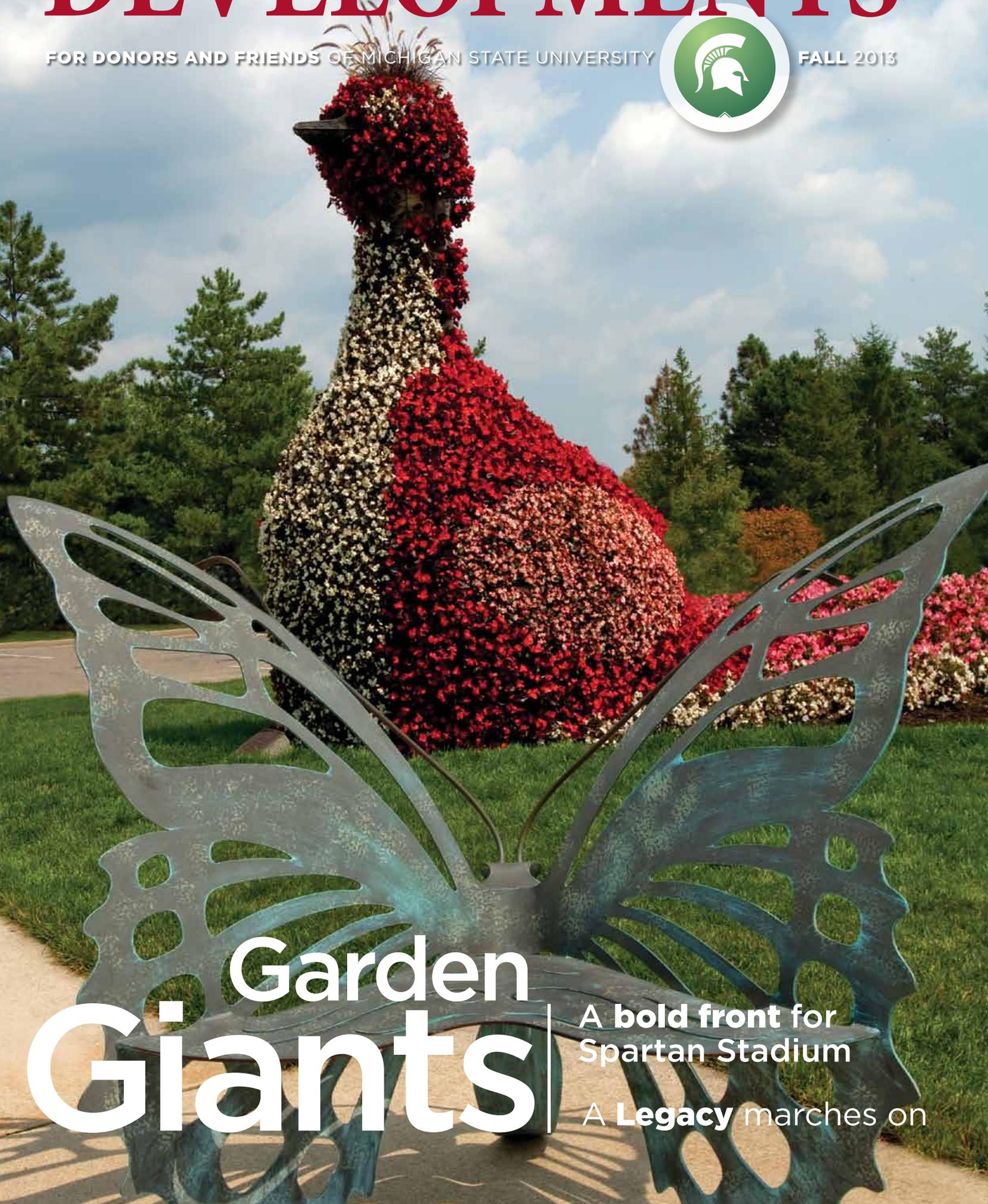


DEVELOPMENTS

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

FALL 2013



Garden Giants

A bold front for
Spartan Stadium

A **Legacy** marches on

MSU's Horticulture Gardens celebrate 20 years of transforming floriculture crops, reshaping the concept of a children's garden, playing a role in groundbreaking teaching and research, and inspiring thousands.



DEVELOPMENTS

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A Legacy marches on**
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Online Extras

The beauty of the MSU Horticulture Gardens are just a click away:
Givingto.msu.edu/gardens

Fall in...catch the sounds of the 2013 Spartan Marching Band:
Givingto.msu.edu/marchingon

10 MSU athletic facilities built through private support:
Givingto.msu.edu/endzone



DEVELOPMENTS

For Donors and Friends of Michigan State University

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

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

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

Estate Planning

To remember MSU in your will or personal trust, contact the Office of Gift Planning at (800) 232-4678 or (517) 884-1000. The correct reference is: Michigan State University, East Lansing, Michigan and the federal tax identification number is 38-6005984. If you have already named MSU in your estate plans, please contact us so we can welcome you to the Linda E. Landon Legacy Society. For more information, go to giftplanning.msu.edu.

Your Gifts In Action

A BOND for students with autism

A seemingly unprecedented program to support MSU students with autism spectrum disorders is expanding thanks to a five-year grant from the Baldwin Foundation.

The foundation has supported a variety of MSU initiatives since 1977. When foundation board member Julie Mulnix Wolf sought to make a contribution on behalf of her grandson who is on the autism spectrum, the Resource Center for Persons with Disabilities came into the equation. Building Opportunities for Networking and Discovery (BOND) helps students with autism pursue opportunities and practice interpersonal skills.

"Inclusive programs sponsored by the RCPD such as BOND made a world of difference to me during my freshman year," one student explained. "It aims to make everyone feel at home in East Lansing, truly proud to be a Spartan."

For more information on making a gift to the RCPD, contact Senior Director of Development Jennifer Bertram at bertram9@msu.edu or call (517) 432-7345.



MSU Law Plaza nods to Detroit

The planned Detroit College of Law Commemorative Plaza will honor the MSU Law College's rich heritage and provide a sense of place for the thousands of alumni who graduated during the college's days in downtown Detroit.

The DCL Plaza, designed to improve the aesthetics of the front of the Law College, will feature a new canopy entrance, much-needed outdoor seating, and a cornerstone and granite seal documenting the Law College's founding as DCL in 1891.

