

DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY



WINTER 2014



Blazing a Trail

How MSU faculty and donors created the nation's premier supply chain management program

Joan Kirby, a 1956 graduate of MSU, believed that her life changed one cold, February afternoon when she found herself in the W. J. Beal Botanical Garden. Kirby, who died in 2007, left a bequest to create the Joan H. Kirby W. J. Beal Botanical Garden Endowed Fund in thanks for what the garden had given her.

IN THIS ISSUE • WINTER 2014

Development Features

- 8 Blazing a Trail**
How MSU Faculty and Donors Created the Nation's Premier Program in Supply Chain Management
- 12 Celebrating Rose Bowl Champions**
- 14 The Power of Gentle Hearts**
A Wise Past Investment Fuels Osteopathic Medicine Today
- 18 Alumni Distinguished Scholarships**
Attracting the Brightest and the Best

- 2** New Developments
- 6** Donor Spotlight: Bridging a Future
- 22** On Modest Dreams, Being a Doctor and Giving Back
- 24** A Pioneering Legacy Continues in Koenig Chair
- 26** The Business of Music

Online Extras

Learn more about Joan Kirby's bequest at msutoday.msu.edu/news/2013/deeply-rooted.

Endowed professorships and chairs—the gold standard of faculty distinction—make MSU a force for creativity, discovery and teaching. Learn more at www.givingto.msu.edu/EndowedChairs.



Supply Chain academic specialist Justin Jagger ('08, Business) helps show how understanding each link in a chain of business activities adds up to a greater whole.

DEVELOPMENTS

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

Lois Furry, Editor
Dave Giordan, Art Director
Copy Editors: Bob Bao, Linda Dunn and Christina Schaffer
Photos: Kurt Stepnitz and Derrick Turner
Communications and Brand Strategy: Harley Seeley
Layout: Blohm Creative Partners

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

The generosity of thousands of alumni and friends empowers MSU to advance knowledge and transform lives every day.

Ways to Support Michigan State

Online Giving
You may make a gift securely online using your credit card. Visit 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 or personal trust, 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.



DEVELOPMENTS



AUTISM RETREAT

MSU is participating in an international research partnership focused on autism and other intellectual and neurodevelopmental disabilities. The Daughters of Charity Technology and Research for Intellectual Disability (DOCTRID) program harnesses the interdisciplinary knowledge assets of MSU, eight Irish universities, the Royal College of Surgeons in Ireland and the University of Massachusetts Medical School.



Alumni Michael and Kathy Bosco brought leaders together to help advance autism research at MSU.

MSU leaders and donors joined with state leaders at the Omena, Michigan, home of Michael ('57, Business) and Kathy ('58, Education) Bosco to discuss issues related to autism and to explore a possible research collaboration at MSU. MSU representatives included Ian Gray, former vice president for research; Marietta Baba, dean of the College of Social Science; Marsha Rappley, dean of the College of Human Medicine; and 21 faculty members. In total, more than 80 MSU faculty members university-wide have been identified who have research expertise that can be applied to autism from pediatrics, neuroscience, genetics and psychology to biomechanics, interactive media, computer engineering and music.

MSU is participating in an international research partnership focused on autism and other intellectual and neurodevelopmental disabilities. The Daughters of Charity Technology and Research for Intellectual Disability (DOCTRID) program harnesses the interdisciplinary knowledge assets of MSU, eight Irish universities, the Royal College of Surgeons in Ireland and the University of Massachusetts Medical School.

More than three dozen MSU faculty are being integrated into a new research initiative addressing the entire age continuum and functional spectrum and will work with Irish counterparts through DOCTRID.

The Boscos gave a gift to MSU's Resource Center for Persons with Disabilities to fund a position dedicated to assisting students on the autism spectrum with job interviewing skills and career placement.

For more information on making a gift to autism research efforts at MSU, contact Senior Development Officer Kathy Fore at (517) 884-1064, fore@msu.edu; the development officer in your college or unit; or call (517) 884-1000.

Sometimes speakers create writers

Great speakers can inject ideas and energy into entire departments and nudge students to think in completely new ways.

Jeff Grabill, professor and chair of the Department of Writing, Rhetoric, and American Cultures (WRAC), wants to bring in more experiential opportunities for professional writing students, but the department has a short history. And limited resources.

Enter John ('97, Communication Arts and Sciences) and Heather ('97, CAS; '12, Arts and Letters) Hill who recently made a \$10,000 unrestricted pledge to the department. Heather is a master's-level digital rhetoric and professional writing (DRPW) graduate who considers her recent student experience life changing. She says she knew it would feel wonderful to help deliver a similar experience for others.

"With the resources Heather and John Hill are providing, we will bring in world class people from industry, cultural institutions and universities," says Grabill. "We will be able to provide experiences for our students that we would otherwise be unable to make available, and our ability to do so makes MSU distinctive."

John says he and Heather were destined to give back to the institution that had given them so much. They met at Michigan State as students in Journalism 300; married at the MSU Alumni Chapel and eventually both worked on campus—he in the MSU Alumni Association and she in the Broad College of Business. Today, she is a web content manager for Stanford University, and he's the higher education evangelist at social media giant, LinkedIn.

"We have both worked in higher education, so we have this very unique view of the importance of gifts and how much they mean to the lifeblood of the institution," John says.

"We have seen what those gifts actually do," adds Heather. "I wouldn't be where I am today without the DRPW program."

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



Top: A gift from Alumni John and Heather Hill will bring in established writers to share professional insights with students.

Center: Visiting writer Sir Ken Robinson signs books after his lecture at MSU.

Bottom: College of Arts and Letters professional writing senior Kathryn Palczewski conducts an interview.





AIMING HIGHER

The College of Social Science launches scholars program

Making sense of the toughest problems facing society demands a firm grasp of the social sciences, says John Waller, the associate professor with an expertise in the history of medicine, who was recently hired by the College of Social Science to serve as the first director of a brand new undergraduate program called the Social Science Scholars.

The new program, brought to life by Social Science Dean Marietta Baba with the early help of alumni donors, is a concerted effort to attract and retain high-performing students whose experience will in turn transform the undergraduate experience by potentially inspiring similar programs within the college's academic units.

The scholars will study the social sciences in great depth, work in close partnership with leading MSU faculty, consult with experts in the U.S. and overseas during study away and study abroad experiences, and they will apply their knowledge in internships across the country.

Barbara Gerson ('84, Social Science) and her husband, Mark, were among the first to support the new program with a generous financial contribution.

"Students in this program will be able to interface with faculty in a way that would traditionally be considered a post-baccalaureate degree approach," Barbara says. "I love this idea because it equips students with something unique, making them most attractive to employers and graduate schools. They will be our future leaders."

Sharing that belief with the Gersons are other alumni, including Dean Baba, who have agreed to financially support the new program as well. More support is needed over time to ensure its continued growth and improvement.

For more information on contributing to the Social Science scholars program, including naming opportunities, please contact Senior Director of Development Nick McLaren at mclaren@msu.edu or by calling (517) 884-2189.



Thanks to donors to a new College of Social Science scholars program, more students will experience career-changing internships like senior Jake Santangelo, who honed professional skills for public service at the White House.

THE IMPORTANCE OF BEING AN INTERN

Jacob (Jake) Santangelo, a senior studying political science from Holland, Michigan, appreciates the focus on internships which he says helped prepare him for his future career.

"I know first-hand the importance of internships since I have worked four as a student, including one at the White House," says Jake. "The work may present students with more challenges, but it will provide more opportunities for growth. In applying my knowledge from the College of Social Science as a student I am prepared to make a difference as a leader."

Your Gifts In Action

Celebrating a Partnership

In September, the *Detroit Jewish News* called MSU "A Good Place to be Jewish" citing a renaissance of Jewish life on campus from the MSU's evolving Jewish Studies program, a revitalized Hillel House and donors who have stepped up to support the university. MSU recently celebrated its partnership with the Jewish community at a brunch at Cowles House, followed by a private tour of the Eli and Edythe Broad Art Museum.



