

Developments
University Development
Michigan State University
4700 S. Hagadorn, Ste. 220
East Lansing, MI 48823-5399

Non-profit Org.
U.S. Postage
PAID
East Lansing, MI
Permit No. 21

Amalfi Coast & Rome Trip Brings Together Major Donors



Group members pose at the ancient Roman ruins in Tivoli.



View from Hotel San Pietro overlooking the city of Positano.



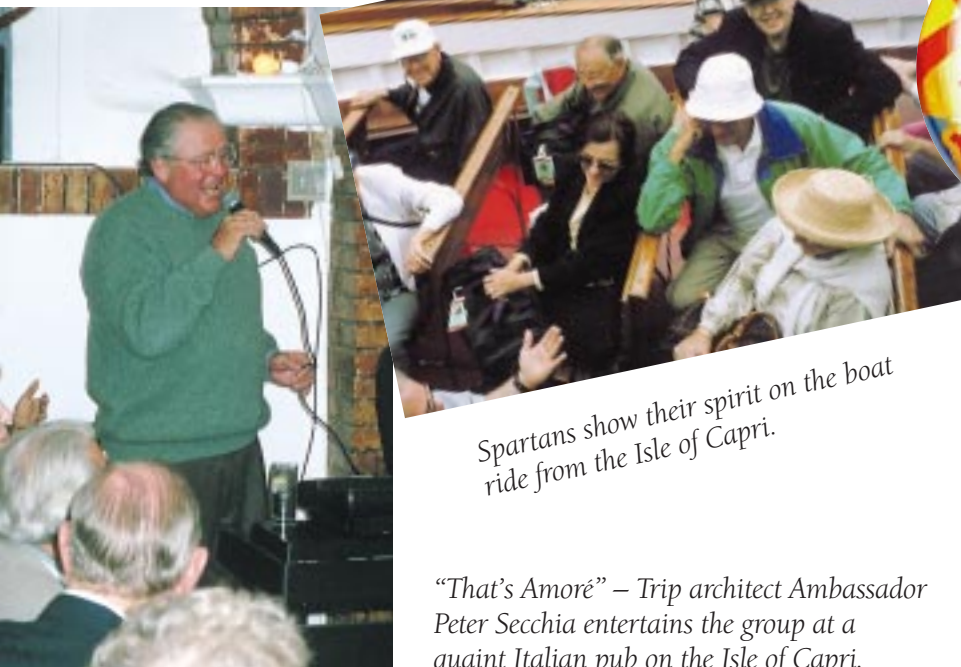
Group members sing for their dinner at Ristorante Sibilla in Tivoli.



Mariano and Rita Pane host dinner at their villa overlooking the Bay of Naples.



Waterfall in Tivoli near Roman ruins.



Spartans show their spirit on the boat ride from the Isle of Capri.

"That's Amoré" – Trip architect Ambassador Peter Secchia entertains the group at a quaint Italian pub on the Isle of Capri.



On a beautiful Italian evening, the group poses together.

Fall 1998

DEVELOPMENTS

Michigan State University

Center Dedication Recognizes Donors and Student-Athletes

On September 12, 1998, the Clara Bell Smith Student-Athlete Academic Center officially opened its doors at the ribbon-cutting dedication ceremony held prior to the MSU-Notre Dame football game. The dedication celebrated the culmination of the Victory for MSU campaign which raised a total of \$8.2 million toward a \$6 million goal to build the educational facility. Former Spartan basketball All-American Steve Smith and his wife Millie donated \$2.5 million to the facility as a tribute to Steve's mother, who was his greatest role model, coach and fan. Former Spartan football player John McConnell and the Forest Akers Trust also contributed gifts of \$1 million. Also speaking at the ceremony were Victory for MSU national co-chairpersons Ambassador Peter Secchia and Kirk Gibson. Honorary committee members and donors were also in attendance.

The ceremony began with comments from Ralph Young Fund Director Terry Braverman, national campaign co-chair Ambassador Peter Secchia, national

campaign co-chair Kirk Gibson, and Provost Lou Anna Simon. Intercollegiate Athletics Director Merritt Norvell, Student-Athlete Support Services Director Roger Grooters, women's track and cross country student-athlete Leah Nilsson and men's basketball student-athlete Charlie Bell spoke of the importance of the academic center as a

continued on page 2



Members of the MSU Board of Trustees stand with Steve Smith at the ribbon-cutting ceremony.



The Clara Bell Smith Student-Athlete Academic Center opened its doors to the public on September 12, 1998.

Musical Gift Honors Love of Campus

Alumni Dottie ('55) and Jack Withrow ('54; MBA '71) have come up with an innovative way to recognize the beauty of the MSU campus and share it with others around the world. Their gift to MSU was used to commission a symphony from Pulitzer Prize-winning composer Ellen Taaffe Zwilich. Zwilich's "Fourth Symphony," composed with inspiration from the beautiful MSU campus, will take center stage when it premieres at the Wharton Center for Performing Arts in the spring of 2000.

The MSU campus and gardens are dear to the Withrows for many reasons. Their introduction to the campus began at an early age. Dottie made frequent trips with her parents to attend Farmers' Week, sitting in on



The beauty of the pond at Beal Garden is enjoyed by (L to R) School of Music Director James Forger, composer Ellen Zwilich, Dottie Withrow and Jack Withrow.

and persuasions. They incorporate so many facets of education, literature and art, science and math, engineering and business. They have the potential to reach not only the current students and faculty, but citizens from around the state of Michigan, and the multitude of tourists who visit from around the world."

continued on page 2

information sessions and viewing exhibits. Jack grew up in East Lansing, visiting the campus frequently throughout his childhood.

Dottie, whose degree is in education, commented, "In my mind, the gardens represent a vast learning center, touching people of all ages

In This Issue

| | |
|---|---|
| Walter Adams Remembered | 2 |
| Holden Fund Gift | 2 |
| Quello Tribute | 3 |
| Gifts Benefit Study Abroad | 3 |
| Hospitality Business Seeks Club Members | 3 |
| Mawby Learning Center Dedication | 4 |
| Milton Muelder Celebrates 90th Birthday | 4 |

1997-98 Annual Report Summary 5-12

| | |
|--|----|
| DCL/MSU Dedication | 13 |
| Wharton Center Names Theatre | 13 |
| W.K. Kellogg Foundation Gift | 14 |
| Planned Gift Looks to Future Spartan Chariot | 14 |
| Detroit Celebrity Golf Outing | 15 |
| Eli Broad Gift | 15 |
| Traverse City Reception | 15 |

Former President and Lifetime Supporter of MSU Leaves Indelible Mark

Walter Adams, distinguished professor and 13th president of Michigan State University, died on October 6, 1998 at the age of 76. Adams, a nationally recognized expert on economics, began his career at Michigan State in 1947. In 1969, after 22 years of teaching, he served briefly as the President of MSU. He left the office in 1970, as he said he would, to return to his real passion - teaching.

During his tenure at MSU, he received many honors including the Distinguished Faculty Award in 1960, and the Distinguished Faculty Award of the Michigan Association of Governing Boards in 1983. In 1986, he was selected by the Carnegie Foundation for the Advancement of Teaching as Professor of the Year in the state of Michigan. He retired from teaching in 1993 as a Distinguished University Professor and Professor of Economics.

His love for the students was perhaps matched only by his love for the Michigan State University Spartan Marching Band. Having received the unusual honor of being named an honorary member, he was often



seen at band practices wearing his special MSU Band hat. His long-time love and support was returned on his 76th birthday, when the band showed up in his back yard

to serenade him with "Happy Birthday," the "MSU Fight Song" and "MSU Shadows."

"This was a man who loved MSU, this was a man MSU loved," said President Peter McPherson. "Walter Adams was a former president of MSU, a noted economist and an exceptional scholar. But most of all, Walter was a teacher, indeed the model master of a teacher," he continued. Don Riegle, former U.S. Senator and former student of Walter Adams said, "It was a great honor and privilege to be a student of his. He was truly an inspired teacher in the sense that he provoked you to think." "I have lost a dear friend," remarked former MSU President John DiBiaggio, "MSU has lost a legend."

After 51 years of dedicated service to MSU, there is not a better description of Adams than that: a Spartan, a teacher and a dear friend.

Contributions can be made to the Walter and Pauline Adams Scholarship fund at University Development at MSU. Contributions can also be made to the MSU Marching Band or WKAR Radio and Television.

MUSICAL GIFT

continued from page 1

For the Withrows, putting "sound" to all the incredible "sights" we experience in the gardens and other places on campus adds another dimension to our already beautiful picture. This is a gift that can be shared by friends of MSU throughout the world.

The composition will be performed by the MSU Symphony Orchestra, under the direction of maestro Leon Gregorian, Director of Orchestras for the School of Music. Gregorian will also conduct the orchestra for a recording on compact disc. "I am pleased that the outstanding reputation of our symphony orchestra has allowed Koch to support the CD effort 100 percent," he said in reaction to the news that Koch International Classics will produce the CD. "This is a tremendous opportunity for our students."

Developments is published by:
University Development
Michigan State University
4700 South Hagadorn Road, Suite 220
East Lansing, MI 48823-5399
517/355-8257

Charles H. Webb, Vice President
for University Development
Marti K.S. Heil, Associate Vice President
and Director of Development

Communications and Marketing:
Linda Dunn, Assistant Director/Editor
Bob Thomas, Director
Bob Brent, University Artist
Christina Schaffer, Editorial Assistant

Michigan State University is an affirmative-action, equal-opportunity institution.

