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David Giordan

MSUALUMNI

M A G A Z I N E

Michigan State University • Spring 2009 • Vol. 26, No. 3

MSU STANDS OUT AS AN ENGINE FOR ECONOMIC GROWTH

When economic times are tough, a land-grant university like MSU stands out as as an engine of economic growth and as a wise investment of public dollars.

20

MSU PRODUCES ENTREPRENEURS AND PROMOTES ENTREPRENEURSHIP

One remedy for an ailing economy is entrepreneurship, and MSU helps advance the cause through education, centers, institutes and business partnerships.

28

MSU AGRI-FOOD PRODUCT CENTER SPURS ECONOMIC DEVELOPMENT

The state agri-food sector—a fifth of the Michigan economy—is booming thanks in part to MSU’s Product Center for Agriculture and Natural Resources and a vast complex of university resources.

32

WHEN MARCH WENT MAD: THE GAME THAT TRANSFORMED BASKETBALL

Three decades after MSU beat Indiana State to win the NCAA basketball championship, the game remains the highest rated ever. A new book examines the stories and people involved, including Magic Johnson and Larry Bird.

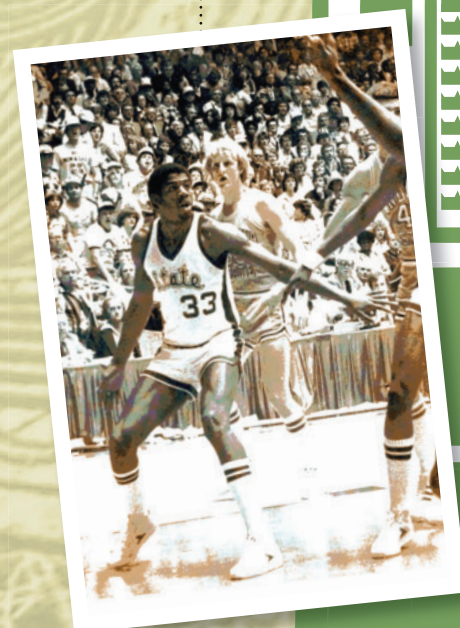
40

DEPARTMENTS

- President’s Perspective 4
- In-Basket 5
- Around Circle Drive 6
- Spartan Profiles 14
- Sports 38
- Alma Matters 44
- State’s Stars 52
- Obituaries 54
- Lasting Impressions 56



This icon denotes content in the magazine that relates to MSU’s celebration of Arts & Culture.



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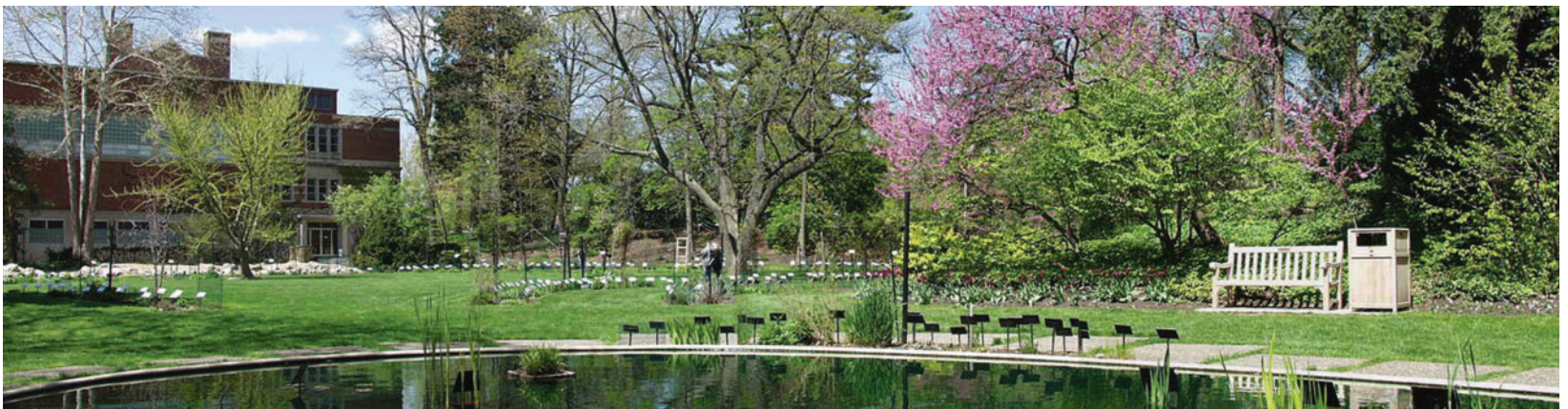
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There are regional clubs nationwide and around the globe. You can find information about these regional clubs at our website: www.msualum.com

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PRESIDENT'S PERSPECTIVE



In my State of the University address delivered in February, I started by quoting from the opening lines of Charles Dickens' *A Tale of Two Cities*, "It was the best of times, it was the worst of times..." noting how fitting this statement was to Michigan State University at this time in our history. The economic challenges the state, nation and MSU have been facing over the past year have been difficult and will continue for a

while longer. However, in the midst of these turbulent times, MSU has also had some extraordinary achievements that serve as signs of hope for a brighter future for Michigan.

In December, the U.S. Dept. of Energy awarded the \$550 million Facility for Rare Isotope Beams (FRIB) project to MSU's National Superconducting Cyclotron Laboratory (NSCL). Awarding this important science project to MSU recognizes not only the strength of NSCL but also the capacity of the state of Michigan itself. It acknowledges one of the state's most important natural resources: human capital. FRIB (pronounced F-Rib) will be a magnet for talent and opportunities, attracting researchers and students from around the world to Michigan.

The construction of this highly specialized facility will provide hundreds of jobs for Michigan workers over the next decade and a vital stimulus to the state's economy. While we recognize that FRIB is not a singular solution to the university's or the state's current challenges, it can be a catalyst for the additional changes we need to support Michigan's turnaround. The facility will have long-term and profound economic impact.

We ended 2008 on a high note with the announcement of FRIB, and kicked off 2009 with another win for Michigan's economy when

MSU was selected by IBM as the location for a new global delivery center, the first of its kind for IBM in the U.S. The facility, which will be located on the second floor of the former MSU Credit Union headquarters, will focus on upgrading software for IBM systems used by state government and by corporations around the state.

One of the many reasons IBM selected MSU was because of our long tradition of and commitment to international engagement, and our understanding of the global environment in which they conduct business. IBM expects to start operations in the first quarter of this year, with 100 workers projected to be on board by June. State of Michigan estimates predict up to 1,500 new direct and indirect jobs over the next five years.

Universities are the engines of innovation and drivers of prosperity; at MSU we take this responsibility very seriously. We are committed to continuing our partnerships with individuals, organizations, and agencies throughout the state in efforts to develop strategies that will move Michigan forward. The FRIB and IBM projects are but two examples of the work we are doing every day to help transform Michigan's economy, create jobs for its workers, and foster prosperity for its citizens.

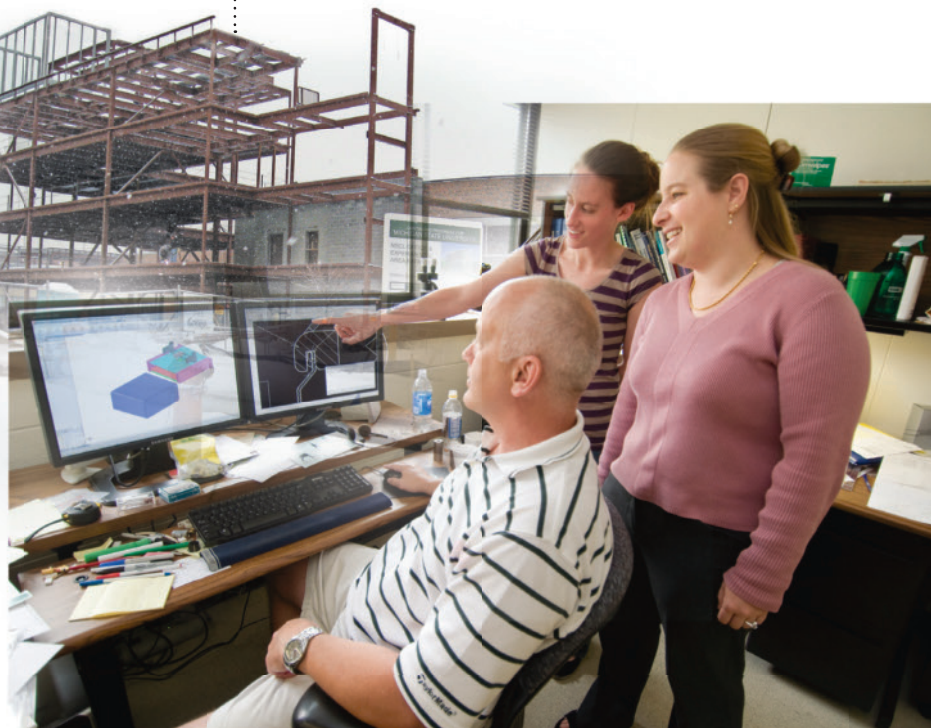
There is no doubt that Michigan confronts a dramatic crisis. I am more convinced than ever that the problem-solving, innovation, and opportunity creation of a world-class research university like MSU can help lead our state from crisis to hope, from today's difficulties to tomorrow's dreams.

Sincerely,

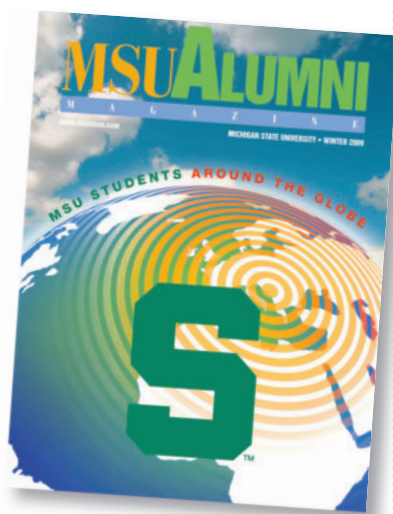
Lou Anna K. Simon, Ph. D.
President, Michigan State University



Construction is ongoing at MSU's National Superconducting Cyclotron Laboratory (above). Like NSCL, FRIB will provide a unique environment for collaboration across disciplines to push the bounds of rare isotope research at MSU. In the main photo, NSCL staff engineer Craig Snow (seated) reviews components for a new particle detector with assistant professor Abigail Bickley and graduate student Krista Cruse (pointing).



INBASKET



GLOBAL STUDENTS

Kudos! The impressive story of “MSU Students Around the Globe” (cover story, Winter 2009) made me even prouder to be an alum. Each issue of the alumni magazine gets better and better!

Angelos J. Vlahakis, '51
East Lansing

I loved your coverage of MSU students in Study Abroad and in Kenya. Having recently taken our entire family to Kenya for our second safari I relived our experience there with the wonderful people of that country. One of our grandchildren is a sophomore at MSU and she is getting ready to make a decision on Study Abroad assignments. I have taken the liberty of sending her the current issue of the magazine. The stories, pictures and personal experiences of our students adds so much to their education and view of the world in which they will live.

The MSU Alumni Association and your magazine are working toward continuous connection to the university for our graduates. Your efforts are greatly appreciated by those of us who care deeply about MSU.

Dee Cook, '54
MSU Trustee Emeritus
Greenville

Your story on MSU's study abroad program was superb. It will make any member of the MSU Family proud of our university. The 22 student reports on their experiences—with photographs—were inspiring. The layout and editing of these reports was excellent, making them very digestible.

Congratulations to you and to the MSU Federal Credit Union for their Study Abroad Scholarship Fund which helps provide students with these important international experiences.

Bruce McCristal, '54
Coronado, CA

I really enjoyed the study abroad article in your Winter 2009 edition. It took me back to 1969 when between my junior and senior years, I participated in an MSU study abroad program for six weeks in France. Being a French major, it was immeasurably important and greatly impacted my life not only because of the language opportunity but also due to everything that I encountered that summer almost 40 years ago. As a result, I have returned many times to France, sometimes for pleasure and other times introducing my high school students to the French culture. Many of these students, in turn, returned to study as college students. I have always been proud of earning two degrees from MSU, but I am especially proud of the international opportunities that are available to MSU students.

Ginny Antonson, '70, MACT '79
St. Joseph

DUBAI CAMPUS

Congratulations on the various stories which appeared in your last issue, especially as they involve our efforts in the international arena.

No question MSU has become a leader in the international edu-

cation arena as witnessed by the new MSU campus in the country of Dubai in the Middle East. We have long been a leader in sending our students to various parts of the world to enhance their educational opportunities. With our new campus in Dubai, there is notably more the university can do for the students in that area while elevating the stature of MSU.

Edward Deeb, '60
Bloomfield Hills

MAIN LIBRARY

Thank you for the great article on the MSU Main Library in the Fall 2008 issue. It was one of my favorite places to go when I was a student. I can only imagine how much time I would have spent there had it been open 24 hours a day.

David Turetsky, '91
St. Louis Park, MN

WRONG DEPARTMENT

Contrary to your report, the late James Bristor was not a faculty member in the department of Agricultural Economics. For many years he was affiliated with the department of Park, Recreation and Tourism Resources, before it was merged with other departments. A correction in your magazine would be most appreciated.

Joe Fridgen
Professor Emeritus, Park,
Recreation and Tourism
Resources
Greenville, NC

HYENA RESEARCH

Great story about MSU students in Kenya's Masai Mara. Kay Holekamp gave me the opportunity to conduct research at Fisi Camp in 1999 as a zoology undergraduate and the trip proved to be a springboard to my career as a biologist. Sleeping in a tent for months, rising at 5:30 a.m. to do behavioral observations, and processing hyena blood on our dining

table/research bench prepared me for a Ph.D. studying lemur behavior, genetics, and conservation in the rainforest. Although I love working in Madagascar, my heart will always be in East Africa and the savannah landscapes that I experienced at 20. It was an amazing experience.

Toni Lyn Morelli, '01
Oakland, CA

HYENAS & OBITS

Enjoyed reading the winter edition of the *MSU Alumni Magazine* with its focus on our world-grant mission. The article on Zoology Professor Kay Holekamp's graduate students' research in animal behavior science being conducted on the Kenya savanna was particularly interesting. Through their blogs, they displayed their idealism, pragmatism, energy and intelligence—all characteristics of a true Spartan.

All Spartans should be proud of MSU's number one ranking in studies abroad but none would be prouder than President John A. Hannah, whose vision, leadership and perseverance made the world-grant concept a logical extension of the land-grant university.

One final comment: As us baby boomers start approaching the finish line in droves, it would help if there were some directions on how to report a death—whether by phone, mail or email. I'm a 1967 graduate of Michigan State and a Life Member of both the MSU Alumni Association and the Varsity “S” Alumni Club.

Pat Gallinagh, '67
Ironwood

As listed on page 55, you can report obituaries by email (obits@msualum.com), or by mail:

Obituaries, MSU Advancement,
300 Spartan Way,
East Lansing, MI 48824-1005.

AROUND CIRCLE DRIVE



University Relations/C. L. Kohuth

DIGITAL ARCHIVE OF SACRED TEXTS

Some of the world's rarest religious documents will soon be available to anyone, anywhere.

MSU's Writing In Digital Environments Research Center will digitize 20 pages from two of MSU Libraries' three Israelite Samaritan Pentateuchs, written more than 500 years ago in Egypt and Syria. A Pentateuch is known to Jews as the Torah and also known to Christians as the first five books of the *Old Testament*.

William Hart-Davidson, co-director of the center, says "a digital archive has the potential to simultaneously preserve artifacts for posterity while broadening access." He notes that the project,

funded by a grant from the National Endowment for the Humanities, will use social-networking technology and serve both "Biblical scholars and members of the Samaritan community."

The Pentateuchs are part of MSU's Chamberlain Warren Collection, considered the world's largest collection of Samaritan material in the Western Hemisphere. They are housed in MSU Libraries Special Collections.

MSU AND IBM FORM CENTER

IBM has created a global center for application services to be located on the MSU campus.

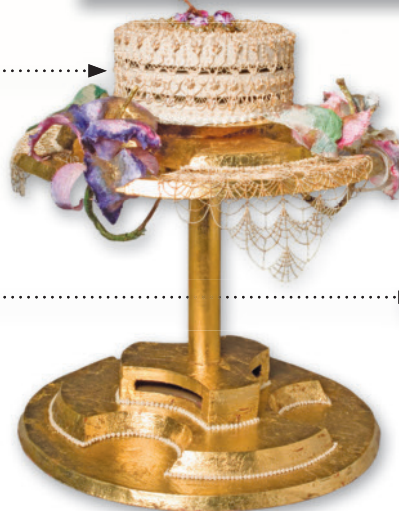
The Global Delivery Center, the first of its kind in the U.S., will provide innovative application

KRESGE ART—In celebration of its 50th anniversary, the Kresge Art Museum opened 2009 with an exhibition showcasing more than 130 works of art from five continents—with works dating from the 6th century BC to the contemporary era. The exhibition, sponsored by the MSU Federal Credit Union and the Michigan Council for Arts and Cultural Affairs, includes Pat Lasch's *Anniversary Cake*, Jacob Lawrence's *Memorabilia*, and a recently acquired Hudson River school painting by Alexander Helwig Wyant, *Autumn On Lake Placid*.

Alexander Helwig Wyant (American, 1836-1892)
Autumn on Lake Placid, 1873
 Oil on canvas, 12-1/8 x 20 inches
 MSU purchase, funded by the Emma Grace Holmes Endowment, 2008.30.

Pat Lasch (American, born 1944)
Anniversary Cake, 1986
 Mixed media, 22 x 15 x 15 inches
 MSU purchase, 2000.9.

Jacob Lawrence (American, 1917-2000)
Memorabilia, 1990
 Lithograph on Rives BFK paper, 31-1/4 x 22-7/8 inches
 MSU purchase, funded by the Office of the Vice President for Research and Graduate Studies and the Elizabeth Halsted Endowment Fund, 2004.41.2.



development and support services to modernize older and less efficient information technology (IT) systems for state and local government agencies and universities. IBM will also accommodate work from telecommunications, health care and other U.S.-based clients in the center with a focus on modernizing IT applications through process excellence, tooling automation and asset re-use.

“Michigan State University shares the bold vision for the role technology plays in building a diverse 21st-century economy,” says President Lou Anna K. Simon. “Our partnership with IBM will involve a multidisciplinary approach that leverages the intellectual assets of several colleges, including business, engineering, natural science, and social science.”

IBM will collaborate with MSU professors to educate

students and recent graduates on the application of development techniques to help create a work force prepared to lead in the current economic environment. Students studying computer science, supply chain, and engineering will be candidates for employment by the IBM Global Delivery Center.

“This center is an outstanding example of a project that brings together economic development, educational opportunity and jobs in a way that can help transform our economy in the 21st century,” says Michigan Gov. Jennifer M. Granholm.

IBM expects to begin operations in the first quarter of this year in the former MSU Federal Credit Union building on campus. The state estimates that this move will create 100 new jobs by June and up to 1,500 new jobs over the next five years.

\$400,000 GRANT TO PACKAGING

The Coca-Cola Company awarded \$400,000 to MSU’s College of Agriculture and Natural Resources to help establish a new Center for Packaging Innovation and Sustainability.

The planned center, to be housed in the MSU School of Packaging, will serve as a think tank for packaging innovation and sustainability and a research and education hub to measure and reduce packaging’s environmental impact. The Coca-Cola grant represents the initiating gift in a campaign to establish the global center.

“The Coca-Cola Company is honored to collaborate with Michigan State University,” says Ingrid Saunders Jones, senior vice president of global community connections for Coca-Cola and a 1969 MSU graduate who set up an endowed scholarship in the Eli

Broad College of Business.

The center will provide a platform for both collaborative, nonproprietary research and proprietary work conducted by industry partners, and will involve MSU’s colleges of agriculture, business and engineering. Established in 1952, the MSU School of Packaging is the first and largest packaging program in the U.S.

WANT POPULARITY? GET BETTER GENES

A groundbreaking study of popularity by MSU Behavioral Geneticist S. Alexandra Burt has found that genes elicit not only specific behaviors but also the social consequences of those behaviors.

A study of male college students showed that those who had a gene associated with rule-breaking behavior were rated most popular by a group of previously unacquainted peers. It’s not *cont.* ▶



MICHIGAN STATE MOMENTS

This capsule of MSU history was provided by Portia Vescio, public services archivist of MSU Archives & Historical Collections.



It was spring and Michigan State College students awaited a baseball game between the junior varsity and freshman teams. But heavy rains had caused the Red Cedar River to overflow. Half the campus, including the baseball field, was under water. In May 1948, some enterprising students decided to go ahead and play their scheduled game anyway—using canoes.

Dubbed “flood ball” at the time, the rules for canoe baseball were the same as for regular baseball. Players wore their uniforms but used canoe paddles and rubber balls instead of regulation bats and balls. The bases were anchored down and players paddled their way between them. The exhibition drew several hundred spectators.

The freshmen won that first game of canoe baseball, beating the junior varsity team by a score of 1-0 in three innings. Freshman Bob Lawrence walked to first then madly paddled to steal the rest of the bases, resulting in the only run of the game. Though the hits were few and far between, the capsizings were plentiful as everyone involved—players, umpires, coaches and bat boys—eventually wound up soaked.

The Red Cedar River flooded again the next year and the newly established game of canoe baseball continued for another year. The sport increased in popularity and eventually took hold at other colleges, but students at Michigan State considered it their own. According to the 1949 *Wolverine*, “The sport has spread to other campuses, but its Cooperstown, its ‘Hall of Fame,’ remained in East Lansing.”

unusual for adolescent rule-breakers to be well-liked—previous research has made that link—but Burt is the first to provide meaningful evidence for the role of a specific gene in this process.

The study appears in the *Journal of Personality and Social Psychology* (Dec. 22, 2008). “The idea is that your genes predispose you to certain behaviors and those behaviors elicit different kinds of social reactions from others,” says Burt, assistant professor of Psychology. “And so what’s happening is, your genes are to some extent driving your social experiences.”

MICROBIAL FERTILIZER IS NOW ACCESSIBLE

Farmers, home gardeners, golf course managers and other growers now have access to a new type of microbial fertilizer that dramatically increases plant size and yield, thanks to a licensing agreement between MSU and Bio Soil Enhancers Inc.

C.A. Reddy, MSU professor of Microbiology and Molecular Genetics, and Lalithakumari Janarthanam, visiting researcher in the same department, isolated beneficial bacteria, fungi and other soil microbes. The scientists then combined selected groups of organisms and identified a formulation that significantly increased plant growth and productivity.

“The microbe formulation offers a number of benefits to plants,” says Reddy, whose research is supported partly by the Michigan Agricultural Experiment Station at MSU. “It promotes growth by enabling plants to use atmospheric nitrogen. This reduces the need for chemical fertilizers, which reduces greenhouse gas emissions. The formulation also helps the plants become more disease-resistant and helps mobilize key minerals, such as phosphate, which helps crops



LION KING RETURNS TO WHARTON CENTER

One of Broadway’s best-loved musicals returns to MSU’s Wharton Center for Performing Arts for a month-long run through April 19. Disney’s *The Lion King* is a visually stunning spectacle where the entire savannah comes to life on stage. The show has swept both Tony Awards and box office records.

Opera lovers are sure to enjoy George Bizet’s *Carmen* (April 30), presented by the Michigan Opera Theatre. The opera is sung in French with English super-titles. Jazz lovers will anticipate *Swingin’, Stompin’ and Rockin’ 2* (May 17), which explores the developments of jazz and American popular dance. Children will undoubtedly enjoy *Max and Ruby*

(April 18). And lovers of classical music can see eight MSU piano faculty perform on eight grand pianos in a Monster Piano Concert (May 3).

