

DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY



FALL 2011

Eli and Edythe Broad

MUSEUM



**COUNTDOWN
TO THE BROAD**

DEVELOPMENTS



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Online Extras

Scan these codes with your smart phone or go to givingto.msu.edu for video interviews.



Excitement builds for the Spring 2012 opening of the Eli and Edythe Broad Art Museum.



MSU student, Kim Wren, talks about the difference receiving a scholarship made in her life.

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.

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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) 432-4678 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 msu.planyourlegacy.org.



MSU scientist honored with five years of support

Dr. Sheng Yang He, a plant biologist at MSU, has been named one of the nation's most creative plant scientists, an honor from the Howard Hughes Medical Institute and the Gordon and Betty Moore Foundation that will cover He's salary, benefits and research expenses for the next five years and possibly longer.

He, from MSU's Plant Research Laboratory in the College of Natural Science, was selected as an HHMI-GBMF investigator for his innovative research into plants' susceptibility to disease. He was one of 14 researchers selected from nearly 240 applicants—including four finalists from MSU.



Scan this code with your smart phone to go to news.msu.edu/story/9546/ for a conversation with Dr. He on this award.

Youth robotics expands with Motorola

An MSU College of Engineering program that currently engages 250 Mid-Michigan middle and high school students with robotics technology will reach other regions, thanks to support from the Motorola Solutions Foundation, the charitable arm of Motorola Solutions, Inc.

The \$50,000 Innovation Generation grant supports MSU's Spartan Middle and High School VEX Robotics Program and will allow the college to expand engineering outreach efforts into Detroit and West Michigan schools.

"With this Innovation Generation grant, we are able to double the current number of teams—from five to 10—targeting new areas and schools that are economically challenged and diverse," says Drew Kim, assistant to the dean for recruitment, scholarship and K-12 outreach in MSU's College of Engineering.



IRA charitable rollover expires Dec. 31, 2011

An incentive allowing U.S. taxpayers to transfer (or "rollover") funds from their IRAs directly to Michigan State University without having to recognize the transfer as income is set to end December 31, 2011.

Enacted through the Tax Relief, Unemployment Insurance Reauthorization and Job Creation Act of 2010, the legislation allows the owner of a Roth or traditional IRA, who is at least 70 1/2 years old, to direct up to \$100,000 (\$200,000 for a couple with separate IRAs) directly to qualified charitable organizations such as MSU. IRA rollover gifts may apply to the owner's required minimum distribution.

Effectively, there is no federal tax consequence as owners neither claim the distribution as ordinary income nor as a charitable deduction.

For more information, contact the Development Office in your college at MSU, or the MSU Office of Gift Planning at (517) 884-1000.

The next generation of Michigan's organic farmers

The Student Organic Farm Scholarship Endowment at MSU grew by \$30,000 when 250 guests came together to enjoy a local and sustainable harvest dinner and to celebrate two scholarship recipients at the recent 2011 Hoophouse Gala.

Thanks to the generous support of Hoophouse Gala attendees past, two students received scholarships made possible for the first time from the endowment.

Noel Deehr received the Larry and Faylene Owen Emerging Farmer scholarship award. Noel will be part of the incoming 2012 Organic Farmer

Training Program cohort. She majors in landscape horticulture, already takes vegetables to market from her own extensive garden and hopes to some day run her own organic farming operation.

Rachel Cross received the Vennie Gore Emerging Farmer scholarship. Rachel majors in horticulture at MSU with a specialization in environmental studies. She says she is "passionate about achieving symbiosis with the earth and promoting locally and organically grown food for everyone."

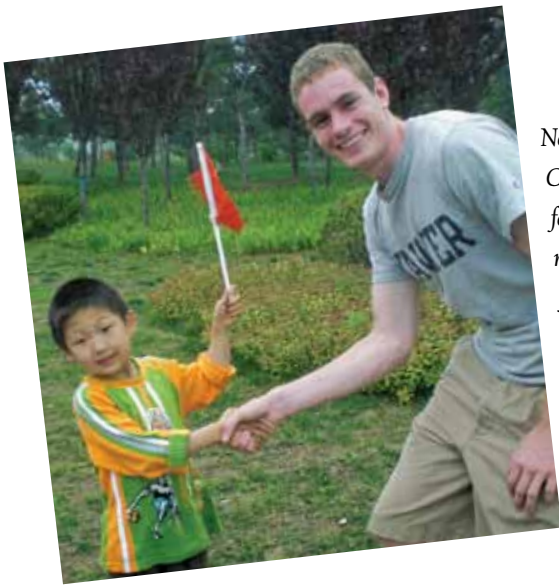
The Hoophouse Gala is a collaborative effort of the Division of

Residential and Hospitality Services and the MSU Student Organic Farm.

Scan this code with your smart phone to go to msuorganicfarm.com/media to learn more about the MSU Student Organic Farm.



Horticulture student Rachel Cross pictured with Vennie Gore accepted the Vennie Gore Emerging Farmer scholarship.



Now director of China operations for a global business program, 2010 James Madison graduate Dan Redford studied abroad in China.

MSU students part of 100,000 strong in China

Amway and Coca-Cola partner with MSU

Two corporations have turned to MSU in order to join the U.S. State Department's "100,000 Strong" initiative, inspired by President Barack Obama's vision of 100,000 American students studying abroad in China.

Thirty MSU students will participate in study abroad programs focused on Chinese language, business and culture, through a \$200,000 grant from the Coca-Cola Foundation. Direct selling giant Amway will fund an additional 15 scholarships for students to live and study in China via other MSU Study Abroad programs.

"Through the richness and diversity found within Chinese cultures, our students will learn how cultural traditions, history and language affect global business practices within the United States and Michigan," says Brett Berquist, executive director of MSU's Office of Study Abroad.

