

DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

FALL 2023

A CLOSER LOOK

Endowment Empowers MSU Physics



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DEVELOPMENTS

PACKAGING PROMOTION

At MSU's School of Packaging, students are taking full advantage of modernized learning spaces, thanks to the generosity of alumni and donors that led to much-needed renovations. Established in 1952, the MSU School of Packaging was the first packaging school in the U.S. and now is the largest packaging program in the country, with over 600 students. It is the only school that offers a Ph.D. in packaging and boasts 10,000 alumni worldwide.

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.

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To explore how you might provide financial support to MSU, contact the University Advancement office in your college or unit or call (517) 884-1000.

Estate Planning
To remember MSU in your will, personal trust, qualified retirement plan or IRA, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000.

The correct reference is Michigan State University, East Lansing, Michigan, and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, visit giftplanning.msu.edu.

Learn more at givingto.msu.edu

A FIRST FOR TANZANIA FELLOWSHIP PROGRAM

Inaugural graduate focused on literacy

The first recipient of the Daryl and Glenda Minor Tanzania Fellowship, Abdul Mutashobya (Muta), has graduated with a master's degree in teaching English to speakers of other languages.

The fellowship provides two years of support toward the completion of a master's degree for an entering Tanzania student committed to work that contributes to inclusive social and economic development in Tanzania.

"Glenda and I have supported economic and educational development programs in Tanzania for many years, but we wanted to do more, and we thought the fellowship was the best choice for us," says Daryl Minor.

Abdul is already applying his skill and knowledge to a position as the digital literacy and learning program coordinator and ESOL (English for speakers of other languages) instructor at the Refugee Development Center in Lansing. He aspires to work in the education field with an international organization serving refugees. Additionally, he hopes to return to Tanzania to build programs that enhance students' literacy skills in Swahili and English.

During his time as an MSU graduate student, Abdul worked closely with the Tanzania Partnership Program (TPP) in MSU's International Studies and Programs (ISP). The TPP is the first program of MSU's Partnerships for Sustainable Community Development, an initiative to mobilize transformative collaborations to respond to poverty- and hunger-related challenges facing communities across the globe.

Abdul dove into research focused on ways Tanzanian students could take command of the English language and build speaking skills to further their education and careers. "The fellowship introduced me to remarkable individuals within MSU International Studies and Programs," he says, noting that he is deeply grateful for the connections he forged, which not only broadened his network but also significantly influenced his career goals.

"Abdul's aspiration to work with international organizations serving refugees and to enhance literacy programs in Tanzania



Daryl and Glenda Minor Tanzania Fellowship recipient Abdul Mutashobya (center) celebrates graduation with Daryl Minor (right) and Tanzania Partnership Program Director Kwame Yeboah (left).



Daryl and Glenda Minor

demonstrates the fellowship's success in shaping future leaders," adds Daryl. "As Abdul described, the connections formed through the fellowship played a pivotal role in reshaping his career trajectory, making it a transformative experience."

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LEARN MORE about support for International Studies and Programs by contacting Senior Director of Development Mike Lindhout at lindhou7@msu.edu or by calling (616) 802-7173.

AFRICAN AMERICAN AND AFRICAN STUDIES STRENGTHENED BY TRANSFORMATIVE GIFT

Adrian Dominican Sisters choose MSU for social justice goals

A gift of \$500,000 that's rooted in reparations and recognizes the powerful contributions being made by the Department of African American and African Studies (AAAS) toward racial and social justice will benefit the students and faculty for generations to come.

The Adrian Dominican Sisters, a Catholic congregation of more than 400 Dominican sisters and 200 laypeople headquartered in Adrian, Michigan, gifted the money to create student scholarships within AAAS and to support AAAS faculty with student engagement initiatives.

"We looked at all Michigan institutions of higher education and what kind of programs they had for Black studies or African American studies, and it was MSU's program that jumped out at us as being the most dynamic, interesting, alive, committed, and unequivocally, unabashedly unapologetic about Black Lives

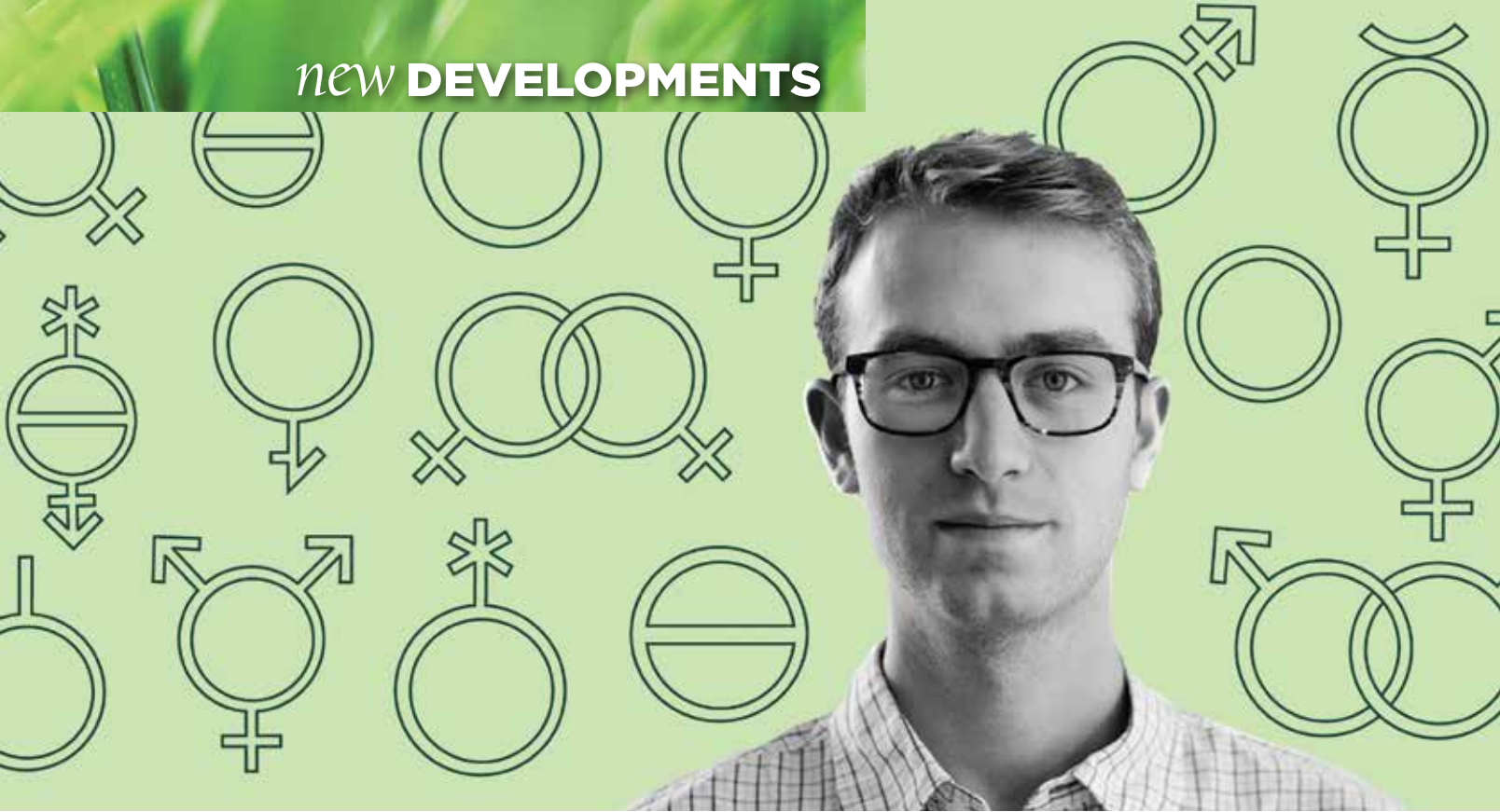
Matter," says Sister Elise D. Garcia, prioress of the congregation. "We were so struck by the integrated approach of all the different elements that are being taught and are part of the department. It aligns with our sense as Dominicans of the integration of study, community, prayer and ministry in justice. MSU's program was the one we were drawn to and wanted to support."

AAAS is the newest department within MSU's College of Arts & Letters. In 2022, the department launched the Bachelor of Arts in African American and African studies and celebrated the opening of its new space on the second floor of North Kedzie Hall.

