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Celebrating 100 Years of MSU Basketball





Bequest Funds Feline Health Chair

ormer MSU Trustee Patricia M. Carrigan (MSU '50), a longtime Spartan and ailurophile, recently made a bequest of \$1 million, and current seed money of \$25,000, to establish an Endowed Chair for Feline Health in MSU's College of Veterinary Medicine. The Chair is the first of its kind in the U.S. A new Center for Feline Care and Well-being, established in conjunction with the Chair, will study the causes of lifethreatening conditions that affect felines and will develop new treatments and preventive methods. In its broader focus on feline health, the Center will also be concerned with such things as feline nutrition, behavior, and relationships with humans.

The Chair is expected to attract a dynamic leader in the field of feline health to add to the considerable expertise and potential that

already exists in the college. MSU is currently one of the few places where kidney failure in cats can be treated by dialysis or transplant. Whoever occupies the chair will also serve as director of the college's new Center.

Carrigan, now a resident of Bay City, was the first woman to manage a General Motors assembly plant, and also the first woman to be elected to MSU's Board of Trustees and to serve as its chairperson. In 1988 she received the Distinguished Alumni Award.

Pat Carrigan was recognized for her \$1 million gift at the College of Veterinary Medicine Feline Health Conference held in Bay City in November.



Tribute Dinner Honors Frank Kelley

n early December, over 700 people gathered to celebrate the retirement of Frank J. Kelley, Michigan's longest serving Attorney General. The event, held on December 9 at the Hyatt Regency in Dearborn, was also de-



Retired Attorney General Frank Kelley (right, facing front) greets some of the hundreds of well-wishers who attended the tribute dinner honoring his career.

signed to raise funds for the newly established "Frank J. Kelley Endowed Chair in Ethics" at Detroit College of Law at Michigan State University. This chair is the first ever established at DCL/MSU. It underscores for the legal community, as well as the publicatlarge, the important place of ethics in the training of lawyers and DCL's commitment to it. The Chair will provide a center of excellence for legal training and bring opportunities for interaction with major legal scholars of our day to the law school and Michigan State University.

"This endowed chair, the first ever at the Detroit College of Law, represents a major step forward for our college," said Patricia Mell, Associate Dean of DCL/MSU at the benefit dinner. "Ethics are so important, so critical in the training of all lawyers today. This chair will have a major impact on the law program and the education of our students." Former Michigan Governor and Michigan State

In This Issue

Field Renamed to Honor Adams	2
Chance at Childhood Endowment Fund	2
All University Campaign	2
Orange County Alumni Scholarship	3
President's Brunch 1998	3
Matilda Wilson Fund Award	4
McConnell Wins Gold Medal	4
Greenmans Make Estate Pledge	4
Student-Athletes Thank Donors	5
In-House Campaigns	5
Grand Rapids Evening of Appreciation	5
Senior Class Honor Wall	6
Professor Receives Equipment Gift	6
Smith Scholarship Announced	7
West Coast Regional Council Meeting	7
CATA Bus Pull Benefits Safe Place	7

continued on page 2

KELLEY continued from page 1

University graduate James Blanchard also spoke of the virtues of the newly established chair at DCL/MSU. He said, "A chair in ethics at DCL/MSU elevates both institutions because of the name Frank J. Kelley, which stands for everything that is good, just and honest." Governor John Engler stated, "Frank Kelley served Michigan with grace, honor and high ethics." Former Michigan Governor William Milliken also commented on the Kelley legacy. "With Frank, there was never any blurring of ethical lines," said Milliken. "Frank had often said we cannot separate what we do from who we are."

The Frank J. Kelley Endowed Chair in Ethics will operate in perpetuity with proceeds from this permanently restricted endowment funded by the donations made by friends and associates expressing their respect and appreciation for Kelley's many years of service and the quality of his accomplishments. By the end of 1998, over \$600,000 had been raised toward a \$1.5 million goal.

Trustees Approve Rededication of Field in Honor of Walter Adams

andon Field, adjacent to Landon Hall, will be renamed to honor former MSU

President and economics Professor

Walter Adams. The MSU Board of Trustees unanimously approved the renaming as a fitting memorial to Adams, who was a strong supporter of the MSU Marching Band.

Band members will now be rehearsing on Walter Adams Field, as they prepare to march into Spartan Stadium on game days. A brick and limestone marker will be erected during the summer at the south end of the field near the pedestrian walkway.