Past participant Dan Redford ('10, James Madison) agrees. He is now director of China operations at RCI FirstPathway Partners, a global business program that helps foreign investors become U.S. citizens.

"What is most important to me is that, through interaction with Chinese people, I understand that I am never going to have all the answers, and it will be up to me to forge relationships with people that can show me the way," Redford says. "Behind every difference there lies a chance to learn a new perspective, a chance to become familiarized with a different solution to a common problem."

MSU ranks No. 1 among public institutions for study abroad participation with more than 270 programs on all continents and in more than 60 countries.



Scan this code with your smart phone to go to news.msu.edu/story/8597 to learn more about MSU Study Abroad programs.

Timothy and Bernadette Marquez: Philanthropists of the Year

Timothy and Bernadette ('80, Nursing) Marquez are philanthropic leaders in their home community of Denver and also here at Michigan State University. The MSU Alumni Association recognized the Marquezes with the Philanthropist Award at the 2011 Grand Awards ceremony.

Thanks to a \$7 million commitment from the Timothy and Bernadette Marquez Foundation, MSU broke ground on the Bott Building for Nursing Education and Research in 2010. Their gift helped secure a \$7.45 million grant from the National Institutes of Health's National Center for Research Resources and inspired more than 1,000 other benefactors.

The three-story, 50,000 square-foot building named in honor of Bernadette's parents, John and Anna Bott, will be a nucleus for the entire nursing community—students, faculty, staff, alumni, partners and stakeholders.



Scan this code with your smart phone to go to givingto.msu.edu/denverscholarships for a video story on the Marquez's student scholarship efforts in Denver.

Telling the story: Israel through literature

With the gift of the Irwin T. and Shirley Holtzman Collection of Israeli Literature, the MSU Libraries, together with the Jewish Studies Program in MSU's College of Arts and Letters have received a new plus point for teaching and research.

The Holtzman collection represents many years of passionate work by Irwin Holtzman, a Detroit area builder and business owner, and includes fiction, poetry and drama from the earliest days of Israeli statehood, many with author inscriptions. It is augmented by a wealth of primary resources including Holtzman's personal correspondence with important Israeli literary figures, among them the novelists Amos Oz and A.B. Yehoshua. Holtzman also collected the works of Yehuda Amichai, considered by many, including Holtzman's close friend Nobel Laureate Joseph Brodsky, as Israel's greatest modern poet.

"The Holtzman collection will be a tremendous asset to teaching and research at Michigan State," says Marc Bernstein, professor of Hebrew and core faculty in MSU's Jewish Studies Program. "The collection includes the works of all major Israeli authors, including many rare and valuable first editions, and places MSU on the map of Israeli literature. These works offer a window onto the modern miracle of the revival of the Hebrew language that began just over a century ago and provide insights into an extremely dynamic and creative culture and society."

MSU faculty members plan to have the collection catalogued and preserved in the near future, opening the door for scholarly conferences on Israeli literature that will highlight the texts.

Smokestack bricks build State is Great endowment

The legacy of the recently demolished MSU smokestack will live on not only in the memories of Spartans but also with more than \$16,000 added to the State is Great endowment via sales of the red bricks at the MSU Surplus Store.

The university set up a website that gave alumni and friends the opportunity to decide the fate of the 239-foot-tall tower, which was in need of extensive repairs. The decision to demolish it was made in March with the white bricks that had spelled out "MSU" preserved for a future project.

Revenue from the sale of MSU surplus contributed about \$1.2 million to the State is Great endowment last year, helping to support programs university-wide.



Research targets drug that could halt Parkinson's

Researchers from MSU's College of Human Medicine, Van Andel Research Institute and the Translational Genomics Research Institute are investigating a drug that has the potential to not only alleviate Parkinson's symptoms but also halt the disease's progression.

The Michael J. Fox Foundation provided \$400,000 for the research project as part of a targeted effort by the foundation to reduce the time and cost of finding drugs to improve the lives of those afflicted with Parkinson's disease.

MSUCHM researchers are investigating the drug Fasudil, which is currently approved in Japan to improve blood flow to the brain in stroke victims. The project's goal is to determine whether Fasudil has the therapeutic potential to protect and restore degenerating neurons in Parkinson's, according to investigator Caryl E. Sortwell, a professor in the Division of Translational Science and Molecular Medicine.



Scan this code with your smart phone to go to www.michaeljfox.org for an interview with Michael J. Fox on the foundation that bears his name.



An exceptional leader, leads again

Izzo family gives \$1 million to support Spartan Athletics

Men's Basketball Coach Tom Izzo has given a lot to Michigan State University. His leadership has turned MSU's program into what is unarguably one of the nation's elite and his unfailing spirit of excellence has been a Spartan point of pride throughout his tenure as head coach. The recent announcement of a \$1 million gift to MSU from Coach Izzo and his wife Lupe and family, promises the Izzo legacy will be felt in a new, very tangible way.

The gift, among the largest ever by an active coach at any university, will be split among several projects, with a majority of the funds going toward the Spartan football program.

"We've been blessed to be a part of the Michigan State family for nearly 30 years," says Tom. "Jud Heathcote taught me long ago that the only good deal was one that benefits both parties, and that perfectly describes my relationship with Michigan State University. My wife Lupe and I, along with our children Raquel and Steven, have dedicated our lives to this university, because we believe in intercollegiate athletics and the positive role it plays in so many lives. The Spartan students are our passion, our life's work. We've raised a family here and become entrenched in the mission of the university. And in return, we've received so much more than we've given."

In addition to supporting scholarship endowments and capital projects for MSU Football, the Izzos' gift will support other projects, including the George Webster Scholarship Fund, the MSU Spartan Marching Band and Olympic sports at MSU.