DEDICATION

continued from page 1

support system for student-athletes. Speakers also included MSU Board of Trustees member John D. Shingleton and President Peter McPherson. Steve Smith spoke about the importance of academic excellence before athletics, something he learned from his mother. He also stressed the importance of giving back to the community. The ceremony concluded with music performed by the Spartan Marching Band and the MSU Men's Glee Club.

The Clara Bell Smith Student-Athlete Academic Center building covers 31,000 square feet and was designed to serve the needs of over 700 student-athletes. The center provides space for presentation of informational seminars, academic tutoring, individual and group studying, and academic, career and personal counseling. The facility includes: a 210-seat auditorium with each seat wired for laptop computer access; two computer labs with 62 workstations; two 70-seat open study hall areas; five classrooms; ten tutor/ interview rooms with instructional television monitors; a disability learning center; a career resource center; a student-athlete lounge; ten staff offices; and a 22-seat conference room.

Steve Smith stands in the entryway of the Clara Bell Smith Academic Center, named for his mother.



The Holden Fund



Herb Wilson, president of the James and Lynelle Holden Fund, chats with President McPherson at a luncheon honoring the Holden Trustees. The Holden Fund provided \$650,000 to support an Enhancement Endowment in the College of Veterinary Medicine and an Initiative in Africa in the College of Agriculture and Natural Resources aimed at updating developing countries on the latest agricultural technologies via the internet.

Detroit Celebrity Golf Outing

MSU Basketball legend and honorary event chair Greg Kelser, stands among the winners of the Second Annual Spartan Celebrity Golf Classic.

The event, held on August 31, 1998 at the Edgewood Country Club in Commerce Township, was sponsored by the Detroit Area Development Council and was designed to raise money for the council's endowed scholarship fund.



Eli Broad Gives \$1.95 Million to Expand Information Technology

The Eli Broad College of Business and Graduate School of Management at Michigan State University is expanding its emphasis on information technology, thanks to a new gift by Eli Broad, chairman and chief executive officer of SunAmerica, Inc. Broad said he made the \$1.95 million gift to endorse recent improvements at the college that bears his name.

It is a contribution above and beyond the \$20 million endowment he made in

1991 to develop an MBA program to provide business leaders for the new millennium. A substantial part of the new Broad gift will enable the college to establish two distinguished professorships capable of attracting world-class professors who will add to an excellent existing core faculty in information technology. In today's global economy, information is power. The manager who knows how to incorporate information technology into business decision-making is very much in demand.

The \$1.95 million will also cover the cost of remodeling two classrooms into dedicated information systems labs, fund scholarships for first-year MBA students, and provide continuing support for second-year MBA students with graduate assistantships and fellowships designed to off-set the financial costs associated with completing the program. Currently, 16 MBA students, known as Broad Scholars, receive such financial support. Another portion of the gift will endow a Broad Distinguished Lecture Series to bring speakers of international acclaim to campus.

Eli Broad graduated with honors from Michigan State University in 1954 with a

degree in accounting and became the youngest CPA in the state. He went on to found not one, but two, billion-dollar companies (the other is homebuilding giant Kaufman & Broad). He now works and lives in Los Angeles.



Eli Broad

Traverse City Donor/Alumni Reception



Traverse City resident and MSU Trustee Emeritus Patrick Wilson introduces President McPherson at a recent donor/alumni reception at the Traverse City Country Club in beautiful Northern Michigan.

The event, designed to bring not only local MSU supporters together, but vacationing ones as well, was a huge success. Over 100 Spartans gathered in late August at the country club to socialize with fellow MSU supporters, as well as participate in a question and answer session with President McPherson.

Kettunen Center Adds Mawby Learning Center

Thanks to a very successful Vision 2021 development campaign, the Ruth E. & Russell G. Mawby Learning Center is now an integral part of the Michigan 4-H Foundation's Kettunen Center. The center, located in Tustin (near Cadillac), hosts youth and adult educational meetings for MSU 4-H Youth Programs and many other events conducted by MSU. Recent meetings at Kettunen Center were held by MSU's College of Nursing, the Forestry



The Mawby Learning Center addition to the Kettunen Center honors Ruth E. and Russell J. Mawby for their lifelong dedication to youth education through 4-H programs.

Department, and MSU Extension's CLIMB leadership program. Many other adult and youth groups from throughout the state use the Kettunen Center, too.

The Mawby Learning Center was named by the foundation as a tribute to the Mawbys and their lifelong dedication to youth education through 4-H programs. Russ Mawby was MSU's Director of 4-H

Youth Programs before joining the W. K. Kellogg Foundation in 1964 and subsequently becoming its Chairman Emeritus. Dr. Mawby is also a former MSU Trustee and he is an Honorary Trustee of the Michigan 4-H Foundation.

Kettunen Center opened in 1961 to provide a place for affordable 4-H volunteer education through intensive weekend training programs. The Michigan 4-H Foundation works closely with MSU to support many 4-H program initiatives. The entire



Russell Mawby addresses a standing room only crowd at the open house and dedication of the Mawby Learning Center on June 19, 1998.

160-acre campus of Kettunen Center is a living and learning environment for all ages. It includes full-service conferencing facilities, distance learning equipment, and new residential areas. The center hosts more than 10,000 people each year. The center's renovation is the result of VISION 2021, a \$3.8 million development campaign of the Michigan 4-H Foundation. MSU alumni and friends were among the hundreds of donors who responded to that campaign.

Birthday Celebration Honors Muelder's 90th

Dr. Milton Muelder's 90th birthday was celebrated in style at a Cowles House party hosted by President Peter and Mrs. Joanne McPherson on August 27, 1998. Dr. Muelder has been a tireless advocate and supporter of MSU. For over 41 years he served the university in many capacities, including vice president for Research Development, dean of the Graduate School, professor and chairperson of the department of Political Science and Public Administration, dean of the School of Science and Arts, acting dean of International Programs, acting vice president of Student Affairs, and executive director of the MSU Foundation.

In addition to his many accomplishments in his numerous roles at Michigan State University, Dr. Muelder has supported the university with many gifts. He recently gave a \$1 million gift to MSU, benefiting several departments. Recipients included the Kresge Art Museum, Russel Nye Lecture Series, Horticultural Demonstration Gardens, 4-H Children's Garden, WKAR television and radio, Beaumont Tower carillon, Wharton Center for Performing Arts, IM Sports Endowment, Ralph Young Fund, Community Music Program, and graduate assistantships in the Department of History.

One of Dr. Muelder's most meaningful gifts was made to First Lady Joanne McPherson. As founder of MSU Safe Place, the nation's first domestic abuse shelter on

a college campus, Mrs. McPherson has been a champion for the cause of domestic violence prevention. Dr. Muelder recognized Mrs. McPherson's efforts through his contribution of \$20,000 to endow a scholarship for those whose education has been interrupted due to domestic violence. "Dr. Muelder has always worked hard for those students dedicated to success at MSU. He is continuing to show that dedication to those whose circumstances are less fortunate. For this, I am extremely grateful," said Mrs. McPherson.

In acknowledging his friends, family, and former co-workers, Dr. Muelder delighted the crowd of over 150 with many anecdotes from his career. One highlight of the party for Dr. Muelder was a reunion with a World War II Navy colleague from Berlin whom he had not seen since 1949. Muelder was recognized for his dedication to MSU by former Vice President for Finance and Operations, Roger Wilkinson. The McPhersons presented Dr. Muelder with a beautiful MSU stadium blanket embossed with his name and further praised Muelder for his dedication to MSU. "It's not often people are recognized for their abilities as administrators," Wilkinson said. "But we truly believe that Milt was



Top photo: Milton Muelder presents a check to Joanne McPherson for \$20,000 to Safe Place.

Bottom photo: Dr. Muelder sits with family and friends at his birthday celebration.

one of the best and he has been sorely missed. We're very happy to be here today to honor him on his 90th birthday."

Detroit College of Law at MSU Opens Door to Exciting New Educational Opportunities

The dedication of DCL's \$28 million state-of-the-art building took place on April 21, 1998 in the Great Hall of the Wharton Center for Performing Arts before a crowd of more than 2,500 guests. A slew of dignitaries, led by former President Gerald Ford and Governor John Engler, helped dedicate the 180,000 square-foot building and



celebrate the partnership that MSU and DCL formed in 1995. DCL/MSU's first capital campaign at MSU exceeded \$5 million, which helped to fund the new building. The four-story building at Bogue Street and South Shaw Lane holds DCL's law library, faculty offices, four classrooms wired with the latest technology, and a mock courtroom.

The addition of DCL at MSU gives MSU a law school on campus, and gives DCL an affiliation with a Big Ten university. "The affiliation is an advantageous joint venture that will add quality to both institutions, the state, and the legal profession," said George N. Bashara Jr., DCL/MSU board president. The collaboration allows for the establishment of two new dual degree programs designed to create the next generation of lawyers. The first enables students to earn both a law degree and an MBA degree in four years. In addition, a dual degree that permits students to earn a law degree simultaneously with a master of public administration degree will significantly enhance a student's career opportunities in



A host of dignitaries attended the dedication of DCL/MSU.

government and the nonprofit sector, as well as the private sector.

