

# DEVELOPMENTS

Spring 2002

MICHIGAN STATE  
UNIVERSITY

UNIVERSITY  
DEVELOPMENT  
*Enriching MSU's Future*

## Planning Heats Up As Campaign Kickoff Approaches

On Friday, September 20, 2002, at 8:00 pm, Michigan State University's closest friends and supporters will gather in the Great Hall of Wharton Center for a very special occasion. Designed to be a celebration of both our unique heritage and

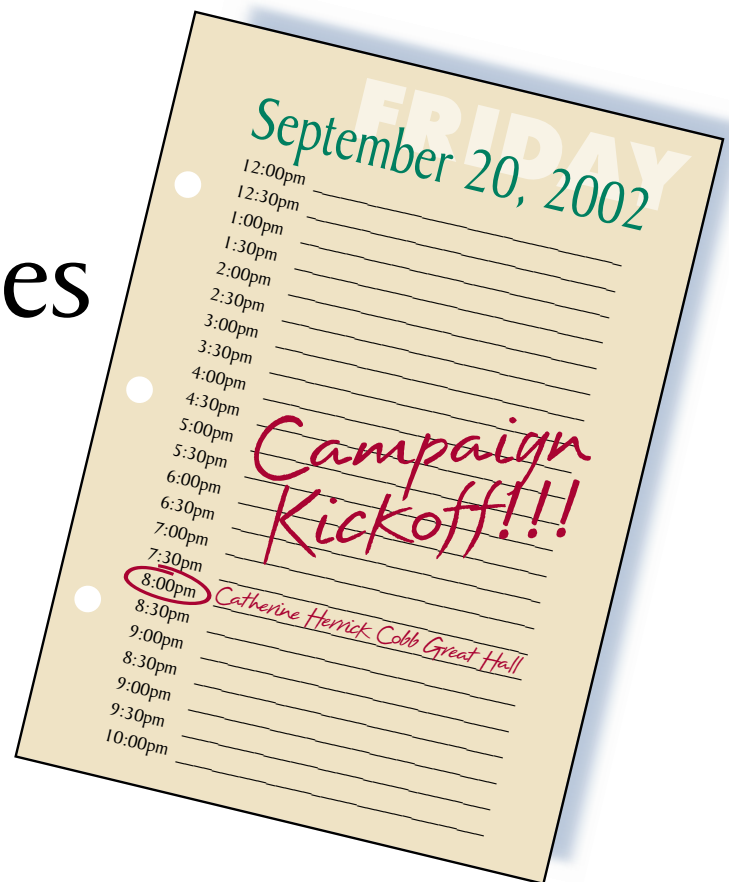
our promising future, the event will mark the public announcement of MSU's first capital campaign of the 21st century.

"Michigan State University has flourished through several periods of intense growth and change in its history, and today we are in the



Members of the President's Campaign Planning Cabinet react to some ideas for the capital campaign.

midst of another exciting period of transformation," says MSU President Peter McPherson. "The adventure of leading MSU into the 21st century requires not only a clear vision, but a strong commitment to that vision. It also means we will need new resources, if we are to continue the



transformation of our university to an even greater one."

Planning for the campaign actually began over two years ago with several initiatives designed to lay the groundwork for success. "Our donors are critical to the success of this campaign, not only because of their significant

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## Fieger Donates \$4 Million To MSU-DCL

Detroit area attorney Geoffrey N. Fieger has made a gift of \$4 million to Michigan State University-Detroit College of Law (MSU-DCL) to initiate and sustain the Geoffrey Fieger Trial Practice Institute. Fieger's gift is the single largest donation in the law college's history.

Fieger's gift establishes the first trial practice

institute at a law school designed specifically to train law students as successful trial lawyers. The institute will offer a comprehensive set of programs aimed at bridging the law school experience with the practice of trial law in real-world settings.

Fieger, a 1979 graduate of the Detroit College of Law, said that he has "teamed with MSU-DCL to create this institute to ensure that the art of advocacy – champions battling in a courtroom – is not lost. Our institute shall be dedicated to training effective and winning advocates for justice," he said.

"Michigan State University is a great institution, and the law college gave me the



Geoffrey and Keenie Fieger

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## Campaign

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financial gifts,” said Chuck Webb, vice president for University Development, “but because their expertise in key areas is required to help shape the campaign priorities.”

To that end, President Peter McPherson has formed an advisory committee to gain such insight. Formally named the President’s Campaign Planning Cabinet, the group is comprised of the president, the provost and 36 of MSU’s top donors. The cabinet has met twice since being formed, and the members have provided the president with valuable insight into the campaign planning process.