"Both Tom and Lupe Izzo have been energetic supporters of this institution and this community," says MSU President Lou Anna K. Simon. "Spartans know that Tom is truly exceptional because he's far more than a great coach. He embodies the hardworking excellence at the core of the Team MSU ethos, and the Izzos' generous gift will help us pursue that ideal for all our student-athletes."

Lifting up all of MSU

The way Tom Izzo sees it, supporting Spartan Football has a ripple effect.

"Coach Dantonio is a man of character, building a championship program. But what makes football special is that it truly benefits everyone across the university. Spearheaded by football's success, there is great momentum throughout all programs," Tom says.





SPARTANS SHAPE OUR **COMMUNITIES.**

William Langford, a Detroit native, English major and founder of the MSU Slam Poetry Team, is bringing moving spoken word poetry to life on the page and on stage.

YOUR GIFT. CHANGE LIVES. BUILD FUTURES.

Every challenge and success of the past reminds us that we are now the generation to carry forward the Michigan State tradition of making a difference in the world.

Spartan graduates have made a powerful impact on our world. Still, a great many of them would have fallen short of achieving their dreams without scholarship support.

As the portion of the university's operating budget supported by the State of Michigan continues to decline (less than 28 percent for 2010-11), private giving to support scholarships is increasingly important at MSU.

Scholarships open the doors to the future, providing prospective Spartans with the necessary support to fulfill their educational aspirations. With the scholarships you help us create, MSU will continue to recruit and retain the best and brightest so that they will gain the knowledge and skills they need to excell.

To learn more, contact the University Development officer in your college, unit or region; or:
Jennifer Bertram,
Senior Director of Development,
University Scholarships and Fellowships
at (517) 432-7332;
bertram9@msu.edu

Or visit:
givingto.msu.edu/scholarships



"By contributing to MSU scholarships, you will give future Spartans the tools they need to make history in remarkable ways."

-Lou Anna K. Simon, President, MSU



Scan this code with your smart phone for additional online content or go to givingto.msu.edu/scholarships

Roxy Paine (American, born 1966)
Containment I, 2009
Promised Gift,
The Eli and Edythe L. Broad
Collection, Los Angeles
Image courtesy James Cohan Gallery,
New York © Roxy Paine



MUSEUM

Eli and Edythe Broad



Andrew Kuo (American, born 1977)
Self-Portrait (Rise and Shine), 2009
Eli and Edythe Broad Art Museum,
Michigan State University,
MSU purchase, funded by the
Kathleen D. and Milton E. Muelder
Endowment, 2011.1

Eli and Edythe Broad

COUNTDOWN TO THE BROAD

Just as the striking structural lines of the Eli and Edythe Broad Art Museum are undeniably redefining the skyline of East Lansing, the recent announcement of a gift of sculpture marks a new era in the cultural life of Michigan State.

The sculpture is a stainless steel tree created by acclaimed artist Roxy Paine who has similar works installed in the National Mall in Washington, D.C. The 12-foot tall piece will distinguish the Broad Art Museum's sculpture garden and is a gift from Eli and Edythe Broad.

Excitement for the soon-to-be-completed museum is rippling across MSU, from banners that line university streets announcing the museum's April 2012 opening to a media buzz and a gala fundraiser hosted in a new media artworks environment.

Andrew Kuo (American, born 1977)
 The More You Know About Me, The More You'll Think Twice Before Calling/I'd Be More Tolerable If I Smoked Weed Because ..., 2011
 Eli and Edythe Broad Art Museum, Michigan State University,
 MSU purchase, funded by the Kathleen D. and Milton E. Muelder
 Endowment, 2011.2.A-B



**The museum
 will be front and
 center in the
 cultural life and
 outreach of MSU.**



A fresh face recently appeared on the scene in the form of a self-portrait by New York artist Andrew Kuo, one of two Kuo works acquired with funding from the Kathleen D. and Milton E. Muelder Endowment for the museum by Michael Rush, who himself is a fresh face at MSU. Rush is founding director of the Broad Museum. He formerly directed the Rose Art Museum at Brandeis University and is well known for his exploration of new and interdisciplinary art forms. Min Jung Kim, formerly of the Guggenheim in New York, was recently named deputy director.

Paine's ambitious tree and Kuo's unassuming depiction of himself join a rich historical art collection the museum inherited from the MSU's former Kresge Art Museum. The 7,500-object collection will allow visitors to see current artistic practice alongside the art development that came before it.

"We have this extraordinary building and a wonderful collection from Kresge to create a uniquely dynamic presentation of art," Rush says. "And we are grateful to the Broads' ongoing generosity in providing a significant sculpture. The museum will be front and center in the cultural life and outreach of MSU."

Eli and Edythe Broad gave \$21.5 million for construction, combined with \$6.5 million for acquisitions and operations for the building that bears their names.

Donor recognition wall

There is still time to be included on the museum's donor recognition wall, a unique element designed by Zaha Hadid, the world renowned architect of the building. Individuals and organizations who pledge \$25,000 or more by December 2011 will have the opportunity to be listed.



Michael Rush,
 Founding Director



Min Jung Kim,
 Deputy Director

Participation in the donor recognition wall guarantees a place at the grand opening and dedication events.

For more on making a gift to the museum, please contact Director of Development Marcia Crawley at (517) 353-9836. ☎



Scan this code with your smart phone or go to givingto.msu.edu/broadgala for video content from the Countdown to the Broad Gala event.

