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Michigan State University • Spring 2011

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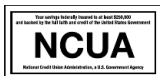
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Michigan State University's roots in research run almost as deep as the founding of the institution itself in 1855. Congress established the U.S. Department of Agriculture in 1862, the same year as the signing of the Morrill "Land-Grant" Act. Development of our curriculum in the subsequent years reflected that new emphasis on scientific research in botany, entomology and related agricultural disciplines.

The Hatch Act of 1887 helped carve out a "pure" research niche for land-grant colleges, establishing funding for agricultural experiment stations during a period when budget pressures had prompted concerns here about continuing an experimental program altogether. Now-familiar names such as Miles, Kedzie and Beal helped demonstrate the wisdom of the scientific approach alongside the practical teaching and outreach developing at Michigan State in its early years.

Today we are one of 63 members of the Association of American Universities, which are regarded as the top research-intensive universities in North America. We are among the top 100 research universities listed in the highly regarded Shanghai Jiao Tong University rankings. And we sit among the top 50 universities in the world based on research performance, publications and citations as ranked by the University of Western Australia.

Our intimate connection to our stakeholders in Michigan and around the world has always grounded our research in the practical, but to excel at knowledge discovery requires that we plant our other foot in the basic, "pure" realm of research. I need only point to our top-ranked nuclear physics program and the \$615 million Facility for Rare Isotope Beams (FRIB) now under development on campus to illustrate the confidence placed in us by our peers and the government to generate cutting-edge knowledge.

Even the brightest minds sometimes can only guess at the practical applications of a discovery. The laser is a famous case of a technology once in search of a use. Today, new technologies including gene sequencing are beginning to open doors that might lead to more effective medical treatments and vastly improved quality of life.

Someone has to pay for the science that pushes out the boundaries. The federal government funded 57 percent of all U.S. basic science research in 2008, while business funded 18 percent, and universities and colleges themselves supported 15 percent. But when a panel of business and academic leaders appointed by the National Academies last year revisited its seminal 2005 report, "Rising Above the Gathering Storm," they found national research-linked competitiveness at even greater risk today from international competition and rising financial concerns.

For our part, we're redoubling our efforts to attract research funding by attacking some of the world's most pressing problems, including food and water security and energy sustainability.

We're also working diligently to make participation in meaningful research part of the MSU undergraduate experience. Such projects are showcased at the annual University Undergraduate Research and Arts Forum, which last year featured 535 students and 282 faculty mentors from 14 colleges. This year's UURAF is scheduled for April 8 at the MSU Union.

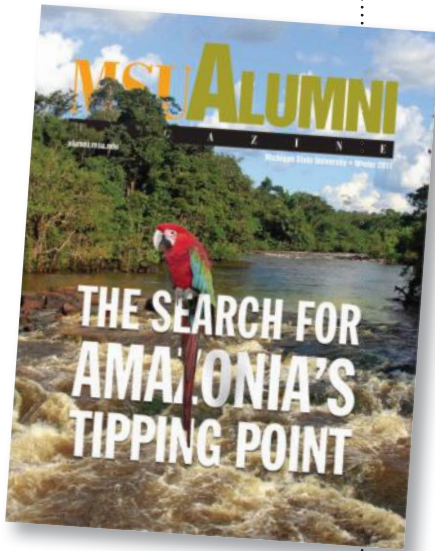
Sincerely,

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

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MSU ALUMNI ASSOCIATION

University Advancement
MSU Alumni Association
Michigan State University
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FAR CORNERS

I was happy to read the cover story in the Winter 2011 issue of the *MSU Alumni Magazine* about Professor Bob Walker's adventures on the Transamazon Highway. It's nice and exciting to read about MSU faculty taking the research mission of the university to the far corners of the world. In fact, MSU is now embarking on an initiative to develop closer institutional relations with Brazilian universities. Walker is but one in a large community of Brazilian scholars at MSU who are engaged in addressing global problems affecting both Brazil and Michigan. I hope your magazine continues to tell Spartans around the world about the adventures and contributions of MSU faculty as they help build the university through their research efforts.

Cynthia Simmons
Associate Professor of
Geography, Coordinator,
MSU Brazil Initiative

ODYSSEY REVISITED

Excellent feature article about the "Odyssey to Oxford." I was delighted you were able to give a first-hand account of the program as well as the people who attend.

You've well captured the essence of the experience. (Director of Alumni Lifelong Education) Louise Cooley has done a fabulous job of directing the program over the past few years, as well as maintaining its high quality. Very few educators have the understanding and knowhow to design and conduct such a learning experience.
Chuck McKee, '57
Green Valley, AZ

☛ *Dr. McKee started the Odyssey to Oxford program in 1983 and directed the award-winning program until after his retirement in 1997. —Editor.*

RICHLY DESERVING

Enjoyed the latest edition of the *MSU Alumni Magazine*, which just arrived. Your article "Odyssey to Oxford" was very informative and should whet the appetite of those alumni who have not as yet taken advantage of this travel-study opportunity. As someone who has participated in the program 10 times, I strongly recommend it to my fellow Spartans. Louise Cooley richly deserves the credit you gave her for the success of the program.

John Dobrosky, '59
Honolulu, HI

MSU CONNECTION

Your column about Chester Brewer and his role in the invention of Homecoming answers a question I didn't know to ask. Before coming to MSU, I attended the University of Missouri and remember going to basketball games in Brewer Fieldhouse. Now I know who Brewer was as well as his connection to MSU!

Betty L. Downs, '88
East Lansing

CINEMATIC SNAFU

It's always great to hear about Spartan firsts, but who knew a Spartan was involved with the invention of Homecoming? I loved reading your brief history on how the tradition came about and the Spartan roots of the man credited with having invented Homecoming. It was also interesting to read that the Knute Rockne biopic failed to credit the Aggies for Notre Dame's only loss during Rockne's first three years as head coach. Even with this cinematic snafu... we all know MSU can rise over it as "Little Giants."

Emily Tschirhart, '11
Bay City

☛ *"Little Giants" refers to a trick play MSU used in overtime to beat Notre Dame in football last fall. See page 46, Winter 2011. —Editor.*

WHAT IS A SPARTAN?

Great column on the "invention" of Homecoming by former MAC Football Coach and Athletic Director Chester Brewer. You call

Brewer a "former Spartan," which brings up an interesting question— at what point does an MSU coach become a Spartan?

Brewer graduated from Wisconsin. Likewise, Biggie Munn graduated from Minnesota, Duffy Daugherty from Syracuse, Ron Mason from St. Lawrence, and Tom Izzo from Northern Michigan. Last year, after turning down the NBA job at Cleveland, Tom called himself "a Spartan for life." Only three of MSU's 26 football coaches were MSU alumni— George Gauthier, Muddy Waters and George Perles. In men's basketball only 4 of 16 head coaches were MSU grads— Gauthier, Lymon Frimodig, Alton Kircher and Gus Ganakas. Are all the others considered "true" Spartans?

Terry Braverman, '60
The Villages, FL

☛ *Yes—with no ifs, buts or "win or tie" quips. Our definition of "Spartan" is inclusive and covers all our coaches regardless of where they received their degrees. —Editor.*

ZEKE VISIT

I wanted to thank the MSU Alumni Association, Zeke the Wonder Dog and Zeke's trainers for the support of my girlfriend Katie Hintch, a junior at MSU. Katie was hit by a truck the Monday before Thanksgiving and suffered multiple fractures and a concussion. She spent 10 days in the hospital recovering from her injuries and related surgery. Because Katie is an animal lover, I emailed the MSU Alumni Association to see if a Zeke visit could be arranged. This was done promptly. Her face lit up when Zeke came around the corner, tail wagging, excited to meet her. For the remainder of her hospital stay, all it took to get her to smile was to show her Zeke's frisbee and the pictures we took with him.

I want to thank everyone who helped to make this happen. Thankfully Katie will recover, and we look forward to seeing Zeke again next fall and cheering on the Spartans!

Rob Drainville
Allendale



Rob Drainville

AROUND CIRCLE DRIVE



FERGUSON NAMED BOARD CHAIRMAN

The MSU Board of Trustees has re-elected Joel Ferguson of Lansing to a third two-year term as board chairman.

Ferguson, who was elected to eight-year terms on the board in 1986, 1996 and 2004, was previously elected board chairman in 1992 and again in 2007. The board also re-elected East Lansing's Melanie Foster to a second two-year term as vice chairperson.

Ferguson is the co-founder of the F&S Development Co., founded and served as president and owner of WLAJ-TV, an ABC affiliate in Lansing; and has organized several banks, including Capitol National Bank, the only locally owned bank in Lansing. He also was appointed by President Clinton to serve on the board of Freddie Mac.

Elected to the board in 2004, Foster previously served on the MSU Board of Trustees from 1991 to 1992. In 1997 she was appointed to the Central Michigan University Board of Trustees and served until 2004.

Joel Ferguson



Melanie Foster

JOHN D. SHINGLETON

1922 – 2011

John D. Shingleton, 48, MSU administrator and a trustee from 1991-99, died in his home in East Lansing on March 2. He served in many roles in 38 years at MSU, including director of placement, acting athletic director, interim director of alumni relations, and assistant to President Emeritus John Hannah. He received many awards, including the MSU Distinguished Alumni Award and the College Placement Council Professional of the Year. He was a widely published author and an avid fly fisherman and tennis player. He was 89.

death. Training first-responders to think in less catastrophic terms could help them cope better and function more effectively in the long term, says MSU's John Schaubroeck, lead researcher on the project.



RESEARCHER DESIGNS NEW ENERGY SOURCE

Jim Dye, University Distinguished Professor of Chemistry Emeritus and co-founder of SiGNa Chemistry Inc., has unveiled new hydrogen cartridges capable of supplying energy to fuel cells designed to recharge cell phones, laptops and GPS units. The green power source is geared toward outdoor enthusiasts as well as residents of the Third World, where electricity in homes is considered a luxury.

This groundbreaking technology came from Dye's research, which uncovered a green process to harness the power of sodium silicide—the source for SiGNa's new product.

"In our lab, we were able to produce alkali metal silicides, which basically are made from sodium and silicon, which, in turn, are produced from salt and sand," Dye explains. "By adding water to sodium silicide, we're able to produce hydrogen, which creates energy for fuel cells. The byproduct, sodium silicate, is also green. It's the same stuff found in toothpaste."

SiGNa was able to build on Dye's research and develop a power platform that produces low-pressure hydrogen gas on demand, convert it to electricity via a low-cost fuel cell and emit simple

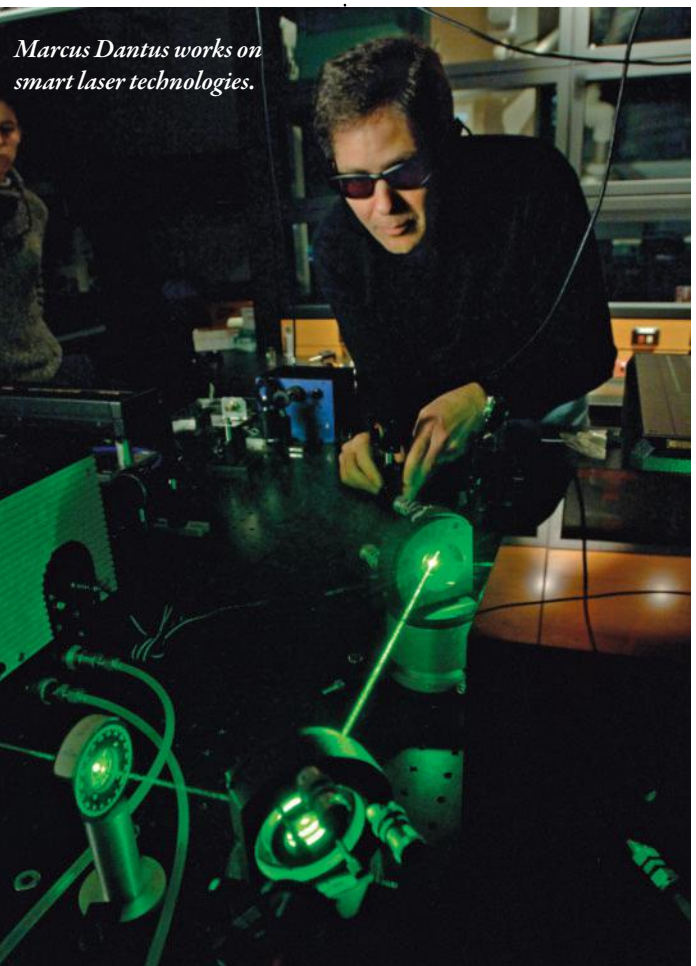
water vapor. Dye came to MSU in 1953 and is reaping the rewards of six decades of scientific sowing.

SMART LASERS FOR BIOPSIES

Biopsies in the future may be painless and noninvasive, thanks to smart laser technology being developed at MSU.

To test for skin cancer, patients today must endure doctors cutting away a sliver of skin, sending the biopsy to a lab and anxiously awaiting the results. Using laser microscopes that deploy rapid, ultra-short pulses to identify molecules, doctors may soon have the tools to painlessly scan a patient's troublesome mole and review the results on the spot, says Marcos Dantus, professor of chemistry.

The results touting this new molecule-selective technology can be found in the current issue of ▼



Marcos Dantus works on smart laser technologies.



MICHIGAN STATE MOMENTS

This account of MSU history preservation was written by Cynthia Ghering, director of MSU University Archives & Historical Collections.

In April 2010, the University Archives & Historical Collections (UAHC) received a three-year, \$251,079 grant from the National Historical Publications and Records Commission (NHPRC) to test an archival method to preserve electronic records series from the MSU Office of the Registrar. These include the full catalog of academic programs—including descriptions of courses, the student directory and annual course schedules. The UAHC will implement a solution that can be used by other institutions.

UAHC is collaborating with many campus units and also the Data Intensive Cyber Environments (DICE) Center at the University of North Carolina, Chapel Hill. In addition, project progress and outcomes will be shared with members of the Committee on Institutional Cooperation (CIC), a consortium of Big Ten universities and the University of Chicago, and other interested colleges and universities. UAHC staff plans to “capture” the four records series directly from the databases and determine the data fields that hold historical information. Those data fields identified as having historical value and subject to permanent retention will be extracted from the databases and transferred to UAHC’s custody for long-term preservation and research use. UAHC will also develop a web interface for the archival records to enable continued access by the alumni community and general public.

Through the three year NHPRC funded project, UAHC will build an electronic records archives for MSU’s born-digital records of enduring value—archives that UAHC will scale to store MSU’s many other born-digital historical records and make available as a model for other institutions. Project documentation, progress reports and links to presentations and publications are posted at the Spartan Archive project website, www.archives.msu.edu/about/spartan_archive.php.



Photos courtesy of MSU Archives & Historical Collections

Nature Photonics, which Dantus co-authored with Sunney Xie of Harvard University.

“Smart lasers allow us to selectively excite compounds—even ones with small spectroscopic differences,” says Dantus. “We can shape the pulse of the lasers, excite one compound or another based on their vibrational signatures, and this gives us excellent contrast.”

In the past, researchers could approach this level of contrast by introducing fluorescent compounds. With the breakthrough using stimulated Raman scattering microscopy, fluorescent markers are unnecessary.

More than 10,200 recordings from over 3,190 species in 45 countries are now available on AVoCet, “and that’s growing quickly,” says Pamela Rasmussen, an assistant professor of zoology and assistant curator at the MSU Museum. “Soon recordings and their data from many more species and areas will be available for download from AVoCet.”

There are, after all, 10,000 bird species, all of which make sounds of some type. Many birds, such as cardinals, even sing in regional dialects. Some birds have huge vocabularies – a single male Brown Thrasher is known to give 2,000 different notes.

Author of an exhaustive reference work on the birds of South Asia, Rasmussen has personally recorded on all the continents for this project. Her work in the Philippines alone netted 597 recordings of 120 species, many of which are threatened.

For more information, visit Avocet.zoology.msu.edu.

TOP 20 RANKING IN BLOOMBERG

MSU’s Eli Broad College of Business has vaulted into the top 20 of American business schools in the latest biennial rankings by *Bloomberg Businessweek*.

According to “The Best U.S. B-Schools of 2010,” released Nov. 11, the Broad College came in at 20th overall and ninth among public universities. This is the highest Businessweek ranking ever for the Broad College.

“This is just another indicator of the hard work and dedication of our students, alumni, faculty and staff at the Broad College,” says Dean Stefanie Lenway.

The ranking was based on several factors, including student satisfaction, the opinion of corporate recruiters, and the number of faculty articles in top journals.

Rasmussen



BIRD SOUNDS REPOSITORY

A growing online library of bird sounds, photos and information offers a new resource for backyard birders and seasoned ornithologists alike.

MSU’s Avian Vocalizations Center, or AVoCet, offers free downloads of bird sounds from around the world. It also features sonograms that visually chart the sounds, photos of birds recorded, Google Earth maps of recording locations and links to other online sound collections.

WHY MARRIED MEN ARE LESS ANTI-SOCIAL

Researchers have long argued that marriage generally reduces illegal and aggressive behaviors in men. It remained unclear, however, if that association was a function of matrimony itself or whether less “antisocial” men were simply more likely to get married.

The answer, according to a new study led by MSU Behavior Geneticist S. Alexandra Burt, appears to be both.

In the December issue of the *Archives of General Psychiatry*, Burt and colleagues found that less antisocial men were more likely to get married. Once they were wed, however, the marriage itself appeared to further inhibit antisocial behavior.

“Our results indicate that the reduced rate of antisocial behavior in married men is more complicated than we previously thought,” says Burt, associate

professor of psychology. “Marriage is generally good for men, at least in terms of reducing antisocial behavior, but the data also indicate that it’s not random who enters into the state of marriage.”

Burt’s co-researchers are M. Brent Donnellan and Mikhila Humbad from MSU; Brian Hicks from the University of Michigan; and Matt McGue and William Iacono from the University of Minnesota.

NEW NAME FOR MAES

The Michigan Agricultural Experiment Station has been renamed MSU AgBioResearch.

“Our new name, along with the tagline ‘leading innovation in food, natural resources and energy,’ better conveys the breadth and relevance of the work we do, while remaining true to our land-grant mission in support of Michigan agriculture,” says AgBioResearch Director Steve Pueppke.

There are nearly 400 MSU scientists from six colleges who are part of the AgBioResearch network. In addition to agricultural production research, AgBioResearch scientists are investigating topics ranging from alternative energy and biofuel production to childhood obesity, community development, environmental stewardship and food safety and security.

MSU MOBILE SITE

MSU is launching a mobile version of its main website—complete with news and event listings as well as full search capabilities—that can be accessed at m.msu.edu.

The mobile website can be accessed via iPhones, Blackerry and Android-based smart phones. It includes tools

designed to help students, faculty and staff navigate campus information. Features include current and archived news, athletics information, event listings, campus maps and directions, people directory, campus weather and a search function.

“As we continually seek out the best formats to provide information to the MSU community, developing a mobile website was essential,” says Debbra Malcangi, MSU Web Team manager for Academic Technology Services. “A growing number of our students, faculty and staff are accessing the Web with smart phones.”

Photos courtesy of the Wharton Center



CHICAGO IN WHARTON CENTER

MSU’s Wharton Center for Performing Arts will sizzle this spring as *Chicago*, the Broadway hit musical that won six Tony Awards, two Olivier Awards, a Grammy and thousands of standing ovations, will play from May 12-15. The musical features a terrific story, knockout dancing, brilliant showstoppers and all that jazz.

On April 21, the Michigan Opera Theatre returns to perform Wolfgang Amadeus Mozart’s final masterpiece, *The Magic Flute*. Classical music fans will love Giuseppe Verdi’s *Requiem* on April 30. It’s an epic work performed by the MSU Symphony Orchestra, University Chorale, State Singers, Choral Union and soloists from the MSU voice faculty.

The entire family will enjoy Doug Berky on May 1 in *No Show*, where he performs as several characters ranging from a gorilla to a ballerina. The hilarious family show features mime, mask theater, circus arts and storytelling.





