The MSU School of Music has many reasons to be proud, most notably about its renowned faculty and talented students, all of whom are first-rate performers. On Friday, September 5, that pride was showcased for more than one hundred dedicated supporters of the school in a tremendous performance at Meadow Brook Hall on the campus of Oakland University.

A reception and dinner complemented by superb music started things off. Guests then moved to the concert hall where Dr. Lou Anna K. Simon, Trustee Dolores Cook, event host and member of the School of Music National Advisory Committee Thomas Cobb, and Director of the School of Music James Forger addressed the crowd, including information in their remarks about the planned new School of Music Building. The event was generously sponsored by Mr. Cobb, Margaret and Gary Valade, and Dottie and Jack Withrow. An outstanding musical program followed, highlighted by the school’s star faculty and student artists. An evening this memorable underscored for those present the need for a new facility equal to the talent it will house.
Broad’s Support Soars to New Heights

Eli Broad, chairman of AIG SunAmerica Inc. and founder of The Broad Foundation, has made an additional gift commitment of $3,475,000 to the Eli Broad College of Business and the Eli Broad Graduate School of Management at Michigan State University. This investment will support student scholarships in the MBA program and will bring his total contributions during The Campaign for MSU to $16.6 million.

The Campaign for MSU, which began with a silent phase focusing on leadership gifts in July 1999 and was publicly announced in September 2002, will continue through 2007 in an effort to raise $1.2 billion for the university. Since the start of the campaign, Broad clearly has demonstrated his leadership and ongoing support for MSU.

Broad (Accounting, ’54) currently resides in Los Angeles and is the founder of SunAmerica, a financial services company specializing in retirement savings and investment products and services, as well as home-building giant KB Homes (formerly Kaufman and Broad Home Corporation). He and his wife, Edythe, have established an endowment for the dean’s position within the Broad School, created an additional endowed chair within the Broad School designed to retain the most distinguished faculty, and provided other programmatic and scholarship support for the MBA program—all since planning for The Campaign for MSU began.

Their gifts represent commitments over and above the $20 million pledged in 1991. As a result of that gift, Michigan State’s business school was named the Eli Broad College of Business and the Eli Broad Graduate School of Management.

Broad touched on why he has such a deep personal commitment to MSU when he delivered the Fall 2002 commencement address. “Look around this hall,” he told the graduates. “Every county in Michigan; every state in the Union; every faith, every race, and dozens of countries from around the world are represented here. Unlike many other nations, this diversity is our strength. Unlike many other nations, you don’t need to be from the right race, right religion, right class, right background, or right schools to reach the highest levels of business, civic or cultural activities.”

It is a feeling and a belief that has continued to keep MSU squarely within his sights when it comes to his philanthropic activities. He reminds other potential donors, as he did the graduates that day last fall that they have an obligation to give back “to make sure that others can take the same path that you have taken.”

MSU Federal Credit Union Pledges $2.5 Million For Study Abroad Program

About 130 new scholarships for MSU study abroad programs will be funded each year by a $2.5 million gift from the MSU Federal Credit Union (MSUFCU). When fully funded in five years, the MSUFCU Endowed Study Abroad Scholarship will offer scholarships in amounts from $500 to $2,000. The scholarship competition will be open to qualified students, independent of class level and degree program, and will be used by the recipients to help offset additional costs associated with studying abroad.

“Michigan State University has a long history of fostering global perspectives in teaching, research and outreach,” said MSU Provost Lou Anna K. Simon, then serving as interim president as well. “Today’s students are not fully educated unless they have a meaningful international experience, and this transformational gift will bring that experience within reach of many more students.”

MSU’s Study Abroad program is the largest of any single-campus university in the nation with nearly 200 programs in more than 60 countries on continued on page 2
all seven continents. Endowing these scholarships is a natural progression of the credit union’s relationship with MSU.

