, such as:



Study Abroad

Summer Programs

Internships Away from Campus

## STUDENTS

are continuously supported by:

Life Skills Coaches

Campus Champions who help with:

- Financial Aid
- Housing
- Employment
- Tutoring
- Counseling
- Health

A Resource Center

Care Packages and Finals Week Survival Kits







# new DEVELOPMENTS



## Outstanding Philanthropist

Alumnus, donor and advisor, Gary L. Seevers received the 2016 Ruby C. McSwain Outstanding Philanthropist Award from the National Agricultural Alumni and Development Association after being nominated by the MSU College of Agriculture and Natural Resources. An accomplished economist and financial market specialist, Gary's career spanned from Extension to the White House to Wall Street. He was a charter member of the Honors College, earning bachelor's, master's and doctoral degrees from MSU, and has served as an invaluable university advisor, including as a member of the MSU Foundation board. His passion for conservation led to a friendship with the late Gordon Guyer, MSU's 18th president, and the establishment of the Gordon and Norma Guyer and Gary L. Seevers Chair in Natural Resources Conservation. He also funded three scholarships and endowments. Together with his wife Eiko, he created the Eiko I. Seevers Charitable Remainder Unitrust.



Eiko and Gary Seevers

Sin Young Kim (center) went to the home of Ron and Helen Priest to show her appreciation for their scholarship support.

## THE PAST, PRESENT AND FUTURE OF CLASSICAL MUSIC

When Ron and Helen Priest first met more than 40 years ago, they could've bonded over any number of things: their similar upbringings on the west side of Detroit, their careers, their feelings about the apartment building they both happened to be living in at the time.

Instead, it was their common interest in classical music.

They've been married 40 years now, and have changed jobs and hometowns many times, but their love for classical music has remained the same. In fact, tickets for the symphony were a necessity wherever they happened to be living.

When Ron's work brought them to East Lansing in 1987, Helen immediately sought tickets to College of Music performances, and has continued to buy ticket packages for a variety of classical and orchestral performances every year.

Their admiration for the College of Music—and their desire to get young people more interested in studying and enjoying classical music, too—led them to create the Ronald J. and Helen M. Priest Endowment in Support of Classical Music Performance in 2013. Their gift to the College of Music, combined with a gift to support another cause they're quite passionate about—TV and radio programming at WKAR—earned them recognition as members of MSU's Theophilus C. Abbot Society.

"We just want to encourage young people to pursue classical music as a major," Ron says in regard to their music scholarship. "We're two people who really enjoy classical music, and one way to help ensure it is perpetuated is to donate to the MSU College of Music."

If the thank-you letters Ron and Helen have received from scholarship recipients are any indication, the future of classical music is in good hands.

Sin Young Kim, the first student to receive a scholarship through their endowment in 2014, is a doctoral student in violin performance. It would have been difficult for her to continue her studies without the Priests' help.

"I have been studying violin since I was five, and it was not easy because of my family's financial situation," she wrote in a thank-you letter to the Priests. "It is such an honor that I can keep studying because of people who help me, just like you."

Sin Young expressed her thanks to the Priests in person, too, paying a visit to their home, where she shared stories about her experience as a student, and played a concert just for them on her violin.

"It was wonderful to meet her," says Helen. "It can take your breath away to hear these students play."

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



Marc-Olivier Wahler

## BROAD MSU HAS A NEW DIRECTOR

Marc-Olivier Wahler is an internationally recognized curator, scholar and museum professional whose resume includes museums in Neuchâtel, Switzerland, Paris, France and New York City.

Now, he can add East Lansing to the list, as he officially assumed the role of director

of the Eli and Edythe Broad Art Museum at Michigan State University on July 1, 2016.

Throughout his career, Wahler has focused on contemporary art as a platform for building and strengthening communities and catalyzing interdisciplinary collaboration and exploration. At MSU's Broad Art Museum, where contemporary art is served with a healthy dose of historical context to a community of students, educators and art aficionados, Wahler will feel right at home.

"I look forward to collaborating with faculty and students conducting innovative research across the university, and building upon the incredible work of the museum's staff to deepen the institution's role as a vibrant resource for the entire East Lansing community," Wahler says.

