

FOR DONORS AND FRIENDS OF MICHIGAN STATE UNIVERSITY

FALL 2018

# DEVELOPMENTS



When it's  
**MORE** than a  
**SCHOLARSHIP**

## OUR PILLARS RUNNETH OVER

The official close of the Empower Extraordinary campaign on December 31, 2018, will also mark an important milestone for Benefactors Plaza. Once qualifying gifts are added as a completion to the campaign, there will be no further additions to listings on the existing pillars—because the roster of MSU's most generous donors has outgrown the space we currently have to recognize them. It's a good problem to have, and we are grateful.



# 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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### ON THE COVER:

Some of the 21 Gupta Values Scholarship recipients (clockwise from top right): James Madison Freshman Jake Pappas, Public Policy Senior Tristyn Walton, Supply Chain Management Junior Megan Reimel, Lyman Briggs Sophomore Meg Jones, Journalism Sophomore Rachel Hitchcock, and Forestry and Food Science Junior Mia White (center). See pages 4-5.

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*The generosity of thousands of alumni and friends empowers MSU's students, faculty, and leaders to accomplish the extraordinary every day.*

#### Ways to Support Michigan State

##### Online Giving

You may make a gift securely online using your credit card. Visit [givingto.msu.edu](http://givingto.msu.edu).

#### Cash, Stock, Real Estate, and Other Gifts

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

#### Estate Planning

To remember MSU in your will, personal trust, qualified retirement plan, or IRA, 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](http://giftplanning.msu.edu).

Learn more at [givingto.msu.edu](http://givingto.msu.edu)

# new DEVELOPMENTS

## THE FIELD FOR DREAMS

It is 10:30 p.m. on a warm Monday night in mid-October, and the Forest Akers Trust Practice Complex on the northwest corner of Shaw Lane and Red Cedar Road has been humming with activity all day.

The field wears a lot of hats. By day, it is a classroom space for kinesiology courses. From August through the end of football season, it is headquarters for the Spartan Marching Band's afternoon practices. And in the evening, the field is the crème-de-la-crème of Intramural Sports venues.

It has bleachers. Bright lights. And an artificial turf surface that won't cause shin-splints or turn to mud when it's damp—ideal for the estimated 10,000+ people who use the field annually.

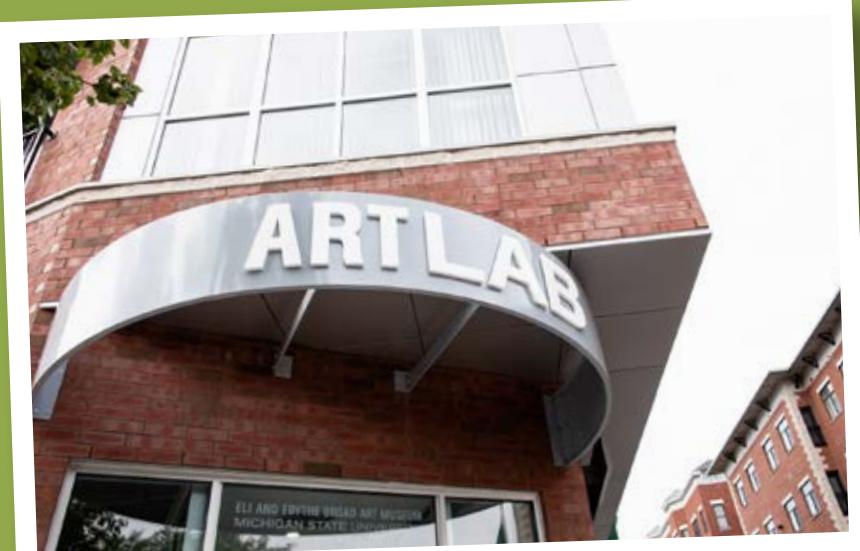
They aren't just the 300 members of the band and the nearly 6,000 students who play on intramural and club sports teams that require use of a field. Several Spartan Athletics teams conduct workouts there, thousands of children participate in summer sports camp activities, and hundreds of students enroll in kinesiology classes that require athletic field space each year.

The field was made possible thanks to a \$1 million gift from the Forest H. Akers Trust in 2014, followed by a gift from longtime College of Music supporters Ed and Wanda Eichler to fund the tower that gives band staff a bird's-eye view of rehearsals.



## BROAD MSU ADDITION

The Eli and Edythe Broad Art Museum at MSU has broken outside the confines of the museum walls. The new Broad Art Lab is located directly across the street from the museum at 565 E. Grand River and offers unprecedented access to the MSU Broad's growing collection of nearly 8,000 objects. Open afternoons Tuesday-Sunday, the lab houses exhibitions, workshops, events, and social gatherings designed for individual and collective interactions with art and culture. This public-friendly extension of the MSU Broad was made possible in part through a generous gift from the MSU Federal Credit Union.



New Broad Art Lab on Grand River Avenue.

## NEW ADVANCEMENT LEADERSHIP

After 10 years at the helm of University Advancement, and the conclusion of the smashingly successful \$1.75 billion *Empower Extraordinary* capital campaign, Bob Groves has officially stepped down from his role as vice president.

Groves was the consummate fundraising professional, with nearly 40 years planning and driving campaigns at major public research universities—Penn State and Ohio State, to name a couple—but has decided it is time for a new adventure. Well deserved.

He leaves University Advancement in the capable hands of a new vice president, Marti Heil, an MSU alumna who spent the first 30 years of her career working in advancement at MSU, including a year as interim vice president of University Development.

She also previously served as senior vice president for Development at the Indiana University Foundation from 2009 to 2013, and then spent the next four years as vice president for Development and Alumni Relations at Virginia Commonwealth University before retiring in 2017.

Her familiarity with Spartan fundraising made Heil a natural choice to fill the position, and she is looking forward to getting reacquainted.

"I'm ecstatic to be returning to Michigan State," she says. "The university is completing a very successful capital campaign, which is fantastic. But there is more work to be done, and I am ready to roll up my sleeves and jump right in. I'm excited to be working again with MSU alumni, donors, and staff."



Marti Heil

## MSU RECOGNIZED AS TOP-PERFORMING FUNDRAISING PROGRAM IN HIGHER EDUCATION

Michigan State has received two 2018 Educational Fundraising Awards—one for Overall Performance and one for Overall Improvement—from the Council for Advancement and Support of Education (CASE), which recognizes educational fundraising programs in U.S. institutions.

For overall performance, Michigan State was one of just four universities to be recognized within its classification of large public research/doctoral institutions with endowments valued at over \$350 million. MSU was the only institution in the classification to also receive an award for overall improvement.

"This recognition by a national organization reflects the support of the entire Spartan community," says MSU Interim President John Engler. "These awards are a tribute to our donors, who are incredibly passionate about providing opportunity for our students and expanding the good work of Michigan State."

The CASE fundraising honorees were selected based on a judging panel's blind analysis of three years of fundraising data submitted through the annual Voluntary Support of Education Survey. Judges select winners based on a multitude of factors, including the pattern of growth in total support, an evaluation of what contributed to fundraising success, the impact of the 12 largest gifts, the total support in relation to the alumni base and the type of institution.



Bob Groves

"Being recognized by CASE on merit is very rewarding and an affirmation of the great work being done to advance the mission of Michigan State," says former Vice President for Advancement Bob Groves, who left MSU earlier this month after serving for the past 10 years at the helm of MSU's alumni relations and fundraising programs. "We are proud to be recognized as a leading program by our peers."

# When it's MORE than a Scholarship

## Gupta Scholarship enshrines the value of values.

by Devon Barrett

- There is no question that all scholarships are good, though if you ask any of the 21 members of this year's cohort of Gupta Values Scholars, they will agree that their scholarship feels particularly special.

It feels special because its benefactors—alumnus Shashikant (Shashi) Gupta and his wife Margaret—have made it so.

"One of the best things you can give is an education," says Margaret Gupta. "Giving scholarships to students so they can earn their college degree is something very near and dear to our hearts."

But the Guptas have always done things a little differently. So, naturally, they didn't want to just give financial support.



The Guptas' ability to be philanthropic stems from the success of the company they built—and currently run as CEO and COO—together. Their company was built on a foundation of three core values that were important to them: integrity, human dignity, and excellence. They wanted to conduct a social experiment—could a company founded on these values and for which profits were a by-product and not the primary purpose thrive in today's world? The experiment succeeded. Their employees feel valued, value each other, and passionately produce excellent work.

So they created their scholarship as a replica of their business model. Students are selected for the scholarship based on a demonstrated commitment to those same values in everything they do. Outside of that, the group couldn't be more different. They come from all over the country, from all different backgrounds, and are diverse in their career aspirations.

