

THE CAMPAIGN FOR MSU DEVELOPMENTS

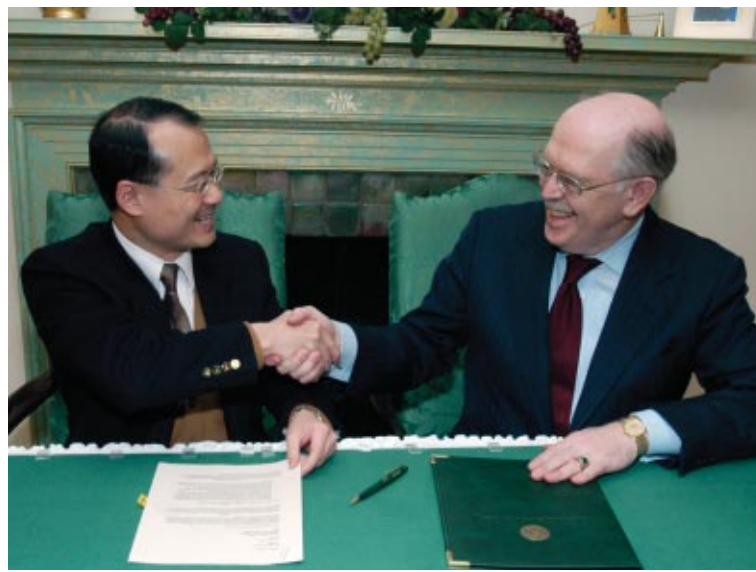
SUMMER 2004

HONG KONG FOUNDATION SUPPORTS U.S.-CHINA EDUCATION CENTER

The Sun Wah Education Foundation has donated \$5 million to MSU to fund a U.S.-China Center for Research on Educational Excellence. Through the new center, Chinese and American scholars will research and develop effective models of K-12 education that integrate the strengths of practices in U.S. and Chinese education systems. In January, Jonathan Choi, president of Sun Wah Group and chairperson of Sun Wah Education Foundation, and Gilbert Choy, CEO of Sun Wah Education Group, journeyed from Hong Kong to East Lansing to sign the \$5 million gift agreement. Michigan State University President Peter McPherson hosted a welcome breakfast in their honor at Cowles House, official residence of the MSU President.

"In creating this center, the Sun Wah Education Foundation has made a wonderful investment in the future of education in both China and the United States," said President

McPherson. "We at MSU believe strongly in engaging in research and development with partners throughout the world. The new center is



Jonathan Choi, president of Sun Wah Group and chairperson of Sun Wah Education Foundation, shakes hands with President Peter McPherson after signing a \$5 million gift agreement during a visit to Cowles House.

a perfect example of that collaborative spirit. I expect that what we learn about great schools and teaching through this partnership will impact the lives of students in both nations."

The center will be headquartered at Michigan State University and directed by Yong Zhao, associate professor of counseling, educational psychology and special education. An essential goal of the center is to refine effective models that can be implemented in schools in China and can inform efforts to transform education in the United States.

"The research will be systemic in nature rather than specific to a subject like mathematics or science," said Zhao. "We want to look at the whole school and what works. Great schools are widely recognized for their standards of excellence and for achieving those standards. We want to know as much as we can about these schools in China and the United States."

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Brown Endows Professorships In Chemistry And Physics

George A. Brown of Dallas, Texas, has created two endowed professorships, one each in the Department of Chemistry and the Department of Physics and Astronomy. A retired paper industry engineer who attended Michigan State University in his youth, Brown has made the two departments in the College of Natural Science the recipient of a rare dual endowment, which he named after illustrious Spartans in his family.

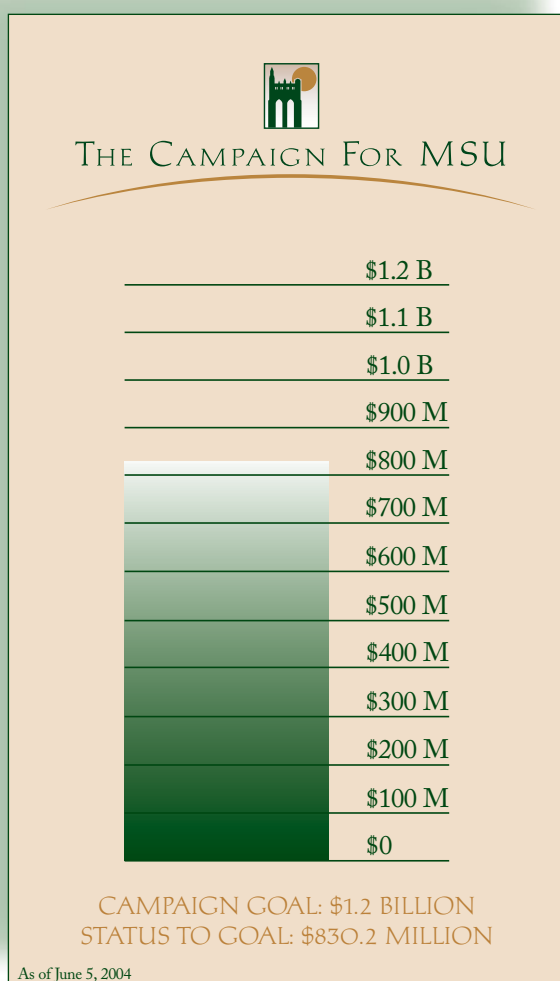
The Harry Lambert Brown Endowed Chair in Chemistry is named for Brown's father, who worked for 47 years at the American Agricultural Chemistry Company and who was on the team credited with the invention of the ubiquitous gelatin capsule in which so many vitamins and pharmaceuticals are dispensed. The George Arthur Brown Endowed Chair in Physics is named for Brown's late uncle, who was an agriculture faculty member and chair of the former MSU Department of Animal Husbandry.