"While our name and location have changed, our alma mater still exists," says Clif Haley, chair of the MSU Law Board of Trustees

and member of the DCL Class of 1961. "Our history on Elizabeth Street and the thousands of students who matriculated through Detroit College of Law make MSU College of Law what it is today. We are proud to honor our great heritage by building the DCL Plaza."

Peter Lucido ('88, Law) made a gift of \$100,000 in support of the DCL Commemorative Plaza and became an ambassador for the plaza effort.

It's time to give back

"DCL was a tough school, but it provided me with the essentials to a successful law career," Lucido says. "For that, I am extremely grateful. I am blessed. I have a wonderful career and family and now, it's time to give back."

For more information on making a gift to the MSU College of Law, contact Director for the Office of Advancement Tina Kashat Casoli at Casoli@law.msu.edu or call (517) 432-6842.

Closer to a Cure

New treatments and battling dangerous infections are the focus of Michigan State University research projects targeting the genetic disorder cystic fibrosis, with support provided through a series of grants from Hunt for a Cure, a Grand Rapids-based advocacy organization.

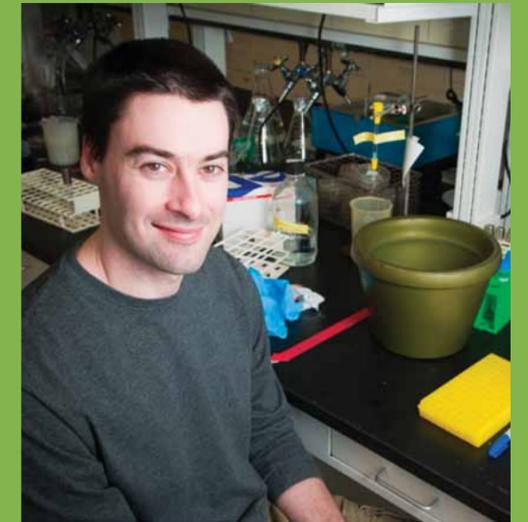
A recent grant of \$110,000 brings the total to \$400,000 in funding from Hunt for a Cure that has been awarded to MSU researchers since 2009. Administered by MSU's Clinical and Translational Sciences Institute, the four studies take differing approaches in the fight against the genetic disease.

Chris Waters, Department of Microbiology and Molecular Genetics, is studying compounds for treating infections in cystic fibrosis patients. The focus is on biofilms, communities of bacteria that are considered the primary barrier to successful treatment with antibiotics of infections in cystic fibrosis patients.

Also from the Department of Microbiology and Molecular Genetics, Martha Mulks and colleagues study the genes of a pathogen called *Burkholderia cenocepacia*, which causes one of the worst lung infections in people with cystic fibrosis. They are looking for new therapeutic options to prevent and treat infection, as well as new prognostic indicators.

"Hunt for a Cure and MSU have already attained great goals and are on the path to making history as they push forward to find a cure or control for cystic fibrosis," says Peter Odland, Hunt for a Cure founder and board member. "There is no need to leave Michigan to find leading-edge researchers when you have universities like MSU right here in the state."

For more information on making a gift to the College of Human Medicine, contact Senior Director of Development Susan Lane at lanes@msu.edu or call (616) 234-2614.



With support from **Hunt for a Cure**, Microbiology and Molecular Genetics faculty member **Chris Waters** heads one of four MSU studies taking differing approaches in the fight against a genetic disease, leading to life-threatening lung infections.



Brandt Chair earns Krieghbaum Under-40 Award

Besley works with the American Association for the Advancement of Science to find ways to help scientists communicate more effectively.

IN AUGUST 2013, THE ELLIS N. BRANDT CHAIR IN PUBLIC RELATIONS, JOHN BESLEY, BECAME THE FIRST MSU FACULTY MEMBER TO EARN THE KRIEGHBAUM UNDER-40 AWARD.

the U.S. Department of Agriculture aimed at understanding how the public thinks about genetically modified food. His research explores the relationships between media use, public engagement, and health and environmental-risk perceptions. One of his current roles includes serving as the primary author on behalf of the National Science Board for a chapter on "Science and Technology: Public Attitudes and Public Understanding" for its 2014 edition of Science and Engineering Indicators.

For more information on making a gift to the College of Communication Arts and Sciences, contact Senior Director of Development Meredith Jagutis at jagutism@msu.edu; 517-432-5672.

The award honors young mass communication faculty who are outstanding in their teaching, research and public service.

The Brandt Chair in the College of Communication Arts and Sciences (CAS) is one of only a few endowed chairs in the world dedicated specifically to the field of public relations, says CAS Dean Pamela Whitten.

The Gerstacker Foundation recently made a \$500K gift to increase support for the Brandt Chair, which they previously funded with a gift of the same size in 2005. The chair is named after Ellis N. Brandt (BA '43 Journalism), a vice president of the foundation and recipient of the college's Outstanding Alumni Award.

Besley works with the American Association for the Advancement of Science to find ways to help scientists communicate more effectively. And he has a grant from



Putting music in the middle

When he walked into the room, every conversation stopped and every sound ceased. He held every eye and every student held still, not wanting to miss a word or waste a moment of time under his direction.

Like many MSU music alumni of her generation, Eileen Houston ('62 and '68, Music), who taught middle school band for 38 years, says her most memorable teacher was the late Leonard Falcone, the legendary director of MSU bands.

"I feel an obligation because I learned so much just from watching and listening to him," she says. "I wouldn't have been able to do what I did with my kids if not for that," she says.

A member of the Robert Shaw Donor Society, Eileen created her first endowment to MSU for classical music at WKAR radio in 2010 and also created one for WKAR TV. She created a third endowment to fund two scholarships for music students with a preference for a trumpet and a trombone player. Last year she started a fourth endowment for music education, tailored to help a student who wants to become a middle school band director.

She has contributed cash gifts to her scholarships so awards could begin immediately.

Matthew Kay, trumpet performance graduate student, is one of the beneficiaries of her generosity. He remembers well the day he learned he had received her scholarship. He had moved his wife and child from New York State and had managed to find a part-time job working for Community Mental Health.

"It was a financially difficult time for me and my family, moving houses and jobs, so when I heard that I had received the scholarship, it was such a huge blessing I could hardly believe it."

