

DEVELOPMENTS

a publication of University Development



AS WHARTON CENTER BUILDS A PROMISING FUTURE, THE MSU FEDERAL CREDIT UNION ENDOWS INSTITUTE FOR ARTS AND CREATIVITY

On May 19, 2008, President Lou Anna K. Simon, representatives from the Michigan State University Board of Trustees and numerous Wharton Center for Performing Arts supporters gathered to celebrate and break ground on the first major expansion and renovation of Wharton Center in its 25-year history. After nearly three years of planning and silent fundraising, the public phase of the project has begun.

Over the next 18 months, improvements to Wharton Center's backstage area and public spaces will address critical needs. The backstage will be brought up to current national touring production standards, enabling Wharton Center to continue to bring the best of Broadway to Michigan. Visitors to its public spaces will notice an improved box office, larger lobby, more restrooms, dedicated patron lounges for performances and educational spaces wired for distance learning throughout the state.

As construction began, a remarkable lead gift was made in April 2008. The MSU Federal Credit Union (MSUFUCU) made a pledge gift of \$2,500,000 to support two prominent areas. Part of the gift will continue MSUFUCU's sponsorship of Broadway at Wharton Center for the next five years. The remainder of the gift will create an endowment to support the newly formed MSU Federal Credit Union Institute for Arts and Creativity at Wharton Center.

The Institute for Arts and Creativity will be an umbrella for current arts education programs including the Act One Series, Young Playwrights Festival, Jazz Kats: Jazz for Kids, Kennedy Center Partners in Education, and Preview Lecture Series. Annually, these programs reach more than 30,000 children and adults.

In the future, the cornerstone of the institute will be the artist-in-residence program which integrates world-class artists with MSU students and faculty, as well as with school children and adult learners

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Pat McPharlin, president and CEO of the MSU Federal Credit Union, presents a check to President Lou Anna K. Simon and Wharton Center Executive Director Mike Brand representing the \$2.5 million commitment MSUFUCU has made to the center.

BROWN'S DREAM SCHOLARSHIP SUPPORTS ENGINEERING STUDENTS

Rick Brown is hoping that his DREAM will help future engineering students achieve their dreams. Brown (Mechanical Engineering, '71) recently established the DREAM Endowed Scholarship in Engineering (Dedicated to Recruiting Engineers for America and Michigan).

His intent is that the endowment will grow into a substantial scholarship as other alumni contribute, thus nurturing the project. Brown places a high value on ensuring that future generations of students genuinely interested — and showing promise in — engineering are given the opportunity to pursue such an education at MSU, regardless

of their financial means. And Brown knows something about being given an opportunity when you show promise.

"When I decided to get into engineering, I had already earned quite a few credits — most of them in the area of arts and letters," Brown said, explaining

how he came to get involved in technical studies. "I went to talk to the assistant dean in the College of Engineering, George Van Dusen."

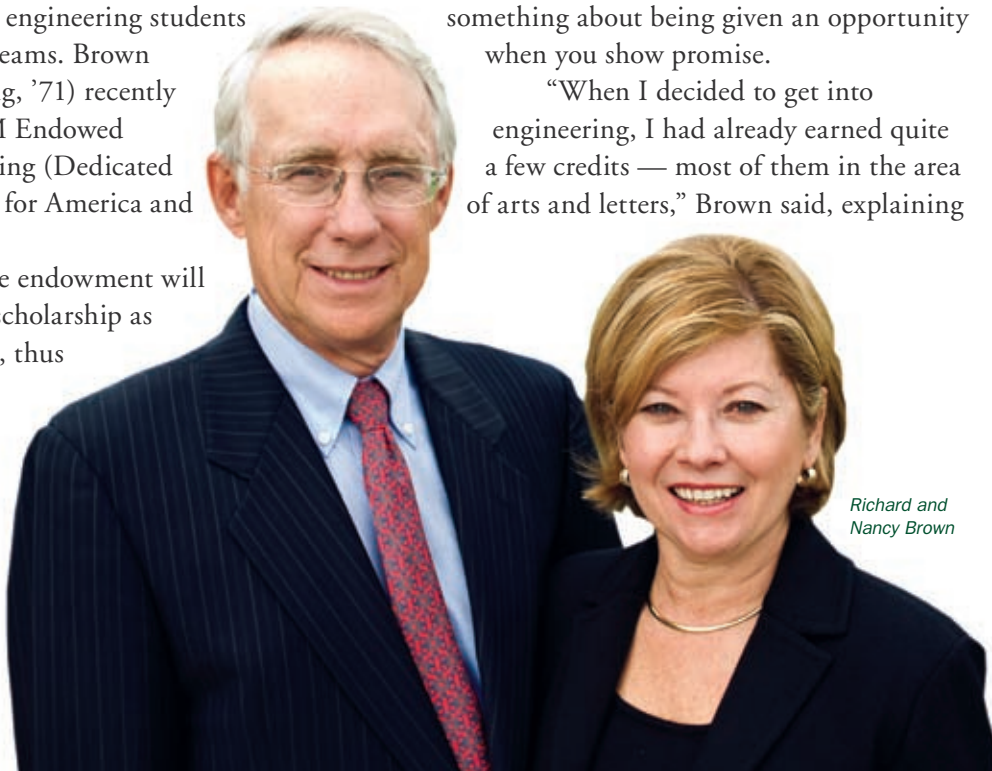
Van Dusen reviewed his credentials. Although it was obvious that Brown had more of an aptitude in the humanities, Van Dusen gave him a shot.