One key priority identified during this planning process is the need to increase MSU’s endowment. Currently, MSU is last in the Big Ten in the size of its endowment. “While Michigan State University’s endowment has grown significantly over the last twenty years, it still lags behind other Big Ten universities,” said Provost Lou Anna K. Simon. “Endowments will be at the heart of the campaign. They are the key to building long-term academic strength, and are a critical element in building and maintaining MSU’s areas of distinction in the future.”

Be sure to mark your calendars and keep Friday, September 20, 2002 open for a gathering on campus. We hope you will plan to attend what is sure to be an unforgettable Capital Campaign Kickoff event. The excitement is just beginning, and together we can help MSU continue on its path of greatness.

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## Fieger

*continued from front page*

education I needed as a foundation to represent my clients successfully in the courtroom.”

“Mr. Fieger is arguably the most preeminent trial lawyer in the country, and he is an inspiration to our students,” said Terence L. Blackburn, dean and professor of law at MSU-DCL. “It is Mr. Fieger’s dedication to his clients, his thorough preparation for each case, and his skill in the courtroom that serve as a model for this institute.”

A unique aspect of the certificate program is collaboration with other MSU programs. The theatre department will offer training in courtroom demeanor, and students will attend autopsies and learn about forensic science through the College of Human Medicine. Students also will be involved in a personal psychological study to better understand and empathize with the jury, judge and opposition.

“This gift recognizes the historic special strengths of MSU-DCL and surely will build upon and advance those strengths,” said MSU

“We believe this institute will become the country’s preeminent trial practice program for law students,” said MSU-DCL Board of Trustees President Clif Haley. “The financial support of alumni such as Geoffrey Fieger is essential to this mission and further enhancing the academic programs at MSU-DCL.”

President Peter McPherson. “The gift offers students a unique way to blend education with skill, theory with application, and the classroom with the courtroom.”

## James Madison College Library Dedicated

James Madison College (JMC) dedicated its newly renovated college library on Friday, September 21, 2001. The JMC library renovation was made possible by a generous gift from the Honorable David Porteous (Social Science, '74), MSU Trustee, and Mrs. Joan Porteous (Journalism, '75).

In the fall of 1999, the Porteouses pledged a \$100,000 challenge grant, in which they promised to match gifts dollar-for-dollar, to James Madison College for facilities enhancement in Case Hall. By April of 2001, the college was able to match the \$100,000 challenge by raising the same amount from JMC alumni, faculty and friends.

The library renovation included new lighting, bookshelves, wall coverings, carpet, blinds, furniture, and a commemorative space to honor

significant student, faculty, and alumni achievements, as well as the Porteouses. JMC students use the library to research classroom assignments, to study, and as a common area. The library is housed in South Case Hall, home of James Madison College.

JMC Dean Sherman Garnett thanked the Porteouses, the provost, the president and JMC alumni at the library dedication. “We are indeed fortunate that Madison has attracted a special group of public-spirited students year after year and that the college has won the loyalty of a faculty of great vision and sense of purpose,” he said. “This library dedication is a reminder of that, but it is also a pledge of the future the college has before it and of the many contributions still to come from its students to our public life.”



MSU Board of Trustees members and JMC faculty joined President McPherson and Provost Simon for the JMC Library ribbon-cutting ceremony.

# September 11 Scholarship Fund Donations To Help Children

The September 11 Scholarship Program was established “in tribute to the spirit and courage of the American people,” and was announced at the September 21 Board of Trustees meeting. MSU Provost Lou Anna K. Simon said that the idea for the scholarship program grew from several areas of campus. It is, she said, both a symbolic and a significant gesture in honor of the families affected by the tragedy.

“As we talked to people, we felt we should do something to help care for the children of those who were killed,” Simon said. “It’s a part of what MSU does: we worry about the children. From our perspective this is an important initiative – one that both offers financial support and provides an opportunity for children to have hope.” Eleven young people whose parents were killed in the September 11 terrorist attacks in New York, Pennsylvania and Washington, D.C., will be able to attend Michigan State University on full scholarships.

As news of the scholarship fund was reported around the state, Parsons & Maxson, Inc. owners and MSU alumni Susan Zwerk Vinkemulder (MBA, '97) and Janet Shaver (B.A., '80) were contemplating their annual philanthropic donation. Each year P&M, a Saginaw-based business-to-business marketing communications firm, contributes a monetary

gift on behalf of their many clients to a charitable organization that makes a difference in people’s lives around the state of Michigan. The scholarship fund seemed like a timely and worthy way to make a gift.

“This year, we felt it was important to help the victims of the September 11 tragedy,” Vinkemulder said. “On the same hand, Janet and I always strive to keep our holiday charitable donations ‘close to home,’ within Michigan. The scholarship fund met our objectives, and, as MSU alumni, we are especially pleased to participate in this unique program.”