Above: MSU College of Law Assistant Dean Elliot Spoon, Allan Nachman, Michael Serling ('66, Social Science, '70, Law) and Arthur Horwitz connected at an event celebrating MSU's partnership with the Jewish Community.



Left: Barbara and Gary (62, Business) Adelman took part in a private tour of the Eli and Edythe Broad Art Museum.



Dan Downey, pictured on the left, with Assistant Coach Tom Newton, has funded a law school scholarship for former college hockey players.

For more information on making a gift to the MSU College of Law, contact Director for the Office of Advancement Tina Kashat Casoli at casoli@law.msu.edu or by calling (517) 432-6842.

New scholarship helps hockey players enter Law School

Uniquely able to see the link between playing hockey and practicing law, the Honorable Daniel M. Downey, ('72, Social Science; '76, Law), made a \$200,000 gift for scholarships designed for law students who were former college hockey players.

Dan, who played college hockey for MSU and attended Detroit College of Law (DCL), now MSU Law, believes that the game of hockey demands the same type of character in the individual as does litigation.

"You fight like hell on the ice and in the courtroom, but when it's over, you can and should remain great friends with your adversaries," he says.

Dan says his purpose for establishing

this scholarship was two-fold: it allowed him to give back to the law school that prepared him to pass any bar exam and to succeed in the practice of law; and it provided a new recruiting tool for the hockey team.

"Recruits may think they are destined for the NHL and that college hockey is just a stop along the way. But parents understand that fate may have something else in store for their kid that shatters that dream, such as a career-ending injury, or the stark realization that they are just not good enough. This scholarship will give players an alternative career path they might not have otherwise considered."

Bridging a Future

“Anybody who identifies with being a Spartan and feels their years and experience at MSU contributed to their life and successes, in any way, should consider giving back.”

Like gymnasts build themselves into bridges as they work their way to back handsprings, former gymnastics champion and current marketing expert Pamela (Pam) Steckroat Treadway ('78, Social Science; '82, Business) has built a different kind of bridge through her generous gifts to Michigan State University.

For the College of Social Science, the bridge is strong: a \$900,000 charitable bequest to create an endowed internship fund to match promising Economics students with meaningful internships that can launch them into the professional world.

Pam's desire to help future Spartans led her to create three additional endowed funds as well, one for student-athlete support services, one to support Women's Gymnastics and an endowed scholarship targeted toward student-athletes who want to pursue MBAs. She named MSU as a beneficiary of her retirement accounts, which is an easy process for anyone with such assets who wishes to remember MSU in their estate plans. In total, her future gifts will add up to \$3.75 million.

Pam says it's all about giving back to the place that helped make her who she is.

“MSU provided me with a great foundation to build a successful career,” she says. “It was natural for me to give back to MSU and specifically to the areas that meant something to me and really formed who I am in my career, in my life and in my success. I feel like I am home when I am here.”

Pam transferred as a junior to Michigan State in 1976 to continue competing at the collegiate-level as a gymnast. She made MSU proud by becoming the only two-time All-American champion in MSU's gymnastics history.

She earned a degree in Economics and then completed her MBA. She found that employers looked to MSU as a hotbed for recruiting and that

her sports background gave her an edge. She quickly landed a job with Procter & Gamble where she began a marketing and brand management career. Today, she is a successful and dynamic marketing executive, venturing in myriad areas from research and product development to social media marketing as a managing director of Moon & Stars Consulting.

She looks back fondly on her experiences at MSU, especially as an Economics undergrad. “The caliber of the professors, the classes and course content were stellar,” she recalls. For her, they were building blocks to later success, providing immense value and future opportunity.

“Making the decision to give financially, I believe, is a very personal matter,” she says. “Anybody who identifies with being a Spartan and feels their years and experience at MSU contributed to their life and successes, in any way, should consider giving back.”

She adds: “Any additional success I achieve now is for MSU. It feels so good to know I am working for the students at Michigan State. I'm working to make Michigan State better. And that drives me so much more than if it were just for me.”

Pam hasn't finished building bridges at MSU. She and her husband Dean Treadway traveled back to campus this fall for Homecoming and they are active Spartan advocates in their home state of California.

“Wherever I go, Spartan connections seem to be the driving force now. I see people on LinkedIn and the first thing I look for is where they went to school,” Pam says. “Was it Michigan State? There's this strong, strong connection. There's this bond like family.”

For more information on making MSU part of your estate plans, contact the Office of Gift Planning at (517) 884-1000 or go to giftplanning.msu.edu.

Kyle Simon ('13, College of Arts and Letters) contributed to this article.



Alumna Pam Steckroat Treadway, pictured here with spouse Dean Treadway, says her bond to MSU is like family. She has created four endowments through her estate plans to help MSU students.



Blazing a Trail

How MSU faculty and donors created the nation's premier program in supply chain management

In all great accomplishments and discoveries, someone must be the first to veer off the established route and strike out in a bold, new direction.

In the world of supply chain management, the trailblazers were Michigan State University's Eli Broad College of Business faculty. They created one of the first programs in teaching and research and laid the groundwork that propelled MSU's supply chain management program to #1 in the *U.S. News and World Report* rankings since 2012.

Alumni support helped build the necessary momentum, establishing three endowed chair positions in MSU's Department of Supply Chain Management at critical junctures.

But the trailblazing is far from over. The department's leadership in opening the Midland Research Institute for Value Chain Creation (see "Delivering the Value," next page) is a new success marker along MSU's more than 60-year journey in supply chain. In short, MSU's early leadership has become a driving force that is revitalizing business in Michigan and influencing how supply chain is practiced and taught worldwide.

Finding the right path

Trailblazers must navigate uncharted territory and as the founding faculty took their first steps to shape an emerging discipline, they must have felt like true pioneers. Back in the 1950s, traditional management functions didn't focus on processes outside of a company's four walls. Even the term "supply chain" was yet to take hold, says David Closs, the John H. McConnell Chair and department chairperson.

MSU's first leaders included Don Bowersox in logistics along with John Hoagland and Robert Monczka in purchasing. Professor—later Dean—Bowersox was informally known as the "grandfather of logistics," co-authoring the original text in that field. Professors Hoagland and Monczka supplied a commanding expertise in purchasing, something that was an unheard of academic specialization at the time. They recruited many colleagues to complete their unique vision of a supply chain platform balanced upon the three pillars of logistics, purchasing and operations.

They believed supply chain covered everything from product development, sourcing, production, marketing and logistics, as well as the information systems needed to synchronize these activities. Few in business and industry were trying to understand these functions comprehensively.

Even fewer colleges of business had the foresight or the cooperative spirit for the cross-disciplinary collaboration it took to study such an approach.

Today, most firms employ teams that synergistically manage supply chain processes to achieve a competitive advantage. Thanks in part to MSU's leadership, it is well understood that value can be gained from integrating internal and external processes from raw materials to delivered products and now, even beyond, to incorporate sustainability practices such as recycling.

What was once a road less traveled, is now a busy super highway.

A new horizon for others to follow

Many other top universities have joined MSU in offering supply chain management programs at the undergraduate and graduate levels. But MSU remains a world leader in scope and balance, says Closs, who earned his Ph.D. in the department. He is also a leading author and presenter of world-class logistics and supply chain capabilities and applications and took part in a 2012 White House supply chain panel on sustainability.

"Our perspective is very broad as we consider the supply chain system from end to end, and at the same time keeping all the functions in balance. We train our students to have a broad, highly integrated approach," he says.

This has placed MSU supply chain graduates in great demand in business and industry as well as in higher education. The 2012 graduating class boasted a 95 percent placement rate.

Closs says the department's reputation is often summed up this way: "If you came from MSU supply chain you never get questioned; if you are not from MSU supply chain you never have the answers."

