Matilda R. Wilson Fund Gift Names ‘Pegasus’ Center

A new addition to the Michigan State University Veterinary Clinical Center that will provide critical care for foals and horses will be named in honor of a former MSU trustee whose foundation, the Matilda W. Wilson Fund, has pledged $5 million to the center. At its September 12 meeting, the MSU Board of Trustees voted unanimously to name the new addition “The Matilda W. Wilson ‘Pegasus’ Critical Care Center.”

Matilda R. W. Wilson served on Michigan State College’s governing board from 1931 through 1937 and was appointed by Governor Luren Dickinson to be Michigan’s first woman lieutenant governor in 1940. The Matilda Wilson Fund has a long history of giving to the College of Veterinary Medicine, including the Matilda W. Wilson Chair and Respiratory Disease Endowment. Pegasus was one of Mrs. Wilson’s harness ponies. The trustees of the Matilda W. Wilson Foundation serve on the Board of Trustees of Michigan State University.

Eli Broad announces a new education initiative at the Detroit Economic Club.

continued on page 2
The recent MSU Federal Credit Union gift of $2.5 million to fund the MSUFCU E endowed Study Abroad Scholarship has already made a difference in the lives of many MSU students. The scholarship recipients were announced on Tuesday, November 25, 2003.

We anticipate scores of students will benefit for many years, the first five recipients, their colleges, and study abroad programs:

- Ana Aguayo, Business International Social Issues, Recreation and Service Learning in Mexico
- Brandon Corcoran, No-preference Combined Arts & Humanities and Social Science in the United Kingdom
- Katie McCabe, Human Medicine Socialized Health Care Policy in Cuba
- Pakapon Phinyowattanachip, James Madison M multidisciplinary Studies at the Asian Institute of Technology in Thailand
- Nathan Elkins, Social Science Landscape Architecture in the United Kingdom and Scandinavia

The semi-annual scholarships will allow these students and future students to join the thousands of Spartans who have already lived and learned in another culture, and experience first-hand places others only dream about. The MSUFCU was chartered by a group of Michigan State University professors in 1937. It has grown to be the largest university-based credit union in the world. The MSUFCU serves 117,000 members worldwide.

For more information about the MSUFCU and help support MSU study abroad students, contact University Development at (517) 355-8257 or (800) 232-4MSU.

For more information about making a gift to the College of Veterinary Medicine, contact CFM Director of Development Karen Winkler-Swanson at (517) 353-4937.

The MSU College of Education is among the leading schools of education in the country. Its graduate programs in elementary and secondary education have been ranked No. 1 by U.S. News and World Report for nine consecutive years.

For more information about the initiative or making a donation to the College of Education, contact Director of Development Jeff Spoor at (517) 353-2193.

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Throughout an impressive 36-year career in advertising, Tony Hopp has helped numerous clients craft effective means to achieve their strategic marketing goals. As a chair and executive officer of Campbell-Ewald, Hopp leads M ichigan’s oldest and largest advertising agency, the sixth largest in the nation, Under Hopp’s leadership, Campbell-Ewald has built a reputation as a firm that consistently offers clients deeper insights and bigger ideas.

Hopp (A advertising and Psychology, ’67; A advertising and M arketing, ’68) wanted to create a public tribute to the man who inspired his rewarding advertising career. It was no surprise when he came up with an insightful idea that would not only honor this man in a lasting way but also advance a field they both loved. Hopp recently made a gift to M SU of $100,000 to establish an endowed scholarship program in advertising in the College of Communication Arts and Sciences. This fund, to be known as the W illiam J. Hopp Endowed Scholarship in Advertising, is named in honor of his father.

Though his father W illiam Hopp never worked in advertising, he held a deep personal fascination for the field. H opp credits his father with encouraging him to pursue an education and a career in advertising. It is a direction he has never regretted. “I am incredibly grateful for the insight, love and encouragement of my father. He played a major role in the shaping of my future, both professionally and personally,” H opp said. “He set me on a career path that has resulted in an enormously rewarding profession. I can’t think of a better tribute to him than to establish a scholarship program that will always be there to help other promising young students access the first-rate education they will need to succeed in advertising.”