Former President Ford called the affiliation between Michigan State University and the Detroit College of Law "a bold new venture" that presents a "singular opportunity to help shape the changing face of American legal education well into the next century." Gov. John Engler called the merger a "terrific marriage" between the nation's oldest land-grant university - MSU, founded in 1855 - and its oldest independent law school - DCL, founded in 1891.

The DCL/MSU building dedication ceremony, including the keynote address by former President Gerald Ford, was broadcast over the Internet in real time, directly from the Wharton Center.

Wharton Center Receives \$1 Million Gift-Theatre Named to Honor Donor

Wharton Center and the Michigan State University Board of Trustees approved the receipt of a \$1 million gift to Wharton Center for Performing Arts from Shirley K. Pasant in December 1997. In recognition of Pasant's gift, the board also approved renaming Wharton Center's Festival Stage to the Shirley K. and Athanase J. Pasant Theatre, which took place in June 1998. The \$1 million gift is the largest single donation to the Center since its 1982 opening and was immediately paid in a single lump sum.

"It's difficult to find words to express our excitement and appreciation for Shirley's support for the Center," Wharton Center executive director William Wright said. "This is an extremely gracious gesture on her part, making this a very exciting time for Wharton Center. It is this kind of support that allows us to continue the growth of the Center and to enrich Wharton Center programs." Wright said the \$1 million was added to the endowment fund, providing annual earnings to support Wharton Center sponsored programs and special projects.

According to Pasant, she gave the money to Wharton Center as soon as possible so

she can enjoy the benefits of her donation during her lifetime. "I feel so lucky to be able to enjoy Broadway hits like *The Phantom of the Opera* and great symphony orchestras and artists so close to home," Pasant said. "Wharton Center makes a real difference in the life of this community and I like knowing I can help the Center continue to thrive."

This is the second large donation the Pasant family has made to MSU. In 1986, Mrs. Pasant and her late husband Tony, an MSU alumnus, made a \$1 million donation to fund the AJ Pasant Endowed Chair in Finance. Pasant has been an annual donor to Wharton Center since 1990.

"My husband believed, and I believe, it is very important to give back to the organizations that make our lives and community better," Pasant said. "I hope this gift will



(L to R) Wharton Center Director William Wright, Joanne McPherson, Shirley Pasant, and Peter McPherson pose for a photo on the stage of the newly named Pasant Theatre.

help draw attention to how central Wharton Center is to mid-Michigan and how great a return we all receive from supporting it."

W. K. Kellogg Foundation Donates \$3.5 Million

The W. K. Kellogg Foundation recently donated \$3.5 million to MSU to improve the education and research capabilities of the Kellogg Biological Station at Gull Lake. Both the Manor House and the Carriage House, part of the original estate built by W. K. Kellogg, will be included in the renovation.



The Manor House, completed in 1926, will undergo renovations funded by a \$3.5 million gift from the W. K. Kellogg Foundation.

“To reach our potential for serving southwest Michigan, we need to improve our programming technological capabilities,” said Michael Klug, KBS Director. “KBS is a great setting for educational programs and activities related to natural science, agriculture and water use issues, and this will give us the opportunity to enhance what we

already offer,” he continued. An expanded MSU Extension Land and Water program will focus efforts around topics relevant to southwestern Michigan, including surface and groundwater, land use planning and sustainable agriculture. KBS’ outreach capabilities will be further strengthened when MSU Southwest, the regional Extension office, relocates to the Manor House following its renovation.

“W. K. Kellogg believed in helping people improve their lives through education, and he showed this through major contributions to public universities,” commented Klug. “We want to increase awareness about how Mr. Kellogg’s contributions to MSU are still having an impact today.” The W. K. Kellogg Foundation was established in 1930 to “help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations.” Its programming activities center around the common visions of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and healthy communities.

The Manor House was built from 1925-26 as W. K. Kellogg’s summer home. It will be restored to reflect the period when Mr. and Mrs. Kellogg were in residence, with renovated offices and meeting rooms. The former Carriage House, which included a guest apartment and garages for Mr. Kellogg’s automobiles, will be converted to classrooms and offices. These renovated facilities will help strengthen KBS’s undergraduate course offerings, outreach and community education programs, in addition to improving classrooms and computer laboratories.

Planned Gift Looks to Future

Dick and Karen Jury are helping shape the future of Michigan State University by including MSU in their estate plans. Their bequest will create multiple endowed funds and ultimately provide a perpetual stream of support for several key areas at Michigan State University. Planned



Richard and Karen Jury

gift commitments provide a foundation of support that the university may expect to receive and use in the future. Remembering Michigan State in one’s will or trust is an easy and effective way to provide a future gift to MSU. The Jurys, Frank S. Kedzie Society members, made their bequest through a personal irrevocable trust. The designations for their future gifts include a wide range of interests within the university. The endowed funds to be established are:

- Richard and Karen Jury Entrepreneur Scholarship Fund in the Eli Broad College of Business
- Karen L. and Richard H. Jury Eli Broad College of Business Discretionary Endowed Fund
- Karen L. and Richard H. Jury Endowed Fund for Diabetes Research within the College of Human Medicine
- Karen L. and Richard H. Jury Ralph Young Fund Discretionary Endowed Fund
- Karen L. and Richard H. Jury Wharton Center Discretionary Endowed Fund
- Karen L. and Richard H. Jury MSU Discretionary Endowed Fund

Richard Jury, an East Lansing native, graduated in 1968 from the College of Social Science with a B.S. degree in Criminology and Psychology. Karen Jury, originally from Fremont, MI, graduated in 1967 with a B.S. degree in Human Ecology and Retailing from the College of Human Ecology. Their years at MSU were filled with participating in student intramural programs and campus activities and events, in addition to their studies and work responsibilities. Most important to Richard and Karen is that these gifts are to honor their parents – Harry and Alice Jury, and Viggo and Maude Lind – for a lifetime of love and support.



The Spartan Chariot begins a new and wildly successful tradition at MSU football games, thanks to contributions from Russell Mawby, Gordon Guyer and other interested alumni. Here the chariot is driven down Grand River Avenue in the Homecoming Parade.

Tribute Celebrates Quello Gift

The enormous crystal chandelier that graces the ballroom of the historic Willard Hotel in Washington, D.C., shone down upon a long table set for 20 in the middle of the room. Over 300 people gathered at smaller tables to recognize the guests of honor, James (BA'35) and Mary (BA'36) Quello, on this special "Evening of Tribute."

Held on May 13, the tribute served to announce the establishment of the James H. and Mary B. Quello Center for Telecommunication Management and Law, located in the College of Communication Arts and Sciences at Michigan State

University. James Quello, who retired from the Federal Communications Commission after 23 years of service, is the namesake of the center, along with his wife, a successful fashion designer and outstanding volunteer.



(L to R) James and Mary Quello pose with Ward Quaal, a long-time friend, at the tribute dinner.

during times of sweeping change in the telecommunication industry. Dick Wiley, partner in the Washington law firm of Wiley, Rein & Fielding, and a longtime friend of both Quello and President McPherson, was the master of ceremonies. Provost Lou Anna K. Simon and Vice President for University Development Charles Webb were also in attendance.

"The Center, located on the MSU campus, will become the focal point for world-class teaching, research, and

outreach in global telecommunication," stated Jim Spaniolo, dean of the College of Communication Arts and Sciences, at the event. "In addition to sponsoring lectures, providing expertise for government, business, and the non-profit community, and attracting experts from around the world, we will work jointly with the Detroit College of Law at MSU and other colleges on campus. Our academic enterprise will be solidly grounded in the real world and destined to make a difference."



Study Abroad Initiative Receives Gifts from Japan

During a very successful trip to visit alumni in Japan in October 1997, Broad College of Business Dean Jim Henry succeeded in securing several generous contributions to the MSU Study Abroad Initiative. While there, he also had several conversations with educational leaders that ultimately led to agreements to establish working relationships for the benefit of students from both MSU and Japan. In particular, a joint program with the International University of Japan has already led to study abroad opportunities for several Broad College graduate students.

The gifts were all given in response to the Broad College's commitment to creating study abroad opportunities and student exchange relationships with colleges and universities in Japan. Gifts totaling \$185,000 for the Broad College Study Abroad program were received from:

- Broad College graduate Hiroshi Konishi, former president of Nippon Glaxo,
- Broad College graduate William Ebbert, president of Delphi Automotive Systems-Asia Pacific,
- the AMTAD Properties Corporation (a subsidiary of Takenaka Corporation),
- Yagi Tsusho Ltd. in Osaka, and
- Akira Kitajima, president of JUSTAK Corporation in Los Angeles.

In today's global economy, the study abroad program is especially important in preparing our graduates for the business world.



(L to R) Jack Valenti, Peggy Binzel, and Rupert Murdoch reminisce about the "Quello Years."

President McPherson was on hand to announce that over \$2.5 million in support had been committed to the Center from friends of the Quellos, placing the project at the halfway mark toward the \$5 million total goal. The president was joined by Trustee Dee Cook, who told the story about how Jim and Mary met at MSU during the Depression.

Jack Valenti, president of the Motion Picture Association of America; The Honorable Ted Stevens, United States Senator; William Kennard, current chair of the FCC; Rupert Murdoch, chair and CEO of The News Corporation; and Eddie Fritts, president and CEO of the National Association of Broadcasters, reminisced about the "Quello Years" and Quello's leadership

The School of Hospitality Business Seeks Beaumont Tower Society Members

In the summer of 1997, The School of Hospitality Business Alumni Board of Directors committed to enroll seventy-five hospitality graduates in the Beaumont Tower Society. This five-year campaign will culminate with anniversary celebrations to coincide with The School's seventy-fifth year in 2002.