MSU’s Honors College and Office of Admissions and Scholarships will administer the program. Scholarship candidates will meet the university’s usual admissions standards, and preference will be given to those with financial need. University officials expect to offer a few scholarships each year until the total of 11 have been distributed. For more information about contributing to the scholarship fund, contact Honors College Development Director Cara Boeff at (517) 355-2326.



Susan Zwerk Vinkemulder and Janet Shaver

## Broad College of Business Receives \$4 Million Software Gift

J.D. Edwards and Company, one of the world’s leading providers of e-commerce software, has donated its flagship business software product to The Eli Broad College of Business for use in its technology based curriculum. The total market value of the software is \$4 million. This amount includes four suites of software, 80 days of training, on-site installation of the software and unlimited, on-going support services.

The OneWorld software program is one of the leading business software systems on the market today. Introduced in 1996, the software combines a full range of business tracking and planning systems, allowing businesses to monitor and synchronize both back-and front-office functions. Accounting, manufacturing, distribution and human resources can work simultaneously with front-office functions such as marketing, sales and promotion in one comprehensive system.

The J.D. Edwards University Relations Initiative Program promotes this type of gift to strategic universities in order to achieve several benefits. First, it allows business students to learn first-hand what enterprise and inter-enterprise software is all about, how it works, and why it is changing the face of business. Second, business students who learn systems integration, e-commerce, business process re-engineering, global business and change management have a jump in today’s hiring market. Finally, it provides name recognition and loyalty through the use of J.D. Edwards solutions and technology in the classroom setting, and creates a talent pool of college graduates for J.D. Edwards and its strategic partners. Michigan State is one of 20 universities in the U.S. partnering with the J.D. Edwards University Relations Initiative Program.

guaranteed annual income for the remainder of his life and a charitable income tax deduction for a portion of the amount of the gift.

“I determined that at my age, it is very important to me that my name be remembered somehow, not just on a plaque, but used and spoken by people after I’m gone,” Luedders explained. “Naming the Luedders Shell was the perfect solution, and I’m happy I did it.”

To learn more about charitable gift annuities, contact the Planned Giving Office at MSU, (517) 353-9268 or (800) 232-4MSU. For information about the Wharton Center, contact Development Officer Doug Miller at (517) 353-4640.

## Gift Names Luedders Shell At Wharton Center

Arthur Luedders (pronounced lee-ders) has given \$250,000 to Michigan State University, and the orchestra shell at the Wharton Center for Performing Arts will now be known as the Luedders Shell. Luedders’ gift is the culmination of a life-long love affair with music and many years of volunteerism and philanthropy at Wharton Center.

“My love for Wharton Center comes from music,” Luedders said. “From the time I was ten years old, music was part of my life in one way or another.”

Luedders grew up in Marshall, Michigan, worked 35 years in purchasing for Oldsmobile



Arthur Luedders poses in the Wharton Center gift shop.

in Lansing and retired in 1969. Now 94, Luedders recalls fondly his involvement in the early days of Wharton Center.

“When Wharton opened in 1982, I went to work there as a volunteer,” he said. “I was active and did everything I could, from leading tours to compiling a book of the performing arts history of MSU to donating paintings that still hang in the Wharton Center.”

His enthusiasm for Wharton Center and his involvement in so many activities, including time spent as chair of the Wharton Inner Circle, led to the creation of the “Arthur R. Luedders Award” for outstanding volunteerism at Wharton. Luedders continues to this day to look for ways to help the Wharton Center.

“I had my gift in mind as a gift in my will, but it was suggested to me that I could give MSU the \$250,000 now, and MSU in turn would give me a check that would be enough for me to live on comfortably when added to my GM/Oldsmobile pension and social security,” Luedders said. “I thought that sounded like a good idea. The combination of all of it gives me a comfortable, guaranteed amount of money.”

Luedders is speaking of a charitable gift annuity in which his cash gift was made to the MSU Foundation. In return, he receives a

## Endowed Funds Benefit Michigan Students

### BRITAINS ENDOW FUND FOR LENAWEE COUNTY STUDENTS

Allan and Julie Brittain of Adrian, Michigan, have created a scholarship that will benefit hard working students from Lenawee County. Their gift of \$100,000 will endow the Brittain Scholarship, but despite their generosity, they believe Michigan State University and its dedicated students deserve the most recognition.

“The experience of going to MSU was tremendous for me,” Allan said. “I’ve had a successful career and life as a result, and that now drives us to offer assistance to students. Not just any student – students who have direction, dedication and ability, and students who have the discipline to accomplish something great but can use some financial help along the way.”

