



Leadership

The Magazine of the Purdue President's Council

Fall 2008

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Access & Success

brings in \$68M

Helen Schleman

A woman ahead of her time

Annual Report

Facts & figures for FY 2007-08

CVS Practice Lab

Donor-funded facility is thriving

President's

Council news and events



A FORMAL

New Beginning

France A. Córdova inaugurated as 11th president

PURDUE
UNIVERSITY



*The bold initiatives
we are launching today
are laying the foundation
for even greater
possibilities tomorrow.*

Leadership Magazine

Leadership is dedicated to recognizing the role the Purdue President's Council plays in the University's efforts to become preeminent. The magazine's name conveys not only the example President's Council members set in providing leadership support for the University, but also Purdue's commitment to leadership in the areas of learning, discovery, and engagement. Through this publication, we strive to inform, entertain, and inspire readers by celebrating the University and its supporters, and by exploring the many facets of leadership as a vital aspect of greatness.

As always, we welcome your feedback, questions, suggestions, and comments. Please e-mail them to pc@purdue.edu or call (800) 213-9279 or (765) 494-2373.

Creating the 'new' Purdue — together

Welcome to a new season of events, celebrations and successes, and a new semester, filled with new faces.

Our university's new era will be grounded in a strategic plan that will help Purdue set the pace for academic excellence. The plan is designed to create new synergies through policies, programs, practices, and people dedicated to launching our students into leadership roles. We also will focus on delivering new discoveries to the marketplace in order to meet the global challenges of today and tomorrow.

The Board of Trustees ratified the strategic plan in June. It is now on Purdue's Web site at www.purdue.edu/strategic_plan/. I hope you will review it.

Your involvement in the President's Council remains invaluable to the University. You are Purdue's leading benefactors, stakeholders, and advisors, and your special commitment will be a key to our success as a global university in the 21st century.

The continuum of success — from imagination and conceptualization, to actualization and accomplishment — is the most exciting journey of all! And now is the time for action.

My husband Chris and I have been truly touched by the support from the members of the President's Council since our arrival a little more than a year ago. I am convinced that the course we chart and travel together will add to Purdue's storied legacy. The bold initiatives we are launching today are laying the foundation for even greater possibilities tomorrow.

We have much to celebrate as we define our future together. Throughout its history, Purdue has transformed lives and created new opportunities. We will build on that legacy.

Chris and I look forward to all the fall festivities and to the opportunity to spend time with President's Council members. Together we will shape Purdue's future as a leading global university.

Thank you for all you do, for all that you have done, and for all you will do for Purdue.

Go Boilers, and Hail Purdue!

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LEADERSHIP

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Dick and Sandy Dauch Alumni Center

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ABOVE: The fall season on the Purdue campus is a beautiful time of year. With a cool crispness in the air, football games on the weekends, trees on the verge of changing color, and students bustling to class, West Lafayette is an exciting place to be.

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An equal access/equal opportunity university

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Purdue President France A. Córdoba (far right) poses for a photo with the previous three presidents of Purdue University. They are, from left, Arthur G. Hansen, Steven C. Beering, and Martin C. Jischke.

Photo by Mark Simons



Flight plan for THE FUTURE

Córdova outlines her goals for Purdue during inaugural address

BY HEATHER PFLUG

*A*mid an impressive showing of pomp and circumstance on a glorious spring day in April, France A. Córdova was entered into the exclusive group of Purdue presidents.

With more than 100 delegates in attendance from universities all over the country, including Rutgers, Carnegie Mellon, Temple, and Stanford, Purdue's first known inauguration brought attention to Córdova's strategic plan to improve Purdue's global influence, student success, and interdisciplinary research.

"As a research university, Purdue's goal is to be at the forefront of discovering new knowledge," Córdova said. "As a land-grant university, Purdue's goal is to take the knowledge created by the faculty on campus to the larger world outside the University, where it can make a difference for society."

An impressive lineup of dignitaries attended the event, including Dan Goldin, the former NASA administrator, who hailed Córdova for her efforts while serving as chief scientist at the space agency.

"She helped refocus NASA to be more science-driven," he said. "More than a decade later, many of her plans are still in place. The tenure of France A. Córdova at Purdue promises to bring further greatness" to the University.

During their ceremonial greetings, students and faculty alike saluted the new president for her efforts to include them in the new strategic plan.

"She understands the needs and dreams of the faculty," said Connie Weaver, who delivered a greeting on behalf of the 5,000 faculty systemwide.

Lieutenant Governor Becky Skillman also welcomed Córdova and verbalized her faith in the new direction of a new president.

"Purdue has given generations of students the opportunity to build their careers, which has greatly benefited Indiana," she said, adding, "France Córdova's leadership experience will serve our state well."

During her address, Córdova unveiled a symbolic patch, fashioned after the NASA astronaut patches and meaningful to her because of her NASA background and to Purdue because of its many astronaut alumni.

The triangular-shaped emblem contains three phrases: Discovery with Delivery; Launching Tomorrow's Leaders; and Meeting Global Challenges.

"That's a glimpse of where Purdue is going over the next few years. It is not meant to limit us — the world will change much, even in a few years," Córdova emphasized, "and we will be responsive to its changes. Yet it is empowering for us to chart an ambitious course."

A true astrophysicist at heart, Córdova concluded: "We are focused; we are ready for launch."

Heather Pflug is managing editor of Leadership magazine and a writer/editor at Purdue Marketing Communications.





Purdue President France A. Córdoba chats with Dan Goldin, former NASA administrator, before taking the Elliott stage.



The inaugural party makes its way through the Purdue Mall to the ceremony in Elliott Hall of Music.



Heddy Kurz traveled to West Lafayette for the inauguration. Here, she poses with Córdoba at the Inaugural Ball.



“The focus of a university is the development of students,” shared President Córdoba during her inaugural speech. “Our commitment to their access and ultimate success, both as students today and leaders tomorrow, is our paramount goal.”



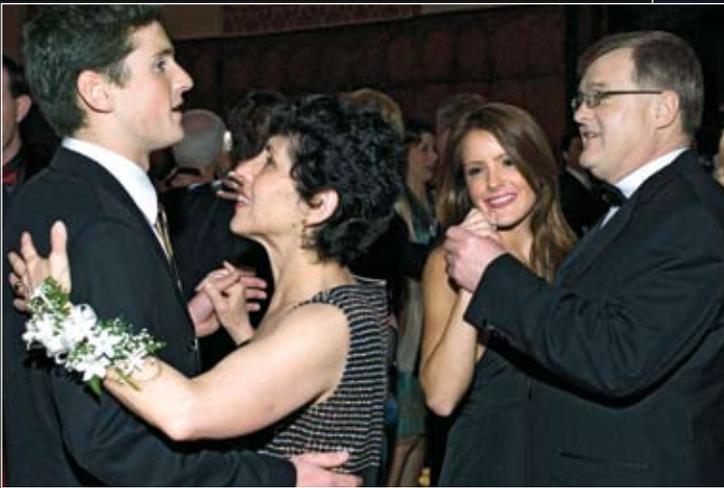
Well-wishers line up to greet the newly-inaugurated Purdue President France A. Córdoba outside Hovde Hall.



Joining the platform party, the Combined Purdue Choirs perform 'Inspiration, who performs'.



Purdue alumni and President's Council members Barbara Edmondson and Tom Spurgeon share a laugh at the inaugural ball, which was held from 8-11 p.m. the night of the inauguration.



President Córdoba and her husband, Purdue's First Gentleman Christian Foster, take the dance floor with their children, Anne-Catherine and Stephen.



Purdue President France Córdoba, take a moment with Reba Willard, of Santa Maria, Michigan who made the t. During the ceremony, the president learned that he had known Córdoba affectionately referred to



Al Luzzatto, a 1942 mechanical engineering alumnus (right), and Reba Willard enjoyed their evening at the inaugural ball in the Purdue Memorial Union Ballrooms.



President Córdova's

PROPOSALS AND GOALS



...y on the inauguration stage were the
s, Purduettes, and the Black Voices of
here.



The “*Serious Games for Serious Learning: Harnessing the Digital Generation*” symposium offered a fascinating, often futuristic, look at gaming in the classroom. Moderated by alumnus and donor Rusty Rueff, it was held prior to the inauguration on April 11 at the Lawson Computer Science Building.



A. Córdova and her mother, Joan for a photo with Monsignor James California, and several nuns from trip to Purdue for the inauguration. Monsignor shared with the audience Córdova since she was very young and her as “Francie.”



Moira Gunn, the founder and host of National Public Radio's Tech Nation and Bio Tech Nation, moderated the symposium “*Building a New Planet*” at Pfendler Hall. This was one of three symposia held on the day of the inauguration.

■ CREATING A “SUPER PROJECT” that would partner Purdue’s office of research with its office of engagement and the Purdue Research Park to galvanize economic developments to create a more robust and collaborative infrastructure for innovation, engagement, and learning.

■ ESTABLISHING AN INSTITUTE for public policy and global affairs that could help in the transfer of new knowledge in engineering, physical, and life sciences to the public. This would be done by engaging social scientists, education, and business faculty.