MSU STUDY OF CEREBRAL MALARIA

In the most comprehensive study to date of the disease in African children, it was found that almost a third of cerebral malaria survivors developed epilepsy or behavioral disorders. The research, led by Gretchen Birbeck, associate professor of neurology and ophthalmology in MSU's College of Osteopathic Medicine, appears in *The Lancet Neurology*.

Cerebral malaria is a severe form of malaria affecting the brain, occurring predominantly in children, with a mortality rate of 15-25 percent. It affects about one million children every year, primarily in sub-Saharan Africa.

"Our findings show that children with cerebral malaria are at risk of developing several adverse neurological outcomes including epilepsy, disruptive behavior disorders and disabilities characterized by motor, sensory or language deficits," says Birbeck, also director for the International Neurologic & Psychiatric Epidemiology Program. "The modifiable risk factors for these disorders in children with cerebral malaria are acute seizures and extreme fevers."

"We need to be more aggressive in treating the two major

risk factors: seizures and high fever," she said, adding that the next step will be to start clinical trials to identify treatments aimed at better seizure and fever control.

GREEN REVOLUTION IN AFRICA

Crop diversification with shrubby legumes mixed with soybeans and peanuts could be the key to sustaining the green revolution in Africa. An MSU study published in the *Proceedings of the National Academy of Sciences* (Nov. 22, 2010) found that diversifying crops could boost production of nutrient-enriched grain by 12 percent to 23 percent.

Sieglinde Snapp, a crop and soil scientist at MSU's Kellogg Bio-



logical station who led the study, says that food and environmental security in Africa could be enhanced by, for example, rotating corn with pigeonpea mixtures to keep the soil from being stripped of nutrients while increasing nutrient-rich grain productivity. This has taken place in Malawi, the so-called cradle of Africa's green revolution.

"This diversified rotation provides multiple benefits compared to simply planting a continuous corn crop," says Snapp, who was assisted by researchers from the the Farmhouse (Norwich, U.K.), the University of Florida, the University of Western Ontario (Canada) and the University of Malawi.

NEW PLACES TO GROW BIOFUELS

MSU researchers are finding new, perhaps surprising locations to grow crops used for biofuel.

Dennis Pennington, an MSU Extension bioenergy educator, is working with a team to identify possibilities for producing cellulosic and oilseed biofuel crops for the "Freeways to Fuels" project. The goal is to determine whether biofuel crops can be produced on nontraditional land, such as highway rights of way, vacant urban land and airport property.

"When producing crops for biofuels, we don't want to take

away farmland that's being used for food crops," Pennington says. "So the question is, where else could we plant? Michigan has a lot of non-traditional land with poorer soils that might provide a location for biofuels crop production."

Pennington and his team will grow switchgrass and three oilseed crops: oriental mustard, pennycress and canola. These are low-growing crops that will not block people's lines of sight and do not attract wildlife.

"Harvesting, processing and utilizing our own homegrown bioenergy feedstocks can help grow Michigan's economy, preserve our environment and decrease our dependence on foreign oil," adds Terri Novak of Michigan's Department of Energy, Labor and Economic Growth.

MSU KUDOS

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

- **Asgi Fazleabas**, director of MSU's Center for Women's Health Research and associate chair of the College of Human Medicine's Department of Obstetrics, Gynecology and Reproductive Biology, received the Society for the Study of Reproduction 2010 Research Award of the American Society for Reproductive Medicine.
- Three MSU professors have been named Fulbright Scholars—**Alan Beretta**, professor of Linguistics and Languages, will conduct research in Greece; **Adam Candeb**, associate professor at the MSU College of Law, will study cybercrime in Croatia; and **Sayuri Guthrie Shimizu**, associate professor of history, will study in Japan.
- Three individuals with connections to the MSU College

of Nursing have been selected as 2010 American Academy of Nursing Fellows—Alumna *Mary Jo Gilmer*, associate professor at Vanderbilt University; *Jeanette Klemczak*, first chief nurse executive for the state of Michigan and an adjunct faculty member in the MSU College of Nursing; and *Ardith Doorenbos*, assistant professor at the University of Washington School of Nursing and former post doctoral student at the MSU College of Nursing.

► MSU is the first four-year institution in the country to earn full certification from the National College Testing Association. MSU's Testing Office administers more than 500 different "high-stakes" exams to 15,000 people each year.

NEW FACES ON CAMPUS

► *Mark Burnham*, associate vice president for governmental affairs in Washington, DC, has been named vice president for governmental affairs. He succeeds Steven Webster, who is now CEO and chairman of Prima Civitas Foundation, a non-profit organization serving the state of Michigan.

► *Mark Haas*, chief deputy treasurer of the State of Michigan since 2007, has been named MSU assistant vice president for Business. He will serve as MSU's chief financial officer. In his previous role, Haas oversaw more than 1,300 employees and a budget of \$1.6 billion.

► *Denise B. Maybank*, senior associate vice president for Student Affairs and Services and director of Student Life, has been named

MSU interim vice president for student affairs and services. Maybank succeeds Lee June, who returns to the faculty.

► *Sue Petrisin*, assistant director for human capital management, Residential and Hospitality Services, has been named associate director for alumni programs of the MSU Alumni Association.

► *Michael Rush*, director of the Rose Art Museum at Brandeis University, has been named the

founding director of MSU's Eli and Edythe Broad Art Museum. The co-founder of the Contemporary Art Museum Directors Association, Rush was previously director of the Palm Beach Institute of Contemporary Art and hosts an Internet radio program, "Rush Interactive," on Art International Radio.



SPARTANS ARE NEVER BEATEN

By *Scott Westerman, III, '78*
Executive Director

The last time I looked, there were over 400,000 of you who have a degree from Michigan State University. There are just

about as many women in our country who are living with ovarian cancer.

And my wife, Colleen is one of them.

Colleen was lucky. We discovered that she had the BRCA gene, a predictor of ovarian cancer. She had no symptoms. Most ovarian cancers don't present any until it's too late. But she decided to have a proactive hysterectomy anyway.

That's when we found out.

It was just four weeks later that I became your head servant at the MSU Alumni Association. And as I started my new job, she started a course of chemotherapy. The drug she used was invented at Michigan State University. You'll read in this issue how that drug—carboplatin—has saved millions of lives since it was first discovered by a Spartan. Colleen is one of those lives.

By April of last year, she was pronounced in total remission. As this issue went to press, we had another of those regular, scary visits to the doctor that all cancer survivors have. We got good news. She's still cancer free.

It's easy to focus on the high profile things that MSU does well. We win basketball and football games. Our on-campus living experience, from our neighborhood dormitories to the breathtaking culinary experience at the new Brody Square cafeteria are rated among the best anywhere. Every year we turn

12,000 new Spartans loose into the world. Because of their excellent education they are likely to get good jobs, even in this tough economy. And the statistics say that they can look forward to long and rewarding careers.

But beyond all that, stories like Colleen's remind us of the critical importance of MSU's world-grant mission. At this moment, there are more than a dozen research projects under way on campus that have world-changing potential—from protecting the safety of the food we eat to protecting our soldiers from improvised explosive devices, Spartan research teams are discovering new solutions. And Spartan alumni are applying those solutions to expand knowledge and transform lives.

In a world desperately in need of peaceful warriors who use their MSU knowledge to fight for a better future for all of us, Spartans are never beaten.

My wife is living proof.



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

Jeffrey Abraham

North Hollywood, CA

Gary Acker

Holt, MI

John and Janet Dubeck

Troy, MI

J. Eric Ahlskog

Rochester, MN

Matthew and Kelly Allen

Bexley, OH

Thomas Allor

Holly, MI

Joel Altman

Boca Raton, FL

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William and Linda Clifford

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Richard and Karla Collins

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Joanna Costigan

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Mary Crane

Huntington Beach, CA

Ronald and Jessie Dalman

Holland, MI

Wendy Darga

Macomb, MI

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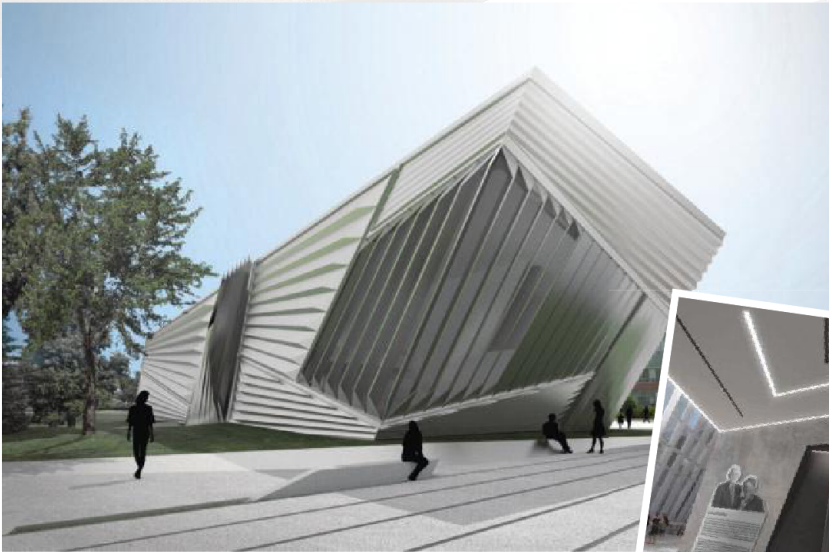


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The iconic Eli and Edythe Broad Art Museum now taking shape on the MSU campus is destined to be the cornerstone of a cultural economic revolution. Designed by world-renowned architect Zaha Hadid, the transformative facility is anticipated to bring international attention to the art museum, MSU and the State of Michigan.

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Kurt Stepnitz/University Relations

Name:

Gabrielle Kleber

Affiliation:

Student

Current residence:

Clarkston, Michigan

Gabrielle Kleber is getting a global perspective...through garbage.

“I was given a grant by the Circumnavigators Club, which is an international organization devoted to global unity.”

She wanted to see for herself how ocean pollution affects the world and how the world is dealing with it.

“I independently planned and executed a three-month, around-the-world trip, where I visited seven different countries. I was in Hawaii, Australia, the Maldives, South Africa, England, Wales and Iceland. At each of these locations, I was cleaning beaches and also speaking to locals—local experts, local residents—about the issue and how it impacted their environment, their socioeconomic impacts.”

Kleber says her ultimate goal was to raise global awareness of a problem to which many never give a second thought.

“People don’t understand what happens when they throw something in the ocean. I spoke with a lot of people in the fishing industry while I was traveling, and they all said the same thing—that they’re just tossing it into an abyss. They don’t realize how connected everything is, that an item thrown overboard in Japan can make it around the world in six years.”

She learned a lot about the world and about garbage on her journey. And, along the way, some other important things.

“Take opportunities as they come and take risks. You have to do both of those things. You can’t just let opportunities go, because they’re not going to come back. You have to jump on them and take risks. Nothing—nothing, out of the ordinary—is easy, but it’s almost always worth it.”

Gabrielle Kleber, an international beachcomber, is looking for trash, not treasure. The MSU senior, majoring in chemical engineering and environmental studies, has already earned the title of world traveler. With a grant from the Circumnavigators Club Foundation, which encourages global fellowship and understanding, Kleber tracked ocean debris that’s polluting the world’s waters. Her seven-country research expedition took her to some exotic, though not pristine, locales in Hawaii, Australia, the Maldives, South Africa, Iceland and the United Kingdom. Along the way, she talked to experts and locals and picked up 72,000 pieces of trash—everything from diapers to computer parts to a castaway Barbie doll. But her larger mission is to learn how governments around the globe deal with ocean pollution and how that affects people’s lives.

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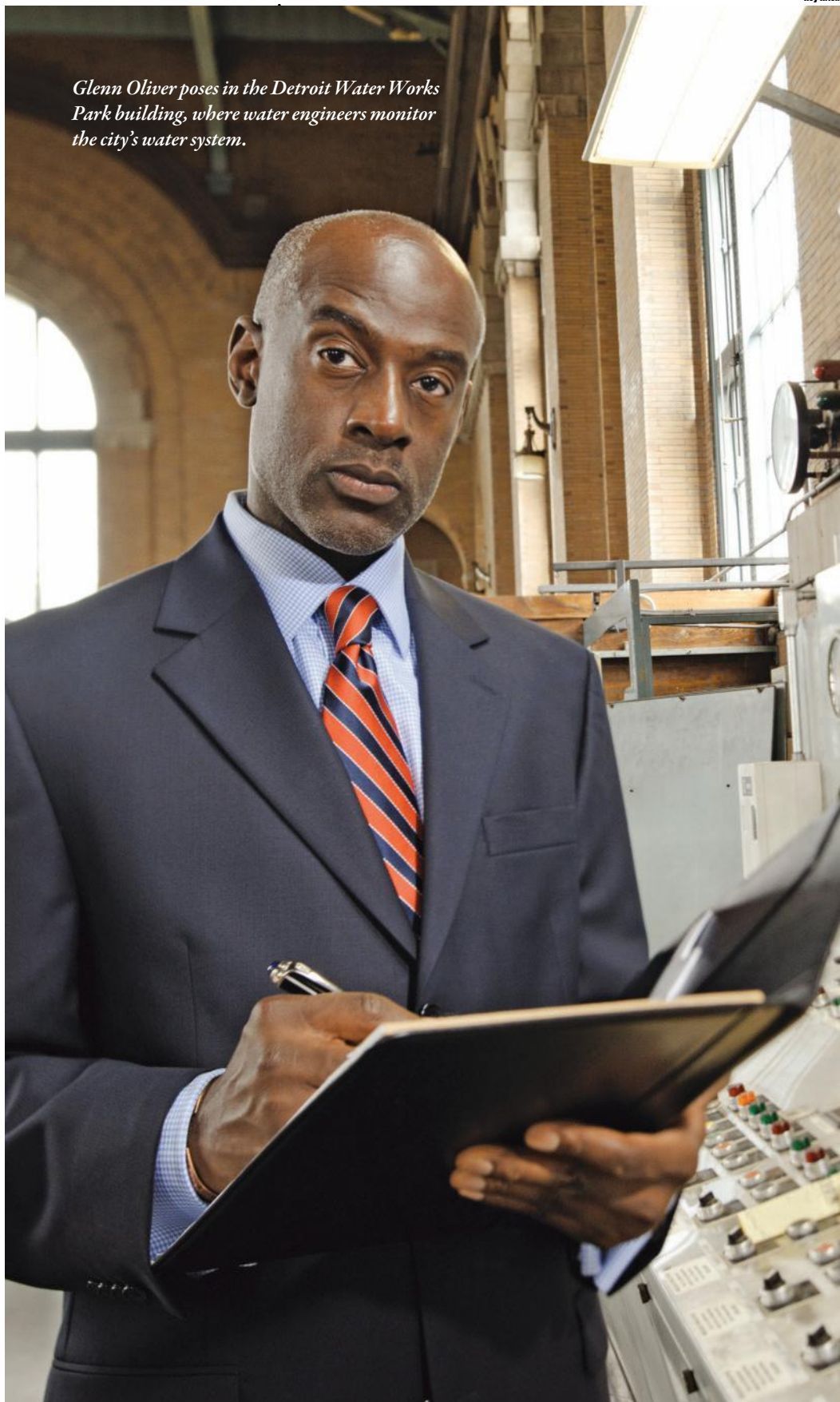
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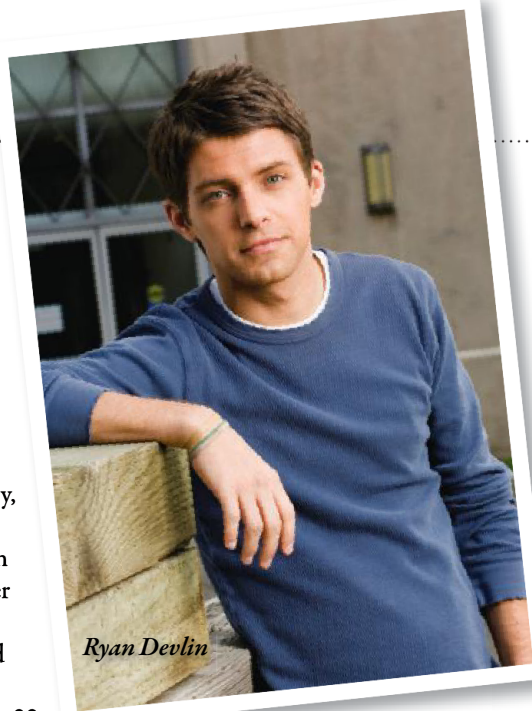
Glenn Oliver poses in the Detroit Water Works Park building, where water engineers monitor the city's water system.

Roy Ritchie

GLENN OLIVER: WATER ENTREPRENEUR

Water is becoming increasingly valuable as a resource, and the Great Lakes contain 20 percent of the world's fresh water supply. Entrepreneurs are emerging in this region, such as *Glenn Oliver*, '84, founder and president of H2bid.com in Detroit. A lawyer and former member of the Detroit Board of Water Commissioners, Oliver has created an online clearinghouse for water infrastructure projects that is drawing 25,000 to 30,000 worldwide visitors a month. "When I was at Michigan State I learned that you always get more efficient pricing when you have a market," he explains. "That is true for the water industry. We bring together water projects and vendors worldwide, and we are the first to allow e-bidding in the water utility industry, which make things simpler, more efficient and totally transparent." Oliver believes the \$500 billion water industry offers an opportunity for Michigan to take a leadership position with water technology and manufacturing. Growing up as a military brat, the stepson of a U.S. Marine, Glenn went to Muskegon High School and chose to attend MSU's James Madison College because, in his words, "That was the best pre-law program in the state." He believes James Madison College is the best value in education today. "They taught me how to write and how to think," he says. "They emphasize having outstanding scholars who are also outstanding teachers—like Ken Waltzer, Katy See and Curtis Stokes. Every teacher I had there was outstanding." When he worked for Mayor Dennis Archer, he was responsible for hiring interns. "Every student from James Madison College that we hired was as good or better than the students

from everywhere else in the country,” says Glenn, who remains connected as a member of the MSU Alumni Association. Given his passion about the water industry, does Glenn aim to become known as the state’s water king? “Well, you know, the United Nations recently designated March 22 as the World Water Day,” he notes with laughter. “Guess what day my birthday is?”



Ryan Devlin

**RYAN DEVLIN:
RISING TELEVISION STAR**

Television viewers have noticed an actor who is playing major characters in two ABC shows. In the sitcom *Cougar Town*, he plays Smith, a young lawyer who gets involved with actress Busy Philipps. In the drama *Brothers and Sisters*, he plays a law student who catches the eye of a professor portrayed by Calista Flockhart. Previously, he played the husband of Mandy Moore in *Grey’s Anatomy*. This rising star is *Ryan Devlin*, ’03. “It pays the bills doing what I love,” says Devlin. “I’ve always loved acting and did theater productions since I was 10 years old.” At MSU Ryan majored in hospitality business because, as he puts it, “a degree from MSU in hospitality business—the top HB school in the nation—is a great safety net.” Born in Lansing, who grew up in Grand Rapids, and says his college choice was easy. “I was born with green and white blood,” he notes. “I chose MSU because the great mix of academics, beautiful campus and great parties!” At MSU, he was very active with MSU Telecasters, where he did grunt

work like running the camera and hanging the lights to learn about the business. “It was also just a ton of fun to pull together student TV shows with little time and resources,” Ryan says, adding “Fortunately not too many people were watching.” Ryan also worked as an R.A. in Akers Hall. He was a member of the Izzone and had a prime seat when MSU won the 2000 NCAA championship in Indianapolis. “What shaped me the most at MSU was the Spartan Spirit,” he says. “In my freshman year I was in the Brody complex and made some incredible friends who I still stay in touch with. You make your own community. We moved to a house on Beal Street—it was like Animal House with triple secret probation.” Ryan promptly adds that his house also emphasized academics.