Chance at Childhood Endowment Fund Established at MSU

ormer Lt. Governor Connie Binsfeld, a longtime advocate for children's issues, announced an endowment that will finance the new family advocacy program, the Chance at Childhood Endowment Fund of MSU's Law and Social Work Initiative. Governor John Engler and MSU President Peter McPherson joined Binsfeld in announcing the new program at MSU. Binsfeld donated \$150,000, the seed money for the endowment. The initiative will train social workers and lawyers to better work with families in the court system. Many children involved in the courts have been

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separated from their biological families and have suffered neglect or abuse.

One part of the program is the Family Advocacy and Practice Certificate Program, which will explore ways to improve relations between social workers and lawyers. Graduate students in the School of Social Work and students at DCL/MSU will take the course together. The initiative will better educate lawyers about the social and psychological issues of abused or neglected children. Social workers will learn more about the court system and how to properly prepare families for the legal process.



Lt Gov. Connie Binsfield presents President McPherson with a memento during the Dec. 15 press conference announcing the Chance at Childhood Endowment of the Law and Social Work Initiative at MSU.

A tribute to Binsfeld, including a fundraiser for the endowment, was held in mid-February. For more information about the endowment, contact Nannette Bowler at 517/432-3737.

MSU Federal Credit Union Lends Support to 1999 All University Campaign

he MSU Federal Credit Union recently announced that it would make a generous grant to the 1999 All University Campaign as part of its ongoing support of MSU programs. This grant will improve the campaign's ability to bring attention to many of the worthy MSU programs warranting financial support.

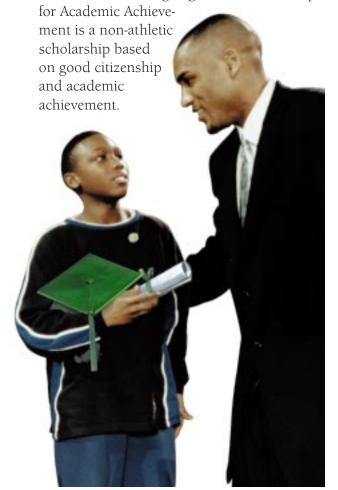
The All University Campaign is MSU's annual campaign that provides an opportunity for faculty and staff to make financial gifts to Michigan State University. In fiscal 1997-98, nearly 4,500 active faculty, staff and retirees made gifts and pledges to MSU totaling a record \$4,975,000 (including planned gifts). The 1998 All U campaign raised 25% more gifts and pledges than in 1997. This strong support of MSU by the faculty and staff is essential to the university's mission.

The 1999 All University Campaign cochairs are Michael L. Moore, professor of Industrial Relations and Human Resources in the School of Labor and Industrial Relations, and Elba Santiago LaBonte, assistant vice president for Student Services and director of Student Life. The theme of the 1999 All U Campaign is "Imagine the Future," and will encourage faculty, staff and retirees to think about how their gifts will influence the future of MSU.



Smith Scholarship To Be Awarded To Pershing High Graduate

Steve Smith has funded a scholarship at MSU to be awarded to a Detroit Pershing High School student. The Steve Smith Pershing High MSU Scholarship



Newport Beach Site of Inaugural West Coast Regional Council Meeting

lenn Schafer, President of Pacific Life
Insurance Company located in Newport Beach, California, hosted the
first annual gathering of alumni volunteers
who have agreed to serve on the West Coast
Regional Council (WCRC). Schafer is an
alumnus of the Eli Broad College of Business.
Seventeen of the twenty-three charter members, along with MSU Trustee Dee Cook,

MSU Vice-President Chuck Webb and regional director Venice Peek gathered in Newport Beach for two days of activities and meetings.

Cook and Webb also had an opportunity to recognize new special and major gift donors among WCRC members, along with their spouses, during one of the gatherings. Dr. Thomas Yunck received his Benefactors plaque recognizing his support of a graduate fellowship in English, named in memory of his father, Dr. John Yunck. Herbert and Judy Patriarche, new Beaumont Tower Society members, provide ongoing support for programs in accounting and education. Carmine and Wendy Guerro support programs in business, and are new Beaumont Tower Society members. Ruth

Charles was recognized as a member of the Hannah Society for the two endowed scholarships she has established in music. Craig and Lisa Murray, MSU Benefactors, were acknowledged for their support of an endowed scholarship in communications, named in honor of his parents.