■ EXPANDING THE NUMBER OF STUDENTS who are credentialed in innovation and entrepreneurship.

■ ENHANCING SEED FUNDING for so-called “blue-sky research” that brings together people from across the University into collaborative research initiatives.

■ BOOSTING THE INFRASTRUCTURE for interdisciplinary research, such as at Purdue’s Discovery Park, to reduce barriers that prevent faculty from working together.

■ STRENGTHENING PATHWAYS from discovery to development and delivery by pumping new discoveries into Purdue’s existing and future commercial research parks.

■ HELPING UNDERGRADUATE STUDENTS during their first two years by creating shared intellectual learning experiences, centralizing services and resources via a student “hub,” and promoting and rewarding innovation in teaching.

■ TRANSFORMING ALL OF PURDUE’S “GATEWAY CLASSES” that contain hundreds of students.

■ EXPANDING AND CREATING OPPORTUNITIES for students to travel abroad and engage in service-learning and research projects.

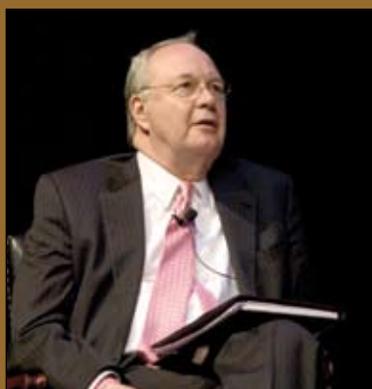
■ MOVING TOWARD A CORE CURRICULUM that could include creating a “university college” that would serve as a first-year alternative to declaring a major immediately.

■ INCREASING THE STIPENDS for graduate students and creating a support center devoted to their academic progress and personal well-being.

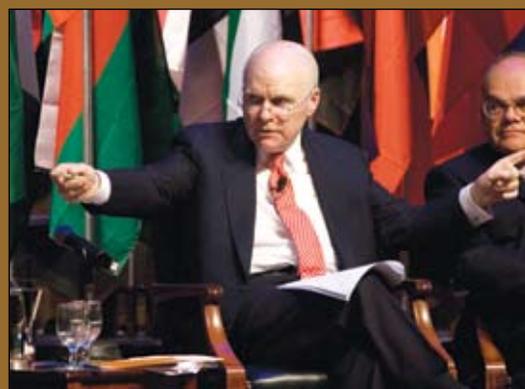
PURDUE UNIVERSITY



Purdue President France A. Córdoba responds to a comment by one of the panelists during “The Global University” Convocation, held one day prior to the inauguration. At left is panelist Sigmar Wittig, of Germany.



“The Global University” Convocation presented many thought-provoking issues, many of them prompted by panelist Robert Berdahl, president of the Association of American Universities.



Purdue alumnus and C-SPAN Chairman and CEO Brian Lamb returned to West Lafayette to moderate “The Global University” Convocation on April 10 in Loeb Playhouse. To the right is one of the panelists, Jorge Allende, who traveled to Purdue from Chile for the inauguration festivities.

Going global

Convocation invites experts to discuss the global challenges that lie ahead for universities

BY HEATHER PFLUG

Purdue President France A. Córdoba believes so strongly in fortifying Purdue's presence in the global market that she dedicated an assembly to that topic during her inauguration week.

In fact, the global issue has become so much a part of Córdoba's initiatives that she included the goal "Meeting Global Challenges" on a symbolic emblem that represents the direction of her presidency.

"The Global University Convocation" brought together a brain trust that debated and discussed the important role higher education plays on the global stage.

Invited guests, all with global expertise, included Robert Berdahl, Nina Fedoroff, Jorge Allende, Gebisa Ejeta, Maurilio Alves Moreira, Sigmar Wittig, Renu Khator, and Leah H. Jamieson. (See inset for more information on the panelists.) Lafayette native and Purdue alumnus Brian Lamb served as moderator. The event was held April 10 at Loeb Playhouse.

The convocation arose from the research of the Global Purdue planning group, who opined, "An unwavering commitment to leadership as a global university will be the most defining characteristic of Purdue for future generations." How we transform our missions of teaching, scholarship, research, and engagement "will define us and dictate our impact."

Saying that universities in the Western hemisphere should make it their mission to "flatten the world," Fedoroff explained, "Going forward, a global university is one that reaches out and helps international institutions achieve economic development."

And in return for this help, students reap the benefits of an experience abroad.

During her inaugural address, Córdoba imparted, "Students, soon it will be expected that you will have enriched your resume with an experience abroad. Potential employers will ask you for your global credentials."

Acknowledging that there is a long way to go before studying abroad becomes the norm, Berdahl said that it should be.

"Study abroad changes the way students view the world and makes them hungry for more opportunities."

Heather Pflug is managing editor of Leadership magazine and a writer/editor at Purdue Marketing Communications.

"THE GLOBAL UNIVERSITY CONVOCATION" participants

MODERATOR

BRIAN LAMB
C-SPAN Chairman and CEO

THE PANELISTS

JORGE ALLENDE
Professor, Faculty of Medicine, and Vice President for Research and Development, University of Chile.

ROBERT BERDAHL
President, Association of American Universities.

GEBISA EJETA
Distinguished Professor of Plant Breeding and Genetics and International Agriculture, Purdue University; received his master's and PhD degrees from Purdue.

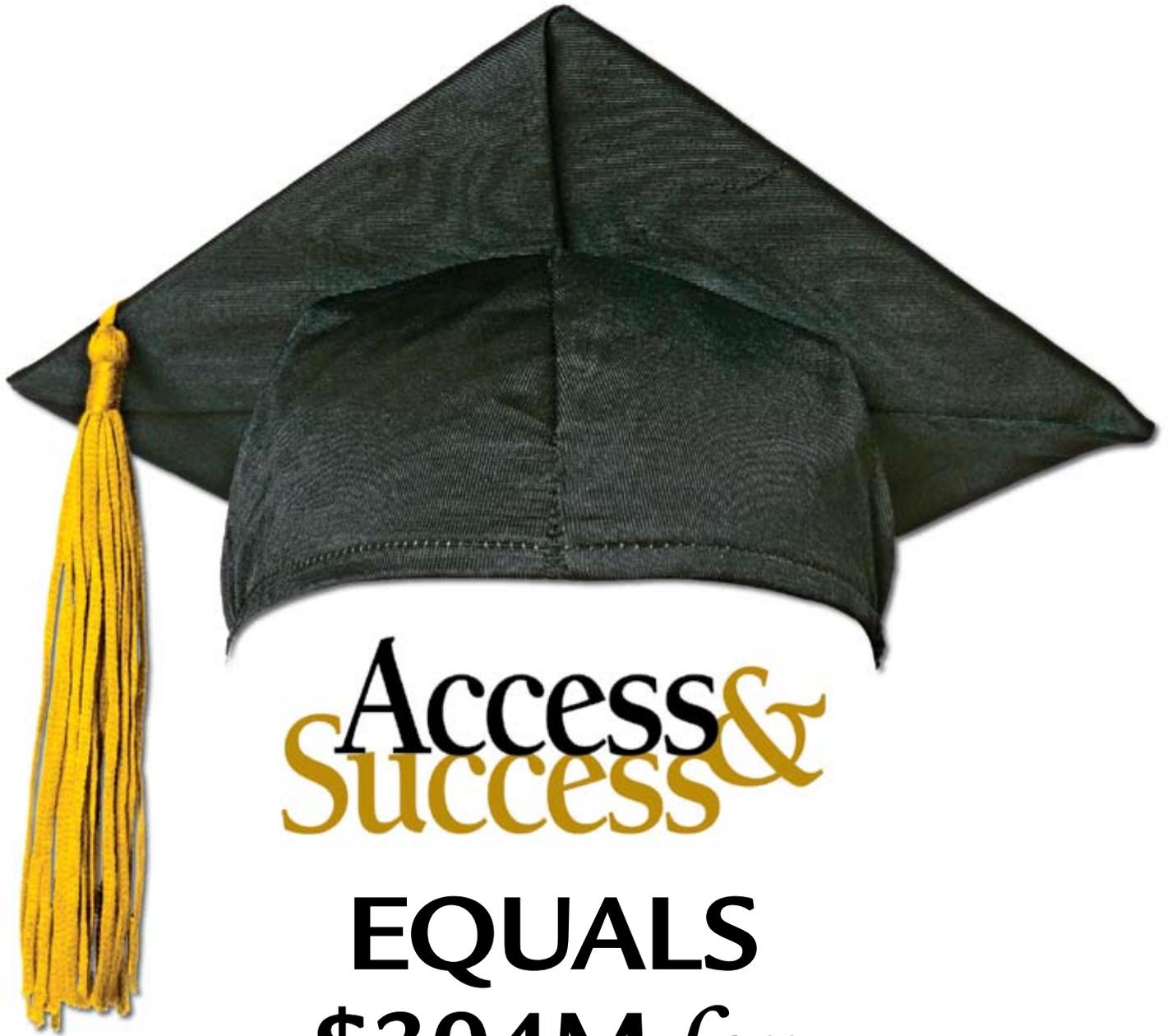
NINA FEDOROFF
Science and Technology Advisor to Secretary of State Condoleezza Rice; Willaman Professor of Life Sciences and Director of the Biotechnology Institute and Life Sciences Consortium, Penn State University.

