DEVELOPMENTS

For Donors and Friends of Michigan State University

MSU Developments, published three times each year, is devoted to the inspiration and impact of private philanthropy at Michigan State University.

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DEVELOPMENTS

The generosity of thousands of alumni and friends empowers MSU to advance knowledge and transform lives every day.

Ways to Support Michigan State

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To explore how you might provide financial support to MSU, contact the University Development office in your college or unit, or call (517) 884-1000.

Estate Planning
To remember MSU in your will or personal trust, contact the Office of Gift Planning at 800-432-8679 or (517) 464-3000. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to giftplanning.msu.edu.

Sandy Carlisle created a special memorial for her husband John who died in 2006. The unique steel and bronze gates at the entry to the W. J. Beal Botanical Garden feature a plant-like design with finely-crafted hammered cast bronze finials, some of which are shown here.
Countdown to the Broad

The formal dedication of the Eli and Edythe Broad Art Museum at MSU will occur this fall. Originally scheduled for spring, the postponement was due to material supply delays and the goal of involving students in opening activities.

“We have an uncompromising commitment to assure the integrity of this powerful architectural statement, which is an investment in the enduring impact the museum will have on the university, our students and faculty, the community, the state of Michigan and the art world,” says MSU President Lou Anna K. Simon. “We’re pushing the limits for something extraordinary, and we will do what it takes to get it right.”

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There is still time to be included on the museum’s donor recognition wall, a unique element designed by Zaha Hadid, the world renowned architect of the building. Participation in the donor recognition wall guarantees a place at the grand opening.

For more information on making a gift to the museum, contact Director of Development Marcia Crandley at (517) 432-3059, crandley9@msu.edu.

Development welcomes new AVP

Peter J. (Pete) Lasher joins University Development as the new associate vice president. He brings more than 17 years of successful development experience including associate VP positions at the University of Southern California and Georgetown University. He planned and led development teams in four different billion-dollar plus campaigns.

“I’ve never been more excited about an opportunity than I am here at MSU,” Pete says. “With outstanding academic leadership, devoted alumni and a dedicated staff, all the pieces are in place for us all to make a lasting difference with private support.”

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Teresa Dettloff

Toma scholarship honors student leaders in residence life

Consider the advice James Madison College sophomore Teresa Dettloff offers incoming freshmen, and you understand why she received the first scholarship on campus to honor a student for excellence in residential living.

“Push yourself outside your comfort zone. Jump in. You won’t regret it”

She speaks from experience. Besides her challenging international relations major, Teresa plays violin in an MSU orchestra, works at the Case Hall front desk, helps run MSU’s Model United Nations program, writes a regular blog on politics and belongs to a student-run public policy think tank.

She counts her Case Hall floor mates as a second family and says she was honored to receive the Doug Toma scholarship after recommendations from her roommate and residential advisor.

“I’m pretty lucky to have the friends that I do,” she says, adding that the scholarship is a powerful reminder.

Doug Toma, (86, James Madison) died in 2011 and is remembered by former classmates as a voice of reassurance whether working in MSU’s former “pit” registration or studying in Case Hall. Lansing area attorney Mike Brown (86, James Madison) called Doug the “best roommate you could ever have” which planted the seed for him to begin the Toma Scholarship in Doug’s memory.

Others joined: Mike to fund the scholarship, including Ingham County Judge Tom Boyd (’84, James Madison) who was Doug’s residential advisor. He recalls Doug as a quiet leader who helped others navigate the college experience, even as he was going through it himself. “Doug always seemed wise beyond his years,” he says.

Doug completed law school, but found a calling tracing back to his MSU roots. When he became dean of Franklin Residential College at the University of Georgia, it came as no surprise to Case Hall friends. Thanks to their generosity, the Toma scholarship will recognize outstanding roommates and Case Hall residents like Teresa Dettloff as a fitting tribute to Doug’s legacy.

For more information on making a gift to James Madison College, contact Director of Development Rocky Bcker at (517) 432-3117, bckerter@msu.edu.
Central Oregon Spartans show MSU support

At the first ever MSU reception for Central Oregon Spartans, nearly 50 guests enjoyed a reception at the Cascade Music School where they were treated to jazz music and remarks by Cynthia Jackson Elmoore, Honors College dean. Hosts David (J79, Social Science/Honors College) and Deborah Bourke had long hoped for an opportunity to connect MSU alumni and friends in their adopted hometown of Bend, Oregon. After MSU, David taught for a time at Loras College, a Catholic, Liberal Arts College in Dubuque, Iowa. A corporate career followed. Then David formed Bourke & Company, a market research firm, initially in the San Francisco area. The Bourkes and the business relocated to Bend more than fifteen years ago.