The WCRC has been tailored to meet the unique needs of the West Coast alumni and is comprised of our most generous and loyal

supporters. The WCRC is also designed to give key alumni the opportunity to develop close ties with MSU administrators, faculty and students, as well as to establish professional affiliations with other MSU alumni and friends. In turn, the university benefits from the leadership influence and financial support that help realize the mission of Michigan State University. The immediate goal is to



Charter Members of the West Coast Regional Council (WCRC):Left, front row: Chuck Webb (MSU), Julie Betwee, Herbert Patriarache, Dee Cook (MSU), John Webb, Patricia Moore, Ruth Charles, Joan Cartwright, Venice Peek (MSU). Left, second row: James Lamond, Daniel McCombs, John Yunck, Michael Getto, Craig Murray, Glen Schafer, Carmine Guerro, William Nordstrom, William Mechnic and Roger Schultz. Not pictured: Douglas Bergman, Edward Birch, Richard Fineberg, Howard Levy, Paul Mistele, James Osborn, Pamela Pyke.

create greater awareness on the West Coast of MSU's strengths derived from its programs, faculty, students and alumni.

A regional office for University Development was created almost two years ago and the Council is an outgrowth of that office. If you would like more information about the WCRC, please contact Venice Peek at P.O. Box 500447, San Diego, CA 92150-0447, or 619/385-0472.

CATA Bus Pull Huge Success for MSU Safe Place



You can't accuse the MSU Development staff of not "pulling their weight" when it comes to charitable giving! The Michigan State University Development team earned first place in the annual Capital Area Transit Authority Bus Pull for MSU Safe Place this past October.

Designed to raise money for the university's domestic abuse shelter, the event calls for teams of 10 people to pull a 26,000 pound bus 100 feet. A driver stays in the bus to step on the brakes at the end of the pull, or in case a participant falls, but the teams do the real work. The University Development staff team, calling themselves the "Moo U UD-ders," and dressed in cow-motif outfits, pulled the bus the required distance in under 15 seconds to take first place in the mixed teams division.

Overall, 24 teams participated in the second annual event, raising \$1,500 for MSU Safe Place. MSU Safe Place was founded by First Lady Joanne McPherson. The first facility of its kind on a college campus, MSU Safe Place provides shelter, counseling and advocacy to members of the campus community suffering from domestic abuse. Over 200 people have benefited from its services since 1994. In addition, Safe Place education programs reach roughly 12,000 people annually.

Matilda Wilson Fund Awards \$1.5 Million to College of Veterinary Medicine

he College of Veterinary Medicine has been awarded a \$1.5 million endowment for the study of equine respiratory disease by the Matilda Wilson Fund of Detroit. The fund's most recent award enhances the relationship between the foundation and the College of Veterinary Medicine, and expands the work of the Wilson Endowed Chair in Equine Medicine, currently held by Professor Ed Robinson.

The Matilda Wilson Fund was formed in 1944 for Matilda R. and Alfred G. Wilson, following the death of Matilda. Mrs. Wilson was a horsewoman, and kept and maintained a number of horses at Meadowbrook Farm in Oakland County, recounted George Miller, president of the foundation. "In fact as a boy I often saw those horses at Meadowbrook," Miller added.

Miller, who is the only remaining trustee to have known Mrs. Wilson, said while all gifts made by the foundation are important, those that directly reflect the wishes of the fund's donor are of even greater significance. "We have to remember that we are able to support organizations because of Mrs. Wilson's dedication of her great fortune to enable us to do so. We know that Mrs. Wilson



These horses are part of a collaborative study on the effects of housing on lungs, limbs and behavior, under the direction of Dr. Edward Robinson.

would have heartily supported the gifts to MSU's College of Veterinary Medicine. We are pleased to be able to support Michigan State University in this way," Miller concluded.

The Matilda Wilson Fund is a member of the Michigan State University Kedzie Society, a formal donor club whose roster includes corporations, foundations and individuals who have each given cumulatively one million dollars or more to MSU.

Former Spartan McConnell Wins National Football Foundation Gold Medal

ormer Michigan State football player
John H. McConnell was awarded the
highest individual honor bestowed by
the National Football Foundation and the
College Hall of Fame — the Gold Medal — on
December 8 at New York's Waldorf-Astoria
Hotel. Former teammate, Robert "Buck"
McCurry inducted McConnell at the prestigious black-tie affair.

