Will these dogs help cure blindness?

Scholarship Mission: 56 Reasons to Join
MSU & the Motor City
Countdown to the Broad
**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.

Vice President for University Advancement
Robert W. Groves

**Editorial Team**
Lori Purry, Editor
Dave Gordon, Art Director
Copy Editors: Bob Bao, Linda Dunn and Christina Schaffer
Photos: Kevin Epling, Kurt Stepnitz, and Derrick Turner, Communications and Brand Strategy; Dave Brown and Peter DeLong, MSU Alumni Assoc.; Ian Rogers, MSU Greenline
Layout: Blohm Creative Partners

University Advancement
Michigan State University
535 Chestnut Road, Room 300
East Lansing, MI 48824
(517) 884-1000 • givingto.msu.edu

**Development Features**

6 Cover story: Will These Dogs Help Cure Blindness?

10 MSU & the Motor City: A Glittering Combination

14 Scholarship Mission: 56 Reasons to Join

2 New Developments

4 Countdown to the Broad

17 Have Internship! Will Travel!

18 Renowned Author Selects MSU; Heart to Heart: The Students’ Guide to Giving

20 Donor Spotlight: On Graduation Speeches, Gifts and Golf

21 Now You Know: Distinctions and Events

**Online Extras**

Scan these codes with your smartphone or go to givingto.msu.edu for video content.

Learn more about the impact of MSU Black Alumni scholarships.

It feels good to give! Say William and Kerry Ann Haupricht.

See the Greenline painters in action at The Rock.

Tied up with a bow!

**IN THIS ISSUE • SUMMER 2012**

**Between a Rock and a Green Place:** It’s been 139 years since the class of 1873 employed 20 teams of men to haul “The Rock” from the Beal Garden to a central location. Today, The Rock endures not only as a popular canvas for expression but also as one of the founding traditions for each graduating class to commemorate senior year with a class gift. This year, the class of 2012 pledged more than $34,248 from 962 graduates to bolster the Sparty Mascot Program in the Student Alumni Foundation. Here, students from the MSU Greenline pay tribute to the class gift spirit.

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

**Ways to Support Michigan State**

You may make a gift securely online using your credit card. Visit givingto.msu.edu.

Cash, Stock, Real Estate and other gifts
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) 432-4678 or (517) 884-3900. 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 givingyourway.org/MSU.

Scan these codes with your smartphone or go to givingto.msu.edu for video content.

Between a Rock and a Green Place: It’s been 139 years since the class of 1873 employed 20 teams of men to haul “The Rock” from the Beal Garden to a central location. Today, The Rock endures not only as a popular canvas for expression but also as one of the founding traditions for each graduating class to commemorate senior year with a class gift. This year, the class of 2012 pledged more than $34,248 from 962 graduates to bolster the Sparty Mascot Program in the Student Alumni Foundation. Here, students from the MSU Greenline pay tribute to the class gift spirit.
When a student struggles with reading, writing, spelling or even speaking, no matter how hard he or she tries, dyslexia could be the cause. People with dyslexia have a neurological disorder that causes their brains to process and interpret information differently. But with help from trained professionals, almost all people with dyslexia can become good readers, writers and speakers. And, successful college students.

Matt Carberry (’07, ’10, Social Science) struggled academically his freshman year until a professor encouraged him to explore the RCPD. He learned how to work around his ADHD, and his “grades skyrocketed,” he says.

Matt became one of the first mentors with the STATE program, and later continued to give back to the program as a graduate student and technology trainer for RCPD. In 2010, he was named the state of Michigan student employee of the year for his efforts. Matt’s current career centers around community development and public policy, including making a difference in disability resources.

Mickey and Debbie, who own a wholesale furniture business, added significantly to the STATE program with additional gifts and a bequest. Their future gift ensures the STATE program can expand.

“The MSU program has been very significant and we hoped that it (their bequest) will help the program prosper and continue to provide opportunities for students to enjoy learning and accomplish their academic goals,” says Mickey.

He adds, “Our greatest gratification comes from seeing the tears of joy from parents who now know that their children will have a future.”

For more information on making a gift to the RCPD, contact Senior Director of Development Jennifer Bertram at (517) 432-7455; bertram9@msu.edu.

