

PARTNERS

Corporate and Foundation Relations • Michigan State University

INSIDE

| | |
|---|-----|
| J.D. EDWARDS GIFT | 2 |
| MSU CAPITAL CAMPAIGN | 2 |
| MSU GLOBAL ONLINE | 3 |
| FORD THANKED BY MSU AND SCHOLARS | 3 |
| SCIENCE BUILDING UPDATE | 4 |
| SBC FOUNDATION GRANT | 4 |
| PEPSICO/TROPICANA DIVERSITY SCHOLARSHIPS | 5 |
| COLLEGE OF ENGINEERING RECEIVES ELECTRIC CAR | 6-7 |
| RESEARCH FACILITY WILL FOCUS ON AUTOMOTIVE SOLUTIONS | 8-9 |
| MSU'S ON-CAMPUS TRADING LABORATORY | 9 |
| STUDY ABROAD CONFERENCE | 10 |
| MARRIOTT FOUNDATION ENDOWS SCHOLARSHIPS | 10 |
| SMOKING CESSATION STUDY RECEIVES GRANT | 11 |
| BALDWIN FOUNDATION HONORED | 12 |

Kellogg Company gives patents to MSU

The Michigan State University Board of Trustees has accepted two sets of patents from the Kellogg Company. The patents relate to functional foods and to consumer packaging. Kellogg estimates the market value of the total gift to be approximately \$49 million. The value to MSU will be determined by how much interest the technology draws from the private sector.

MSU was selected for the Kellogg donation because of the university's technical expertise in the fields of food science and packaging science, explained Donna Banks, Kellogg Company senior vice president for research, quality and technology. "The intellectual property being donated, while no longer relevant to our core-products strategy, will provide MSU with the opportunity to further develop the technologies."

The Kellogg donation consists of 11 U.S. and a number of international patents and patent applications along with related technical know-how. The patents could generate research funding and royalty revenue for MSU, if the university successfully licenses the patents to companies that are in the business of manufacturing and marketing the patented products.

One set of patents focuses on new methods of processing and using psyllium in functional foods—foods with a demonstrated health benefit—and

bulk laxatives. Psyllium is a plant whose husk contains soluble fiber used in food. This soluble fiber has been shown to lower blood cholesterol levels when included as part of a diet low in saturated fat and cholesterol.

The other set of patents covers a new pour-spout technology for paper-board lined and linerless containers. Containers with the improved pour-spout are easier to open and reclose than are conventional containers.

"We are very grateful to Kellogg Company for this important donation of patent properties," MSU President Peter McPherson said. "In addition to the revenue-generating potential, this donation will allow our students to experience real-world problems in developing and improving these technologies and, thus, enhance their employment prospects."

MSU spends hundreds of millions of dollars on research and holds hundreds of patents, many of which are licensed out each year. Among U.S. universities, MSU ranked seventh nationally in fiscal year 1999—the last year for which comparative figures are available—with royalties of more than \$23.7 million.

MSU's School of Packaging, within the College of Agriculture and Natural Resources, has earned national and international recognition in physical distribution and protective packaging,

continues on page 11

Business school receives gift of software valued at \$4 million

J.D. Edwards & Company, one of the world's leading providers of e-commerce software, has donated its flagship business software product to MSU's Eli Broad College of Business for use in technology-based curriculum. The total market value of the gift is \$4 million, which includes four suites of software, 80 days of training, on-site installation and unlimited, ongoing support services.

"At J.D. Edwards & Company, we believe in supporting programs that foster high-quality information technology education. We know that the Eli Broad College of Business will make great use of our gift for their master's level information technology concentration—providing a real-world enterprise system environment to its students," said Allyson Leszman, university relations client manager at J.D. Edwards. "J.D. Edwards taps successful collegiate IT programs, like those at Michigan State, for highly-skilled and educated recruits."

The OneWorld® software program is one of the leading business software systems on the market today. Introduced in 1996, the software combines a full range of business tracking and planning systems, allowing businesses to

monitor and synchronize office functions. Accounting, manufacturing, distribution and human resources can work simultaneously with functions such as marketing, sales and promotion in one comprehensive system.

Students who learn systems integration, e-commerce, business process re-engineering, global business and change management have a jump in today's hiring market.