Allan (Agriculture & Natural Resources, '59) serves as chairman of the board and is the retired president and CEO of the Bank of Lenawee. Julie (Education, '62) has taught in the Adrian Public School system for many years.

As a youngster growing up on a farm in Lenawee County, Allan never dreamed he would have the chance to go to MSU. His ability was never questioned, but how to pay the bills was a different challenge. As a result, the Brittain Scholarship is intentionally set up to provide half of a student's tuition costs.

“I don't believe in providing everything,” Allan said. “I'm a believer in ordinary people who do extraordinary things. A lot of great things have been accomplished in our country and world by such people, but it takes great dedication.”

“We feel very fortunate to have had our experiences at MSU and the success we've enjoyed, and we would like to return some

of that to the students of Lenawee County,” Allan said. “We hope that by informing others about what we have done to help students and MSU, we will encourage others to do the same.”



Allan and Julie Brittain

### WARES ENDOW FUND FOR KALAMAZOO STUDENTS THROUGH CHARITABLE UNITRUST

Jim Ware of Hickory Corners, Michigan, will always remember what he gained from Michigan State University as a student and the impact it made on his life and career. He decided to give something back and, with his wife Sheila, has established the James and Sheila Ware Endowed Scholarship Fund.

“I think our main goal for the endowment is to enable deserving students in the Kalamazoo County area to have the opportunity to attend MSU,” Jim said, “students who would perhaps not have had the opportunity to attend the university without a scholarship. Sheila and I hope that, given the opportunity to avail themselves of the MSU experience, the students supported by this endowment will become more well-rounded individuals who contribute to our society in the future.”

The Wares' endowed scholarship will be funded through a future gift from a recently established charitable remainder unitrust. When incorporating charitable life income strategies into one's estate plans, donors such as the Wares can benefit in a variety of ways during their lifetime while enjoying the satisfaction of providing significant future financial support at MSU.

Jim (Business, '57) is a native of Kalamazoo who retired as chairman, president, and CEO of the Durametall Corporation in 1996; he also served on the board of the MSU Foundation. Sheila hails from Midland, Michigan, attended Bronson School of Nursing in Kalamazoo, and earned her nursing degree in 1959.

“I am very proud of the eight years I served on the board of the MSU Foundation, the last two years as co-chair,” Jim said. “It energized me to be so closely associated with the university, and to see how dynamic the university is and what we've done to become a world-class institution.”

“Looking back, the skills I developed and the experiences I had were invaluable in rounding out my background, which enabled me to be successful in running a business as chairman and CEO,” he added. “For that I am very grateful, and I want to share with future generations what I have achieved in life due to that background at MSU.”



Jim and Sheila Ware

## Cashes Create Endowment

For Stella and Jerry Cash, creating an endowment to benefit the Department of Food Science and Human Nutrition (FSHN), jointly administered by the College of Human Ecology and the College of Agriculture and Natural Resources, was more than a simple gesture. It was a concrete way to create opportunities for students while giving back to an institution they have grown to love.

Through current and deferred gifts, the Cashes have created the Dr. Jerry and Stella Cash Professional Development Endowment Fund to benefit worthy and capable students enrolled at Michigan State University. A minimum of \$30,000 is necessary to create an endowed fund. They hope to “provide promising students with the opportunity to develop to their fullest potential,” Stella said.

“The primary purpose of this endowment is funding graduate assistantships,” explained Jerry. “As we look to the future of the FSHN Department, we feel that funding from this endowment will help provide resources to attract the type of outstanding students who are essential to maintain a high quality graduate program. In addition, we hope that this endow-

ment might serve as an example for others who are making decisions regarding future giving.”

Stella served as director of the MSU Dietetics program for 25 years, during which time the program gained national and international recognition for its standards of excellence. As an extension of her generosity and commitment, Stella has also agreed to serve as co-chair of the 2002 All University Campaign, the annual opportunity beginning in April for MSU faculty and staff to make a gift to the university.

Jerry was a professor and extension specialist in the FSHN Department for 28 years, performing extensive research and extension services centered around the post-harvest handling and processing of fruit and vegetable crops. He has mentored a large number of graduate students, and his research strikes a balance between basic laboratory work and applied techniques.

At Stella's retirement event, the Kellogg Company donated \$10,000 to the Cash Endowment in honor of both Jerry and Stella to recognize their long working relationship with the company. The Cashes have also provided for the fund in their estate planning.

“MSU has been more than just an employer for us,” Stella pointed out. “Our children have grown up in this university's environment. Now they have degrees from MSU, and we anticipate that some of our grandchildren will be Spartans.”

“MSU is a world-class university that has afforded both of us many opportunities to excel in our chosen fields,” Jerry said. “Although we have both had many opportunities to fill other positions in industry and at other institutions, we have always felt that MSU offered us the greatest holistic, professional environment.”