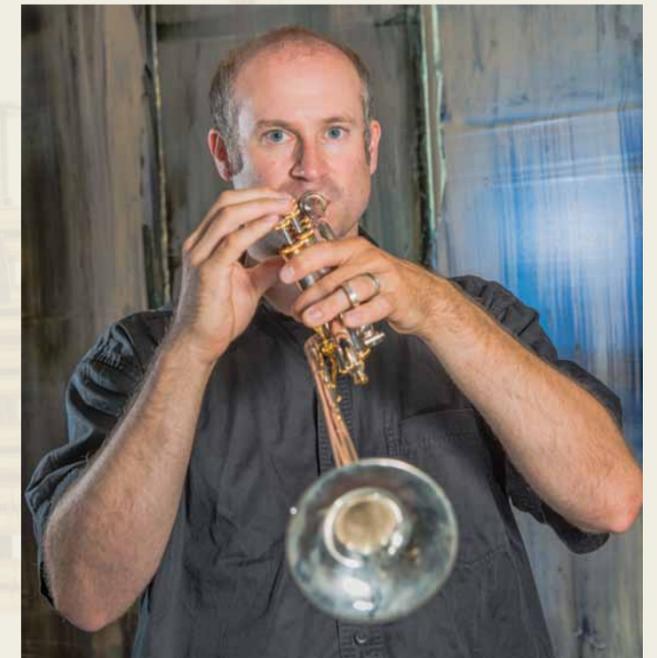
The scholarship enabled the purchase of a piccolo trumpet, essential to his studies and life as a musician. Eileen has also become a friend and never misses Matthew's recitals.

"I am so grateful to Eileen for her generosity," he says. "I hope that one day, I will be able to give back and help aspiring students in a similar way."

Eileen recently committed an additional \$500,000 future gift to her endowed funds through a charitable life insurance policy naming the MSU Foundation as owner and beneficiary. Her future gift will add to her existing endowments but the majority of the future funding will support her latest endowment for music education scholarship.

Eileen knew in high school that she wanted to be a music educator. She also found the love of her life, her late husband Bob, in the Wyandotte High School Band. He played the cornet and she, the trombone.

Bob served four years in the Navy while she went straight to MSU. He followed and they settled into married life in University Village. Bob completed his music degree and she was already teaching.



Matthew Kay, graduate student in music, with his piccolo trumpet, is the grateful recipient of a scholarship created by longtime middle school music educator, Eileen Houston ('62 and '68, Music).

Back in the 1960s, school teachers started at \$4,200 a year. "But gas was 39 cents a gallon," Eileen says. "You could get by and you made it work. I always felt it was the right thing for me."

Bob worked for many years at Marshall Music and taught countless trumpet players in private lessons. The couple also played in the Flint and Lansing Symphonies.

Today, Eileen is retired from Grand Ledge Public Schools but she regularly attends College of Music performances, continues to teach private lessons and makes an effort to get to know the recipients of her scholarships.

She also keeps in touch with many of her former students. One is a church organist and choir director in Albuquerque, New Mexico. Many perform in MSU music ensembles. Several are music educators.

"They're all my kids," she says.

For more information on making a gift to the College of Music, contact Director of Development Rebecca Surian at surian@msu.edu; (517) 353-9872.



Forest Akers Trust: A Legacy Marches On

Two \$1 million grants for
Spartan Marching Band & Bessey Hall



Two million-dollar grants—one to create a safer practice field for the Spartan Marching Band and the second to help renovate one of the busiest buildings on campus—are possible thanks to The Forest H. Akers Trust Fund. The fund was established in the early 1960s by former MSU Trustee Forest Akers to support students of MSU by funding projects with broad appeal to the university community. The new grants bring the Trust's total giving to Michigan State to more than \$10 million.

For years, the 300 students enrolled in MUS 114 (Marching Band) have done most of the work to earn one credit in the College of Music course on the Demonstration Hall Field. From August to the end of football season, the band practices regardless of the weather, even when the field has been churned into muddy ruts or the uneven surface has frozen solid. These conditions impair students' ability to move with precision while reading music and increase the risk of serious injury to feet, ankles and knees.

The lead gift from the Forest Akers Trust allows MSU to build an artificial turf field to offer consistent, safe conditions year-round and replicate the well-tended stadium fields where the band performs. Also, the new field will have bleachers for spectators and a tower for the Spartan Marching Band staff.

In addition, the Forest H. Akers Trust Field will be used as classroom space for kinesiology courses, will serve the broader student body engaged in intramural activities, and will be a prime site for use by the more than 20,000 young people who come to MSU each summer for athletic activities and camps. The new field will be ready for band practice for the 2014 season.

Built in 1961, Ernst Bessey Hall is used daily by more than 30 different departments and 10,000 students. By the time they graduate, most MSU students will have had at least one class in Bessey.

Renovations to the Forest H. Akers Trust Floor (the third floor) will create seven 'active learning environments' and two 'Rooms for Engaged and Active Learning, or REAL Rooms' with capacity for about 560 students in any instructional period.

The new learning spaces will have state-of-the-art technology and flexible furnishings designed specifically to enable lively interaction, enhance learning and increase faculty-student engagement.

Instructional space renovation is a university priority. MSU will match – on a 1:2 basis – gifts to priority instructional areas in order to provide MSU students with the most effective technology and equipment to facilitate learning.



Fall in...Catch the sounds of the
2013 Spartan Marching Band:
Givingto.msu.edu/marchingon

Upward Bound students surrounded Mel and Anna Yokoyama, center, who recently funded two endowments through an IRA rollover gift: one to Animal Science Study Abroad, and the other to Upward Bound



The world at your doorstep

Growing up in Hawaii in the late 1950s, Mel Yokoyama told his future wife Anna, that he hoped to go to Michigan State University someday. He could not have known the impact MSU would have on his life nor the legacy he and Anna would one day create there.

Flash forward to 2013. The Yokoyamas, now retired from long MSU careers—she, as a student affairs professional and he, as an animal science professor—recently utilized the IRA rollover provision, to create two endowments at MSU. The first will help animal science students participate in study abroad and the second will support the Upward Bound program that helps local at-risk high school students achieve their dream of a college education.

Mel and Anna's East Lansing home is peppered with items from traveling that hint at the goals behind their giving: Peruvian cloth, Japanese art, a paper lantern from Myanmar. Mel says a highlight of his career was time spent researching in Mali, Africa, where MSU has a longstanding relationship with the Malian government.

"I was able to get in on that to do research," he says. "It was a real eye opener to work directly with animal scientists there."