"I realized then it was going to be a stiff challenge," Brown said. "But he motivated me; it was the fear that I might fail."

Not only did he not fail, he graduated with high honors. Brown, who currently volunteers as a business consultant to nonprofit organizations, has taken that motivation and early success to great heights.

After a few years of work for a different company, he joined The Brown Corporation, an automotive parts manufacturing business in Ionia, Michigan that was started by his father and uncle in 1948. He served as president and chairman until 1997. While there, he led the change from

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Richard and Nancy Brown

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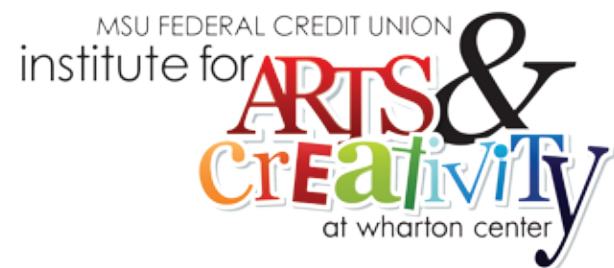
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throughout the state. Residencies to date have included the Stratford Shakespeare Festival, Dianne Reeves, and Alvin Ailey American Dance Theater.

Founded in 1937, the MSUFCU has become the world's largest university-based credit union by providing personal financial services to its members through innovative services and technology. The creativity and imagination of the institute to reach learners of all ages through the performing arts is what attracted MSUFCU to create the endowment.



“Ever since its first performance, Wharton Center has had a long-standing partnership with the MSUFCU,” said MSUFCU Board Chair William Latta. “The center has become much more than Michigan’s premiere performing arts venue. As part of its outreach, it has brought leading artists to work with MSU students and schools throughout Michigan, commissioned major compositions and introduced school children of all ages to the wondrous world of make believe—something that is so often forgotten in today’s world of television and video games.”

MSUFCU is a financial cooperative that is woven into the very fiber of the East Lansing community, not only by making loans for the community members’ mortgages and vehicles, but by supporting the community it serves. “MSU Federal Credit Union prides itself in excellent service. Looking to support excellence, the credit union board, management and members are proud to be a major contributor to the

founding of the Institute for Arts and Creativity, enabling MSU’s and Wharton Center’s vision to become reality. As a result, many individuals and organizations will have the opportunity to develop their creativity, enhancing their personal and professional lives,” Latta said.

MSUFCU’s gift is the lead gift in Wharton Center’s capital campaign to raise \$11 million. To date, \$6.5 million has been raised.

“This campaign will literally change the face of Wharton Center,” said Wharton Center Executive Director Mike Brand. “Not only will a dramatic front facade be added to the center but it will address needs for patron and donor amenities, expand the backstage

facilities for ever-growing touring productions, and provide room to grow for both education and staff. People know about the great performances, but the future will offer something unique in our industry: a combination of world-class artists with the talent of faculty and students of a great university to create stunning education programs to enrich the cultural life of MSU and the state of Michigan.”

If you would like more information on supporting the Wharton Center during its capital campaign, contact Director of Development Doug Miller at (517) 353-1982, ext. 112 or doug.miller@whartoncenter.com.



Representatives of MSU and major donors to Wharton Center’s capital campaign gathered on May 19, 2008, to break ground on the first major expansion and renovation of Wharton Center in its 25-year history. Pictured from left to right are: Larry Sierra, director of Intramural Sports; Arlene Sierra, assistant chair, Department of Radiology; Steve Roznowski, president and CEO of Christman Company; MSU Trustee Melanie Foster; Wharton Center Executive Director Mike Brand; MSU President Lou Anna K. Simon; MSUFCU President and CEO Pat McPharlin; Bill Latta, assistant director of MSU’s Office of Planning and Budgets and acting associate vice president of Advancement Services; and Jackson National Life Insurance CFO Andy Hopping.

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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.

BROWN

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\$6.7 million in sales and serious debt to \$100 million in sales and substantial cash reserves, and increased the operation from one facility to five in three states and Mexico.

“Technical education is my passion,” Brown said. The DREAM Endowed Scholarship is the latest example of how he closely relates that passion to his gifts to the College of Engineering.