Thanks to the Cashes' generosity, capable FSHN students will now have another opportunity to grow in that environment.



Stella and Jerry Cash

# Ford/MSU Corporate Alumni Campaign Exceeds Goal

Twenty years ago, Ford Motor Company was the first to undertake a corporate in-house campaign in support of Michigan State University. Since then, Ford alumni/employee volunteers have raised more than \$4 million and built the largest corporate campaign for MSU.

Corporate in-house campaigns are a unique type of fundraising activity conducted within matching-gift corporations by MSU alumni/employee volunteers. MSU alumni at Ford organize themselves and seek contributions

from more than 2,400 of their fellow alumni. Each campaign begins with a kickoff event to announce campaign goals and generate excitement and spirit.

Last September, Dave Cosper, campaign sponsor and assistant treasurer of Ford Motor Company, hosted the kickoff event at Ford's Product Development Showroom with an all-star lineup of speakers that included MSU men's and women's basketball coaches Tom Izzo and

Joanne McCallie. Over 400 people attended to hear Izzo and McCallie speak and to seek a few autographs as well. "It is reassuring to be in a room full of Spartan friends. It makes me feel good, and it makes me feel proud," Cosper said. "When I think about how much my experience at MSU helped shape my life, giving something back is very easy."

*Left to Right: MSU Women's Basketball Coach Joanne McCallie, Ford employees Dave Cosper and Princess King, and MSU Men's Basketball Coach Tom Izzo pose together at the kickoff.*



*Ford employees had a chance to get autographs from Coaches Izzo and McCallie.*

With over \$278,000 raised in contributions and matching gift dollars in 2000, the Ford group set out to top that amount in 2001. The 2001 Ford Motor Company In-house Campaign raised more than \$458,000, which far exceeded the original \$290,000 goal. MSU is truly grateful to these loyal Spartans for their efforts on its behalf.

The Ford Campaign is one of five corporate in-house campaigns conducted for MSU. If you would like more information about corporate in-house campaigns at Michigan State University, please call Vanasa McCallister, assistant director of Corporate and Foundation Relations at (517) 353-3121 or (800) 232-4MSU, ext. 289.



## Shedd Stock Gift Benefits Two Programs at MSU

Wilfred G. Shedd (Mechanical Engineering, '50) is a loyal and successful Spartan who decided to make a major contribution to benefit two things he loves about MSU – engineering and athletics. Bill and his wife Carol achieved this objective through a stock gift of over \$200,000 to MSU. The process to make a gift of stock to MSU was quite easy. Bill simply authorized his broker to transfer the shares of stock to MSU's account, and the university sold the stock to realize the gift. Such a transfer eliminated Bill's need to pay tax on his capital gains, tax that could not have been avoided had he sold the stock and then made the gift.

Bill has a strong family history with the College of Engineering at MSU. He and his two brothers, John and Robert, all graduated from the College of Engineering with B.S. degrees in Mechanical Engineering. His father was also an MSU alumnus and professor. "My father, Ward R. Shedd, graduated in 1902 and taught engineering around 1905," related Bill. "It is my understanding that he taught 'Steel Making' which would mean that he probably taught one of the very early courses in materials engineering."

After graduating from MSU, Bill capitalized on his understanding and love of engineering, especially materials science,

by developing an extremely successful commercial heat treatment business. His decision to support the College of Engineering with a major gift was strongly influenced by his family connection and career in the materials industry. He said his gift of over \$150,000 to establish the W. G. Shedd Materials Science Endowed Discretionary Fund for the Department of Chemical Engineering and Materials Science had a lot to do with what he learned in business. "It is my intent that the chair be in the position of utilizing the proceeds of this fund in areas of greatest need for the development of the Materials Science program," he stated. "After a career of over 45 years of being involved in businesses intrinsic to materials engineering, it is my conviction that future advancements in manufacturing will be largely made through the development and intelligent selection of materials from which things are made."

Department of Chemical Engineering and Materials Science Chairperson Martin Hawley responded, "This gift is quite timely since we have recently merged the two programs into one department. We are so pleased to have a new fund that will embody and encourage the spirit of collaboration between these two programs as the department evolves."



*Bill and Carol Shedd pose in the chariot.*

Bill is also an avid Spartan sports fan and supporter of the Ralph Young Fund. He has had season tickets to both Spartan football and basketball for many years. As a retiree, Bill now structures his travel schedule between his homes in Indiana and Arizona around the home game schedule for both teams. To honor his long-standing support and commitment to the sports program at MSU, Bill directed \$50,000 of this gift to the Ralph Young Fund for Intercollegiate Athletics.