Alumni support maps the future

Just one year into MSU's visionary venture, another Spartan trailblazer, alumnus John H. McConnell ('49, Business) borrowed \$600 to found Worthington Industries, Inc., his own experiment in supply chain management. Worthington grew into a multi-billion dollar and multi-national company. John, who passed in 2008, established the first endowed professorship to support supply chain, first held by Bowersox and now by Closs. John's example led the way for other alumni to invest in the Broad Business College.

Michigan State has led the nation and the world in supply chain education for more than 50 years. Endowed chair positions are the key to maintaining progress that has transformed business in Michigan and beyond.

Both Bowersox and Hoagland are deceased, but their legacy is ever present in the supply chain program, in large part due to support from their former students.

In 2004, Richard Metzler ('63, Business) joined with John Hoagland to create the Hoagland-Metzler Endowed Chair in Purchasing and Supply Management. It was Metzler's desire to honor his former advisor and professor and facilitate the attraction of outstanding faculty in the sourcing discipline. Joseph Sandor who is a national leader in procurement strategies holds the position. He joined the MSU faculty with over 25 years of supply management experience in a wide range of prominent companies including Sara Lee, General Motors and

Beatrice. He was also an adjunct professor at the University of Chicago's Graduate School of Business.

Hoagland and Metzler also provided the seed gift to establish the Supply Chain Management Endowed Scholarship/Fellowship Fund to support Broad graduate students interested in purchasing.

Rob Thull ('73, Business), founder and chief executive officer of Milestone Equipment Holdings, LLC of California, recently made a \$1 million gift to complete funding for a Bowersox endowed chair position, which was previously supported through gifts from multiple alumni, colleagues and friends of Bowersox.

Patricia Daugherty became the first holder of the Bowersox-Thull Chair in Logistics and Supply Chain Management in 2012. She was once a Bowersox student herself, obtaining her Ph.D. from MSU in 1988. Prior to her return to Michigan State, she was the director and Siegfried Chair in Marketing and Supply Chain Management at the University of Oklahoma.

Staying out in front

One area where MSU is not in the supply chain forefront is its number of endowed chair and professorship positions. Other major academic programs in supply chain have more than thirty percent named positions to MSU's fifteen percent—a deficit that puts the department at risk for losing senior faculty.

"If an institution starts a program in

supply chain, they will often look to MSU to fill the senior position," says Closs, "so our faculty are often targeted for recruitment."

MSU's historical leadership in supply chain, coupled with support from alumni, has created a program many other institutions hope to emulate. The strength of MSU's program is helping business and industry in Michigan and the world. But this program has never rested on its laurels.

The challenge now is to invest in this premier program so that resources and expertise can be marshalled to discover and boldly go in the next new direction.

For more information on making a gift to the Eli and Edythe Broad College of Business, contact Senior Director of Development Vivian Leung at leungv@msu.edu or by calling (517) 355-8504.

Below: David Closs, the John H. McConnell Endowed Chair, poses with some of the food products that have benefited from the work of MSU's #1 ranked program in supply chain management in the Eli Broad College of Business.

On the cover and opening spread of this article: Supply Chain academic specialist Justin Jagger ('08, Business) helps show how understanding each link in a chain of business activities adds up to a greater whole.



Supply chain delivers the value

MSU launches value chain research institute in Midland

Michigan State University announced plans to open a new research institute in Midland, Michigan, focusing on value chain creation and management and tackling many of today's grand challenges in business, says MSU President Lou Anna K. Simon.

"Whether you're talking about simply delivering safe water locally or fostering international competitiveness, effective value chain creation is key," she says. "By developing more effective, sustainable value chains through this initiative, we hope to provide both an advantage for American manufacturing and pathways for the world to respond more successfully to human needs. In addition, we will cooperate with the Midland community in creating new knowledge and training opportunities, to help the region prosper in the new global economy."

Value chain refers to the effective management of processes related to product innovation, design, sourcing, procurement, manufacturing, packaging, transportation, inventory management, warehousing, marketing, customer services, and returns and repairs.

Through the new Midland Research Institute for Value Chain Creation, MSU will conduct research as well as offer graduate studies in value chain management. The institute also will offer non-degree courses and certificate programs onsite and online.

Initially, an executive director and six tenure-track MSU researchers will staff the institute; the location will be announced soon. Taking an interdisciplinary approach, MSU faculty from the Broad College of Business, the College of Engineering, the College of Agriculture and Natural Resources and the College of Social Science will be involved in the research.

David Closs, the John H. McConnell chaired professor and chairperson of MSU's supply chain management department, will serve as interim director during the executive director search. MSU's supply chain management undergraduate program is ranked as the best in the nation, while the graduate program holds the No. 2 ranking, according to *U.S. News and World Report*.

Institute researchers will work with undergraduate and graduate students, postdoctoral researchers and corporate

collaborators to develop and apply new knowledge, with the aim of improving all types of public and private value chains.

The institute, launched with a total of \$15.5 million in philanthropic and corporate support pledges, will focus on three research areas:

- Novel, evidence-based tools for value chain management
 - Quantitative assessment, monitoring and management of integrated supply chain solutions
 - Food- and water-focused research projects, including humanitarian efforts
- Simon cited Midland's and the Great Lakes Bay Region's existing corporate value chain talent pool and MSU's robust, century-old relationship with the region as reasons for establishing the facility in the central Michigan area.

The Dow Chemical Company, Dow Corning Corporation, The Herbert H. & Grace A. Dow Foundation and The Rollin M. Gerstacker Foundation will be the initial donors to the institute, with others recruited over time.

"Having the MSU Midland Institute in the region will facilitate advancements in sustainable value chain management including packaging technology, as well as provide valuable professional educational opportunities," says Dave Kepler, executive vice president, Business Services and Chief Sustainability Officer, Chief Information Officer at the Dow Chemical Company. "We see the institute as having wide-ranging benefits for businesses and their employees across the region, in terms of economic development, career development, attracting and retaining top talent and positively impacting the overall quality of life in the region. Dow is committed to helping MSU succeed in this endeavor."

"The creation of a strategic, world-renowned supply chain research facility in Midland will help strengthen the United States' competitive advantage in today's rapidly changing global marketplace," says Bob Hansen, president and CEO, Dow Corning Corporation. "Additionally, the institute will contribute to the economic vitality of the Midland community, which Dow Corning has called home for the last 70 years."

CELEBRATING ROSE BOWL CHAMPIONS



On a confetti-strewn platform at the center of a historic stadium, Michigan State coach Mark Dantonio managed to encapsulate a quarter-century of longing, a stunning season and a hard-fought bowl victory into a single word. "Completion," he said.

And thousands of alumni, donors and friends were on hand to raucously agree. Here are a few photos from that historic event in Pasadena.

See more photos at flickr.com/photos/msuadv

Kirk Cousins ('11, Education), former football player and Honorary Rose Bowl Team Captain, and Sparty, at the Official MSU Pep Rally.

The sea of green at the MSU Rose Bowl Tailgate.



One of several billboards sponsored by the Los Angeles MSU Alumni Club to declare MSU's impact on the West Coast.

Celebrants from upper left: Head Football Coach Mark Dantonio; Former MSU football players Flozell Adams, Ike Reese and Tony Banks, along with Alicia Strayhorn (left) and Deuce and Yolanda Banks; James ('65, Business) and Janet Blanchard and John Van de Kamp. Bottom (l to r): MSU Trustee Dianne Byrum (74, Ag. and Natural Resources) and Eli ('54, Business) and Edythe Broad; John ('72, Social Science) and Cindy ('71, Ag. and Natural Resources) Dace; Paul ('71, Business) and Janet Wenstrom and Candy and Merritt ('65, Comm. Arts and Sciences) Lutz; Ryan, Kimberly and Norman ('70, Social Science) Gaffney; and Luanne and John ('79, Engineering) Webb.