“I certainly hope this scholarship will encourage students to pursue a technical education, earn a degree, and go out and contribute to society,” he said. “I hope they will recognize the importance of this scholarship and in turn support the university or another technical area of their choice.”

This endowed scholarship will provide a permanent and reliable source of funding to help recruit and retain outstanding students — particularly domestic students. Designating the fund as an endowment means that the principal of the gift will be invested and only a portion of the investment earnings will be spent annually to distribute the awards. This allows the fund to be reinvested for growth and eventually helps

many more students over time, as opposed to an expendable fund, which is depleted once the original gift is spent.

“I had a desire to help seed and set up a program to attract others to contribute, so we can grow this into a fairly substantial scholarship,” Brown said. He is no stranger to being part of an effort to attract contributions to a worthy project. Recently, the Richard H. Brown Foundation provided a lead gift to name an energy laboratory in the college’s new energy and automotive research facilities.

“I don’t think of charitable giving to the college as ‘giving,’ I think of it as ‘returning,’” Brown said. “I got a lot from the university. It’s a privilege, an honor, and a responsibility to give back because I received so much. I hope others will do the same.”

For more information on how you can contribute to the DREAM Endowed Scholarship fund or any other area of the College of Engineering, contact the college’s Office of Development & Alumni Relations at (517) 355-8339 or egrdevel@egr.msu.edu.

DEMME: A TRUE SPARTAN FAMILY

When John Demmer attended Michigan State University in the 1940s, followed by his founding of the Demmer Corporation in Lansing in 1950, no one at the university knew at the time the dramatic impact the Demmer family would have on campus in the nearly 60 years that followed. The tremendous success of the company combined with a passion for everything Spartan has resulted in John, his late wife Marnie, their sons Bill and Ed, and their daughter Peg, becoming a family of stellar MSU contributors.

John and his wife Marnie, who passed away in 2007, supported a variety of areas over many years including Spartan athletic programs, WKAR TV, the Mildred B. Erickson Fellowship, and especially the MSU Formula Racing Team in the College of Engineering.

Coming from a family of longtime sportsmen, John and Marnie also provided principal support for the John and Marnie Demmer Shooting Sports, Education and Training Center, a new facility that will open in early 2009. The 23,000-square-foot, multi-purpose facility will support NCAA shooting programs and team sports, the National Archery in the Schools Program, and hunter safety and 4-H youth programs. It will also house club shooting sports — including small-bore, air rifle and archery — and academic programs in shooting sports, law enforcement and related curricula.

“It feels great to be helping Michigan State University bring a world class facility to its campus for the promotion of shooting sports,” John said. “My wife, Marnie, and I met at MSU prior to World War

II, and the university has been a very important part of our lives ever since. It has been our fondest wish that this spectacular facility will help inspire respect for the shooting sports and that it will be replicated at other institutions.”

The Demmer Corporation that John began is a stamping, tooling, fabrication and assembly company that operates in eight plants in Michigan with over 1,500,000 square feet of available manufacturing floor space. John still serves the company as chairman.

Bill Demmer (Engineering, '70) is president and chief executive officer of Demmer Corporation, and his wife, Linda, is an artist. Bill has often served the university in advisory capacities, and Linda is an active volunteer including work as a member of the host committee of the annual Twilight in the Garden event which raises funds for the Kresge Art Museum.

As avid art collectors, they recognized immediately that the new Eli and Edythe Broad Art Museum will have a transformative effect on the entire community. To that end, they pledged a significant gift to name a gallery in the new art museum.

“The Broad Art Museum is truly a wonderful cultural addition to Michigan State University and the greater Lansing community,” Bill said. “Linda and I find great inspiration from and pleasure in the arts, and to support such a wonderful undertaking as the Broad Art Museum is an opportunity for us to share our enthusiasm.”

Bill is translating his love of the outdoors into gifts to MSU as well. “I am also working with Dr. Bill

Taylor in bringing an endowed chair to his Fisheries and Wildlife department in the name of Boone and Crockett, the oldest conservation organization in North America,” Bill noted. “I am also working with Dr. Taylor and Dr. Tom Coon in Extension to bring a Boone and Crockett position to the extension service, and I have committed to the university the necessary funding requirements for both.”

Bill and Linda, along with Bill's brother Ed and his wife, Laura, as well as their sister, Peg, are also major contributors to the multipurpose shooting facility that bears their parents' names. Collectively, they have given a substantial amount of the total \$3.5 million raised for construction of the facility and the program that is part of the College of Agriculture and Natural Resources.

Peg Demmer (Education, '73) recently retired from teaching at a local private school in San Antonio, Texas, where she lives with her husband, Brad. Ed Demmer serves the Demmer Corporation as vice president.