David and Deborah were looking for a way to get a good return on all their hard work. They recently made provisions to remember MSU in their wills to benefit the Honors College.

David says his MSU experience was a very positive one and recalls particularly the high bar faculty in the Department of History set intellectually. “I had to be a serious student and it was a heady and rewarding time,” he says. “I have a very soft spot in my heart for MSU. We know MSU works hard to recruit and retain top scholars and we hope our gift will make a real difference.” To learn more about planned giving opportunities, contact the Office of Gift Planning at (517) 432-3000; giftplanning.msu.edu.

Spartan Challenges yield $15M in support for students

An anonymous $7 million gift grew to more than $15 million in new scholarship and fellowship support through two scholarship challenges. In 2009, MSU received an anonymous gift of $6 million, with $7 million designated for scholarship support. The university maximized the impact of that donation by launching two gift matching opportunities. In the first challenge, 136 need based scholarship funds were created that will assist nearly 200 freshmen annually. The anonymous gift enabled MSU to match gifts of $20,000 or more to establish the new funds. A second round, called the Spartan Cornerstone Challenge, inspired the creation of 16 new undergraduate scholarships and 11 new fellowships for graduate and medical students. The value of these new endowments, including the matched support, are $12 million for undergraduate scholarships and $14.1 million for graduate fellowships, respectively.

In the second round, some of the first round contributors returned to give an additional $740,000 in new matched donations to enlarge the scholarship endowment funds they had created in the earlier challenge.

“We are grateful for the generosity of these donors,” says Bob Groves, vice president of University Advancement. “Scholarship support means so much to students. It’s an important part of keeping high quality education affordable. The availability of donor provided scholarships sends an important message that a college education is within reach for those who will do the academic work for it.”

Jewel Scholarship affirms passion for music

Facing countless hours devoted to studying and practicing the cello, the decision to double major in music education and performance was no small commitment for MSU Senior Matthew Nix. He says receiving a Virginia (Mills) and Douglas F. Jewell Endowed Deans Scholarship gave him all the motivation he needed.

“Doug and Ginny Jewell confirm for me that there are people who care deeply for music and the arts in our community and that my chosen career path in music education and cello performance is one valued by others,” he said.

The Jewells received bachelor’s degrees in social science from MSU and later completed master’s degrees. Doug enjoyed a successful career in sales and marketing and Ginny taught for many years.

“Without the generosity of the taxpayer-ers of Michigan and MSU alumni it would have been very difficult for Ginny or me to earn our degrees,” Doug says. “We always assumed that, if we were ever financially able, it would be our turn to help others.”

Initially, they funded their scholarship endowment with $100,000 in cash gifts. They recently added significantly to their legacy and joined MSU’s Robert S. Shaw Society by establishing a charitable remainder trust. It provides the Jewells with a lifetime stream of income and then directs the corpus of the charitable remainder trust (initially valued at $500,000) to the MSU College of Music.

“Doug and Ginny Jewell love life, music, students and Michigan State University,” says Dean Jim Forger. “Their scholarship endowment generously supports outstanding students of exceptional talent and promise. And they have followed these young people with great care, interest and support through the years.”

To learn how you can make a gift to the College of Music, contact Director of Development Rebecca Surian at (517) 353-6872 or surian@msu.edu.

A chance to succeed, a chance to give back

“MSU took a chance on me.”

So says Jeff Feld (’72, ’73, Veterinary Medicine) who will never forget the Herculean efforts of an MSU admissions counselor who wanted to make sure Jeff had the financial resources to make his dream of a college education a reality. For Jeff, high school had been rough due to several family transitions and tough circumstances. His SAT scores were high, but his grades didn’t fully reflect that. After meeting Jeff face-to-face, the admissions counselor pulled together a complex financial aid package that included grants, work-study with a match and low-interest loans. He told Jeff, “Every kid deserves a shot. If you are willing to work hard, I’ve got a plan to get you to MSU.”

Jeff did work hard. He did well in his undergraduate degree. Well enough to go on to successfully complete a veterinary medicine degree at MSU. He met his wife Ann Feld (’72, Education) on her first day of classes.

Ann and Jeff credit their careers and success to MSU and their Spartan pride has never wavered. After many years of running a veterinary practice in the Detroit area, the Felds moved to Las Vegas and added new life to the city’s MSU Alumni Club. They also saw the relevance of MSU’s athletic programs on a national stage.

They decided to create a charitable gift annuity for athletics. This is a popular gift vehicle that allows donors to make a gift while still receiving an income for themselves or others. The Feld’s gift will help generate the philanthropic support necessary to put MSU’s student athletes—nearly 760 of them—in a position to succeed academically and athletically.