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LEARN MORE about support for the College of Arts & Letters by contacting Senior Director of Development Christine Radtke at rattkech@msu.edu or by calling (517) 432-6693.



Students in the newly launched Department of African American and African Studies.



Canton Winer is the third Stephen O. Murray scholar in residence.

MURRAY SCHOLAR EXPLORES GENDER

This year's Stephen O. Murray scholar in residence in James Madison College is Canton Winer

BY BETH BRAUER

This year's Stephen O. Murray scholar in residence is Canton Winer, an assistant professor of sociology and women, gender and sexuality studies at Northern Illinois University.

The residency is thanks to an endowed program created to honor the legacy of James Madison College alumnus Stephen Murray ('72), who passed away in 2019, by his longtime partner Keelung Hong. Keelung's gift also funded a new space for the Stephen O. Murray and Keelung Hong Special Collections at the MSU Libraries.

The scholar in residence program encourages LGBTQ+ scholarship by providing academics access to archives located in the special collections and by supporting their engagement with the college community through public lectures and workshops. Winer's research in asexuality and ungendering pushes people to consider the scope of queer scholarship.

"When I saw explicit support for queer-oriented research, it was an opportunity I knew I needed to pursue. I especially love James Madison College's openness to interdisciplinary approaches

to teaching," Winer says. "What a gift it is to receive instruction in small class sizes at a large public university; you don't find many public institutions offering that."

At his first public lecture this fall, Winer explained that by pursuing an area of queer studies that is often overlooked, he gains more insight about the spectrum of sexuality and gender identity. "When we focus on the margins, we learn about the center," he says.

Fundraising continues for the libraries' special collections, which is being expanded and moved from the main library basement to the third floor of the east wing—a more secure, climate-controlled and protected space for the more than 500,000 unique materials it houses.

LEARN MORE about support for James Madison College by contacting Director of Development Rocky Beckett at beckettr@msu.edu or by calling (517) 884-1278; and learn more about support for MSU Libraries by contacting Director of Development Caitlyn Perry Dial at dialcait@msu.edu or by calling (248) 535-2246.

CHRYSLER BOOSTS MSU SAFE RIDE

Gift of Chrysler Pacifica van helps ASMSU expand program

Thanks to Stellantis, MSU Safe Ride has a brand-new van to transport students who use the service to get around campus and East Lansing late at night.

Stellantis' Chrysler brand donated a 2023 Pacifica all-wheel drive minivan for the Associated Students of Michigan State University's, or ASMSU, Safe Ride program.

MSU Safe Ride provides free transportation on campus from 10 p.m. to 3 a.m., seven days each week, as a safe and accessible alternative to traveling alone late at night. The service is managed by ASMSU, the undergraduate student government of MSU.

"The safety of students at Michigan State University is paramount, especially in light of the tragic event that affected the entire university community in February," says Chrysler Brand Chief Executive Officer Chris Feuell, an MSU alumna of the Eli Broad College of Business. "Chrysler wanted to have a meaningful role in providing support where it would have an immediate and lasting effect."

The Pacifica minivan was presented to MSU in a ceremony held on MSU's East Lansing campus. The donation also includes two Calm Cabin packages. Introduced earlier this year, the

Calm Cabin package helps those with autism feel calm, safe and comfortable; including these items in the minivan aligns with MSU's commitment to support a diverse population, including students with neurodiversity.

"Michigan State appreciates Chrysler's contribution to helping ensure our campus is as safe and supportive as it can be," says Interim President Teresa K. Woodruff, Ph.D. "This van will be part of an important student-led transportation service, and we also thank alumna Chris Feuell for her engagement with the university."

ASMSU Vice President of Financial Operations Drew Gardner expressed appreciation for this gift, which will help grow the program and have a positive impact on his fellow members of the student body.

"We are grateful for this donation and know that this van will give us the opportunity to focus on the expansion of the already popular Safe Ride program at MSU," he says. "Continuing to make campus feel safe for all students is a large priority of ASMSU, and it is exciting to envision how our program could develop with the additional van in our fleet."

LEARN MORE about support for MSU Safe Ride by contacting Associate Director of Development Danielle Matlick at matlickd@msu.edu or by calling (517) 353-2116.



Chrysler Brand Chief Executive Officer and alumna Chris Feuell with the 2023 Pacifica all-wheel drive minivan given to ASMSU's Safe Ride program.

YOU ARE A SPARTAN OF GIVING TUESDAY

Every fall, Spartans come together and unleash the power of their collective generosity on the Tuesday after Thanksgiving.

Last year, 1,871 Spartans gave \$414,006 to MSU on Giving Tuesday. Among them were alumni, recent graduates, community members and even students—all wanting to support causes and initiatives universitywide.

This year, Spartans joined together on Tuesday, November 28, to be a sPARTan of it all.

LEARN MORE at go.msu.edu/give-tuesday



The Philanthropist Award is given every fall at the MSU Alumni Grand Awards Gala in recognition of those who have demonstrated outstanding philanthropic responsibility toward MSU, and whose generosity inspires others.

PHILANTHROPIST of the YEAR Bonnie Larson

YOU ARE A PART OF SOMETHING GREAT

MSU receives high marks in multiple national rankings

MSU's recognition by four different external ranking publications saw marked increases this fall.

First, U.S. News & World Report's 2024 edition of Best Colleges saw MSU's overall rank improve 17 places to achieve the university's highest overall rank to date, tied for No. 60. In addition, MSU is tied for No. 28 among public universities.

In its 2024 edition of Best Colleges in the U.S., The Wall Street Journal and College Pulse ranked MSU No. 14 among public institutions and No. 57 overall out of 400 universities nationwide.

Also this fall, in Washington Monthly's 2023 edition of Best Colleges, MSU improved three places in the overall national ranking to No. 45 and two places among public institutions to No. 21.

Washington Monthly also ranked MSU No. 16 in the Midwest region for Best Bang for the Buck.

Additionally, the Forbes 2023 edition of America's Top Colleges ranked MSU No. 24 among public universities.

This year's Alumni Grand Awards Philanthropist of the Year is Bonnie Larson, a cultural leader who is an advocate for the arts in Southeastern Michigan and at MSU.

"Bonnie has set herself apart as a dedicated Spartan who inspires many with her unwavering commitment to philanthropic leadership," says Kim Tobin, vice president of University Advancement.

For Bonnie, philanthropy is a way of life. "If you find something that you're passionate about, it's a joy to be able to give to that organization or that program to see that you're making a difference somewhere."

Bonnie is quick to emphasize that philanthropy takes many forms. "Philanthropy can happen on many levels. It can be someone's talent. Someone's time. It doesn't always have to be financial."

MSU holds a special place in Bonnie's heart. "I have a great history here. Many happy memories. And it means a lot to me."

Many of Bonnie's family members are Spartans, as were her parents. "My dad was brought up in Chicago, but he ended up here at Michigan State and was such a great Spartan. He went on to be president of the alumni association. And I think our first song that we ever knew growing up was the Michigan State Fight Song."

Bonnie became a Spartan herself with a bachelor's degree from the College of Social Science. Eventually, she established the Cecile A. and Donald R. Borgeson Education Enhancement Fund within the Eli Broad College of Business, in honor of her parents.

Also a steadfast supporter of the arts, Bonnie is a founding member of MSU's Eli and Edythe Broad Art Museum and chaired its International Advisory Board. And she has held leadership positions in iconic arts institutions, including the Detroit Institute of the Arts and the Detroit Symphony Orchestra (DSO).

"I believe that art and music are the heart and soul of a community," says Bonnie.

She created two scholarship endowments to support aspiring musicians in the Community Music School in Detroit and the College of Music. Additionally, she facilitated valuable partnerships between the college and the DSO and is a member of the college's National Leadership Council.

Additionally, she has endowed a scholarship for student-athletes in men's basketball at MSU in honor of Coach Tom Izzo

"IF YOU FIND SOMETHING THAT YOU'RE PASSIONATE ABOUT, IT'S A JOY TO BE ABLE TO GIVE TO THAT ORGANIZATION OR THAT PROGRAM TO SEE THAT YOU'RE MAKING A DIFFERENCE SOMEWHERE."