For more information about endowments in the College of Engineering, contact Development Officer Jonathan Hill at (517) 355-8339. For more information about Intercollegiate Athletics, contact the Ralph Young Fund at (517) 355-8257.

# Regional Spartan Happenings

## Connecting To The West Of Us...

### Alumni Host Receptions for Provost

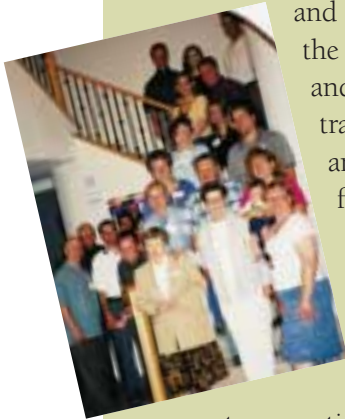
MSU Provost Lou Anna K. Simon visited with three groups of alumni in the western region, bringing a campus-wide perspective on university life as well as news of the upcoming capital campaign and its importance to our west coast constituents.

**Scottsdale:** John and Luanne Webb of Scottsdale opened their home to 40 alumni and friends to meet with Provost Simon. John (Engineering, '79), a charter member of the West Coast Regional Council, was recently promoted to regional vice-president for Aetna. Their daughter Alexandra and son Cameron greeted guests in Spartan outfits.



**Las Vegas:** Thirty-five alumni and friends gathered at the home of Cindi Maciolek in the suburbs of Las Vegas to visit with Provost Simon and Roy Simon. Cindi (Human Ecology, '79) is a recent transplant from northern California, and the founder and president of Grand Arbor Press, a public relations firm. The desert winds and heat did not dampen the enthusiasm of the crowd, which engaged the Provost in a question and answer session.

**Newport Beach:** Glenn Schafer (Business, '71), president of Pacific Life and charter member of the West Coast Regional Council, served as host at a reception for over 50 alumni and friends at the Four Seasons Hotel in Newport Beach. The Orange County Alumni Board presented Dr. Simon with the fourth \$20,000 installment on their \$100,000 commitment in support of the OC Scholarship Fund. Bill Roberts (Education, '43) was recognized for more than fifty years of leadership and service to MSU alumni club activities in Southern California.



## Connecting To The East Of Us...

**New York City:** In October, 57 members of the MSU Alumni Club of Metro New York City gathered for a special screening of "The Gardens: Birth of a Symphony" presented by WKAR Television of Michigan State University. This 30-minute documentary traces the creation of Pulitzer Prize-winning composer Ellen Taaffe Zwilich's "Symphony No. 4," which was inspired by the renowned gardens of MSU's beautiful campus and commissioned by alumni Jack and Dottie Withrow. The documentary was shot on location at Carnegie Hall in New York City, at Wharton Center for Performing Arts at MSU, and throughout the many spectacular gardens on the MSU campus. Guests heard from Zwilich and WKAR's Eric Schultz, Emmy-award winning producer, who spoke to attendees about creating the symphony and documentary.



**New York City:** Also in October, a fundraiser for the MSU School of Music Jazz Studies Endowment was held at the New York City home of MSU alumni Merritt (Advertising, '65; Social Science, '67) and Candy (English, '66) Lutz. Invited friends raised over \$10,000 for the endowment, which was set up to provide funding for visiting artists, student travel, scholarships, and equipment for MSU's thriving Jazz Studies Program. Music was provided by the MSU Jazz Studies Faculty Ensemble including Rodney Whitaker, director of MSU's Jazz Studies Program; Ron Blake on saxophone; Gerald Cleaver on drums; and Rick Roe on piano; as well as Lincoln Center Jazz Orchestra colleagues Wess "Warmdaddy" Anderson on saxophone and Wynton Marsalis on trumpet.



## MacCreadys Give \$2 Million Gift Of Land & Endowment To MSU

In September, the Michigan State University Board of Trustees accepted a gift of land in Jackson County from MacCready Realty on behalf of Douglas, Lynn and Willis MacCready, brothers and co-owners of the Michigan Seat Company. The brothers also provided a \$600,000 gift to establish the Lynn and Thelma MacCready Forest and Wildlife Endowment, which will be used to maintain the property for education, research, and outreach programs in wildlife and forestry management.

Valued at \$1.45 million, the property is located six miles south of Jackson in Liberty Township. Bounded on the east by Myers Road, on the west by Skiff Lake Road, on the south by Jefferson Road, and on the north by private property, it consists of 408 acres of rolling forest that is entirely wooded except for approximately 30 acres of open land. The

property includes glacial hills, small lakes and ponds, natural springs, streams, trees, wildflowers, and abundant wildlife. It features planted and natural stands of several different species of conifers and hardwoods, and an old apple orchard several acres in size.

