The W.K. Kellogg Foundation has awarded a $2.5 million grant to the C.S. Mott Group for Sustainable Food Systems at Michigan State University to support implementation of the Michigan Good Food Charter.

The charter is an evidence-based plan for making it as easy to get food from Michigan’s rural and urban farms as from the global marketplace. The charter aims to enable Michigan citizens to grow, sell and eat food that is healthy and affordable, while also being produced in a green and sustainable manner that is fair and results in no exploitation along the lines of production. The Kellogg Foundation grant will fund years one through three of a ten-year initiative to achieve the charter’s vision and goals.

Dr. Michael W. Hamm, the C.S. Mott Chair of Sustainable Agriculture, and his C.S. Mott Group are spearheading this ambitious initiative. Over recent years, the C.S. Mott Group has assembled an extensive network of stakeholders—groups, organizations, individuals—across the state, many of whom participated in creating the charter and others who have endorsed the charter. “Because of the Kellogg Foundation’s grant, we are able to engage fully in implementing the charter,” said Hamm.

The W.K. Kellogg Foundation was established in 1930 “to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations.” According to Hamm, the Kellogg Foundation is the nation’s leader in advancing sustainable food efforts.

To read the Michigan Good Food Charter and to learn more about the C.S. Mott Group and its efforts for healthy families and sustainable food, go to mottgroup.msu.edu.

MSU Greenline secures over $3 million from alumni and friends

It’s not your typical work place. For one thing, no one appears to be over the age of 25. The workstations are compact cubbies equipped with computer screens and each worker is wired in to a headset. No one looks tired, stressed or unhappy despite the fact that the hour is fast approaching 10:00 p.m.

This is an ordinary night in the MSU Greenline calling room, where the student employees attempt nearly one million calls to alumni and friends of Michigan State University each year. They enjoy their work and are good at it. From their conversations, they have obtained well over $3 million dollars so far this year from tens of thousands of donors. They keep countless more Spartans engaged and up-to-date on the issues, concerns and achievements of students at Michigan State.

MSU Greenline is a popular place to work on campus. More than 200 students are employed each semester, but the stack of applicants hoping to join their team numbers over 400. They are a tight-knit and fun-loving group—especially on theme nights—but the popularity of the Greenline also stems from the valuable professional experience to be gained. Students majoring in any discipline see the benefit in polishing their communication skills, according to Assistant Director Frank Tramble (’09, Communication Arts and Sciences), who is a former graduate from the program himself.

“MSU Greenline gives students the opportunity to communicate in a genuine way to build a real relationship with someone,” Tramble said. “It provides an all-around skill set for all majors.”

Continued on page 2
IRA rollover provision extended

The IRA rollover provision allows the owner of a Roth or traditional IRA, who is at least 70 1/2 years old, to direct up to $100,000 ($200,000 for a couple with separate IRAs) directly to Michigan State University and/or other qualified charitable organizations. MSU will immediately benefit from the IRA gift. The owner of the IRA neither claims the charitable distribution from the IRA as ordinary income nor claims the distribution as a charitable deduction. Effectively, there is no federal tax consequence. IRA rollover gifts may apply to the owner’s required minimum distribution. For more information, contact the Development Office in your college at MSU, or the MSU Office of Gift Planning at (517) 884-1000.

MSU Greenline

Continued from page 1

Because the program utilizes student managers to supervise and run the shifts, the program also helps develop leaders. Tramble tells many success stories of his graduates finding positions in marketing, sales, human resources, fundraising and many other fields in part due to having MSU Greenline on their resume.

“A 200-person operation is not an easy thing for student managers to run, especially when it is a group of your peers,” Tramble said. “We know many employers value our graduates.”

Superstars often emerge from the program. Carmen Nguyen (’10, Communication Arts and Sciences) raised more than $500,000 in a four year period. Now in graduate school, she is continuing her work in the program.

Seven of her Greenline colleagues recently passed the $100,000 mark and an additional four student callers garnered more than $50,000.

Bradley Scherer, a Greenline manager majoring in communication, recalled being offered a job during his first month of calling from an alumnus in Las Vegas. “He ran a telemarketing company, so it was real validation that we have a quality program and I landed in something I am good at.”

To learn more about MSU Greenline and to watch live webcams of the evening calling shifts, go to www.giving.msu.edu/greenline.