Wharton Center is currently conducting an \$11 million capital campaign to fund an \$18.5 million facility expansion, scheduled for completion in October. Among other benefits, the expansion will make the theatre more suitable for large touring Broadway productions.

For more information, contact the box office at 800-WHARTON or visit whartoncenter.com.



produce plant growth stimulating hormone.”

“We look forward to working with Bio Soil Enhancers to further develop this promising soil enhancement formulation,” says Mike Poterala, executive director of MSU Technologies, which is responsible for commercializing MSU technology and negotiated the license with Bio Soil Enhancers. “This is a very exciting development for MSU that promises significant improvements in plant quality and yield.”

MSU AID FOR DISABLED VETERANS

A new, financial aid program at MSU will cover all education-related costs—tuition, fees, room and board, books and incidentals—for disabled veterans, beginning this coming fall.

“We want to ensure that these students don’t have to worry about money to complete their undergraduate educations,” says Rick Shipman, MSU’s director of the Office of Financial Aid.

Currently, 207 MSU stu-

dents receive some form of VA benefits – of those, 19 are disabled veterans.

“Veterans, in particular those who return home with disabilities, have paid a high price in service to our country,” says President Lou Anna K. Simon. “We’re hopeful that this will help veterans gain the knowledge they will need to re-enter the work force.”

The program, thought to be the only one of its kind in the nation, is anticipated to cost about \$150,000 in its first year.



E.L. Kohuth/University Relations

X-RAYS FOR SAFER FOOD

MSU researchers are helping a technology startup company improve the safety of leafy greens and other foods. Bradley Marks and Sanghyup Jeong are proving that X-rays can kill bacterial pathogens such as E. coli 0157:H7 and salmonella on the most delicate vegetables, extending shelf life in the bargain.

Irradiation from other sources has been used for years to protect ground meat and other products, essentially pasteurizing food without cooking it.

“Our work to date has shown that X-ray technology is very effective in killing the bacterial pathogens without causing undesirable changes in product quality,” says Marks.

Marks and Jeong work in the MSU Dept. of Biosystems and Agricultural Engineering and collaborate with Elliot Ryser, a microbiologist in the Dept. of Food Science and Human Nutrition. They are using MSU’s unique biosafety level-2 pilot processing facility to validate technology being commercialized by Rayfresh Foods Inc. of Ann Arbor.

Industry analysts expect the world food irradiation market to exceed \$2.3 billion by 2012.

\$1.5 MILLION GRANT TO STEM OBESITY

Healthy infant feeding can help stem the staggering rise in childhood obesity, according to an MSU nursing professor who will use a \$1.5 million federal grant to



Photo by Jennifer Orlando

A HOUSEBONI NEXT?—Kyle Koepf (left), an operational engineering master’s student, and Jonathan Luckhardt, a mechanical engineering senior, pose with their creation, “Winboni”—a window-washing robot that placed first at the International Student Design Competition of the American Society of Mechanical Engineers, Nov. 2, 2008 in Boston.

start a new three-year infant feeding program.

Mildred Horodyski of MSU’s College of Nursing will work with mothers of infants from birth to 4 months old to promote appropriate and responsible feeding style and practices, known as infant-centered feeding. Her three-year project, “Healthy Babies Through Infant-Centered Feeding,” takes place in Michigan and Colorado. It is funded by the U.S. Dept. of Agriculture.

“One of the key factors contributing to childhood obesity is poor feeding practices during infancy,” she says. “Because mothers are primarily responsible for infant feeding and have profound influences on growth patterns, they need support in learning how to appropriately feed their infants.”

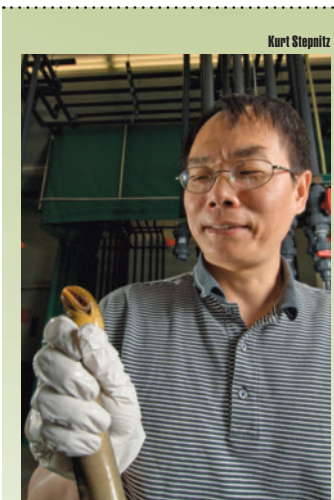
More than 10 million U.S. children are overweight, according to federal health figures, leading to \$117 billion in annual health-related costs.

MSU RESEARCHERS NAMED FELLOWS

Two MSU faculty members were named fellows of the

American Association for the Advancement of Science—Professor Dean Della Penna in the Dept. of Biochemistry and Molecular Biology and Associate Professor C. Robin Buell in the Dept. of Plant Biology were recognized for their groundbreaking research efforts. Both are on the faculty of the Michigan Agricultural Experiment Station.

Della Penna was an honoree for outstanding contributions in plant biochemical genetics and vitamin biosynthesis, and for leadership in altering crops to address micronutrient deficiencies in developing countries. Buell was named for distinguished contributions to plant and microbial genomics and genome biology, particularly in areas combining genome sequencing and computational biology.



Kurt Steppnitz

USE OF SEX AS WEAPON

Sea lampreys have caused the extinction of three species of whitefish in the Great Lakes. A single sea lamprey can kill 40 or more pounds of fish. Now, thanks to MSU scientists, Canadian and U.S. officials have an effective way of controlling their population.

Weiming Li, professor of fisheries and wildlife, who identified the chemical composition of the pheromone that male lampreys use to attract females, has now developed a synthetic version of

the pheromone. Called 3kPZS, the synthetic pheromone proved effective in luring female lampreys into traps to foil their mating process. The research is published in the current issue of the *Proceedings of the National Academy of Sciences*.

“The pheromone is expensive to synthesize,” Li says, “but only a very small amount is needed for it to work successfully. It’s very potent.”

Currently, lampreys are controlled via TFN, a compound that kills the larval stage, but there are environmental concerns about adding the chemical to streams.

MSU KUDOS

Every semester MSU students, faculty and staff win kudos too numerous to list exhaustively here. Some examples:

► **Ron Cichy**, director of MSU's The School of Hospitality Business, was one of 12 people named by *Lodging Magazine* as Top Innovators for 2009. The author or co-author of 10 books, Cichy was cited for his pioneering research on leadership qualities, including "emotional intelligence," in hospitality leaders.

► **C. Kurt Dewhurst**, director of the MSU Museum since 1983 and founder of the museum's folklife research, collection development, and outreach programs, has been named president-elect of the 2,200-member American Folklore Society (AFS) for 2009. He will serve as president in 2010.

► **Percy Pierre**, former MSU vice president for Research and Graduate Studies and professor of Elec-

trical and Computer Engineering, has been elected to the National Academy of Engineering. Pierre also received the 2008 Mentor Award for Lifetime Achievement from the American Association for the Advancement of Science.

► **MSU's student-volunteer program** won the 2008 Presidential Award for General Community Service, given by the Corporation for National and Community Service. MSU's 40-year-old student-volunteer program has doubled in size in the past five years, reaching a record 14,551 in 2007-08.

► **Four MSU packaging students** won the National Glass Institute's Recycle Glass Day YouTube Video Competition on Dec. 10. Both the students and the MSU School of Packaging received cash prizes of \$5,000. The winning video will run as a Public Service Announcement on Recycle Glass Day.

NEW FACES ON CAMPUS

► **Ruben Derderian** has been named associate director of the MSU Product Center for Agriculture and Natural Resources with responsibilities for bioeconomy businesses. The center has helped more than 600 clients develop and commercialize agriculture and natural resources products.

► **Bradley Greenberg**, a university distinguished professor emeritus of Communication and Telecommunication, Information Studies and Media, and former chairperson of two MSU departments, has been named interim dean of the MSU College of Communication Arts and Sciences. He succeeds Charles Salmon, who will be conducting research and teaching in Israel for the next two years.

► **Andrea Meditch**, an award-winning film executive producer and vice president of Discovery Films, MD, has been named director of the Film and Media Arts

Initiative in the College of Communication Arts and Sciences.

► **James A. Pritchett**, director of African Studies and professor of Anthropology at Boston University, has been named director of MSU's African Studies Center. Pritchett succeeds David Wiley, who has served as the center's director since 1977. The MSU African Studies Center was designated as a National Resource Center on Africa by the U.S. Dept. of Education.

S

SETTLING INTO NEW ADVANCEMENT MODEL

By *Stella Cash, M.S., '80*
interim executive director



As your Alumni Association settles into the University Advancement model, it seems appropriate to thank the tremendous efforts of Bill Latta, interim associate vice president for Advancement Services and his staff. Advancement Services provides support in data management, technology, finance, communication and human resources to the Alumni Association and University Development under the new model.

Career Services, a component of the Alumni Association, has excelled as assistance is given to our alumni during this time of economic hardship. In 2008 alone, 94 presentations to over 11,000 alumni and friends were given around the country with a focus on networking, professional development and developing a career search strategy and nearly 1,000 individuals were provided one-to-one career counseling. This is with a staff of two.

I am excited to announce two new positions in the Alumni Association. Tim Bograkov, a 2005 Communications Arts & Sciences graduate in advertising joins us as the young alumni coordinator. Many of you may know Tim for his efforts on the MSU basketball court from 2001-2005.

Claire Brender joins us as the International Alumni Director. This is a new position made possible by a partnership with International Studies and Program (ISP). Claire comes to us with sound experience in the international arena.

In the last edition of the magazine, we announced the kickoff of the "We Dare You" membership challenge. To all of you who have become involved in the membership challenge, my most sincere thank you! It is a critical time to raise the awareness of the value of belonging to the Alumni Association for the university and for each alum. Your engagement in growing membership contributes to MSU's ranking compared to other universities, thus increasing the value of your degree. Get involved and support your

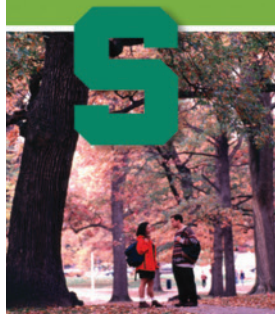
university by being an advocate for the Alumni Association.

Spring and summer finds your Alumni Association preparing for Kaleidoscope, a day for women, on Friday, April 17. The keynote speaker this year is Chris Hansen, a 1981 graduate of the College of Communication Arts and Sciences and star of *Dateline NBC*. Reunion Days, which will be held June 4-5, 2009, will honor our 1959 graduates.

The hard work delivered daily by your MSU Alumni Association staff and the support provided by Advancement Services is a testament to the positive direction of your Alumni Association. As always, if I can be of service, don't hesitate to contact me at shcash@msu.edu or call me at (517) 432-1978.

MSU ALUMNI ASSOCIATION

LIFE MEMBERSHIP



The MSU Alumni Association would like to welcome our newest Life Members. We thank you and commend you for your willingness to share our commitment to this university through membership in the MSU Alumni Association.

Genevieve Adsit

Northbrook, IL

Barbara Anderson

East Lansing, MI

George and Linda Ball

Brenham, TX

Dale Bauman

Ithaca, NY

Vanessa and Matthew Baur

Las Vegas, NV

Richard Baxter

Nashville, TN

William Beachum

Birmingham, MI

Joel and Leslie Bez

Okemos, MI

James and Janet Blanchard

Washington, DC

John Blohm

Mount Clemens, MI

Jeffrey Brown

Chicago, IL

Roger and Esther Brown

Williamsburg, MI

Margaret Bubolz

East Lansing, MI

Mark and Angela Chmura

Chandler, AZ

Jonathan Cooper

Okemos, MI

Paris Copeman and Gail Hale-Copeman

Rosebush, MI

Laura Daly

Troy, MI

Patricia Daugherty

Norman, OK

Laura Davis

Battle Creek, MI

Douglas and Staci Dietzel

Dewitt, MI

Charles and Barbara Dobis

East Lansing, MI

G. Paul Dygert

Northville, MI

Richard and Therese Easton

Bloomfield Hills, MI

Ianiv Eisencher

San Francisco, CA

Benton Faber

Lakeland, FL

Julie Fasone-Holder

Midland, MI

Renee Fisher

Houston, TX

Anthony and Rachel Flanagan

Huntington Woods, MI

Edward Fox and Patricia McKay

Eagle, MI

Margie Gillette

Odessa, TX

Carolyn Gilligan

Sugarland, TX

Michael Golling

Oxford, MI

Alex and Jane Gottschalk

Okemos, MI

Carmen Green

Ann Arbor, MI

Clifford and Susan Haka

East Lansing, MI

William Hargrove

Milan, MI

Denise Heppler

Houston, TX

Wanda Herndon

Seattle, WA

Karen Hollen

Ann Arbor, MI

Thomas Huckle

Cadillac, MI

J. Paul Janes

Grand Rapids, MI

Jay Johnson and Telandria Boyd-Johnson

Voorhees, NJ

Patrick and Esther Keegan

Plymouth, MI

Laura Kohlmann

Arlington, VA

Ryan Kohlmann

Arlington, VA

Blake and Mary Krueger

Ada, MI

Paul and Elizabeth Laffay

Oak Park, MI

Jeffrey Lambert

Grand Rapids, MI

William Langhorne

Binghamton, NY

Grant Linnell

Burlington, VT

Lois Lynch and Henry Blosser

East Lansing, MI

Carolyn Martin

East Lansing, MI

Victor and Mary Mayette

Dearborn, MI

Robert and Doreen McColgan

Fenton, MI

Ruth Merriman

Deckerville, MI

Ruth Ann Meshriy

Spanaway, WA

Suzanne Miller

Edmond, OK

Jan Mincarelli

Falls Church, VA

Richard and Shirley Mosteller

Taylor, MI

John and Judy Okay

Herndon, VA

Ronald and Katherine O'Neill

East Lansing, MI

Matthew and Beth Osterhaven

Grand Rapids, MI

Steven Palmisano

Greensboro, NC

Judith Paul

Solon, IA

Shirley Pentecost

Okemos, MI

Christopher Pierson

Dublin, OH

Roger and Kim Pitzer

Springport, MI

Jennifer Poltorak

Naperville, IL

Marsha Rappley
Okemos, MI

Harold and Carol Rappold
Laingsburg, MI

Marjorie and Charles Reep
Buchanan, MI

Michael Richmond
Baldwin, MI

Carmen Sandretto
Vienna, VA

Ronald and Dawn Sarto
Ludington, MI

I. H. Seiler and Joanne Peterson
Shepherdstown, WV

Michael and Tracy Sheehy
Kingman, AZ

Robert Simon
Okemos, MI

Brian Smith
Collierville, TN

Virginia Smith
Rogue River, OR

Sandra Sobota Miller
Fairfield, IA

Ellen Spires
Tekonsha, MI

James and Lawren Susan
Grand Rapids, MI

Barbara Tanner Atkins and Clifford Jump
Central Lake, MI

Nicholas Tokarz
Dublin, OH

Richelle and John Tragge
Livonia, MI

Max and Diane Troyer
Charlotte, MI

Karen Trudgen and James Scoggins
Jerome, MI

Emily Vail Williams and Jeffrey Williams
East Lansing, MI

Tammie Valentini
Austin, TX

Mark and Karen Vander Jagt
Tucson, AZ

Arthur and Sandra Vine
Okemos, MI

John and Deborah Weirich
Saline, MI

Douglas Westbury
Castle Rock, CO

Lawrence and Patricia Widmayer
Evanston, IL

Carla Wilson-Neil
Hastings, MI

Matthew Winters
Willington, CT

Sylvan Wittwer
Logandale, NV

Dale Woods
Chicago, IL

This list shows new MSU Alumni Association Life Members from October 1, 2008 through January 31, 2009.

Life Members help support the ongoing initiatives of Michigan State University and University Advancement.

To become a Life Member go to www.msualum.com



Can't find the right search engine marketing partner?

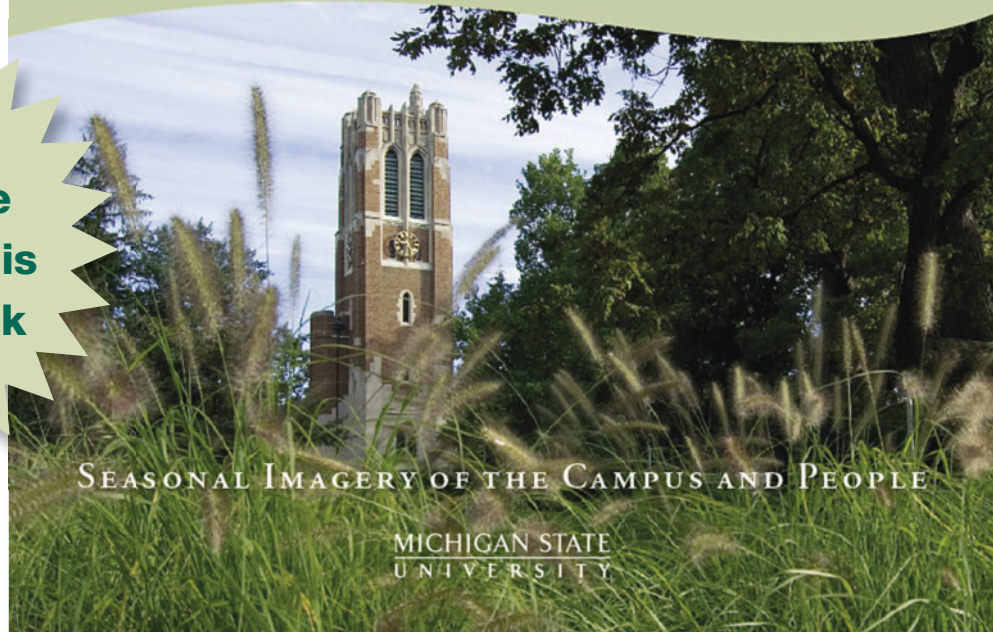
If you haven't seen any improvement in your search engine results in the last 30 days, take the Spartan Internet 30-Day Challenge at spartaninternet.com/30day. Find out how to get better results in just 30 days.

SPARTAN INTERNET
CONSULTING CORPORATION

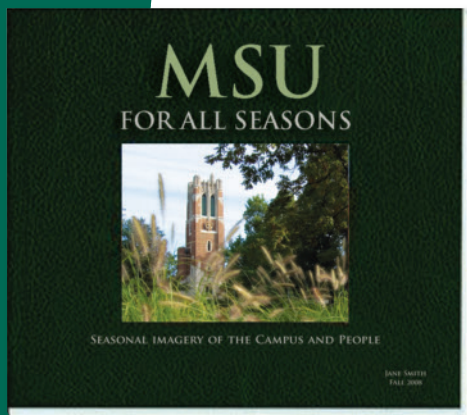
A Timeless Treasure for Every Spartan

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special book



This oversized, full-color book celebrates the beauty of the Michigan State campus, the athletic traditions, the acclaimed academics, and the diverse student body. This book would be a great addition to every Spartan's library.



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SPARTAN PROFILES

Jeana-Dee Allen/THE STATE NEWS



Choua (right), an R.A. in Shaw Hall, unexpectedly won a role in Gran Torino, after helping her sister Pao (foreground) try to land a part. She plays Youa—whom Clint Eastwood calls “Yum Yum.”

CHOUA KUE: CLINT MAKES HER DAY

In Clint Eastwood’s movie “Gran Torino,” several dozen Hmong actors made their screen debuts. *Choua Kue*, a junior psychology major from Grand Blanc, played Youa—a babe-next-door Eastwood’s character calls “Yum Yum.” “That’s not me,” chuckles Kue (rhymes with “way”), a mentor (what used to be called “Resident Assistant” or R.A.) in Shaw Hall. “My close friends know I’m strange. I’ll sing in the middle of nowhere. I’m very random. I’m not a guy magnet.” Last summer she took her 17-year-old sister, Pao, to audition for the movie in Troy. She knew the lines from rehearsing with Pao, so she gave it a try also. The next thing she knew, she landed the Youa role. “More than 1,000 people auditioned in three states,” says Choua. Filming began two weeks later, in August. On the set, she did not recognize iconic star-director Clint Eastwood and gave him a perfunctory “hi there.” “I felt really silly,” she recalls. “But he is one of the

nicest and most humble people I’ve met. And he can act.” Choua also touts Eastwood’s directorial style. “He handpicks his actors, and once he picks them, he trusts them,” she notes. “When we did our basement scene, all he told me was to do what I think feels right. We did it in three takes.” Choua was born in Thailand and moved with her family to the U.S. at age 6. “MSU was the only college I applied to,” she says. “I fell in love with the greenness of the campus.” Her film debut has not affected her academic goals. “Right now I’m enjoying school,” she says. “If another opportunity came up, I’d take it. I’ve been very blessed.” When recalling the filming, she laughs at the amount of make-up she had to wear. But at the end of the shoot, Clint Eastwood told her she was “very beautiful” and did a great job. “That,” says Choua, “made my day.”

JAMES JOHNSON: JUST ECONOMICS

In 2000, he was named by *Fast Company* magazine as one of “17

brightest thinkers and doers in the new world of business.” The reason is that he applies entrepreneurial principles to solve societal problems like poverty. Indeed, *James Johnson*, Ph.D. ’80, the William Ran Kenan, Jr., Distinguished Professor of Management at the University of North Carolina at Chapel Hill, has since shared his innovative business ideas on national television programs such as NBC’s “Today Show,” CBS’s “Sunday Morning,” CNN’s “Inside Poli-

tics,” and all network and cable news programs. “You can say I’m an academic social entrepreneur,” says Johnson, who helped spearhead the Durham Scholars program, where dozens of needy youths receive guidance—and some funding—on how to make it to college. A native of Falklands, NC, Jim chose MSU for his doctoral program because of two people—geographers Stanley Brunn, his thesis adviser, and the late Larry Sommers. “They were terrific mentors, and they were committed to diversity,” recalls Jim. “Stan taught me the ropes on how to publish and by the time I left MSU I had 10 publications.” Besides teaching, Jim does what he calls applied research. “Instead of simply giving people things, I believe in teaching people to fish,” he says. “You want people to invest in communities and to eventually participate fully in the economy.” Jim is very excited about a new K-8 school he and a coalition group are building for the Durham Scholars, which will be completed this summer. When asked if he has any desire to apply his research in the public arena, he replies, “I want to be part of a small, agile and entrepreneurial group where risk-taking is encouraged. Most public sector organizations have people who are paid four times to tell you ‘no.’”

Courtesy of Kenan-Flagler Business School



Jamie wore a green scarf while on a recent assignment in Iraq, but in the past year she has stayed mostly in Atlanta.



JAMIE GUMBRECHT: THE ATLANTA LIFESTYLE

If you plan to visit Atlanta, check the newcomer blogs by the lifestyle writer for the *Atlanta Journal-Constitution* (ajr.com). Since March 2008, *Jamie Gumbrecht*, '04, has blanketed the city via bus, bike and feet and really gotten to know the little nooks and crannies that are bypassed by conventional tour guides. "I love it here," says Gumbrecht, who previously worked at the *Dallas Morning News*, the *Lexington Herald-Leader* and the *Detroit Free Press*. "This city is incredibly fun and liveable. My job is a lot of fun, although it's not just go and do and have a wild time. Some stories have a real news angle—like what's the difference between graffiti and art. The variety makes it fun." A native of the Detroit area, Jamie chose MSU when she decided to pursue journalism. She landed an internship at the *State News* in her first semester, and later became copy editor and campus editor. "The *State News*, the journalism school and Honors College was a powerful trio," recalls Jamie, who cites Jim Spaniolo, former dean of Communication Arts & Sciences, and Journalism Professors Stephen Lacy, Eric Freedman and

L. A. Dickerson as influences. For Atlanta visitors, she recommends not only the traditional attractions—such as the Coke Museum, the Georgia Aquarium and the Martin Luther King Center—but also places off the beaten path. "There are some great neighborhoody places for breakfast, such as Gato Bizco in Chandler Park and Ria's Bluebird in Grant Park," she notes. "I learned to eat grits at the Thumbs Up diners." She also recommends some older but renovated shopping centers, such as Little Five Points and East Atlanta Village. "I love hanging out there," says Jamie. Others jewels include the Center for Puppetry Arts, which just received a Jim Henson collection, and the Buford Highway corridor, a stretch in N.E. Atlanta that features ethnic shops, restaurants and grocery stores from every corner of the world. "It's really interesting," says Jamie. "I once interviewed people at a Korean karaoke place that was in a Korean bowling alley."