“It is the credit union’s goal to be the leader in serving MSU, as well as our local community,” said MSUFCU President and CEO Patrick M. McPharlin. “Our board of directors feels that the Study Abroad Program will enhance our students’ confidence, offer them a broad perspective on human relations, and will make them more valuable world citizens. Our commitment to the university through the creation of this scholarship can only further enhance the long-term partnership enjoyed by both MSU and the credit union.”

Dean of International Studies and Programs John Hudzik noted the importance of the new scholarships to students. “MSU has set the unprecedented goal of providing all undergraduate students with an opportunity to study abroad, especially those with limited economic means,” he said. “With nearly 70 percent of students at MSU working while attending school, for many, study abroad can also mean foregone income to support their education.

“The MSUFCU gift for study abroad scholarships is a magnificent contribution toward making study abroad—and the many benefits it affords—possible for our students,” Hudzik added. “It is also a true leadership gift which we hope will prompt others to be as farsighted in the interest of providing access to all students.”

The MSUFCU has supported MSU for nearly a quarter of a century. In 1999, it established the Endowed Chair in Financial Institutions/Investments and currently underwrites the annual All-University Campaign in addition to providing ongoing support for a variety of MSU initiatives.

With this latest gift, the MSUFCU joins a prestigious group of donors who are recognized in the Williams Society. The MSUFCU, chartered by a group of MSU professors in 1937, is now the largest university-based credit union in the world. Serving 117,000 members worldwide, it has assets of more than $1.2 billion and offers a full range of personal financial services.

For more information on how you can follow the leadership of the MSUFCU and help support MSU students wishing to study abroad, contact University Development at (517) 355-8257 or (800) 232-4MSU.

President McPherson Returns

President Peter McPherson was welcomed back to campus with an October 3 reception at the Kellogg Center. Since April of this year, President McPherson served the United States federal government as the principal financial and economic policy advisor in Iraq. He has now resumed his position as president of Michigan State University.

The articles in this issue of Developments reflect the time period during which Dr. Lou Anna K. Simon held the dual title of interim president and provost. Her enthusiastic and effective service in the role of president is illustrated within these pages. She continues to serve MSU as provost. Michigan State University is extremely fortunate to have at the helm two dedicated and talented leaders, who along with MSU’s generous donors, continue the essential work of advancing knowledge and transforming lives.
Stern Gift Helps Maximize Ability and Opportunity for MSU Students

For Mickey and Debbie Stern, making generous gifts to organizations and causes whose ideals they support is more than a simple good deed; it is a life dedication of great significance. Fitting, then, is the fact that they have created the Max (“Mickey”) and Judith (“Debbie”) Stern Tutoring and Alternative Techniques for Education Program at Michigan State University through a gift of $400,000 to endow the fund. Residents of Orchard Lake, Michigan, and owners of a thriving wholesale furniture business, Moss & Associates, Mickey and Debbie have formed a strong bond with the university. Their daughter, Natalie, recently began her second year as a student at MSU.

“For the past 30 years, Debbie and I have dedicated our lives to our family and our business,” Mickey said. “As a student at MSU, my father, Jim Kuhn, met Professor Ron Dorr at a Madison open house before I started college. They shared a common interest. My father recognized right away that Professor Dorr's enthusiasm for the Education Program was the fact that they have created the Max Stern Tutoring and Alternative Techniques for Education Program at Michigan State University through a gift of $400,000 to endow the fund. Residents of Orchard Lake, Michigan, and owners of a thriving wholesale furniture business, Moss & Associates, Mickey and Debbie have formed a strong bond with the university. Their daughter, Natalie, recently began her second year as a student at MSU.

“For the past 30 years, Debbie and I have dedicated our lives to our family and our business,” Mickey said. “As a student at MSU, my father, Jim Kuhn, met Professor Ron Dorr at a Madison open house before I started college. They shared a common interest. My father recognized right away that Professor Dorr's enthusiasm for the Education Program was the best. Professor Ron Dorr's freshman writing class at James Madison College has helped numerous students advance their skills and become great writers. When she heard of the newly created Ron Dorr Award for Excellence in Undergraduate Writing, it sounded like a great opportunity to thank a professor and help the college.