Each Gupta Values Scholar receives a \$5,000 annual tuition award. They have access to leadership opportunities and support for off-campus educational experiences in order to strengthen their commitment to the values they will carry into their personal and professional lives.

They also get Shashi and Margaret Gupta.

"One of the things we wanted to do differently was to have an ongoing relationship with the students. We wanted to know them, have conversations with them, so as to give concrete and real meaning to the values" says Shashi Gupta.

Each year, scholars have an opportunity to spend a weekend with the Guptas in the Washington, D.C., area. They visit the Guptas' company headquarters, and other social organizations the Guptas have supported through their foundation. They take thought-provoking field trips to places like the African American Museum and Monticello, and interact with interesting people who are making a positive difference in others' lives. Last Spring, they dialogued Virginia Secretary of Education Anne Holton and Congressman Gerry Connolly.

The Guptas' involvement in the lives of their scholarship recipients has made an overwhelmingly positive impact on the students.

"Scholarships have allowed me to pursue a lot of opportunities I wouldn't have been able to pursue otherwise," says Tristyn Walton, Gupta Scholar and senior from Detroit. Tristyn is an Honors College student—a Truman Scholar and a Social Science Scholar who has been deeply involved in research and activism.

"Above all else," Tristyn says, "I am most grateful because the Gupta Values Scholarship and the sincere personal relationship with the Guptas has significantly expanded my village of support here at MSU."

In addition to their trips to D.C., Gupta Scholars are offered a one-time award of \$5,000 to offset the cost of an experiential opportunity.

Being exposed to diversity—of people, of thought, of experience—outside the classroom is intentional, says Doug Estry, who oversees the program for the Office of the Provost. "We want them to ask themselves 'How am I going to apply these values in new and challenging situations?' or 'How am I going to help others see the importance of making decisions based on a strong set of core values like those at the heart this scholarship?'"

When they graduate, they will enter the workforce with the disciplinary knowledge for their specific field—journalism, engineering, business, the list goes on. But they will also have developed strength of character, a deep sense of purpose, and the ability to apply both to the decisions they make and the way they engage people around them.

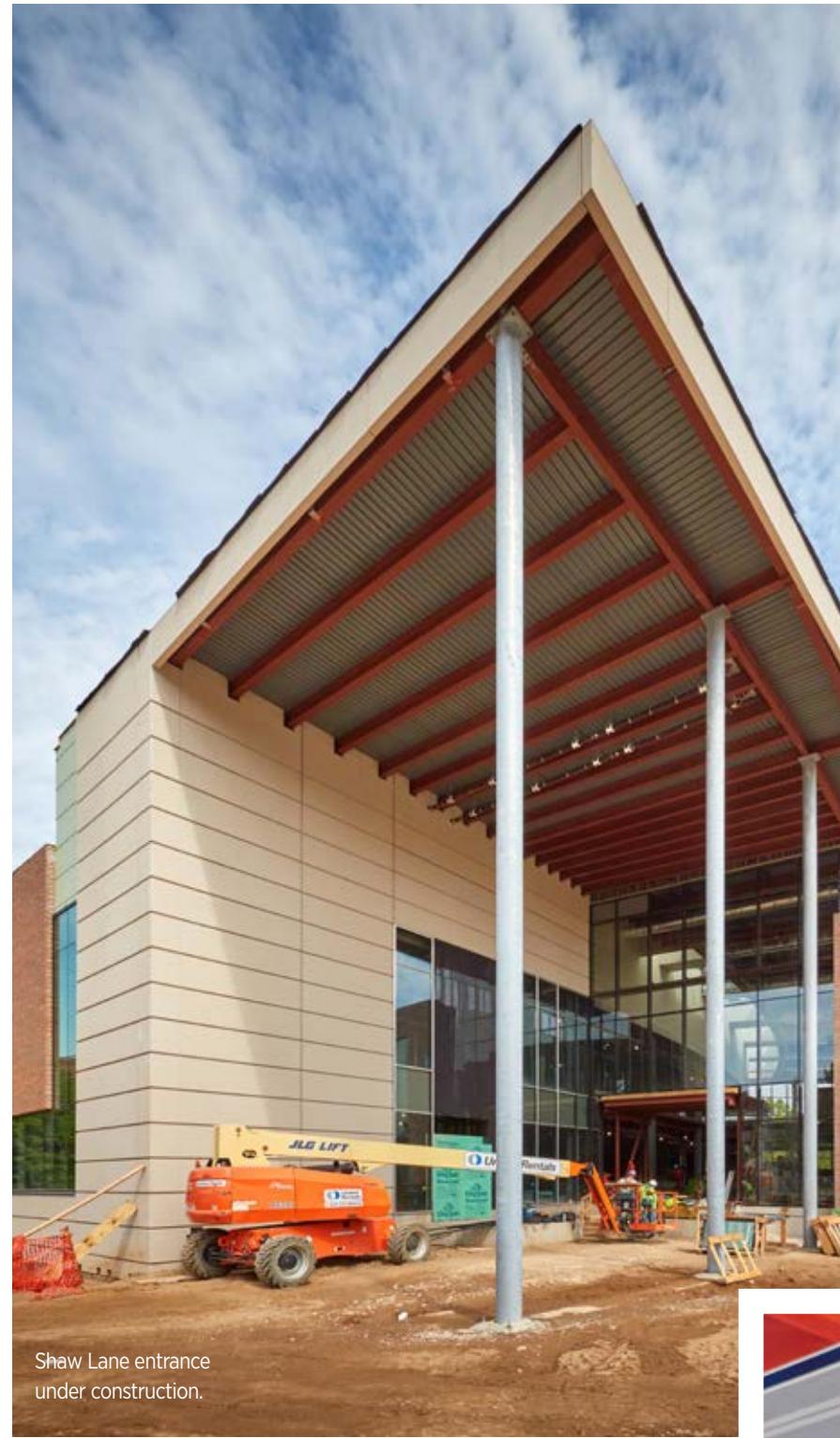
"The reason we got into business to begin with is because we believe that business should be a force for good," Margaret Gupta says. "Promoting those values, and finding people who are interested in living by them, has really driven this scholarship program."

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**Learn more** about support for the scholarships by contacting Senior Director of Development Jennifer Bertram at [bertram9@msu.edu](mailto:bertram9@msu.edu) or calling (517) 432-7330.



A cross section of the 21 Gupta Scholars whose scholarship centers on the values of integrity, excellence, and a respect for human dignity.



Shaw Lane entrance under construction.



View from the Red Cedar River.

## ESSENTIAL FOR STUDENT SUCCESS

The 100,000-square-foot pavilion, under construction since the summer of 2017, will welcome its first students in the fall of 2019. It will feature a glass-walled atrium that affords panoramic views of the Red Cedar River and an expanded career center to serve students, recruiters, and corporate partners. Many of the spaces reflect corporate innovation, are on the cutting-edge of higher education technology, and are designed to foster collaboration and immersive learning.

With a total projected cost of \$62 million, the Business Pavilion is one of the highest priorities of the *Empower Extraordinary* campaign. To date, more than 1,555 individuals, corporations, and foundations have contributed to the project. Attractive naming opportunities within the building remain and additional gifts will be accepted through the end of the campaign, which concludes on December 31, 2018.

**LEARN MORE** about supporting the Business Pavilion by contacting Senior Director of Development Vivian Leung at [leungv@msu.edu](mailto:leungv@msu.edu) or calling (517) 355-8504.



Edward J. Minskoff

# HISTORIC \$30 MILLION GIFT TO NAME BUSINESS PAVILION

In September, Michigan State announced that Edward J. Minskoff, alumnus and real estate developer, made a \$30 million gift toward the Business Pavilion at the Eli Broad College of Business.

His gift is the largest single gift from an individual in MSU's history, and the MSU Board of Trustees voted to name the Edward J. Minskoff Business Pavilion in his honor.

"Michigan State is an important university and important to my past. It gave me a strong foundation, so I am privileged to be making a contribution that will help Michigan State continue to attract and prepare future business leaders," Minskoff says.

Eli Broad, for whom the college is named, launched the project in 2014 with a \$25 million challenge grant, with \$10 million targeted for the Pavilion.

"Edward's dedication to Michigan State is incredible," Broad says. "With this gift and under Dean (Sanjay) Gupta's leadership, we hope the Broad College of Business will continue to expand educational opportunities for students from Michigan and around the world."

Minskoff, who graduated from MSU in 1963 with a degree in economics, has offered his time and treasure to MSU for more than five decades. Notably, he lent his development acumen and technical expertise at a critical juncture in the plans for the Eli and Edythe Broad Art Museum, which otherwise could not have been completed on time, within budget, or as ambitiously.

The museum includes the Julie and Edward J. Minskoff Gallery. He and his wife, Julie, are noted contemporary art collectors, and he serves on the museum's international board. The couple also supported and named the largest laboratory in MSU's Biomedical and Physical Sciences Building.