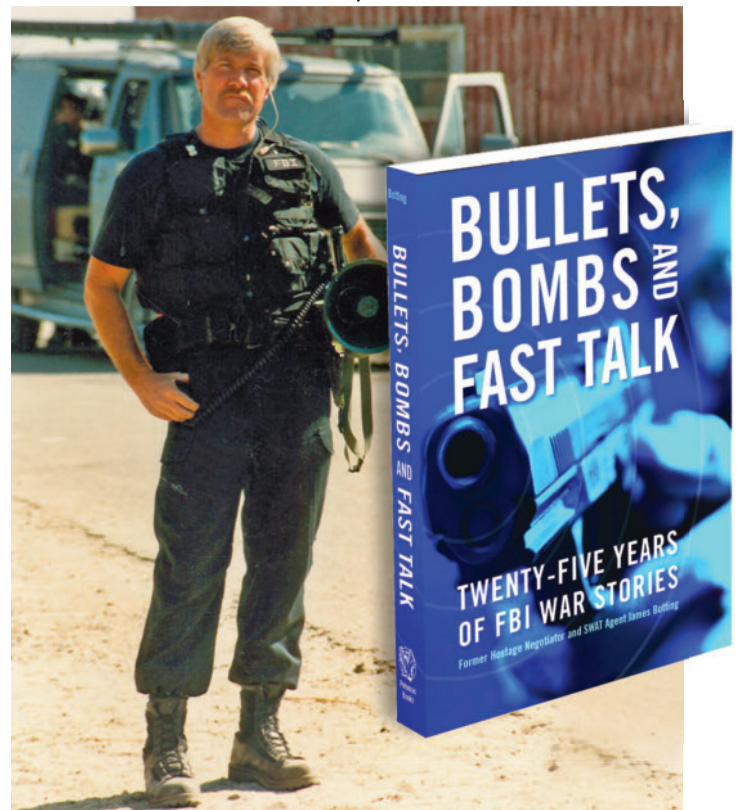
JAMES BOTTING: BULLETS, BOMBS AND FAST TALK

Wounded Knee. Patty Hearst. TWA 847. Cuban Prison Riots. Rodney King. Ruby Ridge. Waco. In almost every nation-

ally prominent hostage incident or armed standoff over the past 35 years, one FBI agent—*James Botting*, M.S. '66—was involved as a key player. A 25-year veteran who specialized in hostage negotiation and SWAT (Special Weapons and Tactics) activities, Botting survived all these ordeals and now tells the behind-the-scenes stories in *Bullets, Bombs and Fast Talk* (Potomac Books, 2008). "Sometimes we were good," says Jim, "and sometimes we were lucky." He vividly recounts experiences where he literally faced death—such as confronting an armed plane hijacker, executing arrest warrants in "fortified cocaine rock houses in South Central L.A.," and the 1974 shootout with the Symbionese Liberation Army in downtown Los Angeles. "I was very, very fortunate," he muses. "Never got shot, but had a lot of physical injuries." He also discusses the evolution of hostage negotiation, where he

had a front-row seat as an early member of the FBI's Critical Incident Negotiation Team and a longtime member of the Crisis Negotiation Team in Los Angeles. "It was a fascinating job," says Jim. "Every day there was another crisis." After retiring from the FBI in 1995, Jim spent six years as director of security at MGM Studios. In 2002 he became chief of police of the Ventura County Community College District. In 2007, he was inducted into the MSU School of Criminal Justice's Wall of Fame. A native of Grand Rapids, Jim touts the education he received at MSU. He also remains a huge fan of the FBI. "The FBI is just an incredible organization," he says. "I always encourage young people who are interested in criminal justice to consider the FBI."

In 1990, Botting, the FBI agent in charge of Crisis Negotiation Team, also worked as a SWAT team leader in Los Angeles.



**ANDY HILDEBRAND:
REVOLUTIONIZING MUSIC**

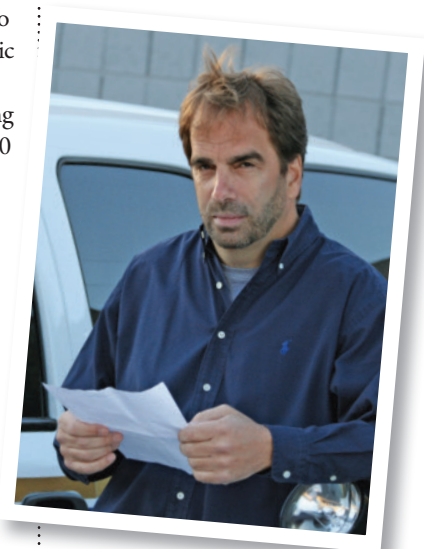
In 2003, hip hop artist T-Pain first used Auto-Tune to sound robotic. It was a huge hit, and he's used it ever since. Today, popular singers like Snoop Dogg, Kanye West, Madonna and Kid Rock all have used the sound processing device. Ironically, Auto-Tune was invented by *Andy Hildebrand*, '69, an electrical engineer who does not listen to pop music. "I listen to classical music," says Hildebrand, who lives near Santa Cruz, CA, where he founded Antares Sound Technology in 1990 and perfected Auto-Tune in 1997. "Many, many singers use Auto-Tune, but you wouldn't know it because it's mainly designed *not* to be heard." Indeed, "Dr. Andy," as he is known in the music industry, invented Auto-Tune on a dare

to achieve something considered impossible—a device that could correct flaws in sound pitches. The device is now pretty much standard in just about every recording studio in the world. An extreme setting of Auto-Tune creates the cyborg effect, which helped Cher win a Grammy in 1998 with "Believe." Amazingly, music is the second industry Andy has revolutionized. Prior to inventing Auto-Tune, he worked 18 years in the oil exploration field. His company, Landmark Graphics Corp., Houston, TX, pioneered a workstation that could interpret seismic data and help oil companies find oil. "The whole industry was transformed," he says. "Everyone uses it today. Our company was bought by Halliburton and I retired at age 40." The son of a naval officer, Andy was

in Annapolis when he decided to attend Michigan State on a music scholarship. "I played the flute," he recalls. "I was in the marching band and performed in the 10-10 tie game against Notre Dame in 1966." It was his love of music that made him unretire, invent Auto-Tune and other devices. Since MSU is about transforming lives, it is only befitting that Andy is about transforming industries.

**STEVEN PITT:
PITT AND THE PENDULUM**

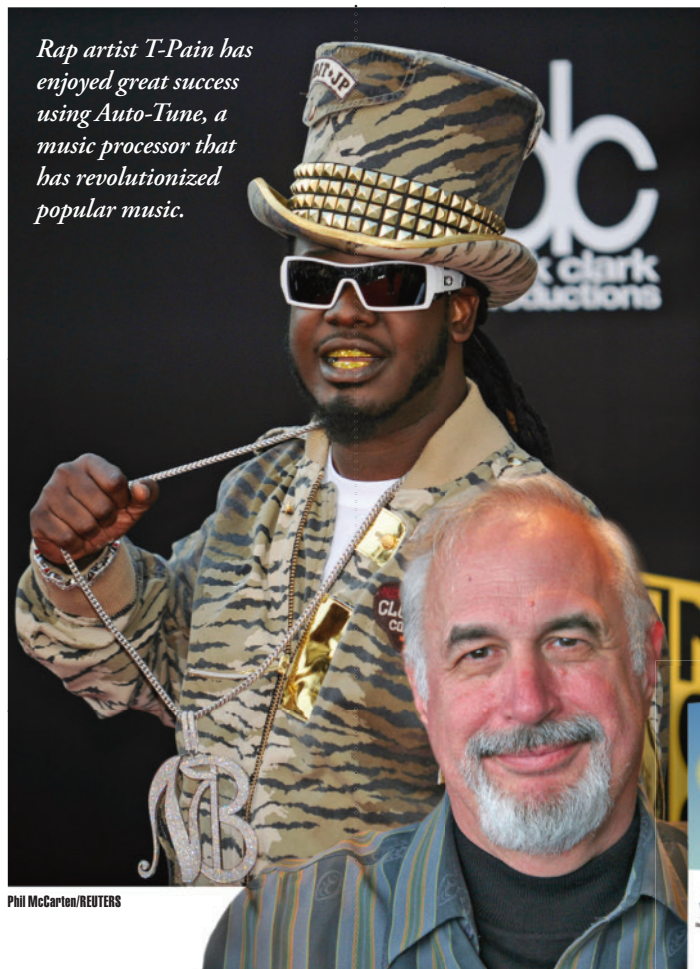
Two weeks before Christmas, mass murder was averted in Phoenix, thanks partly to a forensic psychiatrist who validated police concerns about a man who was involved in a cold case. Forensic psychiatrist *Steven Pitt*, '82, D.O. '86, of Steven Pitt & Associates, Phoenix, AZ, and a colleague helped police decide how to execute a search warrant. The upshot: They found the largest cache of explosive devices and firearms in Phoenix history, which the suspect had planned to use in an apparent murder-suicide blast of a crowded union hall. "His bedroom was like Camp Pendleton," says Pitt. No stranger to major crimes, Steven had been involved in the JonBenet Ramsey homicide investigation and the Columbine high school massacre, and more recently in the "Baseline Killer" case that terrorized Phoenix for two years. "The police tell me that I'm invaluable," says Steven. "What I give them really is



an extra set of eyes. I help provide some insight into criminal minds based on their behavior." *The Phoenix New Times* calls Steven "a street-smart, openly ambitious wiseguy who seems most comfortable helping detectives sort out the psychopathology that has led someone—known or unknown—to commit a crime." A native of Southfield, Steven says he loved his years at MSU. "I remember going to see Earvin Johnson at Jenison Fieldhouse," he recalls. "Also, every time I went by the baseball field Kirk Gibson was hitting a home run." The College of Osteopathic Medicine, he says, "was awesome and opened up all kinds of opportunities for me." Growing up, Steven read lots of books about the Hardy Boys, and then became hooked on TV sleuths like Columbo and Ironside. "It wasn't until I did my residency (at the University of Michigan) that I decided to specialize in forensic psychiatry," says Steven. "That really seemed to combine all my interests."

**SCOTT WESTERMAN:
TWEETER HELPS COMCAST**

"New Media" or "Social Media" are current buzzwords in communications, and few practitioners have enjoyed more success than



Rap artist T-Pain has enjoyed great success using Auto-Tune, a music processor that has revolutionized popular music.

Phil McCarten/REUTERS



Scott Westerman, '78, an area vice president for Comcast in Albuquerque, NM. A longtime telecommunications executive and a self-described "heavy duty geek," Westerman is the incoming chairperson of the MSU Alumni Association's national alumni board. Two years ago, the image of Comcast reached an all-time low when an elderly woman, upset with service, went to a Comcast office in Virginia and smashed some equipment with a hammer. A year later, according to national surveys, the cable company's image has improved dramatically. The hero of the turnaround is Scott, who spearheaded an effort to better serve customers by leveraging social media like *Facebook.com* and *Twitter.com*. Scott started monitoring the blogosphere and any complaint about Comcast he found, he would answer using Twitter, a micro-blogging device that also reaches cell phones. "What I found is that customers were blown away by it," says Scott, who built Spartanology on *Ning.com* for Spartans. "They're used to no

one doing anything about their complaints. My small contribution was the Twitter thing." Eventually his efforts led to a Comcast Cares persona. "I convinced the company to leverage relationships via the social media," he explains. "First, you find this firestorm of pent-up issues. Then, the atmosphere changes. As you solve their problems, instead of complaints you get questions. Then you establish a dialogue. That's the social media." After 18 years with a cable company, Scott semi-retired to Jacksonville, FL, where he engaged in dream projects—an aviation leasing business, a recording company that allowed musicians to produce CDs cheaply, and a short-wave radio operation called "World Beacon," which broadcasts religious messages to Africa and Asia. "The irony is that one of our transmitters had been used by Radio Moscow," he laughs. Scott also touts Barack Obama's use of social media to win the presidency. "I was using the search function in Twitter," he recalls. "It was like feeling the heart beat of the nation—in blogs

of 140 characters or less. It was clear to me that Obama was winning the debates."

KELLY FLYNN: REFORMING PUBLIC EDUCATION

Most education reform completely misses the mark because, according to a former teacher and columnist, teachers are not generally involved in the decision making. That's why *Kelly Flynn*, '81, eventually left her Flint high school classroom and embarked on a mission to educate the public about education issues. After six years as a columnist for the *Flint Journal*, Flynn has distilled her 20-year experience in education into a new book, *Kids, Classrooms, and Capitol Hill: A Peek Inside the Walls of America's Public Schools* (Rowman & Littlefield Education, 2008). "Capitol Hill has so much influence over what happens in the public school system," says Kelly, whose husband also taught in Flint (for 30 years). "Some of the things they propose make no sense and waste time and money. I don't have all the answers but I think if you want



good policy you have to involve those who stand in front of kids all day long." A native of Fenton, Kelly came to MSU to study journalism, but changed to education. She says she had some great teachers, including Dr. Stephen Judy. "He was an inspiration," she recalls. "He was very hands-on. I used his book for ideas in my own teaching." At Flint's Carman-Ainsworth, she taught journalism and also was advisor for the yearbook and school paper. "I took a great course on press law at MSU and that really helped," says Kelly. "MSU has a great education program, but even the best program can't prepare you for the variety of real-life challenges you meet in the classroom." She says her book is funny, poignant and very popular with teachers. "The book is very anecdotal and captures the heart and soul of a teacher," she says. "It covers everything from the love-hate relationship teachers have with parents to the insane legislation that's handed down from high up."

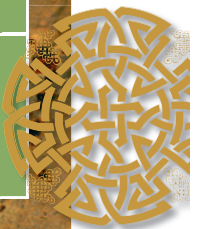


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2009 TRAVEL PROGRAMS



All dates, prices and itineraries are subject to change. Reservations are on a first come, first served basis. Since the MSUAA partners with other universities, many tours fill quickly. It is essential that you make your deposit early to reserve space on the tour. Brochures are generally mailed six to eight months prior to trip departure.

****A minimum number of people are needed to send the MSU host.**

For more information on our tours or to request a 2009 travel catalog or travel brochures, go to msualum.com or call (888) 697-2863.

Moroccan Discovery

April 18-May 1
From: \$4,895 pp
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European Tour for MSU Students **New Dates**

May 21-June 5
From: \$3,077 pp + air
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Highlights: 7 countries in 16 days – London, Rome, Paris, Brussels, Cologne, Rhine River, Munich, Salzburg, Austrian Alps, Venice, Florence and Athens
Post Extension: Greece

Lessons of Tuscany

May 12-19
From: \$2,250 pp + air
IL Borgo Di Villa
Highlights: Chianti Toscana Wine Region, Florence, Lucca, Siena, Pisa, San Gimignano, Dinner at a private castle, daily art and culture lessons of wine tastings, conversational Italian, Tuscan cooking classes, photography, painting, and more

Paradores & Pousadas ~ Spain & Portugal **** New Dates**

Featuring MSU Faculty Host
Anthony Grubbs
May 9-18
From: \$3,495 pp + air
Alumni Holidays International
Highlights: Avila, Santiago de Compostela, Segovia, Salamanca, Guimaraes, Braga, Fatima, Obidos, Porto and Lisbon

**Exploring Alaska's Inside Passage

featuring MSU President Emeritus Gordon Guyer
May 17-24
From: \$4,890 pp including air between Seattle and Alaska
Lindblad Expeditions and National Geographic
Highlights: Array of wildlife, world-renowned scientists, naturalists, and researchers, Glacier National Park, and state-of-the-art exploration tools

Great Journey Through Europe

June 27-July 7
From: \$3,195 pp + air
Gobagan & Co.
Highlights: Rhine River, Amsterdam, Holland, Germany, France, Lorelei Rock, Basel, Switzerland, Zermatt, and Lucerne
Pre-Extension – Amsterdam

Italy's Amalfi Coast

July 15-23
From: \$2,645 pp + air
Alumni Holidays International
Highlights: Ravello, Positano, Sorrento, Ruins of Herculaneum and Pompeii, Temples of Hera, Athena at Paestum and Capri

Exploring Iceland

featuring MSU Faculty Host Dr. Warren Wood
July 11-21
From: \$4,795 pp
including air from Detroit
Odysseys Unlimited, Inc.
Highlights: Snaefellsnes Peninsula, Lake Myvatn, Dettifoss, Glacial River Canyon National Park, Thingvellir National Park, Skogar's Museum, Vik, and Reykjavik

Discover Quebec by Rail

July 21-30
From: \$3,489 pp
including air from Detroit
Collette Vacations
Highlights: Stays in three Fairmont Hotels, Montreal, Notre Dame Cathedral, VIA Rail's Chaleur,

Gaspé Peninsula, whale-watching on the St. Lawrence River, and Quebec City

Family Dinosaur Dig

August 8-14
From: Adult - \$2,645 pp, Child - \$1,995 pp + air
Academic Travel Abroad
Highlights: Children and parents dig for dinosaur bones side-by-side with expert scientists, hands-on laboratory experience at the Dinosaur Discovery Museum in Grand Junction, CO, and engaging instruction by resident director and Paleontologist Jonathan Cooley

Odyssey to Oxford

August 22-September 5
From: \$4,295 pp + air
MSUAA Evening College
Two-week study program at the University of Oxford. Course field trips and group excursions. Course Topics: The Crusades; Renaissance Courts; Life in the Georgian Home; Democracy, Dictatorship, and Appeasement: Britain and Europe, 1918-1939

Dubai featuring a visit to MSU Dubai

September 5-13
From: \$2,174 pp + air
Go Next
Highlights: Visits to the World's largest shopping mall, ancient Souks, Abu Dhabi, Jumeirah Mosque, and the MSU Dubai Campus

Normandy

September 14-22

From: \$2,745 pp + air

Alumni Holidays International

Highlights: Cabourg, Bayeux and Bayeux Tapestry, Caen, Peace Memorial, Abbey Church on island Mont-St-Michel, Honfleur, Arromanches, Omaha Beach and Ponte du Hoc, and the Normandy American Cemetery

Ireland ~ Killarney & Dublin

September 19-27

From: \$1,649 pp + air

Go Next

Highlights: Killarney, Dublin, Glendalough, Blarney Castle, and Dingle Peninsula

Lessons of Tuscany

September 22-29

From: \$2,250 pp + air

Il Borgo Di Villa

Highlights: Chianti Toscana Wine Region, Florence, Lucca, Siena, Pisa, San Gimignano, dinner at a private castle, daily art and culture lessons of wine tastings, conversational Italian, Tuscan cooking classes, photography, painting, and more

Poland & Prague

A Wordly Women Tour

September 26-October 6

From: \$2,879 pp + air

Drolett Travel

Highlights: Warsaw's Royal Castle, Market Square, Jasna Gora Monastery, Shrine of the Black Madonna, Auschwitz and Birkenau, Wieliczka Salt Mine, Charles Bridge

Swiss Alps & Italian Lakes

September 27-October 5

From: \$3,040 pp + air

Alumni Holidays International

Highlights: St. Moritz, Pontresina, Alp Languard and Roseg Glacier, Lake Como, and, Borromean Islands

Budapest, Vienna, and Prague Featuring a Danube Cruise

October 1-11

From: \$2,995 pp + air

Alumni Holidays International

Highlights: Parliament Building, Opera House, Slovak Republic, Ringstrasse, Burgtheater, Hofburg Palace, Charles Bridge, Old Town Square, Wachau Valley, and Prague Castle

Treasures of Italy

October 5-17

From: \$3,499 pp + air

Free air from select cities

Alumni Travel Group



Highlights: Rome, Portofino, La Spezia, Florence, Amalfi, Sorrento, Sicily, Capri, Corfu, Kotor, Dubrovnik, and Venice

Journey Through Vietnam

October 17-November 1

From: \$3,295 pp

including air from Detroit

Odysseys Unlimited, Inc.

Highlights: Hanoi, Ha Long Bay, Hue, Da Nang, Cham Museum, Mekong Delta, Saigon, Reunification Palace, History Museum and Underground Cu Chi Tunnels

Italy's Lucca

October 20-28

From: \$2,740 pp + air

Alumni Holidays International

Highlights: Lucca, Siena, Pisa, Leaning Tower of Pisa, Piazza del Duomo, Florence, Carrara, and Viareggio

Florida Everglades **Just Added**

November 7-13

From: \$2,995 + air

Orbridge

Highlights: Everglades National Park, Fakahatchee Strand Preserve, Anhinga Trail, Rookery Bay, Corkscrew Swamp Sanctuary, Reptiles and Birds of the Everglades

Cultural Capitals of Russia

November 7-16

From: \$2,995 pp + air

Gobagan & Co.

Highlights: Moscow, Red Square, St. Petersburg, St. Basil's Cathedral, Kremlin, Hermitage Museum, and Catherine's Palace

Dynamic Beijing

November 11-18

From: \$1,449 pp + air

Go Next

Optional Excursions: Tiananmen Square, Forbidden City, Great Wall, Temple of Heaven, Summer Palace, Beijing Zoo, Lama Temple, Xian, First Emperor Qin and the Terra Cotta Warriors

SPARTAN TRAVEL UPCOMING 2010 TOURS

Australia & New Zealand – January, date TBD

Alumni Campus in Peru – January, date TBD

Grand Tour of Egypt – February 8-19

Island Life in Tahiti and French Polynesia – February, date TBD

Treasures of Argentina & Chile – March, date TBD

Caribbean Discovery – March 9-14

Asian Explorations – March 24-April 9

Wonders of the Galapagos Islands – March, date TBD

Rome – March, date TBD

Saxony on the Elbe River – April, date TBD

Tulip Time in Holland & Belgium – April 10-18

Alumni Campus in Provence – April, date TBD

China & the Yangtze River – April, date TBD

Historic Reflections – May, date TBD

Celtic Lands – May, date TBD

Grand Journey to Spain – May, date TBD

Essential Europe Tour for New Graduates – May, date TBD

European Coastal Civilizations – May, date TBD

Paris to Normandy ~ a Cruise on the River Seine – May 31-June

Canadian Maritimes – June, date TBD

National Parks – June, date TBD

Alumni Campus in the Italian Riviera – June, date TBD

Bavaria featuring Oberammergau (The Passion Play) – July, date TBD

Canadian Rockies by Rail – July, date TBD

Historic Trains of California – August, date TBD

Alaska Adventure – August, date TBD

Paris & London – August, date TBD

A Classic Safari in Tanzania – September, date TBD

Dubai – September, date TBD

Island Life in Ancient Greece & Turkey – September, date TBD

Alumni Campus in Sicily – September, date TBD

Around the World – October, date TBD

Treasures of Morocco – October, date TBD

Crossroads of the Classical Mediterranean – October, date TBD

Provincial French Countryside (Ann Harrison) – October 8-22, 2010

Journey Through Vietnam – October 27-November 11, 2010

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MSU STANDS OUT AS AN

By Charles L. Ballard

When economic times are tough, a land-grant university like MSU stands out as an engine of economic growth and as a wise investment of public dollars.

