



THE CAMPAIGN FOR MSU DEVELOPMENTS

SUMMER 2007

BROADS PROVIDE \$26 MILLION FOR NEW ART MUSEUM

Thanks to a gift of \$26 million from Eli and Edythe Broad, Michigan State University will be the home of a new world-class art museum focusing on modern and contemporary art. Pending approval from the MSU Board of Trustees, the museum will be named the Eli and Edythe Broad Art Museum and will also serve as the new home of the university's art collection, currently housed on campus in the Kresge Art Museum.

Eli Broad (Accounting, '54) is a renowned business leader and founder of SunAmerica Inc. and KB Home (formerly Kaufman and Broad Home Corporation), two Fortune 500 companies. He and Edythe are devoted to philanthropy as founders of The Broad Foundations, and this gift is the largest individual cash gift in MSU's history. In all, the Broads have contributed over \$42.6 million to MSU during *The Campaign for MSU*, including tremendous support of the Eli Broad College of Business, the Eli Broad Graduate School of Management, and a teacher education partnership between MSU and Detroit Public Schools.

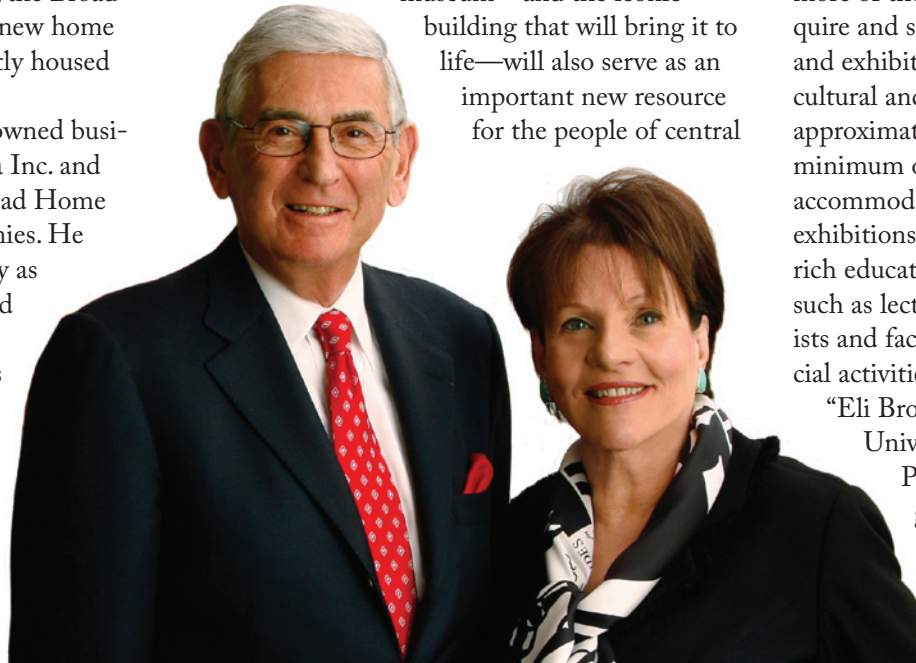
"A great university needs a great museum, since the arts stimulate learning and creativity throughout the entire campus," said Eli Broad. "Speaking from personal experience, the arts have played a transformative role in my life, even though they were not the center of my studies at MSU. This

museum—and the iconic building that will bring it to life—will also serve as an important new resource for the people of central

Michigan, making great art accessible to the millions of people who live and work within the region."

The Broad Art Museum will enable the university to increase the visibility and accessibility of art both for education and outreach, showcase more of the university's permanent collection, acquire and show larger and more significant works and exhibitions, and significantly add to the rich cultural and artistic heritage of MSU. It will be an approximately 42,000 square foot museum with a minimum of 26,000 square feet of gallery space, accommodating both permanent and temporary exhibitions. Such space will allow MSU to offer rich educational opportunities and programming such as lectures by visiting scholars, curators, artists and faculty, seminars, docent training, and special activities for families and school groups.

"Eli Broad's commitment to Michigan State University is extraordinary," said MSU President Lou Ann K. Simon, "and his generosity will have a lasting and transformational impact. With this second major gift to the university, he and Edythe are ensuring our students and faculty have the tools for learn-



Eli and Edythe Broad

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THE CAMPAIGN FOR MSU



CAMPAIGN GOAL: \$1.2 BILLION
STATUS TO GOAL: \$1.329 BILLION

ENDOWMENT GOAL: \$450 MILLION
STATUS TO GOAL: \$416 MILLION

As of JUNE 9, 2007

Nelson Honors Webster With Scholarship And Provides Valuable Funds For Business

Jim Nelson of Ada, Michigan, recently established a Charitable Remainder Trust (CRT), making a bold statement about his total support and passion for MSU. Specifically, Jim designated one-half of his future gift to support The Eli Broad College of Business and the other half to assist Intercollegiate Athletics.