"Edward J. Minskoff has been a generous and longtime donor to Michigan State and continues to make a tremendous impact on the university. His philanthropy has woven his legacy permanently into the fabric of our community and transformed the learning environment for our students," says Interim President John Engler. "This gift demonstrates Edward's confidence in Michigan State and signals a bright future for MSU and our students."

Building bright futures is nothing new for Minskoff. During his career, he has developed more than 40 million square feet of residential and office space in 10 major cities, including New York City. He is the founder of Edward J. Minskoff Equities Inc. (EJME), which owns, develops, and manages high-end office and residential properties and other real estate in urban centers.

His properties are renowned for their quality, style, and architectural elegance. He has often proved skeptics wrong, becoming a bellwether for constructing landmark buildings in places on the cusp of explosive growth.

As a youth growing up living on both the East and West coasts, attending Michigan State University seemed an unlikely outcome for Minskoff. Having attended a preparatory school near Princeton University, he fully expected to go there, and, as he finished up his



The Edward J. Minskoff Business Pavilion will connect to the North Business complex and Epply Center.

senior year of high school, he'd already been accepted. But his mother, who was living in Detroit at the time, called him and requested he consider going to either the University of Michigan or Michigan State.

"I tried very hard to explain that it was too late," he recalls. "But I did apply and I selected Michigan State. And I am very proud I selected Michigan State."

A significant draw, he says, was the iconic Dr. Walter Adams, MSU's distinguished economics professor and university president, who died in 1998.

"I never missed one second of any of his lectures," Minskoff says.

Whatever may have factored into his coming to Michigan State, he remains glad he did.

"We work in steps, sometimes small little steps, and then you run, and then you run faster," he says. "Michigan State gave me the ability to take the small steps."

After graduation, he returned to the West Coast and completed an MBA at the University of California, Los Angeles. Afterward he set out for New York City with little more than a two-year-old Chevy and \$2,000 to his name.

He landed at Olympia & York, where he rose to become its chief executive officer and principal, and arranged what remains the largest private real estate acquisition in U.S. history—acquiring eight office buildings in Manhattan with 11 million square feet of space. He left the company to found EJME in 1987.

He considers it a privilege to name the Business Pavilion.

"I am quite pleased and honored," he says. "It will be there for my great-grandchildren to see, and that is important to me. Especially since Michigan State gave so much to me, as a foundation for moving forward in life."

What advice does he have for the current and future Spartans who may be inspired by his example?

"Every student is motivated differently," he says. "Some are motivated by financial success; others by social successes or giving back in different ways. My only comment is whatever your path in life is, you should do it aggressively and make the most out of it."

# INSTITUTE FOR JEWISH STUDIES AND MODERN ISRAEL ESTABLISHED WITH GIFT FROM THE SERLING FAMILY

Scholarship and understanding of the history, culture, society, and politics of Israel are flourishing at Michigan State University, thanks in large part to the support of alumnus Michael and Elaine Serling. This fall, they made a substantial and impactful gift to the MSU Jewish Studies Program, which has become the Michael and Elaine Serling Institute for Jewish Studies and Modern Israel in their honor.

"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," Michael says. "To see my alma mater taking the lead in the intellectual advancement of Jewish studies and connectivity with Israel has been very rewarding, and it is a great joy to be able to support the bright future of this program."

Their most recent gift—a mix of cash and estate giving—will provide a new endowment in "Modern Israel" in Jewish Studies. The endowment will stimulate collaboration between MSU faculty and Israeli colleagues in a wide range of fields, including the humanities, social sciences, entrepreneurship, medical science, and engineering. It also will expand opportunities for students in research, education abroad, and internships in Israel.

The Institute serves Jewish and non-Jewish students alike. It offers 25-30 courses a year to some 650 students, the majority of whom are not Jewish. It also offers a minor, with 48 students of all backgrounds minoring last year. More than 200 MSU students have benefited from the institute's faculty-led study abroad programs with generous institute scholarships covering program fees. The Institute also helps many of the 3,500 Jewish students at MSU develop critical knowledge and perspective on their Jewish heritage, including access to study abroad in Israel.

With the Serlings' support, the Institute recently hosted "Israel at 70: Complexity, Challenge, and Creativity," a two-day academic conference. Internationally recognized speakers from across the globe included entrepreneurs, scientists, authors, venture capitalists, and members of non-governmental organizations such as the Brookings Institute and the Tel Aviv Institute for National Security Studies. Of the 40 speakers, 12 were from Israel.

"This naming gift creates a foundation of support that will enhance our understanding of Israeli society, and create more opportunities for MSU to work with our Israeli counterparts on cutting-edge research, while ensuring that the historical breadth of understanding for Jewish experiences continues to grow and thrive at Michigan State," says Yael Aronoff, institute director and the Michael and Elaine Serling and Friends Chair in Israel Studies. "We are honored to have the Serling name attached to our institute

Elaine and Michael Serling were beaming after MSU's university-wide investiture ceremony to honor distinguished faculty in 2016 with Amy Simon (middle left), the William and Audrey Farber Family Chair in Holocaust Studies and European Jewish History, and Yael Aronoff (middle right), the Michael and Elaine Serling and Friends Endowed Chair in Israel Studies and director of the Michael and Elaine Serling Institute for Jewish Studies and Modern Israel at MSU.



as they have been enthusiastic and dedicated supporters of Jewish Studies at MSU for more than two decades."

In 2004, Michigan State became one of only six universities in the U.S. to offer an endowed chair position in Israel Studies, thanks to the Serlings' passion as lead donors.

The Serlings also previously endowed two funds. One provides Israel-related programming including an Israeli Film Festival and the annual Serling Lecture on Modern Israel, now in its fourteenth iteration. The other brings visiting scholars from Israel to campus, which has helped bring seven visiting Israeli scholars in four different colleges at MSU, who taught a total of 27 courses.

In 2016, they were inspired by Audrey and William Farber, who established a faculty chair position focused on Holocaust studies and European Jewish history, and made a significant gift of their own to help fund the endowment. The position is one of two Holocaust studies chairs in Big Ten universities and the first and only in Michigan.

"We are grateful for Michael and Elaine Serling's generosity and vision that has helped build an outstanding academic program," says Provost June Pierce Youatt. "We are strengthened in the study of Israel by an additional significant gift which ensures that an area of focus that is important to us today also will be part of our future."

Michael Serling obtained a B.A. in history along with teaching certification from MSU in 1966 and his J.D. in 1970 from the Detroit College of Law, now the MSU College of Law. In 2004, he received the MSU Distinguished Alumni Award, followed by the Philanthropist of the Year Award in 2010. His Birmingham legal practice specializes in environmental and product liability law with expertise in asbestos contamination disease that is sought after around the world. Elaine Serling is a registered nurse and graduate of Wayne State University's Nursing College. She also is an accomplished singer/songwriter and performer.

Michael has served as chairperson of the Jewish Studies advisory board and is a member of MSU Hillel Jewish Student Center's advisory board. Together, Michael and Elaine serve on the President's Campaign Cabinet for the *Empower Extraordinary* campaign.

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**Learn more** about support for the Michael and Elaine Serling Institute for Jewish Studies and Modern Israel by contacting Senior Director of Development Christine Radtke at [radtkech@msu.edu](mailto:radtkech@msu.edu) or calling (517) 432-6693.



**W**ell if you're going to take a picture of me, I'd better shape up," says Gary L. Seevers, releasing several chuckles in a low, steady cadence. The Friday of Homecoming weekend 2018, dressed in a brown suit and a yellow tie dotted with sheep, he beams a smile in front of Cook Hall, the campus building that had become his second home as a graduate student at Michigan State during the 1960s.

Seevers, who went on to have an extremely successful career as an economist working for MSU Extension and Wall Street, and even in the White House, is extremely passionate about giving back to his alma mater. In 2000, he donated \$600,000 to establish the Gary L. Seevers Scholarship fund for Honors College students. In 2004, he partnered with the late President Emeritus Gordon Guyer to create the Guyer-Seevers Chair in Natural Resource Conservation by providing a seed \$1.25 million cash gift. In 2007, he added a \$1 million charitable gift annuity, and in 2010, added a \$1 million charitable remainder trust to provide a future gift to both the Seevers Scholarship and the Guyer-Seevers Chair.

His latest donation—a \$3 million pledge—set the renovation of Cook Hall in motion. The endeavor will provide a collaborative space for graduate students within the Department of Agricultural, Food and Resource Economics to study and work together.