LEAH H. JAMIESON
The John A. Edwardson Dean of Engineering, Purdue University.

RENU KHATOR
President, University of Houston, and Chancellor, UH System; received her master's and PhD degrees in political science from Purdue.

MAURILIO ALVES MOREIRA
Dean of Research and Graduate Studies, Universidade Federal de Vicosa, Brazil.

SIGMAR WITTIG
Rektor Emeritus, U. Karlsruhe; Chair Emeritus, European Space Agency; and Professor of Turbomachinery, U. Karlsruhe, all in Germany; taught thermal sciences and fluid mechanics in the Department of Mechanical Engineering at Purdue in the 1960s.



**Access &
Success**

EQUALS
\$304M *for*
STUDENTS

**Wide range of scholarships, programs are
planned for incoming scholars.**

THE 7 INITIATIVES

A new wave of fundraising with an emphasis on students has commenced at Purdue in the form of a \$304 million, seven-year campaign.

The effort, called Access & Success, is the second of a two-phase movement. (See information on Phase I, page 11) Donations of more than \$42 million have been raised since the campaign was quietly launched in July 2007. The campaign was publicly announced during Purdue President France A. Córdova's inauguration week last April.

Starting this fall, new students enrolling at Purdue will benefit from Access & Success. The fund drive and internal reallocations will expand the University's student aid contribution to at least \$77 million annually. Much of the money raised will be placed in endowments, and endowment earnings will be used to fund the efforts.

"We must ensure that good students have access to a Purdue education and the support to succeed," Córdova said. "The loan burden will be greatly reduced. Students from all financial backgrounds will benefit."

About two-thirds of the money raised will go toward scholarships for students at all Purdue campuses. The remaining funds will support programs in grades K-12 and help students succeed after they enroll.

Most of the colleges and key areas on the West Lafayette campus have established monetary goals for the campaign, which total an overall goal of \$272,470,000. Phase II of the campaign also aims to raise \$31,600,00 for seven initiatives geared toward a wide range of students (See inset).

The money from the campaign will be placed in an endowment to ensure the aid and programs will be available yearly.

"The University knows our alumni and friends will support this effort," Córdova said. "Our students are the pride and promise of the future. We need to do everything we can to help them succeed."

1. Presidential and Trustees Scholarships

Goal: \$10 million

The Presidential Scholarship will award high-achieving high school students either \$20,000 (for Indiana residents), or \$28,000 (for non-Indiana residents) over four years of study at Purdue. The Trustees Scholarships will grant a total of \$28,000 to Indiana residents and \$40,000 to non-Indiana residents over four years. These scholarships will be awarded to the highest-achieving high school students entering Purdue.

2. Purdue Promise

Goal: \$10 million

This scholarship ensures a Purdue education to Indiana students whose families earn \$40,000 or less and who meet the requirements of the Twenty-First Century Scholars Program. Purdue will provide a combination of grant aid and work-study funding that will meet financial need for four years; these students will not need to take our loans to earn a bachelor's degree. Students also will benefit from academic and social support programs designed specifically for them. Initially, 200 students per year will be enrolled, with that number growing to 880 by 2013.

3. Purdue Marquis Scholarship Program

Goal: \$6 million

Indiana students whose families qualify for minimal or no state and federal aid are targeted for this program. Assistance will be provided on a sliding scale system.

4. Boilermaker Common Reading Effort

Goal: \$2.4 million

Incoming students, student leaders, faculty, staff, and residents of Tippecanoe County will be enrolled in what is hoped to be the largest common reading experience in the nation, according to Pam Horne, assistant vice president for enrollment management and dean of admissions.

"This common reading program will help prepare students for the rigors of Purdue before they even arrive on campus," she said. "Our goal is to get students in the habit of reading and thinking critically before they begin their college careers."

5. Learning Communities

Goal: \$1 million

These ongoing academic programs allow students to enroll in several of the same courses and live on the same residence hall floors. The University hopes to grow participation in the program from 1,400 students — almost 20 percent of the first-year class — to as many as 2,500.

6. College Guide Initiative

Goal: \$1.3 million

This program will place recent Purdue graduates in high schools across Indiana to promote college as an option. The project will focus on at least 10 Indiana high schools with historically low college-going rates.

7. Boiler Gold Rush Scholarship Program

Goal: \$900,000

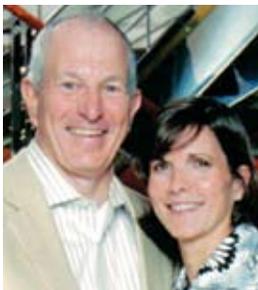
This weeklong Purdue orientation program for low-income, first-time students will receive a shot in the arm, enabling the University to double the number of students it reaches.

ACCESS & SUCCESS COMMUNITY COMMITTEE



Murray Blackwelder,
senior vice president for advancement, recently announced the names of the local business people who will serve on the Community

Committee for the scholarships and programs phase of the Access & Success campaign. Read below to learn more about these volunteers.



Gary and Shelly Henriott,
chairs

Gary Henriott serves as chairman and CEO of The Henriott Group, a company his father, Charles D. Henriott founded in 1963. Gary Henriott graduated from Purdue in 1972 with a degree in industrial management and joined his father in the family business. Shelly is a 1980 Purdue College of Education graduate and retired as a special education teacher. Gary and Shelly are Purdue parents.



Gary and Michele Lehman,
chairs



Gary Lehman is president and CEO of Fairfield Manufacturing Company, Inc. in Lafayette. He graduated from Purdue in 1974 with a degree in industrial management. Michele is a 1974 Purdue graduate, earning a degree in education. Gary and Shelly are Purdue parents, and Shelly is an active volunteer at

Purdue and with the Tourette Syndrome Association of Indiana and the National Runaway Switchboard.



James K. III and Mary Jo Risk,
chairs

James Risk is president and CEO of Kirby Risk Supply Corporation, headquartered in Lafayette. The corporation's five operating companies are involved in wholesale distribution and manufacturing with 46 facilities located in 38 communities throughout Indiana, Illinois, and Ohio. Jim is active in numerous civic and business organizations. Jim and Mary Jo, a 1963 Purdue graduate, pride themselves in being role models for students and alumni through their active leadership participation in Purdue programs. They are Purdue parents.

MEMBERS

Bart and Nancy Burrell

John O. and Cheryl Coffin

Jeffrey Cooke

Ken and Kitty Decker

Bob and Laura Falk

Cy and Priscilla Gerde

Dennis and Jeanne
Gernhardt

Dr. Michael and Mary
Ellen Skehan

Homecourt advantage

**Donors step up their game with millions
in gifts for Mackey renovation.**

Purdue University is well on its way to raising the \$32 million in private donations needed for the expansion and renovation of the 40-year-old Mackey Arena.

Part of the two-phase Access & Success campaign, the Mackey portion composes Phase I, which began in July 2007 and runs through June 30, 2009.

Phase II is the scholarships and programs portion for the entire university, and it runs through 2014.

Improvements to Mackey Arena include improved seating, ticket offices, concession areas, restrooms, a larger sports medicine facility, new strength and weight training facility, and an oversized basketball practice facility with a full-size court and breakout shooting areas.

The project will bring academic, athletic, and training needs into one complex, named after the project's lead donors, Mike and Kay Birck.

Each of the Bircks' fellow steering committee members also has contributed to the campaign, bringing the total raised so far to \$22.5 million — up from \$19 million in January. Read further for all of the pledges to date.

**Access
& Success**



Mike and Kay Birck



Eugene Parker



Jim Ackerman



Drew and Brittany Brees



Ron and Kay Belin and family

THE STARTING LINEUP

DONORS: Mike and Kay Birck

PURPOSE OF GIFT: *The new Intercollegiate Athletic Center*

ABOUT THE DONORS: Mike Birck is a 1960 electrical and computer engineering graduate at Purdue and is chairman of Tellabs. He also serves in several capacities at Purdue, including the Board of Trustees and Krannert School of Management dean's senior advisory board. Kay Birck is the retired head of nursing at Women's Healthcare of Hinsdale (Illinois). The Bircks are serving as members of the leadership steering committee for the Mackey Arena project.

WHY THEY ARE GIVING: "Kay and I have enjoyed Purdue athletics for many years," Mike Birck said. "The facilities at Mackey draw many fans, but if we want to continue recruiting top athletes, we need to upgrade them."

DONORS: Eugene and June Parker

PURPOSE OF GIFT: *Men's basketball assistant coach office*

ABOUT THE DONORS: Eugene Parker is a 1978 management graduate and played basketball for the Boilermakers from 1975 to 1978. He is ranked 18th in all-time leading scoring with more than 1,400 points. He is the founder and chief executive officer of Maximum Sports Management, an agency that represents professional athletes. Eugene and June are co-chairs of the steering committee.