The W illiam J. Hopp Endowed Scholarship in A dvertising will award scholarships to junior, senior or graduate-level advertising students with strong academic records. And because the fund is structured as an endowment, it will be there forever—helping student after student in honor of W illiam Hopp.

As an added benefit of his generosity, the scholarship Tony H opp is funding will help further develop the talent pool that Campbell-Ewald frequently draws on in their continuing pursuit of excellence. He agency frequently hires M SU advertising grads and, at last count, some 200 Spartans were employed at Campbell-Ewald.

Tony H opp’s father passed away in 1984, so he never saw the full extent of his son’s professional success and perhaps was never fully aware of the role he played in shaping Tony’s life. But it is clear to H opp that his father was a major influence in his professional success. He hopes it is that endowment scholarship will forever honor his father by offering the support and encouragement students need to embark on rewarding careers in advertising.

For more information about making a gift to the College of Communication Arts and Sciences, contact Director of Development Brenda Bets at (517) 432-5672.

For information about creating an endowed scholarship in any area, contact University Development at (517) 355-8257.

The William Wright Endowment Fund for New Works and Initiatives recognizes the legacy of former W harton Center director Bill Wright and will help to support the commission program he began. Since 1992, Bill Wright provided leadership that brought national recognition to W harton Center. Through aggressive and creative programming, W harton Center’s season calendar rivals performing arts centers found in major metropolitan markets.

In 2000, Bill Wright added a new dimension to the W harton Center by beginning an innovative program of commissions. In the past four years, original works of dance, classical music, theatre and dance have been commissioned and their world premieres at W harton Center have given mid-M ichigan patrons an opportunity to experience the thrill and excitement of new works. D eDe and R ick (Social Science-Prelaw, ’68) Coy made one of the first lead gifts to the W right Fund. T hey were involved in the initial commission, a play entitled C ontrol-Alt-Delet e by Anthony Clavaro. T he Coy s hosted a dinner party for Clavaro to introduce him to the community and were at the reading of the play’s first draft. Rick related, “hearing the words for the first time, having the invited guests react and provide feedback, knowing the script would be re-written a number of times and finally seeing the final production was a very interesting and enjoyable inside view of the creative process.” D eDe is a past president of W harton Center’s volunteer corps Inner C ircle. A s a patron, volunteer and donor, she has made W harton Center a major part of her life for the past 10 years. “D ur gift will help perpetuate this wonderful initiative of Bill Wright for commissioning new works, and now with this endowment fund in Bills name, the program will continue for years to come.” A nother lead gift was made by Betty and J oe (C ommunication A rts & S ciences, ’48) G adeleto. “Bill W right has put W harton Center on the national map,” said J oe, “bringing the best national and international artists and touring groups to our community.”

He added, “the Wright Fund will create additional visibility for W harton Center and M ichigan State University for being involved in the creation of new works, thus enhancing the national reputations of both in the performing arts world.”

Throughout history, the performing arts have played a vital role in nurturing and inspiring the soul. T he W illiam W right Endowment Fund for New Works and Initiatives will help to continue that glorious tradition. To date, more than $200,000 has been donated to the fund.

For more information on contributing to the William Wright Endowment Fund for New Works and Initiatives or to other areas of W harton Center, contact Director of Development Doug Miller at (517) 353-4640.

Wright Fund Supports Commissions At Wharton Center

Would you like to see more stories like this? Join our community for updates on W harton Center’s volunteer corps, Inner C ircle. T his community will bring you the latest news and events, as well as opportunities to get involved and make a difference.

www.givingto.msu.edu
Planned Gifts Prove Useful Tools For Many Donors

It is safe to say that, as time marches on, many citizens across the United States are becoming increasingly aware of the need to carefully plan their estates. In fact, Michigan State University has seen a steady rise in the number of alumni and friends who make known their interest in exploring and implementing charitable estate planning strategies in their comprehensive estate plans. W hile the information and process can appear confusing, it is important to know that there are experienced gift planning professionals in the MSU Office of Planned Giving available to assist you.

Eric and Janice Bauman of Columbia, Maryland, utilized the gift planning resources at MSU recently when they established a charitable bequest from their estate through a distribution of remaining assets from retirement plans and IRAs to fund an endowed scholarship program at MSU. The fund, known as the Eric H. and Janice M. Bauman Scholarship, will be used for undergraduate students pursuing degrees within the colleges of Social Science or Agriculture and Natural Resources.