Longtime MSU supporters and art patrons Eli ('54, Business) and Edythe Broad—who made a \$28 million gift toward the design, construction and exhibitions of the museum—are well aware of the importance of a dynamic museum director.

They made an additional \$5 million gift in 2014 to the museum's exhibition endowment to honor the great work of founding director Michael Rush, who passed away in 2015.

"Marc-Olivier Wahler's experience with international arts institutions makes him an ideal director for the Broad Art Museum at MSU, which in just a few years has demonstrated its global reach far beyond East Lansing," Broad says. "Elye and I are impressed with Marc-Olivier's curatorial abilities and his deep appreciation for contemporary art, and we know he will continue the Broad Art Museum's tradition of presenting thought-provoking and scholarly exhibitions."

For information on supporting the Eli & Edythe Broad Art Museum, contact Director of Development Douglas Moffat at [Moffat@msu.edu](mailto:Moffat@msu.edu) or call (517) 884-4816.

## FROM LITTLE THINGS BIG THINGS GROW

When James Rodman ('67, Honors College, Natural Science) was a student, he worked in the MSU Herbarium. At the time, he had little inkling of how much this job would influence the arc of his life, or that he would one day become a herbarium benefactor.

The first person in his family to attend college, James decided on MSU because he received an Alvin Bentley Foundation Scholarship for two years, which paid his tuition, room and board. His last two years, he received a Trustees Scholarship that covered tuition only.

"So that meant I had to get a job," James recalls.

He had been taking courses in botany, chemistry and economics but was undecided about the direction he wanted to take. As a student employee

in the herbarium, he got the opportunity to accompany the director, John Beaman, on a field trip to Mexico to collect plant specimens. The trip decided his major.

"That secured my future in botany," James says. "It opened my eyes to a world far beyond Detroit, where I grew up, and Michigan."

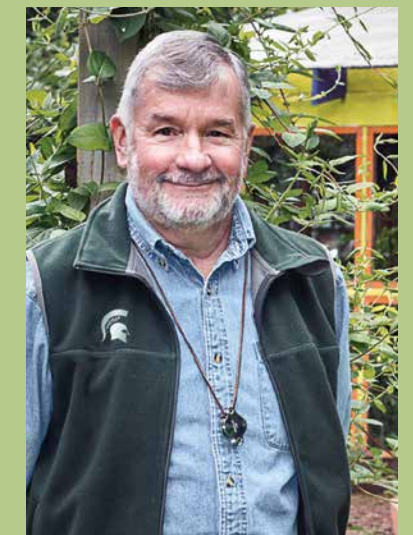
Rodman went on to earn his master's and doctoral degrees in biology from Harvard and then taught at Yale. He also served as a program director for the National Science Foundation until he retired to Washington state in 2006. But he never forgot MSU. As soon as he got his first job in 1973, he began giving to the university and has donated every year since, including creating the MSU Herbarium Endowment Fund and the James E.

Rodman Botany Scholarship Endowment.

"MSU is my first love," he says. "The endowments are my way of honoring the place where I had been given opportunities, as well as honoring John Beaman. I see it as making an investment in botany at MSU. It allows MSU to continue to lead that field and also helps support students."

The herbarium, located in the east wing of the Plant Biology Building, preserves more than 500,000 plant specimens from all over the world.

Learn more about supporting the College of Natural Science, by contacting Senior Director of Development Corey Longley-Palmer at [longlyc@msu.edu](mailto:longlyc@msu.edu) or call (517) 353-1637.



Alumnus, plant biologist and MSU Herbarium supporter James Rodman at the Anna Smith Garden in Silverdale, Washington, where he volunteers.

Amy Simon, newly installed Farber Family Chair in MSU's Jewish Studies Program.

## MSU WELCOMES MICHIGAN'S FIRST HOLOCAUST STUDIES CHAIR

by Devon Barrett

Simon has devoted her career to the study of first-person accounts of Holocaust victims, and the way those accounts—diaries, letters, memoirs and postwar testimonials—depict Holocaust perpetrators and the interactions between the two.

Most recently, she worked as a researcher at the United States Holocaust Memorial Museum (USHMM) in Washington, D.C., and she has taught in the history and Judaic studies departments at the University of Maryland, Baltimore County.