DONORS: Drew and Brittany Brees

PURPOSE OF GIFT: *Drew and Brittany Brees Student Athlete Academic Center in the expanded Mackey Arena*

ABOUT THE DONORS: Drew Brees, now the New Orleans Saints' starting quarterback, played for the Boilermakers from 1997 to 2000 and earned a bachelor's degree in industrial management. Brittany Brees earned a bachelor's degree from Purdue in organizational leadership and supervision. She runs the Brees Dream Foundation full time in its mission to provide education and create opportunities for disadvantaged children, especially those suffering from the debilitating effects of cancer. The Breeses are co-chairs of the steering committee with the Parkers and Beth Brooke.

DONOR: Beth Brooke

PURPOSE OF GIFT: *Women's Basketball scholarships*

ABOUT THE DONOR: Brooke serves as the global vice chair for strategic communications and regulatory affairs at Ernst & Young International, a global auditing company. Brooke is a former women's basketball player who graduated from the School of Management in 1981. She is co-chair of the steering committee with the Parkers and the Breeses.



Beth Brooke

DONORS: Jim and Lois Ackerman

PURPOSE OF GIFT: *Main entrance to the Intercollegiate Athletics Center*

ABOUT THE DONORS: Jim Ackerman is a co-owner of Cardinal Ventures, Indianapolis. He has worked as a banker, broker, and cable television executive. He is a 1947 Purdue graduate in agricultural economics and former editor of *The Exponent*. The Ackermans' son, John, and his wife, Kathy, will serve on the committee with Jim and Lois Ackerman.

DONORS: Ron and Kay Belin

PURPOSE OF GIFT: *To be determined*

ABOUT THE DONORS: Longtime supporters of Purdue athletics, Ron Belin is executive vice president of MTPCS LLC in Valparaiso, Indiana, while Kay Belin is a homemaker who previously worked as an elementary school teacher. Both of the Belins' children graduated from Purdue.

DONORS: Dick and Jeanne Groben

PURPOSE OF GIFT: *Endowed Athletics Scholarship program, The Groben Society*

ABOUT THE DONORS: Dick Groben is a 1950 Purdue graduate in chemical engineering and spent his sales and marketing career in this field as vice president of Pfizer Chemical and as founder and part owner of Microlife Technics. Jeanne Groben raised three children and is an accomplished writer and humorist, having been published in the *Wall Street Journal* and *Reader's Digest*. Originally from Evansville, Indiana, they now reside in Sarasota, Florida.



Dick and Jeanne Groben



Tim and Jane McGinley



Dennis J. Schwartz



Dr. Don Shelbourne



Bob Holloway



Tom Spurgeon



Bob and Sally Weist

DONORS: Tim and Jane McGinley

PURPOSE OF GIFT: Study area in the Drew and Brittany Brees Student Athlete Academic Center

ABOUT THE DONORS: Both Tim and Jane McGinley earned Purdue bachelor's degrees — Tim in chemical engineering in 1963 and Jane in elementary education in 1962. While at Purdue, Tim McGinley played varsity basketball. He is the managing partner and principal owner of House Investments in Indianapolis. A recognized entrepreneur in the real estate industry, he previously served as deputy assistant to the secretary of labor in Washington, D.C. Currently, he is chairman of the Purdue Board of Trustees. Jane McGinley is a former teacher in the Indianapolis area.

DONOR: Bob Holloway

PURPOSE OF GIFT: Holloway Gymnasium, formerly the Intercollegiate Athletic Facility Gym

ABOUT THE DONOR: Bob Holloway is a longtime supporter of Purdue athletics and a 1948 alumnus. He is a former sports editor for the Purdue student newspaper, *The Exponent*. He is a past president of Purdue Alumni and president of the board of trustees of Lindsey Wilson College in Columbia, Kentucky. He also is a member of the board of directors of Kelley Technical Coatings Inc., a manufacturer of swimming pool and deck coatings in Louisville, Kentucky. He owns several hotels in the Louisville and Frankfort, Kentucky, areas. Morris graduated from the College of Consumer and Family Sciences in 1974.

DONOR: Dennis J. Schwartz

PURPOSE OF GIFT: The Dennis Schwartz Basketball History Exhibit in the Mackey Concourse

ABOUT THE DONOR: Schwartz graduated from Purdue in 1963 with a degree in industrial engineering. A resident of Mishawaka, Indiana, and Sea Ranch Lakes, Florida, he is a retired banking executive and is active the Elkhart, Indiana, family business, Dehco/Cast Products/TriStart Distributing.

DONORS: Dr. Don and Carol Shelbourne

PURPOSE OF GIFT: Shelbourne Sports Medicine Center in Mackey Arena. His gift is in collaboration with Clarian Health.

ABOUT THE DONORS: Don Shelbourne is an orthopedic surgeon in Indianapolis. A knee specialist at the Shelbourne Knee Center at Methodist Hospital, he has served as an orthopedic consultant to Purdue's athletic programs since 1982.

DONORS: Tom and Joy Spurgeon

PURPOSE OF GIFT: East Arena Club at Mackey Arena

ABOUT THE DONORS: Tom Spurgeon is an entrepreneur who has built several companies across the United States. He most recently served as president and CEO of Lincoln Office in Peoria, Illinois. Spurgeon has served as Purdue Alumni's representative on the Board of Trustees since 2005, and he is a member of Purdue's Athletics Advisory Council.

DONORS: Bob and Sally Weist

PURPOSE OF GIFT: The plaza between the Intercollegiate Athletic Center and the student-athlete academic center.

ABOUT THE DONORS: Bob Weist is a 1962 chemical engineering graduate and currently serves as president of Weist Associates, a biotechnology industry consulting business in Chicago. He participated in intramural sports while at Purdue and believes well-rounded students should have an interest in sports, whether at the intramural or intercollegiate level. Sally Weist is a 1961 liberal arts graduate and is a former elementary school teacher.

DONORS: Dick, Alice, and Kimra Schleicher

PURPOSE OF GIFT: East Main Entryway at Mackey Arena

ABOUT THE DONORS: Dick Schleicher is a 1959 mechanical engineering graduate from Sellersburg, Indiana. The family runs 56 Kentucky Fried Chicken franchises in southern Indiana, Kentucky, Tennessee, and Alabama. The Schleichers' daughter, Kimra, is a 1988 liberal arts graduate. She and her brother Rick are both employed in the family business.



Dick, Alice, and Kimra Schleicher



Annual Report 2008

Fresh off the heels of The Campaign for Purdue, the University has embarked on a new campaign with a fresh perspective on its main constituents: students. The Access & Success campaign, with a two-pronged fundraising approach (see pages 8-13), already has brought in more than \$68 million in gifts toward the overall \$336 million goal. President's Council members have contributed 84 percent of that 2007-08 total.

I am pleased to report that gift activity surpassed \$200 million for the seventh year in a row and the seventh time in Purdue history.

Gift volume has held steady, exceeding 100,000 transactions processed. Showing an increase over last year, the number of Purdue license plate issues has gone over the 34,000 mark.

The Purdue Telefund continues to squash its previous fundraising records and in June surpassed \$3 million in pledges for the first time ever. This is an outstanding achievement for this organization, which is staffed almost strictly by students. Each year, they call more than 125,000 alumni, friends, and parents to raise money for Purdue students..



Murray Blackwelder, senior vice president for advancement

Highlights of Fiscal year 2007

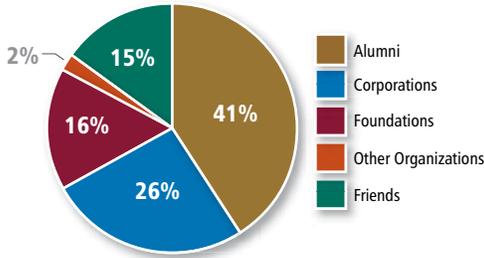
Purdue had many successes to celebrate in fiscal year 2007-2008. The University's 11th president, France A. Córdova, was inaugurated in Elliott Hall of Music (see pages 2-7). The event drew more than 100 delegates from institutions all over the country, allowing Purdue the opportunity to showcase its strengths to a prestigious academic audience. In June, Córdova's Strategic Plan for 2008-2014 – the main goals of which are Discovery with Delivery, Meeting Global Challenges, and Launching Tomorrow's Leaders – was approved by the Board of Trustees.

The year yielded some sizeable gifts – many of them from familiar names. Regenstrief Foundation gave \$11 million



Purdue President France A. Córdova (L) talks with students Nicky Arockiam and Sam Killermann after she announced the University's new Access & Success campaign. New students enrolling at Purdue in the fall will be the first to benefit from the campaign.

Gift Activity by Source



An artist's rendering of the renovated Mackey Arena complex after dark.