Coach Dantonio photo courtesy of MSU Athletic Media Communications.

A CHAMPION FOR OSTEOPATHIC MEDICINE

A gift of land, later sold, with proceeds invested wisely, is now advancing musculoskeletal disorder treatments, imaging the mind and battling malaria.

The Past Powers the Future

by Patricia Grauer

Rightly called an “industrialist, humanitarian, community leader and courtly gentleman,” Walter F. Patenge’s legacy within the College of Osteopathic Medicine is rooted before the college’s founding and will extend far into its future.

President of the Wohler Corporation in Lansing for more than 33 years, Patenge had been highly impressed with a therapy – osteopathic manipulative medicine – that was getting his employees with back pain back to work in record time. This experience made him a staunch supporter of the osteopathic profession, and he worked hard to improve it in Michigan. He served on the Board of Trustees of Lansing General Hospital for 30 years, worked for the establishment of the private Michigan College of Osteopathic Medicine in 1969 in Pontiac, and lobbied to bring it to MSU in 1971. A member of the board of the Michigan Osteopathic College Foundation, he was appointed by the Governor of Michigan as the first chair of the Michigan Osteopathic Medicine Advisory Board. He received the American Osteopathic Hospital Association Award of Merit, the Distinguished Service Award from the American Osteopathic Association, and had the MSU College of Osteopathic Medicine’s highest award named after him.

There’s no doubt that industrialist Patenge put his skin, his reputation and his influence in the game, and MSUCOM stands in part as a testimony to his commitment. But he and his wife Leone also put their resources behind their

beliefs, most notably donating a valuable plot of land in Meridian Township, which when sold and the money invested grew to a sum sufficient to “enhance osteopathic medicine and the public it serves.”

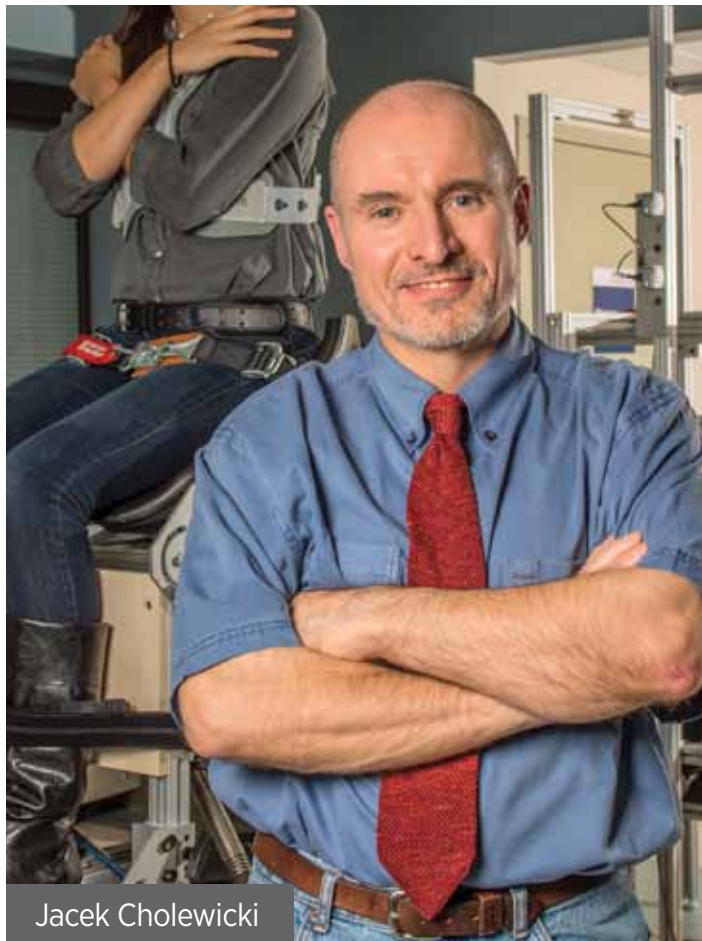
“It’s difficult to express the enormous good that Walter Patenge and his family have done for the college and for the osteopathic profession,” says MSUCOM Dean William D. Strampel. “Their advocacy and generosity have blossomed into a mature, cutting-edge, internationally recognized College Of Osteopathic Medicine. In addition, their legacy continues to change lives – possibly millions of lives – as the return on their investment supports important research.”

In the past few years, three major MSUCOM initiatives have been made possible through the Patenge funding – support for the Walter F. Patenge Chair in Osteopathic Medicine, occupied by Jacek Cholewicki; support for the internationally recognized research and clinical care on cerebral malaria in children, done by Terrie Taylor; and support for a new endowed chair, the Walter F. Patenge Chair of Radiology, occupied by Suresh Mukherji.

“As Cholewicki, Taylor and Mukherji continue their work, more and more people around the world will benefit from the knowledge they generate,” says Strampel. “The Patenges, a gentle mid-Michigan couple with a passion for good, have made quite a contribution.”



Walter F. Patenge
(taken at time of
original gift in 1977)



Jacek Cholewicki

Using systems science to understand osteopathic manipulative medicine

A hands-on approach to diagnosing and treating musculoskeletal disorders, osteopathic manipulative medicine (OMM) improves the quality of life for patients, but the mechanisms by which it works in the body are largely unknown, primarily because identifying these mechanisms is an exceedingly complex task.

Under a \$4.5 million grant from the National Institutes of Health, Cholewicki is leading a team, including faculty from MSU's College of Engineering, to research OMM. What's unique about their approach is that they are incorporating systems science, a branch of engineering that is useful to study complex systems, analyzing not only their parts, but how the parts interact. This tool will allow them to develop rigorous and comprehensive methods to study manipulative medicine. The projects under the grant include OMM and postural control; OMM's effect on sudden events causing low-back pain; and the effects of OMM on neuromuscular control of the head and neck.

In addition, Cholewicki's team just completed a study, funded at more than \$366,000 from NIH, that investigated whether pregnancy, particularly one ending in Caesarean section, is linked to degenerative spondylolisthesis, a serious back disease that affects women three to nine times as often as men. They're also investigating how impairment of the small muscles next to the spine is involved in scoliosis, a disfiguring spinal curvature.

"It's clear that the donation from the Patenge family has been invaluable," Cholewicki says. "It allows us much more freedom to explore various research questions, and shortens the path from a research idea to external funding of the project. We're very grateful for the opportunities it has opened to us."



Suresh Mukherji

Imaging the body's functions, including the mind

Newly appointed as chairperson of MSU's Department of Radiology, Suresh Mukherji is the most recent recipient of the Patenges' contribution: the Walter F. Patenge Chair of Radiology. His life's work has been in the area of imaging and treating head and neck cancers, and he was division director of neuroradiology at the University of Michigan for many years. In MSU's Molecular and Cellular Imaging Laboratory, he can image the molecular basis of many diseases, including possible stem cell cancers to uncover their role in head and neck cancers.

"I am convinced that in ten years we will be creating treatments personalized for each patient," he says. "People are different, cancers are different, and responses to treatments are different. Our challenge is to identify these molecular differences so that patients can each receive optimal treatment."

In MSU's Cognitive Imaging Research Center, MSU has its highest-end equipment for human imaging, and it is available to university researchers across disciplines. Mukherji believes that after a decade of imaging the brain, scientists can move into imaging of the mind — they can "see" how people think.

"This technology can transform research in cognitive decision-making across a wide variety of disciplines," he says. "Medicine, law, communication, business, arts — all can ultimately benefit by learning how the mind functions."



Terrie Taylor

Cerebral malaria warrior — battling one of the world's most troublesome diseases

Battling malaria, a disease that puts half the world's population at risk and kills more than 660,000 annually, has been Terrie Taylor's life commitment — one that has kept her in Malawi six months of every year since 1986. Taylor and her team focus on cerebral malaria in children, the most deadly manifestation of the disease. Her work has won international recognition; for example, in 2010 she received \$9.1 million in funding from NIH as one of ten International Centers of Excellence for Malaria Research — among many other grants.