Many gifts make MSU work

Josh Droog
Human Resources

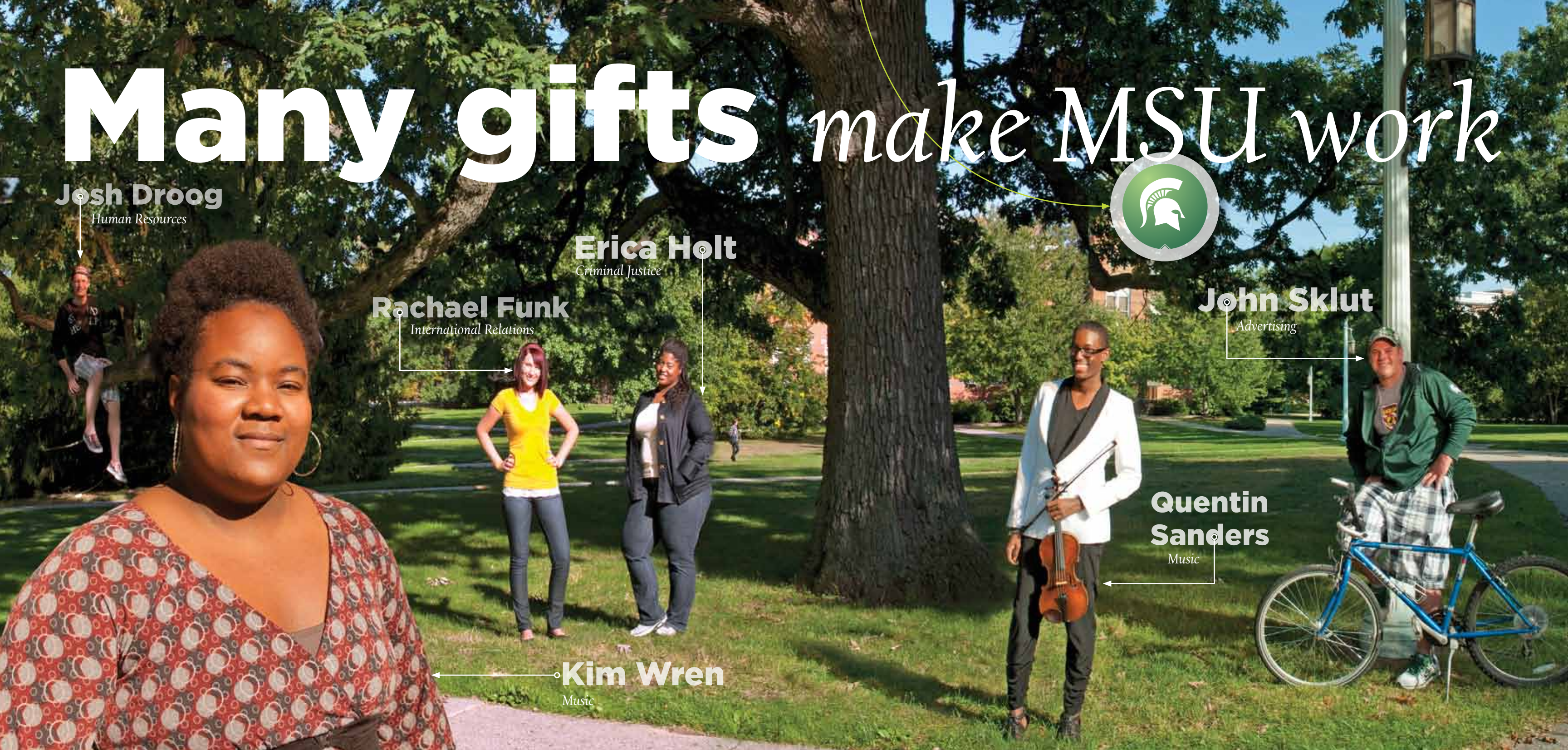
Erica Holt
Criminal Justice

Rachael Funk
International Relations

John Sklut
Advertising

Quentin Sanders
Music

Kim Wren
Music



Nearly 50,000 strong, annual fund donors make a difference for students

Kim Wren would have left MSU after only one year but for MSU's Annual Fund providing support at a difficult time. Thanks to alumni and friends of the College of Music who contribute annual gifts, this outstanding double bass player is now a thriving junior at MSU.

It isn't difficult to understand why Kim's professors recommended she receive scholarship assistance. She is the kind of student for whom a word like exceptional is no exaggeration. In high school, Kim's private lessons teacher—principal bass of the Atlanta Symphony—recommended she attend the Interlochen Arts Camp. Only the best are accepted. The best of the best receive scholarships. Kim was one of them. There she studied with MSU Professor of Double Bass

Jack Budrow who worked hard to recruit Kim to MSU. From her first semester on campus, she shone not only in ability, but also character.

"Her performance with me is triple A all the way," Professor Budrow says. "She is dedicated, bright and consistently positive and upbeat. In the orchestra where she plays, there are 14 other students playing bass yet she is one of the competitive members of the section."

During her freshman year, Kim faced some difficult circumstances. Her mother died and soon after she learned her family would no longer be able to financially support her education. That's when donors to the Annual Fund made a difference.

"Without their generosity, it would have been impossible for me to continue my studies at MSU," Kim says. "I am forever grateful to those individuals who value the importance of music education and

are helping to make my dreams a reality through their financial support.”

Kim decided that her true calling lies not just in music performance, but also in music education.

“Kim showed a lot of courage and resilience to weather all of this,” says Dr. Budrow. “The people who go into education are very visible in the community. She is going to be one of those people and will be a great future advocate for MSU.”

Give every year, make a difference every day

Gifts to the Annual Fund help shape the experience of nearly every Spartan through financial aid, academic opportunities and campus life. Annual gifts provide the edge that is essential to keep all of MSU not just excellent ... but exceptional.