Other donors who have also used this strategy include Paul and Margaret Mistele, who established a charitable bequest from the Theodore's retirement IRA. Their bequest will fund an endowed scholarship program at MSU. The fund, known as the Theodore H. and Jean Kennedy Endowed Scholarship, will be used for undergraduate students pursuing degrees within the colleges of Social Science or Agriculture and Natural Resources.

Perhaps as important as anything that can be read in a booklet is the realization that almost anyone can incorporate within their comprehensive estate plans will allow others from their hometown to enjoy and benefit from the "Spartan" educational experience. Such a giving strategy offers them the opportunity to see their scholarship established now while being significantly enhanced through their charitable bequest specifically designated for their named endowed scholarship fund.

T he Theodore H. and Jean Kennedy Endowed Scholarship in Memory of their daughter, Kathleen D. Kennedy, will provide funds for the purchase of resources and for the MSU Libraries. Kathleen was an MSU alumna who loved books and reading. When Theodore and Jean became aware of some planned giving techniques, they saw an opportunity to provide a future gift in Kathleen's honor and memory. Theodore and Jean feel that their daughter would be thrilled to know that generations of future MSU students will benefit from the financial resources generated by the endowment.

Bruce and Marjorie Morrice of Dallas, Texas, were also able to use their retirement plan assets to carefully plan a future gift of $175,000 from their estate. They utilized the gift planning resources at MSU to establish an endowed scholarship, a university-wide fund to benefit primarily students from the high schools they attended, Saginaw Arthur Hill High and Marlette High, and possibly others from Saginaw or Sanilac counties.

The M orrices also used an approach available to all donors, namely the combination of their charitable bequest with current gifts. Such a giving strategy offers them the opportunity to see their scholarship established now while being significantly enhanced through their charitable bequest specifically designated for their named endowed scholarship fund.

Perhaps as important as anything that can be read in a booklet is the realization that almost anyone can plan their estate and direct their generosity in a way that is personally satisfying to and tax-efficient for them. "We used to think that charitable estate planning was for wealthy barons and the wealthiest families," Eric said. "But we saw that we could do it as well and we did it with excellent and timely assistance from MSU's Office of Planned Giving staff. It certainly instilled confidence that MSU could help us."

If you would like more information on estate planning, or to request a copy of MSU's Guide to Giving, call (517) 355-8257, extension 201.
ARNOLDS GENTLY GENEROSLY ENHANCE WOOD PRODUCTS PROGRAM

As a student in the Department of Forestry, Frederick A. M. Arnold had sought an education that would help him launch a career selling lumber. In the 1930s, however, no formal program existed that would prepare him to deal with the complexities of the sale and marketing of wood products. Instead, A. M. Arnold used electives to give him the skills he would need in the business world.

After graduating in 1939, his career path led to insurance and banking, yet A. M. found his forestry education important to his success. As a founder and president of the A. R. A. Corporation, a residential construction finance business, he ran for more than 40 years, he worked with lumberyards and their customers to help individuals build their own homes. From his position, A. M. clearly saw the need for professionals who understood not only wood properties and lumber processing, but also the economics and marketing of value-added products. He envisioned a program that would marry business education with technical training in wood products manufacture and use.

In 1998, Fred and his wife, Katherine, pledged $1 million to establish the Frederick M. A. M. Wood Products Manufacturing and Marketing Program at Michigan State University, the nation's first program of its kind focusing on the manufac-
turing and marketing of wood products. This sum-
mer, through their estate plan, the Arnolds added
another generous gift to their original pledge. The
new donation will greatly enhance the endowment
fund for the Frederick M. A. M. Wood Products M
anufacturing and M. A. M. Marketing Program.

Last fall, for the first time, students were able to enroll in courses developed for the new program. Program coordinator, Laurent M. Atanian, an assis-
tant professor of composite materials, was hired in
2002, and a new comprehensive curriculum for the undergraduate program has been developed that focuses on preparing students to deal with the complexities of the sale and marketing of wood products. A. M. estimated 150 students will enter this new program when it is fully operational.

