



Guests gathered at the reception hosted by University Development.

Spartans Gather in St. Pete to Celebrate Trip to Final Four

Hundreds of loyal Spartan supporters gathered poolside at the Embassy Suites in Clearwater, Florida, to celebrate the success of the Men's Basketball team and their entry into the NCAA Final Four. The Friday evening event was a night to remember with dinner, music and special visits from Coach Tom Izzo and the Spartan Spirit band. On Saturday, the Alumni Association hosted a beach pep rally for all Spartans in the St. Petersburg area. Thousands crowded under a tent large enough to cover a football field to hear Coach Izzo, members of the 1979 championship team and even former U of M quarterback Jim Harbaugh cheer on the team.



Men's basketball coach Tom Izzo spoke to a huge crowd of MSU alumni and friends.



The MSU cheerleaders and Spartan Spirit band were on hand to entertain the reception guests.



The beachfront location, with St. Petersburg skyline in the background, was enjoyed by everyone.



Guests enjoyed the atmosphere around the pool at the reception.

Congratulations

go to Coach Ron Mason and the MSU Men's Hockey Team for a successful season and entry into the "Frozen Four."

Summer 1999

DEVELOPMENTS

MICHIGAN STATE
UNIVERSITY

Mary Anne McPhail Equine Performance Center Under Construction

The Mary Anne McPhail Equine Performance Center, a veterinary research, diagnostic, and treatment facility for performance horses, is now under construction directly behind (south of) the Large Animal Clinic, thanks to the generous support of Mary Anne and Walter McPhail. The center will provide a state-of-the-art facility for clinical and research studies of equine performance problems in all types of horses. It will feature: a 70' x 130' indoor arena for lunging, riding, and driving; firm surfaces for lunging and evaluating horses on a straight line; a video analysis system for studying locomotion and lameness; a large force platform for

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MSU Trustee Offers \$100,000 Challenge Grant to James Madison College

David and Joan Porteous have pledged to match monetary gifts made to James Madison College this summer, up to \$100,000. They made the offer in an



Joan and David Porteous

effort to inspire others to contribute to the enhancement of the college's facilities in Case Hall. Donations of \$500 or more coming from first time donors and donations of \$1000 or more coming from donors who have given less than \$1000 in the past will all be matched. They will also match donations of \$5,000 given by donors who have previously given \$1000.

MSU Board of Trustees member David Porteous is an attorney and president of Porteous & White PC in Reed City, Michigan. He and his wife, Joan, are MSU graduates and the parents of a James Madison student. "MSU has played a major role in our lives and it is our pleasure and our responsibility to give back to the university a gift that will enable many others to benefit from the outstanding programs at MSU, particularly at James Madison College," the couple said.

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Nobel Laureate Elie Wiesel Speaks at Undergraduate Convocation

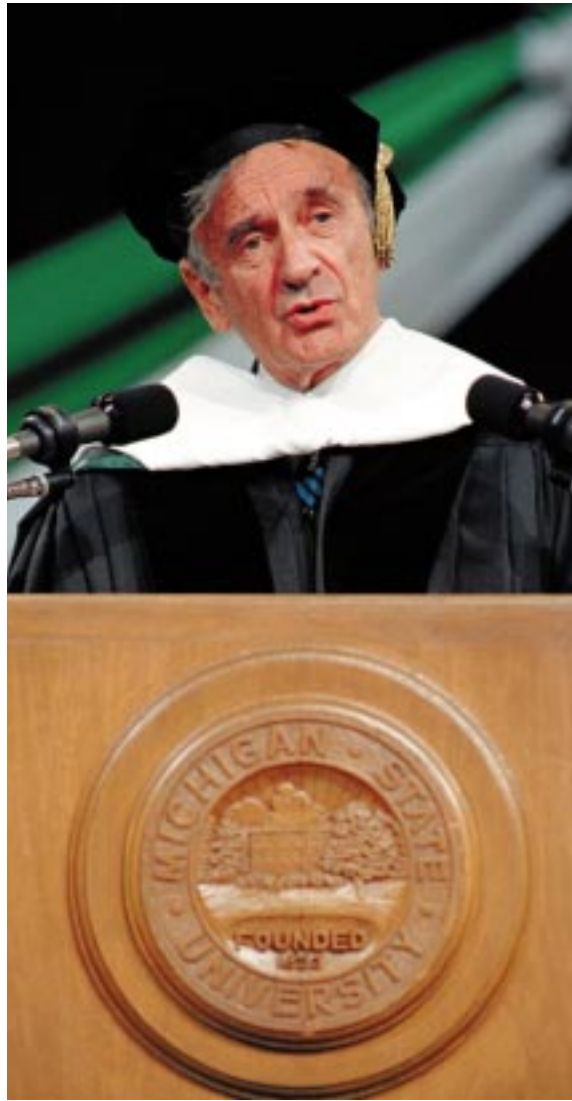
“I turned my back on higher education,” admitted Elie Wiesel softly to the graduates and their families gathered at the Breslin Center for Undergraduate Convocation. The remark was woven into a rich text that led Wiesel’s audience from the horrors of WWII concentration camps, to the segregated American south of the 1950s, to the present day devastation in Kosovo. It reflected how he reacted when he learned that many of his captors had been college-educated people – doctors, lawyers, philosophers, and teachers.