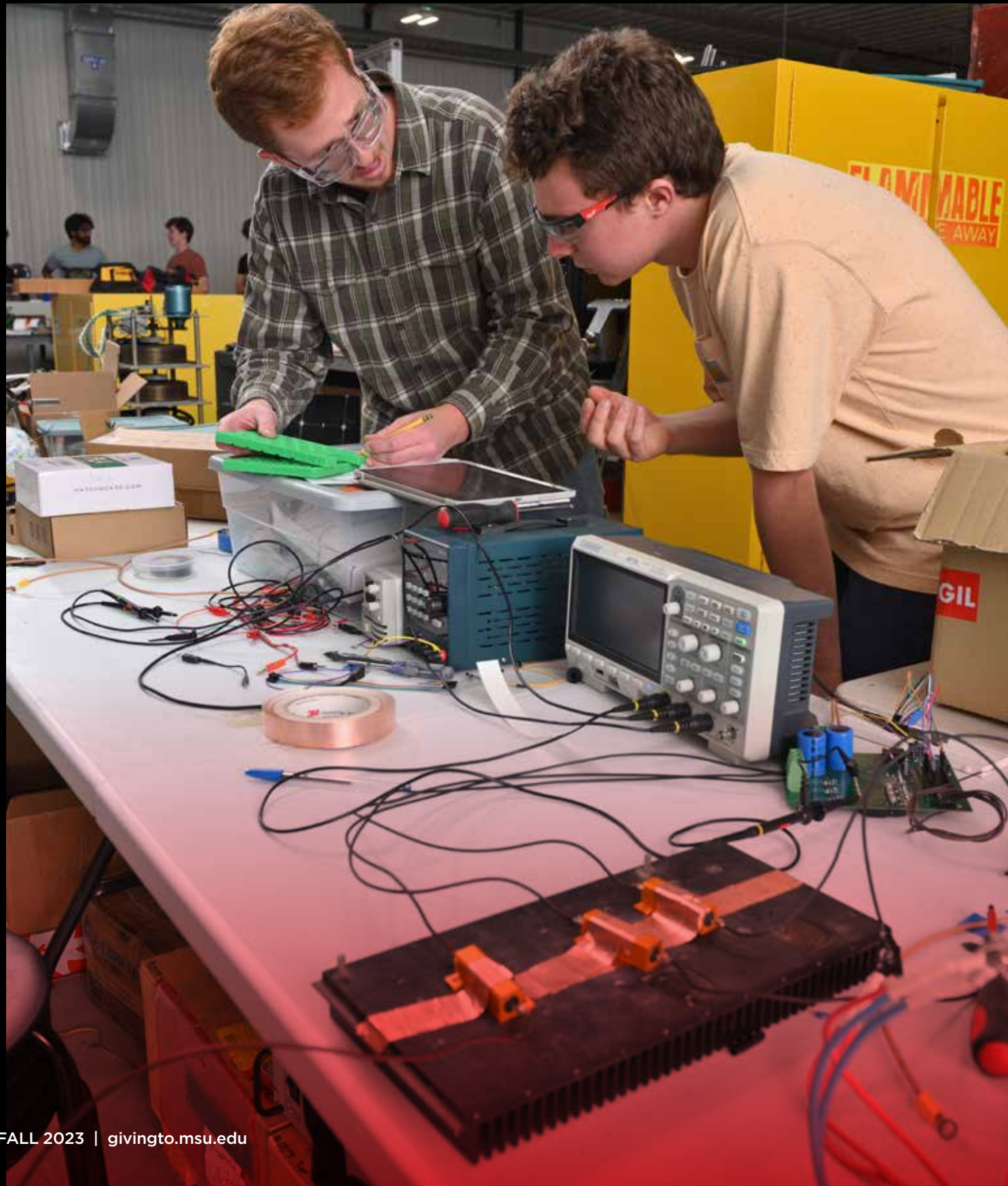
and recently joined the Athletic Director's Advisory Board.

"Our students are our future," says Bonnie. "Creating supporting endowments at Michigan State is my way of helping to ensure that future generations will be able to reach their full potential."

A SPACE TO ENGINEER THE FUTURE

William A. Demmer Engineering Center gives student groups hands-on learning experience

BY ERIC LACY



Life in the 10,000-square-foot William A. Demmer Engineering Center moves fast as several MSU engineering student organizations occupy the new space at Farm Lane and Mount Hope Road.

If it weren't for the generosity of longtime MSU supporters Bill and Linda Demmer, many of these groups would still be working in spaces scattered across campus. Now they are focused on building community, learning from each other and developing valuable job skills while they specialize in everything from electric, solar and off-road racing to human-powered vehicles and mobility-inspired exoskeletons.

"The William A. Demmer Engineering Center has given everyone a home," MSU Solar Team president Prerana Gunda says.

The dedication for the \$4 million facility took place in October 2022 and opened to hundreds of students in August 2023. Students now have on-campus access to a collaborative environment where they are involved in building governance, starting with the establishment of safety rules, building access protocols and project management.

Students meet with MSU College of Engineering staff and faculty several times per month to provide status updates and progress reports: all valuable preparation for future careers.

"The MSU facilities team, working with the students and their needs, has created an outstanding facility for engineering teams to work on projects," says William (Bill) Demmer. "My wife Linda and I are proud to be connected to my school in such a meaningful way. It is a real pleasure to be associated with an effort designed to inspire both world-class learning and teamwork."

MSU College of Engineering Dean Leo Kempel is grateful for Bill and Linda Demmer's vision for the facility and support.

"This facility offers expanded opportunities for our students to explore their interests in a hands-on manner, outside the classroom," Kempel says. "In doing so, they are learning much more about how the business community gets projects completed and how to compete at the highest level among our peers."

More experienced teams pass on their knowledge to newer teams, and all teams leverage the space for recruiting new members. Students bounce ideas off each other, share resources and get each other prepared for competitions against other universities and colleges.

MSU Rocketry recently gave some extra carbon fiber to the Formula Racing Team in exchange for some tips on how to make its new rocket tube stronger and lighter.

"We're one university," says MSU Rocketry Team co-chief engineer Robert Dessy, a mechanical engineering junior. "We're not competing against each other."

The William A. Demmer Engineering Center offers students full access to a flexible workspace where walls and barriers are kept to a minimum. A design center inside the facility features a bank of computers and equipment, including plotters and 3D printers as well as designated spaces for machinery, tooling, worktables and benches, welding areas, computers, meeting rooms, a body shop area, storage crates and even fly zones for rockets and drones.

Student groups working at the facility treat their organizations like small businesses. There are strategies to develop, travel budgets to manage and corporate sponsor relationships to cultivate and maintain.

Major employers like Tesla, Ford, General Motors, Hyundai and Johnson & Johnson are drawn to the students who are actively involved and leading projects at the facility. Many students have already been contacted and hired for internships and full-time jobs.

This is the best learning atmosphere as students prepare for engineering careers, says Alice Shirley, a Michigan State University data science sophomore.

Shirley, from Metro Detroit, didn't know much about cars a few years ago. Now as the MSU Formula Racing Team's cockpit lead, she is responsible for designing the 500-pound, \$250,000 student-crafted vehicle's seat, steering wheel and pedal systems. The vehicle can travel 85 miles per hour and will convert to electric power next year.

"When I come to the center, I can see how the skills I learn here apply outside the classroom," Shirley says. "Every day is exciting and new."

LEARN MORE about support for the College of Engineering by contacting Senior Director of Development Michael Wallace at walla203@msu.edu or by calling (517) 282-0802.



The Demmer Engineering Center is a busy hub for competitive student engineering teams, who design, build and test innovative racing vehicles, rockets, assistive medical devices and more.

A CLOSER LOOK

*How an endowment is making MSU
an experimental physics powerhouse.*

BY DEVON BARRETT

Think back to the people who raised you—your parents, guardians, close family members. The adult figures who saw you off to school every morning, made sure you had dinner every night and spent the hours in between at work. Doing a job.

It may have taken you years to develop a full understanding of what your parental figures did for work, whether they enjoyed it, whether they found it fulfilling ... whether their time at the proverbial “office” was remarkable in any way.

Randy Cowen has known for a long time that his dad’s career was remarkable.