Jim (Business, '60) is working out the details of his future gift in support of accomplished MBA graduates of MSU in the area of International Studies. He already has made, however, a significant immediate and long-term impact with the Athletics portion of his gift by establishing the George Webster Scholarship Fund.



George Webster (center) made his final visit to campus in February to announce the creation of the scholarship funded in his honor and award the first two scholarships. Pictured with him during halftime of the basketball game versus Indiana are (from left) former Webster teammate Phil Hoag, President Lou Ann K. Simon, creator of the Webster Scholarship Jim Nelson, former Webster teammate Ernie Pasteur, and Intercollegiate Athletics Director Ron Mason.

Photo: Con Demos

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MICHIGAN STATE UNIVERSITY

UNIVERSITY DEVELOPMENT
Enriching MSU's Future

Broad *continued from cover*

ing and knowledge in the 21st century—a conception of multidisciplinary and global learning in which art and culture must play a part.

“But in the true land-grant spirit, the benefits of this world-class facility and its programs will extend far beyond the borders of campus,” Simon continued. “This is a key component of cultural entrepreneurialism that will make Michigan’s Capital Region more vital and attractive. It will provide a platform for extensive outreach and engagement to enrich the cultural and artistic education and appreciation of the entire community.”

The new building, to be located on Grand River Avenue at the Collingwood Entrance, will be the first campus building on Grand River to face outward, creating a visual symbol of the connection

between the university and the community. The location is the current site of the Paolucci Building, which is empty and planned for demolition this summer after completion of historical documentation. Groundbreaking for the Broad Art Museum is expected in the fall of 2008.

The university is holding a competition to select the firm that will complete the design for the new museum. Five finalists, all firms of internationally prominent architects from around the world, have been invited to submit competition proposals.

The total project cost for the museum is \$30 million. The Broad gift includes \$18.5 million for construction, with the remaining \$7.5 million funding art acquisitions and endowments for exhibitions and operations.



MSU President Lou Anna K. Simon and architecture and design critic Joseph Giovannini both spoke at the press conference on June 1, 2007, announcing the Eli and Edythe Broad Art Museum. The Broad’s will give \$26 million for the new museum, and Giovannini is heading the competition for the architectural design of the building. *Photo: Greg Kobuth, University Relations*

Other Contributions To The Broad Art Museum

Edward and Julie Minskoff of New York are leading the way among other donors making contributions toward the construction of the Eli and Edythe Broad Art Museum at Michigan State University. The Minskoffs have pledged \$2 million for the project. They are well known art collectors themselves and are enthusiastic about what the new art museum will bring to the MSU campus and surrounding region.

Minskoff is the president of Edward J. Minskoff Equities, a Manhattan-based U.S. commercial real estate development company. He has had a tremendously successful career in real estate and is admired by those who know his work and reputation. He earned his bachelor’s degree from MSU in 1962, majoring in Economics, and obtained an MBA from the University of California in Los Angeles.

Including the Minskoff gift, an additional \$6.5 million has been raised by MSU for the art museum. Efforts will continue at the university to raise approximately \$5 million more to complete the endeavor.

If you would like more information on supporting the construction, operations or any other aspect of the new Broad Art Museum, please contact Bridget Paff at (517) 353-4725 or paff@msu.edu; or Mark Terman at (517) 884-1020 or termans@msu.edu.

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To remember MSU as a charitable beneficiary in your will, personal trust or retirement plan, it is important to do so accurately. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number 38-6005984. To explore how you might remember MSU, please contact the Office of Planned Giving at (800) 432-4678 or (517) 884-1000. If your estate/retirement plan includes MSU as a beneficiary, we encourage you to contact us to accurately record your intent and include you in the appropriate donor recognition group.

Nelson *continued from cover*

Now, George Webster, one of the greatest football players ever to wear a Spartan jersey, will be forever remembered. In fact, the George Webster Scholarship has already provided funding for two former and very grateful Spartan athletes, Richard Newsome and Antonio Smith, both of whom returned to campus last fall to work on the completion of their undergraduate degrees.

“Being at Michigan State were the best years of my life,” George said during his last trip to campus this past November to inaugurate the Scholarship Fund. “Now, it’s important we help others get their degrees, and we can do that thanks to the scholarship that Jim created. We can give them something that will last the rest of their lives, just as being a Spartan will.”

Jim became acquainted with George over the last decade as a result of his involvement with the MSU Football Players Association, and he was instantly impressed with the core values and principles that guided George throughout his life – resilience, persistence, courage and commitment to community service. Jim’s generous gift came just in time because George, the great #90, succumbed on April 19, 2007 to complications associated with a long history of diabetes.

“The George Webster Scholarship has been so fulfilling and an absolute privilege to create,” Jim said. “Not only have we been able to bring two

former athletes back to campus to complete their degrees, but they are required to carry forward the wonderful commitment of community service to which George was so personally committed.”