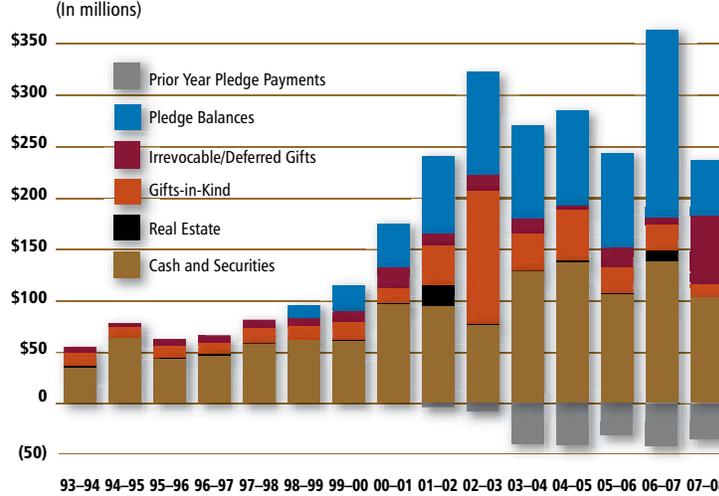
for the Regenstrief Center for Health-care Engineering. The Lilly Endowment provided a \$9 million gift for a military family project. Ralph and Bettye Bailey gave a generous \$4 million gift to Purdue Musical Organizations, and Mike and Kay Birck led all donors for the Mackey Complex renovation with a \$5 million gift.

President's Council, Private Giving Impact Grows

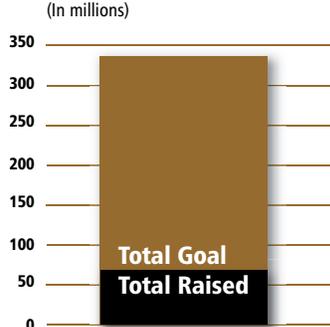
Alumni continue to show strong support for the University, contributing 52 percent of the annual total. In fiscal year 2007-2008, PC members contributed more than \$174 million to Purdue. Total PC membership as of December 31, 2007, was 17,782, up from 17,140 members the previous year. Of that number, 387 are Pinnacle (\$1 million and above) members, compared to 358 at the end of 2006.

The final market value of the Purdue Endowment for the first quarter of 2008 was \$1.731 billion.

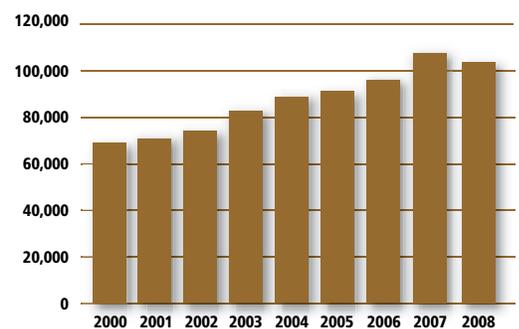
Pledge History



Access & Success Goal



Gift Volume* 7/1/00 – 6/30/08



*Counts split gifts as one, does not count new pledges



Ralph and Bettye Bailey are flanked by members of the Purduettes in the Purdue Memorial Union. The Baileys, big fans of Purdue Musical Organizations, pledged \$4 million in the spring of 2008 toward the construction of a new building for the group.

Purdue pharmacy program finds a cure for the common classroom

.....



BY GRANT A. FLORA

WHEN MARY KIERSMA LEFT PURDUE FIVE YEARS AGO with her freshly minted Pharm.D degree, a new pharmacy practice lab was just a dream. And now it's a dream come true.



Mary Kiersma

Today, after practicing in a community setting for three years before pursuing a drug information residency, Kiersma is back as a graduate student in the department of Pharmacy Practice (PHPR), and she marvels at the state-of-the-art CVS Pharmacy Practice

Laboratory, which serves as the heart of Purdue's clinical pharmacy education programs.

"This lab is amazing," Kiersma says, recalling the cramped, crowded conditions in which she studied not so long ago. "It is a much better environment for instructing students. It's very 'real world.'"

Amid confetti and fanfare, CVS Pharmacy Practice Laboratory was dedicated almost two years ago, and now the first students to fully benefit from the state-of-the-art facility are about to embark on their clinical rotations, the next step on the way to becoming community pharmacists.

To say the old pharmacy practice lab did not provide an "optimal learning environment" for modern pharmacy education is an understatement.

"Imagine the oldest pharmacy you can — that's what was here before," says Steven R. Abel, assistant dean for clinical programs. "The space was all cabinets and counters."

With little serious renovation in 40 years, the lab located in the basement of the Robert E. Heine Pharmacy Building was completely gutted and, as pharmacy faculty and students alike proclaim, "transformed."

Craig Svensson, dean of the College of Pharmacy, Nursing, and Health Sciences, says the enrichment of the education environment reflects and enhances the always-changing practice and profession of pharmacy.

“The required degree of the profession emphasizes clinical education,” the dean explains. “This laboratory offers us greater capacity to teach the latest techniques found in pharmacy practice.”

Finding a remedy for the old lab’s crowded, outdated confines began with Kimberly S. Plake, assistant professor of pharmacy practice and the 2008 Dr. Aziz Outstanding Teaching Award recipient.

For the greater part of a year, Plake visited pharmacy labs, consulted faculty members, conferred with the architects on feasibility, and, ultimately, helped design the lab. Demolition of the old facility began at the end of the 2006 semester. The new lab was dedicated in October 2006.

The 1,968-square-foot practice lab almost doubles the size of the previous area, and its educational technology and flexible room configuration capabilities replicate modern professional pharmacy labs.

These improvements further facilitate teaching the essential components of “best-practices” pharmacy that reflect pharmacists’ evolving role — from filling prescriptions and dispensing medication to front-line patient counseling and promoting wellness.

“By renovating the laboratory, the School of Pharmacy and Pharmaceutical Sciences addresses the needs of our students as well as their future employers and patients,” Plake says.

Six small presentation rooms flank the main lab area. Their retractable walls can create four larger rooms as needed. The center lab area also can be altered for various lessons and demonstrations, such as compound preparation.

New computers and software allow students to simulate patient profile

work, review patients’ medications, and anticipate possible reactions to medicines. Other equipment helps students develop skills in physical assessment, injection technique, medication monitoring, and cardiopulmonary resuscitation.

Video cameras installed throughout the renovated facility can project images from class activities to strategically placed television screens. “Everybody’s got the best seat in the house,” Plake notes. “Students can also replay a demonstration as many times as they need because it is recorded and saved on the network.” Video recording students’ presentations to assess their ability to interact with patients is a valuable teaching and feedback tool, she adds.

Once again, donors’ visionary commitment and generosity to Purdue education made the transformation possible. The lab is named in recognition of CVS/Pharmacy Corp.’s \$300,000 gift, the largest contribution to the \$825,000 project.

“This lab is a testament to how all of our donors’ contributions make a significant impact on the education of our students,” says Christopher Smith, director of advancement for the School of Pharmacy and Pharmaceutical Sciences. He said 45 companies, alumni, couples, and individuals — including President’s Council members — gave gifts of \$1,000 or more to the project.

With such healthy support, the CVS Practice Laboratory helps fill the prescription for world-class pharmacy and pharmaceutical education at Purdue.

Grant A. Flora is a writer/editor for Purdue Marketing Communications.



First professional year Pharm.D. students Teresa Kam, of Indianapolis, and Veronica Novak, of Rochester, Indiana, apply real-world skills in the new CVS Practice Lab.

Regenstrief Foundation invests

\$11 Million

in Purdue center's ability to improve healthcare

THE REGENSTRIEF FOUNDATION AND PURDUE UNIVERSITY WILL EXPAND THEIR PARTNERSHIP IN DESIGNING A NEW PRESCRIPTION FOR THE NATION'S HEALTHCARE SYSTEM.

The foundation, which helped create the University's Regenstrief Center for Healthcare Engineering with a \$3 million gift in 2005, is investing \$11 million more over the next five years. The center will use systems engineering, management, science, and information technology to improve patient safety and patient care.

"We have seen how research at Regenstrief Center for Healthcare Engineering in Discovery Park is helping address inefficiencies in this nation's \$2 trillion healthcare system," Purdue President France A Córdova said. "Researchers are addressing patient scheduling, telemedicine, patient safety, and other areas of the complex healthcare system. We are confident Purdue will play a major role in offering solutions to make healthcare

delivery more efficient, effective, and affordable for all Americans."

To date, Regenstrief's research helped launch the Indiana Patient Safety Center in 2007 and expanded funding opportunities for a statewide telehealth effort.

Regenstrief Center director Steven Witz, Purdue's St. Vincent Health Chair of Healthcare Engineering, said the additional funding will help the center expand its focus on three key areas of healthcare related research — health education and learning technologies, systems analyses of healthcare delivery, and patient-outcome assessment.

Regenstrief Foundation in September also provided two supplemental grants totaling \$2.46 million to the Purdue center.

The Regenstrief Foundation is named for benefactor Sam Regenstrief, who emigrated from Vienna to Indianapolis as a child. Regenstrief founded a company that manufactured and popularized the low-cost home dishwasher, at one time producing 37 percent of the world's dishwashers in Connersville, Indiana. Regenstrief died in 1988.



Baileys give \$4 million toward new PMO building

A gift from Ralph and Bettye Bailey will provide abundant new opportunities for Purdue Musical Organizations (PMO) students and staff.



Bettye J. Holder Bailey and Ralph E. Bailey

The Baileys, of Naples, Florida, and Greenwich, Connecticut, made the lead gift to construct a facility expected to cost as much as \$8 million. The music groups currently are housed in a corner of Elliott Hall of Music.

“They presently are in quarters that are not adequate, and this building is long overdue,” said Purdue President France A. Córdova.