The OneWorld® software has initially been incorporated into an Enterprise Information Systems course that is being offered for the first time this term. Students will have access to

both the client-server version of the OneWorld® software through the information technology laboratory, and also the thin-client version of the software via the Internet. The use of the software will be expanded into other courses in subsequent terms.

The J.D. Edwards University Relations Initiative Program promotes this type of gift to strategic universities in order to achieve several benefits. It allows business students to learn firsthand what enterprise and inter-enterprise software is all about, how it works, and why it is changing the face of business. Also, students who learn systems integration, e-commerce, business process re-engineering, global business and change management have a jump in today's hiring market. Lastly, it provides name recognition and loyalty through the use of J.D. Edwards solutions and technology in the classroom setting, and creates a talent pool of college graduates for future J.D. Edwards employment or strategic partners. Michigan State is one of 20 universities in the United States partnering with the J.D. Edwards University Relations Initiative Program. ■

Campaign to celebrate MSU history and future

Michigan State University friends and supporters will gather at the Wharton Center on September 20, 2002 to celebrate the university's unique history and promising future. The event will mark the public announcement of MSU's first capital campaign of the new century.

Planning for the campaign began over two years ago. MSU President Peter McPherson has been meeting with an advisory committee comprised of the provost and 36 MSU benefactors. A key priority identified by the advisors is the need to increase MSU's endowment. "While Michigan State University's endowment has grown significantly over the last twenty years, it still lags behind other Big Ten

universities," said Provost Lou Anna K. Simon. "Endowments will be at the heart of the campaign. They are the key to building long-term academic strength and are a critical element in building and maintaining MSU's areas of distinction in the future."

"Michigan State University has flourished through several periods of intense growth in its history, and today we are in the midst of an exciting period of change," said MSU President Peter McPherson. "The adventure of leading MSU into the 21st century requires not only a clear vision and strong commitment, but it will also require new resources if we are to continue our great university's transformation to an even greater one." ■

MSU Global offers professional development online

Reaching out to individuals, professional organizations, trade associations and other universities in the USA and abroad, Michigan State University is selectively marketing credit and non-credit programs offered on the Internet. MSU Global Online Connection targets working adults, post-baccalaureate professionals, and students at other colleges seeking multidisciplinary certificates and/or advanced degrees in programs available online.

"MSU Global is discerning in its focus and outreach," said Bruce Magid, executive director of the marketing initiative. "We consider market demand and identify Michigan State's existing, high quality academic programs that meet the demand.

We offer a selection of degrees, certificates and courses to universities, organizations and government agencies anywhere in the world."

MSU Global Online Connection works with organizations or corporations to design an e-learning experience to meet the organization's goals. Existing programs can be customized to meet an organization's specific needs for professional development, academic achievement programs or personal enrichment. MSU Global can help a business create resources, such as custom corporate training portals or digital libraries with online features (listservs, e-mail discussion lists, and moderated groups) to facilitate learning and communication.

Courses offered through MSU Global Online Connection are in three thematic areas: Agriculture and Natural Resources (Food Law, Food Safety, Watershed Management); Education (Education Technology, Education Leadership, Youth Development); and Global Business (Global Business Management, Logistics, Hospitality and Tourism, Packaging, Facility Management, Security Management).

These programs are fully developed and immediately accessible. E-learners enrolled in these programs have access to the MSU electronic library (15th largest in the United States) and to specialized online reference resources to support their learning. ■

Ford thanked by MSU and scholars

On October 8, 2001, Michigan State University hosted guests from the Ford Motor Company at a special luncheon at MSU's Kellogg Center. More than 60 students who have benefited from scholarships provided by the Ford Motor Company Fund attended the lunch to add their thanks to those of MSU President Peter McPherson, Provost Lou Anna K. Simon and other university officials.

Following the lunch, the Ford Team (Dave Cospers, Theresa Latimer, Sandra Dimanin, Ron Augustyn, Shawn Snable, Rick Rowe, George Johnson, Carl Johnson and Pete Stickler) toured the university's new Biomedical and Physical Sciences Building, where they visited the building floor to be named in honor of the Ford Motor Company.

Dave Cospers, assistant treasurer for Ford Motor Company, presents a check for \$1,139,500 to MSU President Peter McPherson while student recipients of Ford scholarships look on.