CRTs, as they are known, allow a donor to provide a future gift to MSU while receiving a stream of income for life or a period of years, not to exceed twenty. The donor also receives, in the year they fund their CRT, a charitable deduction for a calculated portion of the initial transfer—or gift—to the CRT. When appreciated assets are used to fund a CRT, capital gains tax is completely avoided thus not impeding the earning power of the trust by reducing the net value of the appreciated assets transferred to the CRT. Furthermore, Jim intends to give annual income received from his CRT back to MSU, thus providing MSU both current and future gifts through the same charitable estate planning strategy. The annual CRT proceeds he committed will allow him to see his gifts in action now.

Gifts are being accepted by the Ralph Young Fund in support of the George Webster Scholarship. Please direct them to 200 Spartan Way, East Lansing, Michigan 48824, or call (517) 432-4611 for more information.

PERLES & DANTONIO GIFTS SUPPORT RENOVATIONS

The Duffy Daugherty Football Practice Facility is being expanded and renovated, a project that will include the renovation of the coaches' offices and meeting rooms, the construction of the Hall of History and the team amphitheatre, and—in a second phase—the expansion and renovation of the football weight room and construction of the entry plaza. Now, two high profile names associated with the football program have shown their support through generous gifts.

On May 18, 2007, the Michigan State University Board of Trustees voted to name the plaza adjacent to the Duffy Daugherty Football Building after MSU Trustee and former football coach George Perles and his wife, Sally, in honor of their \$500,000 gift. It will be called the George J. and Sally A. Perles Plaza.

"This naming is an honor for Sally and me for many, many reasons, but first and foremost is the honor of being associated with another name, Duffy Daugherty," Trustee Perles said. "Duffy



The plaza in front of the renovated and expanded Duffy Daugherty Football Building will be named the George J. and Sally A. Perles Plaza.

was my mentor and role model. I owe so much to Duffy, a man who put his faith in me. I would not be here as a trustee or in a position to make this gift if it hadn't been for Duffy."

The plaza will complement the overall renovation and expansion by providing a landscaped "framework" which will enhance the architectural appeal of the building. In addition, the plaza, located on Chestnut Road at Shaw Lane in the heart of the MSU athletic and recreational district, will provide a public gathering space that will help facilitate interaction of the university community with this area of campus.

"Sally and I would like this plaza to be a visible reminder to all who visit that Duffy Daugherty was not only a coaching legend and a leader for his time, but for all time," Trustee Perles continued. "His influence lives on in the lives of Spartans everywhere."

New Head Football Coach Mark Dantonio has also led by example, contributing \$50,000 to the Duffy project. "I am committed to building on the past successes of this program," he said. "Michigan State can and will be a national football powerhouse again. I hope my contribution to this project shows its importance to our future success."

Coach Dantonio, who led the University of Cincinnati football team for the past three seasons and was a former assistant coach at Michigan State for six years, was named MSU's 24th head football coach last November. He currently is preparing for his first season.

An MSU graduate, Trustee Perles played football under the legendary Duffy Daugherty. After a National Football League coaching career, Trustee Perles was named MSU head football coach in 1982, a post he held for 12 seasons. He also served as athletic director in 1988. In November 2006 he was elected to the MSU Board of Trustees and began serving an eight-year term in January.

For information about contributing to the Duffy Daugherty Project, please contact the Athletic Development Office at (517) 432-4610.

IRA Rollover Puts Endowments Into Action

When Roger Hoopingarner established an endowed fellowship in 2004, he did so by providing a \$400,000 future gift through a charitable bequest from his estate. He created the Roger and Barbara



Dr. Roger Hoopingarner

Hoopingarner Endowed Graduate Fellowship in Entomology, honoring his late wife Barbara (Home Economics, '56), his love for 43 years whom he met at then MSC.

Such a generous future gift will go a long way toward meeting his goals, but Roger (Entomology, '55) decided he wanted to see his endowment in action while he is still living. To do so, he took advantage of the IRA Charitable Rollover, an incentive for charitable giving currently in effect but only through the end of 2007.

The Pension Protection Act of 2006 allows a donor, age 70 ½ or older, to direct a distribution from a traditional or Roth IRA to a qualified charity with a limit of \$100,000 per year (or \$200,000 per couple, if separate IRAs). The charity immediately benefits from the gift, and the donor is able to make a simple transfer producing an instant impact with no state or federal income tax consequences.

"Funding the fellowship now, rather than after my death, allows it to be activated many years earlier than otherwise," explained Roger, who retired from MSU after 38 years of teaching, research and extension work with honey bees. "Early funding also allows me to enjoy seeing these graduate students develop and contribute to society."

The IRA Rollover timing was right for James and Malinda Waltz as well. They established the Malinda Waltz Family and Child Ecology Endowment Fund and the James Waltz History Endowment Fund last December and immediately realized the opportunity to start their endowed funds by directing a distribution from their IRA. Their total \$100,000 distribution included a \$30,000 gift to each endowment and a gift of \$40,000 for the Symposium on Science, Reason and Modern Democracy Endowment Fund, helping MSU meet its National Endowment for the Humanities challenge grant goal.