So far she has developed a stringent standard definition of cerebral malaria (which used to be a catch-all term that included other conditions) and is "so close" to an understanding of the mechanisms that lead to death in 15-20% of the children with the disease. The research suggests that among children with cerebral malaria, one-half develop brain swelling, and one-third of these die; those without the swelling recover. Her research goals include finding out what causes the swelling, developing inexpensive and noninvasive ways to test for it, and finally, testing those interventions.

Patenge funding supports these efforts, most notably the installation of the only MRI (imaging) machine in the country of Malawi. Because of the MRI, Taylor and her team are able to identify the swelling in the children's brains, and to fine-tune their understanding of the disease. In addition, MSUCOM faculty from the departments of Psychiatry, Neurology and Ophthalmology, and Radiology are working in spin-off projects with Taylor's patients.

"This support has had three key impacts," she says. "First, it has allowed us to have a sustained presence in Malawi, which hugely enhances our efforts. Second, the on-site faculty presence allows us to provide a fantastic elective for our osteopathic students with an eye to their safety and well-being. Finally, it has allowed us to do the clinical assessment of the patients that is the backbone of our work — to observe, react and record."

Learn more about Taylor's work at www.givingto.msu.edu/terrietaylor.



Above (inset):
Leone Patenge in 1985

Far Left: Jacek Cholewicki, M.Sc., Ph.D., was named to the Walter F. Patenge Chair of Osteopathic Medicine in 2007, and is a professor in the Department of Osteopathic Surgical Specialties. He came to MSUCOM from Yale University, where he had conducted a number of projects dealing with biomechanics and motor control.

Middle: Suresh Mukherji, M.D., is the new Walter F. Patenge Chair of Radiology at MSU. He is nationally recognized for his work on imaging head and neck cancers. He had served as division director of neuroradiology at the University of Michigan for many years.

Left: Terrie Taylor, D.O., M.Trop.Med., is an MSU University Distinguished Professor in the Department of Osteopathic Medical Specialties, who began her clinical and research work under MSUCOM auspices in Blantyre, Malawi, in 1986. She is internationally recognized for her research on malaria which the Patenge Endowment supports, including funding for the first MRI machine in Malawi.

ALUMNI

Distinguished Scholarships

attract the brightest and the best

Each year, more than 1,100 of the brightest high school seniors around the country are invited to campus to compete in Michigan State University's annual Alumni Distinguished Scholarship (ADS) competition. The scholarships, which are among a select few that cover full tuition, room and board, are considered among the most competitive awards in the country.

To date, more than 600 exceptional students have received Alumni Distinguished Scholarships. Many more have decided to enroll at MSU after experiencing the breadth of the university during the competition.

"The longstanding tradition of the ADS competition, Michigan State University's preeminent award program, has helped to bring thousands of exceptional high school students to campus since 1956," says MSU Honors College Dean Cynthia Jackson-Elmoore. "The scholarship has supported the early careers of many MSU alumni who have since contributed deeply and widely to society in nearly every imaginable field."

An ADS Student

Craig Pearson is an Honors College senior from Bloomfield Hills, majoring in biochemistry and molecular biology, English and neuroscience who attends MSU on an Alumni Distinguished Scholars full scholarship.

A 2012 Goldwater Scholar, Pearson was recently awarded the Marshall graduate scholarship, making him the 16th Spartan to receive the honor. The award will allow him to pursue his doctorate in clinical neurosciences from the University of Cambridge. He also represented MSU as a regional finalist in competition for a Rhodes Scholarship and he is a nominee for a Churchill scholarship. Craig says he chose MSU over many other offers—including from Ivy League and other Big Ten schools—because the quality and connectivity of MSU stuck with him.

"I came to feel that this was the place that was going to give me the greatest range of opportunities—academically and personally," Craig says.

Craig is a lead undergraduate researcher working on an interdisciplinary, multi-university project to design a drug delivery system to treat a genetic blindness disorder. He is also the

Craig Pearson, Senior Honors College, during study abroad in England. Hear Craig explain why he chose MSU over many other options at givingto.msu.edu/CraigPearson.



The Alumni Distinguished Scholarship Program enables MSU to select from a top percentage of all MSU freshman applicants (GPA, class rank, test scores) to compete for scholarships. Only a select few are chosen but every participant gets an insider's view of all MSU has to offer.

The Alumni Distinguished Scholarship Program is made possible in part by several endowments as well as Annual Fund gifts to Essential Edge.

undergraduate lab manager for another team analyzing brain scan data to explore the neuroscience of reading.

Craig was also selected as a 2013-2014 College of Natural Science (CNS) Dean's Research Scholar (DRS). The DRS are elite group of outstanding undergraduate students who have experience conducting research, proven academic success and exemplify the traits of true Spartans: hard-working, intelligent, problem-solvers. The DRS are selected annually through a competitive scholarship program. As part of their experience, they commit to represent CNS at events and speaking opportunities on campus and around the country.

"Undergraduate research has been the most impactful experience I've had at MSU," Craig says. "Research has supplemented my education, introduced me to crucial mentors and collaborators, and inspired my passion to pursue a career in visual neuroscience research."

In addition, Craig volunteers at the MSU Neurology and Ophthalmology Clinic. And he's the student managing editor for ReCUR, the *Red Cedar Undergraduate Research Journal*, and founder and managing editor of *Exceptions: The Art and Literary Journal for Students with Visual Disabilities*. He's published in national literary magazines, attended conferences at Harvard and Yale, and went on study abroad at the University of Cambridge. This fall, he stood on the field at Spartan Stadium as a member of the 2013 Homecoming Court.

"Every single class and experience I've had here has been a challenge and an opportunity to expand my skill set and

my world view," says Craig.

Craig plans to complete both doctoral and medical degrees for a career in the clinical neuroscience of vision, working toward treatments for blindness or visual impairments and to develop a better understanding of how the eye works.

"It's really exciting because one topic informs another. I'll be able to approach my work from the neuroscience of perception to the biochemistry of the retina to me being the leader of this literary journal that publishes creative work by students who are blind or visually impaired," he says.

An ADS Alumnus

Greg Hauser remembers well his first trip to campus. A native of Rochester, New York, he arrived after a particularly heavy snowfall to undertake the Alumni Distinguished Scholarship test.

"We all have a mental image of what college is," he said. "I looked around at the beautiful blanket of white all across campus and I realized this was the place I always imagined myself being."

Greg ('75, B.S., Honors College/ Natural Science; '77, M.S., Zoology) aced the test, received the full scholarship and began his MSU journey intending to become a zoologist. Along the way he discovered an affinity for law over science, completed his J.D. at New York University, and found a unique niche utilizing his MSU minor in German. As an attorney, he represents German, Austrian and Swiss corporations with disputes in the U.S.

A life member of the MSU Alumni Association, Greg served as president of

the New York City MSU Alumni Club for more than a decade, and has also served as a member and head of MSUAA's National Board. He has remained committed to his fraternity (Delta Chi) as well, highlighted by a presidency of the North-American Interfraternity Conference, the umbrella group for all national and international men's college social fraternities.

He also honors a promise he says he made to himself to "pay MSU back." He has been a consistent contributor to the club's scholarships and many other MSU initiatives, joining MSU's Kedzie Donor Society. Through his estate plans, Greg established a charitable bequest directed to support the MSU Libraries, the Department of Zoology and the Joseph John Hauser Endowed Alumni Distinguished Scholarship, named in tribute to his father.

"When I think of how much MSU did for me and the other ADSers (Alumni Distinguished Scholars), it underlies my certainty that this institution is essential to the world," he says.

For more information on contributing to the Alumni Distinguished Scholarship Program, contact Senior Director of Development Jennifer Bertram at bertram9@msu.edu or by calling (517) 432-7330.