Back in East Lansing, he found that many of his students had never traveled much beyond Michigan. MSU, a national leader in study abroad programming, works hard to change that. Mel and Anna wanted to help.

Professor Rich Balander leads the Food, Agriculture and Natural Resource Systems in South Africa and Swaziland Program for MSU. He estimates the cost of the 30-day experience to be around \$9,000. Yet, the benefit in broadening students' perspective and experience is immeasurable.

They see more than 100 different species of animals in their natural state—including elephants, rhinos, leopards and lions. And if that weren't exciting enough, they also see a variety of marine life, even sharks.

Unlike the U.S., where food production facilities cannot accept the liability to allow complete access, in South Africa they get in depth views of commercial farms, processing plants and more. They also see the remnants of apartheid in the poverty of Shanty Towns. "We've taken more than 170 students over the years and virtually every one of them has said it was a life-changing experience," Rich says.

Upward Bound accepts about 25 Lansing-area high school freshmen each year. Part of MSU since 1966, the program has a 90 percent success rate for acceptance to college, says Glenda Hammond, Upward Bound's director. Many become Spartans.

Participating students come to MSU before and after their high school classes and throughout their summers to receive mentoring and counsel. The capstone experience is a senior year trip to Puerto Rico. For many, it is their first time outside the Lansing area, according to Glenda.

Anna has helped chaperone this trip, hearing first hand about the obstacles the students have overcome. She also knows that the students struggle to pay for many of the trip's incidentals—immunizations, passports, fees—that cannot be covered by the program.

Glenda says the endowment, the first for Upward Bound which is largely a federally funded program, is a dream come true.

"It is the epitome of support and belief in what we do," she says. "Mel and Anna have embraced the mission of the program and we are so grateful."

Mel says the opportunities he's had at MSU were the fulfillment of a very long dream.

"It makes you feel good to give back to MSU, because it changes lives," he says.

Anna sums it up with a quote.

"Nelson Mandela said 'education is the most powerful weapon that you can use to change the world' and we hope that our endowments will make a change."

The IRA rollover opportunity:

The American Taxpayer Relief Act of 2012, an incentive allowing U.S. taxpayers to transfer funds from their IRAs directly to Michigan State University without recognizing the distribution as income, has been reinstated through Dec. 31, 2013

This means individuals age 70.5 and older may transfer amounts up to \$100,000 from their traditional IRAs or Roth IRAs directly to qualified charitable organizations such as MSU without claiming the distribution as ordinary income. As in years past, IRA Charitable Rollover gifts may satisfy the owner's required minimum distribution.

Learn more by calling the MSU Office of Gift Planning at (517) 884-1000 or visit the website below.

*Click! givingto.
msu.edu/irarollover*

The art & science of psychology

by Laura Seeley

Lauren Harris, professor of psychology at Michigan State University, is in the living room of his East Lansing home, standing by the piano that he inherited from his mother. On the walls and shelves behind him—and even, temporarily, on the couch—are works of art in a variety of styles, colors, shapes, and sizes, including many by local artists and students.

“I have loved the arts all my life,” says Lauren, who started piano lessons at age seven and played the cello in high school. He credits his parents for his appreciation of the arts; his mother, Belle, was a pianist, and his father, Julius, was a teacher, a lover of writing and literature, and, just to break the stereotype, a multi-talented athlete and coach.

As children, Lauren and his sister, Eleanor, also were lucky to attend public schools at a time when the arts were deemed worthy of support, and to grow up in Chicago, with its great symphony orchestra, architecture, galleries and museums, art festivals and other cultural institutions. Their synagogue also had a renowned music program as well as a celebrated cantor with a voice made for grand opera. “All these were precious gifts, which have enriched my life,” says Lauren.

Knowing that many young people today have not been so fortunate, including many students at MSU, Lauren recently established six endowments at MSU to help support the arts. All are future gifts through his estate plans that he has already begun funding with yearly cash donations that take advantage of the 2011 IRA charitable rollover. Over time, Lauren will grow each endowment with additional gifts.

Two of the endowments, one for the College of Arts and Letters and another for the College of Music, are named after Lauren’s parents and will help fund these colleges’ Visiting Artists programs, which bring musicians, dancers, and other artists to campus for performances, master classes, residencies, and other meetings with students and the community. This fall, the College of Music endowment will support a residency by the prominent concert pianist Russell Sherman. In spring 2012, Lauren sponsored a

residency by dancer and choreographer Billy Bell (through the MSU Residential College in the Arts and Humanities). It included a visit to Lauren’s undergraduate class in developmental psychology where Bell told the students about how he became interested in dance and how much it has meant to him in his life.

Two other endowments will support educational programs—including the arts—for the MSU Hillel Jewish Student Center and the Jewish Studies Program in the College of Arts and Letters. An endowment for the MSU Libraries will include support for the acquisition and display of works of art by MSU students.

The last endowment, in the Department of Psychology, is to help in efforts to bridge what the English scientist and writer C.P. Snow famously called “The Two Cultures,” the gulf between the arts and the sciences. “Some believe they can’t be brought together. Others think they can, and I’m one of them,” Lauren says.

He says this could be accomplished through the joint participation of artists and scientists in lectures, demonstrations, performances and discussions, “in the course of which we can address a variety of questions, some pondered mostly by artists, others by scientists, and still others by both, each in their own way and often with their own insights and answers.”

Lauren continues, “I’ve been to a number of conferences where psychologists and other behavioral scientists present their research on the arts, but I always thought something was missing. I wanted to hear from the artists themselves.”

He hopes that through these meetings and, indeed, through all the endowments, more ways can be found to foster, sustain and deepen interest in and participation in the arts by people of all ages, but especially the young, and “not just through appearances by artists in the usual formal settings where, alas, so many students evidently fear to tread, but through outreach to students in everyday places on campus. The arts are universal: let them ‘break out’ everywhere!”



In order to begin to forge an alliance between the sciences and the arts at MSU, Psychology Professor Lauren Harris recently established six endowments.



A BOLD New Front

Private support kicks off Spartan Stadium's new "Front Porch" Features year-round recruiting center for all sports

Spartan Stadium will have a greater presence on the MSU campus by the fall of 2014 and become an asset for the entire athletics program, thanks to the generosity of donors who have made their gifts through the Spartan Fund.