The campaign seeks to raise funding for two important initiatives in The School: a \$500,000 Faculty Research, Development, and Travel Endowment, and the Director's Fund. The faculty endowment is designed to promote faculty interaction with industry leaders at professional conferences and symposiums, while the Director's Fund addresses the most pressing operating needs within The School, including compensation for teaching assistants, support for the supplies and services account, and production of a bi-annual newsletter.

The response to date has been more than enthusiastic. At the end of the first year of

this campaign, thirty-seven Hospitality graduates had achieved membership in the Beaumont Tower Society, including fourteen individuals who made new pledges during 1997-98. Due to the enthusiastic response, Hospitality Business graduates represented fifteen percent of the new Beaumont Tower Society members university-wide, and almost half of the new Broad College of Business Beaumont Tower Society members.

This campaign is off to a tremendous start, but its overall success depends on the continued support of Hospitality Business graduates who are not yet members of the Beaumont Tower Society. Interested Hospitality Business graduates should contact Rich Bundy at (517) 353-4340. Other interested alumni and friends can call Rebecca Surian in MSU's Special Giving Societies office at (517) 355-8257 or 1-800-232-4678.

SPECIAL AND ANNUAL GIVING PROGRAMS

Special Giving Societies

MSU's Special Giving Societies continue to attract donors at an accelerated rate. This past year, 275 individuals joined one of MSU's Special Giving Societies by making a commitment to the university at the Beaumont Tower Society, the Presidents Club and Presidents Club Associates levels.

| DONOR GROUP MEMBERS | |
|--|-------|
| Beaumont Tower Society <i>(gifts of \$25,000 or more)</i> | 808 |
| Presidents Club <i>(gifts of \$10,000 or more)</i> | 3,369 |
| Presidents Club Associates <i>(gifts of \$2,500 or more & graduated in the last 15 years)</i> | 170 |

Beaumont Tower Society (gifts/pledges of \$25,000-\$49,999)

The Beaumont Tower Society was initiated in 1989 during MSU's comprehensive capital campaign and has become the fastest growing segment of the special gift donor population. This past year, 94 individuals made a new commitment to MSU at this level – an 18% increase over the number of new donors the previous year. At the close of fiscal year 1997-98, the number of Beaumont Tower Society donors totaled 808.

Presidents Club (gifts/pledges of \$10,000-\$24,999)

The Presidents Club is MSU's oldest and largest donor society. Founded in 1963, the Presidents Club honors the presidents of Michigan State University and has grown to nearly 3,400 donors. This past year, 135 individuals made a new commitment to MSU at the Presidents Club level.

Presidents Club Associates (gifts/pledges of \$2,500 over five years)

This past year, 46 individuals made a Presidents Club Associates pledge. This donor group was added in 1994, and is directed toward individuals who received their undergraduate degree within the past fifteen years. Presidents Club Associates provides a recognition opportunity for alumni and friends who are relatively new in their careers but want to make a significant contribution to MSU. At the end of fiscal year 1997-98, there were a total of 170 individuals recognized at this giving level.

Annual Giving Programs

Annual Giving Programs provide alumni, friends, parents, faculty/staff, and senior students the opportunity to financially support the university each year. Nearly \$2.6 million in new gifts and pledges was secured through annual giving programs during the 1997-98 fiscal year. While annual campaigns primarily focus on the use of direct mail and telemarketing appeals, there is an increasing role for volunteers in reaching students and faculty/staff in a more personal manner.

All University Campaign (faculty/staff giving)

Faculty and staff of MSU continue to bring truth to the philosophy that giving begins at home. In total, faculty and staff have pledged more than \$4.9 million to MSU, with nearly \$460,000 in new gifts and pledges given through the 1998 All University Campaign. An initiative to increase the number of special gift level donors resulted in twenty-six new special gift club members and two new major gift donors. In total, more than 4,500 current and retired employees contribute to Michigan State University.

Parents' Fund Campaign

Gifts from parents of MSU students are increasing and this is a growing area of support for MSU's colleges and programs. Dollars pledged by MSU parents increased by 56% compared to the previous year, and the number of parent donors increased by 42%.

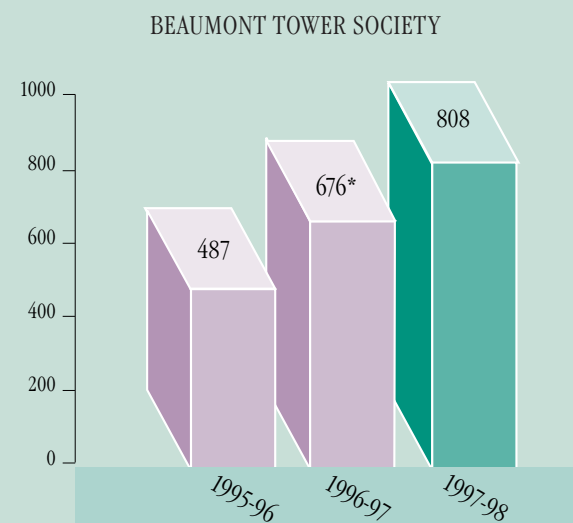
Alumni Campaigns

MSU alumni are asked for a gift to MSU twice during the year – once for a gift to their college and once for a gift to MSU's unrestricted fund, the Essential Edge. This past year, \$2,058,201 was donated from nearly 25,500 alumni through MSU's annual alumni campaigns. The number of alumni who made their first time gift to MSU through the annual campaign totaled more than 5,200 in fiscal 1997-98.

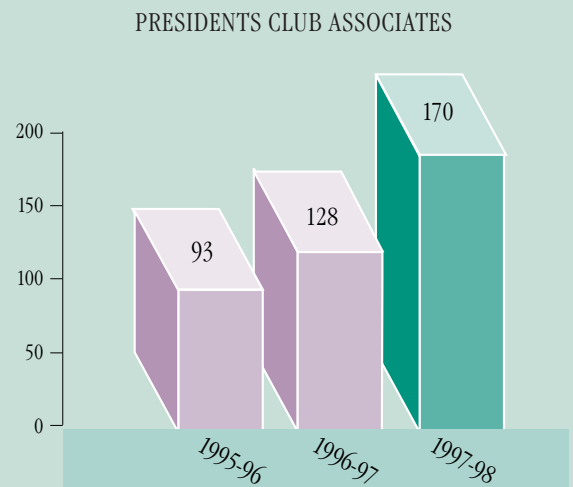
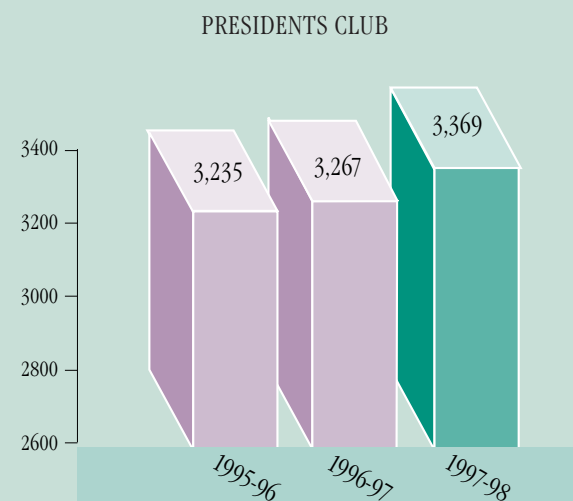
Senior Class Campaign

A total restructuring of the 1998 Senior Class Campaign helped to secure \$37,180 in new pledges from MSU's Senior Class. This represents more than twice the dollar amount pledged by Seniors the previous year. The new Senior Class Campaign includes volunteer representation from virtually every college on campus, and allows seniors to designate their gift to their college, or any program on campus of their choice.

MEMBERSHIPS COMPARISON



* First year of autoqualifying Presidents Club members to Beaumont Tower Society. Of the 135 autoqualified members, 127 (94%) were previously Presidents Club members.





Fall 1998

DEVELOPMENTS

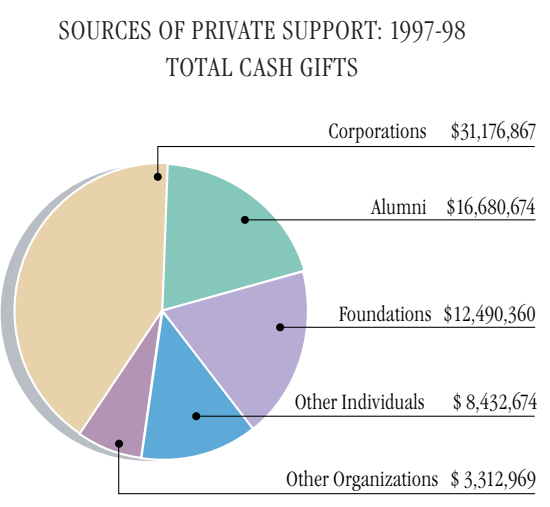
Michigan State University

1997-98 ANNUAL REPORT SUMMARY

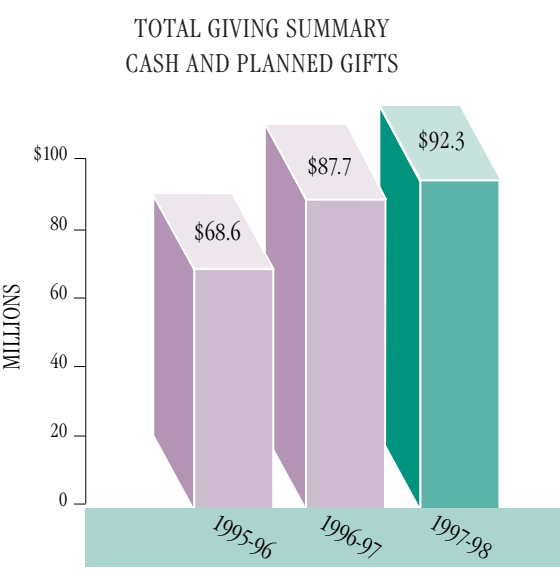
MSU DEVELOPMENT SETS FUNDRAISING RECORD FOR THIRD STRAIGHT YEAR

Cash and Planned Gifts up \$4.6 Million

With over \$72 million being raised, the 1997-98 fiscal year marked the third straight year of growth in private giving at Michigan State University, even surpassing last year's record of over \$71 million.