CONTINUED ON PAGE 12



Professor Jerry Cowen

Professor Jerry Cowen earned his doctorate in physics from MSU in 1954, joined the physics department as a professor the following year, and spent the entirety of his 44-year teaching and research career at MSU.

His devotion to MSU—his research, his students and his department—and the joy it brought him was very clear to his family, and in 2000, shortly after his passing, his son Randy made a gift to MSU to honor his legacy.

“I saw both through his love of teaching and research what great faculty members can mean to a university and to the students,” Randy says. “I wanted to do something to honor his values and my values by helping MSU attract great faculty members to the physics department, to continue doing what my father had done so well both in research and in teaching.”

In that vein, Randy’s gift created the Jerry Cowen Endowed Chair of Experimental Physics, which today provides financial support to promising young researchers in physics over a period of five years, as they grow their own research and make their academic home here at MSU in the field that Jerry Cowen loved.

GOOD FOR THE FIELD

We know this to be true: Endowed faculty positions are good for the university.

They are a tool that helps MSU recruit outstanding people from other top-tier institutions around the country and the world, they are a means of recognizing the great work of faculty members who are already here, and they are a way to help promising researchers at any point in their careers to really dig into the work that excites them most.

Funding from an endowed position can mean consistent, reliable seed money to tackle big ideas, explore new areas, launch a new project, invent something and earn recognition from institutions outside the university (which often leads to more funding later on). It can mean adding personnel to a research team—hiring a colleague, supporting a grad student or offering a paid research assistant opportunity to a promising undergraduate. It can mean more opportunities to get out in the field, wherever the field happens to be.

But endowed positions are also good for the

field—especially fields that rely heavily on experimentation.

Because the more experiments are done, the more new avenues there are to explore, and the bigger the field gets.

And that’s where the Jerry Cowen Endowed Chairs come in.

Matthew Comstock and Johannes Pollanen both joined MSU as assistant professors and were the first two faculty members for whom the Cowen Chair position helped launch lengthy and fruitful careers at MSU—both having recently been promoted to associate professors with tenure.

Comstock was the first, joining MSU in 2012 and building up a research group focused on investigating physical processes in biology through the use of advanced, precision single-molecule measurement and manipulation.

Pollanen arrived in 2016 and immediately launched the Laboratory for Hybrid Quantum Systems, where he and his team are focused on exploring the fundamental physics and potential quantum information science applications of low-dimensional quantum electronic materials and devices.

DRAWING ATTENTION

Tyler Cocker and Jonas Becker are the Cowen Chairs currently receiving support from the endowment.

Cocker came to MSU in 2018, and even before he arrived, he’d already made a significant contribution to the field of experimental physics.

As part of his Ph.D., which he earned in 2012, he and colleagues invented the field of terahertz scanning tunneling microscopy. The methods they developed enabled them to observe and record what happens to single molecules and the individual atoms of solid materials under the influence of terahertz waves, which, until recently, were a notoriously inaccessible range of waves that occur in the liminal space on the spectrum between microwaves (which are generated by electronics) and visible waves (which are generated by photonics). This work lays the groundwork for novel technologies in quantum physics, molecular electronics and nanotechnology.

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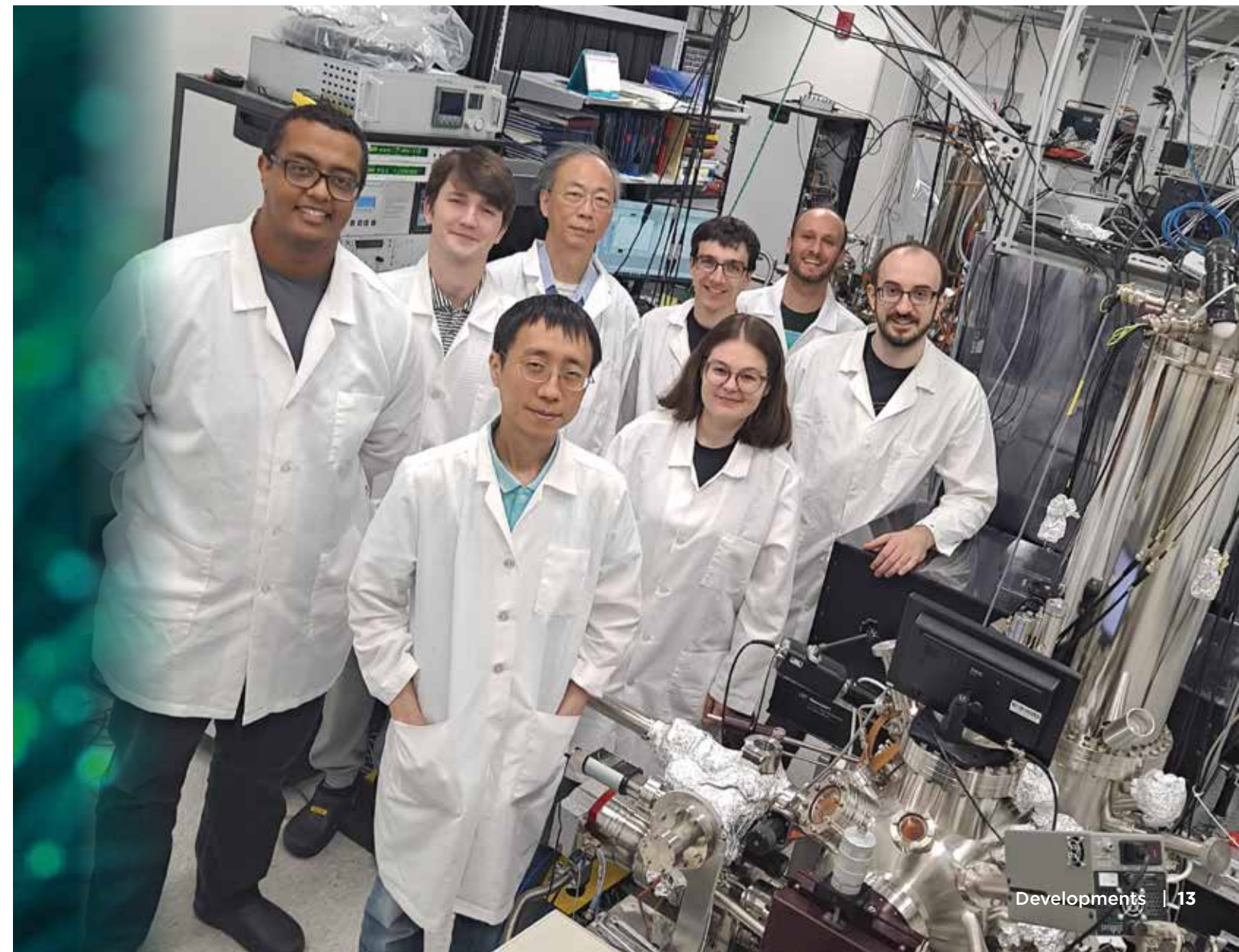