Ed and Laura Demmer have made a significant gift to name the Head Coach's Office in the Duffy Daugherty Football Building expansion, the project that will double the size of the existing weight room, add new meeting rooms, coaches' offices, a student athlete lounge and a Hall of Fame lobby. In addition to his financial support, Ed has proven helpful to Spartan Athletics in many ways, always eager to help new initiatives flourish.

The entire Demmer family has consistently shown that they are a true Spartan family, and perhaps the best example is their most recent commitment: a major contribution to the Daugherty football facility project. The gift, which is in addition to Ed and Laura's previous contribution, is being provided collectively by John, Bill and Linda, Ed and Laura, and Peg Demmer. The gift will name, in their honor, the Demmer Family Hall of History.

The time, talents and resources of the members of the Demmer family have been generously shared with MSU in a variety of ways. It is stating the obvious that their impact will be felt on campus for generations to come.

Bill summed up for the family why they find it so easy to give to MSU. “We are proud,” he said, “to live and work in a community where its citizens find pleasure in the arts, the theatre, natural resources, and college athletics but also in their association with a world-class university.”



Bill Demmer (left) with his mother Marnie, sister Peg and father John.

EXPERIENCE MSU

The third Experience MSU events took place April 24 to 26. Experience MSU brings together a small group of alumni, donors and friends to interact with some of the best and brightest MSU faculty and students. It is an exclusive opportunity to enjoy an exciting “insider's view” of a sampling of the most innovative and transformative initiatives at Michigan State University. The 2008 spring program included attendance at a special baseball game billed as the “Crosstown Showdown” between MSU and the Lansing Lugnuts, a reception and tour of the interior of Beaumont

Tower, and presentations by leading faculty members on topics such as forensic science and criminal justice, pediatric genetic medical research, engineering design, the residential college experience in the arts and humanities, teaching and technology, and water quality and environmental microbiology. Adding to the enjoyment was a concert at Wharton Center by the MSU Symphony Orchestra, a private dinner at Cowles House and excellent food throughout the event. The spring 2008 Experience MSU group is pictured here during their gathering at Beaumont Tower.



TOWER GUARD BUILDING ON A TRADITION OF EXCELLENCE

Just as Beaumont Tower at Michigan State University signifies the greatness and potential of our land-grant heritage, the members of MSU's oldest student organization – Tower Guard – exemplify core values of scholarship, service, leadership and character. With leadership from May Shaw, the wife of then-President Robert Shaw, the Tower Guard set forth in 1934, extending a mission of service that would forever change the lives of the over 3,300 Tower Guard alumni to date and the countless beneficiaries of their talents and generosity.

The Tower Guard mission teams MSU's sharpest sophomores with fellow Spartans with disabilities to provide opportunities for both. While MSU is prepared with a range of empowering programs through the Resource Center for Persons with Disabilities (RCPD), the Tower Guard sophomore honor society furthers opportunities by facilitating a signature program of textbook accessibility and personal reading for students with print-related disabilities from blindness to physical and learning disabilities.

In preparation for the society's 75th anniversary in 2009, the Tower Guard is working to re-establish contact with its alumni. To honor the legacy of Tower Guard service, student leaders have established the first Tower Guard Society Scholarship endowment to provide support to future members of the service group.

Making a lead gift of \$2,500, current students hope to raise an additional \$100,000 that will annually generate as many as five scholarships.

"The Tower Guard membership is synonymous with excellence," said Michael Hudson, director of the Resource Center for Persons with Disabilities. "Its members' dedication has changed lives and elevated MSU to national leadership in educational accessibility. We are delighted to champion their new scholarship program and outreach to alumni."

Each year for nearly eight decades running, the approximately 70 members of Tower Guard have each dedicated four hours a week to help students with print-related disabilities access essential academic textbooks. Annually, they volunteer over 7,200 hours with the RCPD.

This academic year alone, volunteers provided access to 250 textbooks for more than 100 students totaling over 61,000 pages of text rendered in Braille, large print, audio and electronic formats. In addition, the students read aloud over 500 exams, quizzes and special projects.



The 2007-2008 members of the Tower Guard gathered in April for their annual induction ceremony.

Committed to advancing knowledge and transforming lives, the Tower Guard Society continues to pursue its mission to make the college experience a positive and successful one for students with disabilities. Now, the fund they began with their own contributions will grow to fuel future excellence while alleviating the financial pressures experienced by some members.

If you would like to learn more about the Tower Guard Society Scholarship and how you can support it, please visit www.rcpd.msu.edu or contact Student Affairs and Services Director of Development Ann Marie Lindley at (517) 432-7543 or alindley@vps.msu.edu.

MILLERS ENDOW FUND FOR MUSIC

For Chris and JoAnne Miller of Homer, Michigan, music has always been an important part of their lives. Chris (Education, '67) and JoAnne (English, '65) enjoyed diverse musical experiences as students at Michigan State University and, later in life, witnessed the importance of music in the lives of their children.