Construction is already underway for a multi-million dollar upgrade that will transform the North End of the stadium with a striking two-story addition. Much like other improvements to MSU's athletics facilities in recent years, the

project is being funded with private support. A recruitment center is the showpiece of the project and will become the linchpin for all of athletics, available to MSU's entire coaching staff for recruiting student-athletes in every sport throughout the year.



The Next Level



The Recruiting Center, the centerpiece of a new addition to Spartan Stadium, will serve as the hub for recruiting in all of MSU's sports throughout the year. Pictured here are student representatives from each of MSU's athletic teams, demonstrating the fundraising campaign theme: Spartans Will Pursue Excellence.

The addition will also house a media center and event space for campus-wide use, new football locker rooms and team spaces, additional restroom and concession areas for fans, a donor plaza and renovated entry gates.



“The North End Zone expansion will be a tremendous asset to MSU and Spartan Athletics,” says Mark Hollis, athletics director. “We are so grateful for the donors who have stepped up to help make this facility a reality. The new locker room, media center and recruiting room are all difference-makers for our program.”

DONORS MAKING A DIFFERENCE AT MSU

The MSU Board of Trustees approved a resolution that names the northeast wing of the project in recognition of the Demmer family who have donated \$3.5 million for the project. The board also resolved to name the two entrance plazas on the north side of Spartan Stadium in honor of Craig and Vicki Brown, who donated \$2 million to the project. The plazas will be named the Craig and Vicki Brown Family Northeast Plaza and the Craig and Vicki Brown Family Northwest Plaza.

When John Demmer attended Michigan State University in the 1940s, followed by his founding of the highly successful Demmer Corporation in Lansing, no one at the university could have anticipated the dramatic impact the Demmer family would have on campus in the years that followed.

Recently, John joined with his son Ed and daughter-in-law Laura, to support the North End Zone expansion with a gift of \$3.5 million.

“MSU Football is behind the success of all of MSU athletics. It feels great to help Spartan athletics continue to

improve by supporting this important project” John says. “My wife, Marnie, and I met at MSU prior to World War II, and the university has been a very important part of our lives ever since.”

The Demmer family, which also includes son Bill (’70, Engineering) Demmer and his wife Linda, and daughter Marguerite (Peg Demmer) (’73, Education) Breuer and her husband Bradford, is associated with numerous MSU initiatives. Gifts from the entire Demmer family previously created the John and Marnie Demmer Shooting Sports Education and Training Center and the Demmer Family Hall of History in the Skandalaris Football Center. Ed and Laura made an additional significant gift to name the head coach’s office in the football center. In 2011, Demmer Corporation established the John and Marnie Demmer Center for Business Transformation in the Broad College of Business with a gift of \$5 million. Demmer Corp. President Bill Demmer serves on the Advisory Board for the center and remains active in promotion and support for the center’s initiatives and operations. Bill and Linda were also among the first to pledge a significant gift to name a gallery in the Eli and Edythe Broad Art Museum at MSU. The impact of the Demmer family’s collective generosity will be felt on the MSU campus for generations.

“MSU means an awful lot to us,” says Ed. “We are so pleased to play a role in advancing this wonderful institution that has enriched our lives in countless ways over the years. We know that our

support will help ensure that MSU and MSU athletics will continue to grow for future generations.”

For the Browns, Craig (’73, Business) and Vicki (’75, Education), self avowed “sports nuts” and devoted Spartans, the seeds for their decision to support the project started with a proposal on April 19, 1973.

The day was Vicki’s birthday, but it was destined to be a day to remember for a far different reason. Months earlier, Vicki had shyly asked Craig on their first date, with a note left on his desk while he was at class. “We had been friends for a while and it was exciting to think she had some interest,” recalls Craig.

April 19 was a beautiful night and Craig, well smitten by now, parked the car at Spartan stadium and walked Vicki over the bridge and down to the banks of the Red Cedar.

“Right on the banks of the Red Cedar, he got down on his knee,” Vicki says. “I had been wanting Craig to propose to me, but it was a true surprise and a moment we will never forget.”

Craig began his career in accounting and spent 23 years in advertising as a senior executive in New York. During this time Craig helped to shape the future of the global advertising industry by playing a key role in strategizing the first (1985), the largest (1999) and one of the final (2002) advertising agency mega mergers that today dominate the global advertising industry. Craig left the Publicis Groupe in 2003 and became very active in entrepreneurial activities that

involve sports, marketing and technology. He is the president and co-owner of The Greenville Drive, the Class A affiliate of the Boston Red Sox located in Greenville, South Carolina. The Drive play their home games at Fluor Field which Craig and his partners built in 2006 which is a replica stadium of fabled Fenway Park in Boston.

Over the years, Craig and Vicki have been steadfast in their support of MSU athletics and the Eli Broad College of Business. Additionally, Craig serves on the Athletic Director’s Advisory Council, is the former chairman of the MSU Foundation and is the current chair of Spartan Innovations—an entity launched in 2012 to help with the commercialization of MSU intellectual property.

In the fall of 2011, the Browns joined a Spartan Fund tour for the debut game of MSU vs. Nebraska, as Nebraska entered the Big Ten Conference. As part of the trip they toured many of the Nebraska sports facilities, which are some of the best nationwide.

Early in 2012 Craig and Vicki successfully bid on an MSU football weekend offered by the MSU Alumni Club in Naples, Florida. The weekend included dinner with the team on Friday and a walk through at Spartan Stadium.

“When I saw the locker room, I was very surprised in a negative way” says Vicki. “It was very clear that the locker room was not close to being equal to the standards of our program nor was in keeping with the image that is so important for us to project to the many student athletes, the news media and other visitors who would come to see it. After our trip to Nebraska and this experience, I said I would like us to get involved if an opportunity to improve Spartan stadium presented itself.”

Craig adds: “In keeping with being a world class university it is important to be competitive across all aspects of our athletics program in the same way that we have to be competitive with our research facilities and initiatives. The North End Zone expansion is synergistic with the improvements made several years ago to the suite area of the stadium and will greatly assist in raising our facilities standard across the entire university.”