Knocked out of the park

Drayton McLane Jr. (’59, Business), former owner of the Houston Astros baseball team, flaunts the Big Ten Championship ring he received from MSU Baseball Head Coach Jake Boss Jr. (right). The 2011 team cinched MSU’s fourth Big Ten Championship, the first since 1979. McLane’s $4 million gift named MSU’s McLane Baseball Stadium, built in 2009. This has become a great new home for Spartan baseball says Boss.
Opening Events Begin in November

The new Eli and Edythe Broad Art Museum at Michigan State University will be dedicated Friday, November 9, during an outdoor public ceremony. An open house will be held Saturday, November 10, for those wishing to tour the Zaha Hadid–designed building. Additional details about those and other events to be held that weekend will be announced at a later date.

Committed to exploring international contemporary culture and ideas through art, the Broad/MSU will serve as an educational resource for the university and a cultural hub for the state of Michigan. The museum also will actively engage the international artistic community through a series of partnerships with contemporary art spaces around the world.

“...The new Broad Art Museum is a powerful architectural statement, symbolizing the 21st century dynamic global position of Michigan State University,” says MSU President Lou Anna K. Simon. “The opening of the museum will connect visitors at the worldwide. Interactive screens in the museum will connect visitors at the Broad/MSU to the various global venues. Other projects and performances are being planned in anticipation of the opening. The Broad/MSU has already presented several exhibitions and programs in nontraditional spaces throughout the community.”

Queen Elizabeth Confers Title on Architect

Britain’s Queen Elizabeth II recently made the architect behind the Eli and Edythe Broad Art Museum, a Dame Zaha Hadid, who is a British citizen, received the Order of the British Empire for her accomplishments in the field of architecture. In addition to the Broad Art Museum, her many notable buildings include the Maxxi Museum in Rome, the Riverside Museum in Glasgow, the Guangzhou Opera House in China, and the London Olympics Aquatic Center.

The 46,000-square-foot Broad/MSU features a striking façade of pleated stainless steel and glass, distinguishing the new building from the traditional brick Collegiate Gothic north campus and signaling the museum and the university’s forward-looking approach.

Seventy percent of the space will be devoted to art display, including areas for special exhibitions, modern and contemporary art, new media, photography and works on paper.

Final Fundraising Goal is in Sight

The Broad/MSU is named for Eli and Edythe Broad, longtime supporters of the university who provided the lead gift for the museum. The Broads’ gift of $28 million, with $21 million designated for construction of the building and $7 million to be used for acquisitions, exhibitions and operations, was the catalyst for the project. The total fundraising goal for the building is $40 million, of which nearly $37 million has been raised to date.

Hadid designed a unique Founders’ Wall in the museum to display the names of donors who contributed $25,000 or more to the museum. Donors whose gifts were received prior to June 29, 2012 are guaranteed their name will appear at the Grand Opening, and the opportunity to be listed on the Founders’ Wall will end altogether in just a few months.

To learn more about displaying your name in the Broad, contact Director of Development Marcia Crawley at (517) 884-3005, or go to givingto.msu.edu/broadmuseum.

To learn more about the museum and to join the Broad/MSU mailing list, go to broadmuseum.msu.edu.

Queen Elizabeth II and Zaha Hadid

“...The new Broad Art Museum is a powerful architectural statement, symbolizing the 21st century dynamic global position of Michigan State University,” says MSU President Lou Anna K. Simon.

Inaugural Exhibitions

The Broad/MSU’s inaugural exhibitions, curated by director Michael Rush, exemplify the museum’s dual focus on presenting international contemporary art in all media and on thematic exhibitions that investigate contemporary works within a historical context.

“Global Groove 1973/2012” will use Nam June Paik’s seminal 1973 video “Global Groove” as a jumping-off point to explore current trends in international video art.

“In Search of Time” will investigate artists’ expressions of time and memory by creating dialogues among works by artists including Josef Albers, Romare Bearden, Damien Hirst, Toba Khedoori, Andy Warhol, Eadweard Muybridge and Sam Jury, among others.

“With its focus on international contemporary art, we are creating an institution unique among university art museums, and Zaha Hadid’s innovative design is a physical manifestation of our mission,” Rush said. “The opening of the new museum will be an important milestone for Michigan State University, and we are eager to move forward with our full spectrum of exhibitions and programs.”

Simultaneous openings at art spaces in Guangzhou, China; Ho Chi Minh City, Vietnam; Sao Paolo, Brazil; Istanbul, Turkey; and Dubai will launch the museum’s ongoing program of partnerships with arts institutions worldwide. Interactive screens in the museum will connect visitors at the Broad/MSU to the various global venues.