As a result, they decided last September to create the JoAnne and Christopher Miller Endowment in the College of Music. Established through a future gift via their estate plans, the endowed fund will support faculty and students in the college in their efforts to provide significant outreach and engagement projects serving a broad community. The endowment will fund travel in order to further faculty and student research and creative activities, as well as guest artists, lecturers and artists-in-residence.

"We realize the importance of music in people's daily lives. It brings enjoyment. It provides career opportunities, therapy, and, in the academic world, studies have shown that there is a direct connection between music and success in various areas of math and other academic subjects," JoAnne explained. "We personally enjoy all types of music, and our daughter has a doctorate of music which she utilizes

in her career as a composer, classical guitarist and teacher. With all these good reasons, it seemed like the College of Music was the right area to support."

The Millers extended that support beyond their endowed fund to include a \$30,000 current gift to the Community Music School in the College of Music. The gift will support a grant writer position.

"We are very impressed with the Community Music School's outreach programs and with the collaborative efforts they have with the Wharton Center, MSU faculty, MSU students and other groups," Chris said. "We wanted to provide funding for a position that could make a difference, and supporting the new grant writing position was a good way to use our contribution to generate additional funds for the College of Music and enable more students to develop their music talents at a younger age through the Community Music School."

In addition to their support of MSU, Chris and JoAnne are both quite involved in their local community. Chris currently serves as the village president for Homer while

JoAnne is on the board of directors for the Homer Public Library, Homer Community School Board of Education and Kids 'N' Stuff, a hands-on children's museum in Albion, Michigan.

"We like the direction MSU is going," JoAnne said. "The university provided us with a wealth of educational opportunities, and it continues to be a special place for us. We want today's students, and future students, to have the same kinds of opportunities."

The combination of their community involvement and focus on the future is a main reason they endowed their fund. "Both of us are on several boards of directors of community not-for-profit organizations that either had existing endowed funds or established them recently," JoAnne explained. "We've seen these funds grow, and we know the positive, long-term impact they can have on a budget."

Given the fact that endowed funds grow over time and that the Millers' current gift provides immediate support for the Community Music School, Chris and JoAnne are planning for the future while also seeing the impact of their generosity today. "We wanted to focus on positions and people because there are so many talented teachers and performers who could have a wonderful impact on students, if only there were the financial resources to support their positions," Chris said. "We hope we can provide opportunities for more people to learn and teach."

For more information on supporting the College of Music or any other area of MSU that is meaningful to you, contact Special Gifts Officer Nicole Proctor at (517) 884-1087 (proctorn@msu.edu) or College of Music Director of Development Rebecca Surian at (517) 353-9872 (surian@msu.edu).



JoAnne and Chris Miller

CONSTRUCTION BEGINS ON THE SECCHIA CENTER

On April 21, a new era of medical education began as construction of the Secchia Center got underway in downtown Grand Rapids. The Secchia Center will serve as the West Michigan home of the Michigan State University College of Human Medicine.

Named in honor of MSU alumnus Ambassador Peter F. Secchia, the \$90 million, seven-story, 180,000-square-foot facility will include teaching laboratories, classrooms, offices and student areas. MSU President Lou Anna K. Simon said the facility will be a “signature” building for Grand Rapids and the West Michigan community.

“From the outside, the design fits the plans and visions of the region,” President Simon said. “But it will also be signature in terms of what is inside too, with state-of-the-art instructional technologies and a community, health and education partnership that is truly unique to medical education.”

Other speakers at the groundbreaking ceremony included Ambassador Secchia, College of Human Medicine Dean Marsha Rappley, Spectrum Health President and CEO Richard Breon, Grand Action Co-Chair John Canepa, MSU Board of Trustees Vice Chairperson Melanie Foster, and Davenport University Chancellor Emeritus Donald Maine. Ambassador and Mrs. Secchia also received a

Williams Society memento, recognizing their gifts to MSU. Representatives from Saint Mary’s Health Care, the Van Andel Institute, Grand Valley State University, and The Right Place were also present for the ceremony.

MSU and Grand Action have partnered with great success on the effort to raise funds from private sources for the facility. To date, the partners have secured more than \$37.3 million for the facility as efforts continue.

On the same evening of the Secchia Center ceremony, President Simon orchestrated a special event in Grand Rapids called “An Evening of Celebration and Appreciation for West Michigan.” It was a spectacular free concert at DeVos Performance Hall to thank the West Michigan community for their support and partnership with MSU. It featured the best of the best of MSU’s College of Music faculty and student performers.

If you would like more information on how you can support the Secchia Center and the College of Human Medicine in Grand Rapids, contact Senior Director of Development Susan Lane at (517) 353-5153 or lanes@msu.edu.