Brown attended MSU for four years during the 1950s, and although he ultimately graduated in economics from St. Mary's in San Antonio,



George Brown after receiving his Kedzie Society memento at Cowles House in January.

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Dr. Kristine Steensma of Berkeley, California, earned her B.A. in humanities from MSU as well as her M.D. from MSU's College of Human Medicine. She has been an active and supportive alumna of CHM for several years. Late last year, Dr. Steensma set up a \$1 million bequest from her estate to enhance funding for a scholarship as well as support an innovative fund for the college. Recently, we asked Dr. Steensma to share her story with us in her own words, a story that is unique but will perhaps ring true for many.



Dr. Kristine Steensma of California (left) attended the College of Human Medicine Awards Banquet in April and visited with Julia Bley, a first year medical student and recipient of the Steensma Family Scholarship.

Supporting The College Of Human Medicine: One Donor's Story

Greetings,

In 1973, I started medical school after being out of college for four years. I'd worked as a secretary/file clerk at a bank for the prior couple of years, and I had to go back to school to get the pre-med courses in science. It was just after the passage of Title IX, and there were not too many medical schools that took women, let alone "older" women.

My mother, Kay Steensma, had worked for the Office of Medical Education, Research, and Development from the beginning of the College of Human Medicine. It was the first department in the college, and she has always spoken proudly of the physicians and staff who were around in those early years.

I felt lucky to get into school, but had no money for it. I was able to get a very small stipend and jobs through the school for my first two years. I borrowed from my parents and government student loan programs and have since paid all of that back. My story is probably like a lot of others, at least as far as the finances are concerned. What I want to share is what I've done to help since then, to encourage others to do the same.

My initial impetus to donate to CHM was from a newly hired director of development for the college who told me that there was interest in funding a scholarship for Women in Medicine. I contributed to that. Then, when one of my classmates, Carlos Sledge, died quite suddenly, it seemed only right to contribute to the scholarship that bears his name.

Over time, the idea of a scholarship for women, who, like I, had been out of school for a significant amount of time, seemed like a great idea. I created the Steensma Family Scholarship, and my parents have been very supportive as well. Over the years, it has been given to women from the Peace Corps, women with families, and even to a former minister. All of them have embodied the maturity and experience that makes them such valuable medical students.

Still, as time went on, I felt I could do more. Recently, in talking with my financial planner about a bequest to the CHM, he suggested donating my 401K and IRA. He said the monetary value of those would diminish by about 75% if given to my heirs. If donated, however, the money would go intact and would not be considered part of my estate. That appealed to me. My pension plan also is inheritable, so I included that in the bequest.

CHM Development helped me set up the bequest, and it was painless. As a result, the Steensma Family Scholarship will be more fully funded to serve four students, and the rest will go to the CHM Fund for Innovation.

To be honest, my apparent generosity is tempered by the fact that I have to be dead, and not to have spent it all, in order for the school to gain! I expect that should work out well for everyone, many years from now! The important message, however, is that all of us who have enjoyed successful careers and benefited from our MSU education can give something back, something helpful now and in the future.

Sincerely,
Dr. Kristine Steensma

If you would like more information on how to support the College of Human Medicine, contact Doug Moffat at (517) 353-5153.

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Michigan State University is an affirmative-action, equal-opportunity institution.

Sun Wah continued from cover

The center will be directed by a four-member board with two members appointed by MSU and two by the Sun Wah Education Foundation. Mr. Choi will serve as its first chairperson.

The Sun Wah Group is a \$1.2 billion conglomerate based in Hong Kong with businesses in seafood and foodstuffs, real estate, financial services, and infrastructure, technology and media. For many years, the Sun Wah Group has been a leader in supporting education at all levels throughout China.

Jonathan Choi serves as economic advisor to the president of the Chinese Academy of Sciences. He is also a member of the board of directors for Fudan University, Nanjing University, Hong Kong University of Science and Technology and Hong Kong Polytechnic University.

On establishing the new United States-China Center for Research on Educational Excellence, Mr. Choi said, "In business, when we find a successful model, we try to replicate it. I hope this center will identify, study, and thus come to understand effective educational practices in China and the United States through empirical and theoretical research."

Brown continued from cover

Texas, he remembers his time at MSU with fondness and humor. Brown enjoyed a 33-year career in the paper and pulp industry including the Georgia Pacific Company, retiring as Director of Engineering at Spartan Bonded Manufacturing Company. He then launched a successful 12-year golf business in Florida.

"Endowed faculty positions are a top priority of *The Campaign for MSU*," noted CNS Dean George Leroi. "These particular endowments are critical in the effort to compete for leading faculty in the vital fields of chemistry and physics."