“Thanks to the vision and generosity of Fred and Katherine A. M. Arnold, this pro-
gram will help us to remain one of the top forestry programs in the nation,”

Fred A. M. Arnold, originally from New Jersey, makes his home in Ann Arbor. However, he has been a life-long supporter of MSU and its programs—he even established a M. I. C. I. W. M. Alumni Board of Directors and was the 2001 recipient of the M. S. U. Outstanding Philanthropist Award, presented by the M. S. U. Alumni Association in conjunction with the University Development Board of Directors.

Arnold said, “Ms. Arnold, this endowment allows me to give something back to the university at the same time it promotes the long-term future of the industry that has been a big part of my livelihood. I’m proud to be able to serve both of these interests through this endowment.”

For more information about making a gift to the College of Agriculture and Natural Resources, contact Associate Director of Development Cara Baffa at (517) 355-0284. For information about creating an endowed fund in any area, contact University Development at (517) 355-8257.

Guilfoyle Gifts Benefit Osteopathic Medicine And Natural Science Colleges

When Mark and Toula Guilfoyle first arrived at M SUCOM as students in 1980, they knew the experience would change their lives, but perhaps they didn’t know how much. After all, they didn’t even know each other.

They met as first-years, and the rest, as they say, is history. By the time they graduated with the class of 1984, they were already married. Both have since gone on to successful careers in osteopathic medicine. M. A. is a board-certified radiologist and Toula is board-certified in family medicine. They live in the town of Sand Point, in the thumb area of Michigan.

“Everything that we have, we owe to the college,” said Toula. “It is because of this school that we have achieved so much.”

The Guilfoyle’s have certainly demonstrated their appreciation for their alma mater. They recently pledged a substantial gift of $100,000 to the College of Osteopathic Medicine, to be used to refurbish the student lounge in the basement of Fee Hall. This is just one of several donations and planned gifts they have made to the college and to M. I. C. I. W. M. University. They had previously established the Guilfoyle and M. I. C. I. W. M. Alumnus Scholarship, which supports students currently in M. SUCOM .

They have also made a $40,000 pledge to the L. Y. N. Briggs School in the College of Natural Science to improve laboratory conditions there. “We thought it was essential for the students there to have up-to-date facilities in which to conduct their lab work and experiments,” said Toula.

As part of The Campaign for MSU, Briggs is seeking dollars to renovate the laboratories in H. O. R. B., one of the university’s most prestigious donor recognition groups, which honors donors making commitments to M. S. U. totaling between $1 million and $5 million. “M. I. C. I. W. M. has been a part of my life for a very long time,” A. M. said. “This endowment allows me to give something back to the university at the same time it promotes the long-term future of the industry that has been a big part of my livelihood. I’m proud to be able to serve both of these interests through this endowment.”

For more information about making a gift to the College of Osteopathic Medicine, Veterinary Medicine, and Natural Science, the Guilfoyle’s have also made an additional planned gift to these colleges.

“We are amazed by what the college has done,” Toula said, “and we know it can accomplish so much more.”

The Guilfoyle’s are currently members of M. S. U. Join Theophilus C. A. A. A. Theophilus C. A. A. recognizes donors who make a commitment between $250,000 and $499,999, or a documented planned gift of at least $500,000.

For information about the Laboratory Renovation Campaign in Lyman Briggs, please contact Assistant Director of Development Ted Klack at (517) 432-9738. For more information about making a gift to the College of Osteopathic Medicine, contact M. S. U. Director of Development Sharon Snyder at (517) 355-8355.

www.givingto.msu.edu
Eugene Parker (Physics, ’48) was named the 2003 recipient of the Kyoto Prize for Lifetime Achievements in Science—considered one of the world’s leading awards for lifetime achievement. Dr. Parker received a cash gift of 50 million yen (approximately $400,000) and donated $100,000 to the College of Natural Science’s Southern Astrophysical Research (SOAR) Telescope project.

Dr. Parker, Professor Emeritus at the University of Chicago, has served as chairman of the Astronomy section of the National Academy of Sciences and has received numerous awards, including the United States National Medal of Science. He is cited for establishing a new perspective on astrophysics by discovering the solar wind and other cosmic phenomena. He is 1958 theoretical prediction of a solar wind triggered drastic changes in the perception of space. He was awarded the DSc from MSU in 1975. When the SOAR Telescope is operational later this year, the 4.2 meter aperture optical/Infrared telescope will provide the best quality images of any telescope in its class. The SOAR Telescope will be the centerpiece for MSU’s astronomical research.