McConnell, founder and chairman emeritus of Worthington Industries of Columbus, Ohio, an international manufacturing company with revenues of two billion dollars annually, entered the business world with a bank account of \$1,200 and a bank loan worth \$600. He developed a formula for success with the Worthington Golden Rule: "We treat our customers, employees, investors and suppliers as we would like to be treated." McConnell, who passed along the chairman position to his son, John P. McConnell in 1996, is the founder of the McConnell Heart Health Center in Columbus, owns the Columbus Blue Jackets National Hockey



Robert "Buck" McCurry (left), former Spartan football captain and teammate, posed with John McConnell (right) at the Gold Medal award ceremony.

League team, is chairman of the Law Enforcement Foundation of Ohio, chairman of the board of the Ohio Health Corporation and director of the GMI Engineering and Management Institute.

The Gold Medal is awarded to a person closely associated with college football who has achieved success in an industrial, business, financial, educational or professional career; who has an unblemished reputation for honesty and integrity in business and public life; who has contributed in public service to the welfare of his country and fellow citizens; and who has carried into his professional life the basic values taught in amateur sports.

McConnell joins a prestigious group of fellow award winners: Douglas A. MacArthur, Amos Alonzo Stagg, Herbert Hoover and John F. Kennedy, to name a few.

\$2 Million Estate Pledge Benefits College of Osteopathic Medicine

hilip and Patricia Greenman have pledged the largest planned gift in the history of the College of Osteopathic Medicine, as well as one of the largest planned gifts to MSU from a faculty member. This \$2 million gift to the college, where he served for more than 25 years, will be used for research focusing on cost-effective patient care provided by osteopathic medicine, studies to help determine the efficacy of osteopathic manipulative medicine, basic research, and the training of osteopathic medical students. Dr. Greenman said, "We wanted to use these funds to help the college with research activities that are uniquely osteopathic. Our thought was to provide long-term funding for start-up grants."

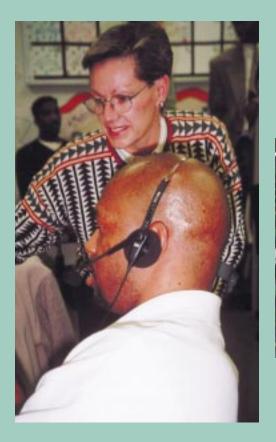
President and Mrs. McPherson hosted a reception honoring the Greenmans at Cowles House in September. The occasion marked Dr. Greenman's retirement from his distinguished career of service to MSU and to the college. He came to MSU in 1972, as chairperson of what was then known as the Department of Biomechanics (now known as the Department of Osteopathic Manipulative Medicine). His roles with the college have included associate dean and associate dean for academic affairs. The occasion also marked the induction of Philip and Patricia Greenman into the Frank S. Kedzie Society.



Left: President and Mrs. McPherson stand with Patricia and Philip Greenman as they receive a plaque commemorating their induction into the Frank S. Kedzie Society.

Student-Athletes Say Thank You

In early December, varsity studentathletes called MSU Ralph Young Fund donors to thank them for their generosity and support. Ralph Young Fund directors Terry Braverman and Terry Fossum assisted while the student-athletes originated over 300 phone calls. Student-athletes included football captains Amp Campbell, Sori Kanu, and Courtney Ledyard; tennis player Trey Eubanks; volleyball seniors Jenna Wrobel and Jenny Whitehead; and hockey players Chris Bogas and Shaun Horcoff, among others. It was a chance for scholarship recipients to send a thank you directly to those who help make their education possible at Michigan State University.





In-House Campaigns Make a Difference

hen most people think of fundraising, they think of a University Development staff person soliciting an individual for a contribution. At Michigan State University there is a unique type of fundraising done at corporations by the employees themselves. These are the Corporate In-House Campaigns.

In a Corporate In-House Campaign, MSU alumni within a company solicit their fellow alumni employees for contributions to MSU. These campaigns, organized and run by alumni volunteers within a corporation, have brought in over \$7 million to the university since 1981.

Ford Motor Company, the first corporation to organize such a campaign for MSU, is the largest and most successful. Over 2,200 MSU alumni are currently employed at Ford, combined with nearly 400 retired alumni. Since the first campaign, over



Ralph Young Fund director Terry Braverman addresses MSU alumni at Ford during the campaign kick-off event. Seated at the head table are: College of Engineering Acting Dean George Van Deusen, Ford campaign associate chair Brooks Bell, Vice President for MSU Development Chuck Webb, Ford campaign chair Mark Leyda, Coach Tom Izzo, and Ford campaign volunteer Mark Ritchie.

\$2 million has been contributed to MSU from alumni at Ford.