"We are grateful to the MacCreadys for their significant gift of property," said Marti K.S. Heil, associate vice president and director of University Development. "It is especially insightful and generous that they have also established an endowment to assist in the maintenance of the property for educational purposes."

The property, which will be called the "MacCready Reserve," will be used for demonstration purposes by the Department of Forestry, the Department of Fisheries and Wildlife, MSU Extension, and University Outreach.



Left to Right: Lynn MacCready; Willis MacCready; John Rappleye, Michigan Seat Company; Tom Coon, CANR; Jeff Armstrong, CANR dean; guest Rick Banz; Dan Keathley, CANR; and Carrie and Doug MacCready together at the Plant and Soil Sciences Building.

# Hollanders: Donors To The Arts

“Art has value to make life better for people; a great university should be encased in a great environment,” remarked Professor Emeritus of Marketing Stanley C. Hollander. He and his wife, Selma, have made giving art their personal hobby. Their gifts include a painting by MSU Professor of Art Irv Taran, donated to Kresge Art Museum; and a sculpture, *Girl With Doves*, by sculptor Richard Hallier, purchased for the Wharton Center for Performing Arts. Their most recent donation is *Doorway to the Blues*, a sculpture by MSU graduate John T. Scott, purchased for the Kresge Art Museum.

Susan Bandes, director of the Kresge Art Museum, received the donation with gratitude and admiration. “We had been interested for many years in adding a work to the museum collection by Scott, one of MSU’s most distinguished alumni artists. This is a significant, large kinetic work by the artist with a lot of visual and intellectual interest.”

Dr. and Mrs. Hollander, residents of the Lansing area, are proud to have made MSU a large part of their lives for 43 years. Mrs. Hollander was a student here, receiving her B.A. and M.A. degrees in studio art. She later

worked for the university in Home Economics (Human Ecology), where for five years she taught weaving, general crafts, and fabric design.

Dr. Hollander spent 32 years as a professor of marketing for the university. He has been the recipient of many awards including the Merchants Council Award (1964) and Outstanding Marketing Educator, AMS (1991). Hollander is also a member of the Retail Education Hall of Fame.

The Hollanders’ interest in charitable gifts to the arts does not stop with objects of art. Their most recent donation to MSU was to endow a chair in the MSU Symphony. “We picked the first chair in cello,” explained Mrs. Hollander. “I like the cello.” Dr. and Mrs. Hollander have a long-standing history of attending MSU’s School of Music performances and are thrilled with the direction Director Jim Forger has given the school.

With such an impressive history of giving to the College of Arts and Letters and MSU, the



Left to Right: College of Arts and Letters Dean Wendy Wilkins presents the Shaw Society memento to Dr. Stanley Hollander and Mrs. Selma Hollander at Kresge Art Museum.

Hollanders continue to leave their mark on the university. “We’re certainly not finished,” promised Mrs. Hollander. “We’ll be looking at next year.”

For information about Kresge Art Museum or the School of Music, contact College of Arts and Letters Director of Development Rebecca Surian at (517) 353-4725.

## Charitable Bequests Benefit College of Social Science

Planned gifts are a lasting way to leave a legacy at MSU. Two such gifts that benefit the College of Social Science have been made by alumni. A charitable bequest from the estate of Robert Currie was recently received, while Dr. Karen Kamerschen and Dr. Bob Pearson have incorporated a charitable bequest to the college in their updated wills, in addition to their existing contributions.

A \$1,060,000 charitable bequest from the estate of the late Robert L. Currie (MSW, '55) has established two permanent endowed funds at MSU School of Social Work in honor of the late Gordon Aldridge, a School of Social Work faculty member from 1952 to 1978 who directed the School of Social Work from 1959 to 1966. Currie passed away in Shreveport, Louisiana, on August 4, 2000.

The Aldridge Fellowship Fund will be used to support graduate assistantships for MSU students studying toward the Masters of Social Work degree. A second endowed fund, the Aldridge Enrichment Fund, will be used to support general program

enrichments, such as faculty and student research projects, visiting scholar lectures, and the purchase of additional books and journals for school use.

“We are very grateful for this charitable bequest from Mr. Currie,” said School of Social Work Director Gary Anderson. “It is a lasting legacy to a great teacher, and it will have a transformative effect on our school. We’ve already had a special plaque made to recognize Mr. Currie’s gift in honor of Dr. Aldridge, which we’ve posted for public display for all who visit the School of Social Work now and in the future.”

“When my dad was originally informed of Mr. Currie’s generous bequest intentions, he was very touched,” said Ron Aldridge, son of the late Gordon and Gladys Aldridge. “Robert Currie was a wonderful man, and now his gift will make a lasting difference for generations of School of Social Work students to come. My dad touched the lives of many students, and I’m sure he’s smiling down on all of this right now.”