The Dorr Award was endowed through a gift of stock made by Beth (JMC, '84) and her husband Ken Edwards, of Vermont. The stock shares were originally a gift from Beth's father, and the Dorr Award was the perfect opportunity to honor two men who knew each other only slightly and yet shared a common interest.

“My father, Jim Kuhn, met Professor Dorr at a Madison open house before I had even decided to attend the college,” Beth said. “He recognized right away Professor Dorr's enthusiasm for the craft of writing, perhaps because he had the same enthusiasm. I wanted to make a meaningful gift that honored my father and Professor Dorr. The Dorr Award was a great fit.”

Beth Kuhn knew she was taught by one of the best. Professor Ron Dorr’s freshman writing class at James Madison College has helped numerous students advance their skills and become great writers. When she heard of the newly created Ron Dorr Award for Excellence in Undergraduate Writing, it sounded like a great opportunity to thank a professor and help the college.

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Dr. Ron Dorr met with the first recipient of the Dorr Writing Award, Allison Youatt, a 2003 JMC graduate. "This is a neat story," said Rocky Beckett, director of development at the college. "First is the common interest of Professor Dorr and Beth’s father, but the clincher is what happened when I told Professor Dorr about Beth and Ken’s gift. He went to his office and retrieved a copy of a 4.0 paper that Beth wrote over 20 years ago. He said it was the best paper he had ever received for that assignment, and he uses it in class to this day." Beth had long discarded her college papers, but now she has a copy of one paper that has survived and is guiding others to improve their writing skills. "Passing along this stock gift so that others can benefit allowed us to create a gift that just keeps giving," Beth said. "It’s funny to realize that something we create as freshmen can come back around to keep on giving."

The Stern Tutoring Program is part of the Resource Center for Persons with Disabilities (RCPD) office which is part of the Office of the Vice President for Student Affairs and Services at MSU. Michael Hudson is the RCPD director. "Students with learning disabilities represent half of the over 850 students registered with the RCPD," Hudson explained. "As learning disabilities are generally invisible, many try to hide or deny the disability only to realize later that they may have underestimated other skills and strengths as they work to hide their disability. This gift from the Sterns fosters development of a new program of instructional, tutorial and peer mentoring that will enhance student skills around information processing. The effort will promote academic achievement, improved self-concept, and recognition of ability."

An important fact of the Sterns’ gift is that they have designated it for endowment, ensuring that the principal of their gift remains unspent and therefore earning interest and supporting their intentions in perpetuity. The significance of endowments to long-term financial health is the primary reason that the growth of MSU’s overall endowment is a major goal of The Campaign for MSU. The gift of $400,000 is by far the largest ever received by RCPD. "While RCPD is a state and national leader in services for students with a range of disabilities, the Stern program pushes past traditional accommodation concepts and provides new disability-specific instructional, tutorial, and peer mentoring components," Hudson said. "This is a breakthrough development for students with learning disabilities!"

Mickey and Debbie Stern want to see important lessons learned from their generosity close to home as well. “We hope and pray that our children will follow in our footsteps, internalize our ideals and principles and recognize the importance of community service in giving to charitable causes," Mickey said. Hudson points out that MSU and the RCPD certainly recognize such a willingness to help and the hope that it gives for the future. "I am hopeful that this gift sites the passions of others who may also step forward in support of important programs and services. The generosity shown by the Stern family and others reminds me that there is more that each of us can do to accentuate opportunity at MSU."

Kuhn Gift Honors JMC Professor

Beth Kuhn visited campus with her son, Chad. James Madison College had created the award to honor Professor Ron Dorr who is retiring in December 2003. He came to Michigan State University in 1975 and was charged with creating the freshman writing courses in JMC. Beth was in Professor Dorr’s class during the 1980-81 academic year.

“This is a neat story,” said Rocky Beckett, director of development at the college. “First is the common interest of Professor Dorr and Beth’s father, but the clincher is what happened when I told Professor Dorr about Beth and Ken’s gift. He went to his office and retrieved a copy of a 4.0 paper that Beth wrote over 20 years ago. He said it was the best paper he had ever received for that assignment, and he uses it in class to this day.”