**GRACE LIEBLEIN:
HEAD OF GM MEXICO**

In 2009, when the company faced a financial crisis, General Motors tapped the first Hispanic woman ever to lead GM de Mexico. The selection of *Grace Lieblein*, MBA ’87, to be president and managing director turned out to be fortuitous. Lieblein combines managing skills with engineering experi-

ence—she was the chief vehicle engineer for GM’s midsize crossovers, such as the Buick Enclave, which was endorsed by Tiger Woods. She has since turned the company around and put it on solid footing. “GM has re-structured globally and reduced the number of brands,” explains Grace. “In Mexico, we came out much stronger. The crisis forced us to focus—and that’s what we did. Our cost structure is down, our portfolio is where we want it, and we have the best team anywhere in the world. I am very optimistic.” A native of Los Angeles, Grace graduated from Kettering University, Flint, and was working as an engineer in Lansing’s Oldsmobile company when she decided to pursue her MBA at MSU. “Both my husband Tom and I majored in materials and logistics management,” she recalls. “It was great.

We studied things like purchasing and distribution, that we directly were able to apply at work. It was very helpful.” Before taking charge of a company that employs 11,000 people and sells some 160,000 cars a year, Grace showed great skill launching the midsize luxury crossover line—the Buick Enclave, GMC Acadia and Chevy Traverse. “We launched in 2007,” she says. “They have sold very well, both in the U.S. and in Mexico. Even today, whenever I see one of those cars, I get a ting and think—that’s my car.” After two years, Grace has stabilized the company’s market share. GM de Mexico now ranks second in new car sales. And in 2010 she introduced the Buick brand into Mexico. “We introduced just two cars—the Enclave and the LaCrosse,” she says. “We are very new, but we are doing very, very well.”



Last December, Grace Lieblein launched the Buick brand in Mexico. She is seen here by the headquarters of GM de Mexico. The vehicle is a 2010 Buick LaCrosse.

Brian (middle) managed the massive public relations campaign for the launch of the Queen Elizabeth last October.



**BRIAN O'CONNOR:
STEWARDED THE
CUNARD LINE**

The legendary Cunard Line dates back to 1840 and for many years ruled travel across the North Atlantic. Its RMS Lusitania, torpedoed in 1915, helped prompt U.S. entry into World War I. Winston Churchill praised Cunard and its ferrying of troops with shortening World War II by one year. Today, with

ships like the Queen Mary 2 and Queen Victoria, the company is reasserting its iconic image under the direction of *Brian O'Connor*, '91, director of marketing and public relations. On October 11, O'Connor stage managed the naming of Cunard's new Queen Elizabeth—with Her Majesty the Queen attending the ceremony in Southampton, England. On Jan. 13, he stage managed all three Cunard ships sailing into

the harbor of New York City. "That's one of the top three public relations events I've coordinated," says O'Connor, who also ran two Golden Globe award ceremonies while he was PR chief at the Beverly Hilton Hotel. "It's been a thrill to be involved with Cunard," says Brian, who notes that the brand name has undergone a renaissance under the ownership of Carnival Cruise Lines (since 1998). "We now operate the

youngest fleet at sea. What I'm most proud of is that we've maintained the ocean liner experience. The interiors of our ships are all reminiscent of the floating palaces of the past, and we are bringing to life that experience again." A veteran of managing publicity for red-carpet events, galas and fundraisers, Brian also helped Hilton hotels redesign its worldwide brand image in 1996. An MSU Alumni Association member and a native of St. Johns, Brian was the drum major of the Spartan Marching Band when MSU last appeared in the Rose Bowl. This year, he finally returned to the Rose Bowl riding a Cunard float in the parade. "MSU totally should have been there (instead of Wisconsin)," he says. "I was looking forward to visiting with (SMB director) John Madden. I guess we'll have to wait till next year."

**RANDY STEPHENS & GREG
BERNAS: TOYOTA CHIEF
ENGINEERS**

Toyota Motor Corp., one of the world's two largest car makers, manufactures eight models in the U.S. Two of them, the Venza and the Avalon, boast MSU graduates as chief engineers—*Greg Bernas*, '85, and *Randy Stephens*, '85, who work out of the Toyota Technical Center in Saline. They are two of Toyota's three American chief engineers. Both credit MSU with their career success.

Bernas, a native of Allen Park, had no difficulty choosing to attend MSU. Four siblings, two nephews and a niece all attended MSU. His son is currently a student at MSU and his daughter in high school might well choose to become a Spartan. Greg, who is also the chief engineer for the upcoming RAV4 electric vehicle—a collaboration between Toyota and Tesla Motors—says MSU prepared him to succeed both in business and socially.

Courtesy of Toyota

Stephens (left) and Bernas don their MSU gear while posing for this photo (with a Toyota Avalon in the background).



“The engineering education we received was second to none,” he says. “In addition, everyone there was willing to help you. The teamwork atmosphere is just as it is in the working world.” Greg describes the Venza as Toyota’s first stab at the crossover market segment. “It’s smaller than an SUV but bigger than a sedan,” he notes. “It has a sporty look with internal cargo capacity.” As chief engineer, he says, “We’re responsible for everything—styling, cost, manufacturing, vehicle safety, engineering design, logistic, packaging, etc. Our goal is to produce a vehicle that is safe, of high quality, and that customers want and will enjoy driving.”

Stephens, a native of Grand Blanc, chose MSU over the University of Michigan after a campus visit. “MSU was a very welcoming place,” Randy recalls. “It was a perfect preparation for work life,” he says. “The courses were very challenging, but also a lot of fun. You come away with technical and social skills that help you in a professional setting. You get to work with a team and learn

the collaboration that is important in helping you have success in the real world.” He cites Ronald Rosenberg as a favorite professor. “The faculty is top notch,” he says. “Dr. (John) Foss in fluid dynamics, for example, is nationally known.” Randy has worked on the Avalon since 2004 and describes it as a premium sedan boasting the highest available car technology. “Quality and safety pervades everything that we do here,” he says. “A key component is that we want to build cars that are fun to drive.” He says Toyota engineers place more attention on metrics that measure customer satisfaction rather than sales figures. Obviously, one tends to affect the other.

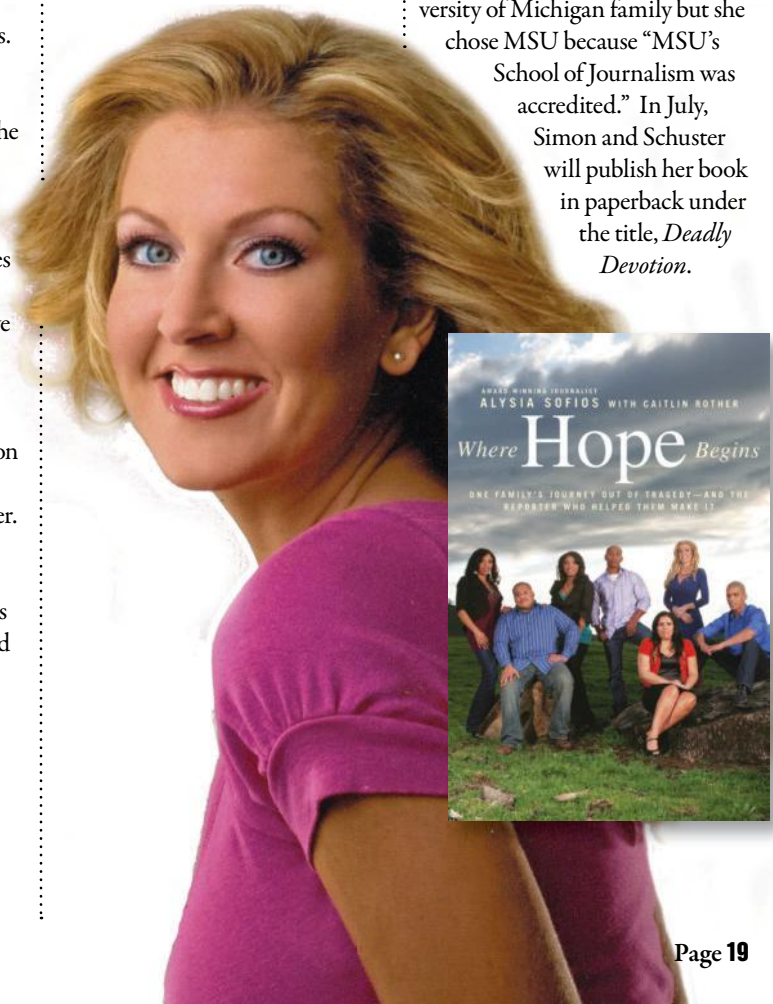
Both engineers say they are honored to be two of only three North American chief engineers for Toyota. “We’re trying to find another MSU graduate to join us,” says Greg.

**ALYSIA SOFIOS:
WHERE HOPE BEGINS**

Compassionate journalism is clearly not an oxymoron, when you consider the reporter who

covered a mass murder in Fresno, CA. In 2004, Marcus Wesson, who held a cult-like control over his family, killed nine of his 18 children—many of whom he had fathered through incestuous relationships. The first to report the story was *Alysia Sofios*, ’00, then with KMPH, Fox’s affiliate station in Fresno. “I was doing live updates on the radio and on TV,” recalls Sofios, who is now KMPH’s entertainment reporter. “This was the biggest story I had covered.” It soon dawned on Alysia the degree of horror that was involved. “Three of his children were homeless, had nowhere to go, had no money and were suicidal,” she recalls. So Alysia called shelters and other agencies. “I soon realized that they were not going to get any help,” she says. “So I invited them to stay at my house for a few days. That turned into six years and now they’re part of my

family.” For her act of compassion, Alysia has no regrets. “They are all doing amazingly well,” she says. “They’ve completed high school, gotten fulltime jobs, and are taking college courses.” Alysia documented her amazing story in *Where Hope Begins: One Family’s Journey Out of Tragedy—and the Reporter Who Helped Them Make It* (Simon & Schuster, 2009). This past summer, she was featured in an hour-long documentary on ABC about the story. She also returned to MSU during the centennial celebration of the School of Journalism and lectured on journalistic ethics. “The students were fascinated by the story,” says Alysia. “Ironically, when I was a student, I took an ethics course taught by Bonnie Bucqueroux. That really made an impact on me. I just took it to another level.” A native of Canton, Alysia came from a University of Michigan family but she chose MSU because “MSU’s School of Journalism was accredited.” In July, Simon and Schuster will publish her book in paperback under the title, *Deadly Devotion*.





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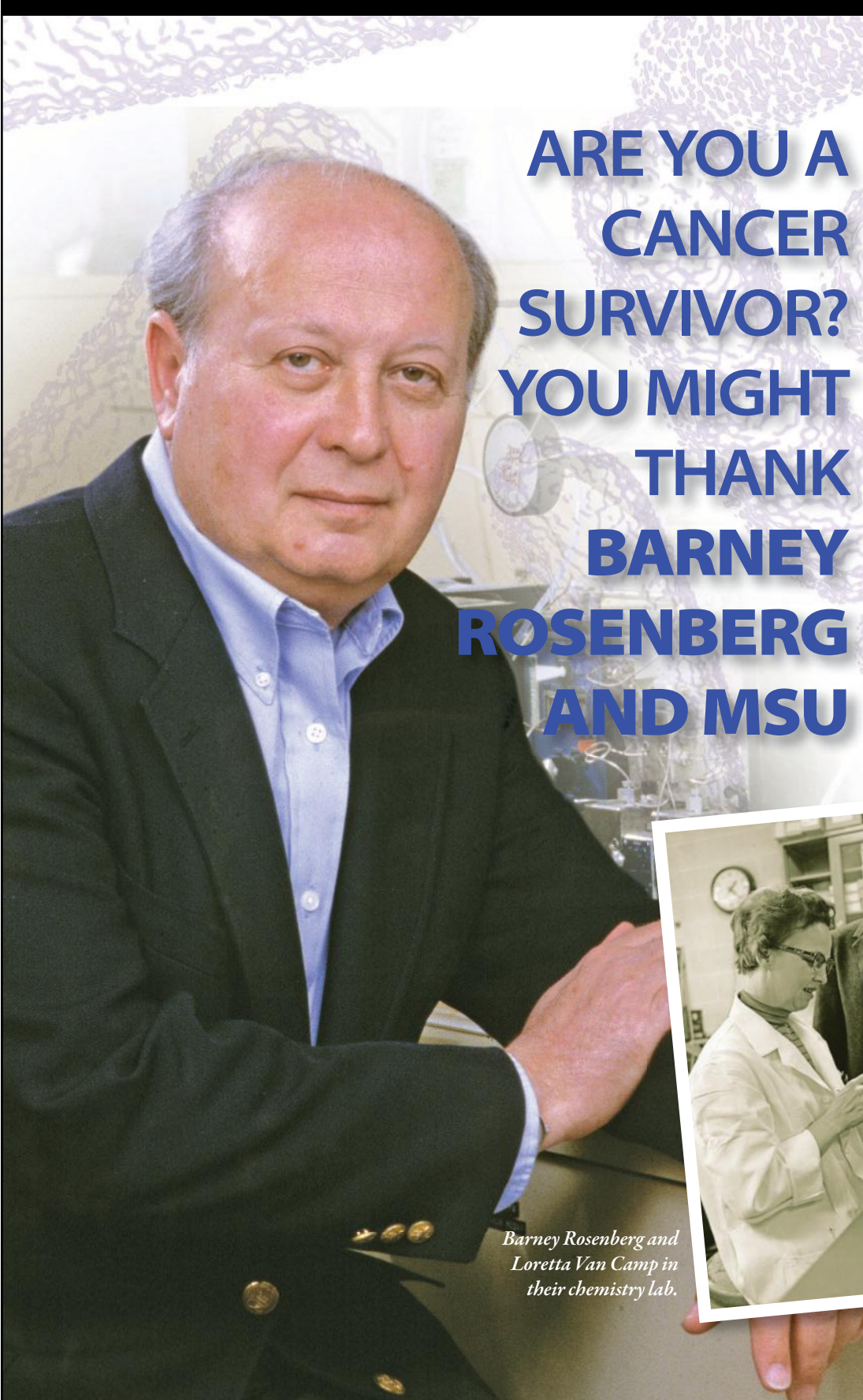


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**ARE YOU A
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THANK
BARNEY
ROSENBERG
AND MSU**

Not only did an MSU scientist discover the world's leading anti-cancer drug, but his breakthrough resulted in royalty income that continues to advance research and the transfer of technology from MSU to the world.

By Charlie Downs



*Barney Rosenberg and
Loretta Van Camp in
their chemistry lab.*

Barney Rosenberg, with his bacterial cells and electrodes, and his curiosity, imagination and persistence, may have saved the lives of more people than most of the cancer researchers in the world put together.

Gregory A. Petsko, professor of chemistry and biochemistry at Brandeis University and former president of the American Society for Biochemistry and Molecular Biology.

While cancer is still too often a killer, people are no longer surprised when someone survives a serious cancer. One reason is the serendipitous discovery at MSU of two platinum drugs by Barnett “Barney” Rosenberg in the 1970s.

The drugs, cisplatin (Platinol) and carboplatin (Paraplatin) don’t stand out because they are rarely used alone. But they are key ingredients in many of the combinations of drugs, radiation and surgery that make cancers survivable, according to the director of clinical research at one of the world’s top cancer hospitals.

“(Cisplatin) became the backbone of combination therapy for testicular, bladder, lung, ovarian, head and neck, and gastric cancers, and most recently, for triple negative breast cancer and a number of other less common tumors,” Bruce A. Chabner wrote in Rosenberg’s obituary published in *Cancer Research*.

“(Cisplatin) analogues carboplatin and oxaliplatin (developed in Japan) have further extended this range of benefit. The patients cured by these regimens and those that have benefitted from this therapy number in the millions.”

Chabner directs clinical research at the Massachusetts General Hospital Cancer Center. He previously directed the Division of Cancer Treatment at the National Cancer Institute.

The discovery is clearly one of the greatest milestones in the history of MSU research, if not

the greatest. Not only can it be measured in number of lives saved, but also in hundreds of millions in royalty income to the MSU Foundation—money that is being invested in current research and technology transfer efforts. The story of Barney Rosenberg remains a compelling saga that, to this day, stands as a beacon to the value of science and research.

Rosenberg came to MSU in 1961 at a time when scientists were rapidly gearing up for “the war on cancer,” as it became known as during the Nixon administration.

Using platinum poles to create an electrical field, Rosenberg and Van Camp quickly noticed an astounding result. The cells grew to great lengths but did not divide.

But “Barney,” as he was known to colleagues, wasn’t one of them. He wasn’t a physician, not even a biologist.

He was a physicist. Actually it might be best to describe Rosenberg simply as a “scientist.” Or perhaps, the “compleat scientist” because of his wide-ranging knowledge in many areas. In an oral history interview, he was asked what sparked his interest.

“Initially, it came about by virtue of reading an encyclopedia that was on the market at the

time, starting with page one,” he says. “The most interesting things to me were the articles that had to do with science. I knew then at a very early age—I’m talking now six and seven—that I was going to be a scientist.”

Rosenberg was born in 1926 in New York City and grew up there. He attended Lincoln High School in Brooklyn and, after Army service in the Philippines, went on to Brooklyn College, earning a B.S. degree in physics in 1948.

Then it was off to New York University to study physics under Hartmut Kallman, who had

been a student under Albert Einstein, making Rosenberg an academic grandson of Einstein. After receiving a master’s degree in 1950 and a doctorate in 1955, he worked as a researcher at Westinghouse in New Jersey.

Up to then, his research had been in solid state physics and he had received patents in that area. But it no longer fascinated him. He was intrigued by the up-and-coming field of biophysics and returned to NYU to do research in that area under a government contract.

Ritta Rosenberg, Barney’s widow, recalls that during this time he attended a fateful science conference in Sweden. There he first met Leroy Augenstein, a physicist at Brookhaven National Laboratory, and Ronald Mason, an English scientist who is now Sir Ronald.

She says the three men found they had similar interests and aspirations and decided they would try to start a department of biophysics at a university.

Following up, they submitted proposals to four universities. After campus visits, Augenstein and Rosenberg (Mason dropped out of the trio) were invited in 1961 to come to MSU and the University of California, Berkeley. They chose MSU.

Ritta Rosenberg says her husband was enchanted with MSU in that it was so pleasantly different from New York City campuses. She recalls him calling her long distance during an interview visit. (Such calls were somewhat special then.) He wanted to tell her how fascinated he was to observe a group of male students who were out serenading sororities.

In his oral history though, Rosenberg said, “The reason why we took the offer from Michigan State rather than any of the other four major universities was because of John Hannah. He made a very simple statement. ‘You do what you want to do. There are no restrictions on you. Set up any system you want. You’re totally



Research at a typical MSU chemistry lab in the 1970s



Rosenberg at work in his laboratory.



free.' Now, that's a statement you rarely ever get."

Having no restrictions, Rosenberg and Augenstein decided to make the department for graduate work only, which allowed them to concentrate on research.

"This was the dominant thing," he recalls. "Biophysics was just beginning and therefore research was the most important aspect of it. So, John Hannah's freedom that he offered us was the deciding factor. . . .

"And it was that complete freedom that allowed me to do the experiments that led to the discovery of the cisplatin drug and the anti-cancer activity. Had I not had that freedom, I never would have."

Augenstein, who was named chair of the department, was doing research on brain function, but it was his charisma that shaped his subsequent career. He was extraordinarily good at communicating science issues to non-scientists and later used that ability to prepare the public for the coming genetics revolution. He made television documentaries and spoke to church and

civic groups around the state.

Augenstein also became active in politics. He was elected to the Michigan Board of Higher Education and was said to be considering a run for the U.S. Senate. All that came to an end in 1969 when he died in the crash of the small plane that he flew to speaking engagements.

After arriving at Michigan State, Rosenberg could choose

"(John Hannah) gave me the complete freedom to do the experiments that led to the discovery of cisplatin. Had I not had that freedom, I never would have."

from a long list of research topics that were of interest to him. One of his first choices was in the area of vision, an earlier interest at Westinghouse.

He said the central question was, "How does a photon of light entering into the eye and being absorbed trigger off a neurologic reaction in the brain that tells you you've seen something? This was the problem we attacked."

Rosenberg soon had a cadre of graduate students serving as research assistants and they tackled other areas such as the physical properties of proteins and their ability to conduct electricity, an important function in biological systems. He also started studies of the process of aging.