In addition to supporting student scholarships, the Ford Motor Company Fund has been a long-time friend and benefactor of many university programs, with recent pledges of \$2,500,000 each for the Biomedical and Physical Sciences Building and the Automotive Research Experiment Station (ARES). ■



Science building update

The largest academic facility on the Michigan State campus, the Biomedical and Physical Sciences Building, opened this spring. The building dedication took place on April 12.

The new seven-story facility connects by underground tunnels and elevated walkways to the existing Chemistry and Biochemistry buildings. The complex will anchor MSU's "science campus"—teaching and research buildings devoted to the basic sciences, plant and soil sciences, natural resources, engineering, veterinary medicine, National Food Safety and Toxicology Center, Pesticide Research Center, National Superconducting Cyclotron Laboratory and medical schools, all within walking distance of each other.

The total cost of the new facility is \$93 million, with \$69.7 million from

the State of Michigan; \$10 million allocated by the university; and the remaining \$13.3 million being funded through private sources. To date, private donors have given more than \$11.8 million in large and small gifts.

Excellent opportunities remain for donors wishing to make a gift that will associate their name with the dominant scientific research structure on the Michigan State campus. Contact Corporate and Foundation Relations Director Lucille Fallon at (517) 355-8257 to discuss giving options. ■



SBC Foundation grant funds training for disadvantaged adults

As part of a Martin Luther King Jr. Day commemoration on January 18, 2002, SBC Foundation presented a \$75,000 grant to the MSU Department of Telecommunication to provide computer service training to economically disadvantaged adults in the greater Lansing area.

The award supports a partnership between the Department of Telecommunication and Closing the Gap, an independent organization working under the umbrella of the Black Child and Family Institute of Lansing. Faculty and graduate students will provide specialized training to prepare adult students for A+ Core Hardware Service Technician certification. This certification signifies that the holder has the understanding and skills for an entry-level computer service technician position.

"The demand for entry-level computer technicians remains very

strong," said Mark R. Levy, telecommunication department chair.

"SBC Ameritech has a strong history of supporting programs that help bridge the digital divide in Michigan," said Shayla Crockett, external affairs manager for SBC Ameritech Michigan. "We are excited about partnering with Michigan State to bring this innovative program to Michigan residents."

Since its inception, Closing the Gap has provided basic computer hardware and software training to more than 250 unemployed, underemployed, homeless and otherwise disadvantaged adults in the Lansing area. The new grant will allow the most skilled and highly motivated graduates of the basic Closing the Gap program to further develop their technical skills.

Working in the information technology lab at Michigan State University, adult students will be trained to install, configure, upgrade,

trouble-shoot and repair microcomputer systems. Closing the Gap will provide the training associated with computer operating systems software, and MSU will focus on the hardware operating system technology objectives. At the end of the month-long course, students will be prepared for the A+ exam.

The SBC Foundation is the charitable giving arm of SBC Communications, Inc. and its nationwide family of companies. The foundation supports programs that increase access to information technologies, broaden technology training and skills development, and effectively integrate new technologies to enhance education and economic development, especially for underserved populations. SBC has been named among America's Most Generous Companies for two years (2000 and 2001) by *Worth* magazine. ■

PepsiCo/Tropicana diversity scholarships

The PepsiCo Foundation, on behalf of Tropicana Products, Inc., a PepsiCo subsidiary, has given \$500,000 to Michigan State University to fund full tuition scholarships for six minority students over the next five years and to support the Department of Food Science and Human Nutrition, which is jointly administered by the College of Human Ecology and the College of Agriculture and Natural Resources.

The grant, given through the PepsiCo Diversity Initiative, is the largest gift targeted to minority recruitment ever received by the college. The Tropicana Diversity Scholarship will be open to all minorities but focused on African American students.

"MSU and PepsiCo share a commitment to supporting efforts that ensure a diversity of students will have a chance to earn college degrees and provide a strong base of talent to the corporate world," said MSU President Peter McPherson. "One of the five tenets of the MSU Promise is that MSU will be a more diverse and connected community. The Tropicana Diversity Scholarships are a tangible example of the partnerships that put meaning into that promise."

"Minorities are underrepresented in the food sciences," said Albert Bolles, Tropicana's senior vice president of global technology and quality. "I couldn't find a better institution to start out with than Michigan State to create terrific career opportunities for minorities in the area of food science and human nutrition."