As the Farber Family Chair, she will have all of the resources she needs—including the ability to travel, attend conferences, and hire a research assistant—to continue that research, but the part she is most excited about is that she will also have the opportunity to teach undergraduates.

"I've got some big shoes to fill," she says, referring to those of Ken Waltzer, the well-known professor, Holocaust researcher, and director of the Jewish Studies Program, who retired in 2015. "I'd love to be that same kind of professor, whose class is one that students talk about—'Have you taken Amy Simon's Holocaust Studies class? You must.'"

Simon's opportunities to impart knowledge won't be limited to the classroom. Her new title—which makes her one of just a handful of Holocaust studies chairs in the country—has already given her a certain amount of increased visibility elsewhere in the academic community.

A former Leon Milman Fellow at USHMM and a former Kagan Claims Conference Fellow, Simon has also published articles on Holocaust literature and Holocaust perpetrators and regularly participates in international workshops and conferences through the USHMM, Yad Vashem, the Association for Jewish Studies, and the Holocaust Educational Foundation.

Is there anything else MSU's new Holocaust studies chair could possibly squeeze into her already-packed schedule? Of course. She's been working on compiling her research into a book.

Learn more about making a gift to the College of Arts and Letters, contact Senior Director of Development Bridget Paff at paff@msu.edu or call (517) 353-4725.



Alumnus Tom LaTour helps Hospitality Business students travel to industry events.

by Devon Barrett

Growing up in Lansing, where MSU's campus was as familiar and welcoming a place as his own backyard, Tom LaTour was exposed to enough experiences that his future could've taken off in any number of directions.

But it was his first job, as a dishwasher at MSU's Kellogg Center at the age of fourteen, that captured his full attention and steered him in the direction of hospitality business.

It was an interesting place for a teenager to work, surrounded by students, teachers and industry leaders. "At that very early age, I was introduced to hospitality business in its most optimal format: a continuing education hotel," Tom ('66, Business) says. "It was a very rich environment, which rewarded curious minds and people who wanted to work hard."

Later, as a student in the School of Hospitality Business, Tom also picked up on a certain emotional aspect to working in the Kellogg Center. It could've been the way the hotel crafted a special experience for both its guests and its employees, but it could also have been the fact that Kellogg, the local hotel on the local college campus in Tom's hometown, felt like home.

It was a feeling he wanted to replicate.

### PLANES AND TRAINS

It was the early 1980s, after nearly two decades of work for enormous hotel and food

service brands affiliated with the airline and railway industries, when Tom finally had his chance. Bill Kimpton, a hotelier who had just opened the first-ever "boutique hotel" in San Francisco, brought Tom on as president of Kimpton Hotels and together, they began to fill this very specific niche.

"Joining Kimpton Hotels marked my departure from 1700-room hotels to much smaller 100-room hotels, where I could interact with every employee and every guest, every day," Tom says. He could focus on creating an experience, at properties that were small and uniquely outfitted, with amenities that aimed to delight—and make a hotel stay feel more like a stay in the stylish home of a dear friend.

"That was my AH-HA moment, when I truly realized what hospitality was all about. It's about making those emotional connections," Tom says.

It was a moment that he'd been working toward for his entire career—and it was a moment that harkened back to his days at the Kellogg Center.

### HOME AGAIN

The decision to start giving back to the place that started it all was easy and obvious. "You reach a certain point in your career where you start turning your attention to how you can share your success with others," Tom says. And so, the LaTour Family Endowment Fund for Student Travel in the School of Hospitality Business was born.

"Ron Cichy—now director emeritus of The School of Hospitality Business—came up with the idea that the school needed a fund to help cover student travel, and it really struck a chord with me," Tom says. "I remember traveling to restaurant shows in Chicago and hotel shows in New York as a student. Those experiences had a long-term impact on me, and I wanted them to have a long-term impact on today's students, too."

Over the years, Tom—whose giving has earned him recognition as a member of the Snyder Society—has continued to add to the fund, inspired by the notes he receives from students thankful for the opportunity to travel. "More money in the fund equals more airplane tickets, which equals more experiences for students," says Tom.

Experiences that will, hopefully, give hospitality business students a level of comfort in the world outside of MSU, and help them find the same balance that has made Tom's career so successful: an understanding that people can still feel "at home," no matter how far from home they travel.