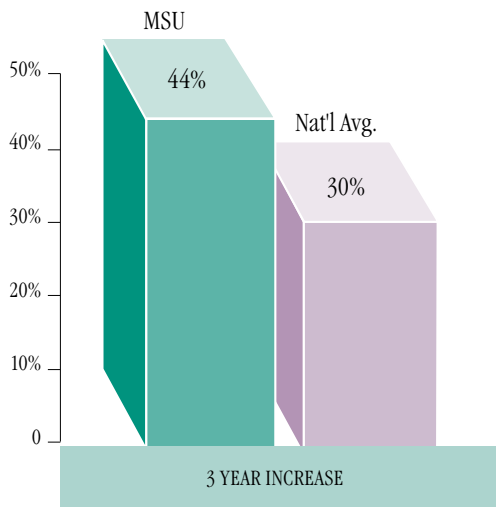
"We set the bar high last year" remarked Charles Webb, Vice President for University Development, when Michigan State raised \$71.6 million, a 36% increase over the 1995-96 fiscal year. "Needless to say, we are all extremely pleased to be able to repeat last year's outstanding performance."



After adding \$20.2 million in planned gifts, the total 1997-98 giving rose to an unprecedented \$92.3 million.

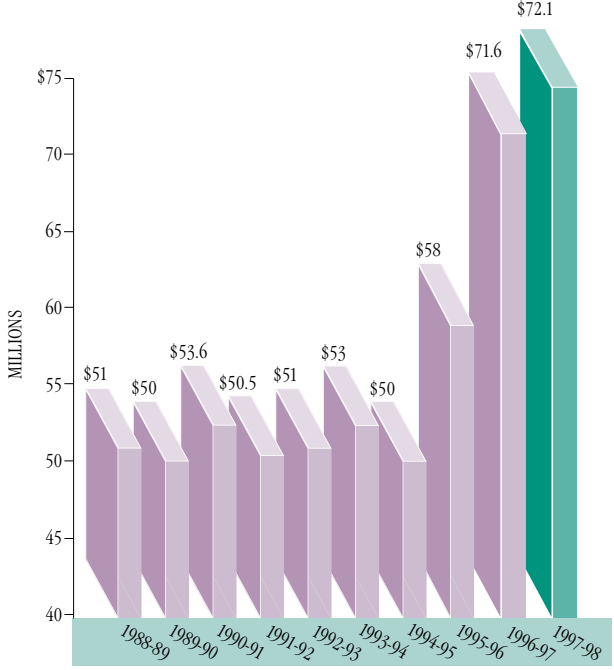
"With the very successful conclusion to our endowment campaign last year, we were somewhat concerned that we might lose momentum," said Marti Heil, Associate Vice President for University Development, "but with an outstanding effort from all of the Deans and College Development Officers, we didn't miss a beat."

3 YEAR % INCREASE: MSU VS. NATIONAL AVERAGE-
TOTAL CASH GIFTS



"What makes this even more exciting," continued Heil, "is that we have been able to grow our level of private support here at MSU by 44% in the last three years."

10 YEAR HISTORY OF PRIVATE SUPPORT
TOTAL CASH GIFTS



When this is compared to a national average increase in educational giving of only 30% over the same three-year period,

continued on page 6

1997-98 Highlights

- Total cash giving was up 44% over last three years, outpacing the national average increase of only 30%
- Total giving, including cash and planned gifts, was up 35% over last three years
- Planned Gifts were up 100% over the last three years
- Endowed Chairs/Professorships grew to \$74.8 million
- University Development was nationally recognized for its fundraising improvement
- Faculty and Staff giving increased to \$4.9 million in cash and pledges
- Eight gifts of \$1 million or more were received

President's Letter



October marked a milestone for me; my fifth year as president of our great university. The past five years have seen many significant accomplishments, made possible only with the hard work and support of our Spartan community. That includes you. One thing I have learned as your president is how truly important private giving is to MSU. Private giving helps us build on those accomplishments. Private gifts to MSU are now at record levels - up 44 percent over the past three years.

What has this meant for us? Your gifts have allowed the university to provide additional scholarship support, to

build programs such as the Honors College and Study Abroad, to attract some of the world's finest faculty members, and enhance the resources and facilities of one of the nation's premier learning and research environments.

We have been able to do all this while still keeping college affordable for our students. Michigan State again extended the innovative Tuition Guarantee to this year's incoming freshman class, promising to keep tuition increases at or below inflation.

Speaking of quality, I am pleased to announce a 30 percent participation increase in the MSU Study Abroad program this year, already one of the best known in the nation. Last year more than 1,450 MSU students studied in another country, in programs ranging from a few weeks to an entire semester. I believe a Study Abroad experience will prove vital in the 21st century; an experience that encourages students to be culturally sensitive and globally aware.

We are breaking major new ground in other areas, too. We dedicated the new facility for the Detroit College of Law at Michigan State University, heralding the next chapter for the century old law school and adding distinction to our campus. In September, we celebrated the opening of the Clara Bell Smith Student-Athlete Academic Center, a tremendously successful, \$8 million project

launched with a \$2.5 million gift from the NBA's Steve Smith - the largest gift ever made to a college by an active professional athlete. And this February we look forward to breaking ground on a state-of-the-art biomedical and physical sciences building for teaching and ground-breaking research, that will become the jewel of MSU's science and research facilities.

Now we need to look to the new millennium, and our celebration of MSU's 150th anniversary in 2005. As we march toward those milestones, we want to strengthen our position as one of the nation's finest universities. We must and will support our faculty and graduate students in the world-class research they are doing in areas such as the environment, plant sciences, materials science, biomedicine, food safety and nuclear sciences. Finally, we must continue our commitment to providing one of the best undergraduate opportunities anywhere.

Thanks to your continued support, the future will be even greater. I am convinced that for Michigan State University, the best is yet to come.

Peter McPherson
President

Record year

continued from page 5

the amount of increase becomes even more apparent.

The improvement at MSU has not gone unnoticed. The Council for Advancement and Support of Education (CASE), which is recognized as the national association for all



Success has its rewards – Ragan Royal, Director of Development for James Madison College, accepts the CASE award given to MSU for Overall Fund-Raising Improvement.

higher education fundraising, recently awarded MSU the 'Circle of Excellence' award for 'Overall Fund-Raising Improvement' at a Public Research/Doctoral Institution.

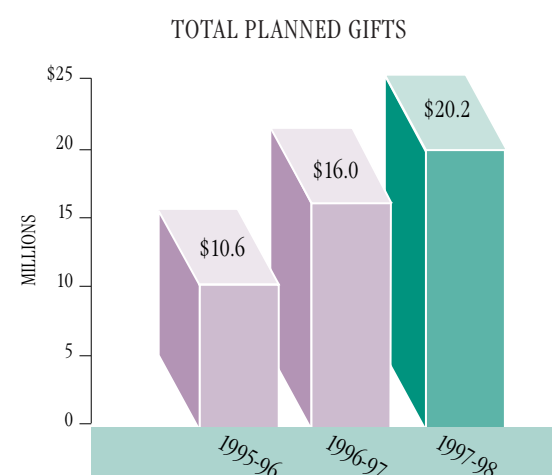
The winner is selected by a panel of judges and is given to the educational fundraising institution that shows significant growth over the last three years in several key areas including: pattern of growth in total support, evaluation of what is contributed to the total support figure, overall breadth in program areas and impact of the largest gifts on the total support.

Similar to cash gifts, the \$20.2 million raised in planned gifts marks the third straight year of increases. Since the 1995-96

fiscal year, planned gifts have increased a stunning 100%.

"Planned gifts are critical to the growth and long-term success of the development program," said Dan Chegwiddden, Director of Planned Giving. "They also provide a foundation of support the University may expect to receive and use in the future. When one has the genuine desire to establish a future gift, life income plans such as the charitable remainder trust or charitable gift annuity can provide significant income and/or tax benefits to the donor when properly incorporated into their estate plans. In addition, simply remembering Michigan State in one's will or trust is an easy and effective way to provide the University a future gift."

"With a new century almost upon us," said Webb, "we are perfectly positioned to embark on our next capital campaign, now being planned to commemorate the university's sesquicentennial. With the continued cooperation and commitment of all members of the Development team, we are prepared to take the program to even greater heights."