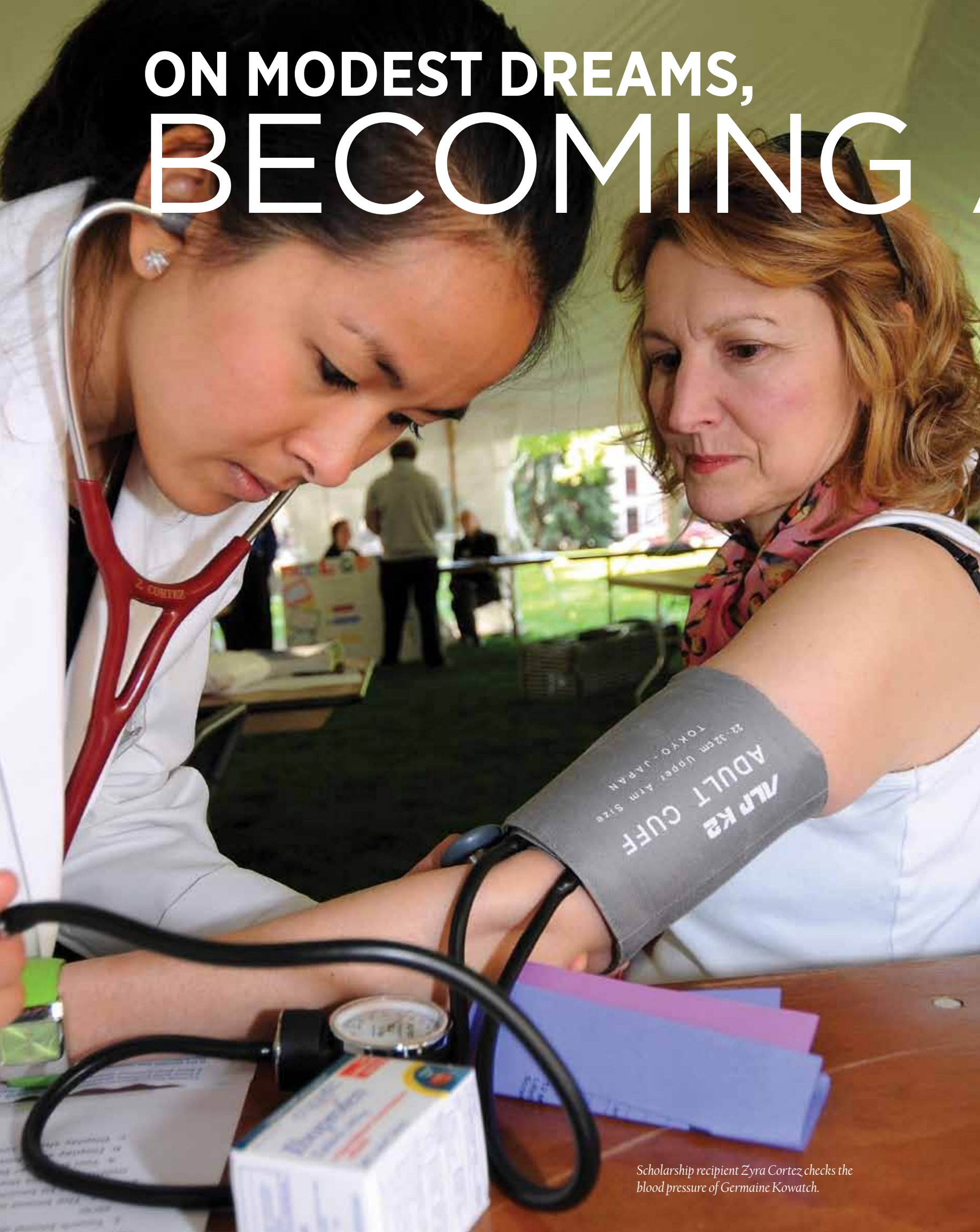


Greg Hauser ('75, B.S., Honors College/ Natural Science; '77, M.S., Zoology) is a former Alumni Distinguished Scholarship recipient who says he made a promise to "pay MSU back."

ON MODEST DREAMS, BECOMING

A DOCTOR AND GIVING BACK

BY GERI KELLY



Scholarship recipient Zyrta Cortez checks the blood pressure of Germaine Kowatch.



Assiff



Osuch

Kathy Assiff and Janet Osuch found encouragement at Michigan State University, particularly in the College of Human Medicine, that they could achieve more than either had dared dream. Now Osuch and Assiff have something else in common: both plan to leave much of their estates to fund endowed scholarships to help struggling students become physicians.

Both came from humble, even underprivileged beginnings. Both know what it's like to grow up with low expectations, to struggle against sexism and with insufficient money to realize much beyond modest goals.

"I know the stories of a lot of the students who are accepted here," Osuch says, "and a lot of their stories are like mine."

No one in her family had gone to college, and she never expected to either. A high school counselor urged her to consider a career in health care.

"Women weren't given the same opportunities that they're given now," Osuch says, so she took a six-month course to become a radiological technologist. That piqued her interest in becoming a medical technologist, which would require a four-year degree.

"I had no concept of what a university looked like," she recalls. "I thought it would look like my high school," with all classes crammed into a one building.

After Osuch earned her degree, a co-worker suggested they both apply to medical school.

"It was beyond my wildest dream to become a physician," she says, "but I knew I was bored. I had to do something."

The College of Human Medicine saw in her what she had failed to see in herself: the potential to become a great physician.

"The College of Human Medicine nurtured me," Osuch says. "It reinforced all the values I had for the kind of doctor I wanted to be, a humanistic doctor, someone who would be kind to her patients."

She became a surgeon, a professor of surgery and now the College of Human Medicine's assistant dean for preclinical curriculum. And now she is giving something back. Each year she gives a scholarship for a struggling student, and she plans to leave a substantial amount of her estate as an endowment for future scholarships.

"I've been thinking about it for a few years," Osuch says. "It's going to be for students who otherwise wouldn't be able to afford medical school. There's nothing that means more to me than the profession of medicine and helping the next generation of physicians. It's the greatest feeling in the world, it really is."

That's something else she and Kathy Assiff share.

Assiff's mother took care of the kids while her father, a boiler operator for the Lansing Board of Water and Light, worked hard to support his family. His education went through the eighth grade. She would be the first member of her family to attend college.

Raising the money for tuition wasn't easy, something Assiff never forgot. After earning her bachelor's and master's degrees from MSU, she went to work for the university, first in the financial aid office. "Then I got to thinking," she says, "and I saw the need of students in terms of debt," a burden she, herself, had carried.

Now as director of the student program on the College of Human Medicine's Flint Campus, Assiff works closely with medical students.

"I work with third- and fourth-year students every day," she says. "I support them emotionally."

Recently she began to think of supporting them financially.

This spring, she gave the first of what she intends to be an annual scholarship. And, like Osuch, she plans to leave the bulk of her estate as an endowment, a perpetual fund to help other medical students long after she's gone.

"It just makes me feel good, the fact that I can make a small difference in a student's debt," Assiff says. "At least the students know that somebody cares about them. I decided maybe it would serve as an incentive for other people to give scholarships. In fact, it already has."

College of Human Medicine Dean Marsha Rappley, MD, has made it a priority to increase scholarship support, particularly since the college attracts many students who have the commitment and intelligence, if not the money, to complete a medical education. Assiff's scholarship will be for needy students from Genesee and Ingham counties, particularly those interested in primary care and serving the underserved.

"I believe in the college's commitment to primary care," she says. "You can't help but be proud to be part of this college that attracts all these bright, young students who want to serve. This is another way to show we care about them. It's my way of saying, 'I was here.'"

For more information on supporting scholarships in the College of Human Medicine, contact Senior Director of Development Susan Lane at lanes@msu.edu or call (616) 234-2614.