Brown is the father of six children and is extremely proud of his 18 grandchildren and great grandchildren. He has established the endowed professorships through significant cash contributions combined with a future gift from a charitable remainder unitrust in which MSU is the charitable remainderman with the two endowed funds as the designations of the trust's assets.

If you would like more information on making a cash and/or planned gift to the College of Natural Science, contact Suzette Hittner at (517) 353-9855.

MYERS PLEDGES UNRESTRICTED GIFT TO BROAD COLLEGE

Michigan State University has always been a big part of Lynn Myers' life. Though she has had an extraordinarily demanding job as the general manager of the Pontiac-GMC brands at General Motors, she has always made an effort to be involved with her alma mater.

Now, as one of eight co-chairs of *The Campaign for MSU*, Myers (Marketing, '64 & '67) has taken her service to a new level. Reflective of her characteristically unwavering effort for MSU, she has made a new commitment to investing in the Eli Broad College of Business. Myers has pledged \$50,000 as an unrestricted gift for the business school.

"While I know increasing the endowment is vitally important, we're in a challenging period for the university, from a fiscal perspective," Myers



Lynn Myers, after receiving the 2004 International ATHENA Award, with her daughters Terri (left) and Kelly.

said. "I just think the more flexibility that I can provide our leadership with an unrestricted gift, the better things will be for our students and faculty."

A multiple award winner within the automotive industry, honored for her excellence by several organizations, Myers' professional recognitions include a Distinguished Service Citation from the Automotive Hall of Fame. On April 29, Myers was honored with the 2004 International ATHENA Award, presented at the annual

International ATHENA Conference, coordinated by the ATHENA Foundation. The prestigious award is presented to one or two individuals each year who have demonstrated professional excellence, helped women develop their full leadership potential, and whose work is national in scope.

For more information about making a gift to The Eli Broad College of Business, contact Mike Risbell at (517) 353-4340.

Goldsberry Gifts Benefit Culturally Diverse Students In Natural Science and Business

Dr. Ronald Goldsberry of Bloomfield Hills, Michigan, a long-time Ford Motor Company executive and current consultant to the major accounting firm Deloitte, has generously provided gifts to Michigan State University to establish three new endowments and significantly enhance

an existing endowment. The funds specifically support a lectureship and a fellowship in the colleges of Natural Science and Business.

The Dr. Ronald Goldsberry MSU Black Alumni College of Natural Science Lectureship will offer students access to a diverse set of leaders in science and mathematics—from academia, government and

the private sector—as those students prepare to assume professional and leadership roles in an increasingly heterogeneous society. Also within Natural Science, the Dr. Ronald Goldsberry MSU Black Alumni Chemistry Graduate Award

will recognize graduate students who have demonstrated a commitment to enhancing diversity in science through their excellence in helping underrepresented undergraduate students learn chemistry at MSU.

"Ron Goldsberry has supported MSU over the years through his philanthropy and his personal interactions with our students," said College of Natural Science Dean George Leroi. "The college is committed to the education of diverse new generations of scientists, and we greatly appreciate the opportunities these new endowments will provide."

Not only has Dr. Goldsberry provided his own cash gifts, he has also applied matching gifts from affiliated entities to significantly enhance the amount MSU receives. For donors who work for organizations with matching gift programs, this is an excellent way to increase the impact of personal contributions. As a result, Dr. Goldsberry's additional new commitment to MSU is \$200,000, with half designated for each college.

The \$100,000 pledged to the Eli Broad College of Business establishes the Dr. Ronald Goldsberry MSU Black Alumni Multicultural Business Programs Lectureship and significantly increases the Goldsberry Family Partnership Endowed Business Scholarship. The lectureship will create opportunities for students in the Broad College to interact with a more diverse pool of expert academic, government and private sector leaders in business. The scholarship, endowed so that the principal is invested in perpetuity, helps

minority graduate students in business and assists the college in recruiting and retaining a more diverse student body.

"Dr. Goldsberry's generosity enables us to capitalize on the strong foundations we've built recruiting and providing strong academic services for a diverse student body," the Eli and Edythe L. Broad Dean of the Broad College Robert Duncan pointed out. "This just adds to the terrific example he's set for our students through his business success."

Dr. Goldsberry, who holds a B.S. from Central State University, a Ph.D. from Michigan State University and an M.B.A. from Stanford University, served as a captain in the U.S. Army and research chemist for the National Aeronautics and Space Administration in the early 1970s. At the Ford Motor Company, he held numerous positions including vice president and general manager for North America and global vice president. Dr. Goldsberry sits on the boards of the Rockefeller Foundation, Stanford University Graduate School of Business, Central State University and UNUM Corporation, and is a member of the President's Campaign Cabinet for *The Campaign for MSU*.

For information about making a gift or creating an endowment in the College of Natural Science, please contact Suzette Hittner at (517) 353-9855. For information about contributing to the Eli Broad College of Business, contact Paul Harkins at (517) 432-5279.