James, who earned three degrees from MSU, was a professor and administrator for 40 years at Albion College and Eastern Michigan University. Malinda (Home Economics Extension, '62) taught at the junior high and high school levels and applied her education to raising three sons and volunteering for a broad array of activities. Their hope is that the benefits they enjoyed—interactions with faculty and the use of resources within the departments—will be realized by deserving students now and in the future.

"The IRA Rollover was a chance to make a gift to MSU, as we always intended, without the tax implications," Malinda said. "The timing was right, and we hope that others will take this opportunity to give back to Michigan State University."

"The best part of the current window of opportunity is that by making an IRA Rollover contribution, you satisfy the tax obligation for the required minimum distribution from an IRA," Roger explained. "It is a win-win situation."

For more information about the IRA Rollover giving opportunity, please contact University Development at (517) 884-1000.

EXPERIENCE MSU

The second edition of *Experience MSU* took place on campus April 19 to 21. An exclusive opportunity to enjoy an exciting "insider's view" of the most innovative and transformative initiatives at Michigan State University, *Experience MSU* brought together a small group of alumni, donors and friends to interact with the best and brightest MSU faculty and students.

The 2007 program included tours of the Center for Comparative Oncology in the College of Veterinary Medicine, the SOAR Telescope viewing area, and the interior of Beaumont Tower, as well as presentations about the Center for Language Education and Research, pediatric genetic medical research, biofuels, the Knight Center for Environmental Journalism, and the MSU Study Abroad program. Adding to the enjoyment was a concert at Wharton Center by the MSU Jazz Band and the Professors of Jazz, a private dinner at Cowles House and excellent



Participants in the 2007 edition of *Experience MSU* visited the original Sparty statue now housed in Spartan Way, the building adjacent to the Stadium. *Photo: Harley Sealey, IMC*

food throughout the event, including a dinner prepared by the Senior Food Production Class of The School of Hospitality Business.

ENDOWMENT GIFTS: *Leaving A Legacy*

The gifts highlighted on these pages have contributed to the total of \$416 million raised for endowment through *The Campaign for MSU* as of June 9, 2007.

DVORAK BEQUEST PROVIDES PERMANENT FUNDING FOR KBS

David G. Dvorak, M.D. first visited the Kellogg Bird Sanctuary in 1964 while doing an internship at Bronson Methodist Hospital. As a young surgeon, Dvorak found that family time was scarce, and the Kellogg Biological Station (KBS) and the bird sanctuary provided venues for many family adventures.



Dr. David Dvorak was among the attendees of the 2007 *Experience MSU* weekend. His bequest to benefit the Kellogg Biological Station is in thanks for the many years he and his family enjoyed the venue. *Photo: Harley Seeley, IMC*

Dvorak is a graduate of the University of Michigan Medical School and served in the U.S. Army Medical Corps. After returning from service in Vietnam, he completed an Ophthalmology Residency at Indiana University. He then started his ophthalmology practice in Kalamazoo in 1970.

Dvorak has lived within two blocks of KBS since 1973. Regular visits to the sanctuary have allowed him to create memories with his children and now with his four grandchildren. Those memories led Dvorak to make KBS and MSU the recipient of a charitable bequest from his estate. His \$3 million future gift will establish the W.K. Kellogg Biological Station Conservation Legacy Fund.

"It is vital that KBS has the resources necessary to thrive and grow into the future so that many other families and students can build lasting memories while continuing to learn about nature," Dvorak said. "KBS has been significant to me for many years, and because of that, I wanted to support MSU in this way."

Dvorak was an assistant clinical professor of surgery for MSU's College of Human Medicine for more than 25 years. After retirement from his ophthalmology practice in 2002, he began volunteering at KBS. Since March of 2005, he has been an active member of the KBS Director's Advisory Board.

"I have been very impressed by the enthusiasm and dedication of everyone with whom I have

worked at KBS. Dr. Kay Gross' passion and vision for increasing opportunities to build connections between KBS and the community were major factors in my decision to make this bequest," Dvorak said. Gross is University Distinguished Professor of Plant Biology and KBS Director. "These connections will continue to enhance the education and outreach efforts of MSU."

This endowment will provide overarching support for all areas of KBS in perpetuity. It will support educational and outreach programs, student scholarships, and grounds and facility upkeep, including the W.K. Kellogg Manor House and the bird sanctuary.

"The Conservation Legacy Fund will provide the means to continue the legacy of connecting people to the natural world that will continue the vision that W.K. Kellogg had when he made the gifts that established the sanctuary, farm and educational programs at KBS," Gross said.

This endowment will allow others the opportunity to experience KBS as Dvorak and his family have over the past four decades. It will help ensure KBS continues to be a place that promotes and conserves the natural legacy of southwest Michigan.