He started his cancer research without knowing he was doing so, at least not explicitly. Rosen-

berg had become intrigued with the fact that when cells divide, the pattern they make is much like that of a magnetic field—"what you would see if you took a bar magnet, put a piece of paper on it and sprinkled it with iron filings. It's a dipole field.

"So when I first saw these pictures of a cell in division and they reminded me so much of the dipole field, I thought,

'Well, is it possible that the dipole field may be involved in the division process?' This turned out to be not an original idea on my part. Someone else beat me to it, but he didn't do any experiments. I did.

"So what I wanted to do was to see, does an electric field have an effect upon a cell's growth?"

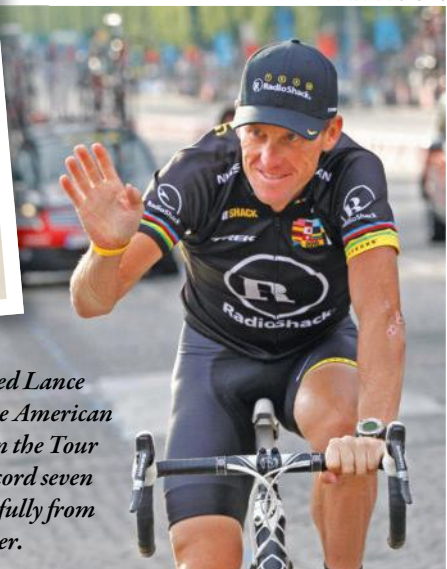
An experienced biological laboratory technician, Loretta Van Camp, set up an apparatus using platinum poles to create an electrical field in a culture containing bacterial cells. Rosenberg and Van Camp quickly noticed an astounding result. The cells grew to great lengths but did not divide.

Seeing that an electrical field was affecting cell division, Rosenberg began wondering if an electrical field could be used to control cell division in tumors, which are characterized by unchecked growth.

As it turned out, it was not the electrical field that was responsible. The bizarre growth was created by a chemical compound formed by a reaction between the bacterial culture and the platinum electrodes.



Francis Lenoir/REUTERS



Cisplatin helped Lance Armstrong, the American cyclist who won the Tour de France a record seven times, recover fully from testicular cancer.



Rosenberg's Barros Research Institute in Holt.

The next step was obvious to Rosenberg—test the compound, identified as cisplatin, to see if it would inhibit tumors in laboratory animals. The results were excellent but cancer researchers were somewhat reluctant to test in people because metals previously used in medicine—mercury and gold, for example—were disasters. They damage the kidneys. Also, there was a strong bias against metal-based drugs. They had been widely used historically but discredited since the advent of sulfa drugs and antibiotics.

But Rosenberg was persistent and because the platinum drugs looked so promising in animal tests, human testing was eventually authorized. Kidney damage was minimized by flushing the metal ions out before they could cause damage.

Early on, Lawrence Einhorn of Indiana University achieved spectacular results using cisplatin to treat patients with testicular cancer, which was then the deadliest type of cancer occurring in young men. With cisplatin, Einhorn was able to cure many men with very advanced disease.

Years later, Einhorn would treat—and cure—Lance Armstrong, the American cyclist who won the Tour de France a record seven times. Testicular cancer went from the deadliest form of cancer in young men to perhaps the most curable.

In December 1978, the Food and Drug Administration gave formal approval for the use of cisplatin for testicular cancer and also for ovarian cancer, another area in which the drug tested well in early trials.

Use of cisplatin also contributed to the medical use of marijuana to control nausea. In the early days, Rosenberg used to joke that perhaps cisplatin was the most nauseating drug ever invented. It was so bad that some patients refused the drug. But doctors soon noted that some patients did not have a problem and learned that friends were giving them marijuana.

The nausea problem was greatly relieved when clinicians began using carboplatin instead of cisplatin. Carboplatin was developed in the early 70s by two Rosenberg postdoctoral chemists—James

Hoeschele and Michael Cleare.

They took on the job of making analogs—structural modifications of the cisplatin molecule—and testing them for toxicity. One of the least toxic was carboplatin. When it was tested on humans in the 80s, it generally did as well or better than cisplatin. It has now largely supplanted cisplatin.

Rosenberg's legacy can be measured in dollars earned as well as lives saved. MSU's patents on cisplatin (and later on carboplatin) were licensed to Bristol-Myers Squibb, which began producing and marketing the drug soon after FDA approval.

The drugs became a top seller among anticancer drugs and the university's royalties soon exceeded expectations. That income went to the MSU Foundation, established earlier to receive patent royalties. By the time the patents expired they had garnered \$300 million for the foundation.

The bulk of it provided capital funding for the MSU Foundation. Money derived from foundation income established the Rosenberg Chair in Neu-

rosience, now held by Marc Breedlove, and the Rosenberg Professorship in Plant Biology, held by Robert L. Last. The foundation also funds the prestigious Rosenberg Fellowship for young graduate students.

The bulk of the foundation's income goes for grants (\$13 million in 2010) to initiate and expand promising research, particularly projects that will build MSU's research muscle and encourage economic growth in the state.

Funds are also granted for arts and humanities programs including creative and performance projects. (For more information about the grant programs, see www.msufoundation.msu.edu).

The royalties also enriched the inventors, who received 15 percent, split three ways. In the case of cisplatin, that went to Rosenberg, Loretta Van Camp, the technician who managed the biological testing, and Thomas Krigas, then a graduate student in chemistry, who worked out the chemical structure.

Van Camp, an MSU graduate in medical technology, continued

to do research in the labs of other professors. She died in 2008. Krigas worked 29 years as a research chemist and manager in the polymer and plastics industry in Chicago before retiring in 1999. Both Van Camp and Krigas, as well as Rosenberg, received honorary degrees from MSU.

In the case of carboplatin, the inventors were Rosenberg, Hoeschele, Cleare and Van Camp. Hoeschele went on to do research and lecture at Oak Ridge National Laboratory, Engelhard (platinum) Industries, Parke-Davis, the University of Michigan and MSU. Now partially retired, he lectures at Eastern Michigan University. He is also organizing Rosenberg's papers and considering writing a biography of his mentor.

Cleare was a researcher with Johnson Mathey platinum company and went on to manage research commercialization for Columbia University. He is now vice provost for research and director of the Center for Technology Transfer at the University of Pennsylvania.

Rosenberg used his share of the royalties to set up his own private research facility next to his home on College Road, just south of the campus. He was living out a fantasy formed in childhood. In his oral history interview, he said he was affected by a 1930s movie, *The Invisible Man*.

"There was a scene . . . of a wealthy man owning a large mansion and having in the back . . . a laboratory and some two or three people working with him on a particular research project. I was struck with that. That sort of sat in the back of my mind for many, many years until, finally, I put it into action."

But if it was a fantasy, Barros Research Laboratory became a well-organized and staffed facility in which Rosenberg was able to investigate a wide range of subjects that reflected his omnivorous approach to science.

One project that got a fair amount of press was a study of the relationship of sunspots to longevity. Rosenberg and his major associate at Barros, David Juckett, demonstrated that statistically, a person's lifespan is related to the number of sunspots that appeared in the year his or her mother was born. It's not as crazy as it sounds considering that sunspots are an indicator of increased solar radiation.

Rosenberg was nominated for, but never received the Nobel Prize. He did receive other prestigious prizes including the Cain Memorial Award from the American Association of Cancer Research, and the Charles F. Kettering Prize from the General Motors Cancer Research Foundation and the Galileo Galilei Medal from the University of Padua, Italy. MSU endowed a chair in neuroscience and the Rosenberg Fellowships for young graduate students in his honor.

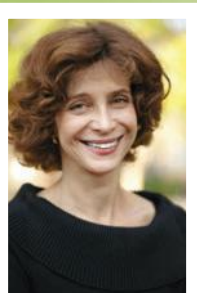
One of Rosenberg's most ardent admirers is Gregory A. Petsko, professor of chemistry and biochemistry at Brandeis University. Here's how he sees Rosenberg's place in science:

"That he never won the Nobel Prize is a testimony to the stupidity of prize juries. That his name isn't a household word along with Salk is a sad commentary on our increasingly anti-intellectual culture. But he remains, for me, the hallmark of

what we should strive to be."

To this day, cisplatin and carboplatin, both discovered serendipitously at MSU, remain by far the world's leading anti-cancer agents.

Charlie Downs, retired MSU science writer in media communications, covered Barney Rosenberg from 1962—when Rosenberg arrived at MSU—until 1998, when Downs retired from MSU.



Noah Greenberg

RECOLLECTIONS OF BARNEY

By Tina Rosenberg

He'd spend hours sitting in the living room, listening to classical music. Brahms was his favorite, but also Beethoven, Bach, Mozart, Dvorak. Later he tested his brain by reciting 60 classical composers backwards and forwards. He once advised me to buy my girls classical music CDs aimed at children.

If dad had a religion apart from science, it was classical music. He thought it helped his mind and creativity. As a teenager I couldn't imagine doing nothing but listening to music. But now I realize that he was doing something while he listened: He was thinking.

There used to be a small carnival with a carousel in Frandor, a shopping center in Lansing. Almost every weekend, Dad would take me. We had a routine—lunch at the Hamburger Heaven and then onto the rides. Then we went to a vending machine with vertical rows of Nehi sodas. He got root beer or orange, but I always got grape.

Dad ate like a kid. He loved candy, especially chocolate. He loved fast food—Arby's roast beef sandwich, McDonald's fillet-o-fish and, later on, Egg McMuffin. He loved the foods he grew up with in the Jewish neighborhood of Brighton Beach, Brooklyn. He loved salami, Nathan's hot dogs, knishes, egg creams and more obscure Jewish dishes such as p'tcha (jellied calves' foot). He loved the Chinese food of his youth—goopy chow mein and egg foo young, heavy on the cornstarch. The worse the Chinese food, the more he liked it.

He not only considered these foods his favorites, he argued that they were objectively the best foods ever made. This stuff was, of course, impossible to find in Michigan at that time. But what Dad didn't realize was that by the time he was an adult, it was impossible to find in New York as well. Nobody eats Chinese food like that any more. People's tastes have evolved, but dad's never did. His were frozen in the years of his youth.

*Tina Rosenberg, Barney Rosenberg's daughter, writes the online Fixes column for the New York Times. She won the National Book Award and Pulitzer Prize for her book *The Haunted Land: Facing Europe's Ghosts After Communism* (Random House, 1995). Her most recent book is *Join the Club: How Peer Pressure Can Transform the World* (W. W. Norton, 2011).*

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Making Strides Toward Better Health for Women

By Kathy Walsh

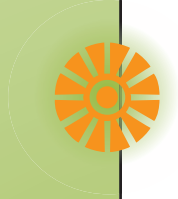
Cross-disciplinary teams of MSU researchers are gaining recognition for their pioneering solutions to the health challenges faced by women.



Community leaders across the world have long understood that women’s health has a direct impact on the well-being of children and families, the stability of the workforce and, ultimately, the quality of life for nations. Though MSU has been involved in exploring women’s health issues for many decades, in recent years that research has broadened to include all aspects of women’s health, from unlocking the secrets behind breast cancer to studying how to help women recover from violence and other traumas.

“We are fortunate to have top researchers at MSU who are looking at women’s health issues from many different perspectives,” says J. Ian Gray, vice president for research and graduate studies. “The quality of their work has generated federal, state and private funding, accolades from their peers and substantial media attention.

“These studies will greatly impact women’s health. Some of our scientific breakthroughs won’t begin to improve women’s health and women’s lives for several years—that’s the rigorous course of science. But when you consider what we are doing right now, you can’t help but be excited by our potential and our progress.”





Mildred Horodyski (left) does research focusing on feeding environments for babies and toddlers of low income mothers.

Kurt Stepmitz/University Relations



Jacek Cholewicki (left) is researching various conditions that affect women in particular. In this photo, he and an Osteopathic Manipulative Medicine colleague are probing the mechanics behind a robotic chair.



Preventing breast cancer

MSU has been at the forefront of cancer research since the 1960s, when chemistry professor Barnett Rosenberg and his colleagues made discoveries that led to the development of the well-known cancer-fighting drugs cisplatin and carboplatin (see cover story, p. 24). In recent years, MSU's College of Human Medicine has recruited researchers from across the country to tackle a variety of major diseases. Among them is John I. Risinger, associate professor and director of gynecologic oncology research in the Dept. of Obstetrics, Gynecology and Reproductive Biology. Risinger's work in molecular profiling of gynecological cancers recently received funding from the U.S. Dept. of Defense for a Gynecologic Cancer Center of Excellence through 2015.

MSU scientists have made significant progress in breast cancer research. According to the Centers for Disease Control and Prevention, breast cancer is

the most common cancer among American women, causing more than 40,000 U.S. deaths each year, making it a priority among women's health issues.

"For many of us in the MSU community, the fight against breast cancer has become a personal crusade as well as a



MSU researchers are studying the causes of eating disorders, which might afflict as many as 10 million young women and which can sometimes be fatal.

scientific challenge," says Gray. "We are proud of the advances our researchers have made in understanding and controlling cancer in its many forms. However, when it comes to breast cancer, much of our energy—and our hopes—are now focused on prevention."

Just recently a multi-institutional team of researchers led by Ellen Velie, associate professor in the College of Human Medi-

cine's Dept. of Epidemiology, was awarded \$14 million by the National Institutes of Health to identify risk factors for breast cancer in young women. The five-year study, which will focus on growth, diet, physical activity and body size during a woman's lifetime, includes the largest

sample in the United States of black women younger than 50 years of age diagnosed with breast cancer.

Velie's work complements the research undertaken at MSU's Breast Cancer and the Environment Research Center, established in 2003 and funded through 2010 by the National Institute of Environmental Health Sciences and the National Cancer Institute. Last year, physiology

Professor Sandra Haslam, director of the center, and Richard Schwartz, microbiology professor and associate dean in the College of Natural Science, found that girls eating a high-fat diet during puberty, even those who do not become overweight or obese, may be at a greater risk of developing breast cancer later in life. Haslam and Schwartz are now expanding that research with a new, five-year, \$2.3 million federal grant to study the impact of prenatal-to-adult environmental exposures that predispose women to breast cancer.

A collaborative team of 10 scientists led by Haslam and Schwartz also found exposure to the hormone progesterone activates genes that trigger inflammation in the mammary gland, a key factor in increasing the risk of breast cancer in menopausal women.

These critical findings about cancer risks could lead to cancer prevention strategies. But new information can only have an impact if doctors, mothers and



Mei Wei Chang (right) is researching predictors that can help change behaviors that lead to obesity in low income women.



Denise Saint Arnault (left) is conducting research on domestic violence survivors within Asian immigrant communities.

young girls understand what they can do to change their behaviors and improve their health habits.

That's where Karen Patricia Williams' research comes in. Williams, an associate professor of obstetrics, gynecology and reproductive biology in MSU's College of Human Medicine, is the lead author of a study of 341 Arab-American, African American and Latina women that examined levels of medical mistrust and assessed the impact on whether the participants received recommended breast cancer screenings. She found that nearly 70 percent of minority women agree that health care organizations sometimes deceive or mislead patients, which can prevent women from getting breast cancer screenings.

Health communications researcher Kami Silk, associate professor in the College of Communication Arts and Sciences, is studying the most effective strategies for communicating breast cancer prevention messages to young girls. Adolescent girls

are a primary target audience for messages about the importance of regular mammograms, self-examination and a healthy lifestyle, because early adoption of healthy behaviors may help reduce the risk of getting cancer later in life.

Improving quality of life

MSU researchers are also studying how women live with cancer. Barbara Given, University Distinguished Professor and associate dean for research in the MSU College of Nursing, is a pioneer in oncology nursing who has received millions of dollars in federal funding during her 44-year tenure with MSU. She has spent her career developing interventions aimed at helping patients and their family caregivers manage symptoms from cancer disease and treatment at home. Given and her husband, College of Human Medicine Professor Bill Given, have developed a web-based symptom management toolkit that links cancer patients' symptoms and their reports of se-

verity with intervention strategies directed toward patients.

Professor Gwen Wyatt of MSU's College of Nursing found that biological-based therapies such as diet supplements and vitamins are the most popular complementary and alternative medicines (CAM) for women recovering from breast cancer. She is using the results of this study, which was funded by the U.S. Dept. of Defense, to help women identify which therapies will be most effective for them.

Her colleague in nursing, Assistant Professor Costellia Talley, is studying differences in the quality of life experienced by African American breast cancer patients 50 years of age and older. Despite the lower incidence of breast cancer in African American women, they are still more likely to be diagnosed with aggressive breast cancer and have higher mortality rates from breast cancer than white women. Older African American cancer survivors experience poorer functional status and have more symptoms than

other ethnic groups. Because of these health disparities, she anticipates that breast cancer affects African American women's quality of life differently than white women's.

Assuring reproductive health

Another area in which MSU researchers are making notable progress is women's reproductive health, from understanding how women can best prepare for pregnancy and have successful pregnancies, to uncovering health issues related to pregnancy.

Last year, MSU established a new Center for Women's Health and Reproduction Research, supported by a \$6.8 million award from the National Institute of Child Health and Human Development. The center, one of only 15 nationwide, is a collaborative effort of MSU, Spectrum Health and the Van Andel Institute, and is housed in the Van Andel Institute in Grand Rapids, Mich.

The director of the center, Asgi T. Fazleabas is a leading authority in the fields of uterine biology, fertility and endometriosis, a debilitating gynecological medical condition that affects one in 10 women, with health care costs of \$22 billion per year.

The work planned for the center leads naturally from well-established expertise on campus. Recently Barbara Luke, professor in the MSU College of Human Medicine's Dept. of Obstetrics, Gynecology and Reproductive Biology, found that obese women are as much as 28 percent less likely to become pregnant and have a successful pregnancy. Her findings, based on data from nearly 50,000 women using assisted reproductive technology, can be applied to women not using assisted technology – women who are simply overweight have a 14 percent less chance of a successful pregnancy.

MSU's expertise in animal reproductive health is shedding light on human fertility. A team of researchers led by George Smith, professor of animal science, has discovered that the new egg-specific gene, JY-1, is necessary for embryonic development in dairy cows. Besides potentially offering the dairy industry more solutions for the infertility problem that costs it more than \$1 billion per year, the new gene provides clues into the egg's role in embryo development and may ultimately provide new options for the more than 9.3 million women treated annually for fertility problems.

Other researchers are studying the long-term effects of pregnancy on women's health, where certain diseases that strike decades later have linkages that are not well understood. Claudia Holzman, professor of



Sandra Haslam

epidemiology in the College of Human Medicine, just received \$3.7 million to study the risk of cardiovascular disease for women who deliver babies preterm. Uncovering why some mothers who deliver babies early are at an increased risk of developing cardiovascular disease would help researchers identify which groups of women may benefit from early tracking and intervention.

women three to nine times more often than men, is a condition in which a vertebra slips forward onto a bone below it, causing lower back pain, muscle tightness and nerve damage.

Understanding pre- and post-natal habits

The National Eating Disorders Association estimates that as

"We're certainly proud of what has been accomplished in the past," says Ian Gray, vice president for research and graduate studies. "But that is just the beginning."

College of Osteopathic Medicine colleagues Jacek Cholewicki, the W. F. Patenge chair, and Lawrence Mysliwicz, associate professor, are leading a two-year, \$407,000 project funded by the National Institutes of Health to examine the relationships between routine and cesarean section pregnancies, trunk and abdominal muscle weakness and degenerative spondylolisthesis in older females. Degenerative spondylolisthesis, which affects

many as 10 million young women suffer from eating disorders, a sometimes fatal health condition. Fortunately, MSU researchers are studying the causes of eating disorders, such as binge eating, anorexia or bulimia, as well as the effects of mothers' eating habits on their children.

A groundbreaking pilot study led by Kelly Klump, associate professor of psychology and past president of the Academy of Eating Disorders, found that the

influence of one's genes on eating disorder symptoms was much greater in pubertal girls with higher levels of estradiol than pubertal girls with lower levels of estradiol.

Previous research had established that eating disorders are influenced by both genetic and environmental factors once a girl hits puberty. Knowing that estradiol likely plays a role in the development of eating disorders could ultimately open the window to new treatments.