Randy Cowen

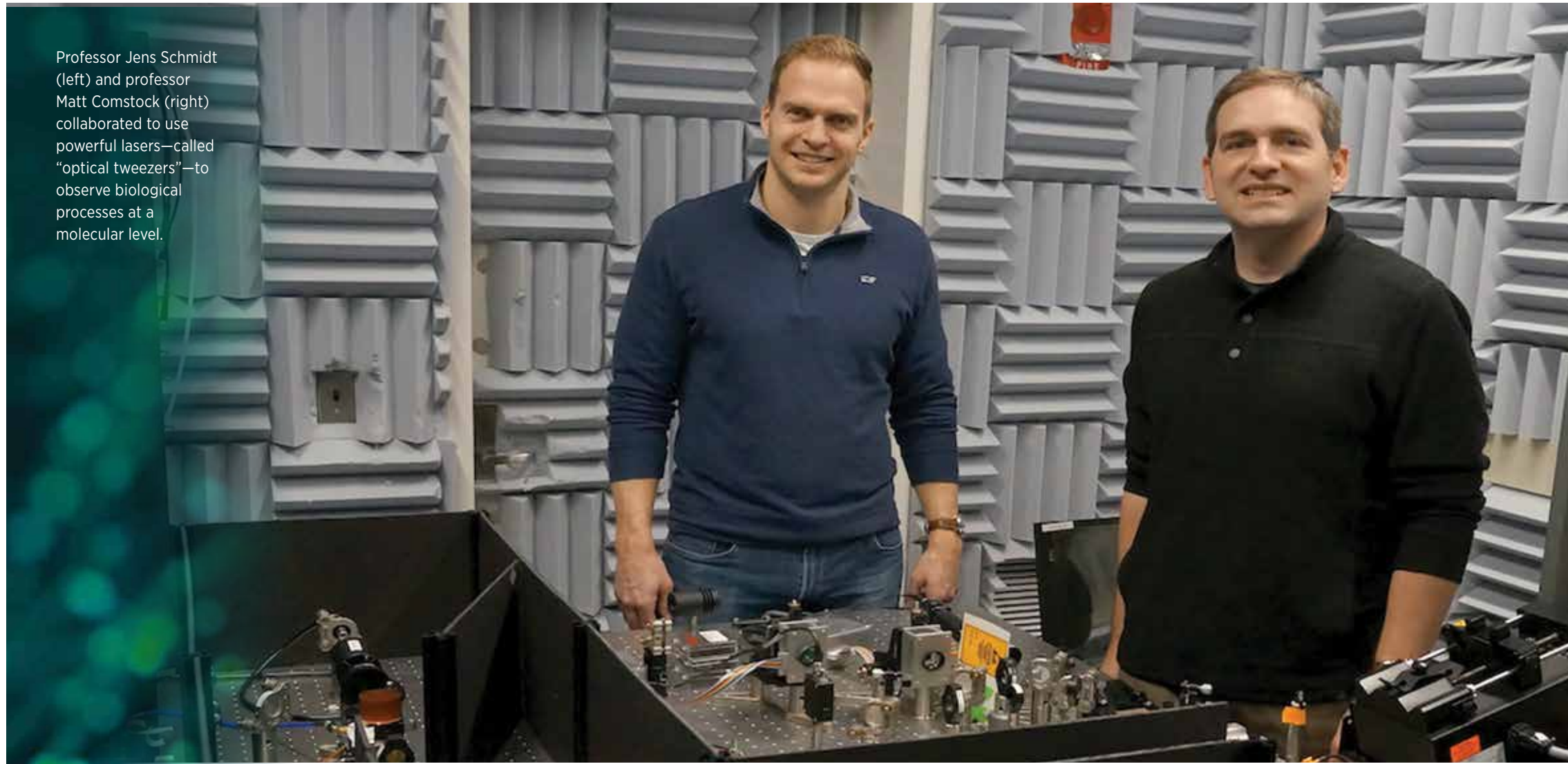
Professor Tyler Cocker (far back, right) and members of his current team in the THz-STM lab.



Doctoral student Joe Kitzman (left) and professor Johannes Pollanen (right) talk about a device used in qubit experiments.



Professor Jens Schmidt (left) and professor Matt Comstock (right) collaborated to use powerful lasers—called “optical tweezers”—to observe biological processes at a molecular level.



CONTINUED FROM PAGE 13

Funding from the Cowen Chair—which Cocker was awarded in fall 2019—enabled him to assemble what he calls the “super team” that helped launch his lab. He brought on his former research partner Vedran Jelic as a postdoc and was also able to offer financial support to his lab’s first Ph.D. student, Eve Ammerman.

And, unsurprisingly, with the lab up and running so quickly, success followed. Members of the team earned poster, presentation and teaching awards; they published papers; and Cocker himself was awarded the 2021 Young Scientist Award from the Infrared, Millimeter and Terahertz Wave Society and a Young Investigator award from the Army Research Office. And—as any researcher will tell you—funding begot funding. The lab began receiving grants from the Office of Naval Research and the Air Force Office of Scientific Research, among others.

“What allowed us to really kickstart things and get set up really quickly and generate these results that led to getting us funding was having the Jerry Cowen Endowed Chair in the first place. Of course everybody wants to fund it once it works!” Cocker joked at his endowed faculty investiture, which took place

belatedly in 2022 due to the pandemic.

But in all seriousness, he credits Cowen’s support for the atmosphere he has been able to foster in his lab.

“The generous support of Randy Cowen is helping to nucleate new projects in my lab in the spirit of curiosity-driven physics research. Of all the components that go into a state-of-the-art research lab, the vibrancy and creativity of motivated graduate students and postdocs is the most important, and Randy’s gift enables them to thrive.”

LIGHTING UP THE WORLD

Jonas Becker can say the same. He came to MSU in 2021 and leads the Solid-State Quantum Optics group, where he and his team use optical- and microwave-based methods to study and control the interactions of light and matter.

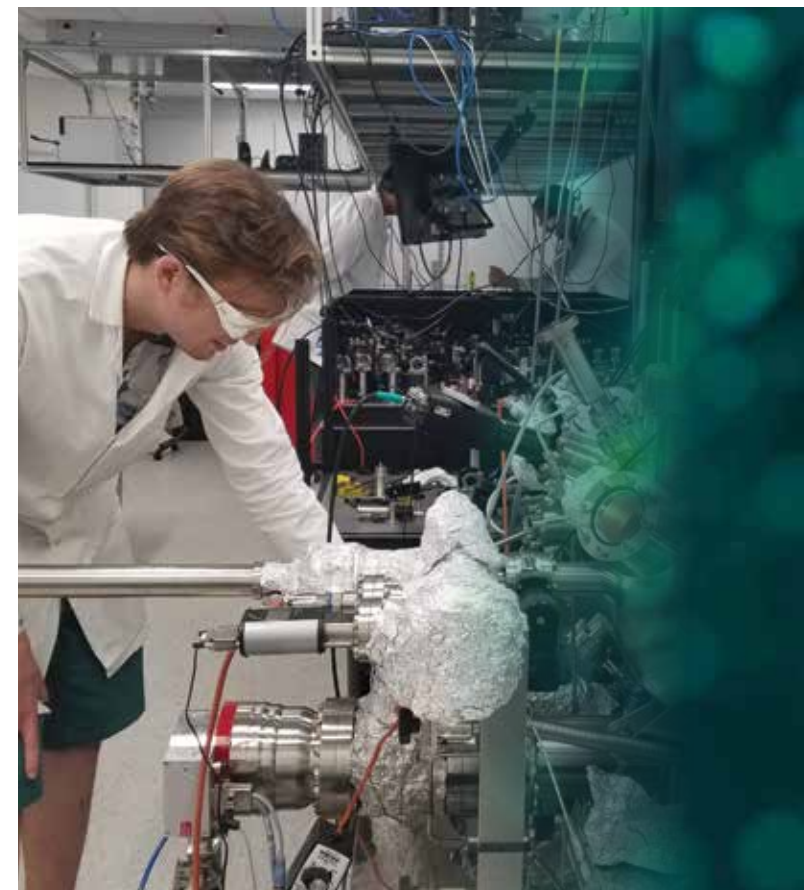
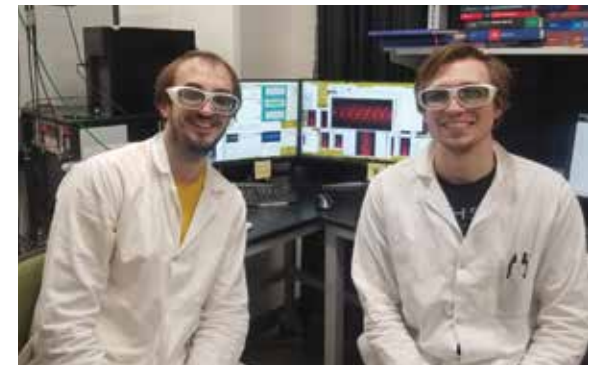
In a presentation at his investiture ceremony in 2022, he used the beloved *Star Wars* Jedi weapon of choice, the lightsaber, as an example of what his team is working on. While they’re not actually making lightsabers (it seems that sort of technology is still a long

way off), they are finding ways to imitate what the light in the lightsaber is capable of doing: stopping at a certain point and interacting in a particular way with other light.

Their findings are being used to build quantum computers that vastly outperform classical computers. Where classical computers operate on “bits” (which can only encode information as 0s and 1s), quantum computers operate on “qubits,” which can encode information not only as 0s and 1s, but also as arbitrary superpositions of 0s and 1s, granting much more flexibility in terms of what problems a computer is able to solve and how quickly it is able to solve them.