This year, Ford Motor Company's campaign chairpersons were Mark Leyda, ('69 MLIR) and Brooks Bell ('70 BA). Together they organized a campaign committee of seven people to assist them in making decisions regarding campaign operations. Incentive programs for volunteers encourage participation in the campaign and reward and thank alumni for volunteering on behalf of MSU. For the past few years the volunteers who raised the most dollars, achieved the greatest participation from their assigned alumni, or recruited the most new donors, have attended a luncheon hosted by former Ford president Alex Trotman, himself an MSU alumnus ('72 MBA). Although Trotman has retired, his legacy of support for the campaign and Michigan State University has not ended. His successor, Jacque Nasser, will host the Awards Luncheon in March.

Other companies, such as Dow Chemical, Dow Corning and Detroit Edison also run in-house campaigns for MSU, with smaller alumni pools. Detroit Edison has about 130 alumni employees, Dow Corning has about 200, and Dow Chemical has close to 400. A company that has a matching gift policy stands a much better chance at success. These policies reward and encourage employees to support higher education and at the same time allow employees some say in how corporate philanthropic dollars will be spent.

Anyone who works for a matching gift company or one that has a significant number of Michigan State University alumni and is interested in starting an in-house campaign can contact Bridget Paff, Assistant Director of Corporate/Foundation Relations, at 517/355-8257 or 800/232-4MSU.

A Special Evening of Appreciation in Grand Rapids

President McPherson hosted forty people from the Grand Rapids area who have made cumulative gifts of \$50,000 or more, a level of generosity that places them in the prestigious Hannah,



Donors Linda and John Stafford talk with Peter McPherson.

Benefactors, and Kedzie Societies. Gathering on Tuesday evening, November 24, in a private dining room of the Amway Grand Plaza, the

guests enjoyed time for socializing and dining together.

James DeLapa ('58 Business) interrupted the steady stream of good-natured conversation that filled the room to introduce the President. After sharing a few words about his nationally-recognized Tuition Guarantee Program, progress made on the Study Abroad Program, and the February groundbreaking for the new Biomedical and Physical Sciences Facility, the President came to his most important point.

"There are few ways that I can say 'thank you' to our donors, especially when they make gifts that change the life of the University. Our margin of excellence is sustained by alumni and friends such as those gathered here this evening, and I thank you for making the choice to give back to MSU."

The Senior Class Honor Wall: Reviving Tradition

"There are so many pleasing things about college life that are ever afterward fresh in the memory and cherished by it, that something is due in return. To commemorate those days in a worthy way should be one of the last duties of the senior class."

- History of the Michigan Agricultural College by Dr. W. J. Beal, c. 1915, Emeritus Professor of Botany

t is in this spirit of giving that the present senior class is celebrating the tradition of student philanthropy that began decades ago. The 1999 Senior Class kicked off their campaign in November with the dedication of the newly constructed Senior Class Honor Wall located on the second floor of the Union Building. The Honor Wall, a gift from the Class of 1997, consists of plaques noting class year, a class quote, total number of dollars raised and total number of senior supporters. The Honor

The Senior Class Campaign has changed in many ways over the years. Some of the most significant changes occurred last year when campaign volunteers decided to get more seniors involved with the effort. The 1998 Senior Class wanted to have a more inclusive campaign and wanted to find more ways to positively affect the lives of fellow Spartan students. They developed a volunteer network comprised of seniors from throughout the campus and allowed seniors to make a gift to any MSU program of their

choice. This was a major change from previous years where one gift was selected as the only option for seniors to support. The 1998 Campaign proved a dramatic success. The number of students making a gift tripled from the previous year's efforts and so did the level of contributions.

The 1999 Senior Class has chosen to continue the new campus-wide approach to the Senior Class Campaign. Kelli Milliken and Tom Olman, 1999 Senior Class Giving Campaign co-chairs, are working with a broad student volunteer base involving representatives from every college on campus. The ultimate goal is to provide

every senior with an opportunity to continue their lifelong relationship with MSU after they leave campus. This is not the end of their commitment, but a new beginning.



Sparty came to lend support as the seniors planned their campaign.

Wall provides a more visible marker on campus of the commitment each senior class makes to MSU through their Senior Class Campaign efforts.



Student volunteers gather by the honor wall.