Wiesel challenged the graduates to celebrate the acquisition of their degrees, but asked them to turn immediately to the life-long task of applying their knowledge in a humane way. He beseeched them “never to cross the line of what an educated person shall not do.”

Prior to his early afternoon convocation remarks, Wiesel was entertained by President and Mrs. McPherson over brunch at Cowles House. Present were over 150 guests, among them leaders of state government including former Governor and Mrs. James Blanchard, prominent members of Michigan’s Jewish community, and MSU administrators and faculty.

About 100 of the brunch guests and others who had joined them at Convocation headed to the Clara Bell Smith Student-Athlete Academic Center for refreshments and continued conversation after Wiesel’s departure. Chairperson of MSU’s Jewish Studies Advisory Board Michael Serling extended greetings, and President McPherson and Provost Lou Anna K. Simon remarked on the importance of a vibrant Jewish Studies curriculum on campus.

Steven Weiland, Director of MSU’s Jewish Studies Program, then introduced his friend and colleague, Henry Greenspan, a clinical psychologist who teaches at the University of



Nobel Laureate Elie Wiesel addresses students at the Undergraduate Convocation.

Michigan. Greenspan presented a half-hour monologue that used humor and drama to trace his intellectual development after driving Elie Wiesel from Ann Arbor to a speaking engagement in Adrian in the mid-1970s.

“This was a hallmark event,” noted Serling as guests departed. “It was the kind of gathering that confirms MSU’s commitment to Jewish Studies and the continued growth in programming we can expect to see.”

Porteous *continued from page 1*

“The students and faculty of the College have been discussing the prospect of improving our modest and aging facilities for some time,” said Norman Graham, acting dean of James Madison College. “This generous gift will do wonders to help ‘jump start’ an accelerated fundraising effort by the entire Madison community to make this dream a reality.”

James Madison College, a prestigious undergraduate liberal arts college of public affairs with a limited enrollment of approximately 1,000 students, was established in 1967. Since then, the college has graduated five Rhodes Scholars, eight Truman Scholars, six Marshall Scholars, seven Fulbright Scholars, and four National Science Foundation Fellows. James Madison students make up about 1/3 of MSU’s Phi Beta Kappa class every year.

Matilda Wilson Fund Creates \$2 Million Meadowbrook Farm Animal Chair

The Matilda R. Wilson Fund has recently established the \$2 million Meadowbrook Farm Animal Chair in the College of Veterinary Medicine at MSU. Matilda Wilson had a passion for large animals including cattle, sheep, swine and horses, and wanted to enhance their well-being. The research and programmatic activities generated from the chair will be used to promote health, successfully prevent and treat diseases, support the longevity and comfort, and ensure the quality of life commensurate with farm animals reared by Matilda Wilson on her beloved Meadowbrook Farm. The Meadowbrook Chair will complement the Matilda R. Wilson Equine Chair, held by Dr. N. E. Robinson, which focuses on horses and their respiratory conditions.

McPhail *continued from page 1*

measuring weight-carrying and propulsion; a conference room; a research suite; a treatment room; a farrier shop; and stalls.

The existing Equine Hospital is currently equipped with a wide range of diagnostic techniques including radiology, ultrasound, scintigraphy, CT scanning, endoscopy, and arthroscopy. “The specialized services provided by the new Mary Anne McPhail Equine Performance Center will further expand our clinical and research capabilities ensuring that the MSU Equine Hospital will be unrivaled as the leading veterinary center for the equine athlete in the Midwest,” said Dr. Fred Derksen, chairperson of the Department of Large Animal Clinical Sciences.