“MSU means an awful lot to us. You reflect back and know you have to give back. Our annuity is a win-win for everybody,” says Jeff. To learn more about creating a charitable gift annuity, contact the Office of Gift Planning at (517) 432-3000; giftplanning.msu.edu.

Jeff and Ann Feld

Dave and Deborah Bourke with Honors College Dean Cynthia Jackson-Elmoore at an MSU reception the Bourkes hosted in Bend, Oregon.

The Jewell Scholarship is one of the music prestigious honors available to MSU’s music students and the recipients often have the added honor of getting to know Doug and Ginny Jewell.

Dave and Deborah Bourke with Honors College Dean Cynthia Jackson-Elmoore at an MSU reception the Bourkes hosted in Bend, Oregon.

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Driving out west to see an old submarine buddy of her husband’s, Cynthia Hicks-Orth (’66, College of Education) suggested a side trip in South Dakota. She had long been a member of a Civil War book group and she knew many of the Civil War generals fought in the Indian Wars. As they passed near the site of the 1890 Wounded Knee Massacre, she wished to see this sad chapter in American History. What she saw changed her life.

“I had read about all that has been taken from Native Americans, but to see with your own eyes what is essentially a third world situation existing right under our noses,” she says, “I knew I had to do something.”

By this time in her life, she had devoted 18 years to teaching, followed by 30 years as director of sales in Chicago for Carnival Cruise Lines, where her husband Herb, a former New Jersey State Trooper, also served as director of Surveillance and Security. The couple had recently retired to an idyllic home on four wooded acres in rural Plainwell, Michigan. Cynthia easily could have spent her days gardening, hiking and enjoying the countryside. Instead she began a charitable foundation, “Giving Back to Wounded Knee,” to help Native Americans.

Her efforts are concentrated in two of the poorest counties in the U.S., homes to the Lakota and Oglala Sioux on the Pine Ridge and Rosebud Reservations.

A common misperception is that casinos have made all Native Americans rich, notes Cynthia. “This is not true in South Dakota where thousands of Native Americans do not know where their next meal will come from or when. They are walking national treasures, yet they feel insignificant and hopeless.”

Drawing on every bit of her teacher training roots, she says the help her foundation provides to Native Americans is not a handout but a hand up, designed to restore hope and build entrepreneurship. Her passion has been contagious. Numerous Michigan organizations and hundreds of volunteers and donors have come on board. Each year, more than 20,000 needed items have been delivered to the reservations, including clothing, blankets and surge heaters. The foundation is also working to provide training in a variety of skills. An additional goal of raising enough funds to build a cultural learning and arts center is coming into sight.

Cynthia’s drive to make a difference is something she grew up with. Her father, Vern Hicks, was a noted professor of education and a departmental chairperson at MSU. “I saw his work ethic and I was so proud of him,” she says. “He could do the work of eight people. My siblings and I went to bed every night to the sound of him clacking on an old Underwood typewriter. Looking back on this, it was the sound of hard work and security to us.”

By the fourth grade, Cynthia was actively preparing for her MSU education. It is hard to imagine finding a prouder, more hardworking Spartan.

“Going to MSU was a full body experience,” she says. “I couldn’t have asked for a better place to go to college or to have had a better education. MSU gave me the skills to do everything in life I have wanted to do. MSU has made me everything that I am.”

She has made provisions in her will to remember MSU and the College of Education. “The best is yet to come,” she says of her devotion to her alma mater and to Giving Back to Wounded Knee adding, “I don’t know how it is that I am so fortunate; that I can make something of a difference in someone’s life.”
Demmer Gift Transforms Michigan Companies with Broad College Expertise

mid-Michigan manufacturer’s gift will help Michigan State University’s Broad College of Business become a hub for business transformation, assisting Michigan companies to better compete globally.

A $5 million gift to establish the John and Marnie Demmer Center for Business Transformation will open more consulting, advisory and educational services offered by MSU faculty members and student teams to regional business owners.

“We had been using consultants’ help from all over the country assisting us in our business transformation,” Demmer Corp. CEO Bill Demmer says. “As our relationship with the MSU Broad..."
College of Business grew, we found that everything we needed was right in our own back yard. We are so pleased to give back and participate in marshaling the tremendous resources of MSU to transform other Michigan businesses."

"Executives will be able to access research on business process improvement with an emphasis on growth strategies, lean manufacturing and supply chain, and quality processes and metrics. Additionally, the Demmer family’s gift will create an endowment to provide funding for faculty members and students to work with companies and for educational grants to smaller companies to enable them to participate in the center’s executive education programs.