Built in 1889, Cook Hall is situated on the northeast side of campus with the other five historical buildings of "Laboratory Row." Cook Hall, the color of deep orange autumn leaves, has provided office and classroom space for generations of agricultural economists. In 1969, the building was named in honor of Albert J. Cook, one of the leading economic entomologists in the United States. He graduated in 1862 from what was then Michigan State College and returned in 1867 to lead the zoology and entomology programs. Upon completion of the renovation, the building will be renamed Cook-Seevers Hall in honor of both Spartans who have profoundly left their mark on MSU.

The renovation will build accessibility into the building's infrastructure, especially with its addition of an elevator and accessible entrance. The first and second floors will house modern technology, desk

and meeting spaces for graduate students – those students who are on the same scholastic journey as Seevers was from 1964 to 1968. Other renovations include restoration of the ceilings, walls, woodwork, and period lighting to preserve the building's historic origins.

Seevers has had a connection to MSU throughout his life. He grew up on his family's farm, helping with their cattle and sheep, and joined 4-H at an early age. It led to his first visit to campus during 4-H Week and gave him motivation to attend MSU, confidence to take risks, and a desire to excel. At MSU, he studied animal science and agricultural economics and received his bachelor's in 1959, followed by master's and doctorate degrees.

His first job was as a 4-H Extension agent in Lenawee County, and then as the 4-H agent for Ingham County. Once he finished his doctorate, he began a new chapter that would lead him far away from his alma mater—Seevers joined the faculty of Oregon State University. Then in 1973, President Richard Nixon appointed him to the President's Council of Economic Advisers and in 1975, President Gerald Ford appointed him to the Commodity Futures Trading Commission. Seevers later joined Goldman Sachs in New York and finished as a general partner.

On the tour of the building, Seevers enters through the archway and steps into Cook Hall, still in the midst of the historical renovation. Caged lightbulbs hang from their cords and cast light

beams across the great empty spaces between tools. Strong scents of fresh-cut wood and newly brushed paint mingle with a musk that can only be described as a remainder of the past.

His eyes widen as he looks around, taking in the renovations, but also what the rest of us can't see—his memories.

"It looks like a new building," he says and lets out another slow and steady laugh. Construction dust frosts the first floor and his steps leave tracks as he makes his way through the tour.

Once in the basement, his eyes light up. He points to the middle of the central, large space where his desk was when he was a graduate student.

"I used to work here. I went through all of the anxiety of doing my dissertation here," he says affectionately.

He feels sure that seeing it renovated will make for an even better experience than the long, grueling hours of dissertation preparation.

"These will be better memories," he laughs.

The tour ends, and Seevers smiles, "Okay, we'll be back soon. Thanks to everybody."

He plans to visit again and bring his children back with him once the renovations are complete in December.

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**Learn more** about supporting the College of Agriculture and Natural Resources by contacting Senior Director of Development Tamara Baumann at [bauman13@msu.edu](mailto:bauman13@msu.edu) or calling (517) 432-1576.



Gary Seevers



## A PLACE of Many MEMORIES

Successful agricultural economist gives donation to renovate historical Cook Hall

by Katie Nicpon

# AN EXTRAORDINARY CAMPAIGN

2018 IMPACT REPORT

EMPOWER EXTRAORDINARY HAS UNITED  
**249,039 DONORS**

PROVIDING A RECORD-BREAKING  
**\$1,756,111,162**

**\$1 BILLION** ALREADY RECEIVED:

- EMPOWERING 29 COLLEGES AND UNITS AND HELPING STUDENTS, FACULTY, AND OUR COMMUNITY.

**SEE THE FULL REPORT AT [EMPOWER.MSU.EDU](http://EMPOWER.MSU.EDU)**



**EMPOWER  
EXTRAORDINARY**

THE CAMPAIGN for MICHIGAN STATE UNIVERSITY



**DEAR SPARTAN,**

*Empower Extraordinary: The Campaign for Michigan State University* was publicly launched in October 2014. Since then, we have met and surpassed our original goal and raised \$1.75 billion to help move MSU forward. Thank you!

Last month, we paused to celebrate and share inspirational stories of success with campaign leaders and volunteers in a series of appreciation events held on campus on Friday, October 19, 2018. We talked about the vital role that our alumni and friends have had, and will continue to have, as we boldly step forward among the great universities of the world.

On the next few pages, please take a moment to review the impact you and many others are having on MSU and our students, faculty, and the community. Financial support from Spartans like you is changing lives every day!

The clock is winding down on *Empower Extraordinary*, which is set to conclude on December 31, 2018, but it is not too late to help us cross the finish line. To learn more, I encourage you to contact the development officer for your college or unit, or call 1-800-232-4MSU(4678) for a personal follow-up from a University Advancement staff member. And again, thank you for your support of Michigan State University.

Sincerely,

JOHN ENGLER  
Interim President, Michigan State University



## EMPOWER EXTRAORDINARY EXPERIENCE

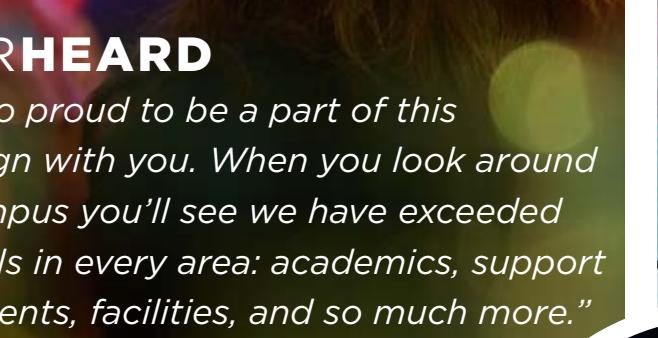
Interim President John Engler and campaign co-chairs Bob Skandalaris and Dee Cook hosted more than **700 DONORS** at a series of appreciation events on Friday, Oct. 19.



### OVERHEARD

*"Each of you has a Michigan State story. When you said count me in for this campaign, that was part of your story. Now you have made history. And you have created thousands of new stories for the future."*

DEE COOK, '54



### OVERHEARD

*"I was so proud to be a part of this campaign with you. When you look around this campus you'll see we have exceeded our goals in every area: academics, support for students, facilities, and so much more."*

BOB SKANDALARIS, '74

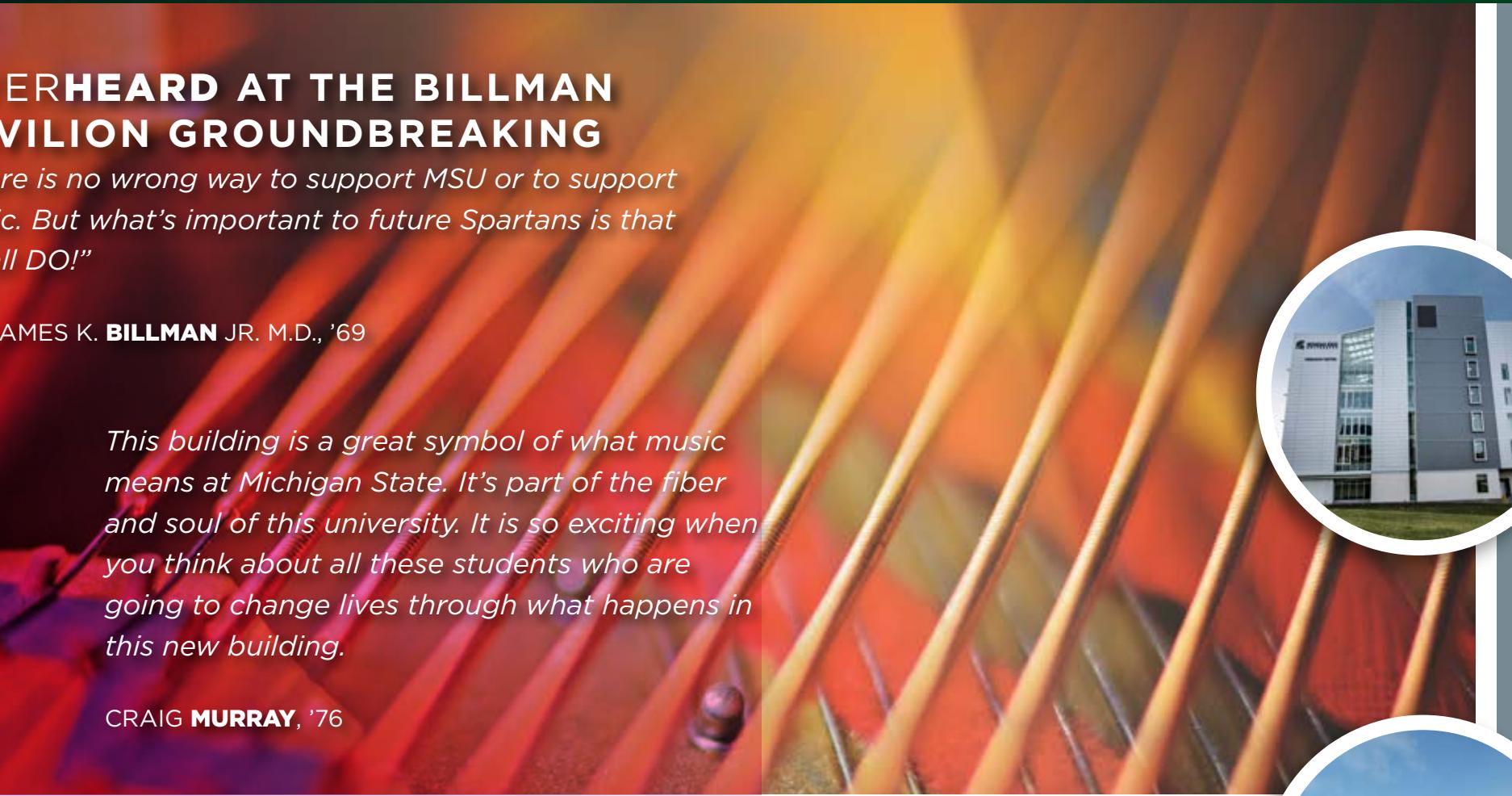


### OVERHEARD

*"I'm in awe at the excitement and enthusiasm I'm hearing from others about Michigan State. To be involved in making not just Michigan or East Lansing better—but the entire World—is a global concern we share."*