Group’s funding of CF research continues

Hunt For A Cure (HFC) is committed to supporting research that may lead to a cure for cystic fibrosis (CF). On January 11, 2011, Pete Odland, along with John and Deb Kailunas II, presented a $110,000 check to MSU on behalf of HFC. This was HFC’s third donation to the university in as many years, bringing the group’s total contributions for CF research at MSU to $225,000.

“Hunt For A Cure is extremely excited and proud to have such a great partnership with Michigan State University for the crucial research that is happening to save children’s lives against this fatal disease,” said Shane Moedlyf, HFC treasurer. “We look forward to a bright future with the tremendous research staff and projects that we have the pleasure of helping to fund at MSU.”

At an appreciation luncheon to thank the Grand Rapids based group for the commitment to finding a cure for CF, Dr. Martha Mulks, professor of microbiology and molecular genetics, and Dr. Bruce Uhal, professor of physiology, provided detailed accounts of their laboratory work as they each focus on different aspects of the disease.

Dr. Ian Gray, vice president for research and graduate studies, noted that HFC’s support is opening up new opportunities for cystic fibrosis research and that his office will be providing matching funds.
Cohen gift crowns student athletic and academic success

The 14th annual Spartan Academic Excellence Gala, which each spring recognizes the academic achievements of student-athletes, had a special designation this year—one that provides for future Spartans to receive similar accolades and encouragement.

The gifts that began the Dr. Bruce J. and Linda W. Cohen Student-Athlete Endowment in the company and at the state level political community will continue to honor the gala in perpetuity, with Bruce and Linda as the grand sponsors. With a combination of cash, pledges and planned gifts, the Cohens were recognized in the Frank S. Kedzie Donor Society for their contributions.

Devoted Spartan sports fans and former educators, the Cohens recognized the need for student-athletes to not only develop their athletic skills but also to prepare academically for eventual careers outside of sports. The gala provided the opportunity to support both endeavors. This year’s event was held on April 9th in Kellogg Center’s Big Ten Room and honored 267 student-athletes at the sophomore or higher level, who had earned a 3.0 or better cumulative grade point. There were a record 750 people on hand to celebrate these accomplishments.

“Never know what you may come up,” Bruce said, “Education will give you the ability to adapt and make the most of every opportunity.”

He speaks from experience. When he arrived on campus for freshman orientation in the fall of 1955 as a self-described naïve young man from a small town in New York, it was the first time he had seen MSU. He certainly didn’t anticipate completing not only his B.A. in Social Science, but also an M.A. in Education and a Ph.D. in Social Science as well, followed by eight years of service as an MSU faculty member and administrator.

The skills he developed in higher education later provided the perfect background for a successful business, which began with an observation that Bruce made on a cruise that he and Linda took on their honeymoon. Bruce thought that the tranquility of a cruise ship at sea, far away from the distractions of a busy office practice, along with state-of-the-art conference venues, would make a perfect setting to offer continuing professional education seminars. While in port, Bruce envisioned that joint seminars with local professionals could be scheduled.

Bruce drew on his MSU education to research and launch the concept. “Whatever modest success I have achieved is largely attributable to my time at MSU,” he said.

Linda, who had taught mathematics for many years, was his able partner. Together, in 1979, they founded International Conferences, a provider of worldwide continuing medical, dental, nursing and legal education seminars, and operated it for 27 years before its sale in 2006.

Bruce has been actively involved with the College of Communication Arts and Sciences as an alumnus and donor, and has served on the School of Journalism Centennial Committee. Throughout his career he worked for Gongwer News Service, a state political news service that operates services in Michigan and Ohio. Lee eventually became one of three principal owners in the company and attributes his success to his MSU and CAS background.

“I benefited from hard-nosed training in the School of Journalism and an academic adviser, Mary Gardner, whose exacting standards and common-sense approach helped to set a long-term guide. The State News provided professional-grade experience, the chance to cover critical events in the turbulent ’60s and connected me to the job I held throughout my career beginning after graduation,” said Lee.

Lee gained valuable knowledge and experience on the MSU campus and is eager to give back to his fellow Spartans as an alumnus.

“I am impressed by the challenges today’s students face with tuition and costs of attending college at such a high level compared to what they are able to earn,” said Lee. “We’ve seen state support slashed over the years by an astonishing amount and while athletic giving cannot and should not take the place of public support, it can serve an important role in adding to the overall experience and help students set and achieve their goals.”