Other projects and performances are being planned in anticipation of the opening. The Broad/MSU has already presented several exhibitions and programs in nontraditional spaces throughout the community.
Scientists have new insight on an eye disease that affects papillons and other dogs and could lead to a better understanding of some human disorders, thanks to the Donald R. Myers and William E. Dunlap Endowed Chair in Canine Health in MSU's College of Veterinary Medicine.

The endowed chair is held by Dr. Simon Petersen-Jones, professor of Comparative Ophthalmology, whose lab has been making pioneering discoveries in the research on inherited retinal diseases in dogs.

Recently, they discovered a gene mutation for a form of progressive retinal atrophy (PRA) that leads to blindness in dogs and has no known treatment. This finding is expected to provide new insights to help researchers understand the disease, provide early detection and move toward prevention or even a cure.

**Human Health Could Benefit**

In addition to helping dogs with PRA, the identification of what researchers named the PRA Type 1 gene mutation can help identify candidate genes for human disorders. “We hope to save vision—for dogs and for humans,” says Petersen-Jones. “This research will improve our understanding of retinal degenerations and may open the door to the development of new treatments in humans as well as dogs.”

Petersen-Jones has been a past recipient of National Institutes of Health (NIH) research funding and new applications are in the pipeline to NIH based largely upon research results obtained via funding from the Myers-Dunlap Endowment for Canine Health.

The Myers-Dunlap Chair plays a key role in developing a world-class research program in canine health, notes MSU CVM Dean Christopher Brown. “The chair serves as a research mentor and resource in the college, and we are tremendously pleased that the donors had the vision to also provide seed money from the endowment that is now generating the crucial preliminary data that will drive important new research,” he says.
**Stopping the Disease in Papillons**

Petersen-Jones’ lab used their findings to develop a DNA-based test to detect PRA Type 1 in papillon dogs with additional support from the Papillon Club of America and the cooperation of papillon owners and breeders.

For the first time, papillon dogs can be screened to determine if a dog is affected, unaffected or a carrier of the gene mutation. Because dogs must inherit the mutated gene from both parents in order to be affected, the knowledge allows breeders to safely breed PRA1 carrier dogs with genetically normal dogs. This prevents passing on the disease without restricting the available gene pool which otherwise could result in breeding away good traits or causing the emergence of a genetic problem for which there is no test.

“The cooperation of papillon owners and breeders and generous support from the Papillon Club of America and the Myers-Dunlap Endowment for Canine Health made this research possible,” says Petersen-Jones. “We were able to do a genome wide association study to test more than 170,000 single nucleotide polymorphisms, which act as biological markers and help us locate genes that are associated with disease.”

**A Jewel in Michigan**

Petersen-Jones also serves as a surgeon in the Veterinary Teaching Hospital. Last fall he treated a tumor on the eye of Annie, a golden retriever owned by Keith Crain, editor of Crain’s Detroit Business. In a subsequent column Crain wrote about the experience, he described Dr. Petersen-Jones as a “remarkably caring surgeon” and the hospital as “another jewel in our state that everyone should appreciate.”

He wrote: “Petersen-Jones and his wife, also a surgeon, moved from England to East Lansing simply because it was the best. A great tribute to the educational facility.”

Annie, by the way, has recovered and is well on her way to a long, happy life.

**Memorializing a Commitment to Companions**

Those who have loved and lost a pet realize the richness their companion brought to their lives. As an enduring acknowledgement of the human-animal bond, the Donald R. Myers and William E. Dunlap Endowed Chair in Canine Health was established by an MSU graduate and his partner. Two great pleasures for Myers (’50) and Dunlap were their dogs and MSU. They were often seen with their miniature schnauzers at MSU football games.

They determined that an endowment, established in 1999, through a bequest provision in their estate plans, was a way for them to support MSU and to help advance the medical care of dogs. Dunlap passed away in 2003 and Myers died in 2008. Through June of 2012, bequests from these donors’ estates have provided nearly $3.5 million in support for the chair they planned during their lifetimes.

**What’s so BIG about a CHAIR?**

In the academic world, funding a chair is a lot bigger commitment than buying a piece of furniture. And it has a lot bigger impact.

The fact is, endowed chairs are at the center of outstanding academic programs and their effect radiates out across the university and beyond. They are the highest honors awarded to faculty. As such, they enable the university to attract rising stars. These high caliber professors, in turn, attract the very best graduate students to the university. Additionally, the support from an endowed chair provides a funding buffer to enable faculty to remain current and leading edge in their research rather than “following the funding.” Ultimately, their work provides distinguished leadership in research and education that leads to discoveries that touch the lives of countless others.