PAMELA STECKROAT, '78,'82





## FEATURED FUNDRAISING OPPORTUNITIES

### MSU GRAND RAPIDS RESEARCH CENTER *A Vision for the Future*

The MSU Grand Rapids Research Center is creating an epicenter for academic research, bringing together MSU College of Human Medicine scientists and researchers from MSU's colleges and partnering institutions. Laboratory areas boast partial walls and movable benches, but the center's reach and impact are stretching well beyond walls to be a magnet for business in the life sciences and growth in the biotechnology sector. The 44 research teams in the center will address our most pressing problems, including Parkinson's and Alzheimer's disease, pediatric neurology, cancer, autism, transplantation, and women's health, to name a few.

GOAL: \$30 million  
PROGRESS: \$26 million

### COLLEGE OF MUSIC PAVILION *Sounding a New Note*

Construction of the 37,000-square-foot Music Pavilion as well as 8,500 square feet of renovated space is set to dramatically advance the study and performance of music at MSU. With more than 600 students working toward music degrees and more than 2,000 additional students participating in ensembles and classes, the college has outgrown its current circa 1939 and 1968 spaces. The project, projected to be completed in the fall of 2020, reflects MSU's commitment to improving facilities, and the ever-expanding reach of the College of Music on campus and beyond.

GOAL: \$17.5 million  
PROGRESS: \$15.8 million

### MUNN ICE ARENA ADDITION *Driving Success for Spartan Hockey*

For 44 years, Munn Ice Arena has been the home for Spartan Hockey and the place to be for the 6,000-plus fans who cheer them on at every home game. In 2014, renovations focused on the fan experience. Now, we turn our attention to the student-athlete experience and providing our Spartan student-athletes one of the nation's finest hockey facilities to train, compete, and learn through a new weight room, dedicated shooting stations, a players' lounge, and a state-of-the-art training area. New coaches' offices will provide areas to collaborate and motivate, enhancing their ability to recruit today's athlete. Plans also include a new public entrance and Hall of History to provide a dramatic focal point in the heart of MSU's intercollegiate athletics facility district.

GOAL: \$16 million  
PROGRESS: \$8 million



Donors and friends gathered for special events at two construction sites: the Business Pavilion, which will be named in honor of lead donor Edward J. Minskoff, and the Billman Music Pavilion, named to honor lead donor Dr. James K. Billman, Jr., M.D.



## OVERHEARD AT THE MINSKOFF PAVILION CELEBRATION

*"This campaign helps remind all of us how important this great university has been in our lives—and how its future is built on the support of each successive generation."*

EDWARD J. MINSKOFF ('63)



**At the Spartan Fund Endowment Luncheon:**  
Peter, '63, and Joan Secchia, '64, with Mike Tressel, the Secchia Endowed Defensive Coordinator for Spartan Football.



Developments

16

Developments | 17



An Engine of  
**OPPORTUNITY**

**3,500**  
NEW SCHOLARSHIPS



### ALI STARK

Ali Stark, STARR Scholar from Laramie, Wyoming, is studying cellular and developmental neuroscience, and genomics and molecular genetics in the College of Natural Science, with an additional major in Spanish.

The STARR Scholarship was created by an anonymous donor to provide a unique educational opportunity to selected incoming freshmen from either the state of Wyoming or the Upper Peninsula of Michigan. The scholarship covers all eight semesters of a student's tuition, plus fees, books, room and board, and incidental expenses.

*"If I could have only one word to describe my MSU experience, it would be opportunity. I had my heart set on Harvard, but when I saw what MSU and the STARR Scholarship had to offer, I couldn't imagine myself anywhere else. To all donors, I want to say thank you. Thank you for providing me and my fellow students with the opportunity of a lifetime."*

*A Force for **CREATIVITY,**  
**DISCOVERY,**  
**AND LEARNING***

**105**  
ENDOWED FACULTY  
POSITIONS



### CHRISTOPHER CONTAG

Christopher Contag is the James and Kathleen Cornelius Endowed Chair and founding director of MSU's Institute for Quantitative Health Science and Engineering (IQ), and leads the new Department of Biomedical Engineering. In addition to helping recruit some of the best and brightest minds in engineering, medicine, and science to conduct research at IQ, Contag's lab is focused on examining the close relationships between cancer and the immune system, and how those relationships can be translated into innovations in diagnosis, treatment, and management of cancers. In 2017, Contag came to MSU from Stanford University.

*"We would like to create the tools, the technology, and the knowledge to ensure 100 years of good health for 100 percent of the people."*

*A Global **PROBLEM SOLVER***

**35%**  
MORE PRIVATE SUPPORT  
FOR RESEARCH



### FELICIA WU

Felicia Wu, Hannah Distinguished Professor of Food Science and Human Nutrition and Agricultural, Food and Resource Economics, is a global food safety and security expert in the College of Agriculture and Natural Resources who studies how agricultural production, innovation, and practices impact human health.

*"Our barriers are primarily related to there being so many problems to solve at the nexus of agriculture and human health, and simply wanting to have the chance to tackle as many as possible. So it's a problem of time and of personnel, having enough resources to do all the work."*



*A Vibrant **COMMUNITY***

**22**  
SIGNIFICANT CAPITAL  
PROJECTS



### REESE MORGAN

A state-of-the-art facility, the Business Pavilion will be a centerpiece supporting the Eli Broad College of Business's goals for innovation, collaboration and cultural change. The facility—one of 22 funded during the *Empower Extraordinary* campaign—will change the experience of every proud Broad College student, says senior Reese Morgan, speaking on behalf of the Broad Student Senate at a campaign celebration event.

*"I want to thank you for investing in the future of Spartan business leaders. As college students, we are all searching for something here, whether it's a friend, our next business partner, an internship, a mentor, a job, or a community to fit into. It is amazing that we will find it all right here in the Edward J. Minskoff Business Pavilion."*



The spirit of the *Empower Extraordinary* campaign is personified by the hundreds of volunteers who devoted their time, talent, and treasure to drive the campaign's success.



## OVERHEARD DURING THE CAMPAIGN

*"We share special connections with Spartans no matter where we are. Our community is wherever we are and we are each part of the Michigan State family."*

- Merritt Lutz ('65,'67)



## CAMPAIGN VOLUNTEERS

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Bob (co-chair) and Julie Skandalaris

### HONORARY CO-CHAIRS

Eli and Edythe Broad  
The Honorable Peter F. and Joan P. Secchia

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Beth Chappell  
Dr. Karin Chatti  
Joanne Church  
Noel W. Stuckman and Sandra Clarkston Stuckman  
Dr. Bruce J. and Linda W. Cohen  
Rhonda L. and Thomas G. Coon  
Glenn A. Corliss, Ph.D.  
Randolph Cowen  
Thomas R. Crawford  
Craig and Mary Helen Crooks  
Thomas J. Culligan

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Kellie and Marilyn Dean  
William & Cherilyn Deary  
Mr. Jeffrey S. deGraaf  
Douglas and Valerie DeMartin  
Ed and Laura Demmer  
Nancy DiBiaggio

Marilyn C. Dimitroff  
Veda C. Dove  
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Robert Driessnack  
John and Rebecca Duffy  
Thomas Duncan  
Karilee A. Durham

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Daniel and Debra Edson  
Mark Ehler  
Kris and Jennifer Elliott  
Dr. Arlon and Shirley Elser  
Irwin L. Elson  
Elaine J. Ervin  
Scott Eston