“PMO is spread over five floors, and there is no place for us to rehearse combined ensembles. When we need to rehearse together, we’ve had to use a local church. Some of our offices are in converted closets,” said Julie Ricciardi, PMO assistant director.

The gift from the Baileys also will offer PMO the opportunity to expand from 150 to 200 students.

Plans for the facility include rehearsal rooms for each of the primary ensembles, including the Varsity Glee Club, Purduettes, Purdue Bells, and Heart & Soul; several smaller individual rehearsal rooms; an audiovisual room; office space for administrators and business and support staff;

a lounge area for gatherings and study groups; environmentally controlled spaces for storing electronic equipment, costumes and other materials; and a music library.

The PMO staff and university advancement officers have already begun meeting with alumni and friends to begin raising the remaining funds for the building. A location for the new building has not been confirmed.

Ralph Bailey said he and his wife have long enjoyed the work of Purdue Musical Organizations.

“I have always felt that their fine voices, high energy and engaging personalities make the students of PMO not only role models for the other students, but also great ambassadors for Purdue,” he said. “Purdue is without a music school, but these young people ensure that it is not a school without music, which is so important for a well-rounded education.”

Ralph Bailey earned his degree in mechanical engineering in 1949. His first job out of Purdue was in the coal mining business in southern Indiana. He remained in the coal business and served as chairman and CEO of Consolidation Coal (now Consol Energy) before joining Conoco. He became chairman and CEO of Conoco in 1979. At retirement, he began a new career, co-founding American Bailey Corp., a private investment company, with his son, Douglas, in 1987.



Artist's rendering of the planned Herman and Heddy Kurz Purdue Technology Center.

Heddy Kurz gives \$3 million for tech center

A fond and loyal friend of Purdue University has continued her history of giving with a \$3 million award. Heddy Kurz, of Louisville, Kentucky, provided the lead gift for the Herman and Heddy Kurz Purdue Technology Center building in the Purdue Research Park. The 13-acre expansion will cost \$14.5 million and will support about 275 jobs and 26 companies. The average annual wage of employees working in the park is \$52,000.

Ground was broken April 7, and the center is expected to open in 2009. Kurz' deferred gift is in honor of her late husband, Herman, who received a degree in electrical engineering from Purdue.

"The education that Herman received at Purdue provided him with the skills he needed for his career, so I am very happy to contribute to the facilities that will help future generations of Purdue graduates and create opportunities for them," Kurz said.

\$1 MILLION GIFT WILL PLACE NEW LABORATORIES IN NEW ALBANY

A Jeffersonville, Indiana-based foundation gave \$1 million to the College of Technology at New Albany last spring to establish advanced-technology laboratories for two of the college's programs.

The Paul Ogle Foundation Inc. donated the money to construct the Paul W. Ogle Electrical Engineering Technology and Mechanical Engineering Technology Laboratories. The laboratories will be located in the Purdue Technology Center of Southeast Indiana in New Albany, which is set to open this fall.

Kent Lanum, executive director of the Ogle Foundation, said that a deep interest in the economic viability of the southeast Indiana region prompted the donation.

"Paul Ogle had an interest in projects that further the economic development in the region and was a strong believer that there is no better way to do this than to make a significant investment in helping students earn a high-quality education."

The facilities at the Purdue Technology Center will include three combination classroom/laboratories each for the mechanical engineering technology and electrical engineering technology programs. These labs will be named in honor of Paul Ogle.

Equipment for the labs is still being purchased, and the needs will change as course content evolves in response to technological advances.

The 105,000-square-foot building will house several startup and expanding companies and the nearly 100 Purdue Research Foundation employees who will move out of the original Purdue Technology Center to make room for new companies there.

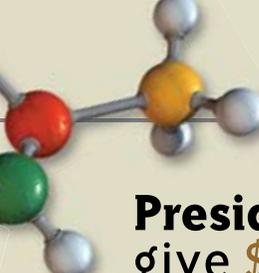
The first Purdue Technology Center, which opened in 1999 and expanded in 2005, contains 105,000 square feet of laboratory and office space. The building has operated at capacity since opening.

"We have at least 10 companies on a waiting list that grows every month, and we have successful Purdue Research Park resident companies seeking additional space, so we need an additional technology center," said Joseph B. Hornett, senior vice president, treasurer and COO of the Purdue Research Foundation, which manages the Purdue Research Park.

The City of West Lafayette approved a 10-year tax abatement for the new facility worth \$1.5 million. The 725-acre Purdue Research Park has the largest university-affiliated business incubation complex in the country.

The Paul Ogle Foundation Inc. was incorporated as an Indiana nonprofit corporation in 1979 to assist with community development and charitable needs.

The founder and original benefactor was Paul W. Ogle, who lived in Clark County. Ogle died in 1988, was a native of Switzerland County and was founder of Silgas Co., a distributor of propane gas in southern Indiana that later expanded to surrounding states.



President's Council co-chairs give **\$2.5 MILLION** to Purdue

Peter and Sally Kay of Cincinnati, Ohio, rewarded Purdue with a \$2.5 million deferred gift that will assist the Purdue Cancer Center and the Science Bound program.

Two million dollars will be used to create an endowed professorship in clinical cancer research. Another \$500,000 will support the University's mentorship and scholarships for students in Indianapolis Public Schools.

Timothy Ratliff, director of the Purdue Cancer Center, said the gift will help Purdue move forward in its cancer research.

"To solve a complex, global problem like cancer, we need the best minds in clinical research working toward solutions that are cost-effective and adaptable for human trials," Ratliff said. "The Kays' gift will allow us to invest in one of our most important resources in the fight against cancer — our researchers."

Peter Kay, who earned his doctorate in chemistry from Purdue in 1966, said he and his wife believe in the cancer research under way at Purdue.

"We want to see an impact on society by transitioning research into human clinical trials where it can bring hope and answers to cancer sufferers," he said. "This gift to Purdue is the best way we know to help."

Peter Kay has retired from Strategic Management, a business consulting firm he founded in 1986, but continues to perform consultation work. Sally Kay spent 36 years with the Dow Chemical Co. and GlaxoSmithKline Consumer Healthcare. She now performs consulting work in strategic product development. The couple are currently serving as co-chairs for the President's Council at Purdue.

The Kays' gift will support a clinical researcher who will be affiliated with either the Purdue Cancer Center or the Purdue Oncological Sciences Center.

Thomas donate \$2 million to College of Technology, Purdue Libraries

A \$2 million deferred gift from alumnus Richard Thomas and his wife Kyle will be applied to the College of Technology and Purdue Libraries. The College of Technology will receive \$1.8 million of the amount, with the remaining money designated for Libraries.

Richard Thomas received a bachelor's degree in industrial economics from Purdue in 1962 and is president of the Gilliam Group Inc. in Indianapolis. His wife, Kyle, is a certified public accountant who owns her own accounting firm in Greenwood. She received an MBA in finance from Butler University.

Thomas began as a student at Purdue in 1955 and completed two years of mechanical engineering courses. In 1957, he entered military service, earning an officer's commission as well as Airborne and Ranger certifications, and returned to Purdue in

1960 to complete his education.

"There weren't a lot of colleges of technology out there at the time, and I liked what they focused on — applied research as opposed to theory," Thomas said. "I developed a good relationship with the college, donated a lot of equipment to them, and am proud to support the work in manufacturing and other areas that is going on there now."

Thomas, a member of the Purdue Libraries Dean's Advisory Council, said he was impressed with the direction Libraries has been taking in the last several years in terms of improving technology, expanding online archives, staying open more hours and other efforts to make the library system more user-friendly to students and the community. He said he and his wife plan to add to their initial contribution to both colleges.



Stephen D. Bechtel Jr.

The laboratory will be part of the School of Engineering Education, which is housed in Neil Armstrong Hall of Engineering.

Bechtel gift will help build engineering laboratory

Alumnus Stephen D. Bechtel Jr., chairman emeritus of the Bechtel Group Inc. of San Francisco, California, has given Purdue a \$2 million gift to construct and equip the \$4.3 million Innovation Learning Laboratory.

“Engineering has been pivotal in shaping this nation’s industrial capabilities and making us the world’s premier economy,” Bechtel said. “Providing engineering students an authentic hands-on education based on design, creativity, and innovation will help keep America’s technological edge sharp.”

The Ideas to Innovation Learning Laboratory will serve more than 1,600 students annually through the University’s First-Year Engineering Program. In the summer months, it will be used by K-12 administrators, counselors, and teachers taking part in engineering summer academies and other University programs.

The laboratory will consist of several team-focused, collaborative spaces: the Design Studio, Innovation Studio, Rapid-Prototyping Studio, Fabrication and Artisan Laboratories, and Demonstration Studio.

The laboratory also will be equipped with state-of-the-art learning technologies and advanced fabrication equipment.

Bechtel earned a bachelor’s degree in civil engineering from Purdue in 1946 and an honorary doctorate in engineering in 1972. He served under presidents Johnson, Nixon, and Ford in six federal appointments and, in 1991, President George H.W. Bush presented him with the National Medal of Technology, the nation’s highest honor for technical achievement.