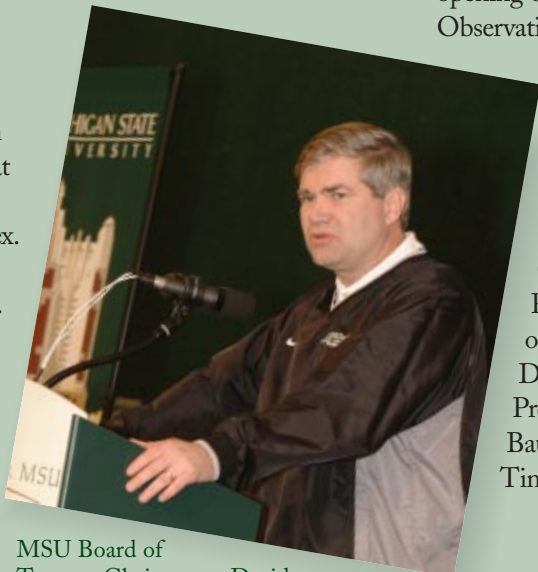


Dr. Ronald Goldsberry of Bloomfield Hills, Michigan.

STRATEGIC CAMPAIGN INITIATIVES

The Campaign for MSU continues to move forward, with \$830.2 million raised as of June 5, 2004. Included in the \$830.2 million is \$200.5 million that has been raised for endowment toward a goal of \$450 million. Several events occur each month, a few of which are highlighted here, as the university strives to reach the overall and endowment goals.

On January 31, President and Mrs. McPherson hosted the annual President's Spartan Sports Reception at the Berkowitz Basketball Complex. Over 350 donors attended the event. President McPherson, Trustee David Porteous and Athletic Director Ron Mason spoke to the crowd. The group was treated to a few



MSU Board of Trustees Chairperson David Porteous addresses the crowd at the sports reception.

words from Head Women's Basketball Coach Joanne P. McCallie and Head Men's Basketball Coach Tom Izzo.

On Saturday, April 17, six years to the day that groundbreaking ceremonies were held for the SOuthern Astrophysical Research Telescope (SOAR), Michigan State University celebrated the official dedication of the telescope, as well as the opening of the MSU-based Remote Control Observation Room at the Biomedical and Physical

Sciences Building. Speakers for the evening included MSU Trustee Don Nugent, President Peter McPherson, Provost Lou Anna K. Simon, Associate Vice President for Research and Graduate Studies Paul Hunt, College of Natural Science Dean George Leroi, Professor Wolfgang Bauer, and Professor Timothy Beers.



Donors Loretta and Clarence Suelter visit with CNS Dean George Leroi during the dedication ceremony for the SOAR Telescope.



During a tour, Physics & Astronomy Professor Megan Donahue answers questions about the Remote Control Observation Room where astronomers can actually control the telescope in Chile and view images and video in real-time.



Dave Brown, MSU Alumni Association

The MSU Alumni Club of Washtenaw County event drew 200 guests who listened to speakers, participated in numerous activities and enjoyed a spirited Spartan time together.

The MSU Alumni Club of Washtenaw County hosted 200 alumni and guests at the Ann Arbor Barton

Hills Country Club on April 19. Guests enjoyed dining and other fun activities including having photos taken with Coach Izzo and bidding on silent and live auction items. Proceeds from the event increased the scholarship fund by 35%. MSU Trustee Randall L. Pittman received the MSU Alumni Club of Washtenaw County Distinguished Alumni Award at the event.



Dave Brown, MSU Alumni Association

Mike Cole, president of the MSU Alumni Club of Washtenaw County, presented MSU Trustee Randall Pittman with the club's Distinguished Alumni Award.



MSU Federal Credit Union President and CEO Patrick McPharlin and his wife Vicki were among the guests enjoying the sports reception in January.

Metzler Leads Effort To Create Endowed Faculty Position In Broad College

About two years ago, a 1963 Michigan State University business alumni, Richard J. Metzler, found a way to show his appreciation for the undergraduate scholarship he had received as a student. He made a significant financial contribution to begin an endowment to honor his advising professor, Dr. John H. Hoagland. Then he inspired several companies, associations, and former students and colleagues of Hoagland to add to the fund, resulting in MSU's recent announcement of the new \$2 million

Hoagland-Metzler Endowed Chair in Purchasing Supply Management in the Eli Broad College of Business.

The other major fundraising organizers included Harold E. Fearon, Ph.D. (Marketing, '61), managing partner of Crown Capital Southwest, LLC, and former chair of the Purchasing, Transportation and Operations Department at Arizona State University; Michiel R. Leenders, the Purchasing Management Association of Canada Professor of Purchasing Management at the Richard Ivey School of Business at the University of Western Ontario; and Barbara Taylor (Natural Science, '71; MBA, '84), global transportation CMT manager, worldwide procurement & logistics for Texas Instruments Incorporated.

The new endowment is designed to attract an outstanding faculty member to continue the Broad College's internationally recognized education and research leadership in important areas of purchasing and supply management. According to Dr. Robert W. Nason, chair of the Broad College's Marketing and Supply Chain Management Department, the college hopes to appoint the first Hoagland-Metzler Endowed Chair in Purchasing Supply Management by January 2005.