ENGINE OF ECONOMIC GROWTH

In ordinary times, it's easy to think of Michigan State University as just a pretty campus, just a place where papers are written and graded, just a place where theorems are proved, just a place where students earn their degrees and then move on.

But these are no ordinary times. The United States economy is now in the midst of its most serious economic crisis in three-quarters of a century. In extraordinary times like these, we are reminded that universities are engines of economic activity and economic growth.

Major universities such as MSU now have a global reach. MSU generates economic ripple effects throughout the United States, and to faraway places like London, Dubai, Beijing, and Seoul. But MSU's biggest economic effects are felt close to home. Indeed, all of the colleges and universities in our state have important economic effects for Michigan. But Michigan State University is unique, because of its size, because of the high quality of its faculty, students and staff, and because of its historic mission of outreach and engagement.

The magnitude of these economic effects was brought home by a recent study by the research

and consulting firm, Anderson Economic Group. They estimate that the net economic impact of the University Research Corridor (MSU, the University of Michigan, and Wayne State University) was \$13.3 billion in 2007. (The report is available at <http://www.urcmich.org/economic>.)

In the otherwise bleak winter of 2008-09, mid-Michigan scored two major economic triumphs, each of which will ultimately generate thousands of jobs and hundreds of millions of dollars of revenue. Neither of these would have occurred without Michigan State University. The Facility for Rare Isotope Beams is connected directly to MSU (see the President's Perspective, p. 4). The other, a new IBM research facility, is not actually a part of MSU. But IBM could have chosen to locate the facility anywhere in the world. They chose East Lansing because of the advantages that can only be provided in a university setting. These advantages include close connections to active research initiatives, the availability of highly skilled people, and cultural amenities.

Each year, thousands of young people launch their careers on the basis of a degree earned at Michigan State University. As a result of the skills developed at MSU, these graduates will earn

far more in the labor market than they would have earned if they had only a high school diploma.

In 2007, for men aged 25-34 who work full time, the average labor-market earning was \$35,995 for those with only a high school diploma. Those in the same age group with a bachelor's degree earned an average of \$63,175. Those in the same age category with a Ph.D. earned an average of nearly \$110,000.

income and the percentage of the population with a bachelor's degree or more. In 2006, the three states with the highest per-capita incomes were Connecticut, Massachusetts, and New Jersey. All of these three states were also in the top five in terms of college degree attainment.

At the other end of the spectrum, the three states with the lowest per-capita incomes were Arkansas, Mississippi, and West



I am very bullish about the long-term prospects of the Michigan economy . . . MSU is leading the way.

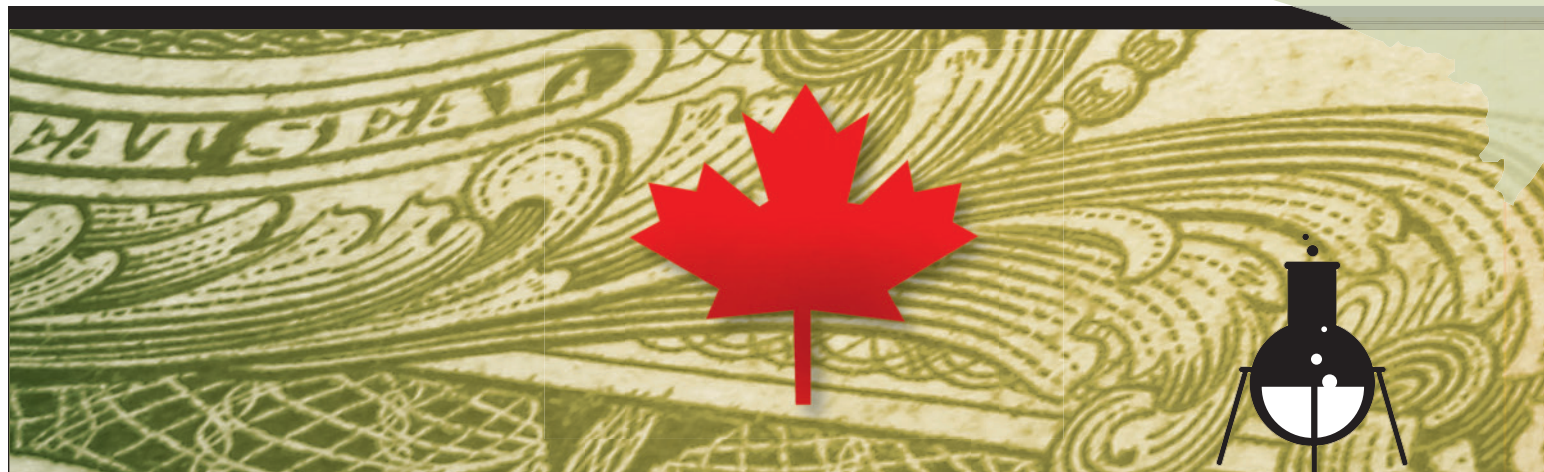
If we compare the data in the previous paragraph, we see that those with a bachelor's degree earned 75 percent more than those with only a high school diploma! In 1991, the premium for a college education in this age group was only about 50 percent.

Now more than ever, if a state wants to be prosperous, it needs a highly skilled and highly educated work force. If we look at the 50 states, there is a striking correlation between per-capita

Virginia. These three states were all in the bottom seven in terms of college degree attainment.

Among the states in the Great Lakes region, Minnesota and Illinois have the highest college degree attainment. Thus, it should come as no surprise that Minnesota and Illinois rank one and two in the region in terms of per-capita income.

Michigan is in the middle of the pack. In 2006, we ranked 28th among the 50 states in col-



Now more than ever, if a state wants to be prosperous, it needs a highly skilled and highly educated work force.



lege degree attainment, and 26th in per-capita income. Of course, it's better to be in the middle of the pack than at the bottom of the heap, but I would like Michigan to be a lot closer to the top. Michigan State University, along with the other colleges and universities in our state, is playing a vital role by helping to provide Michigan with a highly educated work force.

Many of Michigan's people are concerned (and rightly so) about the "brain drain", whereby some of our brightest young people are educated here in Michigan but move out of the state. Some have even argued that we ought to stop supporting public universities in Michigan, since not all students stay in the state. In my view, this is wrongheaded. However, it is very true that if we want the best and the brightest to remain in Michigan, we need businesses to want to hire the highly skilled workers who are educated here. In other words, we need a supply of highly skilled workers, but we also need

demand for their services.

I believe we need to do four things to further strengthen the foundation for future economic growth. The first two of these are focused on stimulating the growth of businesses in Michigan, and the other two have to do with increasing the supply of highly skilled workers who want to be in Michigan.

► First, we need to do everything we can to create a business-friendly environment in Michigan. My favorite idea is to eliminate the Michigan Business Tax, and to replace those revenues with a graduated income tax. This will remove an impediment to business investment in Michigan. It will also help us to "export" more of our taxes, because state income taxes can be deducted from the federal income tax. It will also align our tax system more closely with the ability to pay taxes, which has become increasingly concentrated at the high end of the income scale.

► Second, we must continue to strengthen our commercial

connections around the world. It's especially important to facilitate trade with our nearest neighbor, Canada. America's number-one trading partner is Canada, and the number-one gateway to Canada is Michigan. Nationalism and xenophobia often rise during economic slumps, but we must guard against closing our borders. Instead, Michigan will benefit from prompt construction of new bridges over the Detroit River.

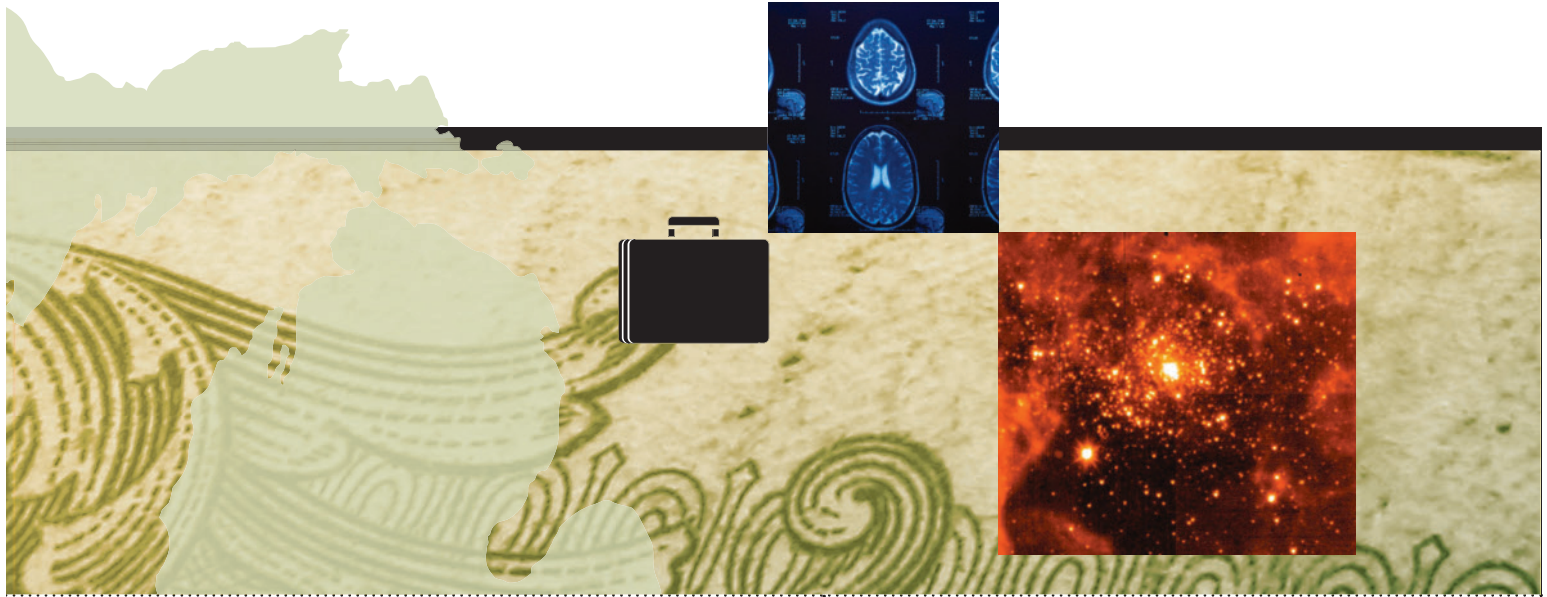
► Third, we must create a vibrant culture with parks, museums, concerts, restaurants and more. Increasingly, talented young people move to a metropolitan area on the basis of these amenities. If we are to attract and retain young talent, we need Michigan to be a cool and exciting place.

► Last but certainly not least, we need strong public support for MSU and the other public universities. If we have a business-friendly environment, strong trade ties with the rest of the world, and a vibrant culture, we will surely attract young people from other places. But our best bet will always be to have plenty of highly educated home-grown talent. In recent years, Michigan's economic struggles have led to repeated budgetary crises,

and the state government has enacted harsh cuts to higher education. That policy is penny-wise and pound-foolish.

The shrinkage of manufacturing, and especially the auto industry, has pushed Michigan's economy into a long and difficult transformation. The global financial crisis has multiplied Michigan's economic challenges. In spite of these very real problems, however, I am very bullish about the long-term prospects of the Michigan economy. The drumbeat of bad news should not be allowed to obscure the many successes that we have already had in Michigan, in high-tech engineering, solar energy, health care, motion pictures and many other sectors. Michigan State University is leading the way toward the brighter economic future for Michigan.

Charles L. Ballard is a professor of economics at MSU. He is also director of the State of the State Survey, which is part of the Institute for Public Policy and Social Research, in MSU's College of Social Science. Ballard is an expert on public policy issues and the Michigan economy. His latest book, Michigan's Economic Future, was published by MSU Press in 2006.



AN OVERVIEW OF MSU'S ECONOMIC IMPACT

By Mark Fellows

MSU remains focused on its primary mission of helping the state of Michigan while generating \$2 billion a year in contributions to the state economy.

MSU has long been a beacon of academic and scientific achievement. Increasingly in recent years, MSU has also won recognition for its role as a driver of the state's economy.

Recent announcements from heavyweights International Business Machines Corp. and the U.S. Department of Energy have recognized MSU's intellectual and institutional assets as a prime resource for the economy of the 21st century. In December, the federal government awarded MSU a \$550 million nuclear research facil-

ity, the Facility for Rare Isotope Beams (FRIB). It's especially impressive that MSU won the contract in spite of formidable competition from the Argonne National Laboratory in Illinois. Konrad Gelbke, director of the National Superconducting Cyclotron Laboratory, and his team were instrumental in landing this contract.

In January, IBM announced it will locate a global application development center in East Lansing. The IBM facility will be housed in the former headquarters of the MSU Federal Credit Union. The MSUFCU has grown along with MSU since 1937, and now boasts a membership of 145,000. Its rapid growth made it necessary to build a new, energy-efficient headquarters (also in East Lansing), which opened its doors in 2008.

Building on its land-grant origins, MSU today pursues a global vision for fostering sustainable prosperity. Although

MSU has become a top institution for study and research abroad and for enrollment of international students, the university's first mission always has remained focused on service to the state of Michigan.

Last year, MSU President Lou Anna K. Simon made the case in testimony before the Michigan Senate. "MSU's land-grant mission compels us to work collaboratively with businesses, individuals, government agencies and others in communities around the state—and now around the globe—to co-create solutions to today's most pressing problems in order to promote economic growth," Simon told the Senate Subcommittee on Higher Education. "We are committed to providing assistance across the state at all scales, to all collaborators, including large corporations; medium-sized compa-

nies; startups; and individual workers; and across industry sectors, from advancing the latest Michigan high technology to maintaining our state's traditional high standards of commercial hospitality."

At the smaller end of the business scale, that can take the form of business and marketing consulting. These services are delivered through the programs of MSU Extension, directed by Thomas Coon, which operates in each of Michigan's 83 counties. The MSU Product Center for Agriculture and Natural Resources helps to shepherd food and agricultural products to market. The Product Center added a biotech business consulting service, opened in 2003, and it has assisted approximately 100 fledgling businesses (see page 34).

MSU also works with larger businesses. The university con-

Corporations in Michigan . . . tap into the advantages that MSU can offer them and . . . are able to appreciate how valuable our intellectual resources are.



tinues to maintain long-term research and internship relationships with such multinational enterprises as Ford Motor Co. and Dow Chemical Co.

Sustainable technologies are a center of excellence at MSU. One of the most important is extraction of energy from non-food organic substances. A recent \$50 million federal grant helped establish a location for the Great Lakes Bioenergy Research Center at MSU. University scientists accompanied Michigan Gov. Jennifer Granholm to Sweden to forge business partnerships in the biofuels sector. Meanwhile, a partnership with Mascoma Corp., a Massachusetts biofuels company, is proposing to build a \$450 million cellulosic ethanol plant in Michigan's Upper Peninsula in coming years. This facility is expected to create 500 jobs or more. Any facility of this size would be welcome news for the struggling economy of the Upper Peninsula, where total employment is only about 121,000.

On campus, scientists are making discoveries that could lead to plant varieties tailored specifically for biofuel production, and creating a Web-based genomic database of informa-



MSU helped the URC generate 69,285 jobs, educated more students than any of the nation's best comparable R&D clusters and produced \$13.3 billion in economic impact in 2007.

tion on crops that can be used to make ethanol (see cover story, "Grassoline In Your Tank," Winter 2008). Researchers are working in partnership with Ford Motor Co. to develop advanced diesel engines tuned for biofuel blends.

Engineering professors Dennis Miller and Ramani Narayan have founded Spartan Biofuels LLC, a biofuels processing and development company. The company works in partnership with Ford for testing and development and with Zeeland Farm Services for soybean feedstock.

MSU's "green chemistry" is providing assistance to Draths Corporation. Draths maintains a nearby laboratory commercializing the manufacture of nylon and other products using renewable resources instead of petroleum. DuPont

Applied BioSciences recently extended its research program with MBI, Michigan's biotech business accelerator. MBI is located at the south end of the 114-acre University Corporate Research Park.

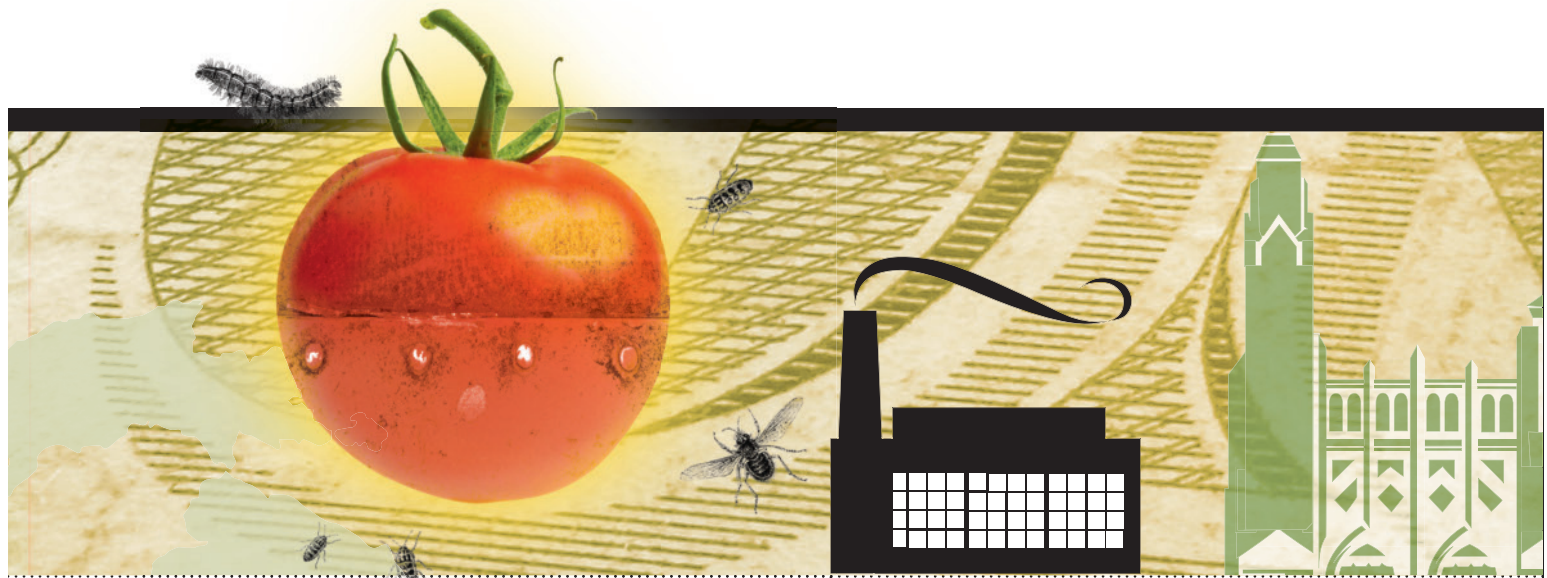
MSU Technologies, the university's technology transfer organization, is evaluating hundreds of patents for their commercialization potential, placing them in a searchable online database. It also rendered critical start-up assistance to a medical device company co-founded by John Schwartz, an associate professor in the Dept. of Fisheries and Wildlife. Schwartz was named 2008 innovator of the year by state biotechnology industry organization, MichBio.

The university also is a key player in the development of the state's health care and life

science sector. MSU is involved in partnerships with dozens of hospitals to train physicians, while bringing federal graduate medical education dollars into those communities. MSU's College of Human Medicine is expanding into downtown Grand Rapids in a new 180,000-square-foot facility. On the other side of the state, the College of Osteopathic Medicine is expanding at two locations in the Detroit area.

A \$7 million gift will expand the facilities of the MSU College of Nursing to help buttress the state's health care infrastructure. In addition, a new Clinical and Translational Sciences Institute (involving clinical and pre-clinical pharmacology) will become a hub for biomedical research statewide.

MSU has been involved in the creation of two economic development organizations, the Lansing Economic Area Partnership (LEAP) and the Prima Civitas Foundation (PCF). While LEAP focuses on the Lansing region, the PCF concentrates on technology transfer and development around the state. PCF acts as a broker between MSU researchers and financial institutions, venture-capital organizations, and other parties. The univer-



sity also recently partnered with the city of East Lansing and other members of the Lansing Regional SmartZone to create the East Lansing Technology Innovation Center. This new center will help entrepreneurs launch high-tech ventures.

MSU has long collaborated with the other two top research universities in the state, the University of Michigan and Wayne State University. In 2006 and 2007, this collaboration became known formally as the University Research Corridor (URC). As part of the URC, MSU has helped generate 69,285 jobs, educated more students than any of the nation's best comparable Research & Development clusters, and produced \$13.3 billion in economic impact in 2007, according to a study by the Anderson Economic Group.

MSU's work-force development efforts include training residents for biofuel production jobs through the federal WIRED grant program. This program also assisted MSU's drive to promote the earning of National Career Readiness Certificates via WorkKeys assessments. Those certifications are demanded for many positions by large employers including Dow Chemical Co. and United Solar Ovonics.

MSU's Executive MBA and executive leadership programs help corporations develop their managerial talent.

"When we first started working with (consumer product manufacturer) Masco Corp. to create a leadership development program for their operations professionals, they were won over by two things: our faculty's deep knowledge of the subject area—supply chain management—and the faculty's willingness to roll up their sleeves and deeply understand their business problems," says David J. Frayer, director of executive development programs for the Eli Broad Graduate School of Management at MSU. "But the more we have worked with Masco, Kellogg, Steelcase, Amway or any of the other corporations we have here in Michigan, the more they tap into the advantages that MSU can offer them and the more they are able to appreciate how valuable our intellectual resources are."

Relationships that start with MSU's customized programs frequently grow into connections with other areas of research excellence at the university, from packaging and the development of new materials to biofuel advances and the latest ideas on sustainability.

"The mutually beneficial projects—research opportunities, support of doctoral students, long-term funding of dedicated research centers—that result probably would never have happened without the experience these corporate leaders had when they came in through our executive development 'front door,'" Frayer says.

"Outreach is truly a dialogue here at MSU."

Mark Fellows is a communications manager in the Div. of University Relations, covering science, environmental and economic development topics. He has a background in business journalism.

Related *University Research Corridor*

Web www.urcmich.org

Sites *University Corporate Research Park*

www.ucrp.msu.edu

MSU Technologies
technologies.msu.edu

MBI International
www.mbi.org

Great Lakes Bioenergy Research Center at MSU
glbrc.msu.edu

Office of Biobased Technologies
www.bioeconomy.msu.edu

MSU Product Center
acc.msu.edu/product

Broad College of Business
www.bus.msu.edu

MSU Extension Community & Economic Development
web5.msue.msu.edu/cced

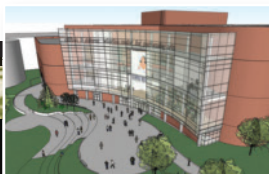
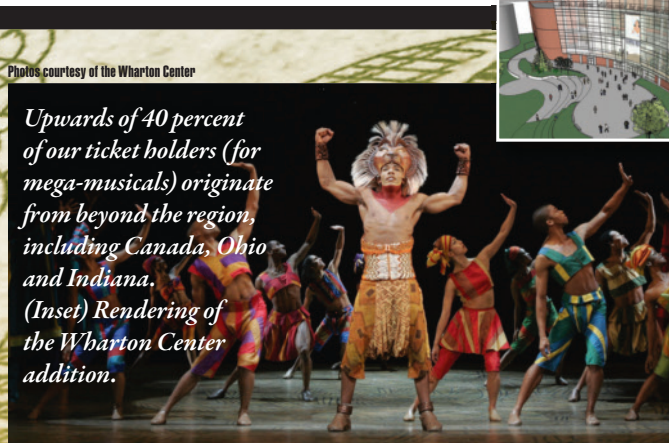
Prima Civitas Foundation
www.primacivitas.org

LEAP Inc.
lansingleap.com

Photos courtesy of the Wharton Center

Upwards of 40 percent of our ticket holders (for mega-musicals) originate from beyond the region, including Canada, Ohio and Indiana.