Mothers' eating habits also profoundly affect their children's health. A study by Mildred Horodyski, professor in the College of Nursing, looked at nearly 400 low income women (black and non-Hispanic white) with children ages 1 through 3 enrolled in Early Head Start programs. Results show toddlers were less likely to consume fruits and vegetables four or more times a week if their mothers did not consume that amount or if their mothers viewed their children as picky eaters.

Horodyski's study, which collected information from mothers from 28 Michigan counties, also revealed differences among race: black mothers and toddlers did not consume as many fruits and vegetables as non-Hispanic whites, though a majority of all study subjects fell below recommended U.S. dietary guidelines.

Mei Wei Chang, associate professor in the College of Nursing, has also taken a community-level view of healthy families and populations. She is exploring whether predictors of fat intake behavior are the same for normal-weight and obese low income mothers. By identifying these predictors, progress can be made in planning effective obesity prevention and treat-

ment interventions for nutrition education among such women. She is currently conducting a pilot community-based intervention, named Mothers In Motion, to help low income overweight and obese women prevent weight gain and reduce their risk of type two diabetes.

Because physical activity—along with good dietary habits—contributes greatly to health, Lorraine Robbins, assistant professor in the College of Nursing, has dedicated much of her research over the last decade to understanding the motivators behind physical activity among youth. Her research focuses on how middle-school aged girls can increase their physical activity through a school-based intervention, to determine if such programs can help girls overcome perceived barriers to being more active.

Dealing with the effects of violence

According to the Centers for Disease Control, each year women experience about 4.8 million intimate partner related physical assaults and rapes, resulting in billions of dollars in medical care, mental health services and lost productivity. MSU's Violence Against Women Research and Outreach Initiative (VAWROI) is a multidisciplinary group of faculty and students engaging in community-based, collaborative research and evaluation of this primarily women's health issue.

Some of their current projects include improving services to incarcerated and formerly incarcerated women who have experienced violence and other traumas; examining women's experiences of custody and visitation in the context of

intimate partner violence; and understanding the help-seeking of intimate partner violence survivors, especially those from marginalized and underserved communities.

The program brings together MSU researchers from several disciplines:

- **Cris Sullivan**, professor of ecological/community psychology, is an intervention researcher focused on examining how community-based programs can ameliorate the physical and psychological effects of intimate partner violence on women and their children. She also focuses on improving the community response to survivors of interpersonal violence.

- **Sheryl Kubiak**, associate professor of social work, studies the wellbeing of women involved in the criminal justice system. Her current research interests are at the intersections of criminal justice, mental health and substance abuse—encompassing both individual as well as systems issues.

- **Denise Saint Arnault**, associate professor of nursing, focuses on the experiences of distress and help-seeking for immigrant and minority women, and she has worked with women in Native American, African American and Asian communities. Her current research examines the help-seeking of intimate partner violence survivors and others experiencing severe distress within four Asian immigrant communities.

- **April Zeoli**, assistant professor of criminal justice and AgBio Research, examines public policy as a tool through which to reduce intimate partner violence and homicide. She is specifically interested in the role of firearms and alcohol in intimate partner vio-

lence and homicide, as well as the criminal justice system response to intimate partner violence.

Looking ahead

While some of these research projects are only in the beginning stages, MSU's expertise in women's health is being applied every day. Nearly every college at MSU has health-related researchers, from the three medical schools to social sciences and communications. Their perspectives are brought to classrooms, laboratories and clinical practice, preparing the next generation of researchers and decision makers with new information.

MSU also has a network of outreach activities that brings the best new ideas in health research directly to the community. For example the MSU Clinical and Translational Sciences Institute (MSU-CTSI) has a network of health care providers throughout Michigan.

"MSU is well-positioned to bring its newest breakthroughs to improve people's health and people's lives," says Gray. "We're certainly proud of what has been accomplished in the past, but that is just the beginning."

• See more MSU research stories on the web at research.msu.edu.

THE NEXT GENERATION OF WOMEN'S HEALTH RESEARCHERS



With the help of a \$2.5 million grant from the National Institutes of Health, Michigan State University is creating a cross-discipline, mentored program designed to increase the number and diversity of researchers in women's health. MSU's new Building Interdisciplinary Research Careers in Women's Health (BIRCWH) program, to be housed in the College of Human Medicine, will help junior investigators by matching them with mentors and protecting their time so they can focus on research efforts.

The overarching theme of the BIRCWH program is women's health across the lifespan. Research by BIRCWH mentors encompasses the entire lifespan from pre-conception to conception, throughout pregnancy, in early childhood and adolescence, and adult life. Recognizing that health is influenced by biological factors, behavior and environment, all research venues are represented—basic science, clinical science, behavioral science, health services research and translational research. The principal investigator (PI) and program director is Mary D. Nettleman, MD, MS, MACP.

• For more information, see *Women's Health Research at Michigan State University: A Snapshot from 2010* at www.healthteam.msu.edu/medicine/BIRCWH/Snapshot.pdf.



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HOW **MSU** **FIGHTS CRIME,** ENHANCES **CAR SAFETY,** CONSERVES **ENERGY** AND A **ZILLION** OTHER THINGS

MSU research continues to transfer to the marketplace and benefit society while helping spur the Michigan economy, as these examples from the College of Engineering illustrate.

By Francie Todd

One MSU researcher has figured a novel way to ID criminals via smart digital technology. Another has created an automated process to design innovative vehicles, sensors, cardiovascular stents and much more. A researcher in nanotechnology has created a better composite material with applications in car manufacturing, energy cells, wind turbines, electronics and a zillion other applications.

Indeed, these examples show how researchers at MSU continue to uphold a time-honored tradition—putting newfound knowledge to use to make our lives better and in the process

helping spur the economy.

For years, Michigan State University has ranked among the top research-intensive universities in the world—a distinction that not only adds to the university's academic reputation, but also offers solutions to global issues and drives economic development. MSU discoveries that have dramatically improved human life have ranged from the hybridization of corn and homogenization of milk to such life-saving technologies as the HANS head restraint device, now compulsory in many motorsports, and the anti-cancer drugs cisplatin and carboplatin (see cover story, p. 22).

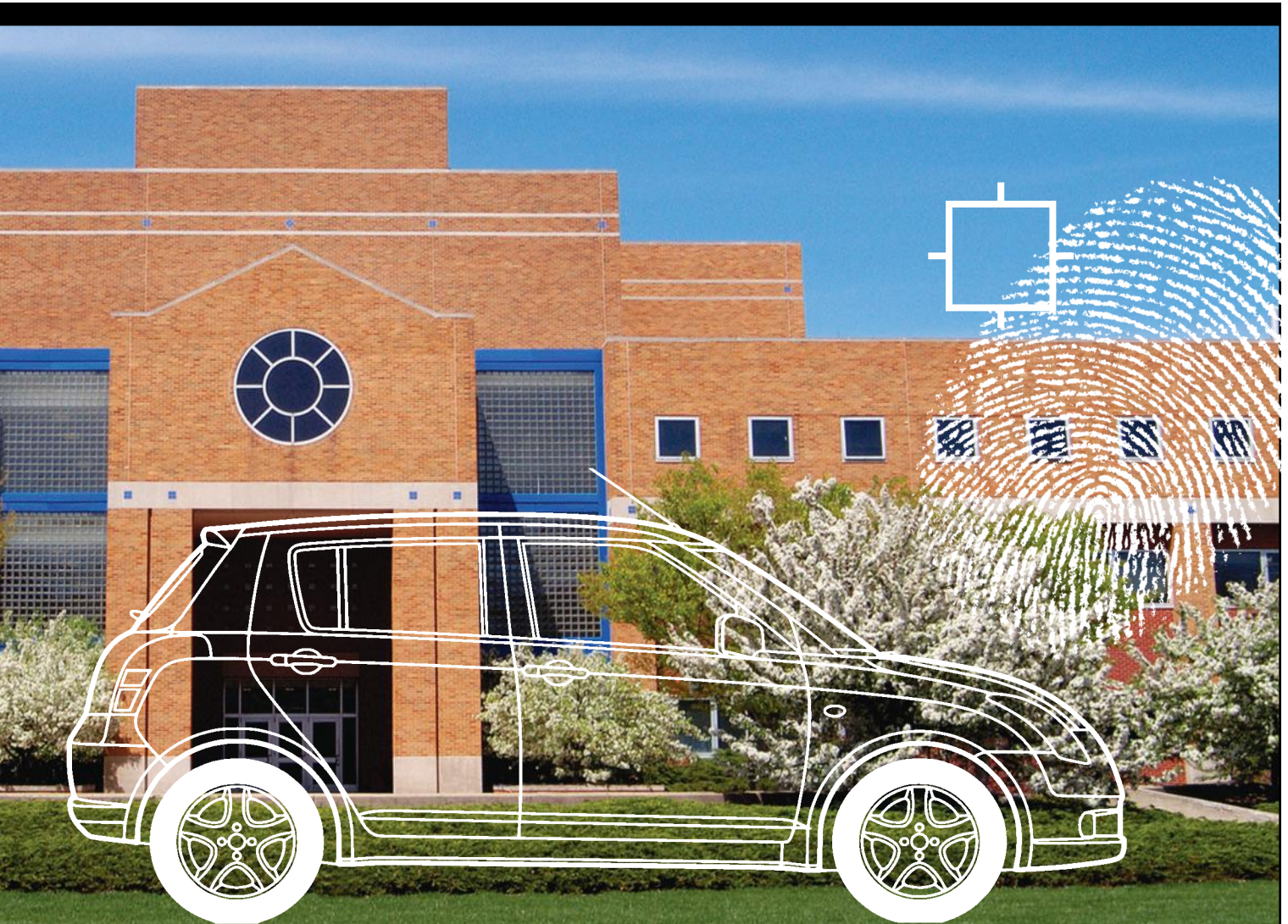
Much of today's research at MSU today addresses the grand challenges of our time—energy, health, the environment, adequate and safe food and water supplies, safety and security. For these efforts to fulfill their promise, they must travel beyond the confines of research labs; discoveries and inventions must also move into the marketplace to benefit society and enhance economic development.

In the current economic climate, the creation of new industries—based on renewable energy, biotechnology, cyber security and nanotechnology—are essential to the retooling of a manufacturing-

based economy. Both established industry leaders and entrepreneurs increasingly look to university researchers as a source of new technology and innovative ideas that help them to become more competitive and create new jobs. Conversely, business and industry can help universities to better determine marketplace needs and ensure that graduates are equipped to meet the expectations of employers.

Technology transfer, through licensing of technology developed at MSU and the establishment of new companies that take discoveries from the lab bench to the marketplace, builds financial





strength for MSU. For example, the dozens of patents MSU researchers are awarded each year spin out many economic benefits. “In 2009, the university received nearly \$4.5 million in royalties as a result of patent licensing,” says Ian Gray, vice president for research and graduate studies. “Licensed technology can also lead to entirely new businesses and the creation of hundreds of jobs.”

The growing role of corporate partnerships to advance technology at MSU is especially evident in the College of Engineering. In addition to collaborating for technology transfer, industry organizations team up with faculty

to conduct research, use research labs to test products and processes, provide co-op or internship positions for students, and support the college both financially and through active involvement in college advisory boards and activities. Last year, 22 patents were issued within the College of Engineering—accounting for 42 percent of MSU’s total patent output for the fiscal year.

“In the past five years, the College of Engineering has seen amazing growth in its research portfolio,” says Leo Kempel, the college’s associate dean for research. “Our growing reputation among grant-funding agencies

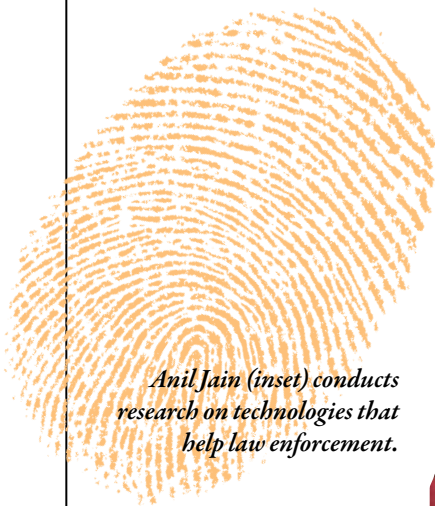
and organizations has resulted in record levels of funding success—resulting in more than \$45 million in research expenditures in 2010. In addition to governmental and foundation funding, we work closely with MSU Business CONNECT and MSU Technologies to build relationships that bring industry together with faculty in research partnerships and to facilitate the commercialization of discoveries.”

Fighting Crime Digitally

While he would never characterize himself as a superhero, Anil Jain has spent a career spanning more than 35 years at MSU

focused on technology that aids law enforcement. Jain, University Distinguished Professor in the departments of computer science and engineering, as well as electrical and computer engineering, is also director of the MSU Pattern Recognition and Image Processing Lab. His research interests include statistical pattern recognition, data clustering, texture analysis, document image understanding and biometric authentication.

An internationally recognized leader in the area of biometrics and pattern recognition research, he has received grants from organizations ranging from the



Anil Jain (inset) conducts research on technologies that help law enforcement.



E.L. Kohuth/University Relations

National Institute of Justice to the FBI Biometric Center of Excellence. He holds six patents in the area of fingerprints alone. Jain's work in pattern recognition and machine vision systems has become increasingly significant as a result of today's homeland security issues.

Despite what you may have seen on television crime shows, matching only a partial or latent fingerprint is not easy. Funded by a grant from the National Institute of Justice, Jain and his team are working on improving the performance of latent fingerprint matching as well as latent palmprint matching. They are also developing technology (funded by the FBI) that could automatically determine if a fingerprint has been altered. Other projects are aimed at recognizing faces at a distance—developing technology that will match a distant image to a close-up shot in a database of suspects; matching facial sketches to mug shots; and “soft” biometrics such as tattoos and face marks, such as scars, moles, or discolorations on the skin, to help identify a suspect.

Jain and his colleagues have developed numerous technological advancements that have been licensed for commercialization in systems designed to prevent fraud, enhance security and curtail identity theft. Most recently, the university has licensed unique tattoo matching technology to MorphoTrak, the world's top provider of biometric and identity management systems. The tech-

technology in particular will be identifying suspects as belonging to a particular gang if they have tattoos used by known gangs, and identifying victims of mass disasters such as tsunamis, when a body is too badly damaged to be identified through other means.” Daniel Vassy, president and CEO of MorphoTrak, adds that “we understand the importance of joining forces with our na-

Improving Design with Math and Computers

One longstanding spin-off company resulting from MSU research is Red Cedar Technology, Inc. an East-Lansing based business co-founded in 1999 by MSU researchers Ron Averill and Erik Goodman. Red Cedar Technology (redcedartech.com) develops and markets design automation and optimization software for various industries, including the automotive industry.

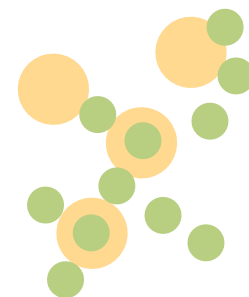
Averill has been president and CEO of Red Cedar Technology since co-founding the company in 1999. He has also served for 18 years on the mechanical engineering faculty, where his research and teaching focus on computer aided engineering (CAE) analysis, design optimization, crashworthiness and analysis of composite materials and structures. Over the years, his work has been sponsored by a combination of federal and industrial sources, and the results have been rapidly adopted by industry.

Goodman is Red Cedar Technology's chief technology

Transformative research in nanotechnology has the potential to enable the manufacture of a myriad of new devices or existing devices to perform better at lower cost.

nology analyses features such as tattoo color, shape and texture to compute the similarity between images. “This technology is an invaluable tool to assist law enforcement with intelligence gathering for suspect and victim identification,” Jain says. “Two major uses for the

tion's top academic institutions to help extend crime fighting capabilities with groundbreaking technologies. We are uniquely positioned in the industry to bring this technology to market to assist law enforcement and corrections agencies in making our streets safer.”



Lawrence Drzal (iuset) is applying nanotechnology to create new materials with many applications in a variety of industries.

officer. He is also on the MSU faculty, holding appointments in the departments of electrical and computer engineering, mechanical engineering, and computer science and engineering. Recognized worldwide as a leader in the area of evolutionary computing, Goodman serves as primary investigator and director of the BEACON Center for the Study of Evolution in Action, one of the National Science Foundation's five new Science and Technology Centers. His research has focused on optimization, design automation and CAD/CAM/CAE, particularly on developing and applying novel forms of evolutionary computation, drawing on ideas from biological evolution. In 2009, he was named Michigan Distinguished Professor of the Year by the Presidents Council, State Universities of Michigan.

Collaboration between Averill and Goodman dates back to the late 90s, when they began developing new methods and strategies for automated design optimization of engineering systems—especially crashworthy au-

tomotive structures. They started Red Cedar Technology at the request of their research sponsors, to provide engineering design consulting services and to commercialize the design optimization technology they developed. This technology is used today by engineering teams around the world for applications ranging from the design of safer and more fuel-efficient automobiles to the optimization of surgical tools and

orthopedic implants.

The automation and design optimization technology the two developed is embedded in Red Cedar Technology's flagship software product, HEEDS™ (Hierarchical Evolutionary Engineering Design System) MDO software. HEEDS is used at numerous au-

tomotive, biomedical, aerospace and durable goods manufacturing companies, as well as in other companies and universities.

The software allows engineers to automatically and concurrently explore hundreds of design parameters and their relationships in product and process design scenarios. The HEEDS software can examine an existing design, detect problems and suggest improvements. These

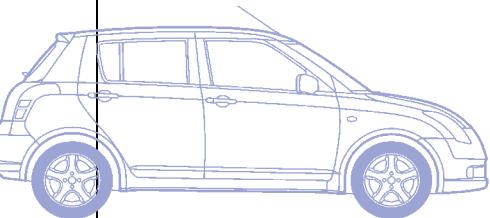
automated iterations are guided by intelligent, mathematical optimization algorithms in a process that leads to improved designs in significantly less time than it would take engineers to accomplish manually.

Like most small companies, Red Cedar Technology's growth

stalled during the deepest part of the recession. From the fall of 2008 until mid-summer 2009, Averill recalls that clients retrenched, doing the bare minimum needed to get by. Things began turning around in the third quarter of 2009, as companies began to recover confidence in their own futures and looked to Red Cedar for its expertise.

Ultimately, the new realities of a restructured economy have helped the company grow. While Red Cedar Technology's initial focus was on automotive applications, the downturn in that key market required the company to diversify. Likewise, economic pressure has created renewed emphasis on improved efficiency within corporations, bringing new clients to Red Cedar that are looking for ways to optimize their design processes. Today, Red Cedar Technology serves a global array of clients, and has resellers in India, Korea, China, Japan, Germany and Sweden, in addition to Troy, MI and Westminster, CA.

Last year, 22 patents were issued within the College of Engineering—accounting for 42 percent of MSU's total patent output.



Ron Averill (inset) is co-founder of a firm that specializes in design automation and optimization technology.



Trumpfle Photography

Averill and Goodman's continued research has led to applications for new MSU patents that have been licensed to Red Cedar Technology, adding even greater capabilities to its industry-leading HEEDS software package while supporting MSU research.

The company was recognized in 2009 by the Lansing Economic Area Partnership (Leap Inc.) and MSU as a "Community Builder" for its collaboration with the university to advance economic development and quality of life in mid-Michigan.

Tiny Particles with a Big Impact

While software available from Red Cedar Technology may result in improved designs for cars and planes, the work at XG Sciences (www.xgsciences.com) involves much smaller objects—stacks of graphite less than 10 nanometers thick. (There are more than 25 million nanometers in one inch.)

The material was discovered and developed by Lawrence T. Drzal, University Distinguished

Professor in the department of chemical engineering and materials science, director of MSU's Composite Materials and Structures Center, and chief scientist at XG Sciences, Inc., a spinoff company based in East Lansing. Drzal has been conducting research since 2000 on a material that can be used

that this laboratory development could be commercialized.

"We went to the university and said, 'Here's an opportunity for us to take something developed at MSU and start a company that would create jobs in Michigan,'" Drzal explains.

Initial funding and support for graphene nanoplatelet

erties of the material. Many of XG Sciences' patents are under license from MSU.