Hoagland, professor emeritus of the Broad College, taught at the Broad College from 1952 until his teaching retirement in 1990. He continues to conduct extensive research on business trends, especially those provided by data from business surveys about purchasing that he helped improve. These indexes are now copied worldwide and regarded as one of the world's leading economic indicators. Hoagland helped improve business conditions in the United States by his work on the causes of business recessions. He has been internationally recognized for his contributions to education and research in supply management to undergraduate, graduate and executive students.

Metzler began his career in supply management and ultimately founded and went public with a highly successful utilities consulting business. Currently he is managing director of Trove Partners, LLC.

If you would like more information on supporting the Hoagland-Metzler Endowed Chair in Purchasing Supply Management or any other area within the Eli Broad College of Business, contact Mike Risbell at (517) 353-4340.

CRAIG & LISA MURRAY: SUPPORTING MSU FROM HOLLYWOOD

Though for more than two decades he has lived on the West Coast and worked in the entertainment industry in Hollywood, his support of his alma mater has been unwavering. Meet Craig Murray (Advertising, '76), who began his career working with Walt Disney World in Orlando and worked with BBDO Advertising and Disney Studios.

In 1982, he began a new chapter in his career as a freelance trailer producer and copywriter for Disney and other studios. Trailers, the coming attraction previews shown in theatres and the single most-influential way to reach movie-goers, have become big business. Three years later, Craig Murray Productions, a movie advertising enterprise, was born. It has emerged as one of the top three such firms in Hollywood, receiving industry awards and acclaim for work on the trailer and television campaigns for such hit films as "Finding Nemo," "The Pirates of the Caribbean," and many others.

"As it so happened," says Craig, "MSU was directly responsible for my career in the entertainment industry, thanks to an incredible MSU advertising instructor named Larry Pontius. When he left State to become an executive with the Walt Disney Company, Larry went out on a limb and actually hired me—twice! He set an example of how Spartans help other Spartans, and it inspired me to return the favor as best I could."

When MSU launched its first capital campaign in 1989, Craig and his wife, Lisa, continued their contributions to MSU athletics that had begun years earlier, but they wanted to do something more to support academics. The Murrays created an endowed scholarship named after Craig's parents. The George A. and Dorothy H. Murray Scholarship in Communication Arts & Sciences provides support for students who matriculate to MSU from the Detroit Public School system. Since the creation of this endowed fund 15 years ago, more than a dozen students have benefited from the Murrays' generosity.

Craig and Lisa recently made a significant contribution to enhance the scholarship. In addition, Lisa's interest in equine sports and music have resulted in gifts from the Murrays in support of the Mary Anne McPhail Equine Performance Center and the School of Music.

Craig has always made an effort to volunteer his time, talents and resources for MSU. He has mentored and provided internships within his company for many MSU students, one of whom is now a motion picture director with two Sundance Film Festival movies to his credit. Throughout the years, Craig has employed over two dozen MSU alumni, several of whom still play key roles in his company. "Nobody works harder in Hollywood than a Spartan," he proudly notes.



Lisa and Craig Murray of Burbank, California, in front of the Craig Murray Productions offices after receiving their Abbot Society memento.

Craig currently serves as a charter member of the West Coast Regional Council. He also serves as a member of the President's Campaign Cabinet in support of *The Campaign for MSU* and works on the Campaign Committee for the College of Communication Arts & Sciences. He has earned honors from MSU on several occasions for his dedication to the university.

Despite all he has done and continues to do, Craig is modest about the impact of the support he and Lisa have provided over the years. "This is a very special time for our university. New programs, new ideas, new standards of academic excellence are streaming out of East Lansing. MSU has become a model for major public universities across the country and around the world," he said. "We'd just like to do our part to see that this trend continues."

The Benefits Of Charitable Gift Annuities

The charitable gift annuity and deferred gift annuity are planned gifts that are remarkably simple to establish. In exchange for a transfer of cash or marketable securities, the MSU Foundation will contractually agree to pay a guaranteed stream of lifetime income to the donor and/or another beneficiary. The annuity rate depends solely on the age of the beneficiary or beneficiaries, and it is often higher than the

income generated by conventional investments. MSU Foundation charitable gift annuity contracts are backed by over \$310 million in unrestricted assets owned and managed by the foundation.

Dr. Milton Muelder, an MSU professor and vice president emeritus who has enriched the university community for over sixty-five years as a teacher, administrator and benefactor, receives a nice annual income from annuities he has established. Through four separate annuities recently funded at \$100,000 each, for example, Dr. Muelder is establishing the Dr. Myron S. Magen Endowed Lectureship in the College of Osteopathic Medicine and providing valuable support for the School of Music, the Art Museum, Wharton Center, Libraries, the MSU Museum, the SOAR Telescope, the Blosser and Muelder Lectureship, the Muelder Endowment for Safe Place, and WKAR-TV and Radio.

"There are many worthwhile outlets for giving at Michigan State University," Dr. Muelder said. "It is difficult to choose, and I want to make a difference for the programs I support."

Thoughtful giving is a hallmark of Dr.

Muelder, and thankfully for MSU, other donors have realized the value of charitable gift annuities as well. The late Gordon Adams, for example, a philanthropist who spent most of his career as a financial consultant with First of Michigan Corporation, loved MSU and wanted dearly to carry on the tradition of giving his family valued. With no pension to draw upon, Mr. Adams realized that charitable gift annuities were a perfect fit for his situation. He was able to provide support for MSU while receiving a tax break and a stream of income for his lifetime. His many annuities over the years helped MSU tremendously.