As an individual who appreciates the diversity of cultures and enjoys traveling the world, Lee wanted to help others develop their passions through his donations.

“Now, the university is rightfully encouraging a wide range of study abroad experiences in recognition that we are influencing and are influenced by cultures everywhere on a daily basis.

“My gift is specifically designated to assist students in pursuing those study abroad opportunities,” explained Lee. “At Wharton, I hope the gifts can be used in a general way to sustain programs that are tremendously diverse and of high quality. Everything from lectures to small venue dramas to large shows serve students and the community in very important ways.”

Larry has enjoyed all MSU has to offer first hand.

“For me, living close to the university, I have been able to continue to take advantage of the cultural programs throughout the year and with my involvement in the Mary Gardner Scholarship, I have been privileged to appreciate how students are adapting to and leading the change in our journalism profession.”

For more information on making a gift to the College of Communication Arts and Sciences, contact Assistant Director of Development Rebecca Pagels at (517) 432-4770.

A gift that travels across stages and oceans

by Lindsey Thilen (’11, Journalism)

Whether helping students to gain global experiences or ensuring the Wharton Center for Performing Arts can share artistic culture with the community, Larry Lee (70, Journalism) is doing his part to help Michigan State University thrive. Lee has made a charitable bequest to the School of Journalism in support of study abroad scholarships and to the Wharton Center’s general endowment. He is recognized in MSU’s Snyder Donor Society.

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Generations of green honored with endowments

A lma Frey loved to cook. Although she never attended Michigan State University as a student, in many ways she was the ultimate Spartan, helping to make MSU her family home by feeding legions of people in the kitchen to many Spartan gatherings.

A native of Buffalo, New York, Alma met Richard Frey ('47). Both were students at the University of Buffalo, and they worked to finish his Michigan State education so they could marry. The newsreader's spouses in East Lansing, having married in Buffalo, New York, on a Thursday in order to use the campus and spend Saturday watching Spartan football. It started a family tradition that lives on through their children, their children's spouses and grandchildren.

A cross-country legend induced into the Spartan Hall of Fame in 2007, Richard passed in 2008 and Alma in 2010. The two were long-time members of the MSU Alumni Association and helped lead local clubs to Western New York for many years. Their daughter Barb Frey ('05 and '06, ‘Natural Science’ together) with her husband Nick Thomas, recently induced the Alma Frey MSU Libraries Cookbook Collection Endowment Fund to enhance the cookbook collections at the MSU Libraries in honor of Alma’s love of cooking and loyalty to Michigan State. They also hoped to commemorate her love of reading, Alma’s own and cheerful personality is something they wish to remember.”

“Alma was a very bright person with broad interests, a can-do attitude and a great sense of humor. She was a very active contributor to the College of Engineering and Materials Science with an experienced eye for the practical. As a woman in science, she faced many challenges in the workplace. She took a leadership role in opening new opportunities for women in science, and she was a role model for many generations of students.”

And yes, he and Chris spent five months of the year enjoying their second home on Higgins Lake. It is a place that also allows John with the opportunity to attend the annual engineering golf outing and to serve as a member of the College of Engineering.

For more information about contributing to the College of Engineering or the Honey Nun Ventures Fund, contact Director of Development Stephen Bates at (517) 355-8389.

Faculty, staff and retiree giving back tops $10 million

M SC faculty, staff and retirees were named to the MSU Alumni Association, university in their hard work, talent and perseverance, contributions for controllable financial support. Over the past decade, gifts to MSU from employees of the university and retired faculty have provided significant financial support. In the past few years, the group took top honors in Division II and earned a spot at the top of the system and at the MSU. This is why many of our students know MSU well and appreciate the tradition that continues to make MSU a special place.

Eichler gift is music to fans of Spartan Marching Band

W hen the 300-member Spartan Marching Band takes the field next fall ready to thrill 75,000 fans with a one-of-a-kind performance, its signature “all brass and sax” sound will have an electrifying new edge.

With a gift from band parent Edwin (Ed) and Wanda Eccleston, the GEM will support a professional marching band director, band members and band members and band members and band members.

“Music is as important as anything else in the university,” Ed said. “We are so pleased to be able to support an additional gift to boost the part of the group that gives it a visual style uniquely its own. In the off season, the State of Art Winged Foot band, the national title-winning band, is a significant component to maintaining and improving their performances year round. In recent years, the group has top honors in Division II and earned a spot at the top of the system and at the MSU. This is why many of our students know MSU well and appreciate the tradition that continues to make MSU a special place.”