UNIVERSITY-WIDE FUNDRAISING ACTIVITIES

Major and Planned Gifts

The 1997-1998 cash figures reflected a major gift team, comprised of central and college fundraisers, that was staffed and working well after a full year together. Faced with a post-campaign period when traditionally there is a lull in gift-giving, the major gift staff held its own by working to consolidate its expanded donor base. Total dollars given by individuals as first-time major gifts of \$50,000 and above, and by recognized individual major donors making new gifts of any size, reached \$31,295,497, a 4.5% increase over last year's total of \$29,892,725.

The statistics for planned gifts, celebrated elsewhere in this issue of *Developments*, showed no post-campaign lull. The planned giving staff likely is beginning to tap the billions of dollars in assets the experts say are transferring from the WWII generation to their baby-boomer offspring over the next several decades. By the close of the year, \$20,251,798 in new and documented commitments had been received from 154 donors, comparing very favorably – with 20% in growth – to the year-end total of \$16,800,000 last year. Through June 30, 1998, MSU had 1,097 documented planned gifts valued at \$162,843,275 in future support; that total was \$146,674,000 in 1996-97 and \$133,828,000 in 1995-96.

Reflecting this growth, all major gift clubs added members, with the Benefactors Society, honoring cumulative cash gifts of \$100,000 and more, growing the most with

| DONOR GROUP MEMBER TOTALS | |
|--|-----|
| Frank S. Kedzie Society <i>(gifts of \$1 million or more)</i> | 81 |
| MSU Benefactors <i>(gifts of \$100,000 or more)</i> | 705 |
| John A. Hannah Society <i>(gifts of \$50,000 or more)</i> | 386 |

65 new members for a total of 705, an 8.5% increase over last year. The Kedzie Society, for cash gift totals of \$1,000,000 and more, now has 81 members, and the Hannah Society, for donors of \$50,000 or more in cumulative cash gifts, has 386 members. The Legacy Society, established to recognize those with documented planned gift commitments to MSU, added 85 members.

This past year was the first during which fundraisers worked to meet the President's new minimums for "dollars in." In a major gift fundraiser's first year, for example, he or she is to bring in gifts equaling at least \$250,000; this figure increases in the fundraiser's second year, with the bottom-line set at \$500,000, and so on. Modified only slightly for the smaller colleges, these figures were met during the year by the central and college staffs.

Many volunteers helped staff members meet the President's major gift goals. In addition to the volunteer-staffed councils, committees, and boards in the Colleges, several groups worked to raise major gifts for the University as a whole. Members of

the Major and Planned Gift Committee of the national University Development Board hosted brunches, held two highly successful events in the Detroit area for potential donors, and brokered meetings between potential donors and University representatives. In 1997 the Detroit Area Development Council held its First Annual Spartan Celebrity Golf Classic, using its \$25,000 in earnings to begin a scholarship endowment for Detroit-area students. The Chicago Area Development Council continued its highly successful MSU faculty lectures – the Hannah Forum Series – bringing Chicago-area alumni into contact with the University, especially when colleges also held satellite events for their alumni before or after the lectures. The West Coast Regional Development Council was planning its charter meeting as the year came to a close.

Finally, much time and effort was focused during the year on beginning to make the major and planned gift team "campaign ready." At a mundane level, this meant continuing to hammer out ways to work smoothly together through improvements to various management systems. At a more dynamic level, this meant working hard to build the base of major and planned gift donors - known and new - who will be key to the success of the next campaign.

ENDOWED CHAIRS/PROFESSORSHIPS

CHAIRS

Frederick S. Addy, Finance
 Ameritech, Telecommunication
 Wade Brinker, Veterinary Medicine
 Pat Carrigan, Feline Medicine
 Telecommunication Management
 Richard M. Hong, Electrical Engineering
 Knight Foundation, Environmental Journalism
 John McConnell, Business Administration
 Mary Anne McPhail, Equine Sports Medicine
 Homer Nowlin, Agriculture
 A.J. (Tony) Pasant, Insurance
 Walter Patenge, Osteopathic Medicine
 Barnett Rosenberg, Biological Science
 Elton R. Smith, Agricultural Engineering

ENRICHMENT PROGRAMS

Chemistry
 Pharmacology and Toxicology

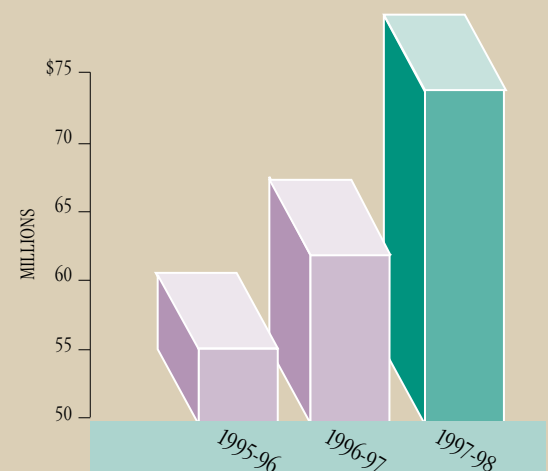
PROFESSORSHIPS

Fred Arnold Wood Products Sales, Marketing and Manufacturing
 Ellis N. Brandt, Public Relations
 Jack Breslin, Oncology
 David Ellis, Large Animal Clinical Science
 Ernst & Whinney, Accounting
 John A. Hannah
 Hilton Hotels, Hospitality Management
 Johansen Crosby, Chemical Engineering
 Philip J. May, Finance
 Charles Stewart Mott
 Russell E. Palmer, Accounting
 Elsa D. and Carl F. Rehberg, Research
 Rotating Packaging Industry
 Jean P. Schultz, Oncology Research

GRAND TOTAL \$74,816,546

3-YEAR HISTORY

| | |
|-------|--------------|
| 95-96 | \$55,860,764 |
| 96-97 | \$62,407,578 |
| 97-98 | \$74,816,546 |



UNIVERSITY-WIDE FUNDRAISING ACTIVITIES

Many of the university's fundraising programs are most effectively carried out within the individual colleges. Others are most effective when staffed and coordinated university wide. One example of a centralized program is the telemarketing campaign conducted on behalf of the individual colleges by members of the

central staff of Special and Annual Giving. Another example is the centralized administration of donor recognition groups. Donors usually achieve recognition through gifts to an individual college or program, but their generosity is recognized through university-wide recognition groups.

Corporate and Foundation Relations

Corporate Relations

During the 1997-98 year the University raised \$31,176,867 from corporations and corporate foundations, representing a 7% decrease over the previous year. This decrease is due in part to a gift of equipment received in 1996-97 and not repeated in 97-98.

During 1997-98 our primary focus has been the cultivation and solicitation of prospects for the Study Abroad Initiative. To date, with the help of our Corporate and Foundation Gifts Committee, we have received commitments totaling \$465,000 from eight companies: Amoco, The Coca-Cola Foundation, Kellogg Company, Lear Corporation, New Venture Gear, Inc., Pulte Corporation, Ford Motor Company, and the Chrysler Fund. Proposals are pending at six additional companies.

We continue the process of planning and development of materials in support of the campaign for the Biomedical and Physical Sciences building. In addition, ongoing attention continues to be given to the cultivation and maintenance of relationships with the top 40 corporate prospects. This has involved visits to campus by executives to improve our relationships and discuss mutual interests. Working with the Vice President for Research and Graduate Studies and other campus offices we have provided greater exposure for companies such as Kellogg Company, Dow Chemical, Ford, 3M, and General Electric to MSU's research capabilities and opportunities for partnerships as well as opportunities to discuss future employment needs.

The department introduced its first issue of *MSU Partners*, a publication designed for the corporate, foundation, and association audience to inform them of MSU's accomplishments.

In-house campaigns continue to grow through targeting of special gift prospects resulting in ten new Beaumont Tower

memberships, twenty-one new Presidents Club memberships, and nine new Presidents Club Associates memberships for the year.

Significant gift commitments received from corporations during 1997-98 included:

- \$450,000 from the GE Fund for Engineering
- \$300,000 from the Ameritech Foundation for Telecommunications
- \$80,000 from the Gerber Foundation for Food Science and Human Nutrition

Foundation Relations

During 1997-98 the University experienced an exceptional year in foundation giving raising a total of \$12,190,360 which represents a 95% increase over 1996-97.

Significant gifts received this year include:

- \$3,500,000 from the W. K. Kellogg Foundation for renovation of the Manor House and Carriage House at the Kellogg Biological Station.
- \$2,000,000 from the Herbert H. and Grace A. Dow Foundation in completion of their gift supporting the Herbert H. and Grace A. Dow Materials Institute in the College of Engineering.
- \$330,000 from the Alfred P. Sloan Foundation for minority engineering education.
- \$250,000 from the Robert Wood Johnson Foundation for the College of Human Medicine.

Other Highlights of 1997-98

- The Corporate and Foundation Gifts Committee of the University Development Board of Directors completed an exceptional year raising \$465,000 from corporations for the Study Abroad Program.
- Working closely with the Director of Major Gifts and the four directors of development of the Colleges of Human Medicine, Osteopathic Medicine, Veterinary Medicine, and Natural Science, a funding plan for the Biomedical and Physical Sciences facility was developed.
- A new Assistant Director of Corporate and Foundation Relations was hired to

conduct our in-house campaign programs.