TOWSLEY FOUNDATION NAMES GERIATRIC SIMULATION CENTER

“Through the generosity of the Towsley Foundation, MSU College of Human Medicine will establish a state-of-the-art geriatric simulation center that will provide training that addresses the special needs of the elderly patient population in the areas of health, illness, communication and safety,” said Marsha D. Rappley, MD, dean, MSU College of Human Medicine.

The Harry A. and Margaret D. Towsley Foundation Geriatric Simulation Center will be an invaluable learning environment in the college. The \$1 million grant from the Towsley Foundation that establishes the center includes a \$500,000 endowment to support programming within the center.

Medical simulation is an advancing field of medical training that incorporates computerized full-body physiological mannequins and simulated patients, role-playing actors who are trained to replicate medical conditions and the behaviors of patients and their families that are encountered in actual medical situations. The simulations can be highly challenging and extreme to give medical students hands-on training to develop both the clinical and communications skills that are needed in the practice of medicine.

The Towsley Foundation Geriatric Simulation Center will be located in the Secchia Center, the future headquarters for the MSU College of Human Medicine in Grand Rapids, Michigan. Groundbreaking for the Secchia Center occurred in April. The college plans to enroll its inaugural class of 100 first-year students in Grand Rapids in 2010, when the new facility opens. Once the program is at full capacity, enrollment in Grand Rapids will be approximately 400 students.

The Harry A. and Margaret D. Towsley Foundation provides grants to programs that promote education, health care, shelter, and nutrition for children, with additional areas of concentration in college and university education, medical education, conservation, and interdisciplinary programs in law and social work.



Gathered near the beam that was lifted to signify the start of construction on the Secchia Center were Grand Action Co-Chair John Canepa, College of Human Medicine Dean Marsha Rappley, Ambassador Peter Secchia, MSU President Lou Anna K. Simon, Joan Secchia, the Campaign for Secchia Center Co-Chair Don Maine, Vice Chairperson of the MSU Board of Trustees Melanie Foster, and Spectrum Health CEO Rick Breon.



Grand Valley State University President Tom Haas (left) visits at the reception with Pyper Products Corporation President and CEO Doyle Hayes.



Left: Guests gathered at the building site watch the ceremonial raising of a steel beam as it begins its ascent to its place high above street level.

Left Inset: Dr. Rose Ramirez, a Physician Cabinet member for the Campaign for the Secchia Center, signs the second ceremonial steel beam that was in DeVos Hall during the event reception.



PFIZER GIFT SPURS BIOECONOMY R&D

In 2007, Pfizer Inc. donated to MSU a research and development facility in Holland, Michigan. Previously used for pharmaceutical development, the 138,000-square-foot building includes modern laboratories, an auditorium, a library, atrium, offices and a pilot plant. According to Pfizer, the facility has a replacement value of \$50 million.

With support from the local community spearheaded by Lakeshore Advantage (the economic development organization for the Holland/Zeeland area), MSU is establishing a state-of-the-art Bioeconomy Institute at the former Pfizer site. The local community has raised \$5.3 million and created an endowment within the Community Foundation of the Holland/Zeeland Area to support the director of the MSU Bioeconomy Institute.

The new bioresearch center in Holland will play a leading role in Michigan's growth and development in bioeconomic industries. When fully operational, the MSU facility is expected to employ 100 people – most of whom will come with scientific and technical backgrounds.

At the time of the Pfizer donation, Antoon Brusselmans, vice president, U.S. and Canada for Pfizer Global Manufacturing, said the company was pleased to make the facility available to MSU. "As a business with a major presence in Michigan, Pfizer shares a heartfelt desire to help drive education and innovation in the state," Brusselmans said. "We're confident that MSU, Lakeshore Advantage and this research facility will together usher in a bright future for Michigan and beyond."

The facility offers numerous attractive features for the creation of improved fuels and new chemicals and materials from biomass. Collectively, the technologies to be studied at the site should enhance entire biobased supply chains, touching farms and forests, biomass refineries, biomaterials fabrication, "green" manufacturing, and ultimate product recycling.

Plans for the facility also include a bioeconomy business accelerator that will lead to the establishment of new companies and job growth. Michigan private sector companies will have access to advanced

equipment and research findings that will allow them to develop at an accelerated pace. A bioeconomy for Michigan will help reinvigorate the state's economic base by connecting strengths in agriculture, forestry and natural resources with traditional strengths in the manufacturing and industrial sectors.

"This is the right project for our community and for the state of Michigan," said Randy Thelen, president of Lakeshore Advantage. "Knowledge-based enterprises like this research center drive 21st century economic growth, and we are very proud of the work our community has done to make this happen."

such as Hope College, and from private sector start-up companies at the site."

Through many complementary, mutually reinforcing initiatives across the entire state, MSU is moving decisively to advance Michigan's post-petroleum economy. Pfizer's generosity in donating this outstanding process development facility is a key component of this economically essential endeavor. Beyond facilitating public/private research and development cooperation, this donation will also boost MSU's competitiveness as it seeks major federal funding for biomass-related grants.