Learn more about making a gift to The School of Hospitality Business by contacting Associate Director of Development Mary Shirkey at shirkey@broad.msu.edu or by calling (517) 432-7440.

When William and Audrey Farber of Bloomfield Hills made a \$1.5 million gift to create the William and Audrey Farber Family Chair in Holocaust Studies and European Jewish History within the Jewish Studies Program, they knew Michigan State University would find a top-notch teacher and researcher to fill it.

Professor Amy Simon, who officially began her duties as the inaugural Farber Family Chair this August, is every bit the kind of dynamic scholar MSU would hope to attract with an endowed chair position. And the feeling is mutual. "It was as if someone at MSU knew who I was and wrote the job description just for me," she says.

## GIFT TO ONLINE LIBRARY TAKES FREE SPEECH IMPACT NATIONWIDE

MSU Law's First Amendment Law Clinic is the only clinical program in the country solely dedicated to the protection of student speech and press rights. Now, a \$500,000 donation from leading Michigan attorney and MSU Law Trustee Richard D. McLellan will expand the clinic's impact nationwide by creating an online library.

The McLellan Free Expression Online Library will provide answers to legal questions and links to hundreds of sources on topics such as student censorship, invasion of privacy, social media speech, libel and copyright issues.

"My own high school experiences taught me the importance of protecting those rights," Richard said. "I thought about what I wanted to support with this gift, and I realized, throughout my life, free speech was always a topic I was passionate about. This clinic will give student journalists tools to stand up against unlawful infringement."

The library testifies to Richard's lifelong advocacy of First Amendment principles in public policy. During his time at the Dykema law firm, he led the firm's Government Policy & Practice Group. He also served as a special assistant attorney general and was twice appointed by the Michigan Supreme Court as a Commissioner of the State Bar of Michigan. Nationally, he was an advisor to the Commissioner of the Food and Drug Administration and a member of the National Advisory Food and Drug Committee.



Since 2010, 5,000 students at 34 Michigan high schools have learned about free speech and press rights via MSU's First Amendment Law Clinic. The McLellan Free Expression Online Library will offer guidance at a click to students across the country.

The Detroit Free Press describes him as "the most influential person in Michigan you never heard of."

Clif Haley, MSU Law board member and president emeritus, says: "There is not a Michigan policy written in the last 50 years that does not have at least a smudge of his fingerprints on it."

Learn more about making a gift to the College of Law by contacting Director of Development Tina Casoli at casoli@law.msu.edu or call (517) 432-6840.

## A GIFT TO **ENTREPRENEURSHIP**

### \$4.5 Million Gift from Alumnus Robert Burgess



*Robert Burgess' \$4.5 million gift supports the Institute for Entrepreneurship and Innovation in the Eli Broad College of Business.*

Michigan State University has announced a \$4.5 million gift to the Institute for Entrepreneurship and Innovation in the Eli Broad College of Business from alumnus Robert "Bob" K. Burgess, an accomplished business leader and longtime university advisor.

Burgess previously made a \$2 million gift to the institute in 2005 which, in honor of his gifts and service, will be renamed the Burgess Institute for Entrepreneurship and Innovation.

The institute advances research on entrepreneurship, venture capital and private equity; builds knowledge-sharing networks with business stakeholders across the world; stimulates economic development in Michigan; supports the commercialization of intellectual property developed within MSU; and promotes student business innovation.

"I feel very passionate about equipping MSU students with the best practical skills and tools to prepare them for entrepreneurial and creative problem solving opportunities when they graduate. The endowment is geared to expanding initiatives that enable students to experience issues relevant in today's dynamic and ever-changing business and social environment," Burgess says.

Burgess' recent gift, a combination of \$3 million in cash and a \$1.5 million bequest commitment from his estate, will be allocated equally across three main areas: to helping students compete in national and international business contests; to recruiting and retaining talented instructors with significant business experience; and to general activities and initiatives of the institute.

"Over the years, Bob's unmatched commitment to advancing the institute has gotten us to where we are today. Without him, we wouldn't be able to offer our students the experiences we do today, and our next chapter will further elevate our current programs while allowing us to provide more innovative curriculum and training opportunities," says Ken Szymusiak, managing director of the Institute for Entrepreneurship and Innovation.