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To contribute to the Ron and Barbara Dorr Endowment for Rhetoric and Humanities or to explore other giving opportunities, contact JMC Director of Development Rocky Beckett at (517) 432-2117.

For more information on how you can support the Stern Tutoring Program or other initiatives within the RCPD, please contact Michael Hudson at (517) 353-9642, extension 229.

www.givingto.msu.edu
Overcoming distance and the drawbacks of complicated discussions conducted exclusively by e-mail, South Korean alumni and friends completed work on a $30,000 endowed award in honor of Dr. Gill-Chin Lim, MSU Endowed Professor of Asian Studies in a Global Context. Those joining together both on campus and in South Korea to make the award a reality included the MSU Alumni Association of Korea, the Council on Korean Studies, KDI School of Public Policy and Management, the Society of Korean-American Scholars, Club Spartan, and the MSU Korea Student Organization. Brett (Hwi-Gook) Song, Vice President of the MSU Alumni Association of Korea, served as primary organizer for the effort. A friend of MSU, Mr. Song, who is President of the Seoul-based company Koreadot.com, has been supportive of International Studies and Programs for many years.

The Gill-Chin Lim Award for Outstanding Doctoral Dissertation in Global Studies is the award’s formal name. Professor Lim, a devoted teacher and researcher, advised many graduate students during his long career, many who today explore new areas of knowledge in global issues, development studies, and comparative and multidisciplinary studies. “As the third dean of International Studies and Programs,” stated John Hudzik, ISP’s current dean, “Professor Lim was instrumental in establishing the annual International Award Ceremony. His efforts led to the ceremony’s first awards named after ISP’s first and second deans — the Glen Taggart Award for Community Contribution, and the Ralph Smuckler Award for Advancing International Studies and Programs. It will be at this ceremony that we honor Dr. Lim.”

Each year, International Studies and Programs will request nominations from members of the university faculty, deans, directors and chairs. At the time of nomination, a nominee must be a university graduate student, domestic or international, completing his or her doctoral degree and majoring in any discipline. By the time the award is made, the successful nominee must have defended the dissertation and fulfilled all other requirements for completion of the degree. The award, which shall be presented for the first time at the International Award Ceremony in 2004, was introduced to those participating in the ceremony this past April. Held in the newly completed Delta Koo International Academic Center located atop the International Center, the ceremony closed with an introduction of the new Gill-Chin Lim Award and the announcement that it will carry a stipend of no less than $1,000. “This is a highly appropriate way to honor Professor Lim,” said Provost Lou Anna K. Simon, then serving as interim president. “The winning dissertation will have an international dimension with research focused on countries or regions outside the United States. The global studies that defined the work of Professor Lim will highlight the work of this next generation of MSU’s international scholars.”

If you would like more information on supporting the Lim Award, contact Janet Kreger at (517) 353-3121 or (800) 232-4MSU, extension 283.
JAHNS LEAD IN CREATING AL CONQUEST SCHOLARSHIP

Many years of devoted friendship have led to the creation of a new scholarship for students in the Michigan State University College of Veterinary Medicine. The primary donors, Martin and Patricia Jahn of Burr Ridge, Illinois, have established the Dr. Al Conquest Endowed Scholarship Fund with a $30,000 gift in honor of their friend.

The Conquest Scholarship is designed to partially fund full-time, first year veterinary students at Michigan State University. Students who continue to qualify will receive the scholarship each of their four years at CVM. Recipients will include students who are highly motivated, are of good character, excel academically, and demonstrate financial need.

Dr. Al Conquest graduated from MSU CVM in 1951 and, after serving two years in the Air Force, returned to his hometown of Grand Blanc, Michigan, where he began practicing veterinary medicine. In 1960, he built the Grand Blanc Veterinary Hospital and began a highly successful practice that still thrives today.