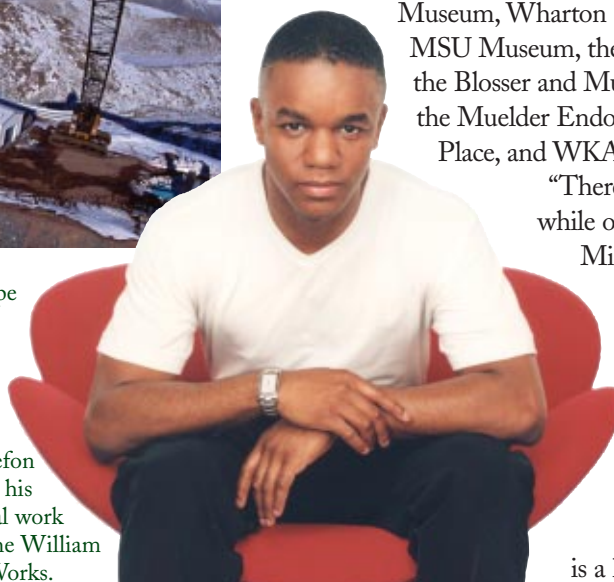
The minimum amount required to establish a charitable gift or deferred gift annuity with the MSU Foundation is \$5,000, and the minimum age of the donor or donors is 50 years and older. The Federal Government allows donors to claim an income tax deduction for the charitable gift component of the transfer, and a portion of each payment to the beneficiary may be income tax-free.

In addition, long-term appreciated securities can be excellent assets to utilize. Donors can avoid the lump-sum capital gain on such securities, spread out the capital gains tax on the income received over the life of the beneficiaries, and escape capital gains tax entirely on part of the appreciation. Thankfully for MSU, more and more generous donors like Dr. Muelder and Mr. Adams have realized the advantages of charitable gift annuities.

For specific illustrations or more information on charitable and deferred gift annuities, contact the Office of Planned Giving at MSU at (517) 353-9268.



Initiatives such as the SOAR Telescope in Chile (above) and world premier performances at the Wharton Center are among the many diverse areas of MSU supported by Dr. Milton Muelder through charitable gift annuities. Renowned vibraphonist Stefon Harris (right), for example, will bring his quintet to campus to debut an original work on April 1, 2005, funded in part by the William Wright Endowment Fund for New Works.



Beninsons Honor Family Patriarch With Two Endowments

Mrs. Evelyne Beninson established endowments for the MSU Libraries and the College of Veterinary Medicine (CVM) in memory of her late husband, Joseph, who passed away in 2001. Dr. Joseph Beninson, who received his D.V.M. from Texas A&M and M.D. from the University of Texas Health Science Center, established the North American Society of Lymphology and is widely recognized as the father of lymphology.

Through a future gift from a charitable remainder trust, Mrs. Beninson recently established the Beninson Family CVM Endowed Scholarship Fund. The scholarship, endowed so that the principal is invested in perpetuity to provide scholarship support, is an important addition to a rapidly growing number of scholarships for highly deserving and intellectually talented students at CVM. The average debt load at graduation for members of CVM's Class of 2003 was \$78,000 per student; that figure is only going up. With the generosity of alumni and friends like the Beninson family, the number and amount of awards will continue to grow, relieving many students of this tremendous burden.

A portion of Mrs. Beninson's charitable trust will create an endowment for the MSU Libraries. A trust is an excellent vehicle through which donors can provide future support for MSU and provide themselves a lifetime stream of income. Like her late husband, Mrs. Beninson strongly believes that becoming an educated person is linked directly to access to a vital library. "A great university must have a great library, because the resources are critical for both faculty and students to foster intellectual growth," Mrs. Beninson remarked recently while touring the MSU Libraries' Special Collections.

She was pleased to learn about the many physical and technical features of the Main Library. "Evelyne is a positive advocate for the MSU Libraries," said MSU Libraries Director Clifford H. Haka. "We hope to engage her enthusiasm and fulfill the family's desire to honor Joseph Beninson's memory in a manner that he would have approved."

Neither Mrs. Beninson nor Dr. Beninson attended MSU, but their daughter, Jennifer, will begin her junior year in the fall, double majoring in zoology and French. Mrs. Beninson, who shares her husband's love of animals and has a beloved pet cockatiel named Ziggy, finds the MSU faculty, staff and students to be very warm.

According to Mrs. Beninson, MSU is a university that provides an excellent education. It has all the advantages of a large university with the individual attention of a small college.

If you would like more information on making a contribution to the MSU Libraries, contact Belinda Cook at (517) 355-2341. If you would like more information on supporting the College of Veterinary Medicine, contact Shannon Duvall at (517) 353-4937.

DEMOS SUPPORTS FOOTBALL MANAGERS

At 11 years of age, Constantine Demos was introduced to Michigan State University Football when his uncle took him into the locker room at Spartan Stadium and presented him with a Spartan football. In an instant, he knew there was no other school than MSU for him.