Kalyanmoy Deb is the Herman E. and Ruth J. Koenig Endowed Chair in the MSU Department of Electrical and Computer Engineering. Deb also holds joint appointments in two other departments within the College of Engineering – computer science and engineering, and mechanical engineering – and contributes to research at the BEACON Center for the Study of Evolution in Action.



A PIONEERING LEGACY CONTINUES IN KOENIG CHAIR

Roger L. Koenig and his wife, Nancy Pierce, donated approximately \$1.5 million to the Department of Electrical and Computer Engineering to create the endowed chair.

His research interests include applied optimization, evolutionary computation, modeling and simulation, and design and control of intelligent systems.

Deb has earned numerous awards and honors, including the Shanti Swarup Bhatnagar Prize in Engineering Sciences in India, the Thomson Reuters Citation Laureate, and the Infosys Prize for Engineering and Computer Science. He is a fellow of the Institute of Electrical and Electronic Engineers, the Indian National Science Academy, the Indian National Academy of Engineering, the Indian Academy of Sciences and the International Computation Association.

Prior to joining MSU, Deb was a professor of mechanical engineering and the Deva Raj Endowed Chair and Gurmukh and Veena Mehta Endowed Chair at the Indian Institute of Technology (IIT) Kanpur, as well as director of the Kanpur Genetic Algorithms Laboratory (KanGAL), which he established in 1997.

Deb received his bachelor of science degree in mechanical engineering from IIT Kharagpur in 1985 and master's and Ph.D. degrees in engineering mechanics from the University of Alabama in 1989 and 1991, respectively.

Roger L. Koenig and his wife, Nancy Pierce, donated approximately \$1.5 million to the Department of Electrical and Computer Engineering to create the endowed chair. The chair is named

the Dr. Herman E. and Ruth J. Koenig Electrical and Computer Engineering Endowed Chair to honor Roger's parents' long-term devotion to MSU and their progressive contributions to furthering engineering education. Herman Koenig served on the engineering faculty from 1956 to 1990. He also served as MSU assistant vice president for research and industry development.

Roger obtained his bachelor of science degree in electrical engineering from MSU in 1976. Currently, he and Nancy are chief executive officer and chief financial officer, respectively, of Carrier Access Corporation, located in Boulder, Colorado.

Roger says Deb's new position as the Herman and Ruth Koenig Chair at MSU's BEACON Institute fulfills his late father Herman's career vision of extending engineering analysis to biological, environmental and medical problems.

"My father's radical 1970s innovation of creating, funding and then chairing a Systems Engineering Department at MSU resulted in the research and teaching foundations of something even more radical - Evolutionary Computing," says Roger. "We are very happy to welcome Dr. Deb to continue the evolution of my father's pioneering work and my mother's devotion to progress."

For more information on making a gift to the college of Engineering, contact Senior Director of Development Stephen Bates at batesst@msu.edu or by calling (517) 355-8339.



Roger Koenig (left) says the installation of Kalyanmoy Deb (center, with Executive Vice President Satish Udpa, right), an internationally recognized leader in the emerging field of evolutionary computation, fulfills his late father's dream of extending engineering analysis to biological, environmental and medical problems. Learn more at www.givingto.msu.edu/EndowedChairs.

The business of music



Saxophonist Travis Sinclair and other College of Music students surround Jack and Dottie Withrow (center, bench), who recently created an endowment to help music students develop business skills.

College of Music students are thriving as not only musicians but also as budding entrepreneurs thanks to the new Withrow Career Building Endowment in the College of Music, created by long time donors and supporters Jack and Dottie Withrow.

Students aiming for a life in music may take the traditional route of becoming full time educators or symphony or opera performers; but it is increasingly common for musicians to take an entrepreneurial path: carving out a niche or two, creating a professional brand and marketing it, explains David Rayl, director of Choral Programs and associate dean for Graduate Studies and Research in Music.

As members of the National Leadership Council for the college, the Withrows were well aware of the vision within the college's leadership to prepare students for applying their life's work anywhere in the world.

The generosity of John (Jack) ('54, Engineering; '71, MBA, Business) and Dortha (Dottie) ('55, Education, with dual certification in Speech Therapy) Withrow previously helped commission a symphony in 2000, established the Withrow Endowed Fund for Excellence in Teaching in the College of Music, funded outreach and engagement efforts in Lansing and Detroit, and provided critical funding for chamber music and jazz performances. They targeted their latest gift, funded in part through the IRA rollover provision, to help music students pick up important skills in promotion, finance and business planning.

"I think being able to help students understand what is required to be not only a premier musician but also a top notch business person, will make a real difference for young people, for the growth of the arts and for our country," says Jack.

Dottie adds: "We are blessed to support the collaborative efforts of the College of Music. We feel it is very important for students to receive a well-rounded education and one that will

open up unique opportunities for success in whatever they choose to do."

Senior Travis Sinclair, who is majoring in jazz studies in the College of Music and finance in the Broad College of Business, couldn't agree more. Travis actually came to MSU in part because of the Withrows. They had heard him perform at their church in Bloomfield Hills and encouraged him to consider the College of Music at MSU. Travis, now a jazz saxophonist, started playing the piano at age four.

"Music is an art, but it is also a business," says Travis. "You need to know how to market yourself and how to handle business relationships. Music will always be part of my life and very important to me. But you can have more than one love."

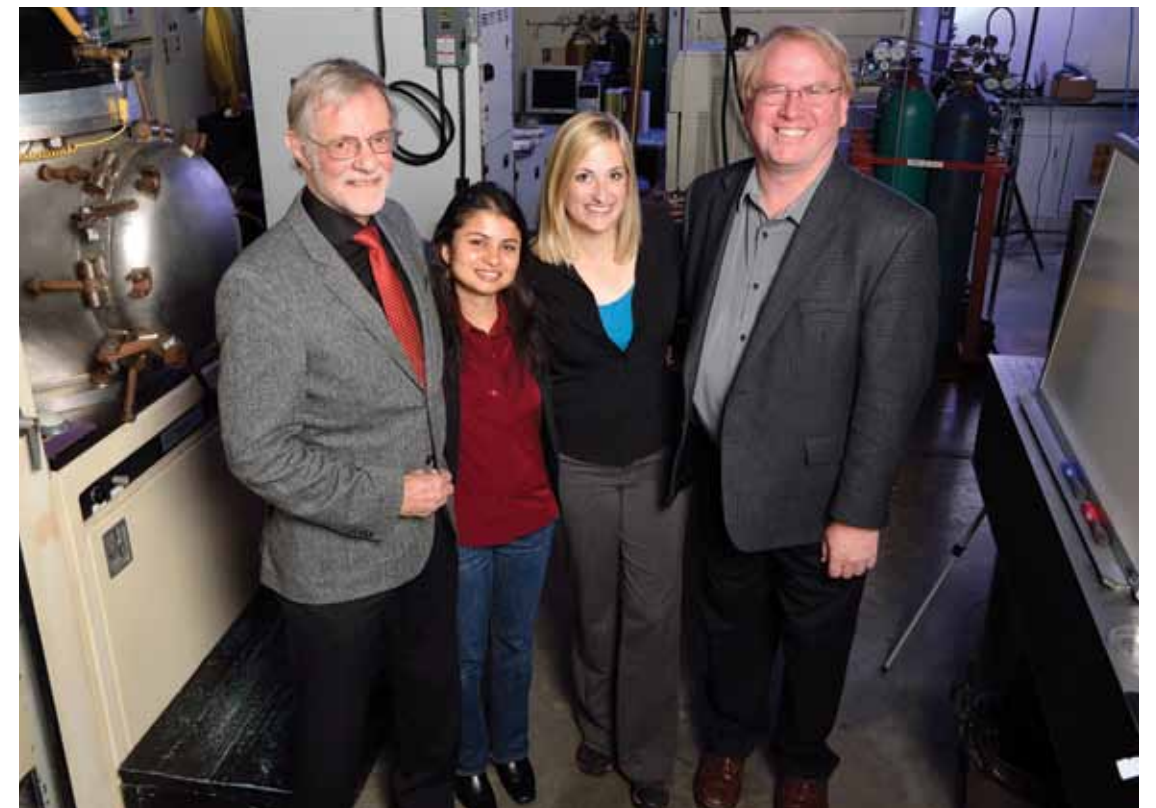
Even in its first year, the Withrows' endowment is already having an impact on business-related initiatives in the college. The Dali Quartet from Chicago will offer performances and workshops to provide an insider's view of how they built and structured their organization creatively and financially. Jacob Cameron ('98, Music) will visit campus to share how he runs his successful summer camps for aspiring young musicians. Additionally, the Withrow endowment is helping to underwrite a Broad College of Business course specifically for musicians as well as the Running Start multidisciplinary program that encourages students to visualize life as a working musician.

