

# THE CAMPAIGN FOR MSU DEVELOPMENTS

SUMMER 2005

## \$10 MILLION ADDY ENDOWMENTS BENEFIT BUSINESS, SOCIAL SCIENCE AND ADMISSIONS

**F**rederick and Marilyn Addy's long and generous history of giving to Michigan State University took a giant step forward recently. In reviewing their estate plan, they determined that they would be in a position to develop two very significant new endowments totaling \$10 million.

Currently valued at close to \$8.5 million, the first of these two endowments, to be known as the Frederick S. & Marilyn Marshall Addy Endowment, will be used alternately by the dean of the Broad School and the dean of the College of Social Science, to build new faculty and scholarship endowments. In Fred's words, they want to be able "...to help MSU recruit and retain faculty members who will in turn continue to elevate the reputation of Michigan State University."

The Addys plan to make a part of their estate available to seed this endowment for faculty support for The Eli Broad College of Business, The Eli Broad Graduate School of Management, and the Department of Economics in the College of



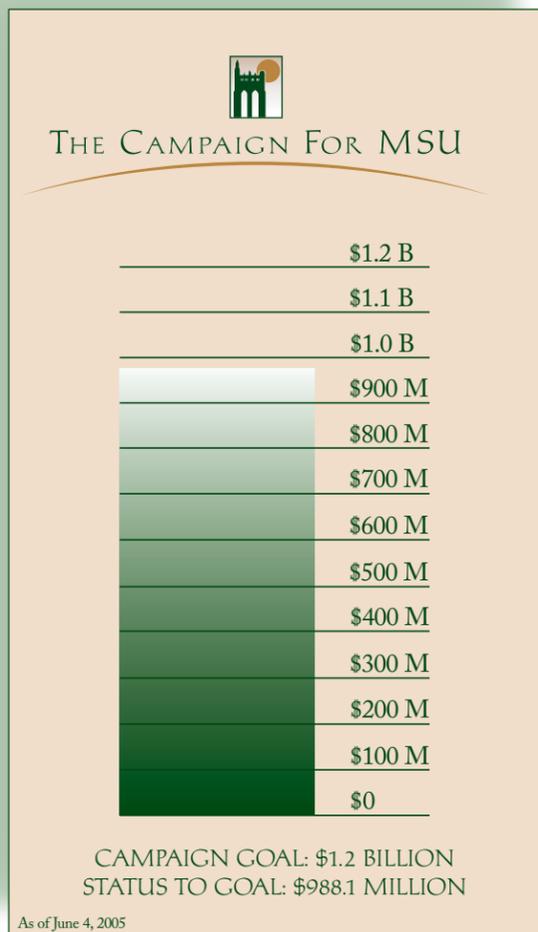
Marilyn and Frederick Addy

Social Science. They want to help create lasting support for faculty initiatives within the Broad School and the Department of Economics, while affording the deans of the two colleges discretion to use the funds to build new scholarship endowments if that becomes a greater need.

Dean Duncan responded with gratitude. "The Broad School's greatest challenge," he said, "now and going forward is intellectual capital—the retention and recruitment of great faculty to preserve and enhance our place among the nation's top business schools. As a result of their previous gifts—two Frederick S. Addy Distinguished Faculty Chairs, one here in the Broad School in the Finance Department—we have seen our finance program grow into one of the most in demand among both students and recruiters. This outstanding new gift from Fred and Marilyn Addy will enable us in perpetuity to support faculty who distinguish themselves in both their teaching and research, and to build on the tremendous program strength they have already helped us establish."

Dean Marietta Baba of the College of Social Science sees the gift as a bridge between the university's distinguished past and a bright future. "Our economics faculty have continually proven themselves in both the classroom and research," she stated. "The tremendous graduates we have

*continued on page 2*



## \$5.9 Million Kellogg Foundation Grant Benefits Land Policy Program

**T**he W.K. Kellogg Foundation has announced a \$5.9 million investment over three years in the Michigan State University Land Policy Program to support land use policy research, education and innovation in partnership with Public Sector Consultants (PSC), a Lansing-based private policy research firm.

"We hope this grant will help Michigan State further develop the tools necessary to help the people of Michigan make wise land use decisions into the future," said Rick Foster, Kellogg Foundation vice president for Food Systems and Rural Development.

The grant will build upon the program People and Land (PAL), a statewide partnership which has played a major role in initiating change in Michigan land use policy. The PAL approach focuses on educating citizens and policy makers about land use issues, informing them of innovative policy tools and alternative options, and convening organizations to understand various

perspectives and implement appropriate land use agendas.

"Michigan is unique; no other state can boast of this kind of public-private partnerships infrastructure in land use policy" said Soji Adelaja, Hannah Distinguished Professor in Land Policy and director of the MSU Land Policy Program, the principal partner in implementing the grant.



Rick Foster, W.K. Kellogg Foundation

"Success in addressing land use issues like sprawl, traffic congestion, and resource conservation is critical to Michigan's future

*continued on page 2*

## Addy Endowment *continued from cover*

sent out into the world continue to reflect well on us and give back to the department. This gift from the Addys will enable us to carry that reputation into the future for our students.”