(Inset) Rendering of the Wharton Center addition.



MSU's seven home football games in 2008 pumped an estimated \$70 million into the mid-Michigan economy.



MSU'S WHARTON CENTER IS A COG IN MICHIGAN'S ECONOMIC ENGINE

By Kent Love, '93, Wharton Center director of communications

MSU's Wharton Center for Performing Arts serves as a cultural anchor for the region's quality of life and also as a cog in Michigan's economic engine. "(We are) more than four walls and a stage," says Michael Brand, the center's executive director. "It's an ever-evolving cultural institution that serves a role in helping drive the state's economy."

Each season Wharton Center presents a diverse line-up of world renowned artists. They not only retain discretionary spending by Michigan residents in our state's economy, but mega-musicals like Disney's *The Lion King* and *Wicked* actually attract money from surrounding states. "Each season we try to present at least one mega-musical," says Brand. "When we present multi-week engagements like Disney's *The Lion King*, we can see upwards of 40 percent of our ticket holders originating from beyond the region, including Canada, Ohio and Indiana."

According to the Broadway League, North American touring Broadway for the 2007-2008 season grossed \$956 million from 15.3 million in ticket sales. *Pollstar Magazine* placed Wharton Center fifth among the top 100 international theatre venues.

"Although current ticket sales are down due to the recession, past sales have helped us establish a national reputation for sales on par with larger market venues, thus attracting the attention of producers who want their shows to be seen in East Lansing," says Brand. "This is one reason we are attracting mega-hit Broadway shows, even through mid-Michigan is considered a mid-sized market."

Brand hastens to add that the community's overwhelming support is vital. The center's funding derives mainly from corporate sponsorships, private donations, and ticket revenues and rental income. In an average year, nearly 75 corporate sponsors and 2,500 private donors help underwrite initiatives, such as the new MSU Federal Credit Union Institute for Arts & Creativity. More than 350 individuals volunteer their time and talents in various capacities.

Kent Love co-chairs the communicator team of MSU's Cultural Engagement Council.

MSU ATHLETICS HELPS THE ECONOMY

By Mark Hollis, '85, MSU athletics director



We in intercollegiate athletics help to energize the state economy by bringing people together through participation, spectatorship, and engagement with 25 sports, third most in the Big Ten Conference. With more than 220 varsity sport home events annually, Spartan athletic events bring more than one million fans into Mid-Michigan each year—with more than half of them attending Spartan Football games. Our fans generate significant economic activity in and around the campus, benefiting not only the local economies, but also the entire state by purchasing tickets, parking, concessions, food & drink, accommodations, and other goods and services.

In addition, some 40 million households, or about 100 million viewers, watched MSU's 13 televised football games in 2008. The seven home football games pumped an estimated \$70 million into the mid-Michigan economy.

Our department also supports activities in academic and community outreach that provide value to the campus and community. These activities include the participation of nearly 8,000 youth at summer sports camps, engagement with the MHSAA and various championships events, and connections through academic fundraising and outreach.

We are facing the current economic challenge with new approaches, new ways of thinking, and new rules of engagement for how we do business to become an even more efficient business model, but at the same time keep striving for excellence in all that we do.





ALUMNI REUNION DAYS

June 4-5, 2009 • Kellogg Hotel and Conference Center

Members of the class of 1959 (50th reunion) and all Michigan State Spartans (classes of 1959 and earlier) are invited to return to campus for Alumni Reunion Days, sponsored by the MSU Alumni Association. Come back, have fun, see the new sites of campus through tours, lectures, college events, receptions and more.

Tentative Schedule of Events:

Thursday, June 4, 2009

- Kedzie Luncheon and Kedzie Society Induction for the Class of 1959
 - Class of 1959 Photograph
 - Bus Tour of Campus
 - College Dinners
 - MSU Jazz Performance

Friday, June 5, 2009

- College Breakfasts
- Educational Sessions with MSU Faculty
 - Student Panel
- Luncheon and Ice Cream Social at Cowles House

Ways to register:

1. Log on to the MSU Alumni Association web site www.msualum.com, click on Alumni Reunion Days and complete the online registration form.
2. Call the MSU Alumni Association at (877) 678-2586 and ask for Tonja. She will mail you a full brochure, which you can complete and return to the Alumni Association.

Alumni Reunion Days registration deadline is Wednesday, May 20, 2009



MSU PRODUCES ENTREPRENEURS AND PROMOTES ENTREPRENEURSHIP

One remedy for an ailing economy is entrepreneurship, and MSU helps advance the cause through education, centers, institutes and business partnerships.



By Bill Castanier, '73

On a recent cold blustery day on campus you could almost smell suntan lotion and spring break in the air. Maybe, it's the lingering influence of MSU Professor Glendon Swarthout's book-movie *Where the Boys Are* (1960), which launched college spring break 50 years ago, but inside Case Hall a dozen MSU juniors and seniors were plotting an entirely different spring break scenario.

The men and women of the Applied Public Policy Research Seminar were planning their spring trip itinerary to "where the entrepreneurs are." The students will spend their spring break studying the entrepreneurial culture in such hot spots as Charleston, SC, Pittsburg, PA and Raleigh, NC. There is no Daytona Beach, Miami Beach or Ft. Lauderdale on the trip and it's unlikely they will need any suntan lotion.

The unusual class taught by Professor Ross Emmett and Associate Professor Bryan Ritchie of James Madison College has been spending the semester exploring what type of social and cultural policy it takes to create the next generation of entrepreneurs in Michigan. It's not that MSU doesn't have bragging rights about the entrepreneurs it has already turned out. The likes of housing developers Eli Broad, '54, founder of two Fortune 500 companies, and Joel Ferguson, '65, chairperson of the MSU Board of Trustees (who by the way was looking at how to build a "cool city" environ 20 years ago); Bob Fish, '88, co-founder and CEO of Biggby's, a Lansing-based coffee chain; retail mortgage giant Dan Gilbert, '83,

CEO of Quicken Loans; Richard Golden, '70, founder of D.O.C. Eyeglasses; Peter Secchia, '63, of Michigan Forest Products; and Mary Ellen Sheets, who turned \$350 into the moving giant Two Men And A Truck, are just a few who have helped create new enterprises that have impacted the Michigan economy.

In addition, many alumni have enjoyed entrepreneurial success outside of Michigan—such as Michael Budman, '68, and Don Green, who founded Roots, the giant Canadian lifestyle company; Andy Hildebrand, '69, who revolutionized the oil exploration industry and pop music (see profile, p. 16); Kay Koplovitz, M.A. '68, founder of USA Network; Drayton McLane, MBA '59, chairman of McLane Group and chairman and CEO of the Houston Astros; and desktop publishing pioneer James Von Ehr, '72, founder and CEO of Zyxex Corp., the nation's first molecular nanotechnology company.

The state is peppered with MSU alumni who have set out on their own creating businesses, both large and small.

But today there is a new motivation. Michigan's economy is no longer being driven by monolithic employers, but rather by thousands of new economy companies headed by relentless entrepreneurs.

President Lou Anna K. Simon, recognizing this economic tsunami, made sure that entrepreneurship was an integral part of her "Boldness by Design" initiative. She understands that to be successful Michigan must think globally, but also act locally. To make sure this became institutionalized she helped launch the Prima Civitas Foundation. It is

The James Madison class on entrepreneurship learns about venture, angel, and bank funding in high tech industries at the Bank of Ann Arbor.



Caitlin Blair

headed by David Hollister, '64, M.A. '69, former mayor of Lansing, state legislator and director of the State Dept. of Labor and Economic Growth. The foundation's goal is to help create the jobs for Michigan's future and foster a culture of innovation and entrepreneurship in Mid-Michigan.

Buoyed by major grants from the Mott Foundation and a \$15 million grant from the U.S. Dept. of Labor, Hollister and Prima Civitas—"First State" in Latin—aim to establish a program that would facilitate transfer of intellectual property from MSU, establish collaborative ties between economic agencies in mid-Michigan, and help create an entrepreneurial state.

Hollister notes that creating an entrepreneurial culture in Michigan is not an overnight task. "It will take a generation," he estimates.

For starters, Hollister believes the state needs to change its attitude toward entrepreneurial activity. "In Michigan, we look at an entrepreneur who has failed with a jaundiced eye while on the West Coast failure is a measure of success," he notes. "We have to bring that attitude to Michigan where we look to these risk-takers for advice."

He points out that highly successful development agencies across the country have directors

who are leaders in the business community, and accordingly, the Prima Civitas Board of Directors follows that pattern of success.

"We have to institutionalize a culture change that involves everything from changing curriculum, establishing mentorship programs, assuring advanced degrees, and establishing business incubators," Hollister says.

Beyond classes like the one in James Madison College, now in its fourth year, which the students have dubbed "Michigan Futures," and partnerships like Prima Civitas, the Institute for Entrepreneurship in the Eli Broad College of Business is also making a difference in the classroom and across mid-Michigan. The institute focuses on teaching the practical aspects of entrepreneurship—including how to write a business plan to attract capital and how to navigate the complex world of venture capital and financing.

Roger Calantone, director of Broad's Institute for Entrepreneurship, says the more than a dozen entrepreneurship courses offered by the college attract hundreds of students a year. "There is some excitement, and some jazz, and three student-led organizations promoting entrepreneurship have started," he says.

In addition, he notes, some students are currently working on a

launch of their own businesses—"spinning opportunities out of tragedy," in his words.

Calantone believes that the Michigan economy was on "its way to the tipping point" when the current economic crisis struck, but he is optimistic about the future.

"That's one advantage of teaching youth—they have no fear of failure," he says.

"The Broad College teaches some basic skills that every entrepreneur should have, including identifying markets and customers, law, accounting and finance in addition to writing that business plan which will attract financing."

Calantone has an interesting take on the question of whether entrepreneurs are born or made. "Entrepreneurs are made," he says emphatically. "Growing up in an entrepreneurial family makes you feel like you were born an entrepreneur."

What he likes most about teaching entrepreneurship courses in Broad is the turnover of students every few years. "They are young, renewed and an open book," he says. He calls entrepreneurship the "height of democracy." As he explains, "People own the means of production. We want people to

who are very successful entrepreneurs, like Hans Schuler, Bill Zehnder, Judy Zehnder Keller, Herman Berghoff, and Hugh Andrews," says Ron Cichy, the school's director. "We want to formalize the process by which you become an entrepreneur." There is also an entrepreneurship course in the retailing program in the College of Communication Arts & Sciences.

MSU's thrust at upping the ante for entrepreneurship also includes the Product Center for Agriculture and Natural Resources (see pp. 32-34), which works with agricultural-related products to bring them to market. They consult with operations as varied as a turkey ranch to small businesses like the Sweetlicious bakery in DeWitt.

Operated by Linda Hundt, the bakery turned to the Product Center for help in taking her Crisco National Pie Championship award-winning pies from its local market to a global, internet market. The center helped Hundt develop successful marketing strategies along with the packaging needed to ship frozen pies (see sidebar, p. 34).

Hollister, the students and others recognize that business start-

"We are empowering and connecting people to nurture entrepreneurship as a way to secure Michigan's prosperity."

leave here with the knowledge to start their own business, and then it's up to them."

Also within the Broad College of Business, The School of Hospitality Business is planning an entrepreneurship specialization. "We have many graduates

ups come in all sizes from small bakeries to gigantic concerns like Quicken Loan. They also believe that an entrepreneurial culture will be buoyed by the location of both the \$550 million Facility for Rare Isotope Beams (FRIB) and a new, specialized IBM center

on the MSU campus. Hollister, who was noted for his collaborative politics as a legislator, says he intends to challenge area colleges and universities to build networks and work together.

To that end, President Simon also restructured the university's Intellectual Property Office to increase the focus on commercialization and created the economic development engine Rational Siting Push-Pull Accelerator (RSPPA), which is using grants to launch and develop start-ups. Hollister says these efforts put Michigan in position to take advantage of MSU strengths such as biotechnology and agriculture.

"The goal is to use our universities as engines of economic growth," he notes, hastening to add, "We are in the very early stages."

Hollister says the environment needs to include a support network for entrepreneurs, including access to venture capital, incubators, and most importantly, a social network for budding entrepreneurs. Prima Civitas and MSU are helping to provide that environment by hosting forums for venture capital angels and entrepreneurs and assisting the RSPPA in locating internships for students to pursue entrepreneurial activities.

Also helping this effort are MSU graduates such as Jim Epolito, '78, an executive with Delta Dental who served as the director of the Michigan Economic Development Corporation. He was recently succeeded at MEDC by another MSU alumnus, Greg Means. Just down the street Tim Daman, '90, directs the Greater Lansing Area Chamber of Commerce.

Members of the entrepreneurship class meet at the Ann Arbor offices of SPARK, the economic development authority for the region.



Caitlin Blair

Hollister says Michigan has to be bold and consider measures like forgiving student loans for entrepreneurs who start a business in Michigan.

The students in Professors Emmet's and Ritchie's class couldn't agree more. The class, which is run in an entrepreneurial mode—free form without a syllabus or books—is in its fourth year. The class has worked to identify the characteristics which every entrepreneurial activity entails—creativity, risk taking and adaptability.

One student notes, however, that items such as tax structure, the cost of doing business in Michigan and wages are not out of the norm when compared to other states. "We didn't score that poorly," he says. "We want to identify the reason entrepreneurship is inhibited in the state."

The students and Hollister agree that part of the solution is to encourage the K-12 educational system focus more on creative problem solving. The students also believe that the sense of entrepreneurship has to reach down into families with parents talking about starting businesses as an alternative to traditional jobs. The students say most parents are only concerned about their children landing a job.

MSU Extension has actually taken some steps to cultivate entrepreneurship in the younger generations and within communities. Extension has statewide initiatives to grow business and entrepreneur 4-H Clubs for youth and afterschool programs, including curricular resources and training programs. At the same time, a group of MSU Extension economic developers are working to provide resources, networking and expertise to help communities across the state become better havens for entrepreneurs.

Barbara Fails, director of rural entrepreneurship for the College of Agriculture and Natural Resources, who has organized an informal university-wide faculty interest group around entrepreneurship, is encouraged by the changes she has seen already. "In so many ways, we are empowering and connecting people to nurture entrepreneurship as a way to secure Michigan's prosperity," she says.

Using Facebook, the social networking site, the James Madison students are probing other students on campus about why they are leaving Michigan. "They are telling us the same old preconceived notions about Michigan's econ-

omy," says one student involved with this research. "Most students don't even bother to look here (in Michigan)." Both the students and Hollister, who regularly attends the classes, have concluded that the attitudes toward entrepreneurship in Michigan are in serious need of overhaul.

The students are also pursuing how they can apply entrepreneurial skills to non-profit agencies and within business and government. They also have questioned what they call Michigan's citizens' sense of entitlement about a job—that "we" are owed a job.

When asked if the class was a life-changing experience, everyone in the class raised their hands. One senior says, "We hope we can also change other people's lives."

From what they have learned so far, they have some advice for Michigan which includes: creating an atmosphere of advocacy versus bureaucracy; being more flexible in approaches toward new business; removing the sense of job entitlement in Michigan and finally assuring that entrepreneurship has a "higher platform and a bigger megaphone."

Whatever the case, many things—ideas, energy, actual relationships and partnerships—are percolating throughout MSU that will in the end impact positively on sparking entrepreneurship to help counteract the state's economic woes.

Bill Castanier, '73, is the literary reviewer for Lansing's City Pulse weekly newspaper and also writes mitterlit.com, a literary blog on Michigan books and authors.



A Gallery of MSU Entrepreneurs



Eli Broad



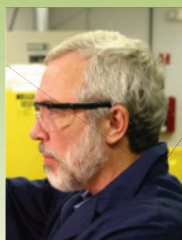
Dan Gilbert



Joel Ferguson



Kay Koplovitz



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Bob Fish



*Don Green (top)
Michael Budman*



Andy Hildebrand

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MSU Agri-Food Product



The state agri-food sector—a fifth of the Michigan economy—is booming thanks in part to MSU's Product Center for Agriculture and Natural Resources and a vast complex of university resources.

By Christopher Peterson

Agricultural and natural resource businesses have always been a significant part of Michigan's economy. As a land-grant institution, MSU was founded to help develop the state's critical land-based resources. The MSU Product Center for Agriculture and Natural Resources is a prime example of how MSU fosters economic development in the state.

Some might be surprised to know that agriculture is Michigan's second-largest industry, after automobile manufacturing. With an estimated yearly economic impact of \$71.3 billion in 2007, agriculture is clearly a force for economic stability. Our new economic impact study shows that agriculture in Michigan grew 12 percent between 2006 and 2007—five times the growth rate of the general economy. Overall, Michigan's agri-food system represents almost 20 percent of the state's overall economic activity and employs close to a quarter of the state's work force. This includes related industries such as nursery, turfgrass, ethanol, ornamental plants, food processing and food retailing.

An economic sector of this scope doesn't happen by chance. The agri-food system has reaped the benefits of research and extension efforts supplied by MSU. The complex of university resources dedicated to the system includes the College of Agriculture and Natural Resources (CANR), the Michigan Agricultural Experiment Station (MAES), and MSU Extension (MSUE). Hundreds of faculty and specialists over multiple years have created and then applied advances in seeds, farming procedures, handling and storage methods, food processing, packaging, and so on.

Amid this vast array of resources, the MSU Product Center provides coordinated, university-wide assistance to help Michigan entrepreneurs develop and commercialize high-value, consumer-responsive products and businesses in the agriculture, food, natural resources and bioeconomy sectors. It's a single gateway for Michigan entrepreneurs to access MSU expertise.

The Product Center was created in 2003 by CANR, MSUE, and MAES. It is a unit of the Dept. of Agricultural, Food and Resource Economics. On the food and agriculture side, primary funding comes from Project GREEN.

on the innovation of the idea being introduced, the real market potential for the idea, and an assessment of the innovator's drive to take the idea to market. More advanced services help the entrepreneur or business with developing a business plan and arranging for specialized services to test the product and its marketability. Research analysts are also available to prepare specialized product and industry studies for clients as well as commodity groups, industry associations, and other public and private organizations. Clients have access to the expertise of MSU faculty and staff, including a network of about 30 Innovation Counselors

Agriculture's yearly economic impact of over \$71.3 billion is a force for economic stability in Michigan.

State-level initiatives like Project GREEN (Generating Research and Extension to meet Economic and Environmental Needs) and the Animal Industry Initiative have buttressed the system. Both initiatives have put faculty and specialists in place to carry out research and extension efforts that directly contribute to the growth of the state's agri-food economy.

Additional funding for a new program supporting bioeconomy ventures comes from the MSU Office of Biobased Technologies.

Product Center clients receive all types of support services for developing their ventures. The most basic service assists a new entrepreneur or an existing business to develop a business or product concept that focuses



Barbara Jenness and friends, of Dancing Goat Creamery

Product Center Spurs Economic Development



and Educators, primarily MSUE county and regional educators.

The Product Center partners with local and state agencies, not-for-profits, community and industry leaders, private companies and individual consultants. The Michigan Partnership for Product Agriculture (MPPA), a consortium of the state's general agriculture, agri-business, government, commodity, research and educational organizations, has been a key partner and sponsor. The Michigan Dept. of Agriculture (MDA), Michigan Farm Bureau (MFB), and Michigan Food and Farming Systems (MIFFS) are lead partners within MPPA. Other examples of longterm partners include the Michigan Small Business Technology and Development Centers (SBTDC), and MSUE's Economic Development Area of Expertise Team.

The Product Center has helped numerous Michigan-based businesses. For example, the Product Center helped four fishing companies form a cooperative—a move that assisted the state's whitefish industry in getting its product into Michigan retail stores.

The Product Center and the Michigan Sea Grant program created a strategic plan for the four fishing companies to form the Legends of the Lakes Cooperative. The venture established high stan-

dards for harvesting and processing whitefish, while combining marketing efforts under one label, Legends of the Lake.

Using funds from its USDA Cooperative Development Program grant, the Product Center helped create the cooperative, then found and developed new markets using a distinctive label and package as a method of promotion for their unique whitefish fillets. The Legends of the Lakes cooperative has nearly doubled profits from wholesale pricing and has stocked local retailers' shelves with their product.

Another example involves the 16-member Michigan Turkey Producers Cooperative, some of whose businesses date back to the early 1900s. In the late 1990s, their meat processor decided to exit Michigan, leaving them without a market. In 19 months, the producers raised \$16 million, borrowed a like amount, and, in 1999, completed the construction of a raw meat processing facility, and started business. In January 2006, the cooperative completed a \$21 million expansion to produce cooked meat products. The Product Center provided guidance

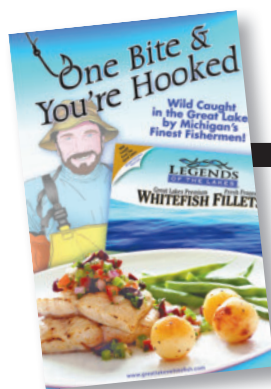
Paul Siers (left) is an entrepreneur in Mt. Pleasant who has developed jams, jellies, compotes, fruit leathers and other products, including Autumnberries. With him in the photo is Paul Gross, MSU extension director for Isabella County and an innovation counselor with the Product Center.

(Inset) The Michigan Turkey Producers Cooperative is now selling some seven million pounds of cooked products a year, thanks to the Product Center's help.

during the transition from raw meat to cooked processing and served on a steering committee to investigate possible new turkey products for the foodservice market. During the course of this study, the Product Center recognized that the Cooperative would need a cook plant to be competitive in this market. The Product Center provided funds through its Agriculture Innovation Center for development of the plant's food safety plan and final testing to assure the sanitation of the plant prior to start-up. In July 2006, the Product Center completed an analysis of the Cooperative's capital plan to help set the stage for expansion of the production of turkeys to supply both the raw and cooked meat processing facilities. By June 2006, MTPC

sold 2.3 million pounds of cooked products and successfully brought all co-packed products back in-house by the following April. The goal for the year ended June 2007 was to hit or exceed the 7 million pound mark.

Entrepreneur Paul Siers turned to the Product Center for help with his "Autumnberry" fruit products, a newcomer to the fruit product retail line. He started work with the Product Center through his Innovation Counselor, Isabella County Extension Director Paul Gross. This help included everything from harvesting techniques to new products. Using funds available through the Product Center from a USDA Agriculture Innovation Center grant, Siers developed concepts for several new products. The



The Legends of the Lakes cooperative has nearly doubled their profits, thanks partly to the Product Center's help in developing the production and marketing plans.

product development work was coordinated at the Product Center. Siers says, "I now have a number of new products that have been analyzed for their nutritional value and tested through the Michigan State University Department of Food Science and Human Nutrition Sensory Laboratory. This gives me a number of opportunities for the future growth of my business."

Barbara Jenness of Dancing Goat Creamery, the first farmstead Grade A goat cheese producer in Michigan, is yet another example of a Michigan company helped by the Product Center. Jenness received assistance from the Product Center in the development of her business plan, the planning and licensing of her production facility, marketing assistance, package design (see sidebar), and customer contacts. She currently has a small herd of 15 goats on two acres of property that she milks herself twice a day and produces approximately 60 pounds of chevre cheese per week. Most of this is sold to local Grand Rapids upscale restaurants. She is so successful that she is struggling to keep up with the demand for her product. She also makes and sells soaps made from goat's milk and herbs she grows in her own garden. The soaps are sold in various stores and shops in the Grand Rapids area. Barbara's fresh chevre cheese won second place in the farmstead goat cheese category at the 2008 American Cheese Society Conference.