Top right: Ed and Laura Demmer

Below left: Craig and Vicki Brown

FUNDRAISING CONTINUES

The Demmers and the Browns join many other donors in financial support for the program, including Earvin “Magic” and Earleatha Johnson, Bob (’74, Business) and Julie Skandalaris, Mark (’85, Communication Arts and Sciences) and Nancy Hollis (’86, Business), Tom (’01, Education) and Lupe Izzo, Ben (’69, Engineering) and Barbara (’69, Natural Science) Maibach, John (’77, Social Science) and Mary Rayis, Pete (’88, Communication Arts and Sciences) and Ann (’87, Communication Arts and Sciences) Eardley, Kellie (’76 and ’81, Education) and Marilyn (’75 and ’81, Social Science) Dean, and Steve (’71, Business) and Brenda (’71, Social Science) Ramsby.

More than \$15 million has been raised for the project, but attractive naming opportunities still exist including for the home and away team locker rooms, as well as a locker campaign for gifts of \$50,000 and inclusion in a central donor exhibit for gifts of \$100,000.

A SPARTAN POINT OF PRIDE

Kristen Kelsay, (’13, Social Science) a proud member of the MSU Women’s Volleyball Team, says whenever people ask her why she came to Michigan State, the first thing she talks about is the people.

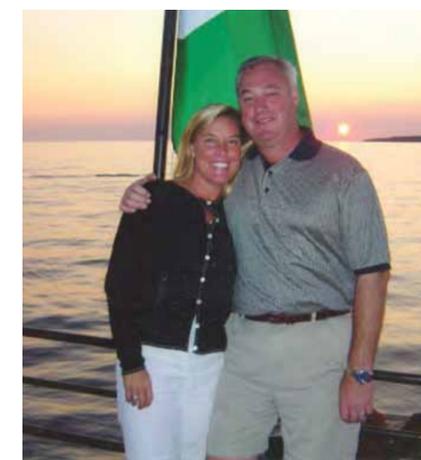
“From the first time I visited MSU, I’ve always felt that people sincerely wanted to help me not just academically and athletically, but to become the person I am.”

She is excited about the impact the recruiting center will have on not only volleyball but all sports.

“Quality facilities change the way that fans appreciate our teams and the team feels supported,” Kristen says. “I am so appreciative of donors to this project. It will provide the opportunity for all teams to increase our success here at MSU.”

Greg Wolfe, (’13, Business) who plays on the MSU Hockey Team, says knowing that there are donors has a tremendously motivating effect not only for him now as a student and a student-athlete, but also for his future.

“I love it here and I know that people work really hard for us. When I leave, I want to be able to give back too because I know that I wouldn’t have been able to be successful as a student or a student-athlete without support.”



He believes the expansion will be an important showpiece for all of athletics. “It shows how everyone is committed to moving forward and it will communicate where MSU is headed,” he says.

If there is one person who knows MSU’s athletic facilities inside and out, it’s former Sparty mascot, Ty Richards (’13, Education). Ty, who is now a first year graduate student in Sports Administration working with Athletics Event Management & Facilities, sees the expansion as a boon for all Spartans.

“Whether you are an athlete, a student, a campus visitor or a ten-year-old kid, you are awed by Spartan Stadium,” Ty says. “And that is without the expansion. With it, everyone will see that through the generosity of our alumni, MSU is still pushing the boundaries in a big way.”

A history of giving:

The role of private support for athletics facilities is a growing part of MSU’s formula for success. Recent facilities built with private support include: the Clara Bell Smith Student-Athlete Academic Center (1998), the Alfred Berkowitz Basketball Complex (2001), the Rearick Golf Facility (2004), the Skandalaris Football Center (2008), the Demmer Family Hall of History (2008) in the Skandalaris Center, Perles Plaza (2008) outside the Duffy Daugherty Football Building, the DeMartin Soccer Complex (2008), McLane Baseball Stadium (2009) and the Secchia Stadium for softball (2011). Pentecost Plaza (2012) also marks the entrance of Old College Field.

Learn more about how these facilities came to be, and how, collectively, they make MSU’s athletic facilities some of the best in the nation at Givingto.msu.edu/endzone

Garden Giants:

Gifts of beauty & purpose

Donors helped build MSU's 14-acre Horticultural Gardens 20 years ago, with lasting impact. To this day, there is nothing quite like these gardens that have helped to make Michigan the third-largest state for floriculture crops, transformed the concept of a public children's garden across the world, supported groundbreaking teaching and research, and delighted and inspired countless visitors.

Fundraising began in 1987, and, with the dedication of many, \$3 million had been raised by the time the gardens were dedicated in 1993.

"The number of donors who came to the rescue made all the difference. We are here because of their generosity and vision," says Professor and Horticulture Gardens Director Art Cameron.

The gardens are widely considered to be one of the top university horticulture gardens in the country. In their scope and size, they stand alone in being centrally located on a campus.

The Kathleen and Milton Muelder Japanese Garden is one of the many wonders in the seven-acre Clarence E. Lewis Landscape Arboretum, that is part of the MSU Horticulture Gardens.

A new way to share plants with children



While the Horticultural Gardens were a massive undertaking on their own, former horticulture faculty member Jane Taylor came up with the idea for a children's garden and independently raised an additional \$2.5 million for the project. The effort helped revolutionize the look, shape and scope of public children's gardens across the U.S. and beyond. Before MSU's children's garden, a typical children's garden was designed for children to look but not touch. Jane wanted to turn that upside down.

With her MSU colleagues and just a half-acre of space, she created 56 theme gardens around the things kids know and love such as Peter Rabbit, rainbows and pizza. The result is dozens of outlets for imaginative play and hands-on exploration.

"The 4-H Children's Garden was the first of its kind and is still the model on which others are built," says Art.

Opening flower growing for Michigan

Former Horticulture Professor Will Carlson, who died in 2010, was the champion behind the gardens and the founding curator, first envisioning the gardens in the early 1980s. He believed that the gardens could play an important role in the bedding (flowering annuals from seed) and landscape industry through the testing of new species and products before they went into the market.

Michigan is the third-largest state for floriculture crops, after California and Florida. While those two large sunny states have natural climatic advantages, cold, cloudy Michigan would have seemed unlikely to emerge as third.

As an ambitious new floriculture Extension agent at MSU in the 1960s, Will began urging vegetable growers, who were losing business to farmers in the South and West, to start producing bedding plants, says GreenhouseGrower.com in a tribute to Dr. Carlson.

While most university floriculture programs were focused on fresh cut flowers, blooming potted plants and potted foliage, Will believed bedding plants had the potential to be the next big wave in horticulture. He was right. And the gardens were one of the many ways he continued to influence the bedding plant industry in Michigan and beyond.