Dr. Karen S. Kamerschen (Ph.D., Psychology, '69) and her husband, Dr. Bob Pearson, are generous donors to the College of Social Science. They funded the Kamerschen-Pearson Endowed Scholarship in Psychology with cash gifts totaling over \$50,000. This scholarship is intended to encourage students who have the demonstrated capacity to achieve educational and professional goals, the motivation to achieve these goals, and the initiative to progress. It is awarded to a student from Michigan,

with a freshman-level Psychology undergraduate major, and a 3.5 GPA or better.

In addition to the endowed scholarship, they recently established a \$1.5 million charitable bequest within their comprehensive estate plans to provide further financial assistance to students in the college. Dr. Kamerschen is a long-time supporter of the Psychology Department and extremely helpful and supportive, according to Chairperson Neal Schmitt. “She not only provides the funding,” stated Schmitt, “but also appears at the distribution of these funds and has formed enduring relationships with some of its recipients.”

“As a scholarship recipient myself,” Dr. Kamerschen said, “I know first-hand how important scholarship assistance is to undergraduates. We also realize the importance of endowed funds for the future, and are proud to be able to further MSU’s mission of teaching and research.”

Endowments are especially important, helping students with scholarships and other educational enhancements. For more information, call Social Science Director of Development Bob Busch at (517) 432-1802, or toll free at (866) 678-2005.



Robert Currie



Dr. Karen Kamerschen and Dr. Bob Pearson

MICHIGAN STATE  
UNIVERSITY

UNIVERSITY  
DEVELOPMENT

4700 S. Hagadorn Road, Ste. 220  
East Lansing, MI 48823-5399

## Spartan Gatherings

October provided some great moments to gather as Spartans. A reception was held before the Cold War Hockey Game which brought Ron Mason's hockey team into Spartan Stadium to play outdoors against U-M. This game broke the record for largest attendance at a hockey game.

A major donor event was held at Coach Bobby Williams' home after the football team's win over Iowa. New York City police and firefighters were welcomed and honored by the Spartan community at the game and reception.

The dedication of the James B. Henry Center for Executive Development recognized the many people involved in making the center a reality. Donors enjoyed a luncheon and tours of the center. Jim (Accounting, '65; MBA, '67) and Kathy Cornelius, contributors responsible for naming the center, received their Williams Society memento at the lunch.



Hockey Coach Ron Mason heads to the podium to rally the crowd before the game, as President Peter McPherson, MSU Trustee David Porteous, and Football Coach Bobby Williams look on.



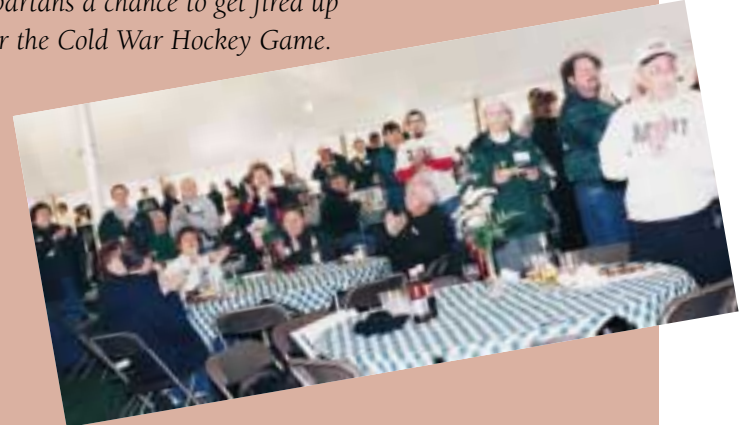
The pre-game reception gave Spartans a chance to get fired up for the Cold War Hockey Game.



Jim and Kathy Cornelius accept their Williams Society memento from President McPherson.



Left to Right: MSU Trustee Dee Cook, MSU Trustee Don Nugent, College of Business Dean Robert Duncan (behind Nugent); honoree James Henry; former dean of the College of Business Don Bowersox; Provost Lou Anna K. Simon; and Vice President for Finance and Operations Fred Poston were on hand for the ribbon-cutting ceremony and dedication of the Henry Center for Executive Development.



Left to Right: Lorraine Jenkins, Bobby Williams, Homecoming Grand Marshall Anthony Heald, and Sheila Williams pose together after the game.



Donor Pat Carrigan is surrounded by New York Police and Fire Department members at the Homecoming football game.



New York Police and Fire Department members (rear) joined Bobby and Sheila Williams, and Joanne and Peter McPherson (front) at the post-game Homecoming reception held at the Williams' home.