In 2002, both Al Conquest and his beloved wife of 50 years, Peggy, passed away. That fall, Martin and Patricia Jahn approached the college and Al and Peggy’s children, Thomas Conquest, Daniel Conquest and Cathy Leadley, with the idea of establishing a scholarship fund. The Conquest children now have embarked on an effort to increase the amount of the scholarship through gifts from others.

“The friendship between our parents and the Jahns grew deep over the years,” explained Cathy. “Martin Jahn was a high school classmate of my mother’s. They reconnected at a 35th class reunion, and my dad and Marty really hit it off.”

“As my mother’s Alzheimer’s disease progressed,” Cathy continued, “the Jahns really stuck by my parents’ side and offered to help in many ways. Their devotion during the most difficult times was untakable, and their admiration for my dad inspired them to make this most generous gift. They appreciated their friendship and the care and respect he gave his clients and their animals.”

The families bonded over the years and enjoyed many vacations and happy times together. In fact, it was Al’s outgoing and friendly nature that led the Jahns to become friends with Gus Braeutigam, a veterinarian in Frankenmuth, Michigan, and a CVM classmate of Al’s, and his wife Jeanne. The Braeutigans are also generous donors to MSU who are supporting the Conquest Scholarship.

“Over the many years we knew Al, his integrity and dedication to his family, career, friends and community always impressed us,” Martin said. “Al was committed to MSU and his profession. We can think of no better way to honor our friend than by supporting both.”

Many people asked the Conquest family how they can make a meaningful contribution in Al’s memory. His family, the Jahns and the college all believe the scholarship endowment provides the perfect opportunity for anyone interested in supporting students in the college.

“It is our fondest hope that young people will be able to benefit from this scholarship and from having a man like Dr. Al Conquest as a role model,” Martin said. “We can think of no greater thanks from the family and co-workers than to have them carry on the traditions of integrity, dedication, and plain old hard work in the footsteps of our friend.”

If you would like to provide additional support for the Conquest Scholarship or any other fund within the College of Veterinary Medicine, contact the CVM Development Office at (517) 353-4937 and speak to Karen Winkler-Swanson.

For more information on the Cornelius Fellowship or to contribute to The Eli Broad Graduate School of Management, contact Mike Rishell at (517) 353-4340.

Michigan State University

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The Campaign for MSU

With more than 125,000 people in 142 countries, PricewaterhouseCoopers (PwC), the world’s largest professional services organization, has a rich history of support for Michigan State University. In fact, gifts from PwC and its predecessor companies date back to 1965.

In 2001, a formal partnership began when PwC, working with the MSU Office of Alumni Relations, decided to help support the University in a significant way. That year, PwC, with its alumni partners, committed $10 million to MSU to help raise funds for a variety of purposes through their corporate in-house campaign.

As an internal campaign coordinated by PwC employees, the partnership included alumni and friends of MSU who have established planned gifts totaling more than $5 million.

Today, PwC and its alumni partners look on MSU as an outstanding institution,” Roszak said, “and with that view, it’s easy to help fund such important educational programs.”

An endowed fund is one in which the principal, usually the original gift from a donor, is never spent. A part of the interest income earned from MSU’s investment of the principal supports a need at MSU while the remaining interest income is retained to provide a hedge against inflation and a reserve that can be tapped if investment returns are low or negative.

The importance of such funds is precisely why MSU has identified the growth of MSU’s overall endowment as a primary goal of “The Campaign for MSU.”

In addition to the support from the partnership and the MSU alumni partners, PwC employees who are alumni and friends of MSU have had great success in raising funds for a variety of purposes through their corporate in-house campaign.

Though an internal campaign coordinated by Pwc employees had been conducted for several years, a formal partnership began in 2001 when PwC became the first company to pilot an electronic campaign model in which all campaign communications occurred via email. An effort to customize its campaign and streamline processes has resulted in steady increases in funding for MSU.

“The PwC and our alumni partners look on MSU as an outstanding institution,” Roszak said, “and with that view, it’s easy to help fund such important educational programs.”

