Kellogg Foundation Gives $2.5M for Good Food Initiative

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 ½ 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

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 Moedlyc, 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.

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Michigan State University is an affirmative-action, equal-opportunity employer.
Bruce drew on his MSU education to research and launch 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 could be a perfect setting to offer continuing professional education seminars. While in port, Bruce envisioned that joint seminars with local professionals could be scheduled.

Lee 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 level political news source 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 after graduation,” said Lee.

Lee has made a charitable bequest to 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 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 alumni giving cannot and should not take the place of public support, it can serve an important role in adding to the overall 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.
Hawley Ventures Fund boosted by alumni

Dr. Martin Hawley is the kind of educator who broaches lives. One of his first students, John Ogren (’65, Engineering), is now spearheading an effort to raise $2.5 million to add to the Hawley Ventures Fund. The effort will greatly enhance an endowment that allows Dr. Hawley, chairperson of the Department of Chemical Engineering and Materials Science, to do what he does best, pursue new initiatives to strengthen the department. John and many of his classmates have contributed to help ensure the department remains one of the top programs, and to express appreciation for Dr. Hawley’s commitment to guiding the department during his 50 years at MSU.

“He is a very bright person with broad interests, a very diverse and interesting personality,” John said of his former professor. “He has a very broad range of interests in the chemical engineering and material science fields with an experienced eye for the practical. His tenure as a professor spans the lives of nearly all chemical engineering students that graduated from MSU. He has had a major impact on a lot of Spartans.”

As a high school student, John enjoyed science and math, and zeroed in on chemical engineering after a young couple came to see his father about building a second home on Higgins Lake. “The man was a chemical engineer, so I figured that must be a great way to make a living,” John recalled.

John was in the very first class taught at MSU by Dr. Hawley and never forget the dynamic young professor. The two kept in touch over the years as John ascended other Spartan engineering areas and also hired Dr. Hawley as a consultant for his first employer. John married his wife Chris, while they were MSU students, and together they have provided financial support to the MSU College of Engineering, particularly for the 1997 addition to the Engineering building and ongoing scholarship support to the College of Education.

John started out as a process engineer for Contico in Ponca City, Oklahoma, and moved into management and corporate staff roles to serve vice president, administration. Later, after DuPont acquired Conoco, DuPont tapped him to be president of DuPont Canada and later as executive vice president for DuPont’s human resources.

He finished out his career as president and CEO of Production Operations, an oil well services company in Houston, retiring in 1999.

He is a past recipent of the College of Engineering’s Claud R. Erickson Distinguished Alumni Award and is a Fellow of the American Chemical Society, a Fellow of the American Institute of Chemical Engineers, and Materials Science Red Colar Circle Award.

And yes, he and Chris spent five months of the year enjoying their second home on Higgins Lake. It is a pleasure that also affords John the opportunity to attend the annual engineering golf outing and to serve in many volunteer and advisory capacities to benefit Michigan State and the College of Engineering.

For more information about contributing to the College of Engineering or the Hawley Ventures Fund, contact Director of Development Stephen Bane at (517) 353-6399.

Eicher gift is music to fans of Spartan Marching Band

When the 100-member Spartan Marching Band takes the field next fall ready to thrill 75,000 fans with a one-of-a-kind performance, their signature “all brass and sax” sound will have an electrifying new edge.

With a gift from band parents Edwin (Ed) and Wenda Eicher, MSU recently purchased 62 custom-designed professional trumpets costing Band Director John Maddock a dream for a purvey of sound the likes of which has never been seen at Spartan Stadium.

Always looking for ways to make a great band even greater, Maddock now has music to move from one scene where each section plays on instruments owned by the band. Band alumni are behind the ambitious plan with gifts that outfitted the saxophone and trumpet sections. Expanding the line cleaner sound while enhancing the driving base line, the tuba section not only picked up new instruments but also revved up to 24 in number.