XG Sciences produces a form of this multifunctional material called xGnP® Graphene Nanoplatelets, essentially a nanoplatelet form of graphite created by separating the nanoscopic graphene sheets that makes up graphite. The key to the material's capabilities is a fast and inexpensive process for separating layers of graphite (graphene) into stacks less than 10 nanometers in thickness but with lateral dimensions anywhere from 100 nm to several microns, coupled with the ability to tailor the particle surface chemistry to make it compatible with water, resin or plastic systems.

Adding xGnP® graphene nanoplatelets to polymers at low concentrations results in nanocomposites that possess an array of enhanced properties—including improved strength and significantly increased electrical and thermal conductivity—leading to new and expanded applications. For example, xGnP®

MSU research in biometrics and pattern recognition can help law enforcement and corrections agencies in making our streets safer.

to strengthen the properties of natural graphite. His former students, now partners, Hiroyuki Fukushima and Inhwon Do, earned their doctoral degrees while working on these graphene nanoplatelets. Drzal thought the material had potential to be a multifunctional additive for a variety of materials and energy applications and wanted to insure

research was provided by MSU and a grant from the Michigan Economic Development Corporation's 21st Century Jobs Fund. Graphene nanoparticles developed at the College of Engineering's Composite Materials and Structures Center were licensed to the start-up company formed in 2006 to commercialize the unique prop-



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I can be added to automotive sheet molding compound to make parts stiffer, lighter and stronger. This new material may be of special interest to automobile manufacturers facing new automotive fuel efficiency standards which will require automakers to increase fuel efficiency by more than five percent per year beginning in 2012. To achieve these standards, automotive companies will need to take considerable weight out of their future cars while maintaining structural safety.

This same approach can be used to make structures for more fuel-efficient airplanes, stronger wind turbines and more durable medical implants and sports equipment. The nanothickness of xGnP[®] along with its increased electrical conductivity make it attractive for producing anodes for lithium ion batteries, electrodes for supercapacitors and as transparent conductive coatings for solar cells and displays.

“This transformative research in the field of nanotechnology

has the potential to make a myriad of new devices as well as to make manufactured goods perform better at a lower cost,” Drzal says. “It is an example of how student and faculty research conducted in the MSU College of Engineering can cross into the commercial sector, make a positive economic impact and be a technological benefit to Michigan and the nation.”

Last July, an agreement was signed with Korean-based conglomerate Hanwha Group that has led to \$3 million in funding to XG Sciences, Inc. and further research on xGnP[®] brand Graphene (Graphite) Nanoplatelets.

“This collaboration represents a major milestone in our development and an important recognition of the significance of our technology by a worldwide leader in advanced materials,” says Drzal.

Hanwha is the ninth largest conglomerate in Korea, with sales of more than \$25 billion. They produce chemicals, munitions, plastics and similar materials

for aerospace, automotive and consumer goods industries.

“It is exciting to see how fast the commercial interest in this material is progressing,” says Michael R. Knox, CEO of XG Sciences. “One of the main reasons for Hanwha’s interest is the potential synergy of our materials with a variety of their products, as well as the knowledge and research capabilities of MSU scientists to help tailor these materials for applications ranging from advanced composites to electronics and energy storage.”

XG Sciences employs 11 and has an office on Northwind Drive in East Lansing and a small pilot plant off South Washington Avenue in Lansing. The company plans to build a much larger factory in the Lansing area next year.

Drzal and his team are now looking forward to investigating additional potential applications of this technology that may substantially change the way electronics, fuel cells, batteries and solar cells perform.

Success stories such as these are illustrative of MSU’s history of successful partnerships with the business community and its commitment to applying knowledge to address the needs of society. “While MSU scientists discover great things in the confines of our labs every day, MSU research goes far beyond that,” says Gray. “Our focus on innovation encompasses research, collaboration and results. MSU research provides a seed from which economic development may flourish, growing new 21st century industries that create jobs and move discoveries and inventions out into the world to benefit society.”

Francie Todd, '80, director of marketing for MSU's College of Engineering, says a “nasty encounter with calculus as a freshman” led her to switch from engineering to writing. She and her husband Jay are members of the MSU Presidents Club and live in East Lansing with their two teenage sons.

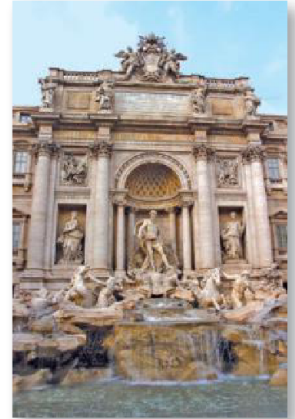
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Welcome to the MSU Alumni Association's Spartan Pathways Travel Programs for 2011. We invite you to travel with Michigan State as we embark on another year of fantastic educational experiences around the world, where you will find a number of exciting and must-see adventures awaiting you.

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The Kentucky Derby

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Wait List Status

From: \$1,999 pp + airfare

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Premier Sports

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May 19-June 4

From: \$5,395 pp including airfare
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Program Type: Land
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Highlights: Copenhagen · Oslo · Hardanger Fjord · Bergen · Geiranger · Lillehammer · Stockholm

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June 15-23

From: \$3,045 pp + airfare

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Alumni Holidays International

Highlights: Vietri Sul Mare · Ravello · Positano · Sorrento · Capri · Naples · Pompeii · Paestum

Northern Michigan Wine Tour

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Danube River Cruise and Central Europe

July 15-26

From: \$3,795 pp + airfare

Program Type: Land & Cruise & Rail
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Highlights: Passau · Spitz · Budapest · Bratislava · Slovakia · Vienna · Melk · Prague · Krakow

Cruising Alaska's Glaciers and Inside Passage

August 4-11

Wait List Status

From: Call for pricing

Program Type: Cruise
Gohagan & Co.

Highlights: Vancouver · Ketchikan · Juneau · Skagway · Sitka · Seward

Odyssey to Oxford **Wait List Status**

August 20 - September 3

From: \$4,695 pp + airfare

Program Type: Land
MSUAA Lifelong Education

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The Amazon



Augusta National



Prague



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Program Type: Land

Alumni Holidays International

Highlights: Chicago Art Institute · Bridgeport · University of Chicago Architecture · Millennium Park · Chicago River Architecture Cruise · Jackson Park · Oak Park

Heartland of Europe

October 15-23

From: \$3,195 pp + airfare

Program Type: Cruise

Gohagan & Co.

Highlights: Nuremberg · Hasfurt · Würzburg · Wertheim · Miltenberg

· Heidelberg · Rudesheim · Cochem · Zell · Bernkastel · Trier

Polar Bears of Churchill

October 19-24

From: \$4,995 pp + airfare

Program Type: Land

Orbridge, Inc.

Highlights: Polar Bear Viewings · Dogsled Ride · Cape Merry Historic Site · Eskimo Museum · Parks Canada Interpretive Centre

Mediterranean Grandeur

October 28-November 5

From: \$2,999 pp including airfare from many major cities

Program Type: Cruise

Go Next

Highlights: Barcelona · Provence · Monte Carlo · Portofino · Florence · Pisa · Sorrento/Capri · Rome

Cradle of History

November 1-14

From: \$4,299 pp including airfare from select cities

Program Type: Cruise

Go Next

Highlights: Istanbul · Volos · Kusadusi · Rhodes · Limassol · Jerusalem · Haifa · Cairo · Alexandria · Crete · Athens

Cruise the Mexican Riviera

November 27-December 4

From: \$2,395 pp including airfare from select cities

Program Type: Cruise

Alumni Holidays International

Highlights: Cabo San Lucas · Mazatlan · Puerto Vallarta · Los Angeles

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 printed and mailed eight to ten months prior to trip departure.

A minimum number of participants are needed to send an MSU host.

For more information on Spartan Pathways tours or to request a 2011 travel catalog or travel brochures, visit www.alumni.msu.edu or call (888) 697-2863.



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Green

ANOTHER EVENTFUL YEAR FOR MSU HOOPS

By Robert Bao

In 2010-11, the men's basketball team rebounded after a mid-season slump and made the NCAA tournament for the 14th straight time, while the women's team enjoyed a breakout season under Suzy Merchant for MSU's first outright Big Ten championship.

The word “comeback” has not been used much in the era of Tom Izzo, whose men's basketball program has maintained an elevated national standing since 1998.

But “comeback” emerged as a theme in 2010-11. The Spartans had to crawl out of a mid-season hole to make the NCAA tournament for the 14th time in a row. It was a daunting task, as they had to overcome six major injuries, two player departures and assorted physical ailments. They had to recover from losing five out of six games—a stretch that included a 20-point loss to the league's last-place team.

The Spartans started out No. 2 nationally, a ranking Izzo thought



Izzo

was too high but welcomed as a positive statement about the program. MSU played a schedule Sagarin ranked second toughest in the nation—including Top Ten powerhouses Duke, Syracuse and Texas away, and UConn and Washington in the Maui Invitational. MSU did manage a 76-71 win against Washington and also beat ranked teams like Wisconsin and Purdue.

Something seemed amiss, however, even when the team won. The traditional hallmarks of Izzo's program—dominant rebounding, defense and hustle—were not always evident. Early on, the Spartans were also plagued by turnovers and poor free throw shooting. In a win over South Carolina, for example, MSU—which led the nation in rebounding margin the past two years—was out-rebounded 44-41. In an 84-79 loss at Duke, MSU had 20 turnovers and missed nearly 50 percent of its free throws. The Spartans barely squeaked by Oakland 77-76, while tying the smaller Grizzlies with 24 defensive caroms.

Midway through the conference season MSU sustained losses at Illinois, Purdue, Wisconsin and last-place Iowa, and a home loss against archrival Michigan. MSU



Lucas

was allowing opponents .543 shooting during this stretch, while Junior Guard Korie Lucious was suspended for the season. Lucious and Chris Allen, who left in the preseason, were among the team's best shooters. MSU's only win during that stretch as a one-point home overtime win against 10th-place Indiana.

After that stretch, MSU fought hard to crawl back into contention—going 4-3 in the remaining games while shoring up its defense and limiting opponents shooting to around .400.

Senior Guard and Team MVP Kalin Lucas began to regain his quickness after undergoing surgery for a ruptured Achilles tendon last year. He led MSU in scoring in most games, averaging over 20 points in his last 10 regular-season games. He surged as MSU's all-time leader in made free throws, surpassing 500.

Junior Draymond Green performed with great versatility, earning a rare triple double in a home win against Penn State—only the third Spartan to achieve this feat (the others were Earving “Magic” Johnson and Charlie Bell). “Day Day” led the team in rebounding, steals, assists and 3-point field-goal percentage, and ranked second in blocks and

scoring.

Junior center Delvon Roe played with great flashes of athleticism and emerged as a defensive stopper despite surgically-repaired and bruised knees—holding some of the Big Ten's leading scorers to well below their averages. He already ranks second all-time in career blocks. Freshman shooting guard Keith Appling, last year's Mr. Basketball in Michigan and a prolific scorer in high school, emerged as a lockdown perimeter defender. As the season unfolded, senior guard Durrell Summers—who starred during MSU's last two runs to the Final Four and was MVP of the 2010 NCAA Midwest Regional—worked hard to regain his shooting touch.

On the front line, sophomores Derrick Nix and Garrett Sherman and freshman Adreian Payne all seemed to improve. Walk-ons Academic All-Big Ten Honoree Mike Kebler and Austin Thornton provided defensive help.

MSU showed true grit in close contests, winning nine of 13 games decided by five or less points. Many of the wins saw late comebacks. At home against Wisconsin, MSU trailed by nine points with 2:37 left, but won 64-61. MSU eked out similar wins against Northwestern and Indiana at home, and at Minnesota. The Spartans also carved out wins against Illinois and Washington in the final three minutes.

The senior class of Lucas, Summers and Kebler left major footprints—two Big Ten regular-season titles and back-to-back Final Four appearances. Mark Montgomery, Dwayne Stephens and Mike Garland remained as assistant coaches. At season's end, MSU got two tournament wins and made its 14th straight NCAA tournament—the third longest current streak in the nation.



The 2010-11 team poses with the Big Ten trophy. Suzy Merchant (inset) was named Big Ten Coach of the Year.



SPECIAL CHAMPIONSHIP SEASON INCLUDES FIRST-EVER SELLOUT

For the first time in history, MSU women's basketball won an outright Big Ten basketball championship. The Spartans had previously won shared titles.

In her fourth season as MSU women's basketball head coach, Suzy Merchant has achieved some historical "firsts."

She earned MSU's first outright Big Ten championship, going 25-4 overall and 13-3 in conference play. MSU previously shared Big Ten titles in 1997 and 2005.

She was named the Big Ten Coach of the Year, her first such honor.

On Feb. 13, she oversaw the first-ever sellout for women's basketball at the Breslin Center, where 14,797 fans saw the Spartans beat archrival Michigan 69-56. Merchant called the attendance milestone "overwhelming." It marked MSU's ninth straight

win over the Wolverines and it reinforced MSU's standing in the national top 15 in attendance. The win propelled MSU to No. 8 in the USA Today Coaches Poll, one notch ahead of No. 9 Duke.

MSU dominated the league in most important statistical categories, ranking No. 1 in scoring defense, scoring margin, rebound margin, steals and offensive rebounds. It was MSU's eighth straight 20-win season, and it gave the Spartans its first top seed at the Big Ten Tournament.

This year's championship—along with a Top Ten national ranking—was largely made possible by the senior class of guard Brittney Thomas, forwards Kalisha Keane and Cetera Washington, and walk-on Jasmine Holmes. Junior center Lykendra Johnson—the Big Ten Defensive Player of the Year—also entered MSU with this group but she red-shirted one season because of an injury.

"I like their leadership, certainly their talent, and their character," says Merchant of the seniors.

"And, they're fun. It's neat to hear stories about how inspirational this group has been to others on

the team. They are a hard-working group. They have a passion for the game and they love to play together."

Keane averaged 16.2 points and five rebounds a game and was named the Big Ten Player of the Year. A clutch player, she is nicknamed "Big Shot Kal" by teammates. Keane often hit shots when the 35-second clock ticked down. Most notably, Keane hit a buzzer-beater trey that beat Iowa with 0.5 seconds left and another trey to force overtime at Wisconsin with 12.9 seconds left. She is the only active Big Ten player to have surpassed 1,000 points, 500 rebounds, 200 assists and 200 steals.

Thomas ran the team while averaging 9.1 points and 2.9 rebounds. She has 385 assists in her career, which ranks in MSU's top five ever. Fellow senior Washington excelled on defense, nabbing 6 rebounds a game.

Johnson was dominant in the paint, averaging a double-double (13.5 points, 10.6 rebounds) in Big Ten play. She averaged 4.6 offensive rebounds and 2.6 steals, tops in the league. In addition, Johnson had a team-best 38

blocks for the season and was opportunistic in putback shots.

MSU clearly excelled in the all-important category of team chemistry, as Merchant has noted on several occasions. The team averaged 13.2 assists per game, compared to only 8.7 by its opponents. MSU outscored opponents by an average of 13.3 points and outrebounded opponents by an average of 8.3 caroms.

Besides the senior nucleus, MSU also got significant play from juniors Taylor Alton and Porsche Poole, sophomores Jasmine Thomas and Courtney Schifffauer, redshirt freshman Kelsey Smith, and freshmen Annalise Pickrel and Klarissa Bell. MacDonald's All-American Madison Williams, a 6-7 freshman center, suffered a season-ending injury in the preseason. Assisting Merchant are Shane Clipfell, Tempie Brown and Terry Smith.

Three of MSU's losses were on the road to ranked-teams—Baylor, Ohio State and Iowa. It's lone home loss was by one point to the Buckeyes, who reigned as Big Ten champions the past five seasons.

"They're eighth-year seniors with all the minutes they've logged in this league," Merchant says of the winning senior class. "They're a very veteran group of kids. They just find a way to win."

Keane was named Big Ten Player of the Year.





Yanakeff



Comley

RICK COMLEY RETIRES AFTER ICONIC CAREER

The 2010-11 Spartan icers were a youthful group, with only two returning seniors skating alongside 14 underclassmen. Several key players had opted to join the professional ranks early. The result was a season of youthful inconsistency, as the team failed to muster a single series sweep until the final weekend, when the Spartans swept Bowling Green.

The regular season's winning finale added a positive note to Coach Rick Comley's final stint as a college hockey coach.

In January Comley had announced his retirement at the end of this season, his ninth as head coach at MSU and 38th overall. He previously coached at Lake Superior State and Northern Michigan. An icon in college

hockey, Comley is one of only five coaches to win more than 700 games—along with his mentor Ron Mason, who retired as MSU athletics director. Comley is one of only two coaches to win national championships at more than one school. His NCAA titles came in 1991 with Northern Michigan and in 2007 with MSU. He also coached at his alma mater Lake Superior State.

"I think it's a good time for a change," Comley explains. "It's been a great ride for me the whole 38 years, and I'm really thrilled I had an opportunity at a great place like MSU, and I knew when I came here it wasn't going to be a 20-year situation, and nine's pretty good."

This year's icers performed a bit in roller coaster fashion, showing excellence at times as well as a

proneness to make mistakes. On the plus side, they beat archrival Michigan twice, both times with excellent goal-tending from rising freshman goalie Will Yanakeff. In the second win against the Wolverines, played at Detroit's Joe Louis Arena, MSU won 2-1 while performing like a championship team. But MSU suffered 14 losses, including two shutouts in Ann Arbor. Especially painful was a 5-0 debacle in the "Big Chill in the Big House," which set the world ice hockey attendance record of 113,411 at Michigan Stadium. The Spartans actually outshot the Wolverines 34-29, but the only statistic that matters is goals scored.

Other examples of inconsistency were the series against Ohio State, where MSU lost on Friday and won 4-0 on Saturday. MSU beat Miami (OH) scoring seven goals on Friday, but lost 4-0 on Saturday. The Spartans were swept at Western Michigan and Notre Dame, and lost a home series to Northern Michigan.

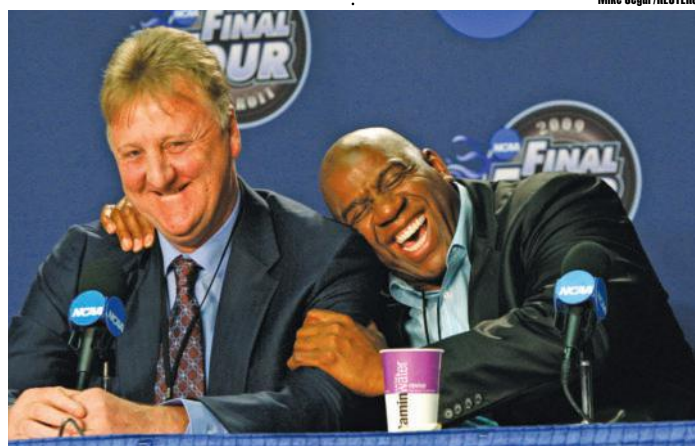
Through the ups and downs, many icers stepped up their play. Sophomore forward Derek Grant led MSU in points with 32 (24-8), followed by junior Brett Perlini

(29, 17-12), sophomore Torey Krug (26, 11-15), senior Dustin Gazley (25, 10-15) junior Daultan Leveille (18, 8-10) sophomore Dean Chelios (13, 7-6) and freshman Jake Chelios (11-7-4). Yanakeff emerged as someone who could rotate at goal with junior Drew Palmisano. All except for Gazley are expected to return.

At season's end, former All-American Spartan Forward Anson Carter, a Hobey Baker finalist who went on to an 11-year career in the National Hockey League, was honored with the 2011 Distinguished Spartan Award.

Reflecting on his career, Comley refers to himself as a "college guy" but is quick to point out that it is a way to honor all the hockey programs that he coached. "I'm really proud to have been at MSU the past nine years," he explains. "I have great memories. It was a big, big part of my career. But when I say that, I'm saying I have great respect for all three schools I've been at."

What might the future hold for Comley? "I don't have any complaints or regrets," he says. "It will be six months in Florida, six months in Marquette. Now if any opportunity comes along . . ."