Eichler and Wanda, reside in Tucson, Arizona and Phoenix, Michigan where Ed serves as president and CEO of Agri-Valley Communications and Wanda runs a real estate design business. For the Eichlers, music is always a major and a tradition that lives on through our children, our children’s spouses and grandchildren.

Ed and Wanda reside in Tucson, Arizona and Phoenix, Michigan. Ed lives in the valley and runs a real estate design business. For the Eichlers, music is always a major and a tradition that continues to make MSU a special place.”


Students in the Residential Experience and Engineering” program live in Wilson Hall with other engineering students as well as those from other majors and colleges, promoting cross-disciplinary interaction. They learn from each other and from the faculty they interact with, gaining a broader perspective on the world of science.

W ith a $100,000 gift, GE is sponsoring the Residential Experience in the College of Engineering for students who will be the next generation of leaders shaping the future of the transportation industry. GE is committed to an engineering program that will be the next generation of leaders shaping the industry.

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Challenge creates $7 million in new scholarships

The Spartan Scholarship Challenge inspired many donors to help MSU students with new endowed scholarships. In all, 136 scholarship funds were created that will enable nearly 200 freshman students in need to receive scholarship assistance. And because these are endowments, the impact will carry forward with similar awards going out to hundreds of future Spartans in perpetuity.

The challenge program began with an anonymous $10 million gift MSU received in 2009. A portion of that gift was designated as a matching fund to help increase the amount of financial assistance available to incoming students. For every two dollars donors gave to create a newly endowed Spartan Scholarship, one dollar was added to the endowment from the matching fund. In the program, which ran for an 18-month window of opportunity, $4.7 million was contributed from donors and $2.3 million was matched from the anonymous gift.

“More endowed scholarships will help MSU expand support to deserving students as they prepare for their futures,” said Vice President for University Advancement Bob Groves. “We are profoundly grateful to the anonymous donor and to the 136 donors who were inspired by their gift. The efforts of these donors has dramatically increased the amount of aid available to MSU students in need.”

While the challenge inspired many individual donors, the match opportunity also hit a chord with several groups of donors, including MSU Alumni Clubs across the nation. Many of the new scholarships are broadly available, while others prefer students who come from a geographical region or who are admitted to a particular college.

Endowed funds provide a permanent, stable source of funding for students with financial need in the future. Unlike funds that are expendable, endowed funds have an enduring effect because the total amount of the gift is invested. Each year only a portion of the invested income is spent while the remainder adds to principal growth and preservation.

Plots are being explored for offering a new matching opportunity in the future which would leverage another portion of the anonymous gift to create additional endowed scholarship funds.

As the Spartan Scholarship Challenge closed, a few exciting gifts came in. Those stories are featured below.

Young alumni give back for future Honors College Spartans

David Hill (’95, Honors College and Business) and Elizabeth “Liz” Kidd-Hill (’95, Honors College and James Madison) have a passion for Michigan State that is evident in the volunteer hours they devote to helping current students. But the Spartan Scholarship Challenge steered them to give back more than time and commitment. The young couple recently established a Spartan Scholarship Challenge endowment to benefit members of the Honors College at MSU.

Liz and David understand that staying connected to their alma mater enriches their lives and strengthens ties to their colleges and to their university. As members of the Honors College at MSU, their campus experience afforded them not only a rigorous academic program but also the opportunity to enjoy a small college atmosphere at a world leading research institution. Since graduating from Michigan State University in 2005, David and Liz have stayed connected and participated in several Honors College alumni events which include career panels, connecting with alumni and attending service day events. They are always willing to help and promote the Honors College.

According to the couple, “The Honors College was an integral part of our college experience and we found that establishing an endowed scholarship enabled us to give back to MSU and the Honors College by creating a lasting gift which would assist Honors College students, particularly those with financial need. We are grateful for the unique opportunity the Spartan Scholarship Challenge offered us to begin a scholarship fund as young alumni and look forward to remaining engaged with the university to support future Spartans as they pursue their education.”

Hong Kong alumnus remembers MSU

The Spartan Scholarship Challenge ended on a high note when MSU received a significant gift from a doctoral alumnus who resides across the globe and was inspired to help undergraduate students at Michigan State. Dr. Peter Lee (’72, Ph.D. Chemistry, College of Natural Science) of Hong Kong established the Peter L. and Patricia Lee Spartan Scholarship Challenge with a $150,000 gift.