Currently, MSU has more than 90 endowments that have been created, or conditionally established through a planned gift provision, to support one or more endowed chair positions. Yet, MSU lags in comparison to peer institutions in the number of endowed chairs, leaving the university vulnerable to losing its own rising stars.

“We are grateful for the generosity and vision of donors who play such a key role in MSU’s ability to recruit and retain first-rate faculty by endowing chair positions,” says MSU Provost Kim Wilcox. “Named chairs allow the university to build academic excellence with effects that are far-reaching.”
On a beautiful evening in June, MSU alumnus and Detroit entrepreneur Dan Gilbert hosted Michigan State University President Lou Anna K. Simon for a conversation on relevant topics impacting Detroit and MSU at Gilbert’s M@dison Theatre. Guests also enjoyed a reception on the rooftop terrace of the M@dison.

President Lou Anna K. Simon and moderator Sandra Pierce.

Dan Gilbert (’83 Communication Arts & Sciences) founder of Quicken Loans.

College of Law Dean Joan Howarth greeted guests, including former Detroit Mayor Dennis Archer (’70 Law).

Linda Orlans (’87 Law) enjoyed the beautiful evening.

Peter (Pete) Lasher, associate vice president for University Development, (right) with guests.
Sandra Pierce: Comment on the progress you and others are experiencing in revitalizing the city of Detroit.

Dan Gilbert: If we're going to attract the best and brightest, this generation coming up does not want to be parking in a suburban location and walking 200 yards on asphalt in the middle of February, walking into an office building. Maybe that was part of my generation and the one before us, but it's not them. They want to be in an urban core, and they want to impact the outcome.

We have over 500 interns from 130 universities right here in downtown Detroit this summer at Quicken Loans offices. They're a pumped up, charged up group. Detroit sells itself, so just getting them down here is a big thing.

We want to impact the outcome of Detroit, and we want to succeed at the same time; we call it doing well by doing good.

Lou Anna Simon: I think part of our work with the Detroit Public Schools, however hard that is, and has been, is really designed to give people bigger dreams. That's what land-grant universities have always been. What we want to do, in addition to the internships, is to connect more and more with our alumni who are doing an enormous amount of work.

We also, as a university, are in a different sort of skill set, if you will. We need to be able to put together courses and programs that are not degree-oriented but are the augmentation to degrees that people can take relatively quickly to get some set of knowledge that now will make them a better fit for the existing job market.

Sandra Pierce: MSU long has seen the importance of being a global institution and has embraced the concept of moving from a land grant to a world grant institution. And certainly being connected globally is critical to our future in Detroit. How are you embracing this global marketplace while you remain committed to Michigan and to the city of Detroit?

Lou Anna Simon: I think our role was always to bring the best of the world to Michigan and the best of Michigan to the world. And now we're doing it in this globally connected system, this globally connected communication system, but it was always there. If you think about Michigan State, we were founded seven years before the Morrill Act as the land-grant system, but it was always there. If you think about Michigan State, we were founded seven years before the Morrill Act as the land-grant system, but it was always there. If you think about Michigan State, we were founded seven years before the Morrill Act as the land-grant system.

Dan Gilbert: I think where our businesses really touch the international side is the people that are coming here from all over the world to work in it. We have about 500 technology people. We're looking for 500 more and they represent 23 countries right now. And so, a lot of people say, 'Are they taking jobs that would have gone to other people?' ‘No,’ is the answer to that because we're having a hard time finding them, but number two is they're creating wealth and adding wealth and becoming a consumer and getting paid and taking up a house or buying a house or living in an apartment and buying goods and services. They add and help grow the economy. And so, for us, it's finding the best and brightest, wherever they may be and bring them right here in downtown Detroit.

Sandra Pierce: OK, Dan, alumnus of MSU. Can you comment on how your time at MSU impacts both the person and the businessperson that you have become?

Dan Gilbert: I think that Michigan State people just kind of get it done. Tell me what I need to do. Let's go. Or here's what we need to do. Let's go and make it happen. And so, to me, that's a big part of my memory of Michigan State. People take action and make it happen.

Lou Anna Simon: There is a sense of commitment and a sense of determination about getting things done. It's not just (being) a doer (but being) a doer in spite of obstacles … but that Spartan spirit is what will make a difference. I think we produce a number of graduates, a number of students who have that special spirit.