The Product Center is ever vigilant to find new ways to serve the economic development needs of

Michigan. For example, we added two new programs in 2008. The first of these is Michigan MarketMaker (www.mimarket-maker.msu.edu). MarketMaker is an interactive website designed to connect food producers, processors, distributors, buyers, retailers and consumers. The online demographic and business information is provided on maps so that market concentrations can be visually located. The site allows both buyers and sellers of food products to find each other. We are in the process of registering producers who have consumer-direct products.

The second of our new programs serves the bioeconomy—the complex of industries and firms emerging to replace petroleum-based commercial and industrial products with biomass inputs. The Product Center has already assisted a number of bioeconomy firms (e.g., ethanol and biodiesel). The future however will demand that we develop more tailored services for these firms competing in dramatically different markets than our traditional food, agriculture and natural resource clients.



Chris Peterson is the Homer Nowlin Chair of Consumer-Responsive Agriculture and professor of Agricultural, Food and Resource Economics at MSU. He is director of the MSU Product Center for Agriculture and Natural Resources. He serves on the advisory board of the Michigan Small Business and Technology Development Centers.

MSU CAPSTONE COURSES AND ECONOMIC DEVELOPMENT

A capstone course gives students an opportunity to apply what they have learned in the classroom to solve a real-life, industry problem.

Dianne Novak, specialized services consultant for the MSU Product Center, matches customers with capstone courses. "We



Linda Hundt

try to provide solutions to a wide range of issues needed to ensure product success in the marketplace," says Novak. "Specific capstone class projects range from assisting with strategic market analysis to product packaging solutions to marketing image."

So how does it work? Meet Linda Hundt, owner of Sweetie-licious Pie Pantry in DeWitt. "I served all my pies fresh from the oven in my pantry, but when I

wanted to expand into internet sales, I had to learn how to preserve my pies to keep them fresh through the shipping process so my customers, no matter where they are, can experience the nostalgia of delicious home-made pies," she explains.

Enter Capstone. After a semester's work, students determined that her best option was to freeze the pies before shipping. The students actually shipped frozen pies through commercial carriers to test the effectiveness of various container options. Linda now has a container that will meet her needs, while the students have the practical experience of having solved a business problem—a nice resume builder.

Learn more about Hundt's bakery at www.sweetie-licious.com.

ECONOMIC IMPACT OF THE PRODUCT CENTER

Since 2004, the Product Center has provided educational programs to some 3,000 participants, more than 11,500 one-on-one counseling sessions, and helped more than 2,200 clients with business development, venture planning, or specialized services such as product testing, marketing analysis and feasibility studies. The Product

Center activities have led to 127 known new businesses and business expansions.

Economic impacts from these new businesses and expansions are estimated as follows:

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- Value of increased investment: \$201.3 million
- Jobs created: 606
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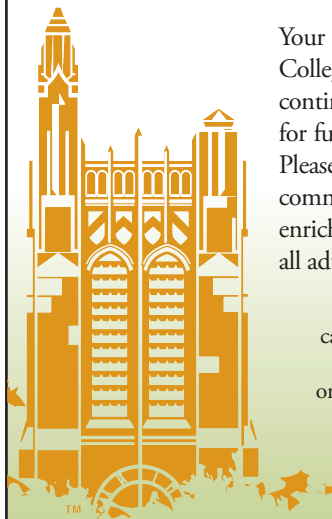
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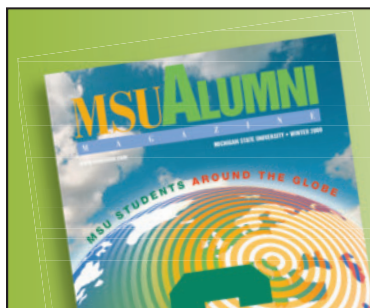
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For more details, contact MSUAA Career Services Director John Hill at hilljohn@msu.edu.

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SPORTS

Photos courtesy of MSU Athletic Communications

Senior center Goran Suton was cranking out double doubles until a knee injury. Nonetheless, he led the Big Ten in rebounding.



MEN HOOPSTERS WIN BIG TEN CHAMPIONSHIP

By Robert Bao

The MSU men's and women's basketball teams finish one and two in the Big Ten, enjoying parallel success.

The 2008-2009 men's basketball team came through and won the Big Ten Championship—its first since 2001 and Tom Izzo's fifth. The Spartans secured a piece of the title by beating Illinois 74-66 in Champaign on Feb. 28, and then clinched sole possession two days later with a win at Indiana.

In his 14th season as MSU head coach, Izzo once again earned Big Ten Coach of the Year honors as MSU won the league by four games. (Inset) MSU is sole possessor of the Big Ten championship trophy, its first since 2001.

MSU sealed its title at the league's most hostile venues—Illinois' Assembly Hall and Indiana's Assembly Hall—while upping its conference road record to 8-1, the best in program history.

The Spartans faced plenty of adversity enroute to Izzo's fifth Big Ten title. Two early stumbles—an 80-64 loss to Maryland at the Old



Senior captain Travis Walton, a leader and lockdown defender, was named the Big Ten Defensive Player of the Year.

rebounded with a 76-47 rout of then second-place Minnesota. The Spartan defense held the Gophers to 17.4 shooting in the first half.

Sophomore Kalin Lucas emerged as the Big Ten Player of the Year, averaging 16.5 points for second-best in the league. His backcourt mate, Travis Walton, stood out as a team leader and as a lockdown defender—handcuffing prolific scorers like Penn State's Talor Battle and Michigan's Manny Harris. Prior to his prolonged illness, Morgan was averaging double digits in scoring. Sophomores Durrell Summers and Chris Allen emerged as offensive snipers, capable of three-point binges. Suton showed uncanny rebounding prowess to lead the Big Ten in caroms to go along with is all-around scoring ability. He boasted 16 points and 10 rebounds in the 61-50 comeback win against Wisconsin, leading MSU during a 32-9 late spurt after some motivational prompting from Izzo.

Delvon Roe had his coming out party at Michigan, where his 14 points and 10 rebounds paced the Spartans to a 54-42 win over their archrivals. After undergoing two knee operations and a 13-month basketball hiatus, Roe made steady improvement and made the Big Ten All-Freshmen team. Draymond "Da Da" Green enjoyed a career game against Indiana, scoring 15 points and nabbing 12 rebounds. Korie Licious proved he could effectively back-up Lucas at point guard, making three straight treys in a home win over Iowa.

Seniors Marquise Gray and Idong Ibok supplied valuable minutes—the latter stopping Illinois center Mike Tisdale to secure the title-clinching win.

Spice Classic in Orlando, FL, and a 98-63 rout by top-ranked North Carolina at Ford Field, Detroit—raised some eyebrows, but in each case the team responded with aplomb, forging road wins at Texas and at Kansas, both ranked teams.

Once conference play began, the Spartans rose steadily to the top of league. By mid-season MSU sported a two-game lead and everything seemed like smooth sailing.

But then came an old bugaboo—injuries. In mid-January, junior Raymar Morgan, MSU's most productive all-around player, contacted walking pneumonia and a form of mononucleosis and was unable to perform for several weeks. Senior Goran Suton, who was generating double doubles, endured a leg injury. Assorted injuries hit other players. MSU proceeded to lose two straight home games to Northwestern and Penn State—teams MSU had beaten on the road.

Again, the team showed resilience. MSU followed its 70-63 home loss to Northwestern with road wins at Ohio State and at Iowa, a game which Hawkeye coach Todd Lickliter described as "a green blur." After its Feb. 1 home loss to the Nittany Lions, who hit bombs seemingly from Outer Mongolia, MSU

MSU played tough competition, as usual, ranking in the Top Ten in both strength of schedule and the Ratings Percentage Index (RPI), a statistic that influences seeding in the NCAA tournament. The

WOMEN CAGERS EARN SECOND WITH OUTSTANDING DEFENSE

With 1.8 seconds left in the season finale against Purdue, backup center Lauren Aitch swished a 15-foot jumper for a 57-55 Spartan victory—securing a second-place Big Ten standing, and more importantly, an NCAA invitation.

By contrast to the men's team, which led off the starting gate, the MSU women's basketball team started slowly but came on strong late—nabbing sole possession of the Big Ten lead in mid-February after an overtime win at Indiana. Although Ohio

Spartans boasted a 25-5 record, 15-3 in the conference, with 12 wins against RPI Top 50 teams, tops in the nation. Credit for the season also goes to assistants Mark Montgomery, Dwayne Stephens and Mike Garland.

State later edged ahead in conference standings, MSU's late surge boded well for the post-season (hosted by the Breslin Center in the first and second NCAA rounds).

MSU began the season with some early woes, including four consecutive nonconference losses. During the losing streak, the team seemed to manufacture more turnovers the local bakery—averaging some 25 a game.

The Spartans soon turn things around, and actually won 9 out of 10 games by the time it beat the Hoosiers. The win streak was especially impressive in light of much adversity—a foot injury to

center Allyssa DeHaan, season-ending knee injuries to starting point guard Brittney Thomas and sophomore Taja Wilson, and assorted other injuries.

Key to getting back into contention was a satisfying 52-46 win against league-leading Ohio State. The Spartans pulled the upset in front of more than 10,000 fans—the second largest Breslin Center crowd for a women's game. Also satisfying was MSU's 52-27 rout of archrival Michigan; the Spartans held their archrival to their lowest score ever and dominated the paint 28-8.

Second-year coach Suzy Merchant favors a formula that seems to echo Tom Izzo's blueprint for success—rebounding and defense. In mid-February, MSU led the Big Ten in field goal percentage defense, 3-point field goal percentage defense, rebound margin, rebounds and blocked shots. The Spartans also ranked high in scoring defense, scoring margin, offensive rebounds, and field goal percentage.

“Somebody always seems to step up,” says Merchant, whose staff includes assistants Shane Clipfell, Evelyn Thompson and Rick Albro. “Our kids are so resilient.”

Seniors Allyssa DeHaan and Aisha Jefferson led MSU in scoring, and in fact, MSU has never lost a game when both scored in double figures. DeHaan cracked MSU's Top Ten in both scoring and rebounding, and set the Big Ten career record in blocks with 385 at the Big Ten Tournament. Also making significant contributions were Kalisha Keane, Lauren Aitch, Mia Johnson, Cetera Washington and Mandy Piechowski. Freshmen Lykendrea Johnson and Courtney Schiffauer won starting positions by late season, a coaching decision that fueled the ensuing winning streak. Freshman Porsche Poole also won significant playing time.

When Jefferson and teammate DeHaan score in double figures, MSU wins.

In her sophomore season as coach, Merchant showed an uncanny ability to optimize line-ups.

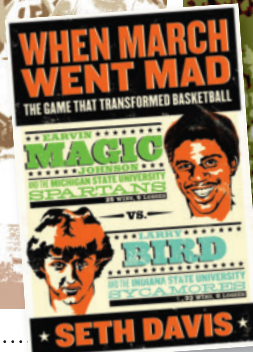
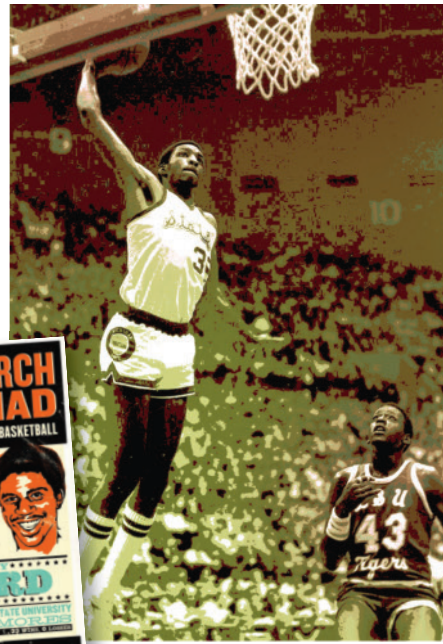
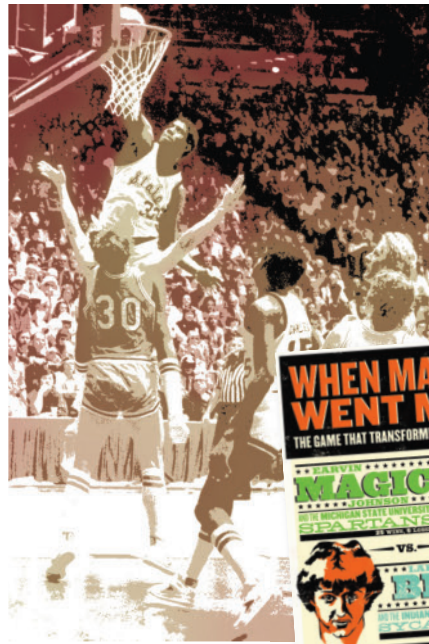


DeHaan set the Big Ten career record in blocks at the Big Ten Tournament in Indianapolis.

WHEN MARCH WENT MAD: THE GAME THAT TRANSFORMED BASKETBALL

By Seth Davis

Three decades after MSU beat Indiana State to win the NCAA basketball championship, the game remains the highest rated ever. A new book examines the stories and people involved, including Magic Johnson and Larry Bird. This excerpt recounts a 1989 match between MSU's 1979 team and a Scott Skiles-led MSU All-Star Team.



It was supposed to be a friendly little game. The 1979 Spartans, led by Magic Johnson, played the Spartan All-Stars, a team of Michigan State alumni led by Scott Skiles, in the summer of 1989 to mark the tenth anniversary of the NCAA title. The game was the last one to be played in Jenison Fieldhouse before the team moved into the brand-new Breslin Center in the fall. In the spirit of the occasion, the All-Stars allowed the '79ers to reprise the opening-tip play they had used in their regional final win over Notre Dame. Without any defense, the play again worked to perfection, though this time Mike Brkovich, who was after all ten years older, scored on a layup instead of a dunk.

From then on, the game became a game. They were competitors, after all. The All-Stars wanted to shut up the guys who were always bragging about their title, and the champs were too proud to go down without a fight. Not surprisingly, Magic was the difference, going for 25 points, 17 rebounds, and 12 assists while converting the winning free

throws in the final minute to give the '79ers a 95-93 win before a sellout crowd. Afterward, the champs huddled together on the court, where Greg Kelsner led them in their "potential" chant. Being reunited never felt so good.

The winds of time have cast the Spartans in disparate directions, but their common experience has always brought them back together. It helped that Michi-

gan State's hoops program has remained strong as Tom Izzo built upon, and even exceeded, the legacy bequeathed to him by Jud Heathcote. During his first 13 years as head coach, Izzo guided the Spartans to four Big Ten championships, four Final Four appearances, and the 2000 NCAA title. Yet Izzo is the first to concede that none of his teams has captured the attention of the Spartan nation, much less the entire nation, quite the way the 1979 squad did. "It baffles me even to-

day to say it's still the highest-rated game in history," Terry Donnelly says. "To say that I was a participant in that game and played as well as I did is really special. I love when February and March come around every year and I start getting calls from reporters who are doing articles. I get to enjoy that the rest of my life."

Ten years after that "friendly" game closed Jenison, Michigan

court for the next two hours. "I'll never forget that night," he told reporters. "I don't want to forget. It's so, so special to me. . . I'm Earvin here. One of the guys. Nobody can take that away. Around here, I'm just Earvin."

At that point, Kelsner sneaked up behind him and said, "Excuse me, can you come over here, Magic?" Johnson busted a gut laughing, hugged Kelsner, and said, "Man, we never change, do we?"

The grandest reunion of all was the silver anniversary celebration that took place over the first weekend of November 2003. The festivities began on Saturday morning, when Michigan State unveiled a twelve-foot bronze statue of Johnson outside the Breslin Center. The sculpture, which cost \$250,000, was titled Always a Champion and showed Johnson dribbling the ball with his right hand while directing traffic with his left. At Johnson's request, there was a serious look on his face, not a smile, which may account for why the face on the statue bears so little resemblance to the real thing. "I very rarely smiled when I was actually playing," Johnson ex-

"I'll never forget that night," Magic told reporters. "I don't want to forget. It's so, so special to me. . . I'm Earvin here. One of the guys. Nobody can take that away. Around here, I'm just Earvin."

State hosted the 1979 team again for their twenty-year reunion. This time the event was an intimate, low-key dinner at the Harley Hotel outside Lansing. A video replay of the championship game played on a television in the corner of the room, but the guys were too busy socializing with each other and their families to pay much attention. As the evening wore on, it appeared that Magic Johnson wouldn't show up, but he sauntered into the room just after the food had been cleared and held



Photos courtesy of MSU Athletic Communications



Andy Kellen/MSU Athletic Communications

plained. He was emotional during the ceremony inside the Breslin Center that morning.

"I tell you, this is just the greatest moment," he said through tears. "Knowing that even when I die I'll still have a presence is just an unbelievable feeling." Johnson also said that weekend that he was finalizing plans to complete his communications degree in 2005, but by the fall of 2008 he was still more than fifty credits shy.

Johnson and his teammates were introduced during halftime of the Michigan–Michigan State football game later that afternoon. Then, on Sunday, Johnson suited up for the Harlem Globetrotters during an exhibition game against the current Michigan State squad. The Globetrotters won, 97–83, but Johnson, who was forty-four years old, contributed little to the victory. He had 5 points and 4 assists in sixteen minutes, and he spent most of the afternoon kibitzing on the sideline with the Globetrotters' honorary coach—one Larry Bird. Terry Donnelly had never met Bird, and when he introduced himself before the game, Larry pointed at Donnelly's

championship ring and said, "If it wasn't for you, I might have one of those." Says Donnelly, "That was a pretty proud moment for me."

For the players, the best part of the weekend was Friday night, when they gathered at Izzo's house. Mike Brkovich showed up late because he wanted to defy Heathcote. ("I don't have to show up on time anymore," he boasted.) And Magic showed up late be-

... Larry (Bird) pointed at (Terry) Donnelly's championship ring and said, "If it wasn't for you, I might have one of those."

cause, well, he was Magic. Izzo had arranged for a designer to produce commemorative championship posters, and the players signed each one. Once Magic finally arrived, he assembled everyone in Izzo's basement, and, still orchestrating like a point guard, he called on each guy to stand up and tell a story from the championship season. "Magic just took over," Heathcote says. "It's a good thing, too, because the Brkoviches of the world wouldn't say s-t unless he made them." The session was the first time Izzo had heard the story

about Heathcote's embarrassing foray behind the luggage flaps at the Capital City airport. Johnson relished in showing off his Coach Heathcote imitation, limp and all, though Heathcote got the last laugh by asking Magic why he wasn't so funny on his television talk show, which had failed so spectacularly. ("It was hard to watch that show, because it wasn't Earvin," Jud says. "It was him

trying to be what he wasn't. That's why it wasn't successful.")

As Johnson's public persona grew larger than life over the years, it has been harder for his former teammates and coaches to remain in close contact with him. That, however, does not mean they have grown apart... Whenever Johnson is at the Palace of Auburn Hills, either in his capacity as part-owner of the Lakers or as a studio analyst for TNT, he makes a point to seek out Brkovich, who Johnson knows is a season ticket holder. "He'll tell a guy from the Pistons, 'Where's

Members of the 1979 National Championship team were honored at halftime of this year's Wisconsin game. Magic Johnson, Terry Donnelly and Jud Heathcote are among those who posed around the crystal trophy.

Mike? I want to see him.' He doesn't need to do those things, but he does," Brkovich says. Heathcote has also had minimal contact since Johnson went to the NBA—"I called him a few times early, but you could never get through," he says—but when Heathcote turned eighty, he received a fruit basket with a card that read, "Thank you for helping me become a better basketball player, a better man and a better person. Love, Earvin 'Magic' Johnson."

** From the book, WHEN MARCH WENT MAD: The Game That Transformed Basketball, by Seth Davis. Copyright © 2009 by Seth Davis. Published by arrangement with Times Books, an Imprint of Henry Holt and Company, LLC. All rights reserved.*

• The book is available at local bookstores or at Macmillan.com.

FOR THE RECORD

Rey Del Rio/MSU Athletic Communications



FIRST PITCH SUCCESS—The February fundraiser for MSU's baseball team drew some 400 participants, the largest turnout ever for the event. Former Spartan great Steve Garvey, longtime star of the Los Angeles Dodgers and a 10-time All Star selection, was awarded the 2009 Distinguished Alumnus Award (see photo). Also on hand was major league pitcher Mark Mulder. New Baseball Coach Jake Boss Jr. has hit the ground running. Meanwhile, volunteer Assistant Coach Jake Boss Sr., M.A. '74, was recently named to the Greater Lansing Sports Hall of Fame. He was inducted into the Michigan High School Baseball Coaches Association Hall of Fame in 1994.

HISTORICAL MARKER—MSU will celebrate 125 years of intercollegiate athletics this spring with the dedication of an official state marker at Old College Field. Since its purchase in 1900 by MSU's Board of Agriculture in 1900 for \$1,137.50, Old College Field has been the home of Spartan baseball, soccer and softball, and also football from 1902-22. "Old College Field is a special place for all Spartans," notes Athletics Director Mark Hollis. Coinciding with the

125th anniversary celebration will be the opening of the 2,500-seat Drayton and Elizabeth McLane Baseball Stadium. The Michigan Historical Marker Program is administered by the State Historic Preservation Office (SHPO), a division of the Michigan Historical Center.

THE ICEMEN GOETH—Murphy's Law prevailed during the 2008-2009 ice hockey season. Early departures to the National Hockey League by Justin Abdelkader, Tim Kennedy, and Mike Ratchuk led Head Coach Rick Comley to bring in 11 freshmen. On top of youth and inexperience, MSU suffered key injuries, departures and suspensions. By February, Tim Crowder, A.J. Sturges and Nick Sucharski were lost for the season, two players were suspended for the season, and even mid-season addition Shaun Fulton suffered a season-ending injury. Though the players played hard and fought in every game—especially senior goalie Jeff Lerg, who made clutch saves look routine—MSU was swept by rival Michigan and was fighting at season's end to make the top half of CCHA rankings.

MSU Athletic Communications



Lerg became only the third MSU icer to win three straight MVP awards. Comley calls him "the best student-athlete I've coached."



Matthew Mitchell/MSU Athletic Communications

JERSEY RETIREMENT—Jan. 17: Before the Illinois game, former MSU All-American Morris Peterson became the ninth Spartan to have his jersey retired. Now with the New Orleans Hornets, Peterson helped MSU win the 2000 National Championship while earning All-American and Big Ten Player of the Year honors. "If you look at where he was when he came to Michigan State, to where he was when he graduated, to where he is today, he is one of the all-time success stories," says Coach Tom Izzo. Peterson is MSU's 10th all-time scorer with 1,588 points, won three-straight Big Ten Championships and two Big Ten Tournament titles, made two Final Four appearances, and won a National Championship in 2000. In his junior year, he became the first non-starter in history to earn first-team all-conference honors. He was one of MSU's celebrated "Flintstones"—along with Charlie Bell, Mateen Cleaves and Antonio Smith.