If you would like more information on supporting The Eli Broad College of Business, contact Mike Rishell at (517) 355-4340. If you are interested in beginning an in-house campaign for MSU within your company, please contact Vanessa McCullifer at (517) 355-6257 or (800) 232-4MSU, extension 289.

PwC: SUPPORTING MSU FROM ALL ANGLES
Beards Donate Turfgrass Research Collection To TIC

Dr. James B and Mrs. Harriet Beard have donated their collection of turfgrass research to Michigan State University’s Turfgrass Information Center (TIC). In a fitting tribute, friends, colleagues, and family members of the couple gathered in July at the center for the dedication of the James B Beard Turfgrass Library Collection.

Dr. Beard is highly respected and recognized as the world’s leading scientist and expert on turfgrass research. The collection is acknowledged to be the finest personal collection of turf-related material in existence. It includes international coverage of turfgrass research and management literature contained in more than 30,000 books, periodicals, and technical reports.

“Turfgrass research is one of Michigan State University’s designated areas of excellence, and the Beard Collection is a vital asset for turf researchers world-wide,” said Fred Poston, MSU vice president for finance & operations and treasurer, at the TIC event. The dedication audience included representatives from the Friends of the MSU Libraries, United States Golf Association, Royal Canadian Golf Association, Michigan Turfgrass Foundation, and the Turfgrass Information Center Advisory Committee, as well as numerous academic researchers from several universities.

The Beard Collection now serves as a non-circulating reference collection within TIC in the Main Library. This generous donation is but the latest effort by the Beards in support of TIC’s work and objectives, including the Turfgrass Information Center Endowment Campaign. The arrival of the Beard Collection makes MSU the strongest public repository of turfgrass literature in the world.


James B Beard is considered the leading expert on turfgrass research, and several of his works were displayed at the James B Beard Turfgrass Library Collection dedication.

MSU Support From Faculty, Staff And Retirees Outstanding

MSU has one of the most comprehensive and successful annual campaigns for employees in the Big Ten. Faculty, staff and retiree giving and the All University Campaign continue to grow and develop during the capital campaign.

Current and retired faculty and staff committed nearly $5.7 million last fiscal year, which brings their total gifts since the start of The Campaign for MSU to an incredible $27 million. This support is essential to the university’s mission and provides a compelling case as the university seeks additional financial support.

The 2002-03 All U Campaign Advisory Cabinet consisted of faculty, staff and retirees, including Stella Cash, Gordon Guyer, Patrick Hoch, Phyllis Kacos, James Forger, Rodney Patterson and Diana Huizar Rivera. They were in charge of providing feedback on the planning, implementation and evaluation of the All U Campaign, the kickoff for which was held on March 19th in the Kellogg Center Big Ten room.

The spirit of the MSU community of past and present employees speaks volumes through the success of this campaign. There was a seven percent increase in total participation with more than 5,400 donors. “Our faculty, staff and retirees are the best,” noted Marti Heil, associate vice president for University Development. “They give back to MSU in so many ways. Fifty-two current and retired employees made new donor society level recommitments,” she continued, “which is an amazing 93 percent increase in donors over the previous year’s total of 27 new donor society commitments. Many units on campus made special efforts to host a variety of campaign activi-

New Employee Donor Society Members*

| 2001-02 | 27 |
| 2002-03 | 52 |

* Current and Retired Employees

Total MSU faculty, staff and retiree donor society members had risen to more than 1,100 at the close of the 2002-03 fiscal year.

ties, including kickoffs, presentations at staff meetings, receptions and a series of emails. “We feel that these events and activities had a direct and positive impact on the number of new special, major and annual gift level participants,” said Cheryl Armstrong, director of Special and Annual Giving.

Once again, the MSU Federal Credit Union provided ongoing support of the All U Campaign. This support is essential to the campaign’s ability to focus attention on MSU programs and giving to the university. The commitment shown by the MSUFCU is representative of the dedication of the entire MSU faculty, staff and retiree community. MSU current and retired employees continue to illustrate the idea that giving begins at home.

www.givingto.msu.edu