M uch of MSU’s observing and experiments will be conducted from the East Lansing campus via a special control room connected to the SOAR Telescope in the Andes Mountains of Chile. With five decades of experience in advancing astronomy and astrophysics, Dr. Parker understands the importance of the SOAR Telescope to the world-class physics and astronomy program at MSU. His gift helps the faculty, graduate students and everyone who visits the SOAR control room in the Biomedical and Physical Sciences Building.

For more information about contributing to the SOAR Telescope, contact College of Natural Science Director of Development Suzanne Hines at (517) 353-1677.

THE CAMPAIGN FOR MSU
Kathleen and Troy Carlson know the benefits of teamwork. The Michigan State University graduates partnership extends well beyond the confines of the home where they’re raising their three children. The nurse-physician couple has spent the last several years building a successful medical practice, Family Tree Medical Associates, in Hastings, a small town about 50 miles southwest of Lansing.

Kathy (Nursing, ’90 & ’94) and Troy (Physiology, ’90; Human Medicine, ’95) recently pledged $100,000 to the College of Nursing and the College of Human Medicine—a commitment they hope will help future nurses and physicians learn the value of working together. Relationships between nurses and doctors can be strained if either party fails to value the education, ability or decision-making power of the other, the couple emphasized. Though they don’t expect others to find wedding bells through their work together, the Carlsons—who met on the job—want their donation to strengthen professional ties.

“Michigan State University helped shape and mold our success and our philosophy,” Kathy said. “They helped prepare us for our future. What better way to leave a mark than to help prepare the next generation to care for the future?”

The Carlsons met in the winter of 1991 while working in an intensive care unit at a Lansing hospital. Kathy was a nurse, and Troy was a medical orderly working under Kathy’s supervision. They often worked together. Troy helped Kathy with patients, sometimes transporting them with her to other areas of the hospital, or performed general errands in the intensive care ward.

Familiar with the sometimes-challenging doctor-nurse relationships, the Carlsons live and work by the premise that they are equals in the world of medicine. Ironically, it was their days when she was supervising him as an orderly that helped cement their strong feelings about working as equals. “I realized early on that I was transforming our relationship from a power structure to an equality,” Kathy recalled. “Troy saw me interact with the medical residents—and sometimes teach them a thing or two. He saw what nurses did and the real value of their work. It was a turning point for Troy when he saw what nurses did and the real value of their work.”

The couple’s gift will be split evenly between the College of Nursing and the College of Human Medicine. And while the money has not yet been earmarked, Kathy says it is her hope the money may be used to help create and cultivate opportunities for nurses and physicians to work together. Through course work, social events or other activities, Kathy hopes that the money may be used to help those in the medical profession work together in a more effective way, which will have the added benefit of helping patients.

The Carlsons are not what you picture as typical donors. For starters, they’re young—both in their 30s. But their giving hearts, affirmed through prayer and joint discussions about how to plan their estate for their children’s future, brought them to the decision to return so generously to their alma mater.

“It’s important to give back,” Troy said. “If we can demonstrate a willingness to give at this age, then maybe others will believe that they can have that opportunity, too.”

For more information about making a gift to the College of Nursing, contact Director of Development Sherry Wilson at (517) 432-1187. For more information about making a gift to the College of Human Medicine, contact CHM Director of Development Doug Moffitt at (517) 353-5153.

www.givingto.msu.edu
Spartans gathered in San Antonio on December 28 at The Vault (Boudro’s on the Riverwalk) to celebrate a successful Spartan football season. Over 300 MSU donors and friends joined President Peter and Mrs. Joanne McPherson, Board of Trustees Chairperson David Porteous, Trustees Dorotha Cook, Dorothy Gonzales, Colleen M. Chiamara, Donald Nugent, and Scott Romney, and Athletic Director Ron Mason in showing their Spartan spirit. Guests enthusiastically welcomed Head Football Coach John L. Smith while Sparty, the MSU cheerleaders, and the Spartan Marching Band entertained the group.