### F

Dr. Ned M. Fawaz  
Dr. and Mrs. Jeffrey M. Feld  
Beth Chappell  
Dr. Karin Chatti  
Joanne Church  
Noel W. Stuckman and Sandra Clarkston Stuckman  
Dr. Bruce J. and Linda W. Cohen  
Rhonda L. and Thomas G. Coon  
Glenn A. Corliss, Ph.D.  
Randolph Cowen  
Thomas R. Crawford  
Craig and Mary Helen Crooks  
Thomas J. Culligan

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Dr. Tressa Gardner  
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Heather A. Gilkey  
Cheryl M. Gilliam  
Barbara A. Given, Ph.D.  
Charles Gliozzo  
Merton Goode, M.D.  
John E. Gorman  
Dr. Peter C. Gorman  
Howard J. Gourwitz

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Draymond Green  
Bill and Julie Guzy

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Lauren Julius Harris  
Glen Hatcher, Jr., D.O.  
John D. Hatfield  
Tom Haubenstricker  
Gregory F. Hauser  
Diana E. D'Angelo and Martin C. Hawley  
Barbara Hertzler  
Joseph B. Hollis  
Mark and Nancy Hollis  
Smallwood Holoman  
Wayne and Leah Hoover

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Tom and Lupe Izzo

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Adrienne M. Johns  
Earvin and Cookie Johnson  
Martin C. V. Johnson  
Jerry Jonckheere  
David and Karen Jordan

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Alan J. Kaufman  
Norman Kelker  
Laura J. Kelsey, M.D.  
Kathleen A. Kennicott  
Brian and Michele Kesseler  
Richard and Jo-Ann Killinger  
Kraig T. Kitchin

Karen L. Klomparens, Ph.D.  
Sheila Kneeshaw  
Bonnie Knutson  
Roger L. Koenig  
Patrick Kowaleski  
Gerald T. Kutcher

### L

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Jeff Lambert  
Charlie Langton  
Terry and Cindy Lanzen  
Bonnie Ann Larson  
Rick and Suzanne Lasch  
Christopher Lathwell  
Robert Laux  
Bruce R. Leech  
Kathleen Lessard  
Dennis and Tracey Liberson  
Erik A. Liedholm  
Roy Link  
Eliot Litoff  
William J. Lowe, Ph.D.  
Thomas and Catherine Luccock  
Merritt Lutz

### M

Dr. David Kenyon MacIntosh  
Curtis L. Mack, Sr.  
Clare Mackey  
Kathleen Maine  
Thomas and Catherine Mall  
Glenn T. Marrichi  
Celia V. Martin  
Bill and Sandy Mason  
Alec McAree  
Drayton and Elizabeth McLane  
John F. McLane, Jr.  
Dennis C. McLaughlin  
Craig Menear  
Suzy Merchant  
Richard Metzler  
Gary J. Milnarich and Christine Silkwood

### R

Dave and Peggy Radelet  
John and Lynn Radtke  
Stephen and Brenda Ramsby  
Leonard and Sharon Tabaka  
David and Sara Taft  
Michael J. Tate, Sr. and Winifred Ann Tate

Mayer Morganroth  
Mike and Midge Morrow  
Craig Murray  
Mark and Elizabeth Murray  
Emmie Musser  
David and Janis Mysona

### N

Diane Neal  
Stephan O. Nellis  
Charlie Langton  
James and Mary Nelson  
Bryan T. Newland  
Nicole Noll Williams  
Steven H. Noll  
Paul F. Novak  
Gail M. Nugent

### O

James Oesterreicher  
Daniel and Anna Oginsky  
John Ogren  
Kevin Ohl

### P

Jim Pasant  
Nathan R. Paulson  
John Pendergrass, III  
Mark and Cindy Pentecost  
Nicholas V. Perricone, M.D.  
Richard Petrait  
John Phillips  
Tom and Sandy Pierce  
John D. Pirich  
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Alec McAree  
Drayton and Elizabeth McLane  
John F. McLane, Jr.  
Dennis C. McLaughlin  
Craig Menear  
Suzy Merchant  
Richard Metzler  
Gary J. Milnarich and Christine Silkwood

### T

Philip Zecher

M. Teresa Tavormina  
Morton Kent Taylor  
Chris G. Thelen  
Mitchell L. Tomlinson  
Christopher E. Tracy, J.D.  
William Charles Trevarthen

S  
Cecily and Kurt Sanford, M.D.  
The Honorable Barbara J. Sawyer-Koch  
Ronald Schoen and Jeannie Wilcox-Schoen  
Charles G. Schoencknecht and Ward A. Paul

U  
Susan J. Unger  
Sheila Urban-Smith

V  
Michael and Gayle VanGessel  
David Vargo  
Mary Jo K. Voelpel, D.O., F.A.C.O.I.

W  
James Ware  
Herb and Gisele Washington  
John J. Webb  
Thomas F. Weinman  
Drs. Mark and Susan Thompson Weiss  
Katie and John Welser  
Nicholas Popp, Jr. and Sharon Wicker-Popp

Y  
Jose S. Yanez  
David Young  
Thomas P. Yunck, Ph.D.

Z  
Philip Zecher

# EMPOWER EXTRAORDINARY

THE CAMPAIGN for MICHIGAN STATE UNIVERSITY

## The 2018 Fiscal YEAR in PHILANTHROPY

As MSU closed the books on the 2018 fiscal year, good news came pouring in on several fronts.

The *Empower Extraordinary* Campaign continues to transform MSU. Key goals were met and surpassed as a record 249,039 donors contributed more than \$1.75 billion in the campaign, which continues through December 31 (see pages 12-21).

It also was announced that the value of the university's endowment has increased to \$2.9 billion—the largest amount in the history of the endowment fund—after experiencing high returns on the university's financial investments. An additional \$58 million was added to endowment investments during this fiscal year.

Additionally, MSU was honored with two 2018 Educational Fundraising Awards—one for Overall Performance and one for Overall Improvement—from the Council for Advancement and Support of Education (see page 4).

Over the past three years, philanthropy to MSU has averaged more than \$247 million each year. Nearly 60 percent of the gifts have come from individuals.

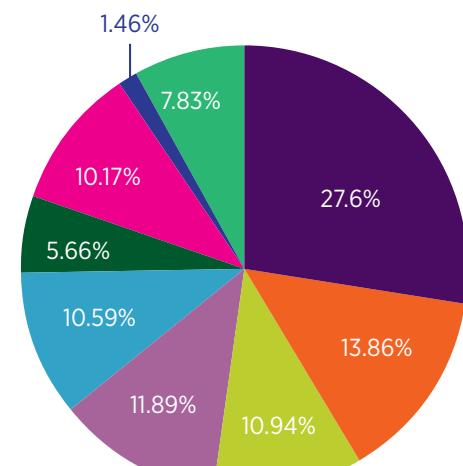
This fiscal year saw \$179.7 million in cash receipts—the second highest total ever for MSU.

The charts and graphs on the next few pages provide more detail on the year in philanthropy.



From July 1, 2017, to June 30, 2018

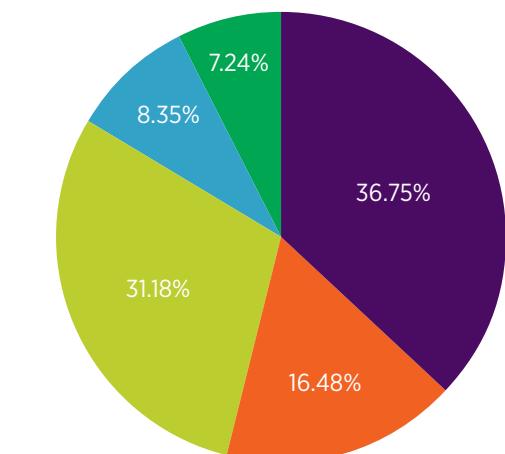
Unaudited financials. Source: MSU Statements of Revenues, Expenses, and Changes in Net Position



MSU INCOME  
dollars in millions

Net Tuition & Fees	\$868
Grants and Contracts	\$436
State Appropriations	\$344
Net Auxiliary Enterprises	\$374
Other Departmental Activities	\$333
Philanthropy	\$180
Investment Income, Incl. endowment	\$320
Capital Grants	\$46
Draws from Net Assets	\$244

**TOTAL** \$3,145



WHERE the GIFTS  
CAME FROM  
dollars in millions

Alumni	\$66
Other Individuals	\$30
Foundations	\$56
Corporations	\$15
Other Organizations	\$13