The MSU Department of Food Science and Human Nutrition is a nationally and internationally rec-

ognized leader in its field. The program's reputation is reflected in a placement rate approaching 100 percent for both graduate and undergraduate students. Part of the PepsiCo gift will address further development of the department's career center to enrich involvement

active supporter of clinical studies in various educational institutions. A high percentage of its employees are MSU graduates.

"This kind of partnership is critical to our success for the future largely because it is on the campus where the curriculum is developed,

"Minorities are underrepresented in the food sciences. I couldn't find a better institution to start out with than Michigan State to create terrific career opportunities for minorities in the area of food science and human nutrition."

~Albert Bolles, senior vice president of global technology and quality, Tropicana Products, Inc.

with industry at the undergraduate level.

"We have an opportunity with this diversity initiative to recruit the best students and to provide mentoring experiences that will enable them to achieve success in the food industry," said Mark Uebersax, department chairperson. "We fully intend to create an ongoing relationship with Tropicana as part of the career center."

Tropicana is a beverage industry leader in research as well as an

where the spark of innovation is lit," said Lynda Murray-Blair, Tropicana's manager of human resources, research and technology services.

"The PepsiCo Tropicana initiative is wonderful," added Dean Jeffrey Armstrong, MSU College of Agriculture and Natural Resources. "The scholarships, as well as renovation of the career center, and then the wonderful internships at Tropicana, will really help students find their passion." ■

MSU Engineering receives electric car from General Motors

It accelerates from 0 to 60 in less than nine seconds; it established an electric vehicle land-speed record of 183 miles per hour in 1994; it burns no gasoline; it has no grill; and, instead of “starting the engine,” a driver “boots it up.” It is the GM EV1.

On November 14, 2001, General Motors Corporation donated one of its innovative electric vehicles to the Michigan State University College of Engineering. “General Motors selected 21 schools to receive the cars,” said Thomas Wolff, associate dean for undergraduate studies. “We are honored to be one of them along with such great programs as Virginia Tech and Georgia Tech.”

In presenting the EV1 to Michigan State, Kenneth Stewart, GM brand manager for advanced technology vehicles, noted that the car “has a driving range of 55 to 120 miles per charge and is the most energy-efficient automobile on the road.” Compared to a gasoline-powered vehicle that gets 22 miles per gallon at a cost of about 6.82 cents per mile, the energy cost for the EV1 is about 2.6 cents per mile.

Although details of how the car will be used are still being developed, the availability of the EV1 provides opportunities for challenging projects in a variety of engineering courses at MSU.

Engineering students can use the car as a basis for analysis and design. Among other things, classes could study the electrical compo-

nents, the computer systems, the aerodynamics and the materials used. Unique characteristics and specifications of the EV1 provide interesting opportunities for study. For example, the EV1’s exceptionally low drag coefficient would be of great interest for students examining aerodynamics.

A limited number, about 1,000, of the electric cars have been leased by commuters in California from selected Saturn dealers. The Museum of Modern Art in New York acquired a GM EV1 for its design collection. ■