“I really don’t think I’m exaggerating if I say that we’ve created a really unique environment and infrastructure here to do this kind of research,” Becker said at his investiture ceremony in 2022. “None of this would’ve been possible without the generous support of MSU—of course—but it especially would not have been possible without the support of Randy and the Cowen family. We are incredibly grateful for the opportunities that it has opened up.”

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Early developments and experiments in the Cocker lab (above), which was designed specifically to do terahertz scanning tunneling microscopy.

AN EXPERIMENTAL PHYSICS ECOSYSTEM

Other than their titles as Jerry Cowen Chairs of Experimental Physics, there is something else that the four Cowen Chairs share: a very palpable enthusiasm for their work. An enthusiasm that is almost as important to the field as the work itself, because while it certainly contributes to a researcher's productivity, it also creates an environment that is ripe for mentorship. It is the proverbial welcome mat that draws the next generation of researchers with big ideas into experimental physics.

Collectively, Comstock and Pollanen's labs boast more than 50 alumni—from undergraduate research assistants and exchange students, to graduate students pursuing master's or doctoral degrees, to postdocs—whose experiences at MSU will help shape the course of their careers and further broaden the field.

Cocker's lab celebrated the graduation of its first Ph.D. student in December 2022, and with several other Ph.D. students and an undergrad or two on the roster, there will be more to follow.

And Becker unequivocally credits the early and rapid success of his lab to the "amazing team of students" the lab has assembled to help get things up and running.

They all take pride in sharing and opening up their field to students—the same way Jerry Cowen did.

"Talking to students who had my father as a professor, or were his graduate students," Randy says, "I got a sense from them about how meaningful it was to have a special professor, either teaching them or working with them in research, and what impact it had on their lives both in the short term as a student and in the long term through their whole careers. It made it clear to me that attracting really great faculty members is really critical to Michigan State."

A LEGACY OF GOOD WORK

So much has been said in recent years about the factors that contribute to employee satisfaction and longevity in a workplace, and it's clear that the environment Jerry Cowen found and fostered in physics was a big part of what made him happy to come to the same place, every day, for 44 years.

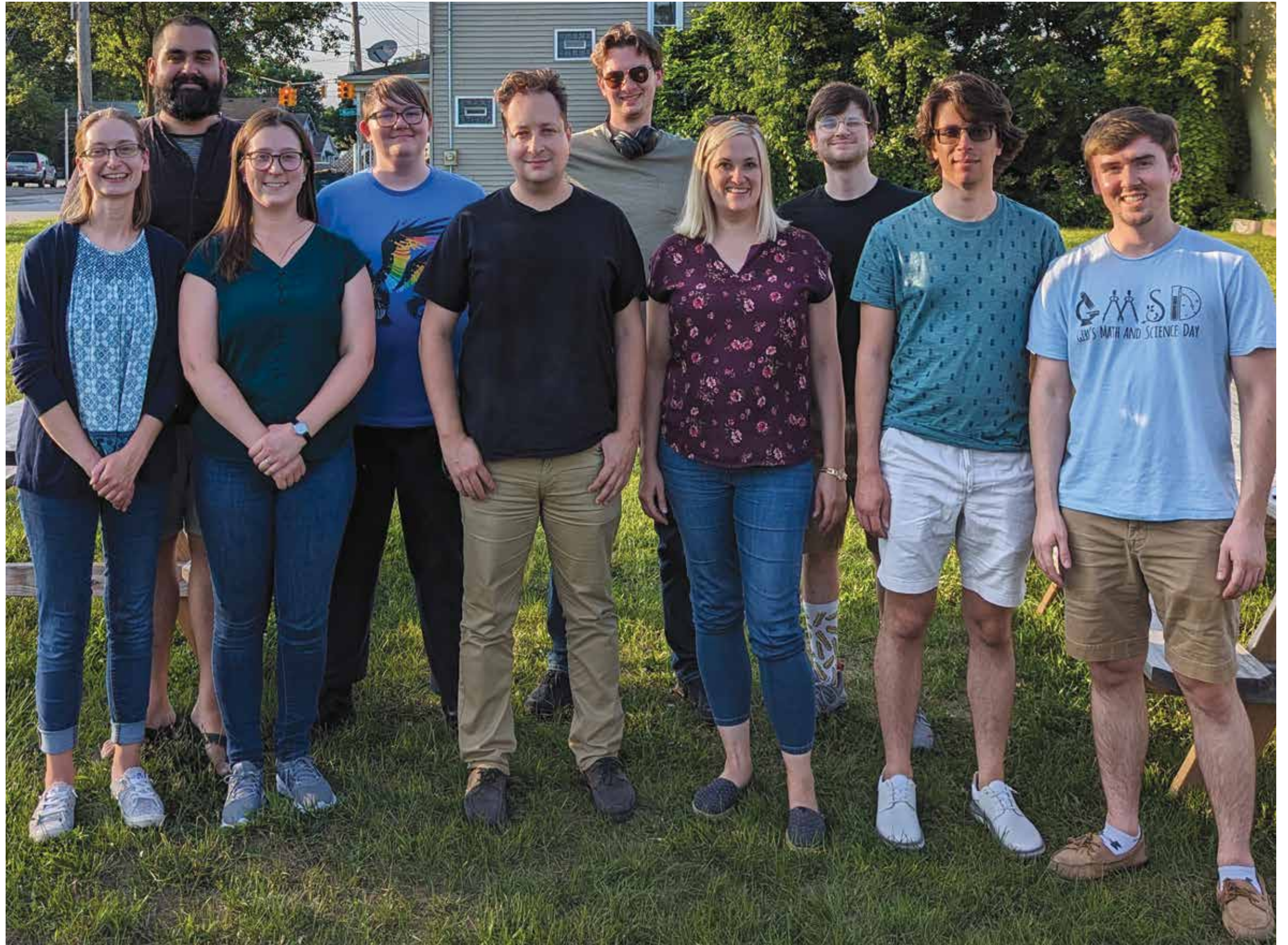
He had autonomy here—and the support and resources he needed to productively exercise it.

He found fulfillment here.

He felt appreciated here.

And now, thanks to him, and to the gift he inspired, the next generation does too.

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LEARN MORE about support for the College of Natural Science by contacting Senior Director of Development Corey Longley Palmer at longleyc@msu.edu or by calling (517) 353-1637.



Professor Jonas Becker (center) and members of his team enjoy each other's company outside the lab.

GIFT UPDATES NURSING TECHNOLOGY AND SIM LAB

Simulated learning opportunities to expand thanks to alumna Nancy and Jim Grosfeld

The generosity of alumna Nancy Grosfeld will modernize the College of Nursing's technology and simulation spaces, ensuring that students' training includes the most up-to-date

"My husband, Jim, and I wanted to direct our gift to a department that was experiencing a shortage of important qualified professionals in the field," says Grosfeld. "In selecting the simulation program specifically, we felt it would provide valuable lifelike clinical experiences for the students and allow the College of Nursing to expand and grow with the use of new technology and state-of-the-art simulation equipment."

As a student, Grosfeld initially pursued a career in social work before going on a field trip with a group of nursing students. She said the experience was so impactful that she decided on a new career path and called her time at MSU an "invaluable educational experience."

"MSU's 2030 strategic plan drives us to enhance

health for all those around us and to improve the systems that support health care," says MSU Interim President Teresa K. Woodruff, Ph.D. "In order to do that, we must improve how health care education is delivered. We are grateful for the generosity of Nancy and Jim Grosfeld, which is bringing the most promising educational technology to prepare nursing students for careers on the front lines of health care."

Some of the new simulators are so lifelike they offer students opportunities to engage with realistic "patients," that cry, blink and even sweat, among other physiological responses.

"These new simulators will enhance students' educational experience and help us

prepare them better for real-life scenarios where critical decisions need to be made in seconds," says Norman J. Beauchamp Jr., MSU executive vice president for Health Sciences, adding that meeting the future nursing needs of Michigan residents requires an increase in the number of nurses being trained. "Enhancing our simulation facilities is a critical component of meeting this imperative. This gift also demonstrates how the commitment of an individual who in fact is a nurse, Nancy Grosfeld, can come together with the goals of MSU to make an extraordinary difference."