Fred’s interest in doing something significant to help students from his prep alma mater, the Boston Latin School (BLS), prompted the Addys to fund the second of their two endowments with a gift currently valued at \$1.5 million. Through the Office of Admissions and Scholarships, they created the Frederick S. Addy Endowed Scholarship for alumni of the BLS. The BLS is the nation’s oldest public high school, and is part of the Boston Public Schools. Admission to BLS is by competitive examination and 98% of the nearly 2,500 students go on to four-year colleges. Michigan State has the opportunity to draw students from the high school of John Hancock and Benjamin Franklin, George Santayana and Leonard Bernstein, from New England to East Lansing. Fred said, “I’ve always been so proud to be an alumnus of both the Boston Latin School and Michigan State. Now I can help both my alma maters through this very special scholarship.”

Pamela Horne, assistant to the provost and director of the Office of Admissions and Scholarships, said, “The Frederick S. Addy Endowed Scholarship will give us a wonderful new entry in building our recruitment of out-of-state students. The opportunity for the competitive students of the Boston Latin School to study in an increasingly competitive academic environment like Michigan State’s helps us in fostering a relationship full of opportunity.”

The Addys are members of the Joseph R. Williams Society, which recognizes donors of at least \$5,000,000 to the university or those who remember Michigan State in their estate plans or through deferred gifts of at least \$7,500,000.

Fred graduated from Michigan State in 1953 from what is now The Eli Broad College of Business, and received his master’s in Marketing in 1957. Marilyn earned a Bachelor of Music

degree from the College of Arts and Letters in 1953. In addition to the two previous endowed faculty chairs, the Addys are generous supporters of the Wharton Center, the university’s Essential Edge annual fund, and the Broad School’s building funds.

Fred went on to a distinguished career with BP Amoco Corporation, starting in 1957 in Chicago following his graduation from Michigan State. He held a variety of positions, including executive vice president, chief financial officer, and director of Amoco Corporation, which he held until his retirement in 1994. He has served on the boards of Baker Fentress, Inc., JP Morgan Pierpont Funds, Enserch Corporation and EEX. He also served as chairman, president, and CEO of EEX from 1996 to 1997. Marilyn taught music for several years in the Dearborn, Michigan, school system and was a soprano soloist in community churches. She left her professional musical career to raise the couple’s three children.

Fred and Marilyn’s 52 year marriage has provided other outlets for their philanthropy. They are significant supporters of the Austin Symphony and the Austin Lyric Opera, and Fred serves on

the Board of Trustees of both institutions. He also chaired the board and was a trustee of Roosevelt University in Chicago, which honored him with an honorary doctorate.

Fred received an honorary doctorate from MSU in 1999. He and Marilyn were also honored with the Michigan State University Philanthropist Award from the MSU Alumni Association, and Fred is a past recipient of the Broad School Outstanding Alumni Award and the MSU Distinguished Alumni Award.

The Addys are true Spartans who believe in giving back to Michigan State University. Their contributions ensure that MSU will continue advancing knowledge and transforming lives of generations of Spartans to come.

*For more information about making a gift to the Broad College of Business, contact Development Officer Paul Harkins at (517) 432-5279. For information about making a gift to the Office of Admissions and Scholarships, contact Development Officer Barbara Ball-McClure at (517) 355-8257, extension 220.*

## Kellogg Grant *continued from cover*

prosperity and a broad consensus is forming around that premise.”

Bill Rustem, the president of Lansing-based PSC which directed previous PAL efforts, will serve with Adelaja as co-director of the Phase III PAL work.



Soji Adelaja, Michigan State University

“PAL’s accomplishments have been second to none in truly raising the public’s and the media’s awareness of land use issues in both the political and policy arenas,” Rustem said. “But much more needs to be done. MSU’s Land Policy Program is positioned to take the lead in demonstrating how an engaged university and creative faculty can support Michigan communities and government with research-based information as they work to make smarter land use decisions.”

“We are excited to have the generous support of the Kellogg Foundation to enhance our work with the people of Michigan to find innovative solutions to one of the most critical issues affecting both quality of life and economic competitiveness,” said MSU President Lou Anna K. Simon. “In the spirit of a 21st century land-grant university, we will build on our partnership through PAL and will align our research and engagement priorities to bring new knowledge to bear on the important issues of land use and land use policy.”

This PAL funding will also help establish a new competitive higher education land use

research grants program that will support faculty from MSU, Wayne State University, the University of Michigan and Grand Valley State University in pursuing relevant research to address the needs of stakeholders in land use. Additionally, it will help recruit a new core team, Land Policy Extension Educators, to address local land use education needs.

“This investment by Kellogg is an outstanding opportunity for MSU scientists and Extension practitioners to help shape Michigan’s future,” stated Acting Provost John Hudzik. “Land use is a signature program and a top priority for the university and the state. This investment helps us to act aggressively in implementing programs of benefit to Michigan.”

The W.K. Kellogg Foundation programming activities center around the common vision of a world in which each

person has a sense of worth; accepts responsibility for self, family, community and societal well-being; and has the capacity to be productive and to help create nurturing families, responsive institutions and healthy communities.