Corresponding to the building’s fundraising campaign, is an effort to raise \$2 million for an operations and research endowment. The Equine Performance Program Endowment will ensure the continued strength of the College of Veterinary Medicine at MSU as a center of excellence for equine research and education.

Dale and Irene Gaide, Denny and Pam Gilstad, Hank and Cathy Vaupel, and Russ and Ruth Mawby have joined together to support additional fundraising efforts for the center. “Significant naming opportunities remain within the building, and gifts of any amount are welcome to help us meet our campaign goal,” said Patricia Jacobs, development director for the college. For more information, or to make a gift, please contact the CVM Development Office at 517-353-4937.

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We value your opinion. Help us make *Developments* even better. Please take a moment to complete the survey, **fold and tape closed at top**, then mail it back. **THANK YOU!**

Do you have Internet access? Yes No
 Are you comfortable using the Internet to gather information? Yes No

With regard to the *Developments* newsletter...

	Too Small		Just Right		Too Large
The number of articles in each issue is:	1	2	3	4	5
The length of each article on average is:	1	2	3	4	5
The overall newsletter size is:	1	2	3	4	5
The amount of pictures is:	1	2	3	4	5

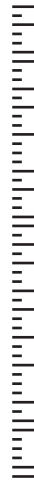
When I read *Developments*...

	Disagree Completely					Agree Completely	
I read every article:	1	2	3	4	5		
I read it completely in one sitting:	1	2	3	4	5		
The size of the type is easy to read:	1	2	3	4	5		
I find the articles interesting:	1	2	3	4	5		

If you could change one thing about *Developments*, what would it be?

Other comments or suggestions:

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Ice Cream Social Caps All University Campaign

MSU's All University Campaign annual appeal to faculty, staff and retirees has enjoyed great success this year. Only a few weeks into the campaign, the results are unprecedented. Last year's campaign raised \$460,000 in gifts and pledges during a three-month period. Overall, gifts, pledges and deferred gifts from faculty, staff and retirees totaled nearly \$5 million for the 97-98 fiscal year. This year, gifts and pledges totaled \$445,000 just several weeks into the campaign!

On April 29, several hundred MSU faculty, staff and retirees gathered on the grounds of Wharton Center to enjoy a campus-wide celebration with music, ice cream, cookies, activities and prizes. It was a perfect spring afternoon, filled with flowers and sunshine, camaraderie and fun. Representatives from various colleges and programs enthusiastically competed against each other in an ice cream "scoop-off" and an ice cream relay race. College of Natural Science Dean George Leroi won the scoop-off, and the team from Campus Park and Planning won the relay competition.

A grant from the MSU Federal Credit Union provided the funding for this event as part of its ongoing effort to support MSU programs. 1999 All University Campaign co-chairs Michael L. Moore, professor of

Industrial Relations and Human Resources in the School of Labor and Industrial Relations, and Elba Santiago LaBonte, assistant vice president for Student Services and director of Student Life, expressed their gratitude. "The MSU Credit



Above: (left to right) Osteopathic Medicine Senior Associate Dean William Strampel, Ralph Young Fund Director Terry Braverman, and Acting Engineering Dean George VanDusen participated in the ice cream "scoop-off."

Left: Hundreds of faculty, staff, retirees and their families enjoyed the beautiful spring weather as they ate their ice cream from the Dairy Store.

Union is known at MSU as a long-time and generous supporter of our programs and initiatives, and this is another example of their commitment to our university," said Santiago LaBonte.

MSU RECOGNIZES FOUR WITH HONORARY DEGREES

Four distinguished individuals were recognized during spring commencement ceremonies:

- Jean Chrétien, Prime Minister of Canada, received an Honorary Doctor of Laws.
- Elie Wiesel, Nobel laureate, human rights advocate and world-renowned Jewish scholar, received an honorary Doctor of Humanities.
- Loretta L. VanCamp, co-discoverer of the cisplatin anti-cancer drug, received an Honorary Doctor of Science.
- Frederick S. Addy, former executive vice president, chief financial officer and director of the Amoco Corp., received an Honorary Doctor of Humanities.