As he explains it: “I was fortunate to receive teaching and research assistantships throughout my Ph.D. program. I firmly believe that I must honor MSU through my support for some deserving students to receive a good undergraduate degree, the prerequisite to an advanced degree and a better future.”

He and Patricia have fond memories of their years at MSU. They particularly enjoyed canoeing along the Red Cedar River crisscrossing the campus, the fun of vegetable gardening on a plot freely assigned by Michigan State to married housing residents, and the memorable snow blizzard in 1968.

Dr. Lee has had a distinguished career in packaging, telecommunications, minerals and the soft drink industries. After leaving MSU, he became a research chemist for Coca-Cola Company in Atlanta, Georgia. He accepted a business development position with the company and was instrumental in developing Coca-Cola’s business in China, for which he served as the first head of Coca-Cola China. He went on to serve as vice president and general manager of several companies with offices in Hong Kong. He held numerous executive positions with Chesapeake Corporation, a world-leading packaging supplier, including president of Chesapeake Asia-Pacific Limited and corporate vice president of Chesapeake Corporation. After retiring from Chesapeake, he became executive director of Rondabosh International Limited.

He believes his MSU education has served him well throughout his career. “MSU offered a stimulating environment and I was fortunate to be exposed to distinguished professors who expounded in academic excellence and integrity,” he said.

He learned two indispensable maxims at MSU: use your instincts and don't give up easily. He feels he has constantly used his chemist's instinct, or intuition, to assess all the pros and cons when making important business decisions. During his first research project, he encountered quite a bit of challenge, but persisted, stayed focused and worked hard to make the first breakthrough. It was smooth sailing thereafter.

“This ‘gut’ mentality has stayed with me and prepared me well throughout my corporate career as a 'trailblazer',' he said.
Michael Serling:
A legacy of support to enhance
Jewish life at MSU

From viewing critically acclaimed Israeli films and attending Shabbat meals to study abroad in Israel, students have myriad opportunities to explore Jewish culture. Alumni, advocate and benefactor, Attorney Michael Serling is proud to have played a role in enhancing the many resources that impact Jewish Life at Michigan State.

Alumni, advocate and benefactor, Attorney Michael Serling is proud to have played a role in enhancing the many resources that impact Jewish Life at Michigan State.

Together with his wife Elaine, Michael recently added significantly to their legacy of support for MSU's Jewish Studies Program with a $1 million cash commitment to establish the Michael and Elaine Serling Visiting Israel Scholar's Fund. Their support will allow outstanding Israeli faculty in many disciplines to teach and collaborate in research through an extended stay on campus.

"This will allow us to take advantage of the highest level of scholar in Israel and to build long lasting collaborations between these individuals and MSU," Michael said. "It was a perfect way for us to make a new gift."

Michael's Birmingham legal practice specializes in environmental and product liability law with expertise in asbestos disease and asbestos contamination. His clients number more than 300 school districts as well as building owners and individuals from 20 states, Europe, Japan and Israel. He obtained a B.A. (66) in History along with teaching certification from MSU and his J.D. (70) from the Detroit College of Law, now the MSU College of Law. In 2004, he was honored with the Distinguished Alumni Award, and in 2010 he received the Philanthropist Award, both from the MSU Alumni Association.

Elaine and Michael lived in Israel for a year in the early 70’s where they worked and learned to speak Hebrew fluently. Elaine, an R.N., worked at a plastic surgery clinic at a large Jerusalem hospital while Michael worked in the stocks and bonds department of a major bank. After Israel they came back to Detroit, raised a family and now have two lovely granddaughters.

He credits his time at Michigan State as crucial to his development and success. "I've been very blessed in my career and marriage, so much of my blessings are because of the education I received and influences I gained at MSU," he said.

Giving back to MSU is easy according to Michael. "When I found out there was a Jewish Studies Program underway at MSU back in the 90s, I was thrilled and wanted to help make it happen," he said. "To see my alma mater taking the lead in the intellectual advancement of Jewish studies has been very rewarding.