Con, as he is called, had season tickets to Spartan games from the time he was in junior high school. Though he always wanted to play football for State, his ambitions were held back due to injury. He still wanted to be associated with the team, so in 1961 he became a team manager, a position he held until his graduation from the College of Engineering in 1966.

For years since, he has remained loyal to the Spartans. Now, showing his loyalty even further, Con has utilized a creative method to generously establish a scholarship called the Constantine S. Demos Endowed Fund for Student Football Managers.

"The work of a team manager goes largely unnoticed," Con said. "But as with any team, in business or sports, you desperately need people to

With a successful career as an executive with Shell Oil Corporation, Con reflected on how he might help students in a similar situation as when he was a student: loving the opportunity to work with the team but having to hold second jobs simply to earn enough money to return to school the following fall. As a result, Con established an expendable award and committed to make annual contributions of at least \$5,000 to the scholarship fund. This allows him to see his scholarship at work right away.

In addition, Con has named MSU as beneficiary of his donor-advised charitable fund through Fidelity. He makes contributions to that fund and then "advises" Fidelity on what charitable gifts the fund should make. The way the fund is structured, at the time of a donor's passing, the remainder of the fund passes to their named beneficiary. While Con's donor-advised fund is being built up, he is utilizing corporate matching funds from his employer to build an endowed fund directly with MSU. Upon his death, the balance of the donor-advised fund will be received by MSU and will be added to the endowment monies already received.



Con and Karen Demos, of Texas, met after a Spartans game with Patrick Green, the first recipient of the Demos Endowed Fund for Student Football Managers.

get things prepared and organized so the primary purpose of the team can be accomplished. I wanted to reward those hard-working individuals who help our football team succeed."

The head equipment manager for MSU Intercollegiate Athletics, Bob Knickerbocker, is thrilled to have someone recognize the efforts of his most outstanding team managers with a permanent scholarship. "I can't thank Con enough for his generosity," Knickerbocker said. "His scholarship provides a reward for the football team manager who has a great work ethic, takes responsibilities above and beyond expectations and generally takes the lead in everything we do. It's not an easy job, and Con remembers the hard work from his days as a team manager. It's important for us to recognize hard work, and we're grateful Con is helping us do that."

The endowed fund will begin making disbursements per the terms of the MSU endowed fund he created.

Con's gift is a creative use of his resources in a way that will benefit current and future students who share his interest in helping MSU Football succeed. His hope is that other alumni will be encouraged by his example to add to the fund or give back to an area of MSU they hold dear to their hearts.

If you would like to contribute to the Demos Fund or create a new fund within Intercollegiate Athletics, contact Doug Knuth of the Ralph Young Fund at (517) 432-4611.

Schoeners Provide Critical Nursing And Scholarship Support

Ed and Carol Schoener have always believed in the value of investing in the university you love. Donors to MSU for many years, their most recent gifts are accomplishing a great deal for two areas of the university.

Carol, for example, has worked for Hospice of Michigan for the past 10 years. She currently serves as a project manager for software implementation of a patient management system and computerized clinical documentation.

Her professional specialties are directly linked to the Schoeners' personal financial contributions to MSU, specifically a gift that enabled the College of Nursing to create a web site full of resources for cancer patients and their caregivers. The gift allows MSU to implement University Distinguished Professor Barbara Given's and Professor William

Given's Caregiver nursing research.

"Nursing research is not often translated to practice, and it is extremely rare to have it actually implemented," said College of Nursing Dean Marilyn Rothert.

"When completed, the web site will offer easy access to information such as symptom management, ways to

Ed and Carol Schoener



access and reduce caregiver stress, family meetings, depression, and end of life topics."

The Schoeners, who reside in St. Clair Shores, Michigan, are also involved in their local alumni chapter. Through another generous contribution, they have created the Eastern Wayne County Alumni Club Endowed Scholarship to provide support for MSU students from their region. The fact that they endowed the scholarship means that the principal will be invested forever.

"It is our hope that the club will invest their time and energies supporting the scholarship," Ed said. The Schoeners' personal contribution is significantly enhanced by the fact that Ed's employment makes him eligible to apply the General Motors matching contribution to their gift. Ed (MBA, '76), who earned a BIA in marketing from General Motors Institute and has been working for Chevrolet Motor Division since graduation, has led Chevrolet's launch of the 2002 Avalanche and the 2004 Malibu and currently serves as product director, Chevy Trucks. While he and Carol were both raised in the metro Detroit area, and Carol earned degrees in nursing from Marshall University in West Virginia and Wayne State University in Detroit, they share fond memories of MSU's campus.

"We always enjoyed the time we spent on campus while Ed was attending MSU and on our numerous visits back since then," Carol said. "We strongly believe in and support the educational goals of MSU."

"We wanted to offer others the opportunity to experience the land-grant learning philosophy," Ed

added. "We hope that those receiving the benefit of the scholarship fund will one day return the favor by continuing to support MSU in their own way."

If you would like more information on supporting the College of Nursing, contact Sherry Wilson at (517) 432-1187. If you would like more information on creating an endowed scholarship, contact Jayne Osborn at (517) 353-3121, extension 249.