The costly saxophones were cued from around the edges of the band’s budget; two or three at a time, with hopes that trumpets could gradually be provided in similar fashion. “As the parent of three band alumni, with the youngest Peter (06, Arts and Letters) still involved as a color guard director, the Eichers were always thinking about the Marching Band when it comes to supporting our students,” Ed said. “We’ve been pleased to support MSU and we love the experience of being part of MSU.”

Wenda uses up his commission by pointing out that music can always be counted on to lift people up.

The Eichers have always been big fans of the Marching Band. They provided an additional gift to boost the part of the band that gives a visual style uniquely their own. In the off season, the State of Art Warren projection suite was purchased as well as lasers, a component to maintaining and improving their performance year round. In recent years, the group took top honors in Division III and earned a spot in Division II and national title this year in the top category. The Marching Band from the Eichers will allow the college and Warde more time and expanded programming to aid in recruiting promising high school students.

Ed and Wenda, reside in Tucson, Arizona and Pirgon, Michigan where Ed serves as president and CEO of Agri-Vally Communications and Wenda runs a retail design business.

“Eicher’s gift is music to fans of the Spartan Marching Band,” said Brent BeGole, general manager Global Locomotive Operations. “We are looking forward to engaging the next generation of technology leaders in shaping the future of the transportation industry worldwide. GE is committed to address the planet’s most pressing environmental challenges. The residential experience and commerce engineering communities at GE is an ideal partner to advance what we call Ecomagination.”

Generations of green honored with endowment

In 1992, her parents, Bob and John Ogren, established the Ogren Olympic and Conservation Fund, a dedicated Spartan sports fan who claims she woulde wadd Siddickly if MSU played it. To make long for to catch on her trust on her trust. “It wasn’t bad,” he said, “Walking into Spartan Stadium for the first time was my Big Ten game was a memorable experience.”

Whether through birth, marriage or something else, the love of Michigan State pervades the Whit, Thieves family. Their giving ensures their impact will live on for future generations of Spartans.

To explore how you can consider a college or program through a charitable gift bequest as MSU, contact the Office of Gift Planning at (517) 468-1600.

Faculty, staff and retiree giving back tops $10 million

SVC’s staff, faculty and retirees are well known for their commitment to MSU and will enjoy Washington, D.C. during a two-day tour of the nation’s capital.

This generosity is made possible in part by the generosity of the Estate planning fund, a fund that provides tax benefits, as a federal tax deduction can be claimed and a portion of the income can be received tax-free.

Each spring the MSU Annual Fund conducts an All University Campaign that specifically reaches out to the campus community, faculty, staff and retiree giving during the campaign has been on an upswing.

Since 2002, giving during this campaign has tripled from less than $200,000 to nearly $600,000. “That is a tremendous accomplishment, and gives MSU a strong voice in the conversation among the most generous in the nation,” said Kallie Hentzen, director of the Annual Fund.

‘MSU’s faculty, staff and retirees who give back are a model for us to follow in their generosity. They are also knowns for their loyalty, with the majority continuing to give each year.”

For more information on making a gift to the College of Music, contact Assistant Director of Development Jon Barksdale at (517) 353-9872, Jonbarksdale@mso.msu.edu.
Young alumni give back for future Honors College Spartans

David Hill (‘05, Honors College and Business) and Elizabeth “Liz” Kidd-Hill (‘05, 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 to 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 in 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 and interacting with the top minds in Jewish Studies right on campus, MSU 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.

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 Israeli Scholars 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 ’70s 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.

Michael Serling is proud to have played a role in teaching about the modern state of Israel, so much of my blessings are because of the education I received and influences I gained at MSU,” he 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 provides an enriching and welcoming opportunity for Jewish and non-Jewish students to learn about Jewish history, culture, religion and about the State of Israel.”

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

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); Margo (’75, Arts & Letters, Honors); Carole (’79, ’81, Business); Mark (’80, 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.

Loyal Spartan family remembers “Up North” with scholarship
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.