The foundation targets its grants toward specific areas: health, food systems and rural development; youth and education; and philanthropy and volunteerism.

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Bill Rustem, Public Sector Consultants

*Developments is published by:*  
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4700 South Hagadorn Road, Suite 220  
East Lansing, MI 48823-5399  
(517) 355-8257

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## LESLIES ENDOW CHAIR IN LITERARY STUDIES

**L**ongtime donors Audrey and John Leslie have documented a charitable bequest through their estate plans to create an endowment to support a faculty position in the Department of English at Michigan State University. The endowment will be known as the Audrey and John Leslie Endowed Chair in Literary Studies.



Audrey and John Leslie

“The Leslie Chair is only the second endowed chair in the College of Arts & Letters,” said Acting Dean Patrick McConeghy. “With this future gift of \$2.5 million, the largest in the histo-

ry of the college, our students will benefit from the research, teaching, and guidance of the most prominent national scholars in literary studies for years to come.”

In 1993, the Leslies established an endowed scholarship in support of full-time students enrolled in the College of Arts & Letters. Awards are given annually to deserving students pursuing degrees in the arts and humanities.

“The study of literature improved my understanding of the human condition,” Audrey said, “and the study of the development of our language improved my appreciation for the power and versatility of English. Everyone can benefit from these studies.”

Audrey earned a B.A. in Philosophy in 1950 and an M.A. in 1960 in English. She has always wanted to show her appreciation for the extraordinary education she received at MSU.

John served as a staff member in the MSU Information Office and later as a fundraising consultant to the university. Through his work, he developed a respect for the commitment of the people who manage the day-to-day affairs of such a large and diverse institution.

Today they reside in Potomac, Maryland, and their eye on the future of MSU is keen. They

understand the value of both endowed gifts and careful estate planning.

“Endowments to educational institutions are made easy and enjoyable by the many ways that development offices help people to establish such endowments,” Audrey explained. “These endowments give donors a unique opportunity to help maintain the quality of programs they want to see perpetuated. That opportunity is rare in the world today and gives donors a feeling that what they believe is important will continue to be passed on to future generations.”

Through their continued generosity, the Leslies have combined their passion for great literature, their gratitude to MSU and their desire to improve the future. “The Leslies share a strong belief in the valuable role of the humanities in our world,” said Department of English Chair Patrick O’Donnell, “and thanks to their commitment to that belief, students and faculty will benefit tangibly from their financial support of the humanities at MSU.”

*For more information about making a gift to the College of Arts & Letters, contact Director of Development Rebecca Surian at (517) 353-4725.*

## Littlejohn Supports MSU College Of Law

**T**he MSU College of Law recently announced that Dr. Edward J. Littlejohn, (’70, J.D.) has made a planned gift of \$250,000 in unrestricted support of *The Campaign for the MSU College of Law*, which is part of *The Campaign for MSU*. In recognition of this commitment, the college will name the Edward J. Littlejohn Dean’s Conference Room in his honor.

Dr. Littlejohn’s planned gift marks his almost forty-year involvement with the college as a student leader, honors graduate, faculty member, and engaged alumnus. This strong affinity has given him a unique appreciation for the heritage of the past and prospects for the future of the college.

In making this gift, Dr. Littlejohn said, “I am always mindful of the great urban legacy that made the Detroit College of Law very special for me. From its inception in 1891, the college gave many working and minority students opportunities that did not otherwise exist for them to become lawyers. For me, the experience led to a profoundly rewarding and life-changing career well beyond anything I imagined as a young man. In this context, my gift is a small way, indeed, to say thank you. Also, I hope it will be tangible assistance to the dean and faculty as they continue the legacy—training diverse groups of men and women to be future outstanding lawyers, community leaders, and good citizens.”

MSU College of Law Dean Terence L. Blackburn stated, “Ed Littlejohn’s distinguished career in academe and his personal legacy of enlightened service to the Detroit community and the American legal profession make this gift especially significant for us. His lifetime love of the law as an intellectual pursuit coupled with his progressive understanding of the law as an instrument of positive social change is an inspiring example to

our faculty, students, and alumni. We are honored by his great generosity and thoughtfulness in helping to secure the future of the Law College.”

By the time he received the Juris Doctor degree in 1970, Dr. Littlejohn had already demonstrated his capacity for scholarship, leadership and public service. After earning his bachelor’s degree at Wayne State University, he worked as a case manager in the City of Detroit Department of Public Welfare, served as lead administrator for the City of Detroit Youth Commission, and then became principal consultant to the Citizens Governing Board of the Detroit Model Neighborhood Program.

Graduating at the top of his law class with many academic honors, he had also served as senior class president and founding president of the Wolverine Student Bar Association. He was the first African-American member of the Detroit College of Law faculty and went on to earn Master of Laws (LL.M) and Doctor of the Science of Law (S.J.D.) degrees from Columbia University Law School. He was Michigan’s first African-American lawyer to hold an earned doctorate in the law.