The Director and Associate Director provided considerable support to colleges and to unstaffed areas to assist with the corporate and foundation objectives.

Major Priorities for the Coming Year

During 1998-99, we will continue our focus on Study Abroad and will shift into active campaign mode to raise the private support needed for the Biomedical and Physical Sciences Building project. Our immediate plans include production of a brochure, the formation of a central campaign committee to assist with fund raising and the beginning of the leadership phase of the campaign in the Fall of 1998. Other departmental priorities include:

- publishing two issues of *MSU Partners*,
- implementing two new in-house campaigns in companies that have strategic interest in MSU programs, and
- preparing for and launching the constituency campaigns for the Biomedical and Physical Sciences facility by the end of the fiscal year.



College of Human Medicine scholarship recipients stand together.

Michigan State University received eight gifts and pledges valued at more than \$1 million each in 1997-98.

THOSE DONORS ARE: Anonymous • Eli H. and Edythe L. Broad • Jeffery N. Cole and Kathryn A. Clark-Cole • Emma G. Holmes •

Herbert H. and Grace A. Dow Foundation • W.K. Kellogg Foundation • Drs. Samuel J. and Ethel LeFrak • Mrs. Shirley K. Pasant

PROGRAMS IN THE COLLEGES

MSU's sixteen colleges and units each have their own fundraising programs and priorities. Development officers report both to the dean of the college and to the director of University Development. The college directors use the administrative services and resources of the central office of University Development to further their college programs. Income from private sources is reported by college as well as combined for an all-university total.

College of Agriculture and Natural Resources

The College of Agriculture and Natural Resources realized nearly \$8 million in gifts during 1997-98. A total of over \$7.7 million was pledged from alumni, friends, corporations, foundations, associations and other groups.

Over \$65,000 was raised during the All-University campaign. All together, the college faculty and staff contributed \$741,000 to MSU during the 1997-98 year. The number of gifts was up over 20% from the previous year.

New donor club members included: MSU Benefactors, two; John A. Hannah Society, four; Beaumont Tower Society, ten; Presidents Club, ten; and Presidents Club Associates, six. This reflects a 250% increase in Beaumont Tower Society members.

College of Arts and Letters

The College of Arts and Letters saw an increase in donations from alumni, faculty, friends, corporations, and foundations again in 1997-98. Total giving for the year was \$2,045,847 from 2,489 donors - surpassing the \$2,000,000 mark for the first time.

There were nine new scholarships endowed in the college. Other highlights included a testamentary gift of over \$900,000 for the Kresge Art Museum, a \$250,000 leadership pledge to the Jewish Studies Program, and a gift of over \$100,000 to the Department of Art. A painting, Japanese folding screen, and a symphony commission were among other gifts to the college.

The college welcomed nineteen new members to the university's donor recognition societies: Frank S. Kedzie Society, one; MSU Benefactors, five; John A. Hannah Society, four; Beaumont Tower Society, five; Presidents Club, three; and Presidents Club Associates, one.

The college's endowment grew to \$6,725,233. It now has seventy-five established endowed funds.

1998 marked the 10th anniversary of the newly named "John W. Eadie Celebrity Lecture Series." Revenue reached nearly \$83,000 for the three-lecture series.

Eli Broad College of Business

Private gifts and pledges to the Broad College totaled more than \$9.8 million for the 1997-98 fiscal year. The college received 33 major gifts (i.e., contributions of \$50,000

or more), representing an increase in that category of 74%. Included among the major gifts were two commitments of \$1 million or more, fifteen above \$100,000, and fourteen more above \$50,000.

Cash gifts to the Broad College Annual Fund totaled \$4,636,000. Annual Fund totals also include gifts and pledges from the College Campaign. During 1997-98, College Campaign totals were \$228,063 - an increase of 5.9% over 1996-97.

Detroit College of Law at Michigan State University

The Detroit College of Law at MSU announced the successful completion of its \$5 million "Building for the Twenty-First Century Capital Campaign" at the dedication of the new law college building in April 1998. In addition, DCL/MSU saw an increase of 18.3% in alumni giving. In 1997-98, 485 people made contributions to the college, an increase of 72 individuals

1997-98 COLLEGE/PROGRAM DEVELOPMENT INCOME

| COLLEGES | | PROGRAMS | |
|-----------------------------------|-------------|--|--------------|
| Agriculture and Natural Resources | \$7,214,912 | Financial Aid | \$4,140,966 |
| Arts and Letters | \$2,045,846 | Honors College | \$3,052,744 |
| Business | \$4,661,795 | Human Med-Community Campus | \$49,509 |
| Communication Arts and Sciences | \$2,377,673 | Instr. Develop. & Tele. Comm. Services | \$3,155,656 |
| DCL/MSU | \$654,888 | International Studies and Programs | \$316,083 |
| Education | \$1,025,503 | Libraries | \$87,084 |
| Engineering | \$4,794,908 | Lifelong Education | \$50 |
| Human Ecology | \$397,413 | MSU Museum | \$570,309 |
| Human Medicine | \$1,339,292 | Programs & Research | \$17,262,502 |
| James Madison College | \$91,176 | Ralph Young Fund | \$4,696,652 |
| Natural Science | \$3,368,067 | Urban Affairs Programs | \$34,561 |
| Nursing | \$180,907 | Wharton Center | \$1,681,166 |
| Osteopathic Medicine | \$457,974 | 4-H Foundation | \$950,185 |
| Social Science | \$2,388,247 | Miscellaneous | \$487,691 |
| Veterinary Medicine | \$2,396,889 | TOTAL | \$72,093,695 |
| Split Departments | \$1,091,639 | | |
| General University | \$1,121,392 | | |

The college welcomed 139 new donor club members, including: Frank S. Kedzie Society, one; MSU Benefactors, eight; John A. Hannah Society, eleven; Beaumont Tower Society, forty-six; Presidents Club, fifty-seven; and Presidents Club Associates, sixteen.

College of Communication Arts and Sciences

Gifts and pledges to the College of Communication Arts and Sciences from alumni, friends, corporations, foundations, associations and other groups totaled over \$2.3 million. The major fund development project underway is raising \$5 million to endow the James H. and Mary B. Quello Center for Telecommunication Management and Law. To date, more than \$2.75 million has been raised in gifts and pledges.

There were several new donor club members, including one MSU Benefactor, two John A. Hannah Society members, six Beaumont Tower Society members, and two Presidents Club members.

over 1996-97. The annual giving program raised more dollars than in any of the previous five years, for a total of over \$51,000. Gifts and pledges to the college from alumni, friends, corporations, foundations, associations and other groups totaled \$896,010.

New donor club members included: Danhof Society (gifts of \$1,000,000 and more), one; King Society (\$500,000-\$999,999), one; Heritage Club (gifts of \$100,000-\$249,000), three; Founder's Club (gifts of \$50,000-\$99,999), two; MSU Benefactors, two; and Presidents Club, two.

College of Education

For the fourth consecutive year, the 1998 *U.S. News and World Report* ranking of 191 graduate schools in education rated the elementary and secondary education programs of the College of Education of Michigan State University as the best in the United States.

Six new estate gifts were documented with an estimated value of more than \$1,400,000. Recently, the Pew Foundation awarded a grant of \$328,000 for research on

PROGRAMS IN THE COLLEGES

the power of standards to guide teaching. As of December 31, 1997 the market value of the scholarships and fellowship endowments in the College of Education totaled \$2,175,161.57.

The annual year end campaign and tele-marketing pledges and gifts were up 12% over last year. We were encouraged by the fact that two separate \$10,000 discretionary gifts were received, a first for the College of Education. Five new scholarship and fellowship endowments were initiated or planned.

High interest was shown in the giving societies in 1997-98. Joining were five new legacy society members, four new Benefactor Society members, five new Hannah Society members, sixteen new Beaumont Tower Society members and sixteen new Presidents Club members.

College of Engineering

The College of Engineering realized total gift income of over \$4.7 million during the 1997-98 year, a 114% increase over the last year. Highlights of the year's successes include the emergence of three \$1 million plus donors, and the final \$1 million payment toward the Dow Foundation's \$6 million pledge to the Materials and Composites Center.

A concerted effort was put forth toward the end of the 1997-98 fiscal year to expand fund-raising activities to the departmental level. Toward this end, chairs of the engineering departments have taken the lead and are working closely with the development office to devise effective cultivation and solicitation strategies for their key alumni. This has been coupled with larger events and activities designed to extend outreach to



Recipients of the John D. and Dortha J. Withrow Endowed Teacher/Scholar Awards posed together at a luncheon held in their honor at the University Club.

alumni in the state of Michigan and across the country. The end result was a variety of opportunities for faculty and alumni to interact and reestablish relationships.

New donor club members included: Frank S. Kedzie Society, one; MSU Benefactors, five; John A. Hannah Society, three; Beaumont Tower Society, nine; Presidents Club, nineteen; and Presidents Club Associates, seven.

Honors College

The Honors College received over \$3 million from 128 alumni, friends,

corporations, foundations and other groups during the 1997-98 year. Alumni giving increased nearly 20%, and the number of corporations giving to the college rose 12%. The highlight was a gift of \$3 million, allowing the renovation of Eustace Hall and providing \$1.5 million for scholarships.

College of Human Ecology

The College of Human Ecology raised \$397,493 from alumni, friends, corporations and other groups during the 1997-98 fiscal year. The number of alumni and corporations supporting the college increased by over 9%.