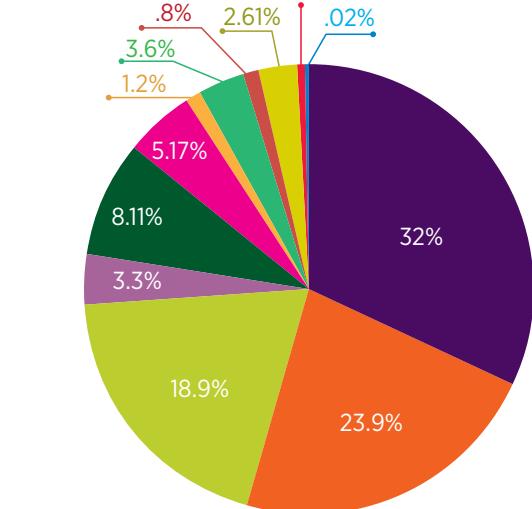
**TOTAL** \$180

MSU EXPENSES  
dollars in millions

Instruction	\$799
Research	\$400
Auxiliary Enterprises	\$336
Academic Support	\$136
Public Service	\$327
Depreciation	\$177
Other	\$65
Institutional Support	\$666
Maintenance of Plant	\$129
Student Aid	\$110

**TOTAL** \$3,145

WHERE the  
GIFTS WENT  
dollars in millions



**TOTAL** \$180

Source: Voluntary Support of Education survey by the Council for Aid to Education

**86,918**

**SPARTANS**

(ALUMNI & FRIENDS)

GAVE IN FY 2018

## COMMITMENTS TO SPECIFIC UNITS FY18

Michigan 4-H Foundation	\$548,298
Broad Art Museum	\$1,555,700
Broadcasting Services	\$4,843,311
Campus Planning and Administration	\$237,802
College of Agriculture & Natural Resources	\$25,066,906
College of Arts & Letters	\$10,174,627
College of Communication Arts & Sciences	\$2,675,012
College of Education	\$7,984,705
College of Engineering	\$14,317,326
College of Human Medicine	\$13,867,264
College of Music	\$11,631,385
College of Natural Science	\$6,553,373
College of Nursing	\$1,606,505
College of Osteopathic Medicine	\$1,698,946
College of Social Science	\$15,945,539
College of Veterinary Medicine	\$12,427,271
Eli Broad College of Business	\$12,468,749
Financial Aid	\$400,000
Graduate School	\$1,946,883
Honors College	\$1,931,439
Intercollegiate Athletics	\$28,320,598
International Studies and Programs	\$255,687
James Madison College	\$1,119,865
Libraries and Information Technology Services	\$2,040,697
Lyman Briggs College	\$537,972
MSU College of Law	\$6,384,404
MSU Museum	\$320,297
Residential College in the Arts and Humanities	\$409,947
Student Affairs and Services	\$1,626,096
University Scholarships	\$5,698,541
Wharton Center	\$6,202,613
General University	\$14,745,845
<b>TOTAL Commitmen</b>	<b>\$215,543,605</b>

## STATE'S SHARE OF MSU'S BUDGET

A combination of affordability and fiscal responsibility at Michigan State has benefited the state of Michigan for generations. MSU's economic impact is nearly \$6 billion annually. Additionally, MSU enrolls the highest number of resident students in the state—13,000 more than its nearest peer.

The General and Education Omnibus bills have passed the House and Senate and are expected to be signed by Governor Snyder. The final version of the Education Omnibus includes an overall 2 percent increase for higher education funding in fiscal year 2019. Once run through Michigan's funding formula, this results in a proposed increase in MSU operations of 1.8 percent, returning MSU to 2011 funding levels without accounting for inflation during that time frame.

FISCAL YEAR	MSU'S TOTAL REVENUE	STATE OF MICHIGAN APPROPRIATIONS	PERCENT
2006	\$1,733	\$403	23.3%
2011	\$2,212	\$346	15.6%
2017	\$2,954	\$338	11%
2018	\$3,145	\$344	10.9%

*dollars in millions*

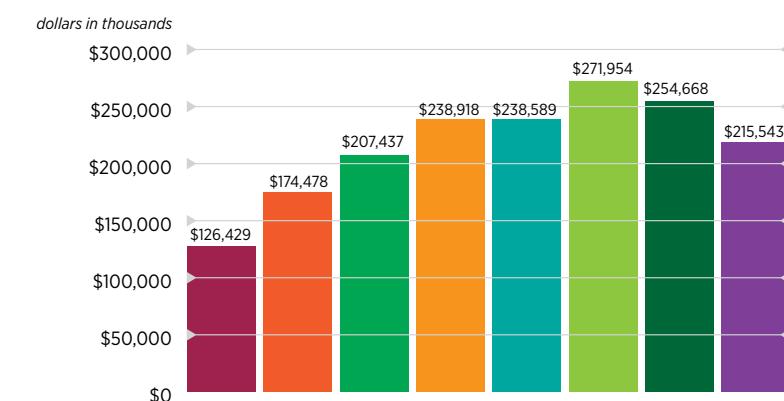
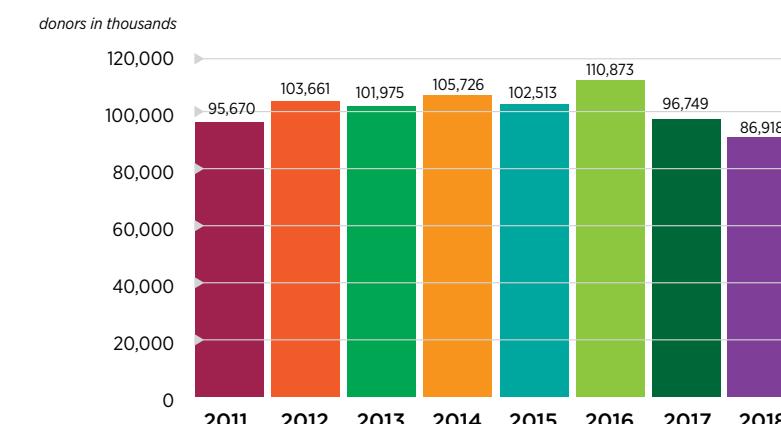
## GROWTH IN PRIVATE SUPPORT AND DONOR BASE\*

### CASH RECEIPTS



**TOTAL COMMITMENTS,  
INCLUDING PLEDGES  
AND PLANNED GIFTS**

### DONORS



\* Support to Athletics recognized by premium seating is no longer included as gifts.

## HONORING ANIMALS, MSU, AND A MOTHER'S LEGACY

### \$2 million gift from Jane and Ronald Lacher



Alumna Jane Wall Lacher and her husband, Ronald, with their beloved rescue dog, Belle, in the front garden of Jane's childhood home. The Lachers' estate gift will fund an endowed faculty position in nursing research and a scholarship for veterinary medicine students.

**F**or Jane Wall Lacher, giving back is rooted in who you are and where you come from.

So when Jane spent a day job shadowing a mixed practice veterinarian in 1968, the seeds were already planted

that would lead her and her husband Ron Lacher to make a \$2 million estate gift to MSU in 2018.

At the time, her parents hoped that seeing what veterinarians do up close would discourage their wide-eyed, teenaged daughter. But, when Jane was allowed to help deliver a breach calf, she was completely hooked on the veterinary profession.

"I fell in love with cows," she recalls. "I really wanted to become a large animal veterinarian."

She came to MSU—following in her mother's footsteps—and majored in medical technology and poultry science, was admitted to the veterinary college, and achieved her DVM in 1979.

Her plans of going into large animal practice proved more difficult. Jane says she had three strikes against her at that time in the profession. "I had not grown up around a farm, I was short, and, I was female," she says.

Back home in Midland, a neighbor persuaded her to apply to The Dow Chemical Company. "It was meant to be," says Jane, "because my predecessor decided to go back to private practice, leaving open the position of clinical veterinarian at the Toxicology Research Laboratory." Thus began a 35-year career with the company where she became well-known as a tireless advocate for the humane treatment of the animals she cared for.

"I wanted to work with cows and travel the world, but, ended up in my hometown working with rats and mice," Jane says. "And I couldn't have had a better career."

Jane has a lot in common with her mother, Helen Wall, especially a shared love for MSU. Helen attended Michigan State College in 1941—

42 and then entered the Cadet Nurse Corps at Saginaw General Hospital. The Corps was created to ensure there were enough nurses at home and abroad during World War II.

"Nursing was in my mom's genes," Jane says. "She lived in Campbell Hall at MSU until she was old enough to join the Corps. She was very proud of becoming a registered nurse. It defined who she was for her entire life, even though she only worked in the field for about seven years." But, Helen's devotion to her family and their home was evident in the lush, meticulous landscaping that made both their front and back yards into stunning and tranquil private gardens. Her devotion was also evident in the careful and frugal way she managed her family's income and gifts, which allowed her to build up a considerable estate by the time she died at 93 in February 2017.

Jane noted that her mother not only researched each plant for her gardens and the best place to plant them but also where she could get them for the best price.