"Will was the heart and soul of the formation of the gardens," says Art. "Without his drive to create a world-class garden here on campus, it wouldn't have happened."

The floral peacock, depicted on the cover of this issue, a mainstay in the gardens, is affectionately named "Will" in his honor.

The 4-H Children's Garden stands as the model for what a children's garden can be.



The beauty of the gardens is just a click away:
Givingto.msu.edu/gardens



Hands-on learning, research and inspiration

For MSU junior Michael McCallum, the gardens helped determine a career direction. About 18 months into a journalism degree, Michael found himself dreading his writing assignments and, increasingly, finding consolation in spending time at the gardens.

“One day it dawned on me that plants were what I really loved,” he says.

He changed his major to horticulture and now has his eye on becoming a vineyard manager, and eventually an owner.

Of course the gardens offer an array of plant and soil science resources for MSU students to see first hand many of the concepts they are exploring in their courses.

“For putting into practice what you learn, nothing can replace these gardens,” Michael says.

The gardens also play a role in the larger research mission of the university. Many federal grants require an outreach and education component. The gardens can make the difference in securing funding as MSU scientists have the opportunity to partner with the gardens—and their thousands of visitors—to learn how to make scientific information more accessible.

Today, more than 100,000 people visit the MSU Horticulture Gardens on an annual basis, including horticulture industry leaders and home gardeners, school children and college students, wedding guests and birthday party attendees, and all those looking for a beautiful respite.

For more information on making a gift to the Horticultural Gardens, contact Assistant Director of Development Amy Britton at britto35@msu.edu; 517-353-4749.



MSU Junior Michael McCallum so enjoyed the garden's beauty he changed his major to horticulture and spent his summer working in the gardens.



The Judy DeLapa Perennial Garden

As she approached a certain birthday twenty years ago, Judy DeLapa ('59, '85, Home Economics, Education and Family Studies) gave her husband Jim DeLapa ('58, Business) strict instructions: no big party—a quiet family dinner will be just fine, thank you.

When her son, Jim and his wife, Kim, who live in San Diego and never, EVER visit in the winter time showed up on their snowy doorstep for her February birthday, she knew something was up. The rest of the family was already in the kitchen preparing dinner. Toward the end of dinner, son, Jim, began talking about her lifetime love of flowers.

The next thing she expected to see was flowers; not a large architectural drawing—the landscape plans for the Judith A. DeLapa Perennial Garden in the MSU Horticulture Gardens. For months, without Judy's knowledge, Jim Sr., son Tony & his wife, Linda, Jim II and Kim, son John and daughter Gina had planned and supported this gift of a lifetime for Judy. Among this happy family are six graduates of MSU and more recently their grandson, Justin.

“Jim and I had talked about doing something for MSU in our lifetime,” Judy says. “I wanted it to be something that people from all walks of life could enjoy. Truly, the family could not have selected a more lovely or fitting tribute.”

Judy and Jim also provide scholarships for MSU students through the Resource Center for Students with Disabilities. To date, 60 students have directly benefitted from their generosity. In 2013 Judy was awarded the first annual MSU Spirit of Ability Award by RCPD.

Within a few years of graduating from MSU, Judy and Jim combined their knowledge of food preparation and production and opened a take-out pizzeria in a converted garage with an initial investment of \$2,000.

Thirteen years later after expanding into the frozen pizza business and with nearly 300 employees and sales distribution in 18 states, General Mills acquired their business.

Judy, who works as an executive coach, and Jim, retired General Mills executive, travel from their Grand Rapids home to visit the gardens regularly.

When Judy sees the plaque with her name, she says:

“The Judith A. DeLapa Perennial Garden serves as a reminder of my life's purpose: to help others maximize their abilities and show them how to open doors of opportunity in their work and in their lives. The garden is a living tribute to who I am and I shall always be grateful to my family for honoring me in this way.”

Pictured above: Judy DeLapa in the Judith A. DeLapa Perennial Garden on campus.



Helping African Nations Improve Sustainable Farming Methods

Michigan State University researchers will use a \$7.8 million grant from the Bill & Melinda Gates Foundation to help eight African nations improve their sustainable farming methods.

The grant, from the Gates Foundation Global Development Program, will be used to help guide policymaking efforts to intensify farming methods that meet agricultural needs while improving environmental quality in Kenya, Malawi, Mali, Nigeria, Burkina Faso, Zambia, Ethiopia and Tanzania.

Programs like this are paramount to Africa, as demonstrated by more than \$2.5 billion in annual spending by African governments on agricultural intensification, said Thomas Jayne, project co-director and MSU

agricultural, food and resource economics faculty member. "All of the partners have made a long-term commitment to help this region's programs reach their full potential," he says. "MSU has longstanding expertise in this field, and our commitment to institution building was a major reason as to why the Gates Foundation put its trust in MSU for this grant."

During the next four years, the MSU team will work with 10 African universities, institutes and government ministries to promote effective government strategies that help African farmers become more productive and food secure.

The team also will build the capacity of national policy institutes to guide and support agriculture ministries and eventually accept and manage international grants.

Along with the international partnerships, Jayne will collaborate with fellow MSU researchers from the agricultural, food and resource economics department, including Melinda Heisey, Lenisa Liverpool-Tasie, Niama Dembele, Isaac Minde, David Mather and Duncan Boughton. Together, the team will focus

on three key crops – maize, sorghum and rice – and seek to improve seed development, fertilization and crop rotation to increase yields in a sustainable manner.

The grant builds upon MSU's longstanding commitment to this region and stands as a tribute to the legacy of the MSU researchers who pioneered efforts such as these, Jayne adds. In 2008, MSU used a \$4 million Gates Foundation grant to analyze the region's agricultural marketing and trade systems to provide guidance to

governments in the region on strategies to raise agricultural productivity and create more efficient, sustainable markets for small farmers.

"By guiding investments and developing policies, we're hoping to create benefits that go beyond the direct recipients," Jayne says. "The ripple effect could provide insights that feed more broadly into improving the policy processes in other countries in the region."

During the next four years, the MSU team will work with 10 African universities, institutes and government ministries to promote effective government strategies that help African farmers become more productive and food secure.



YOU ARE THE ONE



Your Gifts in Action: She Gained Critical Job Experience

Sixth grader Brendon says he is super proud of his mom, Ashley Chilton. It is easy to see why. She's a recent zoology graduate and fully committed to her career thanks to a unique experience she had.