Collectively, annual gifts provide MSU with the ability to:

- Award critically needed scholarships to students who enrich the campus with their diverse and dynamic interests
- Provide key funds to faculty for on-the-spot opportunities to enliven learning experiences
- Make consequential campus improvements

In the College of Music that support translated not only to much needed financial aid for students like Kim Wren, but also enabled the Wind Symphony to accept an invitation to be the premier performance ensemble at the international conference of the College Band Directors National Association—the music equivalent to a National Collegiate Athletic Association (NCAA) championship. Annual gifts also paved the way for purchasing critical instruments such as a Steinway piano to equip a new faculty member and a concert grand harp for the symphony orchestra.

“Every gift makes a difference,” says Dean Jim Forger. “Thanks to the support from annual gifts, the College of Music is able to offer our students the exceptional experience that has become synonymous with Michigan State University.”

A Necessary Complement to Endowment Gifts

As the portion of the university’s operating budget supported by the state’s general fund continues to decline (less than 28 percent for 2010-2011), private giving is increasingly important.

Endowment gifts are invested for the long term and provide a permanent source of support. MSU’s endow-

ment includes more than 2,200 individual funds, each one named and used in accordance with the donor’s wishes. Some of these funds are designated for undergraduate programs, but many are restricted to other purposes like research or graduate fellowships.

In contrast, Annual Fund gifts provide crucial unrestricted funds: a pool of resources that can be quickly and easily used by colleges and other units to address opportunities and challenges as they arise; from helping a promising young musician overcome a financial barrier to sending a team of emerging scientists to share an electrifying breakthrough at an international conference.

Indeed, if endowment were a dynamic curriculum, then the annual fund and other unrestricted gifts might be the opportunity to provide additional instruction or deviate from the plan in an exciting new direction. MSU’s vitality depends on a blend of the stability from endowments with the financial flexibility that only unrestricted, immediately expendable gifts can provide.

“Annual gifts are an embedded part of MSU’s spirit, providing the resources necessary to achieve new levels of distinction,” says Bob Groves, vice president of University Advancement. “Colleges and units look to these unrestricted gifts to fund their most immediate needs and respond to unexpected opportunities. When you make an annual gift, you are supporting the innovative, creative and hard working entrepreneurial spirit that abounds at Michigan State.”

Ways to give

MSU’s Annual Fund team is charged with reaching out to thousands of alumni, donors, parents and friends of MSU every year. In the last fiscal year, 64 percent of those contacted who had given in the previous year gave again—nearly 32,000 donors. More than 10,000 people who had given in the past—though not in the 2009-10 year—decided to reactivate and nearly 8,000 gave for the first time.

One of the primary means that the Annual Fund achieves this kind of success is through the voices of students employed in the calling program, MSU Greenline. More than 200 students employed each semester have personal conversations with thousands of Spartans each year, many who would otherwise have no direct contact with MSU. ♡

You can make an annual fund gift by:

- Making a gift online now at givingto.msu.edu
- Responding to a mail appeal
- Taking your next call from an MSU Greenline student caller



Scan this code with your smart phone or go to givingto.msu.edu/kimwren to hear Kim explain the difference receiving a scholarship made in her life.





Leveling the

Playing Field

Cohen bequest builds MSU's academic and athletic excellence

Being a student is tough. Being a student-athlete is even tougher.

MSU student-athletes must meet the same academic expectations of any other student, but with the added pressure of competing in a collegiate sport at a world-class level. Balancing these demands requires tremendous discipline, commitment, focus and a strong work ethic.

As devoted Spartan sports fans and longtime professional educators, Bruce and Linda Cohen recognize that individuals who can successfully navigate their way through obtaining a college degree while competing in top-flight athletic programs have a lot to offer the world. They found a unique way to build on the potential of these students to create the next generation of leaders. They have committed a significant future gift through their estate

“The Cohens see the great capacity of former student-athletes who are also strong academically to contribute to the undergraduate learning experience,” she says. “They’ve allowed us to reinforce MSU’s commitment to athletic and academic distinction in a very tangible way.”

Bruce and Linda also envision that the recruitment of student-athletes will be given a tactical advantage at MSU, “since financial support for graduate education will be available through the Cohen Fellows Program after athletic eligibility expires,” says Bruce.

Bruce J. Cohen received his BA, MA and PhD degrees from MSU and served on the faculty and administration of the university for eight years. Linda W. Cohen holds BS, MS and MA degrees, and taught mathematics in

to establish the Dr. Bruce and Linda W. Cohen Graduate Fellows Program.

The program they envision will gather a cohort of former athletes pursuing graduate education who wish to reach back to help the academic achievement of current student-athletes. Future Cohen Fellows not only will be supported for advanced academic preparation in their chosen fields; but they will be enabled through Student-Athlete Support Services to serve as models for undergraduate student-athletes.

“The Cohen Fellows Program will have the dual mission of supporting the graduate education of former Spartan student-athletes by funding multiple Graduate Assistantships, as well as enhancing the undergraduate learning experience of current student-athletes at Michigan State through interaction with the fellows,” says Bruce and Linda. “We appreciate the opportunity to work closely with both the Department of Intercollegiate Athletics and the Office of the Provost during the planning phases for the endowment, as input and commitment from both parties were essential to insure future success.”

The Cohen Graduate Fellows program greatly enhances MSU’s ability to recruit outstanding graduate students who are uniquely qualified to mentor and guide undergraduate student-athletes, notes June Youatt, senior associate provost.

New York State for 20 years. Together, they founded International Conferences, a provider of worldwide continuing medical, dental, nursing and legal education, and operated this business for 27 years.

Encouraging Spartan student-athletes to succeed in academics as well as sports has long been important to the Cohens. Through previous gifts, they assured that the Spartan Academic Excellence Gala, which each spring celebrates the academic achievements of student-athletes, will continue in perpetuity with Linda and Bruce as the grand sponsors. They are recognized in the Joseph R. Williams Donor Society for their contributions.