Representatives of Pfizer Inc. joined President Lou Anna K. Simon at a luncheon at Cowles House on May 1, 2008. Also present were several representatives of the greater Holland, Michigan, community who spearheaded the private fundraising efforts. Pictured from left are: Lee Dell, president of Dell Engineering; Rebecca Dernberger, chair of Lakeshore Advantage; Jack Marquis, president of the Community Foundation of the Holland/Zeeland Area; Site Leader Bill Freckman, Pfizer Global Manufacturing; Pfizer President/Team Leader and Senior Vice President Nat Ricciardi; President Simon; Randy Thelen, president of Lakeshore Advantage; Kim Ross-Jessup, Pfizer's director of Government Relations and Public Affairs; Jim Brooks, managing partner of Alpha Genesis; and Bradford Company Chairman Jud Bradford.

"Corporate partners and world-class researchers, including many faculty members on the MSU East Lansing campus, will find that collaboration with the Holland facility permits convenient scale-up of their new cellulosic ethanol, biodiesel, bioplastics, and specialty chemical technologies," said MSU President Lou Anna K. Simon. "In addition, MSU intends to host researchers from nearby institutions,

In recognition of the Pfizer gift and the support of the Holland/Zeeland community, President Simon hosted an appreciation luncheon on May 1 at Cowles House on the MSU campus. She presented a Beal Society memento to Pfizer Inc. in recognition of the company's donation exceeding \$10 million dollars.



Chuck and Philippa Webb at the reception held on April 1, 2008.

WEBB HONORED AT RECEPTION

On April 1, MSU and University Development honored Chuck and Philippa Webb at a reception held at the University Club. Donors, staff, faculty and friends gathered to recognize Chuck's 32 years of service to MSU, and congratulate him on his appointment as president of Spring Arbor University.

In 1995, Chuck Webb was named Vice President for University Development and President of the MSU Foundation. During his tenure, MSU's fundraising program became one of the strongest among public research doctoral universities.

The program earned national honors for overall improvement as well as the university's first ranking in corporate giving among the top fundraising programs in the country. Most notably, however, Chuck led University Development through the most successful capital campaign in MSU's history, with over \$1.4 billion raised during *The Campaign for MSU*.

Speakers at the event celebrating Chuck's contributions to the university included MSU Board

of Trustees Emerita Dee Cook, MSU Board of Trustees Emeritus Jack Shingleton, MSU President Emeritus Peter McPherson, Marti Heil, who served as associate vice president and director of University Development during Chuck's tenure, and Provost Kim Wilcox. A surprise musical feature by several College of Education faculty and Dean Carole Ames added some levity to the occasion.



Interim Vice President for University Development Marti K.S. Heil

Upon Chuck's departure, President Lou Anna K. Simon and the MSU Board of Trustees named Marti Heil as interim vice president of University Development. Certainly the impact of Chuck Webb's years on campus will be felt long into the future, and the entire University

Development team wishes him and Philippa well.

DONOR PROFILE:

EDWARD J. MINSKOFF

Edward J. Minskoff does not crave the limelight. In fact, in past news publications, writers have noted that he is never boastful. “I keep as low a profile as I can,” he once said in a 2006 article from *The New York Sun*.

It is perhaps for this reason that many outside and likely within the Michigan State University community remain unaware of the many ways in which he has helped and continues to help the university. The nearly two and a half million dollars he has given is only the beginning.

Edward (Business, '62) majored in economics at MSU and earned his MBA from the University of California in Los Angeles. He is the president of Edward J. Minskoff Equities, Inc., a Manhattan and U.S. commercial real estate development company. He has had a tremendously successful career in real estate and is admired by those who know his work and reputation, having developed millions of square feet of prominent commercial office buildings in major cities throughout the U.S.

Edward and his wife, Julie, share a passion for art. As the story goes, they met in a New York art gallery, and now Julie is effectively the curator of their large personal art collection that includes Picassos and several works by other famous artists such as Jasper Johns, Roy Lichtenstein, Willem de Kooning, and Jackson Pollock. For Edward, buildings are an art form, so his two passions overlap nicely.

As a result, Edward and Julie pledged \$2 million for the new Eli and Edythe Broad Art Museum construction project that will begin this fall. Their

generous gift shows their enthusiasm for what the new art museum will bring to the MSU campus and surrounding region.

What may not be known, however, is that Edward has helped the project in other ways as well. In July 2007, he agreed to serve on the eight-member jury that made final recommendations on the selection of the architectural firm that is designing the Broad Art Museum. His expertise in building construction and his artistic eye served the jury well.

In addition, as President Lou Anna K. Simon noted in a meeting of the MSU Board of Trustees, Edward has been “actively involved from the beginning of the project in lending his extraordinary talents in terms of property development and construction.” His firm, by virtue of lending their design review and other input, has enabled MSU to realize significant savings on this project.