In 2008, Lansing based manufacturer Demmer Corp. joined other area companies in a Broad College business strategic reinvention program funded by a Michigan Initiative for Innovation and Entrepreneurship grant received by Drs. Shawnee K. Vickery and Roger Calantone. It so impressed Bill Demmer that he wanted to share it – and his own company’s experience – with others.

"We are tremendously grateful to the Demmers for a gift that will benefit not only the Broad College at Michigan State and our students, but other Michigan businesses,” says MSU President Lou Anna K. Simon. “We are excited about the positive impact this center will have on the region and its alignment with our commitment to put knowledge to work to benefit society.”

"This is a key supplier of assemblies, modules and components for defense, aerospace, transportation and commercial heavy fabrication customers.

The Demmer family, which includes John Demmer and his late wife Marnie; son Bill Demmer and his wife Linda; son Ed Demmer and his wife Laura; and daughter Marguerite (Peg Demmer) Breuer and her husband Bradford, is associated with numerous MSU initiatives. Gifts from the Demmer family have previously created the John and Marnie Demmer Shooping Sports Education and Training Center and the Demmer Family Hall of History in the Skandalaris Football Center.

"With innovation comes increased competitive pressure on companies,” says Eli and Edythe L. Broad Dean Stefanie Lenway from the Broad College. “The Demmer Center for Business Transformation gives Broad College faculty and students an opportunity to help companies learn what they can do to improve their ability to compete in their industry sector."

Vickery’s outstanding and sustained track record of engagement with Michigan businesses and her excellent research record made her an ideal candidate for this position, says Dean Stefanie Lenway, adding that her research productivity and national recognition will be a vital resource for the Demmer Center and the business community. Vickery is widely published in peer-reviewed journals and received the Lewis Quality of Excellence Faculty Award for her work in programmatic development.

James (Jim) Manley will serve as managing director, meeting with Michigan businesses to identify needs and engage Broad College faculty and students in developing transformational programs. He explains, “Michigan Companies have a fantastic opportunity to grow as the economy recovers, but if they want to secure a long-term competitive advantage in goods and services, they must adapt transformational ways of thinking, leading and managing that the Demmer Center will provide through education, ‘hands-on’ engagement and thought leadership.”

Manley has been a lean systems consultant since 1998, helping businesses begin or accelerate their implementation of lean processes. He held several supply chain leadership positions at Faurecia Interior Systems, Delphi Automotive Systems and the General Motors Corporation.

Kristin St. Marie, a business development and program manager for the Broad College’s Executive Development Programs (EDP), joins the team as assistant director to support growth and evolution from within EDP to bring transformational solutions to small and mid-sized businesses as well as engaging Broad College faculty in program delivery.

The team will be located in new offices in the EDP suite at MSU’s Henry Center. They will be co-located with the Institute for Entrepreneurship and Innovation and the Railway Management Program.

For more information on making a gift to the Broad College of Business, contact Interim Director of Development Vivian Leung at (517) 703-2106; leung@bus.msu.edu.

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"...we found that everything we needed was right in our own backyard."  
-Bill Demmer, CEO Demmer Corporation
Concert goers soon will experience performances of the MSU College of Music in the best of both worlds: cocooned in the architectural beauty of solidly built twentieth-century venues, yet immersed in top-of-the-line twenty-first-century amenities and acoustics.

The College of Music recently announced that its decades old Music Auditorium will undergo a technological renewal to become Cook Recital Hall, bearing the name of lead donors Dee and Byron Cook. At the same time, Fairchild Theatre in MSU’s Auditorium Building will be appreciably renovated to become a prime venue for music performances.

The plans are a reminder of just how far MSU’s music program has come. Since 1997, the number of students participating as learners and performers has grown significantly. Annual campus performances now number more than 300. Five years ago, the music program at MSU was elevated from a school to a college, reflecting its growth as well as stature among music performance and music education programs. The College of Music can point to alumni performing in major music venues the world over. Further, it is one of the national leaders for graduate student placement in tenure track academic positions.
Upgrading the performance spaces is a logical next step to maintain the college’s prestige and momentum, notes Dean James Forger. But it would not be possible without the generosity of donors in The Campaign for MSU who helped create the music facilities fund that will make Cook Recital Hall a reality. Joining Dee and Byron Cook as significant contributors were President Lou Anna K. and Dr. Roy J. Simon, Catherine Herrick Cobb, Jack and Dottie Withrow, Selma and Stanley Hollander, Dr. Milton E. Mudder, Merritt and Candy Lutz, John and Audrey Leslie, Tom Cobb, and Glen and Marlene Gardner.