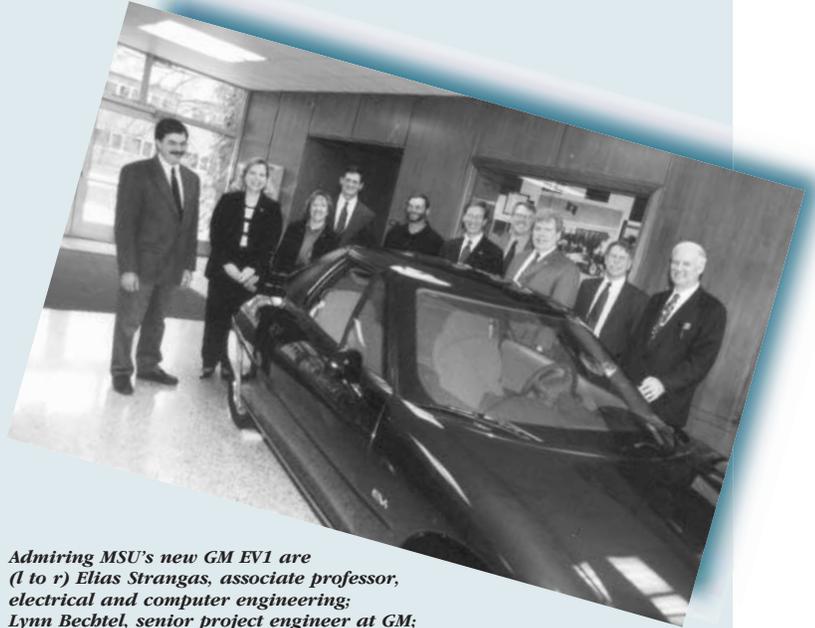


Gerald Elson (left), vice president and general manager of GM Vehicle Operations, hands an empty key chain to Associate Dean Thomas Wolff to signify General Motors gift of an electric vehicle to Michigan State University. The GM EV1 doesn't need a key—the driver uses a computer access code, or PIN, to unlock and start the vehicle.

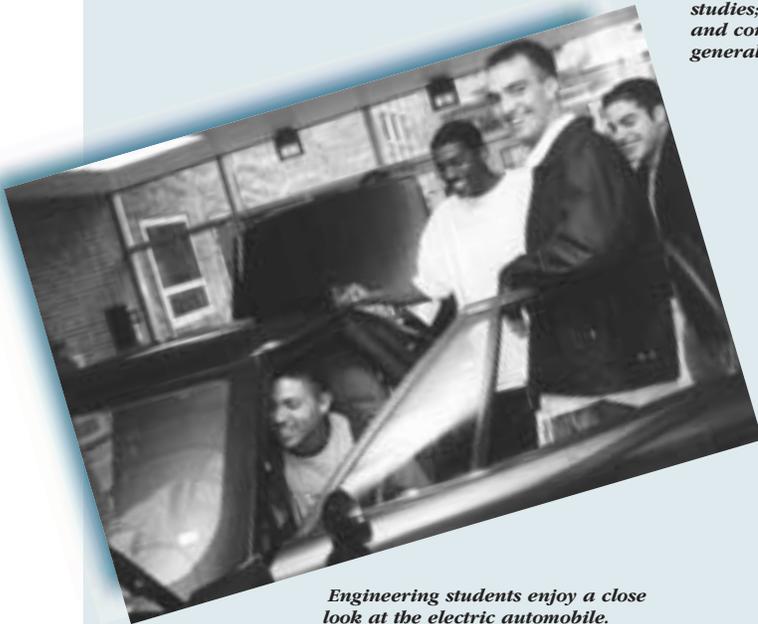
College of Engineering welcomes General Motors' gift of an electric car—the EV1



The EV1 was delivered to Michigan State University on November 14, 2001 in this special truck.



Admiring MSU's new GM EV1 are (l to r) Elias Strangas, associate professor, electrical and computer engineering; Lynn Bechtel, senior project engineer at GM; Jill Banaszynski, GM Advanced Technology Vehicles; Bob Chalou, chemical engineering and materials science specialist; Craig Schneider, GM EV1; Ken Stewart, GM Brand Manager; Timothy Grotjohn, associate professor, electrical and computer engineering; Thomas Wolff, associate dean for undergraduate studies; Erik Goodman, director of CASE and professor, electrical and computer engineering; and Gerald Elson, vice president and general manager of GM Vehicle Operations.



Engineering students enjoy a close look at the electric automobile.



(l to r) Elias Strangas and Erik Goodman of the College of Engineering discuss the unique components under the hood of the GM EV1.

Research facility will focus on automotive solutions

The automobile is at the center of ongoing discussions among national and international decision-makers in government and industry. The paradox, particularly in the United States, is that the concerned citizen who sincerely desires environmental safeguards and conservation of natural resources is also the consumer who wants an affordable, high-performance personal vehicle.

The automobile's status in American life has progressed over the last century from a luxury to a convenience to a necessity. The "family car" of the 1950s and '60s has been replaced by the "two- or three-car family" of today. One in four American jobs is affected by the automotive manufacturing industry.

Auto companies continue to seek engineering solutions to meet market demands for quality products that are cost-effective. The public good requires cars that achieve high mileage, produce low emissions and are very safe, while the cost is driven as low as possible. All of this is to be achieved at a satisfactory profit level.