MSU'S FIRST LADY HONORED FOR WORK AGAINST DOMESTIC VIOLENCE

Joanne McPherson, First Lady of MSU, was honored by the Capital Area Family Violence Coordinating Council for her contributions to domestic violence education, prevention and treatment. McPherson was instrumental in establishing MSU Safe Place, the nation's first domestic violence shelter on a college campus.

COLLEGE OF NURSING ADDS PH.D. PROGRAM

MSU's College of Nursing is joining an elite group as one of only a handful of nursing colleges in the nation offering a doctoral degree in nursing. The Ph.D. program will admit its first class in the fall of 2000.

MSU SCIENTIST ON NASA LANDSAT 7 TEAM

MSU geography professor David Skole is a member of the NASA team that deployed the first major satellite in an unprecedented program to check the health of planet Earth and understand the complex interactions that drive global change.

MSU UNDERGRAD AWARDED TRUMAN SCHOLARSHIP

Adam Wright, a James Madison College junior, was recently awarded a Truman Scholarship. The prestigious scholarships are awarded annually on the basis of leadership abilities, academic performance and potential, community service record and demonstrated commitment to public service.

NATIONAL CONFERENCE ON RACE HELD AT MSU

"Race in 21st Century America: A National Conference" was held in April at MSU and examined existing systems of power and privilege in the United States. It featured some of the country's leading public officials, community activists, and scholars.

New Science for a New Century

State legislators, community members, and MSU faculty, staff and students attended the official groundbreaking ceremony for the Biomedical and Physical Sciences Facility, held at the Wharton Center on February 10. The facility will provide 350,000 gross square feet of space for research and education in targeted biological and physical science disciplines, and offer more opportunities for collaboration between faculty and students in different sciences. It will house the departments of physics and astronomy, microbiology, and physiology, and will be constructed adjacent to and adjoining the biochemistry and chemistry buildings and in close proximity to several other sciences.

Located between Shaw Lane and Wilson Road, this is MSU's largest construction project for 1999, housing state-of-the-art research and teaching laboratories, as well as faculty offices and lecture halls. Seventy-five percent of the funding for the \$93 million facility will come from the state of Michigan, leaving Michigan State University to raise the remaining \$23 million.

The official groundbreaking ceremony took place in the Pasant Theatre at Wharton Center, and was hosted by Vice President for Research and Graduate Studies Robert Huggett, who opened the program speaking about the need to link traditional disciplines in innovative ways by working in a connected environment. Several MSU students were on hand to make introductions and speak of the impact the new building will have on their education.

Governor Engler participated in the program and discussed how this building will play a key role in establishing a life sciences corridor across the state that includes academic research institutions and private industry. President McPherson remarked on the impact of the new science complex as a catalytic force for hard sciences at MSU. Provost Lou Anna Simon noted that MSU faculty members have consistently crossed

the boundaries of departments and colleges to solve many of society's problems, and the new building will serve to promote and enhance that interdisciplinary work.

A reception was held in the Grand Foyer after the ceremony. It featured a computerized video, still photos of lecture halls and laboratories, and an architectural model of the new facility. Legislators, faculty, staff and students gathered there to discuss the new building and the many opportunities it will create for research and teaching.



(left to right) Human Medicine Dean William Abbott, Natural Science Dean George Leroi, President Peter McPherson, Vice President for Research and Graduate Studies Robert Huggett, Provost Lou Anna K. Simon, Veterinary Medicine Dean Lonnie King, and Osteopathic Medicine Dean Allen Jacobs attended the groundbreaking reception in the Grand Foyer of Wharton Center.

A website featuring the most up-to-date information about the Science Building has been constructed and can be reached through the University Development website at: www.development.msu.edu. You can watch an overview video of the building, see up-to-the-minute photos of the construction site, and learn more about how departments will work together in the new facility. For more information regarding the Biomedical and Physical Sciences Building and gift opportunities, contact the Corporate and Foundation Relations office at (517) 355-8257.



In hard hats for the official groundbreaking ceremony were (left to right) Trustee David Porteous, Trustee Colleen McNamara, doctoral student Juanita Rivera, Provost Lou Anna K. Simon, President Peter McPherson, Trustee Chairperson Dorothy Gonzales, Vice President for Research and Graduate Studies Robert Huggett, Trustee Dolores Cook, and Trustee Robert Weiss.