“We are tremendously grateful for the vision of our donors and are thrilled that the recital hall will be named for Dee and Byron Cook. Their passion for music, MSU and excellence will enrich others’ lives for generations,” Forger says.

Indeed, Cook Recital Hall is likely to be one of the most well-used facilities on campus. On any given day, the current auditorium is booked solid from 7 a.m. to midnight, serving the myriad roles of recital area, recording studio and concert hall.

“I am excited for the performance opportunities these renovations will make possible,” says Ann Marie Theis, a junior in the oil and gas exploration and production industry. Together with her fellow MSU students, she was brought in to evaluate the Music Auditorium. Notably, the sound experts found that the size and contours of the auditorium were perfectly suited to an audience of 180, a far cry from the 360 it currently packs in. It was clear from the beginning that moving this project forward would require a concurrent improvement to Fairchild Theatre to make it the college’s go-to venue for larger audiences.

By the next academic year, the Music Auditorium will have undergone a complete metamorphosis. Rendering courtesy of Boora Architects.

In part due to the limitations of the circa 1940 design and in part due to a previous renovation strictly necessitated by a then pressing university need for large lecture halls, musicians and patrons have struggled with harsh lighting, antiquated sound engineering and a lack of air conditioning—the distracting spin of ventilation fans notwithstanding. This is not to say that the auditorium does not have its charms. Historic architectural detail and an intimate proximity between audience and performers will be retained in the renovation. The occasional poorly timed vroom of an accelerating motorcycle on nearby Circle Drive, however, will be left to nostalgia.

Staging a new future

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By the next academic year, the Music Auditorium will have undergone a complete metamorphosis. Audiences will be enveloped by the acoustical treatments as well as warm wood finishes, new seating, state-of-the-art audio/visual capabilities, updated lighting, and greatly enhanced environmental controls that, no ventilation fans notwithstanding. This is not to say that the auditorium does not have its charms. Historic architectural detail and an intimate proximity between audience and performers will be retained in the renovation. The occasional poorly timed vroom of an accelerating motorcycle on nearby Circle Drive, however, will be left to nostalgia.

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You can be part of the exciting future of the Cook Recital Hall by naming a seat. The “Take a Seat” campaign is a unique opportunity for friends and patrons to express their support. Your name or the name of someone you wish to honor will be engraved on a brass plate that will be permanently affixed to the seat’s armrest.

Each available seat—all 180 of them—may be named with a gift of $1,000. See page 16 for more information on this campaign or to learn more about how you can support the College of Music.

To learn more about how you can support the College of Music, contact Director of Development Rebecca Sierck at (517) 353-6872.

Cook Recital Hall promises to be a busy venue. Scan this code with your smart phone or go to givingto.msu.edu/cookhall to hear more.

“Through their extraordinary performances, the students and faculty of the College of Music provide a window to the quality of the whole university.”

–Dee Cook
**MSU Cookery Collection: A recipe for telling our story**

MSU’s Cookery Collection preserves a significant part of America’s cultural history. Peter Berg, head of Special Collections is pictured here with cooking ephemera collector Shirley Sliker whose generosity recently added 5,000 new pieces with an endowed fund to support the collection. The cookbook they are holding is by alumna Julee Rosso ('66, Arts and Letters).

Thanks to gifts and endowments, MSU’s growing collection of some 11,000 cookbooks is known throughout the world as one of the biggest and best, providing immeasurable insight into America’s cultural history.

In the Joy of Cooking, the Moosewood Cookbook or 30-Minute Meals, almost everyone has at least one cookbook they swear by. Many of us collect dozens. The humble cookbook is a part of nearly every family’s typical week and it’s been that way for generations. Cookbooks provide a true glimpse into peoples’ everyday lives at home. If you want to see real examples of daily life in American households from the beginning, the cookbook collection in the MSU Libraries Special Collections is a great place to start.

Comprised mostly of American publications, MSU’s cookbook collection’s breadth and depth runs from famous to sublime to deliciously—no pun intended—ridiculous. It includes an exceedingly rare 1798 printing of the first cookbook published in America—one of only four known to exist—as well as a twentieth-century number devoted to preparing meals on your car’s manifold. In its entirety, the collection spans six centuries and documents America as it grew, preserving ethnic cuisines, the regional availability of foods and the blending of cultures. Historians, scientists and artists use MSU’s collection to inform and inspire their teaching and research on a daily basis.

“Cookbooks are cultural artifacts that give us real insight into how people lived,” explains Peter Berg, head of MSU’s Special Collections. “And the reason this collection has been preserved here is wrapped up in MSU’s land-grant tradition.”