While interning at the Binder Park Zoo in Battle Creek, Michigan, Ashley had a chance to go to Bronson Hospital to share animals with a little boy with Leukemia. "We brought magic that day," she says. "It was in this moment that I realized I was doing exactly what I needed to be doing."

As a single mom, Ashley was only able to accept her internship position thanks to a new Career Services Internship Opportunity Endowment, made possible in part because of the support of the MSU Federal Credit Union and thousands of Annual Fund donors.

"I'd like to think I had an impact on the little boy fighting cancer," she says. "I know it made a difference to my son to be able to spend some quality time with his mom. Your generosity has made a difference in my life and my continuing education at MSU, and, in turn has had an impact on others as well."

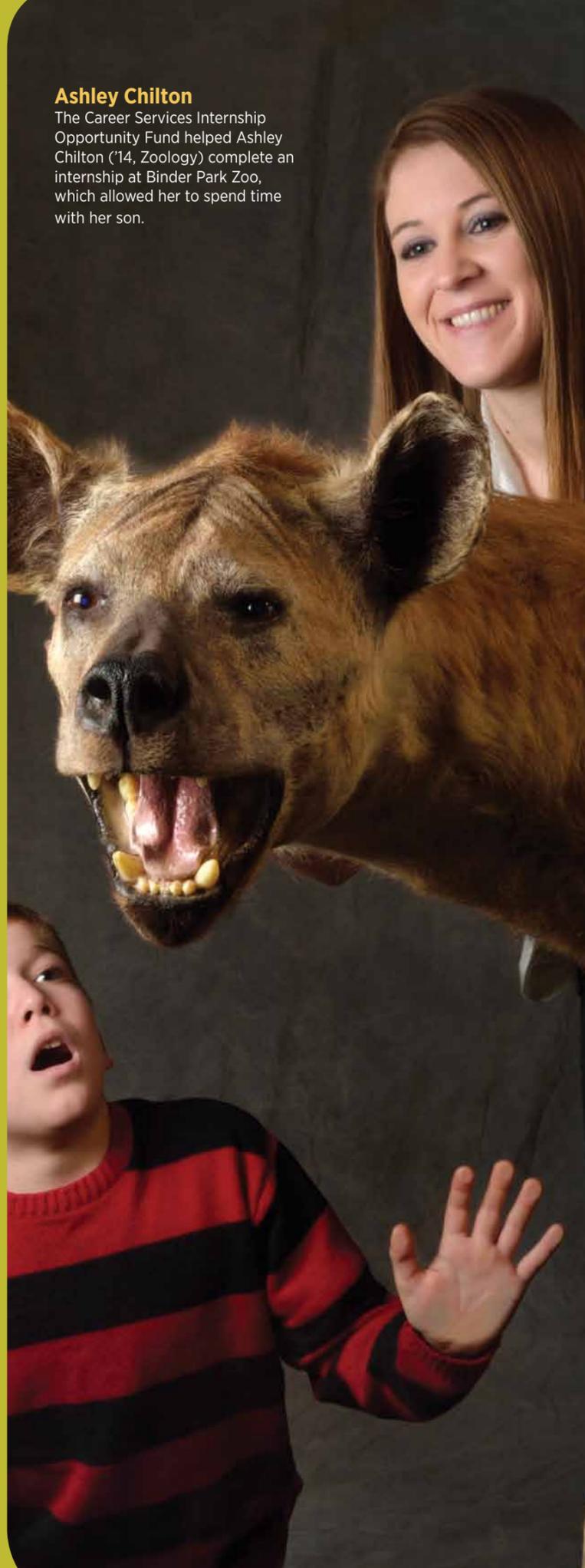
Stipends of \$1,000 are awarded to students to help them cover living and travel expenses while at their unpaid internship. The work experience gained through internships is critical for student's future employment, but many organizations cannot provide paid internships forcing students of limited means to turn down great opportunities.

Your Annual Fund gifts for the Career Services Internship Opportunity Endowment make a difference for students like Ashley.

3,452 donors gave \$36,268 to the Career Services and Placement Center & the Career Services Internship Opportunity Fund from Annual Fund fundraising efforts in 2011 and 2012.

Ashley Chilton

The Career Services Internship Opportunity Fund helped Ashley Chilton ('14, Zoology) complete an internship at Binder Park Zoo, which allowed her to spend time with her son.



Now You Know!

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

CONTRIBUTING TO PUBLIC GOOD

MSU's contribution to the public good was recognized by *Washington Monthly*, which ranked MSU 34th among 281 research universities on its 2012 list. Schools were rated based on their contribution to the public good in three broad categories: social mobility, including recruiting and graduating low-income students; research, including producing cutting-edge scholarship and PhD recipients; and service, including student participation in community service.

SOLID IN REPUTATION

MSU ranks in the top 100 on the Top Universities by Reputation 2013 list published by *Times Higher Education*. The list—which looks solely at the reputations of institutions for teaching and research—is based on responses to an invitation-only survey from nearly 17,000 academics at institutions in 144 countries worldwide.

AT THE TOP WITH FULBRIGHTS

With 17 Fulbright students in 2012–13, MSU ranks 14th among all research universities nationally and 7th among public institutions, according to the *Chronicle of Higher Education*.

Upcoming Events

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

Green and White Evenings:

October 22, 2013, Minneapolis, Minnesota
November 7, 2013, Washington, D.C.
November 13, 2013, Phoenix, Arizona
November 14, 2013, Denver, Colorado

MSU Men's Basketball at the Barclays Center

November 22-23, 2013, Brooklyn, NY

MSU Wind Symphony at Carnegie Hall

February 22, 2014, New York, NY

Winter University

March 9, 2014, Naples, Florida

President's Basketball Reception

January 11, 2014

Developments

University Advancement
University Development
Spartan Way
535 Chestnut Road, Room 300
East Lansing, MI 48824

Non-Profit Org.
U.S. Postage
PAID
E. Lansing, MI
Permit #21

BIG RIDE FOR SKIN CANCER

Gran Fondo 2013: The inaugural MSU Gran Fondo (Italian for “big ride”) featured 80 miles of beautiful cycling routes along Lake Michigan. More than 1,500 cyclists raised \$138,000 to support innovative skin cancer research for MSU’s College of Human Medicine in the Nicholas V. Perricone Division of Dermatology. The event was made possible thanks to a dedicated group of volunteers and presenting sponsor, Huntington Bank.