Who is Dan Gilbert? Founder and Chairman of Quicken Loans Dan Gilbert moved his company headquarters and its team to downtown Detroit in 2010 where they are helping to lead a revitalization of Detroit's urban core. In 2007, he launched Bizdom U in downtown Detroit to train, mentor and finance business builders in their startup enterprises in the city. He is also the majority owner of the NBA's Cleveland Cavaliers, is an investor in numerous businesses, and received the Entrepreneur of the Year award from Ernst and Young. He earned his bachelor's degree in telecommunication from MSU in 1983.

Online Extras: To hear the entire conversation, go to spartanpodcast.com/?p=2381.

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56 Reasons to Join: A Scholarship Mission

Helping the next generation of Spartans make their mark is a million dollar mission for the MSU Black Alumni—a 31-year-old alumni interest group that’s one of the largest and most active groups in the MSU Alumni Association.

When Kimberly Henderson (’98, Communication Arts and Sciences) went to Michigan State, she struggled to find funding and had to work two or three jobs. She made a promise to herself that once she graduated she’d find a way to help future Spartans. Through MSU Black Alumni (MSUBA), an alumni interest group affiliated with the MSU Alumni Association, she has found a way to keep her promise. During The Campaign for MSU, the group set and achieved their goal to grow their scholarship endowments to $1 million. Kimberly serves as the scholarship co-chairperson, a job that involves helping future Spartans in a big way.

This year was the group’s biggest year ever with 56 students receiving assistance from the MSUBA. “When I first started we gave out 10 or 12 scholarships, but now since we have a million-dollar plus endowment, it’s an honor to be able to grant that type of money to students,” says Kimberly.

Amanda Peoples, a senior from Detroit, remembers the strain of applying for scholarships and hoping for positive answers when she was in high school. Receiving assistance from the MSUBA has been life-changing, she says. “Just getting a scholarship made me feel more confident and happy that college can somehow be taken care of and it would be less of a burden to my parents,” she says.

Every MSUBA scholarship student receives more than just financial assistance. The students meet once each semester with MSUBA leaders who offer support and advice.

They couldn’t have a more dynamic and committed set of coaches than Kimberly and Jennifer Wallace (’86, Social Science), Kimberly’s counterpart on the MSUBA scholarship committee. “Our goal is not only to get them in, but to get them out with a couple of mortarboards,” says Jennifer adding, “They know they are not here alone, we are not going to let them fall between the cracks.”

Senior Jensine Leung says she is grateful for the financial assistance she received from MSUBA, including some extra funding which made her dream of a Study Abroad experience possible. “I just grew more confident and happy that college can somehow be taken care of and it would be less of a burden to my parents,” she says.

Community service is required for all scholarship recipients. “Through their giving I’ve realized how important it is to give back to the community,” says Jensine.

Fellow scholarship recipient Antonio Evans, a junior from Farmington, agrees. “I think the MSUBA does a great job of supporting. I think that not only do they give you financial support, but they give you emotional support, they give you educational support, they make sure that your whole college experience is something to remember.”

The MSUBA also works to build the next generation of mentors and donors. Community service is required for all scholarship recipients. “I think it’s important to give back to the community,” says Jensine.

The MSUBA doesn’t end with graduation. Graduates receive a complimentary membership in the MSUBA and are encouraged to be active in the group, especially with ongoing fundraising efforts to provide more scholarships.

Byron Hester, a junior from Lansing, already sees the value of staying engaged with MSU and the MSUBA. “It definitely will be important to me to give back because I feel that young people are the future and they all have potential. If you just help them out, they can get to wherever they want to go. More than likely I will be donating to MSU and MSUBA.”

Some of the 56 MSUBA 2012 student scholarship recipients gathered around The Spartan statue just prior to a check-in with scholarship committee co-chairs Kimberly Henderson (upper right) and Jennifer Wallace (center).
Q&A
with Veda Dove (’69, Social Science),
an MSUBA Founder

The MSUBA was formed to promote the welfare and interests of African American alumni, students, faculty and staff at MSU, including serving in an advisory capacity for university leadership and assisting with recruiting and retaining African American students. Veda Dove has been there from the start.