HALL OF FAMER PASSES

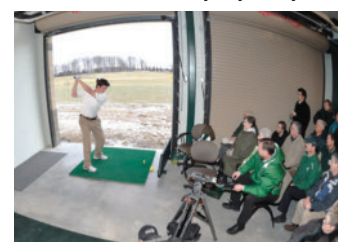
Brad Van Pelt, '99, MSU star in football, basketball and baseball in the 1970s, died Feb. 17 in Harrison. Van Pelt was a two-time All American at safety and went on to play linebacker in the NFL, including



11 seasons with the New York Giants, making All-Pro five times. A member of MSU's Athletics Hall of Fame, he also played basketball and baseball at MSU. After his professional career, Van Pelt returned to MSU and graduated with a degree in Kinesiology in 1999. He was 57.

YEAR-ROUND GOLF—In February, MSU Forest Akers Golf Courses opened its new all-weather, heated driving range, complete with 18 covered stalls. It is the only such facility in mid-Michigan. "With our excellent lighting, (golfers) can even practice in the evening," says Steve Ruthenberg, manager for Forest Akers. This state-of-the-art addition further bolsters MSU's Golf Center, already ranked among the Top 10 new ranges in the U.S. since its opening in 1997. Hitting the first ceremonial shot was senior men's golfer Jack Newman, the 2008 U.S. Amateur Public Links Champion and one of only five amateurs invited to play in the 2009 Masters Tournament in Augusta, GA.

Harley Sealey/University Relations



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ALMA MATTERS

REGIONAL CLUBS

CENTRAL INDIANA—Oct. 18: More than two dozen area Spartans gathered at Major Sports Café, Carmel, to watch the Ohio State game. ▼



Courtesy of Lauren Coon

CENTRAL OHIO—Oct. 25: About three dozen area Spartans and Wolverines gathered at the annual MSU-UM game watch at Champps All-American Café in Columbus. MSU gained possession of the inter-club trophy until next fall.



Nancy Juntunen

COASTAL ALUMNI, SOUTH-EAST—Oct. 8: (L to r) Gary Johnson, Nancy Juntunen, Carol Nickels, Bob Nickels and Mike Derr gathered for a board meeting prior to the Purdue game at the Baja Cantina, Savannah, GA. Oct. 25: About 16 area Spartans attended the MSU-UM game watch at the Baja Cantina. Dec. 7: About 28 area Spartans gathered for a holiday party at the home of Bob and Carol Nickels.

DALLAS-FORT WORTH, TX—Nov. 22: More than 200 area Spartans gathered at Blackfinn Restaurant & Saloon, Addison, to watch the Penn State game.



Bill Buckley

DAYTON, OH—Oct. 25: More than a dozen area alumni attended an annual Chili Cook-Off event and Football Viewing event at the home of Caroline (right in the photo) and Bill Buckley, Fairborn, OH.

FORT WAYNE, IN—Nov. 19: (L to r) Ken Rodewald, Tina Nommay, MSU Head Basketball

Courtesy of Paul Vigilanti



Coach Tom Izzo and Rich Bader, MSU director of Basketball Operations, were among some 100 Spartans who attended the post-game reception in the Super Suite of Memorial Coliseum, where MSU defeated IPFW 70-59. About half of the 6,700 spectators wore green and white.

GRAND TRAVERSE—Oct. 23: About 70 area Spartans attended a presentation by Michael Brand, executive director of MSU's Wharton Center. Oct. 25: More than 500 area fans attended a telecast of MSU's 35-21 win over UM at the State Theatre in downtown Traverse City. The MSU Dance Team helped the club with fundraising activities, and later performed at a local nursing home. During the week, Spartans beat Wolverines in a blood drive contest. ▼

Courtesy of David Gray



GREATER CINCINNATI—Sep. 7: About a dozen alumni gathered at Mulligan's Pub to kick-off a Young Alumni auxillary. ▼



GREATER MIDLAND COUNTY—Nov. 22: About 50 area Spartans attended a Penn State game watch at the home of Tom and Teresa Tarn. Special guest was Martin Jarmond from the Spartan Fund.

GREATER ST. LOUIS, MO—Dec. 3: More than 40 area Spartans gathered at Buffalo Wild Wings, Coer, MO, to watch MSU play North Carolina. ▼



HAMPTON ROADS, VA—Oct. 20: (L to r) Sheila and Matt Kra-kower and Jim Smith represented MSU at Virginia Beach's College Night Fairs at the Virginia Beach Convention Center. Hundreds of area students were in attendance. The club also represented MSU at fairs held by the school boards of Chesapeake and Norfolk. ▼



INLAND NORTHWEST, WA—

Nov. 12: About 15 area Spartans attended a Spokane Chiefs' hockey game in Spokane Arena. ▼



Courtesy of John Telford



METRO CHICAGO—

Oct. 10: ▲ More than 60 area Spartans attended the Young Alumni event, the "Go Green, Be Green" fundraiser at the Climax Bar and Lounge, held in honor of MSU's Knight Center School of Environmental Journalism. More than \$3,000 was raised at the event. Leading up to the fundraiser were events that included a city garbage pickup (see photo).

NORTHEAST OHIO—

Oct. 18: About a dozen area alumni gathered at the Old Stand Tavern, Lakewood, to watch the MSU-OSU game.

SEATTLE, WA—Dec. 16: About 30 area Spartans gathered at the Silver Cloud Hotel to hear presentations about MSU's Wharton Center from Executive Director Mike Brand and Development Officer Doug Miller. ▼



SOUTH FLORIDA—

Oct. 11: MSU football great Lorenzo White (holding banner) gathered with more than 50 area Spartans at JD's Bar & Lounge, Coral Springs, to watch the Northwestern game. The club raised more than \$2,500 for its scholarship fund. ▼



SPACE COAST, FL—

Nov. 14: President Mike Faust (left) and MSU Golf Coach Sam Puryear were among some 70 area Spartans who attended the Fifth Annual Golf Outing at Duran Golf Club, Viera, FL. The event raised \$4,000 for the club's endowed scholarship fund. Dec. 5: About 30 area Spartans attended the Annual



Courtesy of Peggy Calandro

Holiday Dinner at Eau Gallie Yacht Club, Indian Harbor Beach.

UTAH—Nov. 22: Area Spartans joined more than 100 Big Ten alumni at Port O' Call, Salt Lake City, to collect canned food for the United Way Food Bank. The club raised \$120 from an auction of Utah Jazz tickets.

THE VILLAGES, FL—

Dec. 13: President Barb Coulter and her husband Bob (holding flag), and Margaret and Donald Kaufman (in golf cart) led some 40 area Spartans in the annual Villages Florida Christmas Parade. ▼

WEST MICHIGAN—

Sep. 11: More than 100 area Spartans attended the 2008 Crying Towel at the B.O.B. in downtown Grand Rapids. Joining the Spartans were alumni from Notre Dame and Ohio State. Former tight end Mitch Lyons spoke on behalf of MSU and the MSU Dance Team performed at the event.

UPCOMING EVENTS

BAY COUNTY—Apr. 17: Annual Scholarship Dinner and Silent Auction will be at the Doubletree Hotel and Convention Center, Bay City.

CONSTITUENT ASSOCIATIONS

AGRICULTURE & NATURAL RESOURCES—Nov. 8: President Lou Anna K. Simon (left), Provost Kim Wilcox (right), and Dean Jeff Armstrong (4th from left) were among more than 1,000 alumni and friends who attended the annual tailgate at the MSU Pavilion before the Purdue game. Special guests included Trustee Dianne Byrum and former president Peter McPherson. ▼



Francio Toddi

ARTS AND LETTERS—

Oct. 4: More than 200 alumni and friends attended the college's annual Homecoming tent party on Adams Field. Special speaker

Pat Page



Harley Sealey



at the School of Cinematic Arts, University of Southern California (see photo). ▼

Courtesy of Andrea Kovac



EDUCATION—Nov. 14: Crystal Apple recipient John Duley and Dean Carole Ames were among some 250 alumni gathered at the Kellogg Center, where 30 educators were honored at the annual Crystal Apple Awards dinner. Keynote speaker was MSU Provost Kim Wilcox. ▼

University Relations



was Dean Karin Wurst. Dec. 3: ▲ Richard and Carol Beard, with Provost Kim Wilcox (right), were among 65 alumni and friends who attended the annual donor appreciation dinner at Cowles House. Dec. 5: Alumnus Jack ▲ Epps, Jr. (right), Hollywood screenwriter, spoke with students and participated in a discussion moderated by Distinguished Professor Gary Hoppenstand.

COMMUNICATION ARTS & SCIENCES—Oct. 11: More than 80 alumni gathered for the MSU Telecasters Reunion at the Communication Arts & Sciences Building. Oct. 4: About 100 alumni and friends attended the Homecoming tailgate at Demonstration Hall Field. Entertainment was provided by Capital Green, an MSU co-ed a capella group. Sep. 12: More than 300 guests attended the Siebert Lecture by David Weitzner, '60, director of the Summer Program



HOSPITALITY BUSINESS—Oct. 2: More than 100 alumni and ▲ friends participated in the school's Homecoming activities, which ranged from a golf outing at Forest Akers to a faculty-alumni roundtable to marching with the parade float (see photo), "Everyday Hospitality Olympians." Nov. 8: Five alumni were inducted into the school's Wall of Fame Class of Visionaries at New York's Waldorf-Astoria—Neil F. Barnhart, Kevin Brown, Thomas

LaTour, Mary Power, and William Weidner.

OSTEOPATHIC MEDICINE—Oct. 29-Nov. 2: (L to r) Julie Dixon, Janet Schroeder-Holmes, Shelly Friedman, Blaucio Bechara and Jorge Luna were among more than 400 alumni who attended MSUCOM receptions at Marco Island, FL, during the American College of Osteopathic Internists' convention. Oct. 26-30: Large numbers of alumni attended the American Osteopathic Association convention in Las Vegas, NV. ▼



Courtesy of Anne Schneller

INTERNATIONAL CLUBS



SPARTANS IN JORDAN—In ▲ late October, while on a student recruitment trip in Amman, Jordan, Anne Schneller, MSU coordinator of sponsored student recruitment, met with a couple of Spartans. Rana Al-Smadi (right), posing with Schneller, is the chairperson of education administration at Hashemite University. In the other photo are Farouq Al Rousan (left) with Amin Bader Al Kukhun, dean of education at the University of Jordan. "There are many MSU alumni at the University of Jordan," notes Schneller.



ALUMNI INTEREST GROUPS

ALUMNI BAND—Sep. 13: More than 300 band alumni performed during the rain-soaked Florida Atlantic game at Spartan Stadium. 🟢 The club has a new web site, www.spartanband.net/alumni.html.

BLACK ALUMNI—Oct. 3-5: More than 500 Spartans attended the MSUBA's 29th Annual Homecoming Weekend at Lansing's Raddison Hotel and Lansing Center. Money was raised for the club's Million Dollar Endowment. Special guests included 'DJ



Jazzy Jeff[®] (Will Smith's DJ) at the Friday night Green and White

Party and author Daniel Girssom at the Saturday dinner. Nov. 1: MSUBA Detroit Chapter hosted its 10th annual MSU vs. U-M Urban tailgate with the U-M African American Alumni Council. Dec. 3: At the MSU vs. UNC basketball game at Ford Field, MSUBA hosted Detroit Public Schools' students, principals, and coaches to a forum discussion

with current MSU athletes (see photo).

GLBT—Oct. 3: More than 50 people enjoyed the 2008 Gay, Lesbian, Bisexual & Transgender Alumni of MSU Homecoming Reception at Lansing's University Club. A disc jockey and magician entertained while guests enjoyed food, drinks, and MSU

memories. Following a welcome by GLBT Alumni president Jean Golden, the gathering heard from Paul Deckard, Pride Scholarship recipient, and Lauren Spencer, the LGBT Student of Color Scholarship recipient. Barbara Ball-McClure from University Development spoke about opportunities to make gifts to these scholarship funds.

WHAT TO DO—WHERE TO BE

Stay connected and be informed • VISIT THE MSU CAMPUS AND JOIN IN YOUR COLLEGE'S ACTIVITIES AND EVENTS.

College of Agriculture and Natural Resources

*18th Annual Golfing for Scholarships
June 2, 2009*

Forest Akers West Golf Course

Join more than 100 CANR alumni and stakeholders for golfing and raising money for scholarships, student club activities and alumni programming. Event includes 18 holes of golf, cart, bucket of balls for the driving range, team picture, lunch and dinner, and a discounted round of golf at Forest Akers West prior to the outing.

Email: kreed@msu.edu

Biomedical Laboratory Diagnostics Alumni Association

*Reception at the Annual Meeting of Michigan Society for Clinical Laboratory Science
April 15, 2009*

Somerset Inn, Troy

Get reacquainted with Biomedical Laboratory Diagnostics alumni and hear an update from Program Director John Gerlach. Alumni may also attend sessions of the Michigan Society for Clinical Laboratory Science Annual Meeting at

the same facility (April 15-17).
Email: rjbenson@msu.edu

College of Communication Arts & Sciences

*Alumni Awards Dinner
May 9, 2009, 6–10 p.m.*

Lincoln Room, Kellogg Center

Join the College of Communication Arts & Sciences for an evening of dinner, music and high praise for outstanding alumni and friends. This year's Outstanding Alumni Awards: Merri Jo Bales, BA '77 *Communication*; Chris Hansen, BA '81 *Telecommunication*; Mark Hollis, BA '85 *Communication*; Jan Lewin, PhD '94 *Audiology and Speech Sciences*; and David Weitzner, BA '60 *Advertising*. Rising Star Alumni Award: Andrew MacMillan, BA '99 *Telecommunication*. Honorary Alumni Awards: Richard Bush and Patricia McGuigan.

Email: kovacand@msu.edu

visit: www.cas.msu.edu/alumni.

College of Education

*Awards Reception
April 3, 2009, 4:30 p.m.*

Kellogg Center

This annual event recognizes the

student recipients of more than 80 scholarships supported by the College of Education, the COE Alumni Association and many named endowments. Alumni are also honored in three award categories: distinguished alumni (general), K-12 teacher and K-12 administrator. Reservations requested by March 20.

Email: soliz@msu.edu

College of Natural Science

*Undergraduate Research and Arts Forum
April 16, 2009, 8 a.m.-4:30 p.m.*

MSU Union

The UURAF is an opportunity for students to showcase their scholarship and creative activity. Held every spring, the forum brings together a community of highly motivated students to share their work with faculty and peers. Students present their research to judges in one of three formats: an oral presentation, a poster presentation, or a performance demonstration presentation. Over 500 students and 260 faculty mentors from 14 of MSU's colleges participated in last year's event.

Email: UGRSRCH@msu.edu

College of Natural Science

CNS Alumni

Association Awards

April 17, 2009, 5-8:30 p.m.

Kellogg Center, Big Ten B & C

The CNS Alumni Association along with the Dean's Office, Development and Student Affairs annually presents awards to faculty, students and alumni. The convocation includes many different college awards and this year has been expanded to include the awarding of the 2008-09 college undergraduate scholarships.

Email: koltvedt@msu.edu

College of Social Science

Alumni Association

Annual Meeting

May 16, 2009,

8:30 a.m.-1:30 p.m.

MSU Horticultural Gardens

Join the Social Science Alumni Association Board of Directors and fellow alumni for the annual business meeting. Dean Marietta Baba will give an update of the college. Also included are a guided tour of the MSU Horticultural Gardens and lunch.

Email: vicki@msu.edu



IZZO GOES TO BROADWAY—As part of the American Cancer Society’s drive to raise awareness and funds, basketball coach Tom and wife Lupe Izzo are participating in various “Coaches vs. Cancer” events, including the “Suits and Sneakers Fundraising Challenge,” where employees donate funds for the right to wear sneakers in the workplace, an NCAA Final Four Reception (April 3, 2009), and *Izzo Goes To Broadway* (May 6, 2009), a cabaret style show featuring special guests and professional talent, directed by Broadway director and East Lansing native Greg Ganakas at the Wharton Center on the MSU campus.

• Tickets, and a limited number of VIP seats with an Afterglow/Cast reception, are available at www.whartoncenter.com or 1-800-WHARTON.

GREAT WALL AT MUTIANYU—Dec. 28: Timothy and Jessica Blanch, both 2002 graduates and 2005 MSU College of Law graduates, showed the S flag at the Mutianyu section of the Great Wall. The Mutianyu section is in Huairou County about 70 kilometers northeast of Beijing and remains one of the best-preserved sections of the Great Wall. Tim and Jessica are both Life Members of the MSU Alumni Association. ▼



LESLIE GIFT PROVIDES EMERGENCY STUDENT AID

Making a difference is what philanthropy is all about and Michigan State University is fortunate to have many individuals helping to do that. However, some gifts make a truly significant and immediate impact. A recent gift from Audrey (Arts and Letters: Philosophy, '50 and English, '60) and John Leslie is an example.

Shortly after Thanksgiving, the Leslies notified the College of Arts and Letters that they would be sending a year-end gift. They could have added this gift to the value of an endowment they had already established during the recent *Campaign for MSU*. That endowment, the Audrey and John Leslie Endowed Scholarship in Arts and Letters, is fully funded and generates approximately \$4,000 each year for two students of at least junior standing with a 3.0 grade point average who have financial need. The Leslies, however, chose to do something else with their 2008 gift.

The Leslies directed that their \$10,000 gift go to the College of Arts and Letters Dean’s Discretionary Account to help two to three students who otherwise might not be able to continue their education.

“We wondered if, because some students might be having problems paying their tuition during the coming year, would it not be better to make a straight cash contribution?” noted John. “Because in many cases young people do not return to college after dropping out, we hope we can keep this from happening in at least one or two instances.”

Many MSU students and their families are feeling the pinch of the current economic crisis. At



the same time, the importance of a college education has never been greater. The Leslies wanted to provide immediate help to students facing tough decisions about staying

in school.

“This is a wonderful gift,” commented Karin Wurst, dean of the College of Arts and Letters. “We are especially grateful for this timely gift because we know we have students who are struggling and we are trying to do as much as we can to help them. Now more than ever, this kind of needs-based philanthropy is immensely valuable. The placement of the funds in the Dean’s Discretionary account allows us to be very proactive and nimble in targeting students in need.” The college immediately made the awards to three young women who were especially grateful for the surprise assistance, which came to them over the holidays.

“The current economic turmoil has affected my family in many ways, including bankruptcy and foreclosure,” said Cierrah Danforth, a junior from Detroit, Michigan, majoring in East Asian Languages and one of the scholarship recipients. “I feel honored and lucky to have been awarded this scholarship. It’s the best ‘job well done’ I could have received for my hard work this past semester. This extra support makes all the difference.”

Being able to help students during a difficult time has been very rewarding to the Leslies. “Audrey and I only wish the check could have been larger considering the critical economic times,” John stated.

• For more information about making a gift to the College of Arts and Letters Dean’s Discretionary Account, contact Director of Development Bridget Paff at (517) 353-4725.



NEW VICE PRESIDENT ADDS TO MSU MOMENTUM

MSU's newest vice president believes he has joined Team MSU at a particularly opportune point. Robert (Bob) Groves began his tenure as vice president for University Advancement on January 1, 2009.

"This is an exciting time to be joining MSU, where leadership has created tremendous momentum, as evidenced by many recent successes," Groves says, citing MSU's selection as the U.S. Dept. of Energy's site for the \$550 million Facility for Rare Isotope Beams, IBM's decision to locate an application center on campus, and the increasing accomplishments of MSU

athletics as examples. "The potential for building upon MSU's successes is dramatic because of the quality of programs and people at this internationally renowned university. I see this as more than a great opportunity; I see it as a calling to be part of a transformative leadership team."

Groves noted that MSU is fortunate to benefit from the many types of support given by alumni and friends, including advocacy for the institution and our students, student recruitment, career advice and placement, not to mention serving as ambassadors, opening doors, and providing advice to help make sure Michigan State's programs continue to be relevant, focused

and effective. Groves further adds that financial support has never been more vital. Michigan State continues to grow and build world class programs, because of careful management of tuition and public funding leveraged by generous private support.

"There is almost no societal problem in which education does not have a part in solving," Groves says. "There is a role for everyone to play."

MSU University Advancement is a new unit created last summer with the inclusion of University Development and the MSU Alumni Association under the University Advancement umbrella. Groves regards the integration of these units as a means to effectively mobilize, channel and serve MSU's constituencies around the globe.

"There is a profound sense of optimism and forward momentum at MSU and we are recognized as not only an exceptional state institution, but a vital international one," he says, adding that "Michigan State is in some ways a waking giant, with more than 450,000 alumni worldwide and when you count non-alumni supporters, parents and those served by the institution around the world, that number swells to nearly a million potential friends and supporters."

Groves comes to MSU most recently from the University of Michigan, where he was associate vice president and campaign director for University Development, a position he held since April 2004. But Groves is no stranger to the Big Ten and higher education. Prior to his U-M appointment he was vice president for Development of the Minnesota Medical Foundation, University of Minnesota. He was also the past executive director of University

Development at Pennsylvania State University and has held similar fundraising positions at Wright State University and at his alma mater, The Ohio State University.

Groves provided the day-to-day direction for U-M's recent campaign, *The Michigan Difference*, which raised \$3.24 billion and is believed to be the most successful fundraising campaign ever at a public university.

"I am particularly impressed with his astute appreciation for the values, mission and aspirations at MSU at this time in our history," says President Lou Anna K. Simon. "He understands how to stimulate increased philanthropic investment in a public institution and he values our land-grant heritage and our world-grant destiny."

A year ago MSU completed its most successful fundraising campaign. *The Campaign for MSU* raised \$1.4 billion, surpassing its goal of \$1.2 billion.

"We are among the newest universities to get serious about advancement, so we have a vast opportunity to build," Groves says. "For example, while *The Campaign for MSU* was wildly successful, there are still people who haven't had the opportunity to participate or who may not yet appreciate the impact that they can have on the challenges that society faces, by supporting MSU. I look forward to partnering with Michigan State's alumni and friends around the world to make this great university even stronger."

S



WE DARE YOU

DARE TO MAKE MSU EVEN GREATER

By Robert Bao

In recent weeks, you might have received emails from friends or colleagues “daring” you to join the MSU Alumni Association, or if you’re already a member, to recruit other Spartans to join the MSUAA.

Let me add a little nudge to this effort.

All of us benefit from increasing MSUAA membership. Obviously, the better MSU performs as a university, the greater the value your degree (or degrees). And one quantitative measure of university success is alumni membership.

According to the Carnegie Foundation for the Advancement of Teaching, and as reported by *U.S. News & World Report*, alumni engagement is one factor used to rank major universities in the United States. The rationale is that the “better” an institution, the more graduates will want to participate in alumni activities and support the university.

“Membership in the Alumni Association may be one of the best ways for Spartans to demonstrate spirit and pride in their university,” says Laurie Robison, the MSUAA’s director of marketing and membership services.

Bob Groves, MSU’s new vice president for University Advancement, believes strongly that the most effective motivation to join an alumni association is the desire to support one’s alma mater, as opposed to the opportunity to get discounts on various merchandise and services.

The general mission of an alumni association, he believes, is to provide opportunities to alumni to help Michigan State achieve success. “The value of our individual credentials, resume and degrees are reflective of how the institution is perceived at the moment,” he notes.

Clearly, the various discounts made available by the MSUAA—on Spartan merchandise, insurance, moving costs, car rentals, and so on—help spur some to join. But repeated surveys show that the overwhelming majority of members join because membership is an opportunity to support their alma mater.

Robison says the goal of her Membership Committee—chaired by former trustee Carol Lick—is to add 5,300 new members by June 30.

“Membership matters,” she says. “We triple-dog dare you to belong!”