Mike Segar/REUTERS

Magic Johnson (right) and Larry Bird were honored during the 2009 Final Four in Detroit on the 30th anniversary of their epic 1979 NCAA championship contest. Johnson's MSU beat Bird's Indiana State 75-64 in the most watched basketball game in television history.

FOR THE RECORD

MAGIC & BIRD ON BROADWAY

—"Magic/Bird," a new play about basketball Hall of Famers Magic Johnson and Larry Bird, is scheduled to debut in 2012—produced and written by the same team responsible for "Lombardi," the one-act play about the life of football coach Vince Lombardi. Both stars played 13 years in the NBA and often battled each other, beginning with the 1979 NCAA championship game between Michigan State and Indiana State. "Magic/Bird" is being produced in association with the NBA.

SPARTANS IN COMERICA PARK

—April 20: For the first time ever, MSU will play a baseball game in Comerica Park, home of the Detroit Tigers. The Spartans will take on Central Michigan in their 100th anniversary game. The contest will also mark the first college baseball game ever played in Comerica Park. "We're extremely excited about the opportunity to play at one of the best baseball stadiums in the country," says Jake Boss, Jr., MSU head baseball coach. Gametime will be 6:35 p.m. on April 20, 2011.

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CHIEF

ALMA MATTERS

REGIONAL CLUBS

CENTRAL OHIO—Sep. 18: More than two dozen area Spartans watched the MSU-Notre Dame game at Gallo's Taproom, Columbus. Oct. 9: Some 90 area Spartans gathered at Gallo's to watch the MSU-Michigan game. Oct. 30: About 50 area Spartans gathered at Gallo's to watch the MSU-Iowa game.

COASTAL ALUMNI, SE—Sep. 18: A dozen area Spartans met at B&D Burgers, Savannah, GA, to watch the MSU-Notre Dame game. Oct. 9: Nearly two dozen area Spartans gathered at B&D's to watch the MSU-Michigan game. Dec. 12: About 32 area Spartans attended a pot luck Christmas party at the home of Vince and Denise Oye, Bluffton, SC.

DALLAS/FORT WORTH, TX—Fall: More than 600 area Spartans attended MSU football watch parties all season at Blackfinn Restaurant & Saloon, Addison. The club raised \$1,800 for its scholarship fund. Nov. 14: About 145 area Spartans attended an MSU reception hosted by MSU President Lou Anna K. Simon at the Dallas House of Blues.

Courtesy of Bill Buckley



DAYTON, OHIO—Oct. 9: About a dozen area Spartans gathered at the home of Caroline and Bill Buckley, Fairborn, for a chili cook-off and to watch the MSU-Michigan game. More than \$200 was raised for the student scholarship fund.

DES MOINES, IOWA—More than a dozen area Spartans

gathered at Overtime Sports Bar, Urbandale, to watch the MSU-Michigan game. ▼

Miki Mertz



KANSAS CITY—Dec. 9: About 16 area Spartans attended a presentation of "Live Tidings" in a private suite at the American Heartland Theatre.

LIVINGSTON COUNTY—Oct. 1: More than 100 area Spartans attended the strolling dinner and wine tasting at Oak Pointe Country Club, Brighton. Special guests included Assistant Basketball Coach Dwayne Stephens and MSUAA representatives Tim Bograkos and John Hill.



METRO WASHINGTON, DC—Oct. 10: ▲ More than two dozen area Spartans attended a picnic at Rock Creek Park, where they celebrated the football win over the Wolverines by thumping a Michigan-logo piñata. Nov. 17: About 20 area Spartans gathered to watch the Washington Capitals take on Ryan Miller and the Buffalo Sabres at the Verizon Center. Special guests included MSU Alumnus Steve Kolbe, the play-by-play announcer of the Capitals.



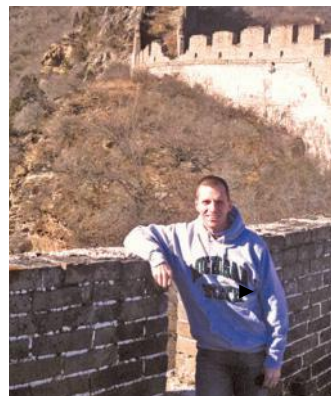
Rachel Eberhard

NORTH FLORIDA—Oct. 16: A dozen Spartans gathered to celebrate homecoming at the home of Matt and Beth Huthins, Ponte Vedra Beach. Nov. 27: About 40 area Spartans and Nittany Lions participated in a blood drive prior to watching the MSU-Penn State game at Jerry's Sports Bar, Jacksonville. Dec. 5: About 18 area Spartans gathered for a holiday party at the home of John and Melanie Dillingham.



Pub & Grill, Fair Oaks, to watch the MSU-Michigan game.

SOUTH DAKOTA—Sep. 18: A dozen area Spartans gathered at the home of Notre Dame alumni to watch the MSU-Notre Dame game. ▼



PUGET SOUND, WASHINGTON—In November, Club President Chris Lathwell showed off his MSU sweatshirt on the Great Wall of China.

SACRAMENTO VALLEY, CA—Oct. 9: More than 70 area Spartans gathered at Players Sports



SOUTHWEST VIRGINIA—Nov. 20: Nearly two dozen area Spartans gathered at Mariners Land-

Will Norvelle



ing, Benjami's at the Pointe, ▲ Smith Mountain Lake, for dinner and to watch the MSU-Purdue game.

CONSTITUENT ASSOCIATIONS

ARTS & LETTERS—Oct. 16: More than 200 alumni and friends, including Andrew Campbell and his family, attended the Homecoming pregame tent at Adams Field. The Dept. of Theatre staged a ▼



performance of *Evil Dead: The Musical*, a comedic take on the Sam Raimi movie *The Evil Dead* (1981). Special guests included Betsy Baker (left, with Dean Karin Wurst), who starred in the original *Evil Dead* film.

BUSINESS—Sep. 23-25: More than 100 MBA students and alumni attended the MBA Broadlink Conference at MSU's Henry Center for Executive Development. Special guests included Social Media Expert Erik Qualman, Athletics Director Mark Hollis, and MSUAA Executive Director Scott Westerman. Dec. 6: More than 200 alumni and friends attended the Broad College's Executive Forum of Detroit at the MSU Management Education Cen-



ter, Troy. Special guests included Ravi Shanker, president and CEO of Dow-Kokam.

COMMUNICATION ARTS & SCIENCES

—Oct. 15: Janet Lillie, associate dean for undergraduate education, and Distinguished Alumni Award winner Craig Murray, were among more than 100 alumni, friends and faculty gathered at Beggar's Banquet to celebrate Homecoming. Oct. 23: More than 300 alumni, students and faculty attended the School of Journalism's Centennial Celebration—which included a day-long conference and a reception at the East Lansing Marriott. ▼



EDUCATION—Oct. 16: Dave, '64, and Mary Kay, '61, were among some 700 alumni and friends who attended the Homecoming Tent Party at Demonstration Field. The attendees enjoyed free food, live music, face painting and Sparty. ▼



Courtesy of Sara Jones

HOSPITALITY BUSINESS

—Nov. 13: Nearly 250 alumni and friends attended the Celebration of Leadership at New York's Waldorf=Astoria Hotel during the International



Hotel/Motel & Restaurant ▲ Show. John A. Belden, '85, was honored as "Industry Leader of the Year," along with four other inductees into the school's Alumni Association Hall of Fame. Special guests included MSU Business Dean Stefanie Lenway.

MUSIC—Sep. 8: Some 250 people attended a recital by MSU alumna and soprano Janet Williams at the Music Building Auditorium. Special guests included MSUAA Executive Director Scott Westerman, Dean Jim Forger, and Edward Quick, president of the Music Alumni Association, who presented Williams with the 2010 College of Music Distinguished Alumni Award. Alan Nathan, a member of MSU's piano faculty, accompanied her during her performance. ▼



OSTEOPATHIC MEDICINE

—Sep. 14: The annual golf tournament at Eagle Eye, Bath, raised more than \$10,000. Sep. 24: More than 80 alumni attended classes and an evening reception. Sep. 25: More than 500 alumni

Courtesy of Craig Reed



and ▲ friends, including Tom Izzo and MSU Provost Kim Wilcox, attended the college's pre-game tailgate.

emerita of Human Development & Family Studies, is videotaped for a Spartan Saga during the college's Homecoming tailgate, which was attended by more than 330 alumni, friends and faculty members. Special guests included President Lou Anna K. Simon, Dean Marietta Baba, Social Science Alumni Board President Allyn Shaw and Distinguished Alumnus Bill Livinood, Sergeant at Arms of the U.S. House of Representatives.



PACKAGING—Nov. 1: More than 300 alumni and friends attended an alumni reunion at Chicago's Hard Rock Café that coincided with Pack Expo. Special guests included MSU Provost Kim Wilcox, former Dean Jeff Armstrong (in photo with packaging students) and Packaging Director Joseph Hotchkiss. So far, \$100,000 has been raised for the association's scholarship fund.

SOCIAL SCIENCE—Oct. 16: Linda Nelson, PhD '63, faculty



INTERNATIONAL CLUBS

ONTARIO, CANADA—Dec. 2: About 30 area Spartans attended a mixer at Milestone's Bar & Grill, Festival Hall, Toronto. Guest speaker was Gary Hawthorne, '78, vice president of Finance for Ford of Canada and a member of the Board of Directors of the Eli Broad College of Business Alumni Association.

UNITED KINGDOM-LONDON—Oct. 9: Club President Gail Sulkes was among some two dozen

area Spartans gathered at the Sports Café, London, to watch the MSU-Michigan game. ▼



ALUMNI INTEREST GROUPS

ALUMNI BAND—Sep. 25: Some 300 alumni attended the Alumni Band's 40th Annual

Fall Reunion Weekend. Oct. 31: Beryl Falcone (right), widow of longtime MSU Director of Bands Leonard Falcone, is congratulated by Robert Nelson at her 90 birthday celebration in the Spartan Stadium Towers. Leonard was director of MSU Bands from 1927-1967. ▼



MSU COMMUNITY CLUB PARTNERS WITH MSUAA

A wine and cheese benefit to raise funds for Spartan Scholarships, sponsored by the then Faculty Folk Club and MSU Alumni Association in 1987, has evolved into the popular "Taste of the Town," which will be held at the Henry Center for Executive Development from 5:30 to 7:00 p.m. on Saturday April 9, 2011. Twenty-five local establishments will be providing the "tastes."

In 2007 the partnership was strengthened when the Faculty Folk Club changed its name to MSU Community Club and officially extended membership to alumni and the broader campus community. Alumni have responded positively to the invitation and now actively participate in the club's 25-30 interest groups as well as attending the group's informative programs. Alumni have been added to the membership roster the past three years. MSUCC

members can also be counted as MSU Alumni Association Life Members. The Partnership is working both ways.

Since 1939 the Faculty Folk/Community Club has raised more than \$245,000 for scholarships. To order tickets for this year's "Taste of the Town," contact Gretchen Forsyth at forsythg@cse.msu.edu or (517)-332-6683. Three students in the Broad College of Business with financial need will be the recipients of the 2011 MSUCC Endowed Scholarships.



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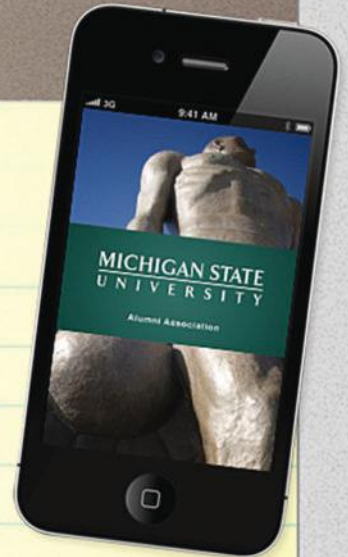
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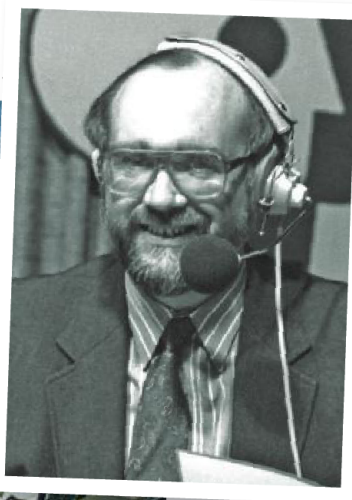
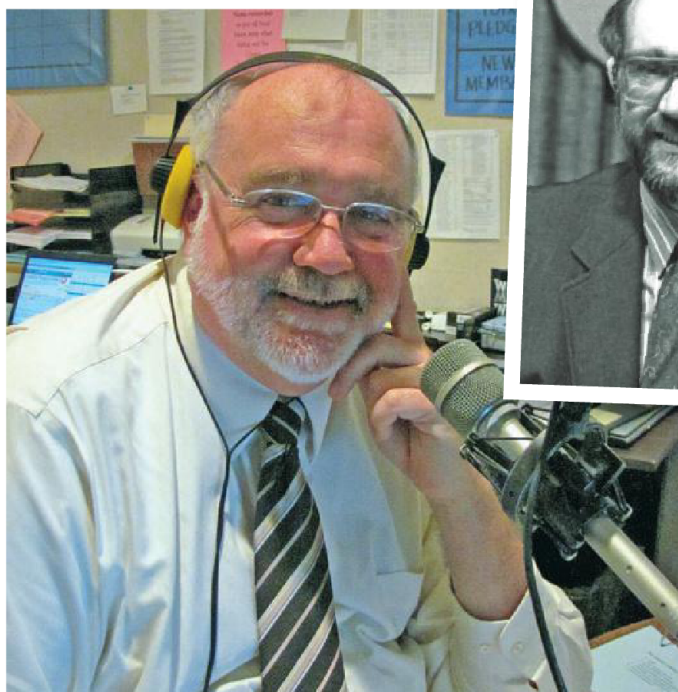
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BROWN WALKS THE WALK FOR WKAR

by Jeanie Croope

David Brown '78, MA '83, Communication Arts and Sciences remembers an evening in the 1980s when he stood before live television cameras in WKAR's studio and, with great aplomb, auctioned off a vasectomy donated by a local urologist to the public television station's fundraising auction.

It was, he recalls, an "awkward but humorous moment," and one of the joys of doing live television when anything can happen.

For more than 20 years, Brown, assistant director for Alumni Engagement in the MSU Alumni Association, has brought his rich, melodious voice to WKAR as a volunteer. He is often heard during radio and television membership campaigns, asking viewers and listeners to make a financial commitment to the television or radio station.

Dave not only "talks the talk," but walks the walk as well. He recently made WKAR a beneficiary of part of his personal estate plan. The endowment will be used to support WKAR at the discre-

David Brown has been an on-air voice of encouragement for WKAR membership campaigns for more than 20 years.

tion of the director of Broadcasting Services with preference given to community outreach, technology improvements and challenge grants during pledge drives. The estimated future gift will be over \$200,000 once the gift is realized, and is expected to grow over time. Dave is a member of MSU's Snyder Society and the MSU Alumni Association.

"It is my hope this will offer the station flexibility for its community outreach efforts," he says.

The transition to a digital media environment has allowed WKAR to significantly expand its commitment to outreach and community engagement. Susi Elkins, WKAR's Content and Community Engagement manager said, "It's imperative that our content reflect the needs and interests of our community. Gifts like Dave Brown's help us dedicate significant resources to directly interacting with the communities we serve."

Dave's affiliation with WKAR is a long one, going back to his days as a student in Justin Morrill College in the early 1970s. He worked as a production student at the station long before he took on a role as a volunteer.

Most individuals considering their estate plans know many organizations would welcome their gift. Dave had several reasons that led him toward WKAR. "Radio and television has been an important part of my life for many years as a volunteer, consumer of programming and as a community presence. I am so fortunate to have had the opportunity to work with the great staff of television and radio," he said.

But there was another reason that tipped Dave toward supporting WKAR over other university programs. "Someone considering giving money to MSU has many fine choices and many fine opportunities," he concedes. "A great number of these choices are already well funded. I would encourage anyone giving money to choose something with a need and that reinforces the university's outreach commitment."

► For more information on endowment or planned gift options for WKAR, contact Development Director Cindy Herfindahl at (517) 432-3120, or cindy@wkar.org.



◀ **SPARTANS ON MT. KILIMANJARO**— (L to r) Jason T. Byrd, '97, J.C. Huizenga, MBA '76, and Jason Pater, MBA '03, scaled Mt. Kilimanjaro, which at 19,341 feet is the highest peak in Africa.

Huizenga, the nephew of Wayne Huizenga, is a member of MSU's Abbot Society.

▶ **SPARTAN CENTENARIAN**— Flo Davis, age 101, a longtime teacher in Boyne City, remains one of MSU's most loyal fans. She is proudly wearing an Izzone shirt while watching an MSU basketball game in December.



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GRANDPARENTS UNIVERSITY

June 28-30, 2011

Three-day educational program throughout campus for alumni and their grandchildren ages 8-12.

E-mail: grandparents@msu.edu

AGRICULTURE & NATURAL RESOURCES

Golfing for Scholarships
June 7, 2011 – 10 am
shotgun start

Forest Akers West

E-mail: kreed@msu.edu

COMMUNICATION ARTS & SCIENCES

Alumni Awards Dinner

May 7, 2011 – 6 to 10 pm

Lincoln Room, Kellogg Center

E-mail: casalum@msu.edu

MSU ALUMNI BAND

Spring Reunion & Concert

May 1, 2011 – 2 pm

E-mail: JimBarry1@comcast.net



MUSIC

Showcase Series: Verdi Requiem

April 30, 2011 – 8 pm

Cobb Great Hall,

Wharton Center

E-mail: adamsk10@msu.edu

Annual Jazz Spectacular

April 14-16, 2011 Four events

E-mail: adamsk10@msu.edu

HOSPITALITY BUSINESS

Les Gourmets:

Heart of Europe

April 9, 2011 – 6 pm

Ballroom, MSU Union

Student-produced, black-tie

optional seven-course dinner.

E-mail: Loeffler@bus.msu.edu

Legacy Breakfast

June 3, 2011 – 8:15 to 10 am

Kellogg Center

E-mail: Loeffler@bus.msu.edu

OSTEOPATHIC MEDICINE

Annual Osteopathic Open

Sept. 9, 2011

Forest Akers West

E-mail: kim.camp@hc.msu.edu

Silverfest Weekend

Sept. 9-10, 2011

Reception at Kellogg Center

and pregame tailgate at

Demonstration Field.

E-mail: kim.camp@hc.msu.edu



BE COOL! JOIN US AS WE JUMP UP TO NEW HEIGHTS

By Robert Bao

When *U.S. News & World Report* rates universities, one factor it considers is how many alumni become members of the alumni association. The number reflects, to some degree, how much alumni support their alma mater.

I'm happy to report that the MSU Alumni Association has experienced a major jump in its membership—by more than 4,000 over a year ago. The MSUAA currently has 38,300 members, compared to about 34,200 a year ago.

"We've made this gain despite the downturn in the economy," says Laurie Robison, MSUAA membership director, who is clearly pleased with the surge of support.

"We're absolutely delighted," says Scott Westerman, executive director of the MSUAA, or "head servant of MSU alumni," as he likes to informally

call himself. "We want to thank all those who have joined as new members or rejoined us after their previous membership ran out. This support will help MSU in so many ways. Our job is to also make sure that membership will prove to be of great value to members and make sure the MSU Alumni Association becomes one's personal network for life."

Robison says several factors helped account for this surge. "We published an alumni directory, and that helped bring us more than 1,400 new members," she says. "We also ran aggressive campaigns to bring in new members as well as regain former members. It's a combination of many efforts."

Here are some additional specific steps behind the upsurge:

- Last summer's alumni directory yielded 56,659 data updates along with 1,419 new members.
- Last fall, an appeal was sent to 31,000 alumni, who's memberships had lapsed. It's on track to yield

some 500 returning members.

- Membership campaigns were supplemented with appeals from student telemarketers.
- The strengthening of engagement efforts and special programs, such as Coaches on the Road events and the Izzone Alumni Reunion, has helped us connect with more alumni at a personal level.

And there are more to come. This year the MSUAA will launch a membership campaign that relies heavily on social media.