He joined the Wayne State University Faculty of Law in 1972, reached full professor in 1978, and was accorded Professor Emeritus standing in 1996. He served both as Assistant Dean and Associate Dean of the WSU Law School and received many honors in recognition of his achievements and service. His teaching specialties included torts, equitable remedies, and agency and partnership, and he was a widely recognized expert in civil liability and law enforcement, police misconduct, and civil rights.

Dr. Littlejohn was born in Pittsburgh, Pennsylvania, and came with his family to Detroit shortly after the Second World War. His service

to his adopted city has spanned five decades. He was appointed by Mayor Coleman A. Young to the Detroit Board of Police Commissioners



Edward Littlejohn

(1974-78). Mayor Dennis W. Archer appointed him chairman of the City of Detroit Board of Ethics in 1994-95, and he served as a member of the Arts Commission of the City of Detroit from 1999-2001. Nationally, he served as reporter for the American Bar Association Task Force on

Minorities in the Legal Profession (1985-86). Among his many honors and awards, Dr. Littlejohn received the Donald H. Gordon Award for Excellence in Teaching from the Wayne State University School of Law in 1994; the State Bar of Michigan’s Champion of Justice Award for extraordinary professional accomplishment and community involvement in 1996; and the Wolverine Bar Association’s Trailblazer Award in 1988 for his seminal research and publications about Michigan’s African-American lawyers and judges.

Dr. Littlejohn resides in University Park, Florida, and maintains strong ties with the City of Detroit through his family, colleagues, and interests in art and business.

*For more information about making a gift to the MSU College of Law, contact Development Director Judi Peters at (517) 432-6842.*

# ENDOWMENT GIFTS: *Leaving A Legacy*

**E**ndowments are an important focus of *The Campaign for MSU*. We are on our way to raising \$1.2 billion, with a campaign objective to raise \$450 million for endowment.

Endowed funds offer a dependable, perpetual source of funding for the university. Endowed funds differ from others in that the total amount of the gift is invested.

Each year, only a portion of the invested income earned is spent while the remainder adds to the principal growth.

The investment made in MSU with the creation of an endowment provides the type of support that makes a real difference in the lives of our students, faculty, and staff—by enhancing their education, research, daily work, future inventions, and academic excellence. Endowed gifts enable MSU to offer a truly world-class, contemporary education for years to come.

The following gifts to *The Campaign for MSU* exemplify many ways and reasons Spartans have found to create endowments.

## BETWEE GIFTS BENEFIT EDUCATION, MUSIC & JAMES MADISON COLLEGE

Juli Betwee graduated from MSU's first residential college, Justin Morrill, in 1969. She is supporting *The Campaign for MSU* by establishing three endowments totaling \$200,000, two of which will honor her parents.

The Marcus C. Betwee Endowed Scholarship in Special Education was created in memory of her father, a 1934 graduate

of MSU's School of Music. "In addition to being a remarkable father, he was an innovative and tireless advocate of children," commented Juli.

According to Juli, he was an early thought-leader in the field of learning disabilities, advancing the

belief that the label "disability" would disappear if teaching mirrored the student's learning preference. He wrote a book and launched one of the first clinics for school administrators, teachers, parents and students to advance individualized learning.

The Victorine Johnson Betwee Community Outreach Fund for the School

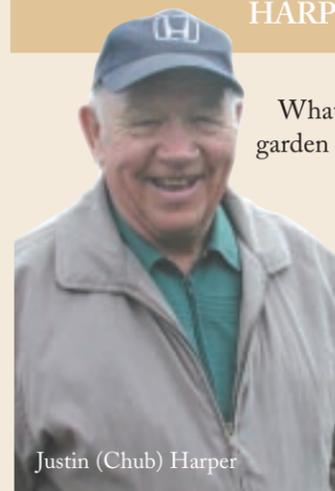
of Music was established in loving recognition of Juli's mother, an extraordinary mother and teacher. Juli commented, "My mother was a gifted pianist, organist and vocalist who shared her talents with her students, friends and anyone who was fortunate to be within earshot of her playing. Her 'performances' seemed effortless and an open invitation to join in her joy." Vicki Betwee lives in Hawaii.

The third endowment fund was created by Juli in appreciation for the innovative and exceptional learning experiences and access to accomplished teachers in Justin Morrill. The Juli Betwee Endowed Scholarship in James Madison College was created to advance and share the leadership and creativity Juli experienced through Justin Morrill College by providing scholarship support for talented students in James Madison College.

Juli's commitment to MSU is evident. From 1995-2004, Juli was a member of the MSU Foundation Board of Directors. She is recognized as a member of the Snyder Society, and continues her involvement as a charter member of the MSU West Coast Regional Council. Juli is also active in many community and civic organizations in the San Francisco Bay area, where she and her husband, Michael Doyle, reside.



Juli Betwee (left) receives her Snyder Society memento from President Lou Anna K. Simon.



Justin (Chub) Harper

## HARPER GIFT BENEFITS HIDDEN LAKE GARDENS

What does a gardener do when his garden is full? He shares with others.

In 1981, Justin C. (Chub) Harper chose to share over 300 of his conifer (cone-bearing) trees with MSU's Hidden Lake Gardens in Tipton, Michigan, to create the Harper Collection of Dwarf and Rare Conifers. Over the past 24 years, he has provided additional plant material,

offered expertise and guidance, and provided gifts for an endowment for maintenance. In spring 2005, Chub documented a new planned gift to benefit the collection.