Burgess has served as former chairperson of the Broad College Campaign Advisory Board and past president of the Broad College of Business Alumni Board, past chairperson and director of the MSU Foundation, and past member of the President's Campaign Cabinet.

"The entrepreneurial mindset and capacity to innovate are becoming essential qualities for career success, and MSU is working hard to instill them across all of our colleges," MSU President Lou Anna K. Simon says. "We are grateful to Bob for his generosity and leadership in helping us offer students new opportunities for exceptional experiences."

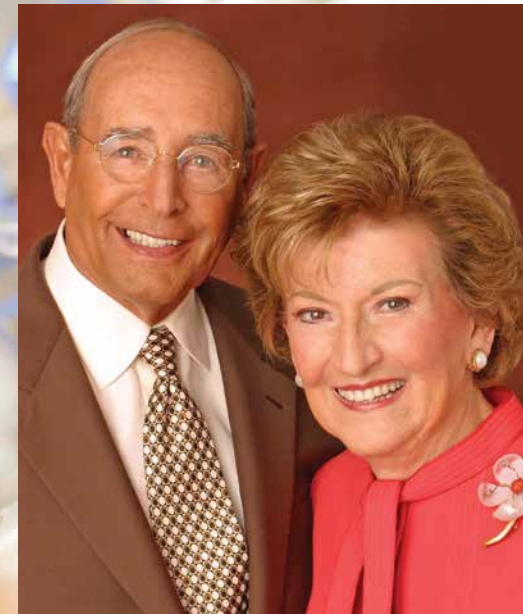
Burgess earned a bachelor of science degree in packaging from MSU in 1966. Currently he is a managing partner with Glengarry Partners and serves on multiple boards of directors including private equity firms. He is the past president and chief executive officer of Pulte Corp., a \$7 billion residential housing and homeowner services corporation headquartered in Atlanta. His career began with General Electric Co. and has since included manager and leadership roles with the likes of Touche Ross & Co. and Plante Moran.

"Bob's unwavering commitment to the university has demonstrated the spirit of what it means to be a lifelong Spartan," says Sanjay Gupta, Eli and Edythe L. Broad dean of the business college. "We have thousands of students and faculty whose innovative ideas and creativity will flourish because of the advancements we will make thanks to his generous investment in the institute. We are so grateful to have Bob in the college's family and look forward to the next chapter of the Burgess Institute for Entrepreneurship and Innovation."

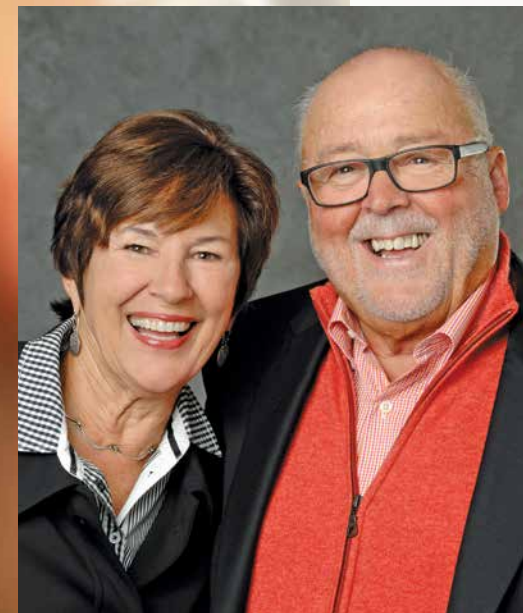
To learn more about making a gift to the Eli Broad College of Business, contact Senior Director of Development Vivian Leung at [leungv@msu.edu](mailto:leungv@msu.edu) or call (517) 353-4341.

## TWO GIFTS FOR **GRAND RAPIDS RESEARCH CENTER**

### \$15 Million in Gifts From DeVos and Secchia Families



*Richard and Helen DeVos (above) and Peter and Joan Secchia (below) gave a total of \$15 million to help build the Grand Rapids Research Center.*



Gifts of \$15 million—\$10 million from Richard and Helen DeVos and \$5 million from Peter and Joan Secchia—will help construct the Michigan State University Grand Rapids Research Center, or GRRC.