Q: The MSUBA has experienced a great deal of growth and support from alumni over its history. What do you think are some of the key factors that have contributed to the club’s success?
A: MSUBA was formed from the beginning with the idea that MSU was a place that black students, faculty and alums could access all programs and benefits the university had to offer. We supported the university when it took the right positions which didn’t. We reached out to university when it promoted cultural positions which didn’t. We supported the university when it promoted cultural positions which didn’t. We supported the university when it promoted cultural positions which didn’t. We supported the university when it promoted cultural positions which didn’t.

Q: This MSUBA set and achieved an incredible scholarship fundraising goal ($1 million in endowed scholarships). Why do you think the group is so successful in helping current students with scholarships?
A: I think those of us who were in college in the seventies and before knew that we had a responsibility to get a degree and give back, recognizing the sacrifices and achievements of those who came before us and those who would come after us. Alums like Dr. Ron Goldsberry (’66, ’69, Natural Science; who created several scholarship endowments), Dennis Miller (’65, Natural Science; who together with Howard Wilson created the Miller-Wilson Black Alumni Scholarship), Ingrid Saunders Jones (’69, Education, who created a scholarship endowment for graduates of Detroit Public Schools) and countless others have generously given to support scholarships for African American students. It is my hope that more recent alums will do the same. It is about relationships and finding others who will financially contribute to our scholarship fund and collaborate with other alumni groups to promote cultural diversity.

Q: When you look back at the history and forward to the MSUBA today, what makes you the most proud?
A: I’m proud that recent graduates have embraced the goals and mission of the MSUBA. I hope that younger alums will continue to support our scholarship endowment fund and collaborate with other alumni groups to promote cultural diversity. For me and others, MSU was a place which provided a quality education and opportunity to experience life beyond our respective communities, where we made lifelong friendships, experienced one of the most beautiful campuses on earth and we share a common bond with alums around the world.

Q: What do you think are some of the key factors that have contributed to our scholarship fund, and what makes you the most proud?
A: We were already giving a little bit about 30 different places,” Kerry Ann explains. “When we focused in on this one endowment we were able to see in a really direct way how giving matters. It was all about giving to others, but we didn’t realize how much we’d get back.”

Last summer, their endowment helped one student to go to Paris, France, to study French and work for a global organization. This summer, a second student will be traveling and working in Ghana. Kerry Ann and William say it feels great to see the impact of their gift. They met as students at MSU, and both went on to become successful entrepreneurs in their fields. Kerry Ann is now the President of her own consulting firm that specializes in helping small businesses develop and grow. William is a successful business owner who started his own firm around it. His international experience, he says, was key to focusing his interest in this area and put him on the path to developing the right skill set. Kerry Ann, after starting down a path toward becoming a kindergarten teacher, realized through an MSU research assistantship position that she could be a professor. She completed master’s and doctoral degrees at Notre Dame and served on the faculty of the University of Illinois for 12 years. She saw the path to tenure was unnecessarily difficult and, further, that women and minorities were the least likely to be mentored. Her business provides training and support for tenure track faculty across the nation.

They are proud to be part of the revitalization of Detroit not only as business owners, but also as residents. “Getting to a point where both of us can give back,” says William, “has been very powerful.”

Have Internship? Will Travel!

“The thing about MSU people, when they see a problem, they work to make a difference.”


They met as Spartan football cheerleaders. And their passion for the hardworking spirit of MSU hasn’t waned. Together, they created an endowed scholarship to help MSU students complete international internships. It was something that had an impact on their own lives and they say it only took focusing their giving in one direction to impact the lives of others in the same way.

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Renowned Author Selects MSU for scholarship program

James Patterson, bestselling author of suspense novels, detective stories and children's books, is creating a scholarship program at MSU to support College of Education students in specialized training for literacy development in urban areas. Patterson and his wife Susan have funded other scholarships at their three alma maters: Manhattan College, Vanderbilt University and the University of Wisconsin. He said he decided to explore an investment at MSU because of its strong reputation for teacher education and its urban initiatives.

"I wanted to give a hand to eager students who take on the challenge of becoming great teachers," says Patterson, who has long championed literacy and education through such initiatives as the James Patterson Page Turner Awards that rewarded creative and effective ways to spread the joy of reading.

His $60,000 gift to MSU will result in eight $7,500 annually-funded scholarships for students entering the Urban Educators Cohort Program this fall. Designed to prepare students for the unique challenges of working in urban areas, the cohort enables students to spend their first two years at MSU being mentored by successful urban educators, visiting urban classrooms and taking targeted courses.

Candidates for the scholarships must demonstrate potential to become leaders in urban education and select English or Language Arts as their teaching major or minor.