If you would like more information on supporting the Kellogg Biological Station, contact College of Natural Science Assistant Director of Development Kate Powers at (517) 353-5962.

ENDOWED SCHOLARSHIP TAKES KNIGHT CENTER CLOSER TO MEETING CHALLENGE GOAL

Michael and Sandra Clark recently created the first endowed scholarship at the Knight Center for Environmental Journalism with the largest gift made to date, to a 3-to-1 matching challenge grant from the John S. and James L. Knight Foundation. If \$600,000 can be raised for endowments by April 2009, the Knight Center will receive a matching grant of \$200,000 from the Knight Foundation. The endowment challenge was made in recognition of the important role of the Knight Center's international efforts to work on solving some of the world's most pressing environmental problems by training journalists to employ scientific methodologies to research and report on health, science and the environment.

The Clarks' donation is the first major commitment toward the \$600,000 endowment challenge goal. It is Michael and Sandra's hope that their commitment will inspire others who are passionate about the environment to donate toward the endowment challenge from The John S. and James L. Knight Foundation. Named endowments can be established for \$30,000 or donations in any amount can be directed toward the existing Knight Center endowment.

"Michael and Sandra Clark are deeply concerned about science education and the accurate coverage of the ever-increasing number of environmental and science stories in the media," said Jim

Detjen, Knight Center director. "The environment is one of the biggest stories of the 21st century, but people do not know what they need to know to



Director of the Knight Center for Environmental Journalism Jim Detjen with Hannah Northey, a master's graduate of the program. Hannah, and other students like her who want to study environmental journalism, now have an endowed scholarship to support their work thanks to the gift from Michael and Sandra Clark.

make decisions about environmental issues. Approximately 2,500 to 5,000 journalists in the United States write regularly about the environment. But as many as 20,000 general assignment reporters occasionally write environmental stories. The need for training is acute. The Clarks realize that journalists serve a critical role in helping the public understand complex issues, especially when it comes to science and the environment."

Michael, an educational consultant and former junior high school science teacher, and Sandra, the director of the Michigan Historical Center in Lansing, Michigan, have received five degrees from Michigan State University collectively. Michael earned his bachelor's, master's and doctorate from the College of Education, and Sandra earned her bachelor's and master's degrees from the College of Arts and Letters as a history major. Through a charitable bequest in their estate plans, the Clarks have created two other endowed scholarships at the university, one in each of their respective colleges.

If you would like more information on supporting the Knight Center for Environmental Journalism at MSU via the Knight Center Endowment Challenge, contact College of Communication Arts & Sciences Assistant Director of Development Danielle Casavant at (517) 432-4770 or casavant@msu.edu.

SWANSON BEQUEST SUPPORTS LIBRARY STUDENT EMPLOYEES

“Michigan State University opened up countless opportunities for us,” said Judith Ann “Jude” Swanson, who, with her husband Kim, has documented a \$1 million bequest from their estate to the MSU Libraries for an endowed fund to benefit student workers. “That educational experience would never have been so rich, so broadening, or so beneficial to us without the library.”

Kim and Jude began their life together just a stone’s throw from the MSU Main Library – sitting side by side on the banks of the Red Cedar River during their first week as MSU students. Jude spent three years working in the Science Library, an opportunity she looks back on with great appreciation.

“My job in the Science Library made an enormous difference in my education,” she explained. “It was very satisfying to be given responsibility for a set of tasks and to know my efforts made a real contribution to our department’s performance. Our supervisors took the student workers seriously as employees and taught us to see ourselves that way. It was an irreplaceable introduction to the world of work.”

Kim echoed Jude’s enthusiasm for the value of an MSU education and the library’s role in making it possible. “Coming from a small high school in the Upper Peninsula, MSU’s diversity and sheer size was thrilling,” he recalled.

“Meeting people from so many different backgrounds, the variety of experiences you could have, the professors who demonstrated the love

of exploration and inquiry—our MSU education was so much more than the knowledge gained in the classroom, important as that was. MSU gave us opportunities and possibilities we would never have had otherwise, and the library is a microcosm of that experience. The library connects students to a universe of knowledge far beyond what any one person can absorb. Stepping into the library— just like enrolling for that very first semester of classes—should be as overwhelming as it is exciting.”

Because the Kim and Jude Swanson MSU Endowment for Library Student Employees is



President Lou Anna K. Simon visited with the Swansons last fall when they attended an event on campus.

an endowed fund, the principal of their gift will remain intact. Each year, only a portion of the available interest earned will be used to provide competitive wages for student workers throughout the library system, while the remainder will be reserved and reinvested to grow the principal of the fund.

“With our gift, we want to recognize the value of student employees to the library system. And just as important, we want to recognize the value of library employment as part of a student’s educational experience,” Kim explained. “A job in the library greatly increases a student’s exposure to the world of knowledge and to information gathering skills that will enhance their success in college and beyond. We want to make library employment attractive to students and to reward them well for the excellent work they do.”