Thanks to gifts and endowments, MSU’s growing collection of some 11,000 cookbooks is known throughout the world as one of the biggest and best, providing immeasurable insight into America’s cultural history.
It began with gifts

Professors Mary Ross Reynolds and Beatrice Grant were pioneers in the academic study of food and nutrition. As scholars, they understood the value of primary source material and they had the necessary knowledge to select the very best. Over time, they built a fine library of some of the most important cookbooks to Americans, typically with their own resources. After their retirements in the 1950s, Reynolds and Grant gave their cookbooks to MSU. Their gifts form the core of the collection today. But it took an endowment to really put the collection on the map.

Rhoda Grant, Beatrice’s sister, honored her sister’s legacy by establishing the first cookbook endowment. Because of this and other gifts, the library’s staff has been able to preserve and repair books as they age, acquire additional cookbooks as they become available and, most importantly, digitize works to make them more broadly available.

MSU’s institutional commitment to outreach, together with donor support, helped leverage federal funding that led to creating the Feeding America website (digitalalbumsofd projectscookbooks). Curated by Berg and launched by the MSU Libraries in 2008, the site is the cookbook equivalent of a literary canon, a representative sample of 7% of the most important and influential American cookbooks. It also includes a multidimensional gallery of cooking implements compiled by the MSU Museum. Visitors can view such things as Native American gourd dippers or a 1904 precursor for the modern bread machine.

The U.S. Library of Congress selected the site for its historic collections of Internet materials.

Food Historian and Assistant Professor of History Helen Veit was attracted to MSU in no small part because of the Feeding America site. She has made extensive use of the broader cookbook collection since arriving on campus in 2008 including as the editor of the Food in American History book series from the MSU Press. The first volume, forthcoming this year, will document food in the north during the Civil War era. The next installment will concentrate on food in the south during the same era. In all, ten to twelve books are planned for the series.

“It has been invaluable to me to be able to pop over to a world class culinary collection,” Veit says. “With every project I’ve done, I’ve used it.”

She notes that cookbooks can be tricky as historical sources and that having a large selection to work with is essential. “When you look at a single cookbook, you are really using what is in any particular cookbook. In essence you have to look at them in great numbers to know that they speak for an era or population.”

Veit, jointly appointed in the College of Social Science and Lyman Briggs College, says she enjoys introducing students to the Special Collections, many of whom fall in love with it. “It is easy to see why. The Special Collections stack areas are not accessible for public browsing, but the staff retrieves materials for researchers to peruse in a designated reading room. There is nothing that compares to turning the actual pages of the first book ever published by an African American. It was a cookbook, written by Robert Roberts in 1827. “Often students’ first reaction is to go to the web for research,” Veit says, “but we are a long way from all historical documents being available online.”

MSU’s Special Collections also contains a wealth of potential dramatic fodder, from the history’s more comprehensive collection of comic art to author Robert Coles’ papers. There’s even a collection of Punk Rock magazines. The Committee on Institutional Cooperation recently challenged the theater departments of each member institution— including Michigan universities plus the University of Chicago—to feature the special collections in their libraries. Roznowski, associate professor of theater in the College of Arts and Letters, chose the cookbook for the maximum challenge.

He admits at first, looking at thousands upon thousands of culinary directions, he thought he might have taken on a little too big of a challenge; until he started reading the prefaces of key cookbooks. The result is a play he titled Comfort Food.

Each scene starts with a Preface excerpt that sets the stage to illuminate a decade of American life all the way back to the 1970s. “In cookbooks, people found their voice through the management of their homes,” Roznowski says. “The recipes are secondary to communicating some message the author wanted to share about how to live at that point in time.”

For example, he found that many cookbooks were really about the emancipation of women, finding shortcuts and simplification out of the kitchen. Men, conversely, were welcomed into it. One scene in the play features a couple of swingers who host a fondue party. Another from the Gold Rush era depicts men who had to cook for themselves for the first time in their lives added only by cookbooks written for housewives.

This semester, students in one of Roznowski’s classes read the play as a class performance project. It will be part of Lansing’s 2012 Renegade Theater Festival.

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-MSU Historian Helen Veit

Your Gifts in Action

The cookbook collection continues to be enhanced by the enthusiasm, vision and generosity of donors. Donors like Barb Frey (’55 and ’57, Natural Science) and Nick Thines, who, through bequest provisions in their wills, established the Alma Frey MSU Libraries: Cookery Collection Enrichment Fund. The endowment honors Barb’s mother who loved to cook.