MSU's College of Education's graduate programs in elementary and secondary education ranked first in the nation for the 38th consecutive year in U.S. News and World Report's latest editions of America's Best Graduate Schools. Patterson has had staggering success in book publishing—he holds the Guinness World Record for the most hardcover fiction titles on the New York Times bestseller lists (76 and counting) and his books sell by the millions each year. His commitment to MSU will help ensure the next generation of teachers is ready to spread the excitement of reading and all that follows.

Heart to Heart: The Students’ Guide to Giving

The staff of MSU Greenline—the student-powered calling and engagement arm of MSU’s Annual Fund—know the importance of giving back. And they walk the walk. This past year, through an external philanthropy program, Greenline has been giving back through service projects and donations focused on helping the local community.

Many Greenline student employees have felt the brunt of a sluggish economy themselves, but they have big hearts and they understand the value of giving to others in need, says Illycia Shaw, recent graduate and former Greenline leader who spearheaded the program. She has seen the generous spirit of the Greenline in action.

She saw it when Greenline staffers provided more than 500 pounds of food for families in need at Thanksgiving, followed up with 51 holiday gifts for children who otherwise might not have received any and dozens of warm coats distributed to people in need as part of a winter coat drive.

The group also gives generously of their time. As college students, Greenliners are typically buried in reading material, projects and exams, on top of the hours they spend working. But that didn’t keep them from participating in an annual AID/HIV awareness walk, helping to build a homeless shelter or singing at local nursing and retirement homes. Their commitment was abundantly evident when they staffed a team for a 24-hour walking marathon through relentless sleet around a soggy Munn Field one weekend. They raised more than $1,000 to help the American Cancer Society fight cancer.

"Greenline is successful by the helping hands of others, so it’s time to practice what we preach and send out a helping hand as well," says Danielle Matlick, criminal justice junior and external philanthropy manager at MSU Greenline.

Greenline’s philanthropic events started with a few dedicated individuals, but many more have jumped at the opportunity to help others as well.

Giving back is at the very core of MSU Greenline. Last year, Greenline students attempted to contact nearly 3 million Spartans to raise more than $4 million in support for MSU.

For example, Sarah Robinson, secondary education history senior, rallied around the American Cancer Society event because of personal experience with cancer. “I participated in Relay for Life for my mom because she is a two-time survivor of breast cancer,” Sarah says. “I really appreciate that Greenline gives me this opportunity to show my support.”

Best in 14-state region

For most students, four years of service and three promotions would more than suffice for a student job. But Illycia Shaw took her student career one step further.

Utilizing an independent study internship opportunity, she launched an external philanthropy program for MSU Greenline. Within two months, she had completed five different external philanthropy events— and the program became a staple for the Greenline.

And she did it all on top of being an outstanding student in the School of Hospitality Business.

For her efforts, she was named MSU’s student employee of the year in 2012, marking the first time that a Greenline student has held the honor. Not surprisingly, Illycia’s recognition went farther. She captured student employee of the year honors for the state of Michigan and also for a 14-state region. As a result she was the very first MSU representative in the national student employee of the year competition.

Illycia completed her MSU degree and was recently named a regional manager for Aldi Foods, based in Michigan.

Shortly before she left campus, she spoke to donors at a University Advancement luncheon for members of Landon Society (see back cover). She says her Spartan career would not have been possible without the scholarship assistance she received and she was pleased to be able to say thank you. “If not for generous and visionary donors who believe in the students and diversity of MSU, I would not be where I am today,” she says.

Online Extra: Scan this code with your smart phone or go to givingto.msu.edu/studentemployee to learn more about Illycia’s work at MSU.

Developments | 19
On Graduation Speeches, Gifts and Golf

“Carl was working professionally with the USGA at the time, and he was a storehouse of knowledge about the golf business and profession. I recall introducing him to my son, Frank, a high school student who was thinking very seriously about making a career in golf. Carl gave our son really good advice about golf as a career,” Fear recalls.

Schwartzkopf began his career in golf course management at Oakland Hills Country Club in Bloomfield Hills, Michigan. At the time, he was one of the first course managers with a college degree in turf management, and by 1972, he was hired by the U.S. Golf Association (USGA), where he spent the next 10 years advising courses on best practices. Eventually, he was named national director of the USGA. He returned home to Michigan, to join a brokerage firm that bought and sold golf courses in the United States and the Caribbean. Additionally, he was one of several investors in 187 acres near East Lansing that would become Timber Ridge Golf Club, a course that industry magazines rate as five-star.