The Swansons are also motivated by a desire to inspire their fellow alumni to help make an MSU education available to others. “We wholeheartedly believe in giving back to the people and institutions that have given something to us,” Jude said. “The future of MSU depends on those of us whose lives have been enriched by MSU. If we don’t support MSU, who will?”

If you would like more information on supporting the Swanson Endowment or any other area of the MSU Libraries, contact Diane Nye Mattick at (517) 432-6123, ext. 137, or nyed@msu.edu.

ESSENSAS FUND HOCKEY SCHOLARSHIP ENDOWMENT

Last fall, former NHL goaltender and NCAA champion Bob Essensa and his wife, Jeanine, decided to pledge \$50,000 to endow a scholarship for a hockey player at MSU. Their gift was perhaps the first in a string of good things to happen with the hockey team this past season, culminating in MSU’s third national championship in the spring.

“It had always been my hope to repay my scholarship one day, and possibly help someone else to have the opportunities at MSU that I was fortunate enough to experience,” Bob explained. “My four years at State, both on and off the ice, helped give me the tools that allowed me to play as a professional for 15 years. Jeanine and I both feel that

giving back to MSU is just a small way to show our appreciation to the hockey program and the university.”

Bob and Jeanine decided that they wanted the Essensa Family Scholarship to be maintained as an endowed fund, meaning the principal will remain intact. Only a portion of the available interest earned will be expended while the remainder will be reserved and reinvested each year. The end result is that the principal investment of the fund will continue to grow over time, increasing the amount available to spend as well.

Bob, selected in the 1983 National Hockey League entry draft, played for MSU from 1984 to 1987 and posted an overall record of 62-13-2. He was named to the first team of the Central Collegiate Hockey Association in his sophomore year and won the CCHA and NCAA championships in his junior year. He has worked as the goaltending coach with the Boston Bruins since 2003 after retiring as a player in 2002. The national championship he earned with the 1986 MSU hockey team made it extra special to watch the 2007 team accomplish the same feat.

“Seeing this year’s Spartan hockey team take the National Championship brought back great memories of our team’s victory in 1986,” Bob said. “It was inspiring to us and our sons, three future Spartans!”

If you would like more information on making a gift to the Essensa Scholarship, the MSU Hockey program or any other area of Intercollegiate Athletics at MSU, call (517) 432-4610.



The 2007 MSU Hockey Team celebrates with their national championship trophy in April. Photo: MSU Sports Information

HALF MILLION DOLLAR GIFT LATEST IN RATNER'S 40 PLUS YEARS OF GIVING TO MSU

It is safe to say that when Albert Ratner commits himself to something he feels is worthwhile, he sticks with it.

Ratner is co-chairman of Forest City Enterprises in Cleveland, Ohio, and a 1951 Forestry graduate of Michigan State University. He made his first gift in 1953 and has made gifts almost every year since, including a generous contribution for the Michael and Elaine Serling and Friends Endowed Chair in Israel Studies in the Jewish Studies Program.

Last fall, Ratner and his wife Audrey pledged \$500,000 for strategic initiatives, funds that can be utilized at the discretion of MSU President Lou Anna K. Simon. As recent conversations with Ratner have revealed, he has a keen interest in land policy and urban development and feels MSU can be a leader in this area.

"I am focused on Michigan, its economic problems, population decline and psyche," Ratner said. "MSU is uniquely poised to drive change, address these problems and turn them into opportunities."



East Lansing Mayor Sam Singh (left) and Lansing Mayor Virg Bernero (right) presented Albert Ratner with a certificate declaring February 19, 2007 "Albert Ratner Day" at the 2007 Land Use Summit held at the Kellogg Center on campus. *Photo: MSU Land Policy Institute*

Unrestricted giving to the university is extremely helpful in that it allows MSU leaders like President Simon to take advantage of opportunities as they are presented. Ratner has agreed to serve as an advisor to the president and other university leaders, such as Land Policy Institute Director Soji Adelaja, through monthly meetings that alternate between East Lansing and Cleveland.

"I am interested in investing in communities whose leaders say 'Let's get things done,' not leaders who hear possible solutions to problems and say 'Yes, but...,'" Ratner explained. "I am very pleased with the work of Soji, President Simon and MSU."

Forest City Enterprises is an \$8.5 billion company principally engaged in the ownership, development, acquisition and management of premier commercial and residential real estate throughout the United States. It was started by Ratner's family. Ratner and many other family members remain active in the business today.

Wylies Show What Can Still Be Done In The Final Months Of Campaign

For some, 1999 may seem like a long time ago. That is certainly true for the organizers of *The Campaign for MSU*, the highly successful university-wide fundraising initiative that will come to a close this fall.

As the university gears up for a rousing end-of-campaign celebration (see details this page), many donors are taking a look at the gifts they made during the campaign and reassessing the impact they hope to have during this historic time at MSU. The Spring of 2007 was perfect timing for Monica Wylie, for example, as it represented two milestones in her life. Forty years ago she graduated from MSU with a degree in Human Ecology, and two weeks later she married Jon Wylie.