“We are grateful to the Cohens for their deep commitment to providing MSU student-athletes with the opportunity to develop not only their athletic skills but also the academic foundation for their lifetime professional careers,” says Mark Hollis, athletics director. “Their generosity will make a lasting difference in the futures of MSU student-athletes individually as well as make a profound impact on maintaining the excellence of our entire program.”

To explore how you might remember Michigan State University through a commitment in your estate plans, contact the Development Officer in the college or program you wish to support or the MSU Office of Gift Planning at (517) 884-1000. 🍀

Former student-athletes will be supported in obtaining advanced degrees while reaching back to help current student-athletes.

Student-athletes in photo from left: Kevin Jackson, political science junior and member of MSU’s Track and Field team; Klarissa Bell, education sophomore and member of the MSU Women’s Basketball team and Kirk Cousins, kinesiology senior and member of the MSU Football team.



Wharton Center and MSUFCU create **an artistic crescendo**

MSU Federal Credit Union endowment brings the enriching power of the performing arts to thousands

Educators learned how to integrate dance with literacy.

Lansing children at risk had their first exposure to Broadway on the stage and through extended learning back in their classrooms.

Osteopathic residents at MSU explored the doctor-patient relationship using the arts as a catalyst.

Audience members for more than 20 performances this season will have the opportunity to attend a free half-hour preview lecture presented by an academic expert.

And promising young thespians were immersed in six days of training with performers from the internationally renowned Stratford Shakespeare Festival of Canada.

All this and more is being offered by MSU's Wharton Center for Performing Arts thanks to a gift from the MSU Federal Credit Union. Back in 2008, the board of directors of the MSUFCU made a transformational gift to Wharton Center. Their \$2.25 million gift funded an endowment and created the MSU Federal Credit Union Institute for Arts & Creativity at Wharton Center. Now in its third year, the institute's educational programming—including children's theatre for schools and families, a playwriting festival and a professional development series—has experienced tremendous growth, furthering its mission to be a statewide resource for arts education.

Thanks to the vision of the MSUFCU, Wharton Center offers enrichment opportunities above and beyond anything presented previously. In the 2010-11 season alone, the institute's programming

reached more than 29,000 learners. Among them were MSU students in disciplines as seemingly disparate as labor relations and poetry, and community members of all ages.

"The MSUFCU board of directors and management are extremely pleased with how many students' lives have been positively impacted by their involvement and study with the institute," says Patrick McPharlin, MSUFCU president. "Each year the number of programs grows and the institute is able to reach more students, both locally and statewide, to inspire them and create life-changing moments through music, dance and theatre."

Wharton Center has a long history of presenting quality programs. For almost 30 years, the center has generated national prominence for its success with touring Broadway megahits and sold-out sensations, making producers, performers and patrons turn their attention toward mid-Michigan. However, at its core, Wharton Center is more than a space to entertain; it is a place to educate, engage and inspire.

With funding from the MSUFCU's endowment, performing artists are now invited for multi-day visits, to share expertise and insights on creativity during close interaction with youth and lifelong learners. In September this artist-in-residence program partnered with the College of Music to welcome music icon Wynton Marsalis, music director and trumpet player for the Jazz at Lincoln Center Orchestra.

The MSUFCU Institute for Arts & Creativity has enabled Wharton Center to greatly expand



Nine-time Grammy Award-winning jazz musician Wynton Marsalis recently gave a master class for Michigan high school students and musicians in the MSU Jazz Studies program. Marsalis was an artist-in-residence at MSU through the MSU Federal Credit Union's Institute for Arts & Creativity at Wharton Center and the College of Music.

The MSUFCU Institute produces curriculum-based performances using MSU Theatre students. *Theory of Mind*, a play for middle and high school students about autism, was well received and supported by two community groups: the Mid-Michigan Autism Association and ASPIRE—Autism-Spectrum-Partners-Providing-Instruction-Recreation-Enrichment.



collaborative partnerships with MSU colleges and departments, community organizations around the state and with national entities like the Broadway League and Kennedy Center for Performing Arts. These partnerships have a dual advantage of fostering arts and creativity in communities as well as within the academic life of MSU.

“The MSUFCU Institute for Arts & Creativity at Wharton Center provides a crucial link between the university and local communities,” says Bob Groves, vice president for University Advancement. “The MSUFCU’s foresight and generosity is enabling people from all over Michigan to benefit from MSU’s vast resources in performing arts, while also greatly expanding the experiences of our students.”

This link can easily be seen in how the institute enables Wharton Center to produce curriculum-based performances for school children using MSU Theatre students. Last season, students traveled to 15 communities to perform the *Jack Sprat Low-Fat World Tour*, a children’s musical about nutrition and healthy bodies. Back at Wharton Center, others performed *Theory of Mind*, a unique play that addressed autism in a very tangible way for area middle and high school students.

Programming is being offered throughout Michigan, but particularly in areas not already served by other performing arts facilities including in the Mid-Michigan, West Michigan and Traverse Bay regions.

Many of these programs, whether at Wharton Center or in community venues, target economically challenged schools where the arts have been eliminated. For many of these students, the institute provides their first experience of the arts.

Through the MSUFCU endowment and additional private support, free scholarship tickets are available for many performances as well as a subsidy for busing.

“The MSU Federal Credit Union endowment ensures that arts and creativity will always have a home on the MSU campus,” says Michael Brand, Wharton Center’s executive director, “and Wharton Center will continue fulfilling its mission to enrich the lives of Michigan residents and strengthen the value of arts in everyday life.”

To learn more about the education programs of the MSUFCU Institute for Arts & Creativity at Wharton Center, go to www.whartoncenter.com/education. For more information on making a gift to support education programs at Wharton Center, contact Director of Development Doug Miller at (517) 884-3112. 📍



Pentecost Plaza to Cap Baseball, Softball and Soccer Facilities

The heart of Old College Field will soon add an eye-catching entrance thanks to a \$2 million gift from the Joe D. Pentecost Foundation. Starting in Spring 2012, the gift will be used to construct Pentecost Plaza at Michigan State's most historic athletic site and the current home for Spartan baseball, softball and men's and women's soccer.