Carl H. Schwartzkopf’s recent bequest of $1 million to the College of Agriculture and Natural Resources will be split between the Carl H. Schwartzkopf Bailey Scholars Endowment, an endowment to support the Bailey Scholars Program; and the Carl H. Schwartzkopf Turfgrass Lab Fund, an expendable endowment to support the Bailey Scholars Program; and the Carl H. Schwartzkopf Bailey Scholars Endowment, an expendable endowment to support the Bailey Scholars Program.

The service of Spartans across the globe illustrates the breadth and depth of excellence that arises when “can do” citizens embrace education and the possibilities that follow. Experience living proof that Spartans Will through stories told in their own words at spartansagas.msu.edu.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>September 8, 2012</td>
<td>Away Football Tailgate at Central Michigan University</td>
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<tr>
<td>September 29, 2012</td>
<td>President's Brunch</td>
<td>Central Michigan University</td>
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<tr>
<td>October 6, 2012</td>
<td>Minsoo Sohn Concert at Carnegie Hall</td>
<td>New York, NY</td>
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<td>October 10, 2012</td>
<td>Cook Recital Hall</td>
<td>Evanston, IL</td>
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<td>October 11, 2012</td>
<td>MSU/AA Grand Awards Ceremony</td>
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<td>October 12, 2012</td>
<td>MSU Homecoming Parade</td>
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<td>October 13, 2012</td>
<td>Green and White Brunch</td>
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<td>October 20, 2012</td>
<td>Away Football Tailgate at the University of Michigan</td>
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<tr>
<td>October 27, 2012</td>
<td>Away Football Tailgate at the University of Wisconsin-Madison</td>
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<td>November 9-10, 2012</td>
<td>Dedication of the Eli and Edythe Broad Art Museum</td>
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<tr>
<td>November 13, 2012</td>
<td>MSU Men’s Basketball at The Georgia Dome, Atlanta, Georgia</td>
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INNOVATIVE:
Knowledge and discovery are only a part of the picture when it comes to innovation. For success, there must be an innovation management process to turn an invention into a profitable commercial product. MSU ranks third on a global list of top universities for innovation management in an independent study by two Chinese scholars that appeared in the Journal of Product Innovation Management. Published research articles help gauge which universities and researchers most influence product innovation. MSU was the only Big Ten university ranked in the top 10.

UNIQUELY OURS:
MSU debaters Kaavya Ramesh of Alpharetta, Georgia, and Evan Hebert of Bloomfield Hills, Michigan, won the 2012 Freshman-Sophomore Nationals title. Ramesh, a second-year student, majors in international relations, Chinese, and comparative cultures and politics. First-year student Hebert is an international relations major. They were also named one of the top 16 debate teams in the country—the youngest team to receive that honor.

LEADING EMPLOYER:
MSU ranks as the sixth best university to work for in the United States, according to the Business Research Guide, which provides reviews and insight into technologies, products and services, and career and education options. The guide commended the wide range of services offered by the university’s Family Resource Center and MSU’s family-friendly environment. Along with Michigan State, the top 10 list included three Ivy League institutions and Massachusetts Institute of Technology.

Additionally, in a 2010 survey by The Scientist magazine, MSU was ranked 16th among the top places to work in academia. Respondents cited job satisfaction and tenure/promotion opportunities as the university’s greatest strengths.

Spartan Sagas
The service of Spartans across the globe illustrates the breadth and depth of excellence that arises when “can do” citizens embrace education and the possibilities that follow. Experience living proof that Spartans Will through stories told in their own words at spartansagas.msu.edu.
GREEN LETTER DAYS

Landon Luncheon:
A luncheon held at Kellogg Center recognized members of Landon Society, donors who have made a commitment for a future planned gift.

The MSUFCU Study Abroad Luncheon:
MSU leads the nation in undergraduate study abroad participation, thanks in part to the MSU Federal Credit Union Study Abroad Scholarship, which supports more than 140 students each year including the two pictured here with MSUFCU executives (left) and President Lou Anna K. Simon.

Reception in Northern Michigan:
Guests enjoyed an evening with President Lou Anna K. Simon, Athletics Director Mark Hollis and Coach Suzy Merchant.

Online extra:
Go to givingto.msu.edu/eventPhotos.cfm or scan this code with your smart phone to see more photos from these and other recent events.