Highlights include a gift of over \$14,500 to provide seed money to an endowment which will benefit the College of Human Ecology Historic Costume Collection, and a \$15,000 corporate gift to the Merchandising Management Program for the development of an international retailing web site which will serve as a repository for information critical to the success of U.S. businesses, and as a platform for practitioners and academicians to exchange information and ideas.

College of Human Medicine

During the 1997-98 fiscal year, the College of Human Medicine raised over \$1.3 million with an additional \$300,183 generated from the six college community campuses for a combined total of over \$1.6 million. This represents an increase of 44%, marking the fifth consecutive year the college has surpassed the million-dollar mark.

The college is especially proud of the support it has received from individuals, who are responsible for 68% of the total dollars raised. Alumni now represent 58% of the overall donor population. Perhaps most significant, nearly 25% of all donors gave or pledged \$1,000 or more. Until just two years ago, gifts of \$1,000 or more represented only 6% of all gifts received. The college received several non-recurring estate gifts during 1997-98, supporting research and curriculum development in gerontology, oncology/hematology research, and the Department of Anatomy. There were twelve new scholarships initiated and/or awarded during the year.

New donor club members included: MSU Benefactors, three; John A. Hannah Society, one; Beaumont Tower Society, eleven; Presidents Club, fifteen.

James Madison College

During the 1997-98 year, James Madison College raised a total of \$91,176 from alumni, corporations, foundations, friends, and other groups.

James Madison College has established its own donor society, which includes the Founders Circle (\$1,000 to \$2500 annually),

Beaumont Tower Society (\$2500 to \$5000 annually), and the Hannah Society (\$5,000 or more annually). Currently there are 30 Founders Circle members.

College of Natural Science

During the 1997-98 year, the College of Natural Science raised a total of over \$3.2 million from alumni, friends, corporations, foundations, associations and other groups. Highlights of the major gifts include a W.W. Kellogg Foundation commitment of \$3.5 million over three years for renovations to the Manor House and Carriage House at the Kellogg Biological Station, a \$1.365 million planned gift commitment for an endowed faculty position in accelerator physics, and \$264,000 in additional funding for an endowed professorship in zoo and aquarium science. The college completed eleven new endowments for fellowships, scholarships and research awards.

New donor club members included: MSU Benefactors, six; John A. Hannah Society, two; Beaumont Tower Society, nine; Presidents Club, six; and Presidents Club Associates, one.

College of Nursing

With the new millennium on our doorstep, the College of Nursing stands at the threshold of unparalleled opportunity. Charged with preparing BSN and MSN nurses to provide quality, efficient health care in an uncertain health care environment, the college has redesigned its MSN curriculum, continued its role as the leader on campus for interactive web site courses, distinguished itself in research, and is preparing a Ph.D. program that builds on the university's emphasis on primary care with a focus on community-based health care. To lead this exciting new venture, the college welcomed the addition of an Associate Dean for Research and the Ph.D. program.

Along with these successful new initiatives, the college has also reenergized its development efforts. The 1997-98 fiscal year established new standards of giving for alumni and friends, with the college receiving the highest amount ever in its history. Total giving for the year was \$180,908, with \$117,248 coming from 444 alumni and friends, who donated the highest amount



Board of Visitor members Jan and Alton Granger present the Beaumont award to College of Nursing Dean Marilyn Rothert (center) in recognition of her contributions to MSU.

PROGRAMS IN THE COLLEGES

ever in the college's history. The staff and faculty also set a new standard with 42% of faculty and staff participating, raising \$45,118 for MSU during the All-University Campaign.

Endowments increased to \$385,000, adding five new endowed scholarships, bringing the total number of scholarships to eighteen. The college also welcomed ten new club members, including one to John A. Hannah Society; two to the Beaumont Tower Society; four Presidents Club members; and three Presidents Club Associates.

College of Osteopathic Medicine

The College of Osteopathic Medicine raised \$457,974 in 1997-98. Gifts from alumni increased by 55 percent and overall individual gifts to the college increased by 18 percent. The total number of donors to MSUCOM rose from 442 in 1996-97 to 509 in 1997-98, reflecting an increase of 18 percent.

MSUCOM 1997 All-University Faculty and Staff Campaign was highly successful, raising more than \$131,000 in gifts, planned gifts and pledges from COM faculty, staff and retired faculty in support of the college and the university.

The college established the Philip E. Greenman, D.O. Endowed Fellowship in

Osteopathic Manipulative Medicine, the Blue Care Network of Michigan Endowed Scholarship in honor of Pedro Rivera, the Edgar L. Harden Endowed Memorial Fund, the Edgar L. Harden Expendable Scholarship Fund, the Endowed Fund for Support of a Carcinogenesis Laboratory and the Kay E. White Scholarship Fund.

College of Social Science

The College of Social Science raised over \$1.3 million from alumni, friends, corporations, foundations and other groups during the 1997-98 fiscal year. In addition, a \$1 million gift was received.

New donor club members included: Frank S. Kedzie Society, one; MSU Benefactors Society, two; John A. Hannah Society, one; Beaumont Tower Society, one; Presidents Club, eight; and Presidents Club Associates, three.

College of Veterinary Medicine

The College of Veterinary Medicine is internationally renowned for academic excellence, outstanding faculty, scientific research, and unequalled diagnostic and clinical treatment facilities. Each of the college's attributes was bolstered by generous private sector contributions over the course



(L to R) Wendy Wilkins, Dean of the College of Arts and Letters; Jay Rodman (Wendy's husband); and Amelia Musser (owner of the Grand Hotel) enjoy themselves at the annual

Arts and Letters weekend at Mackinac Island.

of the last year. The college continued to build its base of voluntary contributors to more than 2,200 foundations, corporations, alumni, and friends who combined to raise over \$2.4 million. The planned giving arena enjoyed tremendous growth, with more than \$6.1 million in future or estate gifts documented, more than 400% growth over 1996-97. Endowments have grown to nearly \$10,000,000.

The college welcomed twenty new members to the university's donor recognition societies: Frank S. Kedzie Society, two; MSU Benefactors, six; John A. Hannah Society, one; Beaumont Tower Society, five; Presidents Club and Presidents Club Associates, six.

SPECIAL ALL-UNIVERSITY PROGRAMS

MSU Libraries

More than \$87,000 was raised for the MSU Libraries from foundations, corporations, alumni, and friends in 1997-98. This is a 101 percent increase in contributions.

Endowments remain a stabilizing force for the continued growth of the Libraries. There currently are eighteen endowed funds established to benefit the Libraries, supporting a wide variety of collection dissemination and preservation efforts. These gifts represent not just the purchase of materials, but the recognition by donors that the Libraries are a haven for students, faculty, staff and community members, for whom knowledge is important.

MSU Museum

The Museum Development Council and the Museum Associates both had an active year. With their support, the Michigan State University Museum marked a banner year in 1997-98, raising \$570,309, an increase of 156 percent over the 1996-97 year.

Among the annual fund-raising events held with continued success were the Chocolate Party; the Wine Tasting Party, which included a silent auction; Dinosaur Dash; and the Missing Link Golf Outing. Another significant fund-raising project during the year was the development of the highly acclaimed Native American quilt exhibition *To Honor & Comfort: Native Quilting Traditions*. The exhibit was widely popular in its New York debut and during its stay at the MSU Museum.

Ralph Young Fund

Fiscal year 1997-98 saw a record number of donors contribute to the Ralph Young Fund, as well as an all-time high number of club members. Total gift income for the year was over \$4.6 million. The Victory for MSU campaign for the Clara Bell Smith Student-Athlete Academic Center raised over \$8.2 million, well over the \$6 million goal.

The Ralph Young Fund realized over \$694,000 in deferred gifts in 1997-98, including a \$250,000 commitment of an irrevocable trust from an estate. The total dollar value of expectancies for athletics now stands at over \$10 million.



L to R: Robert Doerr, Nancy Doerr, Adrian Doerr (scholarship recipient), John Leslie (donor), Daniel Hesse (scholarship recipient), Kurt Hesse and Jane Hesse pose together in recognition of the College of Arts and Letters Audrey and John Leslie Endowed Scholarship.

Wharton Center for Performing Arts

Wharton Center celebrated its fifteenth anniversary season with its Crystal Gala, in conjunction with *Miss Saigon's* opening weekend. Over 300 people joined honorary guests Dr. and Mrs. Clifton Wharton at the MSU Auditorium for a pre-performance dinner, then returned after the performance for dessert and more.

In 1997-98, private gifts to Wharton Center surpassed the \$1 million mark for the first time in the center's history, totaling more than \$1.68 million. Gifts to the annual fund totaled \$467,182 from 1,183 individuals. There were 226 first-time donors contributing, with 44 making first-time gifts of \$500 or more. An additional 183 donors increased their support to higher giving levels.

Corporate sponsorships of performances included commitments from 52 Michigan businesses, totaling \$203,888. Corporate sponsorship gifts included nearly \$40,000 to sponsor Wharton Center's arts education programs, allowing the center to continue ACT ONE Performing Arts School and Family Series, Wharton Partners, and the Young Playwrights Festival.

Wharton Center received a \$1 million gift to its endowment fund, the first gift of such magnitude received since the campaign to fund its construction in the late 1970s. Three deferred commitments totaling \$125,000 were also received.