John and Monica Wylie

Jon (Food Marketing/Honors College, '66) and Monica (Human Ecology, '67), of Walnut Creek, California, established two endowed funds in 2002 through a charitable bequest of approximately \$200,000, the Wylie Scholarship in Family & Child Ecology and the Wylie Endowed Scholarship in Marketing. When they learned the university was making an extra push to reach the \$450 million endowment goal for *The Campaign for MSU*, they reviewed and revised their estate plans to increase their commitment from \$200,000 to \$525,000.

"This commitment is not only a gift to our alma mater, celebrating our 40th anniversary, but also we hope that our efforts will lead our fellow alumni to take another look at what they have done for MSU and perhaps make an effort to do a little more," Monica said.

The Wylies are very involved in alumni activities in the Bay Area of Northern California, including hosting events in their home, attending functions throughout the state and organizing alumni gatherings to raise funds for an alumni scholarship program. They stay abreast of campus activities and initiatives and say they are looking forward to a move back to the Midwest to be near their children and grandchildren.

"As we thought about ways to celebrate our 40th wedding anniversary," Monica said, "an additional gift to *The Campaign for MSU* seemed perfect. We hope others will do the same in these final months of the campaign and invest in the future leadership of our nation."

If you would like assistance in evaluating your estate plans to ensure your support of MSU is at the level you desire, contact the gift planning professionals in the MSU Office of Planned Giving at (517) 884-1000.

CAMPAIGN CONCLUSION CELEBRATIONS

This fall will be an exciting time at Michigan State University as we mark the triumphant conclusion of *The Campaign for MSU*. MSU has successfully surpassed its \$1.2 billion goal, and that is an accomplishment worth celebrating!

On Friday, October 5, MSU will proudly dedicate a new attraction on campus to be known as Benefactors Plaza. The area, located between the north end of Farm Lane near the Natural Science building and Old Horticulture on East Circle Drive, will consist of a nicely appointed walkway highlighted by numerous pillars. The pillars will feature the names of donors who became members of MSU donor societies at levels of \$100,000 and above, providing leadership gifts during *The Campaign for MSU*, as well as the generous donors once featured on the honor wall located in the Kellogg Center.

The plaza was approved by the MSU Board of Trustees on May 18, and construction of the area has begun. The university is thrilled to offer for the first time such public, outdoor recognition to its benefactors.

The following day, on Saturday, October 6, MSU will hold a grand celebration to commemorate the close of *The Campaign for MSU*. The floor of the Breslin Center will be the place to be prior to the MSU-Northwestern football game. Donors from all over the country will gather for a rousing celebration of the new heights in private support that have been achieved.

Look for more information about these events as the dates draw near.

STEELCASE AND FREY FOUNDATIONS PROVIDE MILLION DOLLAR GRANTS TO CHM

The Steelcase Foundation and the Frey Foundation, located in Grand Rapids and with long and generous histories of supporting both regional initiatives and MSU, will both contribute \$1 million to the Michigan State University College of Human Medicine. In an announcement made jointly by MSU and Grand Action, a nonprofit organization of 250 West Michigan civic and community



Kathy and Don Maine, two of the six co-chairs of the capital campaign for the Secchia Center, chat with Dr. Robert Dean who serves on the Physicians Campaign Cabinet.

leaders, it was noted that funding will support construction of The Secchia Center, future home of the college in Grand Rapids.

“The headquartering of the MSU College of Human Medicine in Grand Rapids and the dynamic synergy between Michigan State and its partners will greatly enhance medical care and economic development in the region and strengthen the role of Grand Rapids as an international

leader in healthcare and biomedical research,” said Steelcase Foundation Executive Director Susan Broman. “We are pleased to support this exciting project that will benefit our region.”

“We believe in the mission and the value of this project to the Grand Rapids community specifically and to medical education in general,” said Frey Foundation President Milt Rohwer. “The goals to create an efficient pipeline for bringing effective new therapies from bench to bedside and to become an economic growth engine by attracting top students and faculty to the region are attainable.”

Grand Action serves as a critically important partner with MSU in development activities for The Secchia Center. Since its founding, the organization has helped identify new facilities that would stimulate economic growth and galvanized public and private support for construction of these facilities. Past projects include the Van Andel Arena and DeVos Place convention center. The Secchia Center will be built within the Michigan Street Development, a downtown Grand Rapids commercial medical community located across from Spectrum Health and the Van Andel Institute.

In 2008, MSU College of Human Medicine second-year students will begin studies in a leased facility in Grand Rapids. The inaugural class of 100 first-year students will enroll in 2010 when the new facility opens.

Contributions from the Steelcase and Frey Foundations, alumnus Ambassador Peter F. and Joan Secchia, and several other donors have helped MSU and Grand Action raise a total of



Michael Jandernoa, a campaign co-chair, visits with Dick DeVos of Grand Action, the nonprofit organization of 250 West Michigan civic and community leaders partnering with MSU on the move of the College of Human Medicine to Grand Rapids.