In addition to supporting the new Broad Art Museum, Edward and Julie earlier gave MSU \$400,000 toward the Biomedical and Physical Sciences facility. They believe strongly in supporting medical research and have done so at the NYU Langone Medical Center, where Edward is a trustee.

Their gift to MSU’s facility funded the research laboratory of Dr. Andrea Amalfitano, The Osteopathic Heritage Foundation Endowed Professor of Pediatrics, Microbiology and Molecular Genetics. Dr. Amalfitano is a top genetics expert specializing in pediatric diseases.

Edward’s first gift to MSU was in 1964, only two years removed from his time on campus as an



Edward J. Minskoff, who has advised MSU in a significant way on the Eli and Edythe Broad Art Museum project especially related to contract negotiations with the architect and engineers, met with President Lou Anna K. Simon in New York on May 13, 2008. They are seen here in Mr. Minskoff’s office, standing in front of a piece in his art collection called “Little Fingers” by Elizabeth Murray (2001, oil on canvas on wood).

undergraduate. Now, with recognition at one of MSU’s highest donor levels, the Kedzie Society, he and Julie have obviously come a long way from that beginning.

Their support, however, extends beyond dollars, and their passions seem truly aligned with university priorities. While he maintains his low profile, Edward J. Minskoff and his wife Julie are having a major impact at Michigan State University.

MAIBACH GIFT LEADS TO NEW ENGINEERING CAREER CENTER

S spurred by a successful summer internship program at his company and the fact that other engineering colleges in the Big Ten are beginning to launch successful internship programs, Ben Maibach and his wife, Barbara, chose to get involved with helping launch a new career services center in the College of Engineering. Ben (Civil Engineering, '69) and Barbara (Mathematics, '68) made a generous cash gift that served as the catalyst in the development of the center. It is because of their financial support and commitment to experiential learning that the new center has become a reality. “You have to do things at a different level today. You can’t just provide classroom education to students. You need partnerships with business,” said Ben who is president, chairman of the board, and chief executive officer of Barton Malow Company, the largest design and construction services company in Michigan and one of the largest in the world. “We helped initiate this, but it will evolve due to partnerships with numerous entities. That is what will move it forward.”



The new career center in Engineering opened in September 2007 and is staffed by Career Peers; dedicated, trained students who provide invaluable assistance and information. MSU and College of Engineering alumni, faculty, staff and students at the grand opening ribbon-cutting included, from left to right: Bernadette Friedrich, director of student advancement; Garth Motschenbacher, director of employer relations; Andrew Baczewski, Career Peer; Tom Wolff, associate dean for undergraduate studies; Satish Udpa, dean; Ben Maibach III (“Career Peer Ben”); Kelley Bishop, executive director, MSU Career Services and Placement; Jennifer Jennings, field career consultant; and Tania Yusaf, Career Peer.

President Lou Anna K. Simon and Dr. Roy J. Simon, MSU's director of Telecommunication and Transportation Systems, served once again as hosts of the annual President's Basketball Reception.



President's Basketball Reception

On January 8, 2008, President Lou Anna K. Simon and Dr. Roy J. Simon hosted the President's Basketball Reception at the Berkowitz Basketball Complex Auxiliary Gymnasium in the Breslin Center. It was the first time this annual event was held before a night game, and donors responded enthusiastically. In addition, it was the first major donor event held since the conclusion

of *The Campaign for MSU* – the tremendously successful campus-wide fundraising effort – and it was the first such gathering to officially feature Mark Hollis in his new role as athletics director.

Master of Ceremonies Terry Braverman introduced speakers during the program that included President Simon, MSU Board of Trustees Chairman Joel Ferguson, Mr. Hollis, Head Women's Basketball Coach Suzy Merchant, and Head Men's Basketball Coach Tom Izzo. Lupe Izzo also spoke to the crowd and worked at the event on behalf of the Greater Lansing and MSU Student food banks. The festivities continued as the Spartan men's team went on to an exciting 78-75 win over Purdue.



Lupe Izzo worked at the basketball reception on behalf of an annual food drive to benefit the Greater Lansing Food Bank and the MSU Student Food Bank.



Evelyn Thompson (left), assistant coach for the MSU Women's Basketball team, was among the guests at the first night game edition of the annual President's Basketball Reception.



Head Coach of the MSU Women's Basketball Team Suzy Merchant visits with Dr. James Potchen, chair of the MSU Radiology Department, and his wife, Geri.



Among the donors enjoying the reception were (left to right) Jim Lyon, Chuck McCallum, Carrie Lyon, Marjorie Gliozzo, Coco McCallum and Charles Gliozzo.



MSU Board of Trustees Chairman Joel Ferguson (left), Athletics Director Mark Hollis, and Coach Tom Izzo (right) were all among the speakers at the basketball reception.



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