Located on the site of the former Grand Rapids Press building at the corner of Michigan Street and Monroe Avenue, the new research center will bring together MSU scientists and clinical-based faculty physicians in the College of Human Medicine and other researchers from MSU's partnering institutions.

When open in late 2017, the center will support 44 research teams poised for finding answers in autism, inflammation, transplantation, cancer, genetics, pediatric neurology, Parkinson's disease, Alzheimer's disease, women's health and reproductive medicine, among other critical health areas. To date, MSU already has recruited more than a dozen research team leaders who will work in the center when it is completed.

"Michigan State's research enterprise is ushering in a whole new era of medical discovery and there is no place we'd rather see that happen than Grand Rapids," says Rich DeVos. "Helen and I are proud to be a part of it."

Peter Secchia notes that the addition of a Big Ten research facility in Grand Rapids creates a new level of opportunity that he believes will move the economic needle in West Michigan.

"MSU is a proud member of the Big Ten's Committee on Institutional Cooperation, which is responsible for more than \$10 billion in funded research—far more than the Ivy League's \$4.3 billion. The center will help to tap into this network on a deeper level and expand the medical research agenda. It will be a magnet to attract business in the life sciences and growth in biotechnology. Joan and I are really excited to be a part of it," Secchia says.

Support for the MSU's medical presence in West Michigan is nothing new for either couple.

Peter Secchia, a 1963 graduate of MSU's Eli Broad College of Business and the former U.S. ambassador to Italy, and Joan Secchia, a 1964 graduate of the College of Education, provided the lead gift for the MSU College of Human Medicine's headquarters in downtown Grand Rapids, known as the Secchia Center.

Rich DeVos, co-founder of Amway and a recipient of an MSU honorary degree, and Helen DeVos are noted health care supporters and also provided lead gifts to complete the Secchia Center. Among the many institutions they have helped create in Grand Rapids are the Helen DeVos Children's Hospital and the Cook-DeVos Center for Health.

"We are tremendously grateful for the ongoing generosity of the Secchia and DeVos families and their vision of a better, healthier world," says MSU President Lou Anna K. Simon. "They have imagined and made a commitment to invest in the medical discoveries that are yet to come and believe this community will be a driving force in making them happen."

Through the *Empower Extraordinary* campaign, the private fundraising goal for the research center is \$40 million. The total cost of the facility is estimated to be \$88.1 million with the balance to be generated through research funding.

MSU commissioned Anderson Economic Group to evaluate the benefits of the GRRC. Key findings included approximately 400 new jobs and an increase of more than \$28 million in local annual spending.

To learn more about making a gift to the Grand Rapids Research Center, contact University Development Executive Director Suzette Hittner at [hittner@msu.edu](mailto:hittner@msu.edu) or call (517) 884-7430.

## A GIFT TO **BRIDGE RESEARCH**

\$2 Million Gift for Endowed Engineering Chair



*A \$2 million gift from an anonymous alumni couple will create an endowed faculty chair position devoted to researching bridge infrastructure.*

The largest single donation ever given to Michigan State University's Department of Civil and Environmental Engineering will enhance research focused on the nation's strained transportation infrastructure.

A couple from the Greater Lansing Area has designated a \$2 million bequest commitment from their estate to fund an endowed faculty chair with an emphasis on bridge research.

The donors, who wish to remain anonymous, both earned two degrees from MSU. The husband, a retired engineer, spent much of his career working in all aspects of Michigan bridges, from construction to inspection, and rehabilitation to replacement.

"I have had a long passion and interest in bridges," he says. "As a child, I was particularly interested in watching the bridge construction when the freeway system was being built in Detroit. As an engineer, I later examined the damage to those bridges, especially from high-load impacts."

He says there is an important need for the country to address the issue of infrastructure, especially the transportation infrastructure.

"A trip of any length will take you over a bridge that is functionally deficient or even obsolete today," he says. "It seems like the effort to repair them is coming up short. Our hopes are to advance design, materials, construction, maintenance, restoration and financial strategies."

"The advanced mobility systems being designed today at Michigan State and elsewhere will require upgraded roads and bridges," MSU

President Lou Anna K. Simon adds. "This generous gift will deepen our capabilities in developing the infrastructure needed for the transportation of today and tomorrow."