\$24 million toward the \$40 million in private support required to complete the project. The partners are continuing efforts to raise the remaining \$16 million for the development and construction costs associated with the facility, and on May 14 held a campaign leadership kickoff dinner in Grand Rapids. The event, designed to ensure the success of the fundraising effort, was the first full gathering of the many volunteer leaders in the community dedicated to the endeavor.

For more information on how you can help with the growth of the College of Human Medicine in Grand Rapids, contact Doug Moffat, (517) 353-5153, at the college, or Susan Lane, (517) 884-1067, in the central office of University Development.

RUSSELL E. PALMER JR.: A Donor Profile

When Russell E. Palmer Jr. graduated cum laude from Michigan State University in 1956 with a degree in Accounting, he immediately joined the accounting and consulting firm of Touche Ross & Co. By age 37, he became CEO of the firm, the youngest person ever to attain that position in a Big Eight accounting firm.

Ten years later, Palmer became dean of the Wharton School of the University of Pennsylvania. The first dean of the business school to come from the private sector, he was instrumental in attracting some 100 new faculty members, building a new executive education program and complex, and raising more than \$120 million. After serving seven years as dean, he left Wharton ranked as one of the top three business schools in the country. He then founded his own private investment firm in Philadelphia, The Palmer Group, that primarily buys and develops educational entities.

Without a doubt, Russell Palmer Jr. is a true MSU success story.

No stranger to hard work, Palmer was able to attend MSU with the aid of a swimming scholarship and by working multiple part-time jobs, including as a mailman and a dish-

washer. He proved himself a gifted student and served as president of his fraternity and treasurer of the student government. Judging by Palmer's history of generous financial support of MSU, it was never lost on him that it was in part a scholarship that gave him the opportunity to attend the university and have the successes he enjoyed.

“Russ Palmer is an exemplary leader who combines talent and determination to fuel his success,” said MSU President Lou Anna K. Simon.

“I’ve known Russ a long time and have benefited from his counsel over the years. He represents the best of MSU: intellectual curiosity, a drive to solve problems and move initiatives forward, and the willingness to invest personal resources in places like MSU that he holds dear.”

His support of The Eli Broad College of Business at MSU has included the creation of the Russell Palmer Endowed Professorship in Accounting. He has also remembered MSU in his estate plans through a charitable bequest, a future gift that will fund the Russell E. Palmer Endowed Scholarship Fund. His giving history includes numerous gifts to the Accounting and Information Systems department and, most recently, major contributions to a discretionary fund that will allow President Simon to determine the best use of the funds for the university.

An active philanthropist, Palmer has been involved with many charitable organizations, including serving as chairman of the New York chapter of the Salvation Army. He has served on boards of several companies, educational institutions and non-profit organizations and is a trustee emeritus of the University of Pennsylvania.



In 2005, Russ and Wendy Palmer (center) visited Cowles House when Russ was honored by the Beta Theta Pi fraternity with the Oxford Cup. Celebrating the occasion with them was Palmer's son Brad and his wife Hadley.

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May Gatherings With The President



President Lou Anna K. Simon and guests at the annual Landon Society luncheon. *Photo: Kurt Stepnitz, University Relations*

Beginning Thursday, May 10, President Simon met with over 80 guests at a reception in Tucson, moving on to Phoenix for a Friday reception with over 130 alumni and friends. The gatherings were a collaboration of University Development and the MSU Alumni Association, along with the MSU Alumni Clubs of Tucson and Phoenix and the MSU Retired Faculty and Staff in Arizona. A Saturday dinner party with 20 guests followed at the Santa Rosa home and winery of Joon and Zaiga Moon. The evening featured a performance by Panayis Lyras, MSU professor of piano and artist-in-residence. Then on May 15, the fifth annual Landon Society Luncheon took place on campus, honoring those who have documented that MSU is included in their estate plans. Following lunch and remarks by President Simon, many of the guests toured the latest changes on campus, with a stop at the MSU Dairy Store.



Joon and Zaiga Moon on the day they hosted President Simon and twenty other guests at a dinner party in their home in Santa Rosa, California.

Scott Essex and his wife Brooke Corley, active in MSU alumni activities in Phoenix, spoke at the gathering on May 11.



Karen Hipple (left) and Nate Phillips were among the dozens of Spartans enjoying the festivities at the reception in Phoenix.



Guests in the Moon home enjoyed a performance by MSU Professor of Piano and Artist-in-Residence Panayis Lyras.



President Simon greets Sanjay and Kiran Gupta at the event in Phoenix.



Former MSU Athletic Director Joe Kearney and his wife Dorothea visited with President Simon in Tucson.



Bob Workman, president of the MSU Alumni Club in Tucson, chatted with Barbara Williams at the gathering.