The college is already in the process of acquiring the new equipment. Additional items funded through the gift include a medication dispenser station; a simulated automated external defibrillator, or AED system; and structural improvements like cabinets and headwall units that will create a realistic clinical environment.

"The MSU College of Nursing is very thankful to the Grosfelds for this transformational investment in our college and future nursing professionals," says College of Nursing Dean Leigh Small. "We believe that by having this new technology and updated simulation spaces, we can augment real-world clinical opportunities students experience and best prepare students for their future professional role. The ability to provide high-quality, realistic simulation also will allow us to increase student enrollment to meet the critical need for professional nurses."

Undergraduate nursing student Alexa Bowles said her peers will benefit immediately from the gift.

"The college provides us with different opportunities to interact with some of our manikins for example," says Bowles. "We practice a lot of our skills on these, which will then translate into the hospital setting. So this donation will mean more opportunities for students to be working right at the bedside with these manikins, and this will help them feel more prepared to work with new patients in the hospital."

In addition to the new technology that will be added thanks to this gift, the college recently expanded the Granger Simulation Lab footprint by 42%. Furthermore, in April, the MSU Board of Trustees approved the planning process for a new interprofessional health education building that will feature a new dedicated simulation space for the College of Nursing, including housing any new equipment funded by the gift.

LEARN MORE about supporting the College of Nursing by contacting Executive Director of Advancement for Health Sciences Stephanie Stotenbur at hehl@msu.edu or by calling (616) 234-2827.



Nursing students explore the human body with new simulation technology.

equipment in the high-demand field of nursing.

MSU alumna of 1965 Nancy Grosfeld and her husband, Jim, provided the gift, which will be phased in over three years. The gift includes funds for advanced high-fidelity patient simulators—lifelike manikins (infant, pediatric and adult) that can mimic and display a full range of neurological, cardiovascular and respiratory physiological responses; a large technology-supported display that allows students to interact with a virtual library of anatomical images to advance their understanding of the human body and facilitate diagnostic decision-making; virtual reality and immersive interactive simulation projection equipment; and other investments.



GIFT SUPPORTS STUDENT DEVELOPMENT IN SUSTAINABILITY, ENVIRONMENTAL STUDIES

Alumni Gary and Sue Farha create scholarship, travel funds for RISE students



Gary and Sue Farha

A gift from alumni Gary and Sue Farha will support students who are a part of MSU's Residential Initiative on the Study of the Environment, or RISE, program in the College of Natural Science.

RISE is an interdisciplinary living-learning program with a focus on sustainability and environmental studies that provides students with the skills and knowledge to become

the next generation of leaders for a sustainable future.

The Eli Broad College of Business alumni have established two funds. The first is a \$1 million endowment, the Farha Family "Go Green" Scholarship in the Residential Initiative on the Study of the Environment. The second gift is a \$100,000 expendable fund, the Farha Family "Go Green" Student Travel Fund.

"We are grateful to the Farhas for their leadership and vision in supporting the success of students who are passionate about the environment," said Interim President Teresa K. Woodruff, Ph.D. "Their generosity will help aspiring leaders majoring in any of MSU's many disciplines graduate ready to contribute to solutions that will advance a more sustainable future in the communities and industries they will serve."

"Gary has always been committed to the development of young people, particularly in his field of renewable energy and sustainability," said Sue, who earned her

Master of Business Administration from MSU in 1982. "By establishing this scholarship fund at MSU, we can provide opportunities for students to pursue their passion in this field and contribute to the exciting challenges that lie ahead."

"We also wanted to find a way to get students exposed to real-life situations," said Gary, who also received his MBA in 1982. "The expendable fund can be used to send students to conferences, where they can be exposed to professionals who work in the area of sustainability and begin networking. We hope this creates excitement for them to get involved in the field after they graduate."

When the Farhas learned about the RISE program, they knew that's where they wanted to invest their resources.

"The work we do in my company is very cross-disciplinary, involving the areas of finance, sustainability, facilities and procurement," said Gary, who established his own business in 2010—initially named Customer First Renewables, now known as Coho Climate Advisors—after a 19-year career serving energy and industrial companies at McKinsey & Company. Likewise, the RISE program appeals to students from a wide variety of fields across campus.

"This generous gift from Gary and Sue Farha sends a critically important message to our students that we need and support future leaders for a sustainable future," said Laurie Thorp, RISE director. "I look forward to awarding our emerging leaders in RISE with financial support for their education in all disciplines that intersect with climate science and environmental sustainability."

"Sustainability is a focus area in the College of Natural Science, and we are deeply appreciative of this leadership gift from

Gary and Sue Farha to the RISE program," said College of Natural Science Dean Phil Duxbury. "This gift will enrich the experiences of many RISE students who live, learn and work as an interdisciplinary residential cohort that emphasizes sustainability in myriad contexts."

In response to why it's important for him and Sue to give back to MSU, Gary explained it this way: "MSU kept showing up in my life in different ways," he said, citing four touch points.

First, MSU accepted him into the MBA program and offered him a research assistantship in marketing, which helped him pay for his schooling. Second, he met Sue in a study group while at MSU; they were married in 1985. Third, he was offered an opportunity to join the Broad College of Business advisory board in 2004, where he served two terms. Finally, MSU was his company's first client in 2011; Farha's company also advised on MSU's solar carport projects on campus.

"That was the fourth time that MSU influenced my life," Gary said. "They were investing in me and believing in me, which meant a lot."

He went on to explain how his parents' work ethic and entrepreneurship (they owned and operated a grocery store in Wichita, Kansas) ignited his own entrepreneurial spirit.

While working at Danaher Corp. in 2009, Gary felt compelled to get back into the energy industry—where he had begun his career—and start his own company.

"I started developing a belief that there was some major change afoot in the energy industry, driven by a desire for lower-carbon sources of energy that were going to become increasingly cost competitive with traditional forms of energy," Gary said. "I also felt that large organizations, universities and corporations were going to take matters into their own hands, rather than rely



on the utility to solve their desire for lower-carbon sources. Our belief was we could help these large organizations contract directly for large-scale, grid-based solutions."

Over the years, Coho has served many universities and large corporations in the U.S., including McDonald's, Wells Fargo and Corning Inc. It now serves more than 80 clients worldwide with a team of 70 employees. In February 2023, Coho was acquired by London-based ERM, "the largest global pure play sustainability consultancy." Gary will remain a partner in the firm.

"It's interesting how you can start out with a kernel of an idea," Gary said. "If you get someone to believe in it—in my case, that was MSU initially—it can lead to some exciting and life-changing ways to have an impact on clients, colleagues and the environment."

LEARN MORE about supporting the College of Natural Science by contacting Senior Director of Development Corey Longley Palmer at longleyc@msu.edu or by calling (517) 353-1637.

RISE students volunteer in the Bailey GREENhouse every Friday as a way to build community and learn about sustainable food and farming through direct experience.

GIFT TO SUPPORT EXHIBITIONS AT THE MSU BROAD ART MUSEUM

Alan and Rebecca Ross build on long-standing support for art at MSU

With their recent bequest to the Eli and Edythe Broad Art Museum at MSU, alumnus Alan and Rebecca Ross are furthering the impact of the existing Alan and Rebecca Ross Exhibition Endowment, which enables the museum to bring the work of vibrant, thought-provoking artists to the MSU and mid-Michigan communities. The Alan and Rebecca Ross Education Wing at the museum—a light-filled area of the

Zaha Hadid-designed building that hosts thousands of children, MSU students and adults for engaging public programming—was named in recognition of their generosity and steadfast support.

Alan Ross ('77 cum laude, Agriculture and Natural Resources) met Rebecca through work at a startup tech venture in Silicon Valley. The pair were engaged in 1986 and, after living in New York together for several years, they returned to Alan's hometown of Detroit in 1990 and married in 1991. Ever the entrepreneur, Alan then purchased Gallagher Fire Equipment, which is now a major fire suppression and fire alarm contractor in southeast Michigan.

Alan and Rebecca share a fervent love for art and spend their time traveling to galleries and art fairs around the globe to collect pieces that resonate with them. They share an expansive collection of sculptures, paintings, drawings, prints and other works from prominent and established contemporary artists.