"This is a really fun campaign," says Robison. "It's a contest to identify and recruit the most spirited or 'greenest' Spartans out there. You upload a photo showing your Spartan pride and spirit. You also get to vote on a favorite photo every week. Each week we'll give out a prize based on the voting, but the idea is to grow our membership."

The photos shown here illustrate the kind of photos the MSUAA will seek during this contest.

"We want to leverage the power of social media," explains Robison,

who also notes the success of the MSUAA's app—the Cap & Compass Crib Sheet for MSU, available for iPhone, Android, Blackberry and iPad/iPod. "We'll have cool prizes, including T-shirts, tickets, jewelry and even cash."

I already know which prize I'd like to win. I love the button created by Robison that says, simply, "Kiss My S."

The button not only sends a strong message about my support for MSU, but is also versatile enough to be useful on other occasions, such as rivalry games, or "just because."

Stay tuned.

• To join the MSU Alumni Association, visit us online at alumni.msu.edu or call toll free (877) MSU-ALUM.

GREEN IN PARIS—(L to r) Sarah Pomeroy, Chelsea Satkowiak and Meghan McLaughlin show their colors by the Louvre pyramid.



Seniors Janel Rutzen, Emily Tschirhart and Devin Barrett exemplify Spartan Spirit.

Timeframephoto.com

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STATE'S STARS

Njema Frazier, PhD '97, a physicist in National Nuclear Security



Administration's Defense Programs, has been recognized as one of "TheGrio's 100: History Makers In The Making,"

TheGrio.com, a division of NBC News, compiled the list of 100 African-American men and women who are writing the next chapter of American history. Frazier was recognized for "modernizing the way the United States will defend itself in the 21st century" and for helping to develop future scientists. Frazier manages the development of the codes for weapons simulations, creating computer models to test the hypothetical safety, performance and reliability of aging warheads.

Shannon Shelton Miller, '99, former Detroit-area sportswriter,



has been named assistant director of communications by the University of Dayton, OH. For the past five years,

she worked at the *Detroit Free Press* as the beat writer for MSU football and men's basketball. She also worked at the *Orlando Sentinel* and *Medill News Service* and interned at *Dow Jones Newswire* in Madrid, Spain; the *Cleveland Plain Dealer*; the *Atlanta Journal-Constitution* and the *Lansing State Journal*.

Mark Robert O'Brien, '89, executive vice president of Impulsive Group,



New York, has been named general manager of the Thayer Hotel, a historic hotel and meeting grounds of the U.S.

Military Academy at West Point, NY. Since graduation O'Brien has worked in hospitality business where he gained experience in sales, customer relationship management, marketing, accounting, human

resources and website management. In 2007, O'Brien was inducted into the Waldorf=Astoria Distinguished Alumni Hall of Fame.

John Ruswinckel, MBA '72, COO at Lifespan Inc., Battle



Creek, has been named CEO and president of the company. Ruswinckel has served as Lifespan's

CFO and Home Health executive director. Prior to his work at Lifespan, he worked as CFO for a commercial real estate management and development company and was the vice president of finance and administrative services for Gratiot Community Hospital. Ruswinckel is active in several associations, including the Michigan Association of Certified Public Accountants.

Michael Gadola, '85, Michigan Supreme Court counsel and general counsel to the State Court Administration Office (SCAO), has been named by Gov. Rick Snyder as his legal affairs director. Gadola joined the Supreme Court in 2003 and was also named general counsel to SCAO. Currently, Gadola is a fellow of the Michigan State Bar Foundation and is active in a number of organizations including the Incorporated Society of Irish-American Lawyers, Boys and Girls Club of Lansing, Greater Lansing Ours by Adoption and the Catholic Lawyers Guild.

Johanna Novak, '97, attorney in the Marquette office of Foster Swift Col-



lins & Smith, PC, has been elected a shareholder of the firm. Novak practices primarily in the areas of health

law, health insurance and employee benefits. A frequent presenter and author, Novak often covers HIPAA, the American Recovery and

Reinvestment Act, and the Patient Protection and Affordable Care Act. Active in both professional and community organizations, she is a member of the American Bar Association and the State Bar of Michigan and Wisconsin, among other organizations.

Robert Rust, MS '54, retired animal science professor, has been inducted



into the Meat Industry Hall of Fame. Rust taught at Iowa and MSU, and was a consultant to meat proces-

sors in more than 30 countries. He co-authored more than 55 articles in scientific journals and other publications. Rust mentored many students at both graduate and undergraduate levels. Following his retirement in 1994, Rust and his wife established a scholarship fund to encourage and support students interested in a career in meat processing.

Wendy Raymond, '75, a teacher at Tappan Middle School, Ann Arbor,



received the 2010 Teacher of the Year Award by a national lawyers group. Raymond received

national recognition from the American Lawyers Auxiliary of the American Bar Association with the Law Related Education Middle School Teacher of the Year Award. Raymond is a part of a Washtenaw County Bar Association partnership with Ann Arbor Public Schools and was also awarded the Crystal Apple Award for Teacher of the Year from the State Bar of Michigan Lawyers Auxiliary.

George Levitt, PhD '57, a retired senior principal investigator for DuPont, was honored with the Agrow Lifetime Achievement Award for his pioneering work in the discovery of sulfonylurea herbicides. These herbicides discovered by Levitt have an



excellent environmental profile that is still considered an industry standard today. Levitt's achievements have

been recognized with numerous honors and awards over the past three decades including the U.S. National Medal of Technology and the American Chemical Society Heroes of Chemistry Award.

Matthew Schneider, '96, federal



prosecutor with the U.S. Dept. of Justice, has been named the Michigan Supreme Court's chief of staff and

general counsel. Prior to becoming a federal prosecutor, Schneider served on the legal staff of President George W. Bush. Schneider is a visiting professor of Constitutional Law at Cooley Law School and has spoken and written on numerous aspects of Constitutional Law. He previously practiced international law with the Washington, DC firm of Wiley, Rein & Fielding LLP.

Theresa Kluk Banka, '88, MBA '88, the lead technical partner in



Plante & Moran's Employee Benefit Plan Audit Practice, has been named a member of the

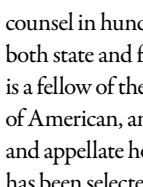
American Institute of Certified Public Accountants' (AICPA's) Employee Benefit Plans Expert Panel. Banka is responsible for the development of the firm's employee benefit plan audit approach and also for the team that performs firm-wide pre-issuance quality control review of employee benefit plan financial statements.

Richard Cordray, '81, attorney general of Ohio, has been named by the U.S. Treasury Dept. to lead the enforcement division of the newly created Bureau of Consumer Finan-



cial Protection in Washington, DC. Prior to becoming attorney general, Cordray was a state representative and sponsored legislation for fighting crime, preserving the environment and helping families and children. Cordray serves on the Advisory Board for the Friends of the Homeless, and is past chair of the Hilltop YMCA Advisory Board. Cordray is a member of MSU's Presidents Club.

Deborah Hebert, '74, MA '77, an attorney with Collins, Einhorn, Farrell & Ulanoff, PC, Southfield, has been named to the 2010 *Michigan Super Lawyers*. Hebert has served as the lead



counsel in hundreds of appeals at both state and federal levels. Hebert is a fellow of the Litigation Counsel of American, an invitation-only trial and appellate honorary society. She has been selected by her peers for inclusion in *Law and Politics Magazine's Super Lawyers* for years 2006 to 2010. She was also named among the top 50 Michigan women lawyers in 2009 and 2010.

Jay Dubey, '76, president and CEO of Thumb National Bank &



Trust Co., Pigeon, has been elected chairman of the Michigan Association of Community Bankers (MACB).

Previously he was the executive vice president and senior loan officer of the bank. Dubey also serves as chairman of Scheurer Hospital and as a board member of Bluewater Thumb Youth for Christ and the Pigeon Rotary Club. He taught Sunday school for 30 years at the Salem United Methodist Church.

Rochelle "Shelley" Crawford, '06, Morning Foods process engineer

for the Kellogg Company, Battle Creek, Michigan, has been promoted to WKKI Morning Foods business unit manager. Crawford joined Kellogg after graduation and in 2010 won the



Outstanding Young Alumnus Award from MSU's College of Agriculture and Natural Resources. She was also recognized as a member of the American Society of Agricultural and Biological Engineers "New Faces of ASABE" Class of 2011. Crawford is also a member-at-large of the Institute of Food Technologists Great Lakes Section.

Philip Hart, MA '70, PhD '74, founder and chairman of Hart Re-



alty Advisors was named "Executive of the Year" in the Diversity Category by Commercial Property Executive (CPE). Hart is also managing partner of Santa Fe Clean Tech Development Partners, LLC, in Los Angeles, CA. While a graduate student at MSU, Hart worked for MSU's Center for Urban Affairs and the Lansing Urban League.

Donald Burns, '68, managing director for Miller Nash LLP,



Portland, OR, was named 2010 Professional Services CEO of the Year by the *Portland Business Journal*.

In 1973, Burns joined Miller Nash as a litigator and took over as managing partner in 2007 to lead the firm's 118 lawyers. Previously, he was a special assistant attorney general to the State of Oregon and an adviser to the Oregon Dept. of Justice. Burns is a member of the American Bar Association, the Oregon State Bar and the Multnomah Bar Association.



Stephen Howard, '71, was elected chairman of the Board of Beaumont Hospitals in Royal Oak, Michigan.

Howard has been a Beaumont board member for the past 15 years and served as system vice chair of the board for the past four years. Howard was the founder and president of the Spearhead Group, an international group of manufacturing companies producing robotics and automation systems for various industries. He holds the position as chairman of the Young Presidents' Organization and Detroit Presidents' Organization and is a member of MSU's Beaumont Tower Society.

Kimberly Eberhardt, '02, director of marketing at Hennessey Capital



LLC, Huntington Woods, has been named vice president of marketing and communications.

Prior to joining Hennessey Capital in 2007, Kimberly served as marketing manager for the Detroit Regional Chamber and also worked at Doner Advertising. Kimberly is an active member of the Public Relations Society of America and serves on the board of directors for the Detroit Chamber and the American Red Cross.

Tamara Colenso Juul, '91, a manager with experience in manufacturing,



human resources and accounting, has been named executive director of the Dickinson Area Community Foundation (DACF), Iron Mountain. DACF was founded in 1995 and oversees a permanent charitable endowment created by the community. Juul was very active during her time at MSU serving on the Union Activities Board, Zeta Tau Alpha and as a member of the Senior Class Council.

John Singerling, '94, chairman of the 2011 March of Dimes, South



Carolina, has been named president of Palmetto Health, Columbia, SC. Singerling will also

lead the design and construction of a new hospital set to open in 2014. He was past chair of the American Heart Association's Start! Heart Walk and board member for the Riverbanks Zoo Society. He was named "Young Health Care Executive of the Year" by the American College of Health Care and also one of 12 "Up and Comers" in America in 2006 by *Modern Healthcare*.

Colleen Haley, '89, MLIR '90, president of the U.S. OEM



Business Unit of Yazaki Corporation of North America, Canton, has been honored by *Automotive*

News as one of the 100 Leading Women in the North American Auto Industry. Previously, Haley served as president of General Motors Business Unit, and Ford Business Unit and commercial vehicle segment. Haley was a 2008 Inforum Inner Circle Honoree and is a member of the MSU School of Labor and Industrial Relations Alumni Advisory Board. She is also a member of the District Improvement Committee for Chelsea schools.

Please Send State's Stars Submissions to:

MSU Alumni Magazine
Michigan State University
242 Spartan Way
East Lansing, MI 48824-2005
or baor@msu.edu

All entries are subject to editorial review.

OBITUARIES

30s

Edith H. (Green) Davey, '39, of Oscoda.
Laurence D. Harrup, '39, of Valdosta, GA.
Joyce I. (Conklin) McConkey, '39, of Midland, Nov. 26, age 92.

40s

Donald R. Marti, '40, of Midland, Dec. 8, age 92.
Benjamin Westrate, '40, of Lansing, Jan. 5, age 94.
Jack H. Fries, '42, of Durand, Nov. 24, age 90.
Gerald F. Marshall, '42, of East Lansing, Apr. 16, age 90.
Philip A. Lenton, '43, of Ann Arbor, Apr. 4, age 81.
Richard W. Stubbs, '43, of East Lansing, Jan. 21, age 89.
John S. Weaver, '43, of Okemos, Jan. 11, age 89.
Stuart A. Atwell, '45, of Caledonia, Nov. 21, age 89.
Walter C. Mack, '47, of Glendale, CA.
Charles J. Brady, '48, of Brighton, Dec. 31, age 87.
Thayer B. Hoekstra, '48, of Portage, Jan. 6, age 84.
Richard G. Marshall, '48, of Dayton, OH, Nov. 29, age 87.
Mary Ann C. (Doyle) Bader, '49, of Webster, NY, Nov. 26.
Myron G. Brown, '49, of East Lansing, Dec. 26, age 84.
Robert F. Cavalear, '49, of Boca Raton, FL, Dec. 4, age 85.
Donald D. Fink, '49, of Grand Rapids, Nov. 30, age 90.
Elizabeth L. (Eyre) Gingas, '49, of Holt.
Lawrence E. Kanous, '49, of Warren, Apr. 9, age 85.
William F. Osborne, '49, of Wildwood, FL, Nov. 21, age 87.
Keith A. Poulson, '49, of Oxford.

50s

William B. Richards, '50, of Lansing, Apr. 22, age 82.
Carolyn F. (Schneider) Clemens, '51, of Lansing, Apr. 7, age 80.
Charles W. Gruner, '52, of Coldwater, Dec. 19, age 80.

Maryann (Mann) Kozlowski, '52, of Bloomfield Hills, Mar. 30, age 80.
Allen J. Leweke, '52, of Lansing, Jan. 13, age 81.
Sarah A. (Davarn) Marcy, '53, of Otsego, Apr. 24.
James E. Pedler, '53, of Muskegon, Jan. 10, age 79.
Betty L. (Hackleman) Bryden, '54, of Dearborn Heights, Mar. 29, age 81.
Andreas S. Heath, '55, of Pentwater, Nov. 7, age 77.
John W. Foltz, '56, of Saint Johns, Apr. 8, age 80.
Clarence A. Morrall, '56, of Bella Vista, AR, Jan. 3, age 79.
George R. Bailey, '57, of Rochester, Mar. 27.
Helen B. Glover, '57, of Akron, AL.
Harvey K. Nelson, '57, of Minneapolis, MN.
Robert A. Settersten, '57, of Potomac, MD, Nov. 8, age 81.
Joseph E. Sheedy, '57, of East Lansing, Apr. 30, age 79.
Jeffrey W. Coke, '58, of Easton, PA, Nov. 15, age 74.
John F. Eisses, '58, of Ann Arbor, Apr. 2, age 76.
Jerry D. Henderson, '58, of Northville, Apr. 13, age 79.
William T. Keough, '58, of Chalfont, PA, Dec. 17, age 74.
William W. Benham, '59, of Eustis, FL.
Paul F. Carrier, '59, of Brighton, Nov. 26, age 50.
Melville R. Dill, '59, of Weston, MA, Nov. 6, age 73.
Caryl E. (Robinson) Ridgeway, '59, of Rockwood, TN, Nov. 2.

60s

Gene D. Thurber, '61, of Dallas, TX, Nov. 15, age 84.
Vilis M. Barevics, '62, of Sammamish, WA, Dec. 24, age 71.
Charles E. Boyland, '63, of Mesa, AZ, Jan. 4.
Carl D. Clarke, '63, of Alpena, Mar. 28, age 71.
Robert E. Ho, '64, of Pleasant Ridge.

John M. Burgess, '65, of Bloomfield Hills, Apr. 12, age 67.
Jerry L. Morton, '65, of East Lansing.
Daniel T. Davis, '66, of East Lansing, Jan. 16, age 68.
Ieva G. (Burkovskis) Kallis, '66, of Okemos, Dec. 6, age 67.
James L. Breubaker, '68, of Midland, Dec. 30, age 74.
Roland Russell, '68, of Melbourne, FL, Jan. 9, age 67.
Susanne K. Veatch, '68, of Livonia, Apr. 14, age 63.
Christine H. (See) Brown, '69.
Anthony N. Conti, '69, of Lansing, Jan. 8, age 64.
Franklin D. Gettleson, '69, of Cave Creek, AZ, Apr. 24, age 73.
Katherine M. Stopa, '69, of Belleville, Apr. 23, age 62.

70s

Harriett E. Emery, '70, of Mackinaw City.
Christopher A. Potter, '70, of Canton, GA.
Lorne L. Ruesink, '70, of Tipton, Jan. 17, age 63.
George H. Taack, '70, of Albuquerque, NM, Jan. 19, age 62.
Paul C. Zemke, '70, of Muskegon, Jan. 13, age 63.
Jean M. Churn, '71, of Lansing, Dec. 30, age 74.
Marybelle C. Keim, '72, of Leawood, KS, Jan. 23, age 77.
Earl B. Sauers, '72, of Mason, Mar. 26, age 60.
Kathleen M. (Kudlaczky) Lohmann, '73, of Marietta, GA, Jan. 13, age 59.
John J. Bush, '74, of Royal Oak, Apr. 1, age 57.
Wanda M. Shideler, '75, of Lansing, Jan. 10, age 82.
John G. Steigerwald, '75, of Cadillac, Dec. 29, age 64.
Constance M. Young, '75, of Haslett, Jan. 10, age 79.
Robert R. Johnson, '76, of Englewood, CO, Nov. 6, age 56.
William B. Kress, '77, of Crosswell, Apr. 20, age 58.
James J. Laird, '77, of Nashville, TN.

Brian R. Sheehan, '79, of East Lansing, Apr. 27, age 68.
Philip C. Wollar, '79, of Vernon Hills, IL, Dec. 2, age 53.

80s

James D. Cole, '80, of Fenton, Jan. 21, age 53.
Sharon P. Lawrenchuk, '80, of Livonia, Dec. 24, age 54.
Douglas A. Karie, '81, of Utica, Apr. 20, age 57.
David R. Kiter, '84, of Laingsburg, Apr. 6, age 56.
Jodette (Brower) Gailey, '87, of Evanston, IL, Apr. 12, age 44.
Bobbi J. Ramp, '87, of Flint, Apr. 5, age 49.
Paris M. Finner-Williams, '89, of Detroit.

00s

Shelly M. Page, '08, of Lansing, Apr. 24, age 43

FACULTY AND STAFF

Thomas J. Manetsch, of Delavan, WI, Jan. 1, age 78.
Geraldine M. Purcell, '49, of Rochester, Jan. 1, age 85.
Elmer Rehkopf, of Lansing, Apr. 10.
Louis C. Stamatakos, of Okemos.
Arthur M. Vener, '53, of Okemos, Jan. 14, age 84.

MSU was notified of these deaths between Nov. 1, 2010 and Jan. 31, 2011.

Send Obituaries to:

MSU Alumni Magazine - Obits
Michigan State University
242 Spartan Way
East Lansing, MI 48824-2005
or e-mail to obits@msu.edu.

Erratum:

Arcola E. Clark, '63, of Vienna, Austria, was erroneously listed in the Winter 2011 obituaries.

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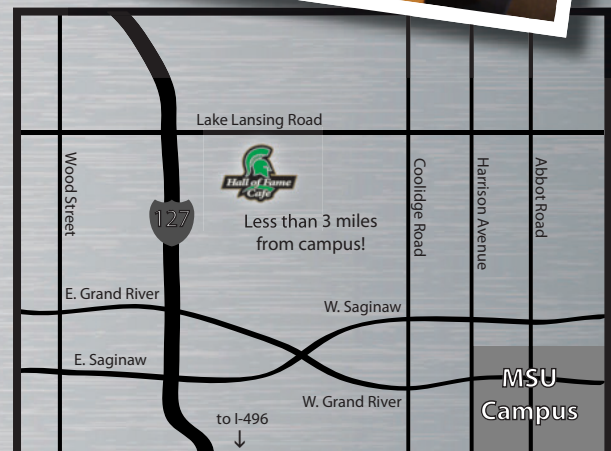
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