The Pentecost Foundation was established in 2002 upon the passing of Joe D. Pentecost. Joe was an entrepreneur and real estate developer whose love and passion for MSU was evident for more than 35 years as a season-ticket holder and loyal donor. During his life, he contributed to the Spartan Stadium Expansion Project, the Berkowitz-Basketball Complex and the Clara Bell Smith Student-Athlete Academic Center. The Pentecost Foundation has faithfully continued to carry out Joe's passion by establishing the Joe D. Pentecost Foundation Scholarship, the naming of the Joe D. Pentecost Football Team Meeting Room and several other special projects. Fittingly, Pentecost Plaza will include a donor recognition wall for others who support MSU.

"We are so pleased to add the Pentecost name to Old College Field," says Mark Hollis, athletics director. "Joe Pentecost meant a great deal to MSU and his generosity

elevated our program, MSU and our entire community. We are tremendously grateful for the ongoing commitment of the Pentecost Foundation to significantly enrich the student-athlete experience and provide a state-of-the-art complex for our coaches to recruit top notch student-athletes."

Pentecost Plaza will join McLane Baseball Stadium, built in 2009 following a \$4 million gift from alumnus Drayton McLane Jr., the Secchia Softball Stadium, completed earlier this year after a lead \$1 million gift from alumnus Amabassador Peter F. and Joan Secchia; and a \$750,000 lead gift by the Doug DeMartin family in 2008 to construct the new soccer complex.

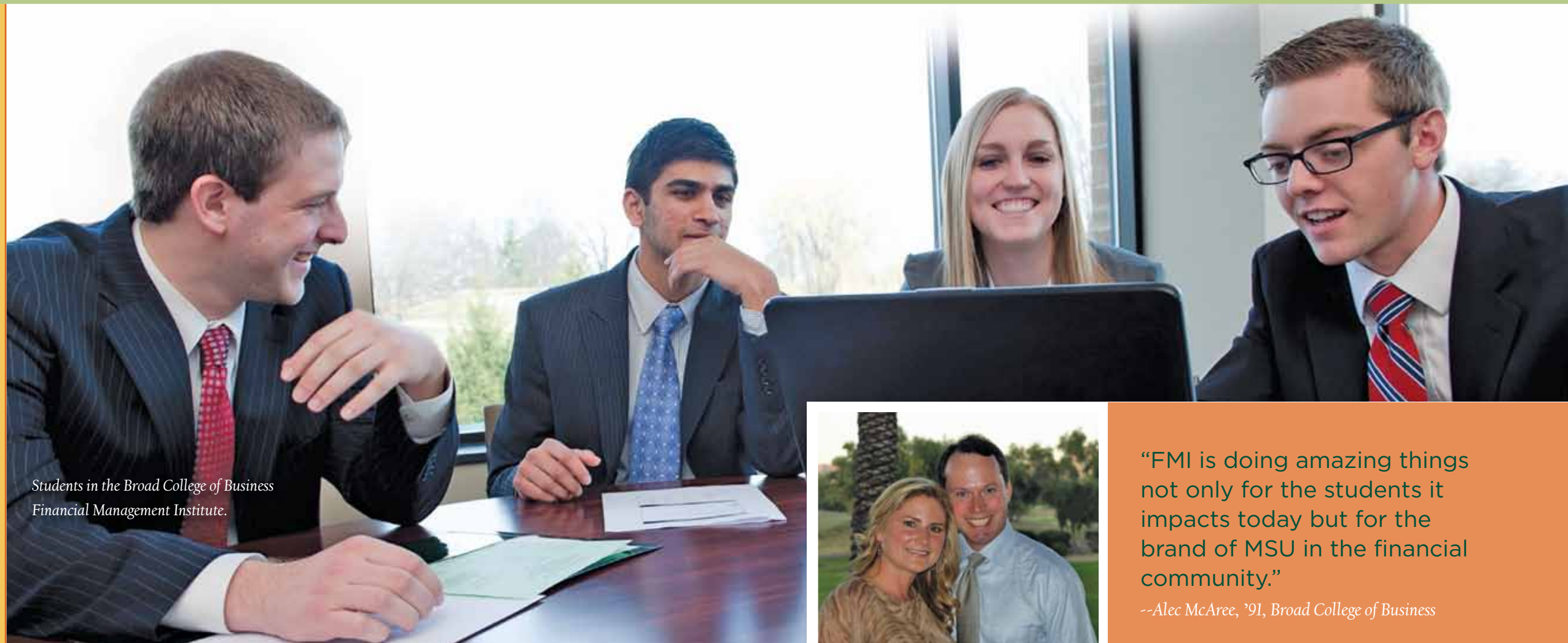
The addition of Pentecost Plaza makes MSU's baseball, softball and soccer facilities collectively the best in the nation, say the coaches. ♡

Gathered around an artist's rendering of Pentecost Plaza near the spot where construction will begin in Spring 2012 are (from left) Damon Rensing, men's soccer coach; Jacquie Joseph, women's softball coach; Mark Hollis, athletics director; Pete Lutz and Robert Phillips of the Pentecost Foundation Board with Rita Stoskopf, president and executive director; and Jake Boss, men's baseball coach.





McArees' lead gift earns dividends for Spartans in finance



Students in the Broad College of Business Financial Management Institute.

“FMI is doing amazing things not only for the students it impacts today but for the brand of MSU in the financial community.”

--Alec McAree, '91, Broad College of Business

MSU students are known for working hard and persevering but when it comes to breaking into top-flight financial services careers, the counsel and guidance of successful alumni can add that essential extra polish on a primer of talent, desire and academic know-how.