All of which led Jane and her husband of 28 years, Ronald, to designate money from their estate to fund the Helen Jane Shortt Wall Endowed Professorship for Nursing Research.

At the same time Jane and Ronald, who is a retired chemical engineer, were passionate about helping young people achieve a quality education. The place where Jane received her own quality education seemed like another good fit. So they designated additional monies from their estate to create a scholarship for students in the College of Veterinary Medicine. They prefunded the scholarship with a cash gift so that scholarship awards could begin immediately.

"The debt load for students today is very daunting and we wanted to help students of the future pursue their same passion with less of a financial burden," says Jane.

The name of their scholarship, the Britt to Belle Endowed Scholarship in Veterinary Medicine, reveals the couple's long commitment to rescue dogs and specifically their first rescue, Britt, and a recent rescue, Belle. It is yet another meaningful part of who Jane is and where she came from—and another part that has been carefully tended and will be passed on to future generations through giving back.

**Learn more** about options for making an estate gift by contacting the Office of Gift Planning at (517) 884-1000 or [giftplan@msu.edu](mailto:giftplan@msu.edu).

## CREATIVE ENGINEERING ENDOWED PROFESSORSHIP CREATED

### \$1 million gift from Thomas Wielenga

**T**homas Wielenga, a 1978 graduate of Michigan State University, is investing \$1 million to kick-start the next teaching paradigm in the College of Engineering.

The \$1 million gift creates the Wielenga Creative Engineering Endowed Professorship, which is designed to be a springboard for new approaches in educating mechanical engineering students.

"We have not applied the technology of today in creative ways to drive down the cost of education," Thomas says. "I'm hoping this endowed professorship will find technical ways to reduce costs, improve the capabilities of students, and move us toward new teaching models."

Leo Kempel, College of Engineering dean, says the gift is proactive by systematically reducing the time-to-degree and thereby reducing the cost.

"Spartan engineering has always been about providing opportunity to students with talent to pursue a career as an engineer, to be someone who leads future technology for the sake of society," Kempel says. "The rising cost of higher education for families is an impediment to providing such an opportunity. This gift will not only help mechanical engineering students, but also it will benefit all our engineering students across the nation."

Thomas is an Honors College graduate in mechanical engineering. After MSU, he received a master's degree in computer-aided design and a doctorate in mechanical engineering at the University of Michigan. For the next 12 years, he worked for his thesis adviser, Milton Chase, founder of Mechanical Dynamics Inc. There, he was one of the developers of the mechanical simulation program, ADAMS, which is used extensively to simulate mechanical systems, including cars and trucks.

Thomas then worked as a consultant and expert in the field of vehicle dynamics and accident reconstruction. He used the ADAMS mechanical simulation program to accurately model the dynamics of vehicles rolling over during vehicle crashes.

Faced with these many tragedies, Thomas says he thought of a way to prevent these accidents by activating the brakes in a certain way. He patented the technology in 1998 and licensed it to braking suppliers and automotive companies. His anti-rollover braking system is now on most sports utility vehicles. Today, the technology saves around 1,000 lives a year.

Thomas explained that ideas are formed from combinations of existing resources. "New ideas are subject to a competitive process that eliminates those that are less fit or less desirable. Those that survive are 'designs' that become the basis for new ideas in a continuing process of creation," he says. "This process results in higher functionality and more complexity. This applies to almost all fields of endeavor and to life itself."

Thomas believes that engineers are especially creative. "We are the ones who make new things," he says. "We design things that move, that protect, that heat, that cool, that shelter, that are smarter, faster or carry more things. We even make things that make things. Engineers may be the pinnacle of the creative, but often are not recognized as such."

"We have an opportunity to have an outsized influence on the technology of the future," he added. "As the creative process continues, complexity will increase along with functionality. And because the creative process involves competition between ideas, we have to be competitive to remain relevant."

Thomas, who lives in Michigan and Florida, is a member of the college's Mechanical Engineering Advisory Board.

**Learn more** about making a gift to the College of Engineering, contact Senior Director of Development Stephen Bates at [batesst@msu.edu](mailto:batesst@msu.edu) or by calling (517) 355-8339.



Mechanical Engineering Chair James Klausner and Thomas Wielenga listen to Brandon Okray, a senior in mechanical engineering, explain a class project he was working on.

## ADVANCING BUSINESS PAVILION PROGRESS

\$500,000 gift from Frank Yang

**M**ichigan State University's Broad College Business Pavilion, now in its second year of construction, received a \$500,000 gift from Executive MBA, or EMBA, alumnus Frank Yang.

The Yang family's gift to the Business Pavilion, slated to open fall 2019, will support one of four flexible classrooms in the facility.

"Frank Yang's gift for the Business Pavilion is a testament to his belief in our commitment to provide the best possible student experience to every Broad College Spartan," says Sanjay Gupta, the Eli and Edythe L. Broad dean. "We are very proud to have someone of Frank's stature associated with this

project. This investment in our students will fundamentally transform the Broad student experience."

Frank, president of automotive supplier INCODEL Michigan LLC in Romulus, Mich., says the Broad College ignited his passion for entrepreneurship.

"The EMBA program at MSU means a lot to me," Frank says. "The vibrant college culture, strong branding, and networking associated with MSU made a very big impact on me."

Frank's gift was developed out of the professional relationship with Lucy Maillette, the college's current director of new academic initiatives and former EMBA director.

"She and some EMBA faculty are among the essential mentors in my career and life," Frank says.

The flexible classroom funded by Frank, which will be known as the INCODEL

Michigan classroom, will be customizable for multiple uses, and amplifies the Pavilion's mission to be a place of engagement and team-building for students, faculty, alumni, and employers.

The state-of-the-art \$62 million facility will span 100,000 square feet and serve undergraduate and graduate students, and house career services, an entrepreneurship lab, and modernized classrooms.

"This building is not just a space to enhance the student experience. It goes far beyond this," Gupta says. "The new Business Pavilion is a symbol, a point of pride, and a statement made toward teaching and learning, while ultimately allowing students to achieve Spartan goals and dreams."

Frank joined the EMBA program after leaving a full-time job, determined to start his own business. "The first step of my business plan was to apply for the EMBA program at MSU," he says.

Originally from China, Frank earned a bachelor's degree from the University of Science and Technology Beijing, and a master's in engineering from Wayne State University. The EMBA program offered Frank an opportunity to share ideas, test business concepts, and travel. During his time in the EMBA program, Frank logged many trips to China, Europe, and Brazil, building his business along the way. Since graduating, his global career includes roles in international shipping, the steel industry, and as a global automotive supplier.

**Learn more** about supporting the Business Pavilion project by contacting Senior Director of Development Vivian Leung at [leungv@msu.edu](mailto:leungv@msu.edu) or calling (517) 355-8504.



Frank Yang (center) takes a hard hat tour with Lucy Maillette (right), former EMBA director.

## Now you know

Your voice is critical for recruiting and retaining outstanding students and building our network of Spartans everywhere. All alumni, donors, and friends can point with pride to the many strengths of our university.

### MSU Takes Two National Titles at National Sales Competition

MSU came out on top at the 2018 National Collegiate Sales Competition. Not only did the team take the overall team championship, but marketing senior Heidi Surdyk won the individual national championship.

### MSU Named a Top College for Your Money

MSU once again appears in the top echelon of *Money Magazine's* "Best Colleges" ranking. The magazine puts MSU in the top 6 percent of all colleges and universities in the nation in the 2018 ranking, reinforcing the university's reputation for high graduation rate, affordability, and graduates' earnings.

## Upcoming Events

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

For more details, call (517) 884-1000 or visit [givingto.msu.edu/events](http://givingto.msu.edu/events).

### Give Green Day

November 27, 2018

### Winter University

February 9, 2019

Naples, Florida

### President's Basketball Reception

February 17, 2019



Rogowski Fellow:  
Monique Noel



## Piecing It All Together

Ronald (MA '68, Ph.D. '71) and Sharon Rogowski created the Rogowski Endowed Chemistry Graduate Fellowship with the hope of helping MSU attract excellent students into its graduate program in chemistry.

They need look no further than Rogowski Fellow Monique Noel to see that it's working. She is a Ph.D. student focused on computational organic chemistry. She is smart, confident, and veritably radiates passion for science. For Monique, the Rogowski Fellowship has taken away the financial strain of pursuing an advanced degree, and given her more time to focus not only on her research and her classwork, but on teaching—which is something she loves to do.

## **Developments**

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



# **MSU Shadows**

A special arrangement of Michigan State University's alma mater, MSU Shadows, was reimagined and performed by NBC's The Voice finalist and MSU alumnus Joshua Davis. The new recording honors the tradition and love Spartans feel toward MSU.

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Download and add MSU Shadows to your playlist at [go.msu.edu/shadows](http://go.msu.edu/shadows)

**#EmpowerMSU**