"In order to remain competitive it's essential that we offer programing like this," says Rayl. "We are so appreciative to the Withrows for valuing all that we do in the college—our performances, our teaching, and our efforts to develop these all important career building skills in our students."

For more information on making a gift to the College of Music, contact Director of Development Rebecca Surian at surian@msu.edu or by calling 517-353-9872.

Powering a bright future

BY LAURA SEELEY



This is the second year that the II-VI Foundation has funded the diamond electronic devices project carried out in the lab of Jes Asmussen, University Distinguished Professor of electrical and computer engineering, and Tim Grotjohn, professor and chair of electrical and computer engineering. From left to right are Asmussen, graduate students Shreya Nad and Shannon Demlow, and Grotjohn.



Shannon Demlow and Shreya Nad are working to help create diamond electronic devices that could someday power the world's electrical grids and electric vehicles. Runruo (Ted) Chen and Yunting Liu are

investigating power control systems using wide bandgap devices to increase their efficiency and reliability, leading to improved transmission of electrical energy.

These MSU Ph.D. students are able to carry out this research because of the II-VI Foundation's Block-Gift Program for Graduate Student Support.

The II-VI Foundation commenced operations in May 2007. Pronounced "two-six," the name refers to columns II and VI on the periodic table of the elements, the two groups of elements that served as the basis for many of the early materials utilized by a publicly traded company of the same name—II-VI Inc. The company—which develops and manufactures optical and optoelectronic devices used in laser and sensor systems, with applications in industry, medicine, aerospace and the military—and the foundation are unrelated but share the same chairman and technological interests.

"Our society has so many challenges that can be addressed by a highly educated, highly motivated, and creative engineering and scientific community," says Rick Purnell, executive director of the II-VI Foundation. "Our focus is on students—enhancing their research capabilities, their problem-solving and critical-thinking skills, and their ability to

communicate. We want to help them develop the skill sets they will need to meet these challenges."

"It's clear that the II-VI Foundation is interested not only in the research that is being developed, but in the students as they are trained through the foundation's funding," says Demlow. "They genuinely care about every student they fund."

This is the second year of funding for the diamond electronic devices project carried out in the lab of Jes Asmussen, University Distinguished Professor of electrical and computer engineering, and Tim Grotjohn, professor and chair of electrical and computer engineering.

In addition, Fang Z. Peng, University Distinguished Professor of electrical and computer engineering, has received II-VI Foundation support for four years for research in his power electronics lab.

The research funded by the II-VI Foundation "involves a great deal of knowledge and skills in analog and digital circuit design, power electronic circuits and devices, and control theory," says Chen. "And we use what we learn in class to solve practical problems. The analytical and hands-on experience combined provides a perfect cornerstone for us to build up our professional careers."

The two MSU projects are among the 21 academic research projects at 19 universities supported by the II-VI Foundation in 2013-14, and the only ones in the state of Michigan.



What's so **BIG** about a chair?

In the academic world, funding a chair or professorship is a lot bigger commitment than buying a piece of furniture. And it has a much bigger impact. Endowed positions attract rising stars, and these high-caliber professors, in turn, attract the best students.

Ultimately, chair holders provide distinguished leadership in research and education, resulting in teaching, research and knowledge that touches the lives of countless others. MSU currently has nearly 100 endowed faculty positions but dramatically lags behind its peers, putting Michigan State at a disadvantage in attracting and retaining the very best talent.

Take a look at this chair!

Scholarship and understanding of the history, culture, society and politics of Israel is flourishing at MSU, due in large part to the presence of Yael S. Aronoff, holder of the Michael and Elaine Serling and Friends Chair of Israel Studies.

Before joining the MSU faculty, Aronoff was a senior associate at Columbia University's Institute of War and Peace Studies. She also served as the assistant for regional humanitarian programs in the Pentagon's Office of Humanitarian and Refugee Affairs and as the Jacob K. Javits fellow on the

Senate Foreign Relations Committee.

In the spring, Cambridge University Press will publish her book *Israeli Hard Liners Opt for Peace: The Political Psychology of Prime Ministers*.

"The Serling chair is the reason that I am at MSU," says Aronoff, who teaches classes each year with a focus on Israel, including senior seminars on Israeli foreign policy and on the dilemmas of asymmetric wars—subjects that were not previously available to MSU students.

Endowed professorships and chairs—the gold standard of faculty distinction—make MSU a force for creativity, discovery and teaching. Learn more at www.givingto.msu.edu/EndowedChairs.



Yael Aronoff

A national expert on Israeli politics and foreign policy, Yael Aronoff is the Serling Chair at MSU.

Skandalaris Football Center



Now You Know!

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

GLOBAL

Michigan State University ranks in the top 10 for international student enrollment and study abroad participation, according to the Institute of International Education's annual Open Doors Report released in November. International study and engagement offer an important edge in preparing students who can compete anywhere in an increasingly interconnected world, says MSU President Lou Anna K. Simon.

HIGHLY CITED

The Institute for Scientific Information included 27 MSU faculty members on its most recent list of "Highly Cited" researchers. Individuals on the list are among the top 250 researchers worldwide in their respective fields in terms of the number of citations to research published between 1981 and 2007 and represent about half of 1 percent of all researchers in the sciences and social sciences.

40 UNDER 40

The Crain's Detroit Business 2013 class of 40 UNDER 40 includes more alumni from Michigan State University than from any other university. Each year, Crain's honors 40 outstanding individuals under the age of 40 who are making a difference in Southeast Michigan.

Upcoming Events

Watch your mail and email for more information on upcoming events. Unless otherwise noted, events listed will take place in East Lansing.

MSU Wind Symphony at Carnegie Hall

New York, NY
February 22, 2014

Winter University and Brunch

Naples, Florida
March 9, 2014

Green and White Evenings

Miami, Florida, March 11, 2014
Portland, Oregon, April 9, 2014
Bellevue, Washington, April 10, 2014
Denver, Colorado, May 15, 2014

Clash at Comerica

Detroit, Michigan, April 17, 2014

Landon Society Luncheon

May 21, 2014

Developments

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

Non-Profit Org.
U.S. Postage
PAID
E. Lansing, MI
Permit #21

Everything is coming up **Roses**



Alumni, donors and friends flocked to Pasadena. See inside for more photos of the uniquely Spartan events.

Top Row (l to r): Michael and Kathleen ('71, Nursing, '85, Business) Schwartz; Los Angeles Spartans Alumni Club-made posters signaled the Spartan presence; Mary and Jim ('60, Business) Nelson.

Second Row (l to r) Blake ('75, Business and Honors College) and Mary ('77, Natural Science, '79, Engineering) Krueger and Kathleen ('72, Ag. and Natural Resources) and Tom ('71, '73, Ag and Natural Resources) Morris; Lynn ('64, Social Science) and Karl ('63, Social Science) Lady.

Team photo: courtesy of MSU Athletic Media Communications.