The Serlings' passion for MSU's Jewish Studies Program previously led to creation of an endowed chair in Israel Studies. In addition to the Serlings' personal gifts to this endowment, another $650,000 was given by the Jewish community. Dr. Yael Aronoff, who was a senior associate at Columbia University's Institute of War and Peace Studies, joined the MSU faculty in 2006 as the first Michael and Elaine Serling and Friends Israel Studies Chair. She is a 2011 recipient of MSU's Teacher-Scholar Award and is finishing a book titled When Hard-Liners Opt for Peace: The Political Psychology of Israeli Prime Ministers.

Michael and Elaine Serling.

"Dr. Aronoff is a living, breathing contribution to teaching about the modern state of Israel," Michael said. "She is an excellent addition to MSU's faculty."

The Serlings also created a fund for Israel-related programming on campus, including an annual Serling Lecture on Modern Israel and the Israeli Film Festival.

In addition, Michael has been steadfast in volunteering his time and expertise to benefit MSU. He has served as chairperson of the advisory board for MSU's Jewish Studies Program, and is a member of MSU Hillel Jewish Student Center's advisory board and also served on the President's Campaign Cabinet for The Campaign for MSU. He was instrumental in securing author and Nobel Laureate Elie Wiesel as MSU's Commencement Speaker in 1999.

Due to his ongoing MSU connection, Michael has witnessed firsthand the impact of the programs he supports. "There has been a renaissance of Jewish life at MSU," he said. "MSU offers an enriching and welcoming opportunity for Jewish and non-Jewish students to learn about Jewish history, culture, religion and about the State of Israel."

Loyal Spartan family remembers
"Up North" with scholarship

Thomas Allin "Al" Winnard ('50, Business) and Dorothy "Frill" Milliken Winnard ('48, Social Science) first met at the MSU Union in 1946 while studying with friends.

Married and settled in Royal Oak, Michigan, Al and Frill Winnard raised six children, all of whom followed their parents' example and studied at MSU – Phyllis ('71, Social Science); Janet ('72, Human Ecology; '79, Business); Mark ('80, Business); Margo ('75, Arts & Letters, Honors); Carole ('79, '81, Business); and James ('87, Business). Al is quick to point out that no one was forced to go to MSU, but Carole adds: it was the only university any of Al and Frill's children wanted to attend.

Carole Winnard Brumm and her husband Gregg E. Brumm recently established a scholarship endowment to honor and continue the Spartan legacy shaped during her parents' life together. In the spirit of her family's enduring memories of times spent "Up North" together, the endowment will benefit students from Emmett County, Michigan.

Good friendships and enduring memories of Wequetonsing, Harbor Springs, Emmett County and Up North have made this Al and Frill's special place for over 60 years. Frill fondly recalls childhood summers spent in Weque at the cottage her grandfather built, and later honeymooning there with Al in 1948. In 1957 Al and Frill purchased their own cottage just four doors away, where they still spend summers to this day.

Frill and the children spent their summers at the cottage, with Al commuting north on weekends. The children participated in the recreation program, where they learned to swim, sail and play tennis. Carole and her sister Janet have carried the tradition to the next generation, as they own summer cottages nearby.

"Up North" with scholarship

Al and Frill were proud and honored to hear of Carole and Gregg's gift that will help Emmett County youth begin their own journeys as MSU Spartans. Al was the first in his family to attend college and earned his degree through the GI bill. The couple values their own and their children's MSU educations and especially the friendly atmosphere on campus that spawned lifelong friendships and always made them feel at home.

Carole concurs with her parents. "Michigan State is large enough to provide unlimited opportunities and yet you can make it as small as you want it to be with your close group of friends," she said. It is Carole and Gregg's sincere hope that other lifelong Spartans share their enthusiasm for MSU and all that it can offer to young people and will consider establishing their own endowments.

For more information on making a gift to MSU, contact SE Michigan Regional Major Gifts Officer Diane Nye Mattick at (517) 884-1083; nyed@msu.edu.

Michael Serling:
A legacy of support to enhance
Jewish life at MSU

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www.givingto.msu.edu 7
SU President Lou Anna K. Simon is hosting a series of regional MSU receptions to exchange ideas with area alumni and share news about exciting MSU initiatives at home and abroad. An event took place in Atlanta in March and a second occurred in Chicago this June.

Alumni and donors gathered to hear about the university’s rising profile as a transformative international force and to learn how MSU’s new branding effort is shining light on MSU’s history and promise.

Attendees saw firsthand how the branding initiative is helping Spartans everywhere to discover a renewed sense of pride in their university and a commitment to MSU.

Future events are being planned for additional regions.