Because Michigan State University recognizes the importance of meeting these goals and maintaining the economic health of the U.S. auto industry, MSU is establishing the Automotive Research Experiment Station (ARES). ARES will bring together faculty from engineering, chemistry, physics and the biological sciences to create a vibrant scholarly community in a new building on the MSU campus.

Dr. Harold Schock, Director of the Automotive Research Experiment Station, says "Currently, the ARES group is spread over three facilities—Engineering, Engineering Research and the Engine Research Laboratory on Hulett Road. Sharing of expensive lasers, support staff and test facilities is seriously hampered by this dispersion. We expect the synergism promoted by collocating this group,

including the proximity of the new ARES facility to the new Science Building, will result in at least the doubling of our funded research. An expected funded research level for the ARES group of \$5 million or more per year is not unreasonable once the new

"This new research facility will help us to produce even better educated graduates who will become more valuable employees by bringing knowledge of some of the best new technologies to their employers and by being prepared to work in a collaborative environment."

~Dr. Ron Rosenberg

facility is in full operation. This will result in a significant increase in research opportunities for our faculty and students."

The work at ARES will concentrate in four areas: Powertrain; Sensor Technology and Electric Motion

Control; Fluid Mechanics Research; and Multiphysics Computational work. A key feature of the ARES research plan is to capitalize on the synergistic gains made possible by closely coupling our experimental, computational and physical modeling strengths and having the physical resources needed to apply them to very complex engineering systems.

Michigan State University has strong credentials in automotive-related research, education and outreach. Some examples include the MSU Engine Research Laboratory, the National Science Foundation (NSF)/Materials Research Science & Engineering Center for Sensor Materials, ergonomic research on auto cockpit design, a new NSF-supported course on Automotive Sensors and Control, and training programs conducted by the School of Labor and Industrial Relations. More than 50 MSU faculty members are engaged in automotive research and hundreds of MSU graduates are in key positions in the automotive industry.

MSU understands the need to produce engineers who have the best possible academic tools for career success. ARES will offer graduate and undergraduate students real-world experience in automotive research and engineering. Working alongside outstanding researchers and teachers in a state-of-the-art facility, the technical leaders of tomorrow will gain hands-on exposure to the industry's current priorities and future needs.

"MSU engineering graduates long have found favor in the auto industry particularly in the state of Michigan," observed Dr. Ron Rosenberg, Mechanical Engineering Department Chair. "This new research facility will help us to produce even better educated graduates who will become more valuable employees by bringing knowledge of some of the best new technologies to their employers and

by being prepared to work in a collaborative environment.”

The 40,000-square-foot Automotive Research Experiment Station will include engine test cells and chassis dynamometers, a computational laboratory, a powertrain research laboratory and an electric motion control laboratory. The building will cost \$12 million, plus \$1.5 million

for specialized equipment. Already more than \$6 million has been committed to the project, including \$2.5 million from the Ford Motor Company, individual gifts of \$500,000 and \$100,000 from alumni, and \$3 million from the university. An additional \$1 million has been pledged for specialized equipment.

MSU is seeking additional partners to reach our fundraising goal and join us in creating a significant, comprehensive research facility devoted to advancing the state of the art of automotive engineering consistent with industry goals. For information, contact Kris Bradley at 517-355-8339. ■

MSU's on-campus trading laboratory

Students at Michigan State are learning to interpret trading data (financial instruments and securities) in the new Financial Information Technologies Center opened by the Eli Broad College of Business in fall 2001. The center includes a Financial Analysis Laboratory as well as technological infrastructure designed to give users access to financial information feeds in most offices and classrooms in the Broad School complex. The center enables faculty to give students a state-of-the-art education in investments and serves as an integrating force for graduate courses in finance.

The Financial Analysis Laboratory is on the first floor of the Eugene C. Eppley Center, with glass walls so passersby can observe current financial information. The laboratory is equipped with work stations similar to those at most financial institutions and investment banks. Large monitors, visible from the Eppley Center entryway, prominently display financial information and a running ticker. Other television and computer monitors provide financial news feeds.