Following the death of Chub's beloved wife Anna in 2004, he needed to update his trust. MSU's Office of Planned Giving outlined a plan whereby Chub designated MSU as the beneficiary of his IRA funds upon his passing. This agreement specifically designated the Harper Collection to receive these funds, allowing MSU to automatically receive whatever funds are left in his IRA accounts. As a charitable institution, MSU can receive these funds without incurring a tax liability, assuring a higher dollar amount will go into the endowment fund.

In the meantime, Chub decided to take the RMD (Required Minimum Distribution) from the IRA funds as required each year and apply the proceeds to an MSU charitable gift annuity on an annual basis. By doing this, MSU

## PETRELLA FUNDS SCHOOL OF MUSIC

At the urging of a high school band director in 1962, a young Robert Petrella auditioned for a music scholarship at Michigan State University. He did well and received a four-year band scholarship. The scholarship made the difference, allowing a talented youth from New Jersey to afford tuition at MSU, and it has proven a pivotal point in the story of that same youth's path toward becoming a generous donor of today.

Through a charitable bequest in his estate plans, Petrella ('66, Music Education) will fund an endowed graduate fellowship to be known as the Dr. Robert L.



Robert Petrella in his role as conductor.

Petrella Endowed Graduate Fellowship in Clarinet and an endowed fund in support of undergraduates to be known as the Dr. Robert L. Petrella Endowed Scholarship in Clarinet. Petrella, who received his master's and doctoral degrees from

the University of Maryland, has served as a professor of Music and band director at Northern Virginia Community College for more than thirty years.

Both the fellowship and scholarship are set up to benefit out-of-state students studying clarinet at MSU. "I know what it was like to be an out-of-state student, and the scholarship support I received made up the difference between the in-state and out-of-state tuition," Petrella said. "I don't think I would have been able to go to Michigan State without it, so

## MCGREGOR FELLOWSHIP PROVIDES SUPPORT FOR M.B.A.S

Through cash and planned gifts, George F. McGregor ('42, B.A., Business; '47, M.B.A. Business) has established an endowed fellowship fund for M.B.A. candidates at the Eli Broad Graduate School of Management.

The George F. McGregor Endowed Fellowship Fund will provide support for future M.B.A. candidates who demonstrate the capacity, desire and initiative to achieve educational and professional goals through obtaining an M.B.A. degree. It is the intention of the donor that recipients exhibit leadership qualities, potential and a strong work ethic.

McGregor, a native of Pontiac, Michigan, entered Michigan State College in 1938 and was commissioned at graduation as a second lieutenant, Field Artillery, U.S. Army Reserve. He reported for active military service and served for four years, including combat duty during World War II in the European Theatre. He served an additional 30 years in the Army Reserve, retiring with the rank of colonel.

After completing his master's degree in Economics at MSU in 1947, McGregor was an instructor in the Department of Economics until 1949. He pursued additional graduate work at the University of California at Berkeley and established a lifetime career in personnel management and human relations. He and his wife, Anne, live in Hendersonville, North Carolina.



George McGregor

## ODDEN LAKE GARDENS

gets the benefit of the gift annuity each year and Chub receives the benefit of the proceeds from the gift annuity. Part of the gift annuity proceeds is tax-free since taxes have already been paid on a portion of these funds.

“The MSU Planned Giving office was a very valuable resource in my estate planning,” said Chub. “By using their advice, I am assured of making the most of my contributions by minimizing taxes and maximizing the gift amount.”

As with most collections, many of us have little knowledge of the types of work done behind the scenes to care for them in perpetuity. Glancing over the Harper Collection, one can see the hues of green, yellow and blue, but the plants are silent about activity required to care for them— weeding, mowing, feeding, watering, mulching, deer-fencing, and pruning that might take place. As the trees stand so beautifully, they tell no secrets about the care they’ve received. They simply become a source of inspiration and education for gardeners of all types including conifer novices and connoisseurs alike.

Chub has always understood that the trees’ jobs are to look beautiful and one of his jobs is to provide funding so the trees can look fabulous. Chub has given graciously over a number of years to an endowment he created in 1993. This endowment is called the “Harper Dwarf and Rare Conifer Collection Fund.” It took over 12 years to reach the initial goal of the endowment. With Chub’s additional major gift, the endowment will more than double in the future. He has also been a cheerleader for the endowment, encouraging others to support this one-of-a-kind conifer collection which is truly one of the best in the entire country.

## ENDOWMENTS

I had in mind to try to create something to lessen the burden for out-of-state students like me.”

Petrella, who began playing clarinet at the age of ten and ended up studying under renowned players such as Leon Russanoff, Norman Heim, Ignacious Gennusa, Loren Kitt and MSU’s own Elsa Ludewig Verdehr and Keith Stein, understands well the fact that endowments permanently support the students and programs for which they are intended. The total amount of an endowed gift is invested, and each year only a portion of the invested income earned is spent while the remainder adds to principal growth.