Endowment funds are allowing expansion into niche areas not being collected by other institutions. One of these currently being explored is cookbooks with ties to Michigan, including church and charity cookbooks. Nonetheless, Special Collections is often more about being good stewards of the current collection than acquiring new pieces. Not surprisingly, the cookbook collection is one of the most difficult to preserve due to the heavy use most cookbooks have endured before landing in the hands of a librarian. Private support is the catalyst that allows MSU Libraries to continue collecting, conserving, repairing and sharing these important cultural landmarks.

For more information on making a gift to the MSU Libraries, contact Director of Development Seth Marx at (517) 432-6448, marxsc9@msu.edu.

The Sliker Culinary Ephemeria Collection

Food producers like Jelli O and the Kellogg Company used to produce and distribute printed recipes material in great waves. Called ephemera, which is derived from a Greek word that designates things not meant to last, they are now becoming, understandably, very rare. Thanks to the generosity of a devoted collector, over 5,000 pieces of food and cookery related publications are adding new dimensions to MSU’s cookery collection.

The Alan and Shirley Brookes Sliker Culinary Ephemeria Collection contains food and cookery related publications produced primarily by companies in the United States over the last 125 years. The ephemera provide a rich resource to study not only products but also advertising and corporate history.

Retired professional book seller and collector Shirley Sliker organized, described and donated the collection in 2009, and she continues to add new pieces to the collection each year. She also funded an endowment to support the collection. As a result, the entire collection has been digitized and made available online. View the collection at lib.msu.edu/exhibits/sliker/
$5.8 million Gates grant targets bacterial diseases in Africa

Bacterial infections—most of which are preventable via vaccines readily available in the developed world—are the leading cause of death for children in sub-Saharan Africa.

A new Michigan State University College of Human Medicine project based in Nigeria and funded by a $5.8 million Bill and Melinda Gates Foundation grant aims to help prevent diseases such as pneumonia, sepsis and meningitis by collecting local data on the ailments in efforts to reduce complacency toward immunization and strengthen advocacy for the introduction of relevant vaccines.

In partnership with the Centers for Disease Control and Prevention and the Nigerian National Primary Health Care Development Agency, MSU is well positioned for such an initiative because of investigators’ expertise in pediatrics, infectious diseases in Africa and ongoing research in northern Nigeria to improve communication strategies for the eradication of polio, say researchers.

MSU’s selection by the Gates Foundation reflects decades of involvement in the region. In 1980 MSU helped establish, build and staff the first land grant university in Nigeria, which in turn formed the foundation for MSU’s African Studies Center and ongoing collaborations within the country.

Nigeria currently trails behind neighboring countries in fighting bacterial diseases due to fever being falsely attributed to malaria or treated with antibiotics before a firm diagnosis can be made, according to project leader Stephen Obaro, a CHM professor.

“Our goal is to increase the use of currently available but poorly utilized vaccines, stimulate development of new vaccines and monitor the impact of these vaccines or other appropriate preventive strategies,” he says.

Gates-funded African Biosafety Network working to improve lives of small farmers

MSU partnerships with the Bill and Melinda Gates Foundation in Africa include the African Biosafety Network of Expertise that received two Gates grants totaling nearly $12 million since 2009 and is aimed at reducing poverty through improved agricultural practices.

At the World Food Prize in Des Moines, Iowa, this past October, the network held a worldwide conversation on new science and technology that included scientists and leaders from Africa, Europe and the U.S. Major leaders in food production and security were also in attendance as experts discussed biotechnology and the potential it offers to strengthen Africa and improve the lives of small farm producers throughout the continent.

The event led to new collaborations with universities in northern Europe and plans for a summer academy in Holland to engage regulators and scientists from Africa, Europe and the U.S. in a discussion on varying approaches to genetically modified organisms and their inclusion into the food value chain. The African Biosafety Network of Expertise falls under the leadership of NEPAD Planning and Coordinating Agency.

To learn more about MSU’s engagement in Africa, visit www.africa.msu.edu.
Flint joins mid Michigan and Grand Rapids as another pillar of the College of Human Medicine’s statewide footprint, in a move that will help the region tackle pressing public health needs.

The college will recruit and house a new cluster of top public health researchers in downtown Flint, expand its master’s in Public Health program and increase the number of medical students training in the region by 50 percent. The plans are made possible by a $2.8 million grant from the Charles Stewart Mott Foundation in Flint.

“Reflecting its core priorities, Michigan State University is working with community partners across the state to train health researchers in downtown Flint, expand its master’s in Public Health program, and provide guidance as the public health program is developed,” said Michael Rip, director of the program, which has grown from 15 to 350 students in three years.