It is expected that the Financial Analysis Laboratory will eventually become the headquarters for portfolios managed by students under the supervision of finance professors and investment professionals. Students involved in such activities will develop the techniques needed to manage aggressive, well-diversified equity and fixed income portfolios. For students wishing to pursue an investment-oriented career in any industry, the Financial Analysis Laboratory will provide essential hands-on experience. It will assist in developing the expertise needed to weigh risk against potential gain and obtaining experience in portfolio management. For students interested in other careers (finance and non-finance), the Financial Analysis

Laboratory will provide insights into the field of investments and the activity of trading.

The Financial Analysis Laboratory has been made possible by generous support of Michigan State University, corporations such as IBM and EDS, and Broad School alumni and benefactors. ■



Akira Maekawa, M.B.A. student and graduate assistant, is hard at work in the Financial Analysis Laboratory at the Eli Broad College of Business.

MSU hosts study abroad conference

Three hundred leaders from universities, colleges and international education organizations gathered in Washington, D.C. in October 2001 for an in-depth, two-day conference on "Study and Learning Abroad: Quality, Value, Access, Safety."

The conference was organized by Michigan State University and cosponsored by the American Council on Education; American Association of Community Colleges; American Association of State Colleges and Universities; Association of American Universities; Association of International Education Administrators; NAFSA-Association of International Educators; National Association of Independent Colleges and Universities; and the National Association of State Universities and Land-Grant Colleges.

To ensure a broad, global outlook and understanding, corporate CEOs and senior government officials were among the seminar leaders and speakers, as were top officials from universities, colleges and international education organizations. In addition to MSU President Peter McPherson, Provost Lou Anna K. Simon, and International

Studies Dean John Hudzik, other speakers included:

- Patricia de Stacy Harrison, assistant secretary for educational and cultural affairs, U.S. Department of State
- William Kirwan, president, Ohio State University
- Kenneth W. Dam, U.S. deputy secretary of the treasury
- Ingrid Saunders Jones, senior vice president for corporate external affairs, The Coca-Cola Company
- Richard Mainey, director of security, Morgan Stanley Dean Witter & Co.
- Allan Goodman, president and CEO, Institute of International Education
- David Ward, president, American Council on Education
- Peter Kann, chairman of the board and CEO, Dow Jones & Co.

The educators and leaders from business and government addressed such issues as the importance of study abroad to the United States national interest; globalization and trends of international education; health, safety and liability issues; student preparation; and overcoming barriers to study abroad.

In his welcome to conference attendees, MSU President Peter McPherson wrote: "MSU is committed to making high-quality, relatively inexpensive study and learning abroad an integral part of the undergraduate curriculum... We believe it is important to have an ongoing national dialogue among the country's educational, business and governmental leaders concerning the many associated benefits and difficulties. It is my personal hope that this conference will serve to start that dialogue and to build the foundation for its continuation."

For information about giving to MSU Study Abroad, contact Tim Wuchter at (517) 355-8257. ■

Marriott Foundation endows scholarships

The School of Hospitality Business within The Eli Broad College of Business has received \$550,000 in scholarship support from the J. Willard and Alice S. Marriott Foundation. The grant includes an endowment of \$475,000 to assist students pursuing careers in the hospitality industry, plus \$75,000 in expendable funds to allow the program to be launched immediately.

"This scholarship money will enable some remarkable students to study here who might not otherwise have the opportunity," said Ronald F. Cichy, director of The School of Hospitality Business. "Some of the scholarships will sup-

port students attending our six-day, annual Broad Business Summer Camp, which is designed for high school students between their junior and senior years. The camp introduces these students to campus life and gives them the opportunity to attend workshops conducted by top faculty and professional representatives of major companies."

Cichy notes that most of the funds, however, will support traditional tuition needs for college students. "With tuition costs rising everywhere," he said, "we recognize what a burden college education places on the students who can least afford it. We're pleased to be

able to offset some of those costs for tomorrow's leaders in the hospitality field."

Scholarships will be awarded based on financial need, academic interest in hospitality business, and leadership potential. Preference will be given to students who attend Marriott Hospitality Public Charter High School in Washington D.C.—the nation's first four-year high school devoted to preparing students for careers in both the restaurant and hotel industries.

The School of Hospitality Business marked its 75th year in 2001 and offers the nation's leading business-based curriculum in the hospitality industry. ■

The Robert Wood Johnson Foundation supports smoking cessation study

The Robert Wood Johnson Foundation, based in Princeton, New Jersey, has awarded a \$499,990 grant to the Michigan State University College of Human Medicine for a 36-month project to evaluate managed health-plan changes to promote smoking cessation.