MSU Professor Receives Valuable Research Equipment

n behalf of Professor James Trosko, Ph.D., MSU's College of Human Medicine received a \$300,000 piece of equipment from Bristol-Meyers-Squibb. This equipment will allow Dr. Trosko to continue research that could significantly impact cancer treatment and other illnesses. Trosko's research has focused on how cells communicate with each other and, more importantly, what illnesses arise when this communication breaks down. Cellular communication is necessary for cells to proliferate, to differentiate into various cell types (which have different functions in the body), and to synchronize their cellular functions.



Clockwise from top left: Vice President for Research and Graduate Studies Robert Huggett, College of Human Medicine Dean William Abbett, Professor James Trosko, College of Veterinary Medicine Associate Dean for Research and Graduate Studies John Baker, and Assistant Professor Margo Holland pose with the new equipment.

The new piece of equipment, a Laser-Assisted Image Analyzer, allows Trosko to observe visually what individual living cells do, down to monitoring singular molecular events in single cells. Trosko and his colleague, Chia Cheng Chang, Ph.D., have also utilized this research on cellular communication to understand and ultimately clone stem cells. By studying how stem cells communicate, Drs. Trosko and Chang have isolated and cloned human kidney and breast stem cells and are currently working on characterizing stem cells in the brain and pancreas. Such findings could improve treatment for brain injuries and diabetes in the future.

As Trosko has observed, "With the Laser-Assisted Image Analyzer from Bristol-Meyers-Squibb, I, my colleagues, and my students can continually engage in cutting edge research, particularly as it relates to cloning stem cells." The importance of equipment gifts from companies and organizations cannot be overstated. These generous gifts from companies like Bristol-Meyers-Squibb provide essential tools for improving our research capabilities.

Orange County Alumni Club Presents \$100,000 Scholarship Gift To MSU

hey may live in Orange County, but these loyal Spartans remain green through and through. Proving there are no boundaries when it comes to that generous Spartan Spirit, the Michigan State University Orange County (California) Alumni Club has pledged \$100,000 to establish an endowed scholarship fund. This is the largest commitment made by an MSU alumni club outside the state of Michigan.

This past summer, the club's board voted unanimously to make the pledge, which was initiated with a cash gift of \$20,000 to be used as a payment toward the commitment. "Our goal was to find a way to help collegebound students from Orange County attend Michigan State," said board member Jim Lamond. "We're very proud of the way the membership came through," he added.

To be eligible for the scholarship, a student must be a resident of Orange County and enrolled as a full-time, undergraduate student at MSU. Students who are incoming freshmen must have a minimum grade point average of 3.0 and a well-rounded background. "We're looking for someone who has been active in school and community activities," Lamond said, "someone who cares about his or her community."

Most of the funds raised for the scholarship will come from the club's annual golf outing. Orange County Club president Mark Auerbach said he would like to see other clubs follow their lead. "We'd like to issue a challenge to all the MSU alumni clubs



Members of the MSU Orange County Alumni Board: 1st row, from left: Mark Auerbach, Bill Nordstrom, Stephanie Beamer, Loren Wall, MSU Trustee Dee Cook, James Lamond, Cristina Huff, Julie Gremel, MaryAnne Sirotko-Turner, James McClain.

2nd row, from left: Gary Pyatt, Rich Saul, MSU Vice-President Chuck Webb, Phil Johnson, Michael Simons, Brent Kleiman.

around the country to match or surpass what we're doing," he said. "I can think of no better way of supporting our university."

An endowed fund is a method of allocating certain gifts to an investment portfolio. The fund is then invested to earn income each year and, as the principal grows, so does the income, which is used to support a number of programs, including scholarships.

"This is a perpetual fund," Auerbach said.
"That means it will always be supporting generations of MSU students." When fully funded at \$100,000, the scholarship will generate a minimum of \$5,000 annually for scholarships. There are approximately 13,000 alumni living in California, with more than 1,400 living in Orange County.

Celebrating the Achievements of the MSU Student – President's Brunch 1998

he 1998 President's Brunch, held on October 31 at the Kellogg Center at Michigan State University, was once again a huge success, with attendance topping 800. The theme of this year's event was "Celebrating the Achievements of the MSU Student." The annual brunch, hosted by President McPherson, featured several of MSU's top student scholarship recipients, as well as the MSU cheerleaders, members of the MSU Marching Band and the always-popular Sparty.







Above: President McPherson praised the quality of our students at MSU, while thanking donors for their contributions and support.

Above left: Student scholarship recipients had an opportunity to speak about the importance of their awards at MSU. Kim-Hien Thi Dao is a doctoral student in the College of Osteopathic Medicine.

Left: The Spartan Marching Band performed the MSU Fight Song for the group.