As a 1991 Broad College of Business alumnus with a successful career in the financial services industry, Alec McAree has an invaluable perspective on how to give fellow Spartans the best opportunities for entering top financial services careers. As a former member of the MSU Men's Crew Team, he also understands the value of hard work and dedication. Nearly 10 years ago, he was instrumental in conceiving the Financial Markets Institute (FMI), an intense academic and professional preparation program inaugurated in 2006 to assist highly motivated students hoping to launch financial services careers.

Recently, Alec and his wife Rachel gave a \$1 million lead gift to FMI. Devoted supporters of the Broad College and the MSU women's crew team,

the McArees' gift kicked off a campaign to raise a \$4 million endowment to fund FMI's operating costs.

“FMI gives a real world experience to students who are working hard to break in, yet need help cracking doors open. It connects students to the outside world and connects alumni back into the college,” Alec says.

Open to top-performing finance and accounting students, the FMI program provides comprehensive training that goes well beyond theory by offering hands-on investment experience. On behalf of the MSU Foundation, FMI scholars participate in managing the college's \$5 million small cap value fund. Alec was a founding member of the Finance Advisory Board which helped make the fund possible, and he provides ongoing guidance in managing it.

FMI has received accolades at national competitions, including last year's Nationwide/Fisher Biz Quiz where the *Wall Street Journal* moderator referred to MSU's FMI team as the “800 pound gorilla in the room” for their consistent top performance.

Thanks to support from alumni and friends like Alec who are experienced financial services professionals, the program blends strong academics, alumni connections, internship experiences, competitions, individual mentoring and group instruction in financial services, notes Helen Dashney, FMI director. In turn, the extensive hands-on training of the Financial Markets Institute in the Broad College of Business has launched dozens of MSU students into careers in leading banks and companies where few Spartans were previously hired.

Alec has enjoyed watching FMI's role in building MSU's national reputation for producing excellence. “FMI is doing amazing things not only for the students it impacts today but for the brand of MSU in the financial community,” he says.

Growing the reputation of the university outside the classroom is also important to the McArees. They were delighted that former MSU crew member and Broad College of Business alumna Emily Regan ('10) was recognized on the field at the September 10th football

game for recently winning a world rowing championship. Alec has been consistently generous with his time and expertise on behalf of MSU. Since 2008, he has served on the MSU Foundation Board and is an active member of its investment committee.

His own career has had an enviable upward trajectory. He is currently a managing director and portfolio manager for Highbridge Capital Management in New York. He was among the first recipients of the Broad College's Young Alumni Achievement Award in 2000, in recognition of his professional achievements, history of quick promotion and service to the college.

“The Broad College is grateful to the McArees for providing this generous lead gift,” says Stefanie Lenway, dean. “Alumni and friends like Alec and Rachel McAree have been vital to the success of the Financial Markets Institute by providing both financial and professional support to this program.”

To explore how you might join the McArees in supporting the FMI's endowment campaign, visit givingto.msu.edu/FMI or contact the Broad College's Development Office at (517) 353-4340. 📍

Side by side with Southeast Michigan

President Lou Anna K. Simon hosted a tour, reception and dinner in downtown Detroit to celebrate MSU in Southeast Michigan. The evening included a tour of Detroit urban agriculture sites hosted by Dr. Michael Hamm, C.S. Mott Professor of Sustainable Agriculture. A dinner was held in the suite of sponsoring hosts Kitch, Drutchas, Wagner, Valitutti & Sherbrook overlooking the city skyline.



Guests enjoyed the bus service.



Barbara Maibach at a tour stop in a hoop house that has reclaimed a vacant lot to provide produce to an underserved urban area.



Glenn Oliver greeted Nancy and Richard Heiss.



Jill and Gordon Russell-Cave appreciated the Spartan touches.

President Simon updated guests on many MSU initiatives in the region including the expansion of the MSU College of Osteopathic Medicine to the Detroit Medical Center and to Macomb University Center.



SAVE THE DATE

Watch your mail and e-mail for more information on upcoming events in your area.

Jan. 14, 2012

*Basketball Pregame Reception
in Chicago, IL*

Jan. 19, 2012

*President's Reception
in Houston, TX*

Jan. 21, 2012

*President's Basketball Reception
in East Lansing*

Jan. 31, 2012

*MSU Winter University
in Pheonix, AZ*

Feb. 2, 2012

*President's Reception
in Denver, CO*

Feb. 11, 2012

*MSU Winter University
in St. Petersburg, FL*

Feb. 12, 2012

*MSU Winter University
in Naples, FL*

April 13, 2012

*MSU Alumni Association Kaleidoscope
in East Lansing*



Developments

University Advancement
Michigan State University
300 Spartan Way
East Lansing, MI 48824-1005

PRSRT STD
U.S. Postage
PAID
Michigan State
University

Your game face had something to smile about

The 2011 President's Brunch highlighted two MSU scholarship recipients and the endowment holders who made their scholarship awards possible. Guests went on to cheer the Spartans to victory against Central Michigan University.



Go to givingto.msu.edu/presidentsbrunch or scan this code with your smart phone to see more photos from the event.



Judy DeLapa spoke about the Samaritan Scholar Award she and her husband James created to extend financial support to outstanding MSU students with disabilities.



Sparty was a hit with (from left) Delbert Husband, Catherine Williams, Sonya Gunnings-Moton and Paul Williams.



A member of MSU's national championship-winning Debate Team, Jessica Hockensmith (center), served as emcee. She received a scholarship Jake and Maxine Ferris (behind) endowed to benefit a debater.



Iraq and Afghanistan veteran and MSU senior, Jason Noakes, says receiving the Samaritan Scholar Award made his dream of an MSU education a reality.