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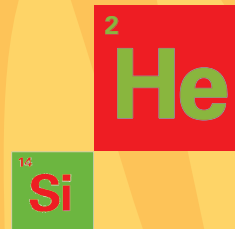
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STATE'S STARS

Arthur C. Johnson, '72, chairman and CEO of the United Bank of Michigan, Grand Rapids Township, has been named president-elect of the American Bankers Association, Washington, DC. The ABA represents more than two million bankers and about 95 percent of the nation's commercial banking assets. The United Bank of Michigan has 10 branches in Kent, Allegan and Ionia counties. Johnson is also chairman, president and CEO of United Community Financial Corporation, Grand Rapids. Johnson is a member of MSU's Hannah Society.



Robert A. Boonin, '80, attorney and shareholder at Butzel Long, Ann Arbor, has been elected to the Ann Arbor Area Chamber of Commerce Board of Directors.



Over the years, he has served the chamber in other capacities—most recently as a member of its Public Policy Committee. Boonin's practice is largely concentrated in the areas of labor, employment discrimination, public contract and education law. Boonin has been recognized by his peers as a Super Lawyer in labor and employment law matters.

George W. Curry, '62, '65, professor of the SUNY College of Environmental Science and Forestry (ESF), was named 2008 New York Professor of the Year by the Carnegie Foundation



for the Advancement of Teaching and the Council for Advancement and Support of Education. Curry, the Kennedy Distinguished Faculty Chair in Landscape Architecture at ESF, was selected for the prestigious award from nearly 300 professors in the United States. He is a licensed landscape architect based in Syracuse and a specialist in urban design and historic preservation.

James D. Fiedler, Ph.D. '84, chief business development officer for SMART Business Advisory and Consulting, LLC, Timonium, MD, has been named regional director



of business development for Clifton Gunderson, ranked as one of the nation's largest certified public accounting and consulting firms. Fiedler brings more than 15 years of business development and strategic planning experience to his new role. At SMART, he oversaw strategic planning, handled firm-wide communication and coordinated European operations.

John E. Jacobs, '68, shareholder at Southfield-based Maddin, Hauser, Wartell, Roth & Heller P.C., received the Vic Miller Award from the Michigan Mortgage



Lenders Association (MMLA). The award is given annually to the single most valuable member who has contributed to the success of the organization. Jacobs, whose practice focuses on real estate, lending and finance, residential mortgage banking and commercial

transactions, received the award for his efforts in obtaining the passage of the Loan Officer Registration Act.

Victoria A. Kell, '83, MBA '87, and **Michael A. Wood**, '79, have



been named to new positions by Accident Fund, Lansing. Kell, director of human resources at Delta Dental, Lansing, has been named director of compensation and benefits for Accident Fund. She will oversee



all compensation, benefits, wellness and human resources process improvement. Previously, she worked for the State of Michigan and Ingham County Medical Center. Wood, director of financial services for Sircon Corp., Okemos, has been named director of Third Party Administration for Accident Fund. He is responsible for overseeing the insurance products and services provided to self-insured employers. Previously, he served as chief financial officer for the ASU Group, a third party claims administrator.

Charles D. Krug, '06, staff engineer in the Kalamazoo office of Soil and Materials Engineers, Inc., has been elected a director and member



contact by the American Society of Civil Engineers (ASCE) Southwest Michigan Branch. Krug has three years of experience and specialized in geotechnical and materials engineering services, including sub-grade

evaluations, foundation design recommendations, vibro-compaction, retaining walls, and chemical and permeation grouting.

Marcia Lampela, '84, has been named 2008 Society of Women



Engineers Fellow. Lampela worked at the Transmission Systems Division of Borg Warner, Inc. for more than 18 years. Her most recent position was program leader for wet friction clutches for a new Ford six-speed front wheel drive transmission. At Borg Warner, Lampela has held a variety of leadership positions including head of Mechanical Clutch Application Engineering, where she managed 25 percent of her site's sales. Lampela is a member of MSU's Presidents Club.

Gerald T. Lievois, '82, and **Sheryl L. Toby**, '81, attorneys for Dykema, Bloomfield Hills, have been named Best Lawyers in America 2009. Lievois, the co-leader



of Dykema's Automotive Industry Team, represents venture capital and other private equity funds in acquisition transactions and provides general corporate counsel to private equity portfolio companies. Toby is the co-leader of the bankruptcy and corporate restructuring practice group. Toby is a frequent national speaker and consultant in her field and has served in numerous positions for national and local organizations.



Marlon Lynch, '95, assistant vice chancellor and chief of police at Vanderbilt University, Nashville, TN, has been named to the newly created position



of associate vice president for Safety and Security at the University of Chicago, IL. Lynch will be responsible for organizational integration, operational enhancements and new security technology, and will expand training opportunities for police officers. Lynch is considered a national expert in campus security.

Gary Noble, '76, MBA '87, executive director of the Muskegon River Watershed Assembly (MRWA), has received a "Michigan Keeper of



the Great Lakes Award" in appreciation of significant efforts to protect, restore and enhance wetlands and uplands critical to the Great Lakes. The MRWA is a nonprofit organization located in Big Rapids in partnership with Ferris State University.

Ross Roeder, '60, chairman of the board of the Coast Guard Foundation, Stonington, CT, has been presented the U.S. Coast Guard Distinguished Public Service Award. Roeder was recognized for his work to raise the national visibility of the Coast Guard's mission and establish strategic partnerships with the Coast Guard Academy Alumni



Association, the Coast Guard Auxiliary, and the Coast Guard Museum Association to ensure a collaborative approach for future support of the Coast Guard. Roeder is a Life Member of the MSU Alumni Association and a member of MSU's Presidents Club.

George E. Ross, '75, MBA '90, vice president for Finance and Administrative Services at Central Michigan University, Mt. Pleasant, has been named president of Alcorn State University, Lorman, MS. Ross boasts more than 20 years of leadership and management experience in higher education. A certified public accountant, Ross held positions in corporate and nonprofit finance and management prior to his work in higher education.



Patricia A. Stamler, '80, attorney, Hertz Schram, P.C., Bloomfield Hills, has been named for the third consecutive year to "Michigan Super Lawyers 2008" by a survey



of *Law & Politics*. Stamler specializes in employment matters, whistleblower claims, police and governmental misconduct, sexual abuse cases and special education. She is also involved in Hertz Schram's Commercial Litigation and Securities Practice Groups.

Susan Steeves, '71, has been named media relations manager in the Office of University Relations at Virginia Tech, Blacksburg, VA. Steeves will act as liaison between the university and the media in coordinating



interviews for radio, television, print and Internet new operations. Previously, Steeves was senior science writer and media relations officer at Purdue University in West Lafayette, IN. She held a similar position at University of Texas Southwestern Medical Center at Dallas.

Anne Zajac, '78, DVM '82, associate professor in the Virginia-Maryland Regional College of Veterinary Medicine at Virginia Tech, Blacksburg,



VA, was the recipient of the American Association of Veterinary Parasitologists 2008 Distinguished Service Award. She has been active in the association for over 20 years and served as its first female president. She has authored two editions of the standard diagnostic manual *Veterinary Clinical Parasitology* and also conducts research and educates future generations of parasitologists.

Ileana Rodriguez, '93, Ph.D. '99, has joined the College Board as its new vice president in the Midwestern Region, after serving as a member of the Midwestern Regional Council, Midwestern Regional Forum Program Planning Committee and on the College Board's Task Force on Admissions in the 21st Century. Previously, Rodriguez served at Triton College, a community college near Chicago, where



she was a member of the psychology faculty; the director of Institutional Research, Assessment and Curriculum; and the vice president of Academic Affairs and Student Services.

Michael C. Murphy, '76, senior pastor of St. Stephen's Community Church, UCC, Lansing, has been elected to serve the Peoples Congregational United Church



in Washington, D.C. Prior to his 22 years of service at St. Stephen's, the Rev. Murphy was assistant pastor at congregations in the African Methodist Episcopal Church (A.M.E.). He has served on the UCC Covenant Association Church and Ministry Committee. The Rev. Murphy was a former member of the Michigan House of Representatives and former president of the Lansing City Council.

ERRATA

- ▶ Kate Koltvedt is the College Alumni Professional for the College of Natural Science.
- ▶ Henry Popler, '68, of Morrice, was incorrectly reported as deceased.
- ▶ MSU lost 40-37 to Notre Dame in 2006. Also, Adam Decker made the heroic tackle against Iowa on fourth down.

OBITUARIES

30s

Helen L. (Pike) Bachorik, '39, of Bethesda, MD.

John H. Burton, '38, of East Lansing, Dec. 18, age 92.

Peter L. Kuchik, '36, of Milwaukee, WI.

Lyle F. Spake, '37, of Anoka, MN.

Charles C. Stewart, '39, of Newtown, PA.

40s

Robert B. Abbott, '49, of East Lansing, Jan. 12, age 87.

Robert L. Abbott, '49, of Fairplay, CO, Dec. 19, age 85.

Thomas R. Adcock, '43, of Stanwood, July 30, age 87.

Donald Alderman, '49, of Tamarac, FL.

Burton L. Barry, '42, of Hendersonville, TN, Mar. 10, 2008.

Charles A. Bigelow, '43, of Grosse Pointe, Nov. 6, age 88.

Milton H. Brown, '49, of Eaton Rapids, Dec. 13, age 83.

Francis C. Campau, '40, of Alto, May 25, age 91.

Frances H. (Craun) Caul, '41, of Huddleston, VA.

William D. Cheney, '41, of Lansing, Nov. 8, age 90.

Chase C. Cooper, '43, of Dearborn, Oct. 31.

Harry J. Dingeman, '40, of West Palm Beach, FL, Oct. 12.

Harold D. Estes, '47, of Gainesville, FL, Nov. 8, age 88.

Emily C. (Larson) Fellows, '49, of Spring Hill, FL.

Robert W. Fowler, '42, of Lansing, Dec. 6, age 91.

Jean C. (Robinson) Garling, '42, of Phoenix, AZ, Sep. 9, age 87.

Cyril D. Garrett, '49, of Covina, CA, Aug. 14.

William H. Gates, '43, of Corona del Mar, CA, Oct. 8, age 87.

Marjorie N. (Jehle) Griswold, '44, of Farmington, Jan. 14, age 85.

Gordon J. Gustke, '47, of Wichita, KS.

Helen B. (Hopper) Hawken, '49, of Portage.

Benjamin C. Holderied, '49, of Grand Ledge, Nov. 13.

Raymond L. Johnson, '49, of Berwyn, PA.

Abraham Kniaz, '48.

Harold W. Knirk, '42, of Lansing, Jan. 8, age 89.

Fred Leven, '46, of Columbia, SC, Sep. 24, age 85.

Richard R. Love, '48, of Punta Gorda, FL, Sep. 21.

Norma H. (McKiddy) Lusk, '41, of Alexandria, VA, Jan. 5, age 89.

Ella M. (Malcolm) Marsh, '47, of Flint, Sep. 9, age 83.

Edward Q. Moulton, '47, of Worthington, OH, June 29, age 81.

Vivian (Kesitalo) Olstrom, '42, of Haslett, Jan. 5, age 91.

Felix A. Racette, '49, of Lawton, Jan. 2.

Michael W. Radke, '49, of Troy, Dec. 8, age 87.

Sally A. (Carey)

Riemenschneider, '45, of Ortonville, Jan. 14, age 84.

William A. Ripatte, '49, of Weidman, Dec. 5, age 86.

Donald E. Robinson, '46, of Fairview, July 30, age 93.

Harold L. Robinson, '49, of Chatfield, MN.

Robert N. Rosso, '44, of Traverse City, Dec. 15, age 86.

Sigrid K. Rothman, '47, of Saint Paul, MN.

Barbara J. (Morgan) Smith, '48, of Punta Gorda, FL, Feb. 23, age 82.

George A. Sold, '41, of Troy, Nov. 27, age 89.

Robert E. Trinklein, '49, of Clinton Township, Jan. 5, age 94.

Barbara (Hanna) VanBaalén, '42, of East Lansing, Jan. 10, age 89.

Richard G. Vavra, '47, of Three Oaks, June 3, age 84.

William H. Wallace, '41, of Albuquerque, NM, Dec. 29, age 90.

Barbara J. Whittaker Gregor,

'49, of Carlisle, PA, Sep. 26.

Robert J. Wilcox, '49, of East Lansing, Dec. 11, age 87.

50s

William B. Alfred, '56, of Bloomingdale, Nov. 18.

William C. Bell, '54, of Lansing, Nov. 24, age 81.

Maynard L. Blossom, '55, of Manchester.

Leroy Bolden, '55, of Roanoke, VA.

Shaker Brackett, '55, of Flint.

Byron T. Bradley, '51, of Lansing, Nov. 7.

Carol K. (Fredericks) Brink, '55, of Lake Barrington, IL, Dec. 30, age 74.

Charles A. Bryan, '53, of Weaverville, NC, Nov. 8, age 77.

John T. Burke, '50, of East Lansing, Dec. 14.

Allan B. Chubb, '55, of Locust Grove, VA, Oct. 6, age 75.

Bruce B. Church, '55, of Shelby Township, Jan. 13, age 77.

Elwood R. Collins, '51, of Livonia, Jan. 8, age 89.

George D. Cowie, '51, of Potomac, MD, Nov. 2, age 87.

Rawdon E. Dear, '55, of Mercer, WI, Nov. 1, age 75.

Donald L. Dowling, '57, of Wyoming, Aug. 22, age 79.

James R. Duke, '50, of Los Angeles, CA.

James Ellis, '54, of Chicago, IL, Jan. 16, age 77.

Edward T. Fellows, '51, of Spring Hill, FL.

John R. Ferris, '50, of Sandisfield, MA, Aug. 30, age 83.

Joseph E. Finnegan, '58, of Otsego, June 17.

William W. Fletcher, '53, of Dearborn, Dec. 22.

James N. Gillies, '53, of Mount Pleasant, Nov. 16, age 77.

William A. Gregory, '50, of Detroit, Aug. 25, age 85.

Eugene R. Hanson, '57, of Birmingham, Jan. 10, age 73.

Lyle E. Hanson, '50, of Indianapolis, IN.

Philip I. Higley, '57, of Tucson, AZ, May 30, age 77.

Florian M. Ignatowski, '51, of Holt, age 83.

Gerald L. Laatsch, '54, of Lansing, Nov. 10, age 78.

Leonard L. LaPonsey, '53, of Owosso, Dec. 1.

Arlene (Goetz) Longwell, '59, of Trumbull, CT.

Sondra J. (Ross) Marquardt, '56, of Sanford.

Alice M. (Harrison) Maxwell, '50, of Lansing, Nov. 18, age 82.

Robert L. Page, '57, of Traverse City, June 3.

Robert W. Tooley, '56, of South Bend, IN, Nov. 3, age 78.

Louis R. Vesotsky, '59, of Newberry, June 1.

Robert H. Watts, '52, of Lady Lake, FL, May 30, age 82.

Robert H. Wood, '51, of Saint Johns, Nov. 25, age 79.

John A. Yagley, '59, of Fort Walton Beach, FL, Dec. 18.

Warren Zeiller, '57, of Miami, FL, Nov. 4, age 78.

Ernest G. Zetzman, '57, of Fife Lake, Dec. 18, age 73.

William R. Zimmer, '54, of Ann Arbor.

60s

Emil Albert, '64, of Niles, June 21, age 82.

Thomas J. Allen, '63, of Silverton, OR, Dec. 17.

Jerry M. Anderson, '64, of Amery, WI, June 14, age 74.

Barbara B. (Bowman)

Bacholzky, '69, of Almont, Oct. 6, age 79.

Florence M. (Chrisinsk) Bixby, '65, of Byron, Jan. 10, age 91.

William J. Bowman, '63, of Skowhegan, ME, Oct. 15, age 78.

Burton J. Breuker, '62, of Hudsonville, Mar. 21.

Donald G. Buchan, '68, of Muskegon.

Carolyn A. (Kuyper) Buck, '63, of Grosse Pointe, Aug. 13, age 67.

Lois L. Conrad, '62, of East Lansing, Dec. 13, age 78.

Lawrence B. Dumas, '63, of Evanston, IL, Nov. 30.
Marlaine E. Ebrenberger, '61, of Lansing, Nov. 16, age 69.
Judith A. (Brown) Ellsworth, '67, of Eaton Rapids.
Mary Jane Helder, '68, of Williamston, Nov. 13, age 62.
Martin, E. Hollander, '68, of West Bloomfield, Jan. 18, age 81.
William G. Hotchkiss, '60, of East Jordan, Oct. 31, age 78.
Hyacinth A. Husbeck, '64, of Lansing, Dec. 14.
Kenneth M. Ide, '63, of Atlantic Beach, NC, June 15, age 67.
Sidney K. Koontz, '66, of Niles, Nov. 17, age 67.
Carole R. (Mihay) Kramer, '64, of Morganton, NC, June 30.
James M. Lammons, '69, of Houston, TX, Nov. 9, age 84.
Sheldon S. Lande, '66, of Saint Paul, MN, May 18, age 66.
Lloyd E. Larson, '67, of Orange City, FL, Jan. 16, age 88.
Kenneth W. MacGregor, '66, of Charlevoix, Jan. 9, age 67.
Wilbur W. McCollum, '64, of Raymond, WA, Dec. 11.
Laurie W. Nelson, '63, of Mt. Vernon, IN.
Michael J. Randels, '69, of Herndon, VA, Aug. 27, age 60.
Paul A. Rauth, '66, of Marshall, Sep. 23, age 77.
Ronald R. Rubick, '65, of Manistique.
James T. Ryan, '69, of Lansdowne, PA, May 20, age 71.
C. J. Sequin, '62, of South Bend, IN, Apr. 24, age 85.
John W. Sparbel, '63, of Carson City, NV, Oct. 30.
Jack B. Stegenga, '64, of Traverse City, Oct. 31, age 68.
Karel F. Taborsky, '61, of Lansing, Nov. 30, age 85.
Donald W. Underwood, '60, of Sun City Center, FL, June 10.
Thomas G. Webber, '68, of East Tawas, Nov. 24, age 67.
Robert E. Weiss, '63, of Grand Blanc, Jan. 7, age 69.
Jeanette A. Willingham, '66, of

Mason, Nov. 22, age 82.
Waunda M. Wyndle, '63, of Mankato, MN.
William J. Young, '67, of Concord, CA, Aug. 25.
Michael Zim, '62, of Canada.
Jack F. Zook, '65, of Farmington, Nov. 5, age 85.

70s

Richard J. Bach, '75, of Grosse Pointe Park, Dec. 9, age 55.
Jon K. (Puffer) Baker, '77, of Lansing, Dec. 5, age 55.
Vincent J. Banonis, '72, of Novi, Dec. 5, age 58.
John S. Bert, '74, of Mountville, PA, July 17, age 65.
Mary E. Bird, '70, of Haslett, Oct. 21, age 61.
Janet S. (Dingerson) Borg, '72, of Allen Park, Jan. 13, age 58.
Rocco T. Campanelli, '73, of Fort Gratiot.
Frederick K. Cody, '70, of Birmingham, Dec. 11.
Michael T. Cody, '71, of Saint Louis, MO, Jan. 1, age 60.
Thomas N. Cooper, '77, of Grand Haven, Oct. 18, age 63.
Robert E. Costante, '71, of Towson, MD, Sep. 21, age 76.
Louis P. Emmons, '78, of Grand Rapids, Nov. 22, age 59.
Dennis L. Green, '77, of Stockbridge, GA, Aug. 31, age 58.
Richard H. Hearin, '77, of Alpharetta, GA, Nov. 11, age 57.
David A. Houle, '70, of Chapel Hill, NC, Aug. 8, age 61.
William G. Ikins, '79, of Crete, IL, Sep. 17, age 52.
John A. Jackman, '70, of College Station, TX.
Kevin A. Kelly, '79, of East Lansing, Dec. 15, age 52.
Jean A. King, '73, of Dallas, TX.
John P. Kozel, '79, of Detroit, Jan. 6, age 52.
Barry R. Litman, '74, of East Lansing, Dec. 26, age 59.
Margaret F. Miller, '74, of East Lansing, Nov. 2, age 56.
Jennifer M. (Weiss) Pestine, '79, of Highland Park, IL, Oct. 7, age 51.

Amanda L. Proudfoot, '75, of Sedro Woolley, WA, Aug. 9, age 55.
Mary E. Quinn, '72, of Omaha, NE, Dec. 1, age 79.
Susan J. (Block) Rupe, '75, of Beverly Hills, Dec. 19, age 55.
James J. Schaffer, '74, of Grand Rapids, Dec. 21, age 62.
David Scott, '78, of Detroit, Nov. 17.
Marilynn A. Sharioian, '73, of Dearborn, Nov. 10, age 57.
Kenneth E. Szymczak, '70, of Bloomfield Hills, Oct. 31, age 60.
Eugene E. Telma, '78, of Traverse City, Nov. 27, age 63.
Linda J. VanWagoner, '76, of Brooksville, FL.
Leroy J. Wheeler, '72, of Pueblo, CO, Nov. 9, age 83.

80s

Timothy R. Cummings, '83, of Vancouver, WA, Dec. 14, age 47.
Edouard B. Mesert, '87, of Phoenix, AZ, Dec. 30, age 51.
Carl L. Simmon, '82, of Fort Worth, TX, Oct. 24, age 60.
Peggy A. Spiegel, '82, of Philadelphia, PA.
Lori A. (Hall) Steele, '86, of Traverse City, Nov. 19, age 44.
Alvin M. Sterns, '84, Dec. 16.
Marilyn R. Thompson, '81, of Bradenton, FL.

90s

Anne E. Dirkse, '97, of Holland, July 7, age 55.
Patricia A. Martin, '90, of Baton Rouge, LA, Nov. 27, age 46.
Lisa A. Molony, '96, of Seneca, SC.

Faculty

Anne K. DeRose, '51, retired faculty, psychiatry, of East Lansing, Nov. 15, age 79.
Sylvia E. Gartung, retired faculty, food science & human nutrition, of Lansing, Dec. 24, age 81.
Glenn I. Hatton, retired faculty, psychology, of Riverside, CA, Jan. 16, age 74.

Robert P. Hill, '67, temporary faculty, teacher education, of Holt, Dec. 16, age 66.

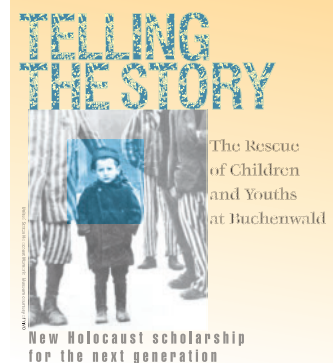
John M. Hunter, retired faculty, geography, of Mesa.

Richard W. Luecke, retired faculty, biochemistry, of East Lansing, Dec. 10, age 91.

Pui Kei Wong, retired faculty, natural science, of Okemos, Nov. 4, age 72.

MSU was notified of these alumni and faculty deaths between October 1, 2008 through January 31, 2009.

To report a death, email obits@msualum.com or mail to: Obituaries, 300 Spartan Way, East Lansing, MI 48824-1005.



Dr. Kenneth Waltzer, Director of the MSU Jewish Studies Program, will present a lecture, "The Rescue of Children at Buchenwald," at the Holocaust Memorial Center, in Farmington Hills, on Monday, April 27, at 7:00 p.m. To place a reservation for this free event, or to obtain additional information, please call Brenda Samson at (517) 884-1038.

LASTING IMPRESSIONS



MSU's men basketball team celebrates as the 2009 Big Ten championship banner is hoisted at the Breslin Center on March 8. The Spartans won the league by four games, but delayed the ceremony until after their home finale against Purdue.

Matthew Mitchell/MSU Athletic Communications

MSU ALUMNI

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