William C. Wadland, M.D., M.S., is MSU's principal investigator in the project. Dr. Wadland chairs the MSU Department of Family Practice. In 2001, he received the College of Human Medicine's Outstanding Faculty Award. The research project will review and evaluate health-plan

sponsored changes intended to increase compliance with the smoking cessation guidelines of the Agency for Health Care Research and Quality. Also, Dr. Wadland's team will look at initiatives intended to improve the use of smoking cessation services by participants in the Blue Cross Blue Shield of Michigan managed care plans. The services will be available to all BCBSM members. The objective of the research project is to determine the relative effectiveness and costs of smoking cessation policies.

The grant was awarded through The Robert Wood Johnson

Foundation's Addressing Tobacco in Managed Care program. The Robert Wood Johnson Foundation is the nation's largest philanthropy devoted exclusively to health and health care. It concentrates its grantmaking in four goal areas: to assure that all Americans have access to basic health care at reasonable cost; to improve care and support for people with chronic health conditions; to promote healthy communities and lifestyles; and to reduce the personal, social and economic harm caused by substance abuse — tobacco, alcohol, and illicit drugs. ■

Kellogg Company

continued from page 1

the use of computer applications in design, product/package compatibility and tamper evidence. The Department of Food Science and Human Nutrition, jointly administered by the College of Agriculture and Natural Resources and the College of Human Ecology, includes programs in food science, nutritional sciences and dietetics.

With 2001 sales of nearly \$9 billion, Kellogg Company is the world's

leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, meat alternatives, pie crusts and ice cream cones. Kellogg products are manufactured in 19 countries and marketed in more than 160 countries around the world.

The company's brands include Kellogg's, Keebler, Pop-Tarts, Eggo,

Cheez-It, Nutri-Grain, Rice Krispies, Murray, Austin, Morningstar Farms, Famous Amos, Carr's, Plantation, Ready Crust and Kashi. ■

PARTNERS

MSU PARTNERS
Spring Edition, 2002

Michigan State University
Corporate and Foundation Relations
University Development
Suite 220
4700 South Hagadorn Road
East Lansing, Michigan 48823-5399

Tel: (517) 355-8257
Fax: (517) 432-1129
E-mail: fallon@msu.edu
Website:
<http://www.givingto.msu.edu>

*MSU Partners is a publication of Michigan State University Development,
Office of Corporate and Foundation Relations.*

Peter McPherson
President

Charles H. Webb
Vice President
University Development

Marti Heil
Associate Vice President
University Development

Lucille Fallon
Director
Corporate and Foundation
Relations

Tim Wuchter
Associate Director
Corporate and Foundation
Relations

Alisa Healy, Editor

MSU PARTNERS
University Development
Michigan State University
4700 S. Hagadorn Rd., Ste. 220
East Lansing, MI 48823-5399

First Class
Pre-Sorted
U.S. Postage
PAID
East Lansing, MI
Permit No. 21

MICHIGAN STATE
UNIVERSITY

Baldwin Foundation honored for history of giving

In December, Michigan State University honored the Baldwin Foundation for its longstanding commitment to the MSU Alumni Distinguished Scholars (ADS) program.

Since 1977, the Grand Rapids-based family foundation has been a lead supporter of the ADS program, the most prestigious academic scholarship program offered by MSU. The Baldwin Foundation's support of Michigan State University has exceeded \$450,000 to date.

At an appreciation luncheon held at MSU's new Henry Center for Executive Development on December 5, 2001, Lee Mulnix of the Baldwin Foundation grants committee was presented with an Abbot Society memento in recognition of their support.

"The Baldwin Foundation's support through the years has made a tremendous difference in the University's ability to offer scholarships to outstanding students," said Director of Admissions Gordon Stanley.

Honors College Director Ronald Fisher agreed, "This is an incredible commitment. We greatly appreciate the foundation's enduring support of academic excellence and these outstanding scholarship students." ■



Lee Mulnix (3rd from l) accepts an Abbot Society memento on behalf of the Baldwin Foundation. Presenting the award for MSU are (l to r) Director of Admissions Gordon Stanley, Vice President for University Development Chuck Webb, and Honors College Director Ronald Fisher.