“We envision a strong community presence and participation,” says Rip. “Along with our education program, we see our students working with schools and parents to identify public health needs and prevent diseases.”

The medical school then will hire six to seven experienced researchers with national funding in one or two clusters focusing on the public health needs most important to the Flint community.

At the same time, centering MSU’s public health program in Flint gives the university and college an opportunity to be very innovative, notes Michael Rip, director of the program, which has grown from 15 to 350 students in three years. Flint gives the university and college an opportunity to be very innovative, notes Michael Rip, director of the program, which has grown from 15 to 350 students in three years.

“Moreover, by establishing a new approach to medical education that embeds training in the public health issues and priorities of our community, the project has the potential to become a national model leading to healthier individuals and a more cost-effective health system.”

A new MSU/Flint Community Research Advisory Committee will provide guidance as the public health program is developed. Members will engage the residents of Genesee County as well as organizations and institutions to identify public health needs.

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With MSU’s Annual Fund, You are the strength in our numbers!

What’s in a number?

Through the Annual Fund the generosity of thousands of alumni and friends empowers MSU to advance knowledge and transform lives every day.

3,311

Through a combination of Annual Fund and other gifts, 3,311 MSU students received one or more privately funded scholarship awards this year.

60,166 = $6.4 million

Last year, 60,166 alumni and friends gave more than $6.4 million through the Annual Fund.

10,029

Together, 10,029 MSU parents supported the efforts of their students with gifts. Collectively, their gifts totaled $594,577.

Craig and Tonja Counseller, parents of freshmen Andrew and Morgan (yes, they are twins), know that the vast number of opportunities at MSU is matched only by the immensity of the chance to make a difference. That’s why they support the MSU Parents’ Fund which, like all Annual Fund gifts, provide MSU with much-needed financial flexibility that can be reallocated quickly to address challenges and opportunities as they arise, from helping a student with emergency financial aid to providing on-the-spot instruction in an exciting new direction.

Distinctions

Recognition:

In a recent New York Times report of the top world universities for corporate recruiting, MSU ranked 39th in a survey of hundreds of executives from leading companies, ahead of all public universities in the Big Ten.

Good value:

The Princeton Review ranks MSU as one of the nation’s 50 “best value” public universities, based on criteria including academics, cost of attendance and financial aid.

Global:

MSU is one of only four higher education institutions in the nation to rank in the top 10 for study abroad participation and international student enrollment, according to Open Doors 2011, the Institute of International Education’s annual report on international education. For the seventh year in a row, MSU sent more students abroad than any other public university. Also, MSU ranks ninth overall among U.S. institutions in international student enrollment, representing 12 percent of the total student population.

Uniquely ours:

MSU is the only university in the country with three on-campus medical schools, graduating allopathic (MD) and osteopathic (DO) physicians, as well as veterinarians. As the university extends the College of Human Medicine and the College of Osteopathic Medicine to new areas of Michigan, MSU will be among the largest universities in the United States in terms of the number of medical school graduates.

You are the One!

At MSU we can talk about big numbers, but our most important numbers is still one. Because our connection with you helps MSU maintain its historic vision, stay true to producing global citizen-scholars while boldly driving the big solutions, for Michigan and for the world. And your gifts help in a very real and tangible way. You are the one! And we are very grateful for you!

For more information on the MSU Annual Fund, go to www.givingto.msu.edu/annualfund.

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Upcoming Events

Watch your mail and email for more information on upcoming events. Unless otherwise noted those listed will take place in East Lansing.

June 7-8, 2012
Alumni Reunion Days

June 26-28, 2012
Grandparents’ University

July 19, 2012
Northern Michigan Reception, Traverse City, Michigan

September 8, 2012
Away Football Tailgate at Central Michigan University

September 29, 2012
President’s Bench

October 11, 2012
MSUAA Grand Awards Ceremony

October 12, 2012
MSU Homecoming Parade

October 15, 2012
Green and White Brunch

October 20, 2012
Away Football Tailgate at the University of Michigan

October 27, 2012
Away Football Tailgate at the University of Wisconsin Madison

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The work you do to advocate on behalf of Michigan State is critical to our ability to recruit and retain outstanding students and to continue to build our network of Spartans around the country and around the world. All alumni, donors and friends of MSU can point with pride to the many strengths of our university.

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In February, President Lou Anna K. Simon hosted a brunch and seminars in Naples, Florida, to connect and inspire Florida Spartans. Sponsored by Huntington Bank, the event included a live demonstration of simulation medical training by College of Human Medicine faculty. Newly appointed College of Education Dean Donald Heller also presented on the challenges facing American education.