Leo Kempel, dean of the College of Engineering, says the donation will ultimately add another endowed faculty chair to the college.

"Endowed chairs attract outstanding faculty members and provide a means to recognize research accomplishments," he says. "We are grateful for this gift that also will attract talented students who share the donor's passion on bridges. I can't think of a better legacy."

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



## SPARTANS WILL. **EMPOWER**

GIVING TUESDAY 2016

ONE DAY, ONE GOAL, \$100K

On Tuesday, November 29, 2016, Spartans will come together for one day to give back. Join team MSU and help raise \$100K to make an extraordinary impact on current and future students.

#GiveTueMSU



## Now you **know**

The work you do to advocate on behalf of Michigan State is critical for recruiting and retaining outstanding students and building our network of Spartans across the country and around the world. All alumni, donors and friends of MSU can point with pride to the many strengths of our university.

### New Center for Urban Food Systems in Detroit

A new facility in Detroit will become Michigan State University's first center for studying and developing urban food systems. The MSU/Detroit Center for Urban Food Systems will facilitate best practices for food and non-food plant production and a variety of related community support activities.

### Silver Rating for Sustainability

MSU has been honored for its sustainability achievements with a silver rating by the Association for the Advancement of Sustainability in Higher Education. The STARS (Sustainability Tracking, Assessment and Rating System) program is the only one of its kind that involves publicly reported, comprehensive information related to a college or university's sustainability performance.

### National Recognition for Public Service

Two MSU programs and 23 students have been awarded the national Presidential Volunteer Service Award for completing 100 or more hours of volunteer service within a one-year time frame. The PVSA awards are an initiative of the Corporation for National and Community Service, and administered by Points of Light, the largest organization in the world dedicated to public service.

## Upcoming Events

Watch your mail and email for more information on upcoming events.

Unless otherwise noted, these events take place in East Lansing, Michigan.

**PRESIDENT'S BRUNCH**  
September 24, 2016

**MSU HOMECOMING 2016**  
*Grand Awards Gala*  
October 13, 2016

*Homecoming Parade*  
October 14, 2016

*Green & White Brunch*  
October 15, 2016

**MSU INVESTITURE CEREMONY**  
*Celebrating Endowed Chairs and Professorships*  
October 28, 2016

**EMPOWER EXTRAORDINARY**  
CAMPAIGN EVENTS  
*Celebrating Spartan philanthropy and empowering MSU's future in cities across the USA*  
September 27, 2016  
San Francisco, CA

November 9, 2016  
New York, NY

**GREEN AND WHITE**  
EVENINGS  
*Highlighting the excellence of MSU students and faculty*  
September 15, 2016  
Minneapolis/St. Paul, MN

October 6, 2016  
St. Louis, MO



## Developments

University Advancement  
University Development  
Spartan Way  
535 Chestnut Road, Room 300  
East Lansing, MI 48824

Non-Profit  
U.S. Postage PAID  
Michigan State University



## IMPROVING HEALTH *from the* GROUND FLOOR

When Dr. Debra Furr-Holden, an up-and-coming epidemiologist and public health researcher, decided to accept an endowed faculty position in Flint, Michigan, she knew exactly where she was going and why.

In 2013, the Charles Stewart Mott Foundation granted \$9 million to strengthen the newly formed Division of Public Health in MSU's College of Human Medicine, which has partnered with Flint area hospitals to teach medical students for nearly 50 years.

Furr-Holden lived in Flint as an adolescent. She went on to live in the Washington D.C. area where she completed two degrees at Johns Hopkins University. Today, she returns as one of three recently installed C.S. Mott Endowed Professors of Public Health, helping to form the bedrock for a strong research-based public health program that builds on longstanding partnerships in a community she knows well. But her passion for this work goes well beyond any hometown pride.

Her father died at 37; her mother at 56. She has no living grandparents.

"When you are an African American, you see what health disparities look like from the ground floor. And this is not uncommon in families," she says.

She knows Michigan State is "fighting the good fight." And joining the fight is exactly what she intends to do.

Learn more about Furr-Holden's work at [go.msu.edu/dfh](http://go.msu.edu/dfh)