Erickson Pledges \$6.6 Million

During their lifetimes, Drs. Clifford and Mildred Erickson immeasurably impacted the College of Education and Michigan State University as a whole. Now, through a generous charitable bequest from his estate, their son, Dr. W. Bruce Erickson, is carrying on the legacy of his parents' outstanding support by providing resources to MSU that will exist in perpetuity.

Dr. Erickson, Professor of Strategic Management and Organization at the Carlson School of Management, University of Minnesota, is an anti-trust law, small business and international business expert. His gift to MSU will establish three new endowed chairs and two scholarships.

Funded through his generosity are the Dr. Mildred B. Erickson Distinguished Chair in Higher, Adult and Lifelong Education, the Friends of Mildred Erickson Endowed Fund, the Dr. Clifford E. Erickson Distinguished Chair in Education, the Clifford Erickson Memorial Scholarship, and the Dr. W. Bruce Erickson Distinguished Chair in Economics. Dr. Erickson (Social Science, '59; Business, '60 & '65), through a carefully conceived estate plan, has also agreed to establish each fund as an endowment, assuring that the principal of his gift will remain forever.

Dr. Clifford Erickson was a gifted professor and administrator who also served as MSU's provost. He was one of the first deans of the College of Education and is credited with changes in the structure and curriculum that led to the college's rise to preeminence among education programs in the nation. Following his death in 1963, Mildred Erickson re-entered MSU as a non-traditional student. Her work that followed made her a leader in Lifelong Education at MSU for years to come.

Their leadership, innovation and desire to positively affect the world are traits that Bruce Erickson inherited. An entrepreneur active in the business world, Dr. Erickson is currently investing in a new type of blood sugar monitor which, when available, will be priced low enough for people in developing countries to afford.

"It is good to make a profit," he said, "but even better to make a difference in the world. I want to make an impact where I can."

With his incredible generosity, Dr. Erickson is certainly making an impact at MSU. The charitable bequest from his estate will improve the future—a perfect arrangement from a man and a family that have meant so much to Michigan State University.

SPARTY PROJECT UPDATE

NBA all-star and former MSU All-American Steve Smith and his wife Millie, honorary chairpersons of MSU's Sparty Project, along with their children Brayden and Davis, have made a gift of \$25,000 to help save Sparty. The Sparty Project, a \$500,000 fundraising effort to provide a new statue, plaza area and endowment to care for Sparty in perpetuity, began in Spring 2003. The funds will be used to create an exact replica of the original 9-foot, 3-inch ceramic statue in bronze so that the new Sparty can withstand the elements of Michigan winters. The original statue will be moved indoors to the lobby of the new stadium expansion.

The Smith family's gift raises the fund total to \$485,000. Steve and Millie Smith have been active participants in garnering the financial support for the project. "It's important to us to see this MSU icon celebrated and preserved," Steve said. Steve, who with Millie has given the university more than \$3 million since he began his NBA career, also serves as a co-chair of the President's Campaign Cabinet for *The Campaign for MSU*.

Other leadership gifts to the Sparty Project include \$25,000 from the Secchia Family Foundation. Ambassador Peter Secchia is a member of the President's Campaign Cabinet and devotes his time and expertise to the MSU community in many ways. The Student Alumni Foundation and the



The Smith Family: Davis, Millie, Steve and Brayden.

Associated Students of Michigan State University have also made gifts totaling \$100,000.

Fundraising for this project is scheduled through Summer 2004, and with only \$15,000 left to raise, the final push is on to reach the goal. MSU will unveil the new statue during the Sesquicentennial celebration in 2005.

To learn more or to make a gift, log on to www.msualum.com/spartyproject. If you have any questions, please contact Karen Wenk at (517) 355-9582 or by e-mail, wenk@cpp.msu.edu, at the Campus Park and Planning development office.



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A Commencement To Remember

May 7, 2004 was an eventful day for Michigan State University. National Security Advisor Condoleezza Rice visited campus and delivered the keynote address to some 6,700 graduates at the Jack Breslin Student Events Center. Prior to her speech, Dr. Rice spoke briefly at a brunch held in her honor that featured remarks from MSU Board of Trustees Chairperson David Porteous and President Peter McPherson. Nearly 700 guests enjoyed the Spartan camaraderie as Dr. Rice, a football fan, received an MSU football autographed by Head Coach John L. Smith.

Near the end of his commencement remarks, President McPherson informed the graduates and the public of his decision to step down from the presidency of MSU as of January 1, 2005. While his announcement was a surprise to many, the overwhelming sentiment is that President McPherson is a dedicated leader who will be missed, and a loyal Spartan who leaves MSU a strong institution that is well on its way to reaching the \$1.2 billion goal for *The Campaign for MSU*.



President Peter McPherson listens as Dr. Condoleezza Rice addresses the donors and guests gathered at the brunch.



Dr. Rice greets the MSU Board of Trustees before the commencement exercise.



MSU Trustee Dorothy Gonzales visits with Delia and Anthony Koo at the brunch.



Student musicians entertain the crowd during the pre-commencement brunch.



Rishan and James Butler (left), Birte and Greg Hansen and Mohammed and Salma Ayoob (above, pictured left to right) were among the guests enjoying the brunch prior to the commencement exercise.



President Peter McPherson, Dr. Condoleezza Rice and Provost Lou Anna K. Simon met just before taking the stage for the 2004 graduate convocation.