They also share their passion for the arts through investments of time: Rebecca has served on the Board of

Governors for Cranbrook Academy of Art and was chair of the Detroit Institute of Arts' Friends of Modern and Contemporary Art, as was Alan. Alan currently serves as board chair at the MSU Broad Art Museum.

The Rosses also have supported the museum through numerous in-kind gifts of art, including several important Zaha Hadid works. The MSU Broad Art Museum currently holds the largest collection of Zaha Hadid Design works in North America.

The impact of the Rosses' support for the arts also extends beyond MSU. In 2022, the Rosses created the Alan and Rebecca Ross DIA Enrichment Fund at MSU to strengthen collaborations between the Detroit Institute of Arts and the Department of Art, Art History and Design in MSU's College of Arts & Letters.

The university recently launched Arts MSU to spotlight the diverse arts happenings across campus. MSU is home to nationally accredited museums, leading performing arts venues and programming that serve the community at the intersection of arts and research, and arts-focused gifts like this advance creativity, interdisciplinary discovery and student hands-on learning—both at MSU and throughout the state of Michigan.



Alan and Rebecca Ross at the Zaha Hadid exhibition—which includes several pieces they collected and gave to MSU.

Alan and Rebecca Ross recently answered questions to share their thoughts on what inspires them to give to MSU, the importance of university art museums and how they hope their bequest will provide meaningful experiences with art for generations to come.

Q: What inspired you both to start giving to MSU?

ALAN: Rebecca and I have always been generous people. We've always felt that money needs to better people's lives. It's a common goal for us. And we both believe that giving to Michigan State is a good use of the money. The university has been very warm to both of us. It's been truly enjoyable, our entire experience with MSU. Coming back to MSU after all these years has made us feel like we've never left. It's home to us. We are truly members of the Spartan family.

REBECCA: I believe—and I say this a lot—that everyone needs purpose. And so, supporting MSU gives us a huge sense of purpose. I mean sure, Alan and I are workaholics; we love our work. But after all of that work, it's nice to use those means to give back.

ALAN: Rebecca is always saying her only dilemma is she wishes she had more to give.

REBECCA: I had no idea when we started giving it would feel like this, I was astounded. I thought, Why aren't my pockets deeper? We just love to give back.

ALAN: And in thinking again about why we give to MSU, it's important for us because we believe in education. I believe in what education does for people and how it unites people. MSU has really provided us a platform to use this money to better people's lives.

Q: What is it about MSU Broad Art Museum that inspires you to give?

ALAN: I have always been interested in art and design. When I was here as a student at Michigan State University, I took my white room and painted a red line all the way around the room. I always had art on the wall. I was always interested in design and how my furniture was arranged. Art means a lot to me; it always has.

So when we were approached by MSU not long after the museum opened—I think in 2014 or 2013—and they showed us not only the Zaha Hadid building but also what was here in the museum itself, we were just so happy to come on board. Of course we knew of Zaha, and when you walk through the museum and you're in the presence of this building, you're in awe. The building is a tremendous, tremendous place to be inside, to experience. But it's the exhibitions at the end of the day that bring it to life. It's important to us that this museum has longevity, and longevity is in exhibitions.

Exhibitions are an important asset to not only the students and faculty, but also the community. What we wanted was to make sure there would never be any question that the exhibitions would be supported. The exhibitions program could thrive in perpetuity. And so we felt that our gift would be most beneficial if it was dedicated specifically to exhibitions so that there wouldn't be a worry in the future where the money would come from.

REBECCA: The exhibitions are so important, and we wanted funding to be one less thing to worry about.

Q: University art museums are uniquely situated to be able to do really innovative and bold things. Can you tell us more about the importance of giving back to university art museums in particular?

ALAN: For students, this is really the beginning of their adult education and the last episode of their youth before they enter the real world. This is where they're going to get a chance to create their foundational understanding of art—an understanding of where it came from, where it is now, where it's going. University art museums are critical learning centers.

REBECCA: As important as a library.

ALAN: Exactly. This is where the students come to learn. This is where the faculty come to teach. It's a versatile building, meant to serve teaching and learning goals. Additionally, it's also a community space. It's a place to gather. The way university art museums blend together both the social and the educational is very important.

Arts MSU

Arts MSU is a strategy that moves creativity to the center of university life by integrating the arts into educational experiences, research activities, outreach and the campus culture.

Guided by the belief that the arts are essential to a vibrant university community that is resilient, inclusive, collaborative and globally minded, this strategy is committed to advancing the impact and amplifying the presence of the arts across campus.

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LEARN MORE at arts.msu.edu.

REBECCA: Another thing I find, which I've tried to find ways to break down within the art world, is that art and art museums can be intimidating, especially to students. We were at a luncheon earlier today, and the three students at our table had not been in the museum. So I told them about the MSU Broad and that it's always free. I told them please come, because it's a place for you.

That's one thing I want everyone to know: This is a place for them. But that's one thing I run up against—that people believe it's intimidating, but it doesn't have to be. I want to help university art museums break down those barriers if I can.

ALAN: You know, we want to unite students, faculty and community in this building. We want to unite them together for a common goal: the humanities; learning, growing. This is the place it should be.

Q: How did your love and appreciation of art first begin, and how has it become a part of your life together?

REBECCA: Visiting museums at an early age helped inspire my love of art. I grew up in a big family (five kids!), so budget was a consideration. During family vacations, we always went to some kind of museum. It was a very formative experience for me.

ALAN: We're very fortunate that our tastes in art are very similar. Our collection has grown from our shared interest, and we're very fortunate to have such a strong common interest.

REBECCA: We've evolved together too in our appreciation of art. We haven't stayed still.

ALAN: That's right. We learn; we research. And from that, our collection has grown, and in growing our collection together, it's made us stronger as a couple.

REBECCA: My mother-in-law said that we're so lucky we share this. Because you know, a lot of times couples go off and pursue their own interests, but we do this together. It's really a lovely activity to do together and share.

Q: In looking to the next 10, 50, 100 years, what do you hope your gift can give, specifically, to future generations of Spartans?

ALAN: I hope it gives them a memory of their time at Michigan State University. I want everyone who visits the museum to have a memory of an experience with art at the MSU Broad.

REBECCA: I want it to be something everyone will always carry with them.

ALAN: I'm hoping that their memory will be so important and formative that they come back and give to the museum themselves. We hope this gift will continue to be an inspiration to others.

We want the MSU Broad to continue with its fabulous exhibitions, continue to inspire people and continue to grow its presence here in East Lansing.

REBECCA: Our whole experience with the museum has just been so, so good. Everyone makes us feel so welcome, every time.

ALAN: And we mean everybody, from security to students to staff. Everybody. The people that work here really care about this work.

REBECCA: Yes, and they care for each other!

ALAN: It's incredibly rewarding for us to see that and to have seen the museum continue to grow over the years thanks to such good people. It's because of that we wanted to make everybody's life here easier with this endowment.



Upcoming Events

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

For more details, call (517) 884-1000 or visit givingto.msu.edu/events

Winter University

Feb. 10, 2024
Arthrex One Conference Center
Naples, Florida

2024 Women & Philanthropy Symposium

May 15-17, 2024
East Lansing

"For quite some time, I thought I would have to choose between STEM and music, but after a while, I learned that it's not too uncommon for scientists to also have an interest in music and the arts. In researching different schools around the country that offered both, I realized MSU had exactly what I wanted."

"I have a year left here at MSU, and I plan to utilize that time to explore everything and find the right career path for me that involves the perfect balance of all the things that I love. I plan to find my home in astrophysics, and wherever I settle down, I have every intent to continue performing."

KATELYNN EHLERT, '24
Astrophysics, College of Natural Science
Harp Performance, College of Music
MSU Chapter President, Society of Women in Space Exploration

LEARN MORE about support for the Eli and Edythe Broad Art Museum by contacting Senior Director of Advancement Liz Ivkovich at lgi@msu.edu or by calling (517) 353-5213.

Developments

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



Celebrating 150 years of people, plants and place

In October, alumni, donors and friends of the W.J. Beal Botanical Garden gathered to celebrate the 150th birthday of this storied campus landmark. The garden is home to more than 2,000 plants and one of the longest-running science experiments in history.

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LEARN MORE about support for Beal Garden by contacting Senior Director of Advancement Liz Ivkovich at lgi@msu.edu or by calling (517) 353-5213.