Tribute Honors Connie Binsfeld

MSU President Peter McPherson and Governor John Engler hosted a reception and dinner on February 15 to honor Lt. Governor Connie Binsfeld's contributions to the state of Michigan, especially for her work on behalf of children. Proceeds from the tribute benefited the Chance at Childhood Endowment Fund at Michigan State University. The endowment, recently founded by Lt. Governor Binsfeld, is a joint collaboration between the graduate School of Social Work and the Detroit College of Law at MSU. At the end of May, gifts and pledges made to the endowment totaled more than \$1.2 million.



(left to right) MSU President Peter McPherson, MSU Trustee Chairperson Dorothy Gonzales, MSU Trustee David Porteous, Lt. Governor Connie Binsfeld, Governor John Engler, Michigan First Lady Michelle Engler, and MSU Trustee Donald Nugent.

Student Telemarketers Recognized

On April 7, University Development hosted a banquet to recognize the students who work in the telemarketing area. Their efforts raised \$2 million this year. Students were treated to dinner, awards, a video presentation, and an evening of music and dancing to celebrate their accomplishments. President McPherson also spoke to the students, commenting on the importance of their roles in representing MSU to alumni and friends.

Vice President for University Development Chuck Webb and Associate Vice President for University Development Marti Heil presented the awards with humor and genuine appreciation. Cheryl Armstrong, Director of Special and Annual Giving Programs, recognized the students for their persistence in learning a new telephone system and thanked them for their contributions to the program. Four year MSU telemarketing veteran Adam Daniels was also recognized for his recent selection as the campus-wide 1999 Student Employee of the year.



Telemarketing students joined University Development staff for a photo outside the Kellogg Center.

Perhaps one of these hardworking students has called you at home during an evening or weekend. If so, we hope the conversation brought back pleasant memories of time spent at MSU.

Athletic Fundraising Director Announced

Michigan State University announced the appointment of Christopher Ritrievi as Director of Development of Intercollegiate Athletics, effective July 1, 1999. Reporting to both University Development and Intercollegiate Athletics, he will oversee all fundraising



Chris Ritrievi

activities for Intercollegiate Athletics, including the Ralph Young Fund. Ritrievi comes to MSU from the University of Northern Iowa, where he was Director of Athletics, overseeing the athletic program and all related fundraising activities. He has also held leadership fundraising positions within the athletic departments of Stanford University and the University of Pennsylvania.

McPhersons Host Riverdance Reception

Three hundred lucky Spartans enjoyed a delightful evening beginning with a reception at Cowles House and ending with a performance of Riverdance: the Show! at the Wharton Center for Performing Arts. The event took place on April 24, a beautiful spring Saturday evening. President and Mrs. McPherson hosted the gala reception at Cowles House, where guests mingled in the house and gardens. Children from the Irish Dance Company of Lansing also were on hand to perform several dances for the appreciative crowd. After the reception, guests were bused to the Wharton Center for the sold out performance. They were treated to an exhilarating combination of Irish music, song and dance, ending the evening on a truly exciting note.



Above: Children from the Irish Dance Company of Lansing performed at Cowles House.

Left: Jim Epolito talks with Joanne McPherson at Cowles House before attending a performance of Riverdance: the Show!



TOP 5 STUDENT MONEY MAKERS (7-month period)

Stacy Hughes	\$ 48,315.00
Anna Hayden	\$ 43,199.00
Tony Mandarino	\$ 21,953.00
Kim Abbott	\$ 21,045.00
Eric Coleman	\$ 19,160.00

MSU Student Employee of the Year - Adam Daniels

Best Attitude - Matt Milkovich

Rookie of the year - Sarah Grutza

Telemarketer of the semester - Tony Mandarino

Staff person of the semester (Co-) - Brad Hall and Ana Kelly

Telemarketer of the year - Anna Hayden

Staff person of the year - Dave Huntley

Campus Beautification— A Gift for the Future

Michigan State University has long been known for the natural beauty of its campus; it is no small part of what endears MSU to its alumni and friends. Yet much of that beauty is not accidental—it is the result of the vision, planning, and environmental concerns of those who came before us.

The year-round beauty of Michigan State's campus extends back more than 100 years, to the time of professors William J. Beal and later, Ernest E. Bogue who planted trees in the campus arboretum and along the Red Cedar River. That effort had a significant impact, creating a stand of trees that many people assume is native. Early photographs of some of the most historic buildings on campus show no trees or plants around them. This purposeful investment by our predecessors in the future of the campus resulted in the beauty we recognize and enjoy today.