Engineering couple donate \$2.2 million to Purdue

A \$2.2 million gift from Rick and Cheryl Kosdrosky will provide benefits for two Purdue colleges. The College of Engineering and College of Technology each will receive \$1.1 million from the Kosdroskys’ estate.

The couple are engineers at Lockheed Martin’s Aeronautics Company in Fort Worth, Texas. Rick Kosdrosky serves as program manager for the classified Special Projects F-35 Joint Fighter development program. He also serves as the aeronautics company’s Purdue recruiting team leader. Cheryl Kosdrosky is a staff software engineer on the F-16 program where she leads avionic software development efforts for the aircraft’s cockpit data entry systems.

“For many years Lockheed Martin has sought to hire more than 2,000 entry-level

professionals — mostly engineers — and it’s been my pleasure to try to make as many of them Boilermakers as possible,” Rick Kosdrosky said.

“Rick has always generously given his time and expertise to our students,” said Leah H. Jamieson, Purdue’s John A. Edwardson dean of engineering.

“He is one of the many reasons our students continue to become some of the top engineers in the country.”

The Kosdroskys have designated their gift as unrestricted, which will allow the colleges to allocate the money where the need is greatest.

“The Kosdroskys are truly visionary people who recognize how vital flexible funding is for projects on the horizon. We are immensely grateful for this gift from a Purdue alumnus,” said Dennis R. Depew, dean of the College of Technology.

Rick Kosdrosky graduated from Purdue in 1976 with a bachelor’s degree in engineering. He serves as a board member for Purdue’s engineering alumni association.

The Kosdroskys’ son, Aaron, is currently a senior in the Department of Organizational Leadership and Supervision in the College of Technology.

Helen B. Schleman: Her story changed history

By Grant A. Flora

March 2008. Women's History Month.

A special moment in time a long time in coming unfolds....

...Purdue President France A. Córdova presides over the dedication ceremonies of the Purdue Libraries Archives and Special Collections' Susan Bulkeley Butler Women's Archives.

...Next up, groundbreaking Krannert graduate, author, philanthropist, and Purdue Trustee Susan B. Butler herself takes the lectern. Her \$1 million gift is helping to establish, honor, and celebrate the key roles played by Purdue's pioneering women faculty and alumnae throughout both university and U.S. history.

On this night, among the new documents being enshrined in the new collection are items belonging to a woman who paved the way for this unique moment in Purdue history: Helen B. Schleman, Purdue's dean of women from 1947-68, a self-described "unapologetic feminist," and a champion of women's rights on campus.

"'Helen baby' would be proud," as Dean of Students Emerita Betty Nelson put it, recalling with a twinkle in her eye the pet name bestowed upon Dean Schleman by those nearest and dearest to her.

"Helen Blanche Schleman was transformed into Helen "Baby" Schleman by the women students who exercised the leadership in 1968 to recognize Helen with the creation of the Helen B. Schleman Gold Medallion that is awarded each spring to a faculty member or administrator who supports goals similar to Schleman's. Of course, the name adaptation seemed so outrageously un-Helen, that it became a loving teasing point!" Nelson added.

Nelson and Sally Watlington — "the daughter Helen never had" — donated papers, memorabilia, and correspondence from their cherished friend and mentor to ensure these materials are preserved forever as an integral part of University history.

Schleman came to Purdue in 1934 as director of the first women's residence hall. After taking a leave of absence to serve in the Women's Coast Guard Reserve during World War II, Captain Schleman returned in 1947 as dean of women, following the legendary Dorothy Stratton.

A strong advocate of women's rights, Dean Schleman terminated the curfew placed on women students in the residence halls, making Purdue the first Big Ten university to do so.

Ending a restriction, she also added empowerment by spearheading a fresh-

man conference program for women. Schleman also believed student input was critical. Typically, students were not included on University committees until she worked to change that situation — a major change practiced on campus today.

Schleman retired in 1968 and later became founder and first director of the Span Plan Adult Student Services Program, which helps non-traditional students pursue college careers. She remained an engaged and engaging community member until her death in 1992.

Schleman Hall, home to Purdue's Student Services department, honors her memory.

In 2006, Schleman joined Amelia Earhart and 13 other notable women in Purdue's first class of Women Pioneers of Purdue University, sponsored by the Council on the Status of Women.

Monetary lifetime giving and in memoriam gifts in the dean's name exceed more than \$22,000, but her contributions to Purdue and generations of women students — priceless.

Helen B. Schleman was ahead of her time. Now her story belongs to the ages: a pioneering Purdue woman whose impact, example, and legacy lives on in the new women's archives, the lives she touched, and in Purdue lore.

HELEN SCHLEMAN, FRONT AND CENTER.
This is the "heritage chain" of successful women deans at Purdue, serving from 1987-1996. Deans (from left) Helen Schleman, Beverley Stone, Barb Cook, Betty Nelson, and Dorothy Stratton were photographed in 1990 at the entrance to Schleman Hall of Student Services.



Purdue Research Park announcements mean **NEW JOBS**

Software company plans to relocate in new Innovation Center

By 2010, the Purdue Research Park will boast 200 new jobs, thanks to a global technology giant's move to West Lafayette.

EDS will relocate its national software solution center to a 13,000-square-foot space in the research park.

By early 2009, EDS will occupy 45,000 square foot in a new 78,000-square-foot facility at the park called Innovation Center.

Indiana Governor Mitch Daniels and EDS executives made the announcement in February. The company already has hired more than a dozen professionals.

EDS, which currently employs more than 1,000 professionals in Indiana, will

develop technology solutions for its commercial and government healthcare clients around the world at the new center.

"EDS and our employees have been a part of the business and social fabric of Indiana serving commercial and government customers around the world for more than 23 years," said Andy McCann, EDS vice president. "We like doing business in Indiana. We like the skills and high motivation of the employees we've been able to hire here. And we like the overall business climate."

Joseph B. Hornett, senior vice president, treasurer and COO of the Purdue Research Foundation, said providing additional amenities is important in recruiting new and expanding companies to the state.

"It is part of our strategic mission to bring more and better jobs to the state, and we work in collaboration with state and local officials to support economic development across the state," Hornett said. "An important component of that effort includes providing the necessary facilities for prospective companies and the quality-of-life extras that help companies attract and keep quality employees."



EDS Vice President Andy McCann (Left) and Governor Mitch Daniels announce the company's plans to locate its national software solution center at the Purdue Research Park.

Medical developer opens expanded R&D center

A biotechnology company's opening of an expanded research and development center at the Purdue Research Park will mean the addition of 250 jobs by 2011.

MED Institute, the product development subsidiary of Bloomington, Indiana-based Cook Medical, made the announcement from its newly renovated 92,000-square-foot development center located in the former Great Lakes Corporation headquarters.

Prior to relocating to the expanded facility in the Purdue Research Park, the company operated its development facility in a 28,000-square-foot facility in another area of the 725-acre park in West Lafayette.

Established as a resource for Cook Group companies to identify and develop new medical product concepts, MED Institute employs about 175 professionals in West Lafayette who work with Cook companies around the world to design and implement clinical trials, conduct product development testing, and secure patents and other intellectual property rights in the United States and around the world.

"We are thrilled with our new facility and especially pleased that we were able to work with city officials to get the street where we're located officially renamed Geddes Way to

honor Dr. Leslie Geddes, whose work in biomedical engineering at Purdue has inspired everyone within the Cook organization."



Leslie and LaNelle Geddes tour MED Institute's 92,000-square-foot expanded research and development center with Indiana Lieutenant Governor Becky Skillman (R). The street where the institute is located has been renamed Geddes Way.

Purdue, IU to share \$25M research grant

The creation of the Indiana Clinical and Translational Sciences Institute (CTSI), a \$25 million medical research initiative, will combine the strengths of Purdue and Indiana universities, business, and government to transform discoveries into better patient care and business opportunities.

The National Institutes of Health (NIH) awarded the five-year grant to the IU School of Medicine, which will fund CTSI activities at IU and Purdue. A total of \$56 million will be invested in the Indiana CTSI by the two universities, the state of Indiana, and Eli Lilly and Co., which is underwriting the cost of a senior faculty position for three years. Other partners in the initiative include BioCrossroads, Clarian Health, Cook Group, Roche Diagnostics, and WellPoint Inc.

“The Weldon School of Biomedical Engineering is a key, unique component of the institute (CTSI),” said George Wodicka, head of the Weldon School of Biomedical Engineering at Purdue. “Our expertise in medical device design, prototyping, and development ..., combined with our proven track record in bringing effective products to market, will be invaluable to the institute.”

The CTSI will implement the NIH initiative in Indiana with new programs to accelerate translational research, train new translational researchers, interact with community healthcare professionals and the public, build research resources and technologies, and leverage Hoosier resources with healthcare, business, government, and foundation partnerships.

Connie Weaver, head of Purdue’s Department of Foods and Nutrition, will lead the institute at Purdue, and IU College of Arts and Sciences Dean Bennett Bertenthal will lead the institute at IU. Dr. Anantha Shekhar, a psychiatrist who is IU’s assistant vice president for life sciences, will direct the institute.