“MSU was really pivotal in my young life. It steered me in the direction that I went, and it made a major impact on my life,” Petrella said. “Michigan State was a wonderful experience on all levels—educational, musical, social—a defining moment in my life. Creating these funds seems like the logical thing to do.

“Overall, alumni of MSU are some of the most loyal as compared to colleagues I’ve met from other schools,” he continued. “In many cases, people have children or grandchildren they leave money to in their estate plans, but even if that’s the case, they can still leave something to Michigan State if they feel the experience was memorable and shaped their lives, at least some portion of their estate to reflect their gratitude.”

In addition to studying under Verdehr, whom he credits for influencing his teaching abilities, Petrella was a member of the Spartan Marching Band and MSU Concert Band under the direction of Leonard Falcone. Upon graduation from MSU, he joined the U.S. Army Field Band with which he performed in 49 states, and he remains connected to MSU in part through participation in Marching Band reunions and three overseas tours with the Alumni Concert Band.

## GORDON AND NINA COLLISON HONORED WITH ENDOWMENT

Michigan State University Libraries announced the establishment of the Kayoko Tsuda-Guy Asian Art Collections Endowment in Memory of Gordon and Nina Collison. Mrs. Tsuda-Guy decided to create the endowment to establish a lasting legacy to honor the memory of Gordon and Nina Collison who became her loving guardians from 1961-1965 when she was a student at MSU.

In the mid 1960s, Japan was still a developing country and there was a strict limit on the amount of foreign currency one could take out of the country. The Collisons generously and lovingly cared for Kayoko as if she were their own daughter. It is Mrs. Tsuda-Guy’s wish to honor the Collisons as if they were her parents.

Mrs. Tsuda-Guy is an internationally renowned art expert who studied Western fine art in London and worked in the Impressionist Department of Christie’s International Auction House for many years. Kayoko and her husband share homes in London and Japan. It is their hope that the endowment will enhance the Asian Art Collections of the MSU Libraries to foster an enrichment of knowledge and meaningful understanding of Asian art and culture.

When learning of the donation, Clifford H. Haka, director of the MSU Libraries remarked, “This is a special and noteworthy gift that will help bring to life some of the world’s greatest and most beautiful art. Furthermore, the sentiment that initiated this gift is one that touches us all.”



## BERGMAN ENDOWMENT BENEFITS FACULTY & PROGRAMS IN BUSINESS

Doug Bergman ('65, B.A., Marketing; '66, M.B.A.) has created The Bergman Endowment for Faculty and Program Enhancement in the College of Business in



President Lou Anna K. Simon (right) presents the Hannah Society memento to Doug and Sally Bergman.

honor of his parents, neither of whom attended college, but made many sacrifices so that Doug could. This endowed fund, created through his estate plans, will benefit faculty and programs in the Broad College of Business.

Doug was born in the Detroit area, and spent most of his youth growing up in rural Commerce, about an hour outside of Detroit. He attended Walled Lake High School and chose MSU because he wanted to live away from home, but stay close enough to get back home whenever needed. In addition, he had several friends who were students at Michigan State University, and they spoke highly of their experiences.

After graduation from MSU, Doug began a successful business career at IBM, where he worked for 20 years. He joined Charles Schwab’s Institutional Division as a V.P. and Officer of the Company in 1992. In 1995, Doug started his own company, Bergman Investment Management. He said, “My success in business relies heavily on the strong educational foundation I received at the Broad School, and I wanted to take this opportunity to give something back.”

Doug and his wife, Sally, reside in San Francisco. They actively support several non-profit organizations in the Bay area. As an alumni volunteer with MSU, Doug has served as a mentor to students in the Broad School of Business and is a member of the MSU West Coast Regional Council. Doug and Sally are members of the Hannah Society which recognizes donors who make planned gifts of at least \$100,000.

# MSU AND THE MOTOR CITY: THE NEXT 150 YEARS

**T**he successful partnership between MSU and the automotive industry was celebrated at an event at Ford Field in Detroit in April. Alumni and friends from DaimlerChrysler, Ford Motor Company, General Motors, automotive suppliers and Detroit area donors gathered to enjoy an evening celebrating MSU's sesquicentennial and its next 150 years. Basketball analyst and MSU Academic All-American Gregory Kelsner was master of ceremonies for the evening.

MSU's ongoing relationship with the automotive industry was a focus of the event. The automotive perspective was provided by James Padilla, Ford Motor Company president and COO. MSU administrators and guests who spoke included Board of Trustees Chairperson David Porteous, President Lou Anna K. Simon, Men's Basketball Head Coach Tom Izzo, Women's Basketball Head Coach Joanne P. McCallie, *The Campaign for MSU* Co-chair Lynn Myers, alumna and DaimlerChrysler employee Maia Broadway, and senior class gift campaign coordinator Andy McCoy.

With Ford Field in the background, attendees had their photos taken with Sparty. An area focusing on academic and unit accomplishments allowed donors and alumni to see the latest and greatest offerings from their colleges.