The goal of the ongoing Campus Beautification project is to plant up to 1,800 new trees on south campus. The new trees will be planted in a "prescription soil" which was developed by the Department of Crop and Soil Sciences and the Office of Campus Park and Planning. Drainage tiles for all trees and an irrigation system for regular watering will also be installed. This combination of porous soil, proper drainage, and adequate watering will ensure that the new trees will flourish.

The challenge now is to continue this stewardship of MSU's natural resources for generations to come. To this end, Lenny Govoni, site construction coordinator in the Grounds Maintenance Unit, recently made a \$10,000 pledge to the Campus Beautification



Lenny Govoni enjoys the beauty of one of the campus gardens.

project. Govoni, with 22 years on campus, is leading by doing, not only on the job, but financially as well. Influenced by his parents' example of giving back to the community, he said, "I hope we can leave a legacy for the future for people in the state of Michigan to enjoy." By continuing to design and plant our park-like campus, future generations of Spartans will enjoy the unique beauty of our university as much as we do today.

For more information about the Campus Beautification project, contact Karen Wenk, Director of Development for Campus Park and Planning and Hidden Lake Gardens, at 517-355-9582.

New Suites & Seats to Enhance Munn Ice Arena

In its first major expansion since opening in 1974, Munn Arena will be adding 14 Suites and 150 Club Seats to what is already one of the finest college hockey facilities in the nation. The \$3.8 million expansion will allow over 300 additional loyal MSU Hockey fans the opportunity to watch the games in luxury



Illustration of one of the 14 new suites to be added to the Munn Ice Arena.

and comfort. "The year 2000 will find Munn Arena in the forefront as one of the premier college-owned hockey facilities with this expansion," said Ralph Young Fund Director Terry Braverman. Construction at Munn Arena is scheduled to begin this summer and be completed in January 2000. For more information, contact the Ralph Young Fund at 517-355-8257.

Taste of Town Benefits Mildred B. Erickson Fellowship

Several hundred MSU donors spent a fun-filled evening at the annual Taste of the Town event on May 1 at the Wharton Center Grand Tier Lounge. This yearly festive celebration raises funds for the Mildred B. Erickson Fellowship and offers a unique and enjoyable culinary experience for guests. Representatives from 23 area restaurants were on hand with samplings of their most popular fare, from appetizers to desserts. The MSU Faculty Folk Club, a group that supports many MSU programs through its volunteer efforts, is the guiding force behind this event. Committee Chair Stella Cash was very pleased with this year's event.

Taste of the Town is an important fundraiser for a unique scholarship at MSU. The funds raised from ticket sales go to support the Mildred B. Erickson Fellowship for scholarships supporting adult students. The Mildred B. Erickson Fellowship grants scholarships for these deserving students so that they can complete long-awaited degrees. For more information about the Mildred B. Erickson Fellowship, contact Annie James, Assistant Director of Special and Annual Giving Programs, at 517-355-8257.

Trustee Dee Cook Serves as MSU Ambassador in Florida

In 60 hours, MSU Trustee Dee Cook traveled between five Florida communities, addressing over 550 alumni at six gatherings. "We did some great work for MSU, and I enjoyed meeting so many loyal Spartans," she stated at the close of the whirlwind schedule that ran from February 28 through March 2.



Trustee Dee Cook spoke to Florida alumni in March.

Trustee Cook's agenda began with an Orlando Alumni Club gathering at Disney's Boardwalk Resort and Convention Center. A private dinner party for MSU's Disney alumni followed. Monday found Trustee Cook with Lisa Rudgers, Assistant Vice President for Public Relations, addressing a luncheon group of MSU retirees in the Bradenton area. Hours later, Trustee Cook addressed a Tampa Bay Area Alumni Club reception. A small major donor dinner in Osprey followed, hosted by Vice President for Development Chuck Webb and Cook. On Tuesday, Trustee Cook again found herself keynoting, this time at the Third Annual Naples Alumni Dinner. Trustee Bob Traxler also participated at these events, as he did the previous year. Dr. Will Carlson, a well-known MSU professor of horticulture, also spoke.

Undaunted by the grueling schedule, Trustee Cook remarked, "I look forward to playing just as active a role again next year in this now-annual Florida 'swing.'"

Broad Alumni Board Visits California

The Eli Broad College of Business Alumni Association Board of Directors met in Los Angeles in February. The two-day session was the first meeting in the history of the board to take place outside of Michigan. Dean Henry hosted a Broad Alumni reception for board members and Los Angeles alumni at the Renaissance Beverly Hills. Los Angeles was the final stop of a ten-day West Coast Tour to meet with alumni and friends of the Broad College and Michigan State University.

Eli Broad, (BA '54) hosted the Friday board meeting in the SunAmerica Inc. boardroom, and shared his vision for the future of business education at Michigan State. When asked what role he envisioned for the board, he responded that the board could be instrumental in creating an outside vision for the College. He also encouraged board members to be actively involved in fund-raising, and to make recommendations to the Dean on a variety of issues related to the College.

During the remainder of the session directed by Board President Dan Coulson, board members closely examined their roles in supporting the College. The board worked on the



Top Row: O. Richard Bundy, Darryl Allen, William Crowley, James Proebstle
Second Row: Glenn Schafer, Dean James B. Henry, Daniel Coulsen, Peter Trivers
Third Row: Lester Robinson, Richard Fineberg, James Ledinsky, Akira Kitajimi
Bottom Row: Robert Fairman, Eli Broad, Mary Vallendar, Gregory Liposky, Mary Morgan

development of a new organizational framework that will enhance its ability to proactively assist the College in meeting its strategic objectives.

Ameritech Fulfills \$1.5 Million Pledge

President McPherson, the College of Communication Arts and Sciences, and University Development Corporate and Foundation Relations hosted a luncheon at Cowles House on January 12 to celebrate the Ameritech Foundation's final installment on a gift of \$1.5 million. The gift funds the Ameritech Telecommunications Technologies and Information Services Chair of Dr. Frank A. Biocca. Guests at the luncheon included Ameritech Michigan President Robert Cooper (MSU '82) and Ameritech Media Relations manager Karen Sanborn (MSU '81).

After the luncheon, guests took a tour of the MIND (Media Interface and Networking Design) Lab, directed by Ameritech Chair Biocca, at the Communication Arts and



President McPherson accepts the final installment on the \$1.5 million pledge from Ameritech Michigan President Robert N. Cooper.

Sciences College. The lab is a leading research facility for the study of how humans communicate with and interact with computers. The focus of the lab is on designing better ways to use virtual reality to assist information processing and worker productivity.

For more information about creating a corporate endowed Chair, contact Lucille Fallon, Director of Corporate and Foundation Relations, at 800-232-4678.

Community Supports Safe Place Fundraiser

A beautiful day welcomed supporters of the ASAP² 5K Run for MSU Safe Place on April 25. Some 420 runners and walkers participated in the 3.1-mile run through the Michigan State University campus, the largest number of participants to date. Together they raised over \$1,900 in pledges for MSU Safe Place, the university's domestic abuse shelter. In addition, over one dozen corporate and university sponsors provided more than \$15,000 in cash and in-kind contributions toward the successful event.

"This event wouldn't be possible without the support of our corporate sponsors and

the MSU community," said MSU First Lady Joanne McPherson. "MSU Safe Place wouldn't be here without their support and involvement either," she added.

Organizing sponsors included Olin Health Center, the Office of Residence Life, MSU Federal Credit Union and Playmakers. Corporate sponsors included The Chickering Group, TCI Cablevision, Computer Warehouse, Larry Cushion Trophies and Engraving, and Anderson International Travel. Valuable in-kind contributions were provided by MSU Housing and Food Services, University Services, Intercollegiate Athletics, and the Instructional Media Center.

Adding to the fun and festivities at the event were appearances by Sparty, Shenanigans the Clown, and a number of MSU student athletes including basketball player Charlie Bell. In addition to the 5K run, a one-mile fun run and 60-yard dash were held for kids. This year a record 50 children participated in the fun run.

MSU Safe Place is the nation's first domestic violence shelter on a college campus. Founded in 1994 under the guidance of Mrs.



Runners took off at the starting line for the ASAP² 5K Run for MSU Safe Place.

McPherson, the shelter provides temporary shelter, safety, support, and advocacy for those dealing with domestic abuse. More than 200 people have taken refuge there since its opening. In addition, MSU Safe Place offers education programs to the community regarding issues surrounding domestic violence.



Sparty helped runners line up for the one-mile fun run for kids.