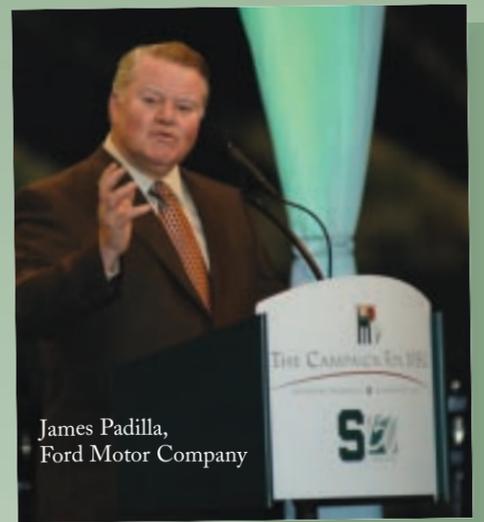


President Simon and guests visited the academic area and enjoyed the reception.



Lynn Myers, *The Campaign for MSU* Co-chair

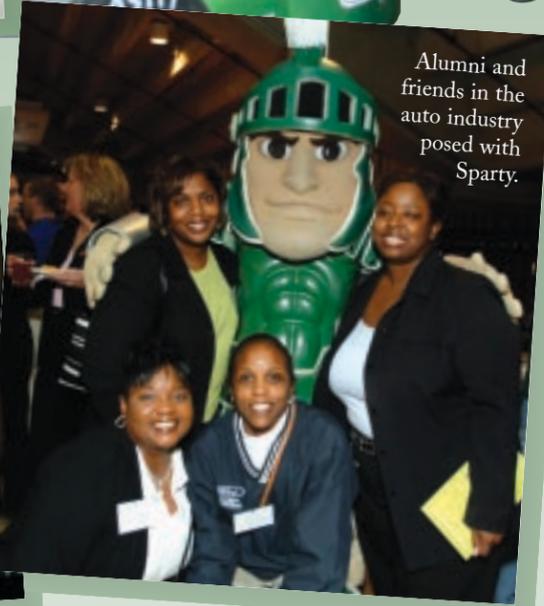
President Simon (front) poses with engineering students and their experimental car.



James Padilla, Ford Motor Company



Maia Broadway, DaimlerChrysler



Alumni and friends in the auto industry posed with Sparty.



Coaches Tom Izzo and Joanne P. McCallie



Master of Ceremonies Gregory Kelsner gets a handshake from Sparty.



Ford Field was the backdrop for photos with Sparty.



David Porteous, MSU Board of Trustees Chairperson

## KNIGHT FOUNDATION AWARDS \$2.2 MILLION TO JOURNALISM

**T**he Michigan State University School of Journalism has been awarded \$2.2 million by the John S. and James L. Knight Foundation to expand education, training and research in MSU's Knight Center for Environmental Journalism. The largest grant in the 90-year history of the MSU journalism school will enable the center to significantly expand its programs.

MSU has pledged the equivalent of another \$2 million to support the Knight Center's programs, bringing the value of this grant to more than \$4 million for the journalism school. The funds will make it possible to set up a national "boot camp" for environmental journalists, expand international activities, develop online courses for reporters around the globe and create a specialization in environmental journalism in the master's degree program.

"Our center will be able to dramatically increase its outreach and training efforts to journalists around the world," said Jim Detjen, director of the Knight Center.

"The story of our environment may well be the most important story of the coming century," said Eric Newton, director of Journalism Initiatives at the Knight Foundation. "Jim Detjen and the Knight Center will help thousands of journalists at home and abroad better tell that story."

MSU officials have pledged to make permanent the position of assistant director of the Knight

Center, currently held by Dave Poulson, an award-winning environmental journalist for Booth Newspapers. The university also will hire an adjunct instructor to teach a course in environmental journalism for broadcasting students, provide for additional technology, and make space available for the expanded Knight Center programs.



### John S. and James L. Knight Foundation

The Knight Foundation has pledged nearly \$4 million to date for MSU's environmental journalism program. The first award—a \$1 million grant in 1992—established the Knight Chair in Journalism, held by Detjen. The founding president of the Society of Environmental Journalists and an award-winning reporter for *The Philadelphia Inquirer*, Detjen was hired after a nationwide search.

The latest Knight grant consists of \$2 million for expanded programs and a \$200,000 "challenge

grant" to help the Knight Center build an endowment for its activities. To qualify for the additional endowment money, the Knight Center will have to raise \$600,000 in contributions by 2011.

The Knight grant will allow the MSU School of Journalism to create an environmental journalism specialization in the master's degree program, set up an institute offering weeklong training, organize international workshops, develop online course modules, write and publish a textbook on environmental journalism, enhance the Knight Center's award winning *EJ* magazine, and expand the Knight Center web site.

The MSU School of Journalism is one of the oldest, largest and most highly regarded journalism programs in the nation. The first journalism course was taught at MSU in 1910. Its undergraduate program was ranked 9th best in the United States in the 1998 edition of the Gourman Report, a respected rater of the nation's educational programs.

The John S. and James L. Knight Foundation promotes excellence in journalism worldwide and invests in the vitality of 26 U.S. communities. Since it was established in 1950, the Knight Foundation has approved more than \$250 million in journalism grants.

*For more information about making a gift to the Knight Center at MSU, contact Development Director Brenda Betts at (517) 432-5672.*

## CARTWRIGHT FUND BENEFITS MUSIC THERAPY

**T**he Honorable Joan Cartwright currently serves as a judge in the Superior Court of California, Alameda County. She has created The Joan Satterwhite Cartwright Scholarship in Music Therapy, to benefit undergraduate or graduate students in the field of Music Therapy.

Joan arrived at MSU in 1961 from Washington, D.C., with her heart set on a career in music. Her mother taught music at several colleges and music was a part of family life. Four years later, in 1965, she graduated with a degree in Music Therapy. From 1966 until 1972, she was the music therapist at the York Woods Children's Residential Center of Ypsilanti State Hospital. During that time, she developed music therapy programs and trained many music therapy students. She loved her work there and truly believed in the positive impact music has in the education of children and adults with various disabilities.



The Honorable Joan Cartwright (left) poses with President Lou Anna K. Simon.

She eventually continued her education and received a law degree from the University of Iowa. Though her career no longer focuses on music, her passion for music therapy never waned. "I really believe in the importance of music and its healing effects," she said, "and I hope that this scholarship will benefit students in the Music Therapy program so that they may enlighten others with and about the benefits of this discipline."

In addition to her volunteer involvement with the MSU West Coast Regional Council, Joan is involved in many local, regional and national organizations and resides in Oakland, California.

*For more information about making a gift to the School of Music, contact Development Director Rebecca Surian at (517) 353-4725. For information about the West Coast Regional Council, contact Development Director Venice Peek at (949) 492-9300.*



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## Final Four Basketball Celebrations



**T**he Spartan men's and women's basketball teams had amazing 2004-05 seasons. MSU fans from around the world tuned in to watch as both teams advanced in the NCAA tournament to the sweet sixteen, the elite eight and the final four, with the MSU women going to the championship game! President Lou Anna K. Simon, Women's Basketball Head Coach Joanne P. McCallie and Men's Basketball Head Coach Tom Izzo met with donors at events in Minneapolis, Austin, St. Louis and Indianapolis on the way to the final four. It was a special season for players, coaches and fans alike.



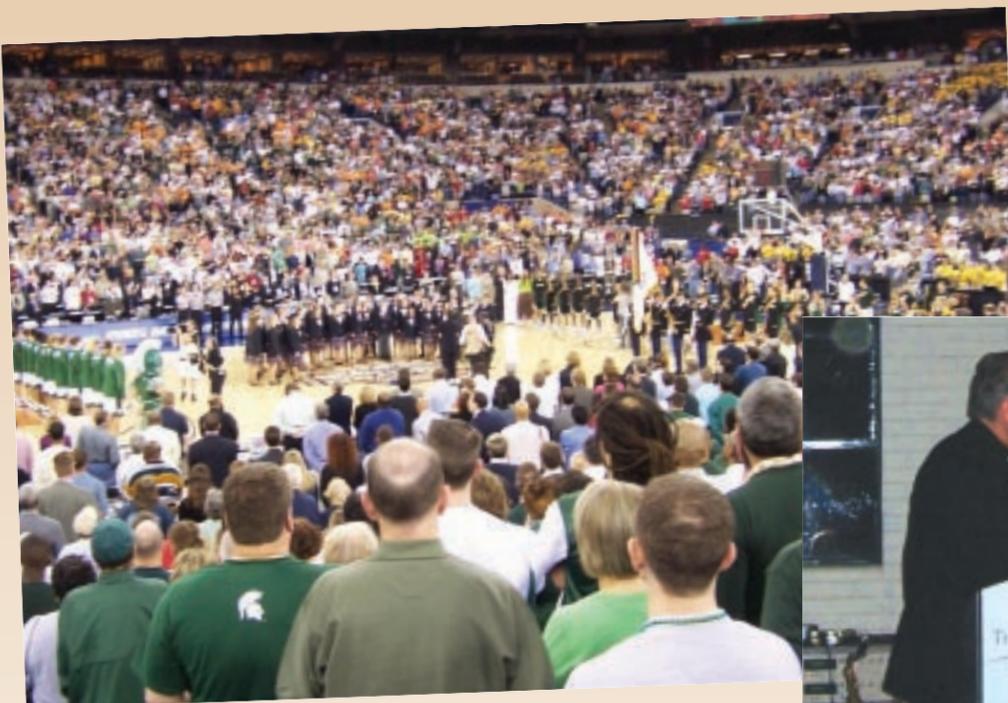
Spartans gathered in Indianapolis after the final game to celebrate with the women's team and coaches. (photos above and right courtesy of Dave Brown, MSUAA)



Coach Joanne P. McCallie (right) poses with her daughter Maddie after receiving the AP Coach of the Year Award.



Athletic Director Ron Mason (right) poses with donors Mary and Lee Maccani in St. Louis.



Spartan fans wait for the women's championship game against Baylor to begin.



(left to right) Tammy and Bill Fate talk with President Simon at the Lindell Pavilion at Forest Park in St. Louis.



MSU Board of Trustees chairperson David Porteous welcomes Coach Tom Izzo to the podium in St. Louis.