Purdue gains professorship in instrumentation engineering

A \$2 million anonymous gift to the College of Engineering will create a new endowed professorship to assist instrumentation research. The gift also provides for a technician to work alongside the professor.

“Instrumentation is the technology of creating, constructing, and maintaining the measuring and control devices and systems that equip the manufacturing plants and research institutions so vital to today’s expanding economy,” explained Leah H. Jamieson, John A. Edwardson Dean of Engineering. “Variables such as temperature, pressure, flow, velocity, and density can be measured through instrumentation, so research in this field is always in great demand.”

The professorship can be affiliated with several schools in the College of Engineering, providing valued flexibility, Jamieson added.



PRESIDENT'S COUNCIL
NEWS

Purdue's World Food Prize recipient the first in food science

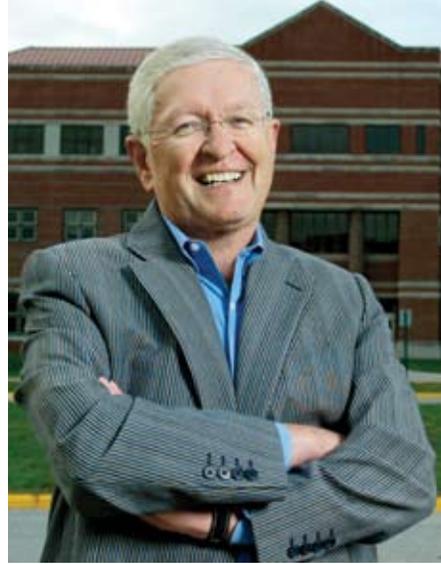
Philip Nelson, the Scholle Chair Professor in Food Processing who helped build Purdue's Department of Food Science, received the 2007 World Food Prize last fall.

Nelson, a Keystone level member of President's Council, has been with the organization since 1987.

Nelson was honored for his work in aseptic processing, developing the "bag in a box" technology to process large quantities of seasonal crops such as tomatoes and oranges, for long-term storage and bulk transportation without losing nutritional value or taste.

In 1991, the Institute of Food Technologists rated aseptic processing and packaging as the No. 1 innovation in food technology, ahead of juice concentrates, safe canning processes, freeze-drying, and food fortification.

"Dr. Nelson's work has transformed the global food industry and has allowed entrepreneurs to build successful businesses that use crops raised by farmers," said Purdue



Philip Nelson stands in front of Purdue's Food Science Building, where he developed the aseptic process of storing bulk, seasonal foods like tomatoes and oranges. Nelson is the winner of the World Food Prize.

President France A. Córdova. "He is an outstanding example of the power

of a university to turn discovery into benefits for others."

The \$250,000 award has been presented annually since 1986, when Nobel laureate Norman Borlaug created it. He envisioned it as agriculture's Nobel Prize equivalent. Nelson is the first winner cited for work in the postproduction area of agricultural research.

The World Food Prize, according to the foundation's Web site, "is the foremost international award recognizing – without regard to race, religion, nationality, or political beliefs – the achievements of individuals who have advanced human development by improving the quality, quantity, or availability of food in the world."

PURDUE HOMECOMING 2008

HOMECOMING EVENTS

Wednesday, October 22
Blood Drive - PU vs. IU

Thursday, October 23
8th Annual Krannert Leadership Series
Ben Stein "Renaissance Man"

Friday, October 24
Night Train Homecoming Parade
Pep Rally with King and Queen Coronation
President's Council Annual Weekend/
Back-to-Class/Annual Dinner
Fireworks

Saturday, October 25
Family-friendly Celebration on the Purdue Mall
Stage Performances
Classes of '58 and '59 Gateway Arch Dedication
Football Game – Purdue vs. Minnesota

Free parking available for these events.

October 22-25

www.purdue.edu/homecoming

From player to player advocate

BY DIANE SILVER

Eugene Parker (BS '78 management) can still hear the cheers that erupted as the Boilermakers sprinted onto the Mackey Arena court for his first game against Indiana University.

"I had heard about the rivalry between Purdue and Indiana, but it really didn't mean that much to me until we ran out on the floor and the fans just went crazy," says Parker, who played guard for Purdue from 1975 through 1978 and earned most valuable player honors in 1976. The cheers shook him to his core. "I remember going through the lay-up line thinking this is what it is all about."

More than 30 years later, Parker and his wife, June, have signed on as co-chairs of the \$99.5 million campaign to renovate Mackey. They want to give other young athletes the same opportunities he enjoyed. Parker emphasizes, though, that there is much more than just cheering fans to the planned new Mackey complex and the experience of being an athlete at Purdue.

"College athletics gives you an opportunity to learn how to compete at the highest level," Parker says. "It requires a lot of discipline and dedication and teamwork — all the things that are vital components to becoming a successful

person. You develop poise when you're playing in front of thousands of people on a regular basis. You have to maintain your concentration and focus to get your job done."

Parker is especially pleased that the renovations will include academic facilities that will help student-

athletes study and receive tutoring in the new Mackey complex.

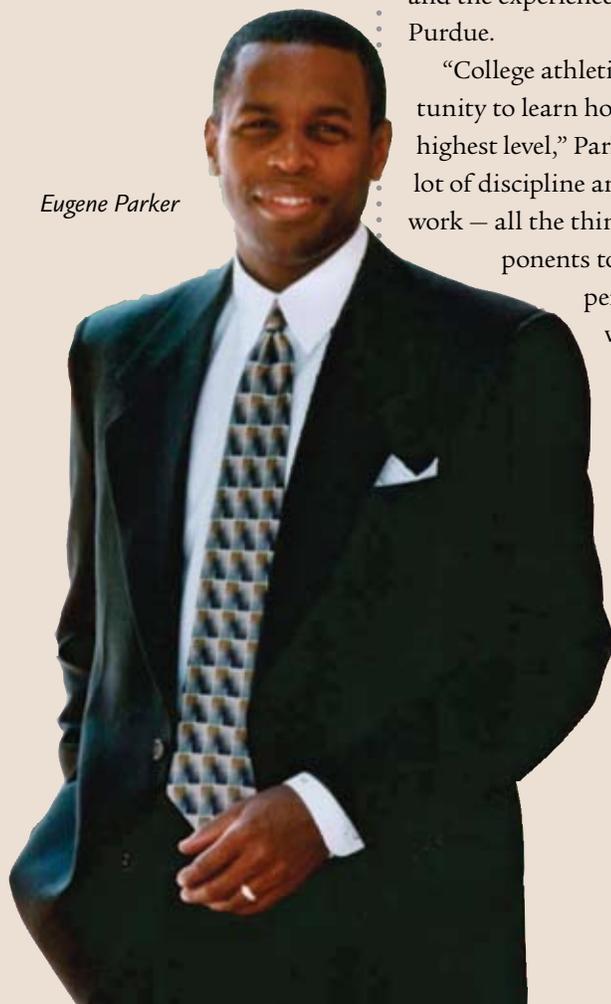
Purdue's academic excellence played a key role in Parker's life by giving him the tools he needed to earn a law degree from Valparaiso University in 1982. Two years later, Parker combined his love of sports with his legal background to found Maximum Sports Management. Today, Sports Illustrated and ESPN call Parker one of the top agents in professional sports. In 2005, he was listed as one of the 50 Most Powerful Blacks in Sports by Black Enterprise.

In 1995, Parker made history when he negotiated a seven-year, \$35 million contract with a \$13 million signing bonus for Deion Sanders. At the time, the deal made Sanders the highest paid defensive player in the NFL. In 2004, Parker negotiated a six-year deal worth \$60 million for wide receiver Larry Fitzgerald to make Fitzgerald the highest paid rookie ever to play in the NFL.

Eugene and June have been married for 28 years and have five children. Two of their sons attend Purdue. A homemaker for most of her life, June Parker recently founded Divas Make It Happen, an organization that mentors young urban girls. The Parkers live in Fort Wayne, Indiana, and are active members of the Summit City Christian Center. Parker also served on the Fort Wayne Airport Authority.

Parker says they are thrilled to be involved in the Mackey campaign. "It gives us an opportunity to give back."

The other co-chairs of the Mackey campaign are New Orleans Saints' quarterback Drew Brees (BS '00, industrial management) and Brittany Brees (BS '00 organizational leadership and supervision) and Ernst & Young global vice chair for strategic communications and regulatory affairs and former Purdue forward Beth Brooke (BA '81, management).



Eugene Parker

**Q&A WITH
PURDUE FOUNDATION
STUDENT BOARD (PFSB) MEMBER**

Abby Hoye



What are your year, major, and hometown?

Junior from Fishers, Indiana, majoring in communication with an emphasis on public relations and advertising, College of Liberal Arts.

Why did you decide to come to Purdue?

Besides being a huge Purdue football fan, I came to Purdue because I knew that I would get a good, quality education; I would be presented with many opportunities for involvement on and off campus; and I was far enough away from home to gain the independence I was hoping for in college, but close enough for my family to share some of my Purdue experiences with me.

What are your three favorite things about Purdue?

I love going to the Purdue football games. Win or lose, the atmosphere and the excitement surrounding the team is unbeatable. I love the Greek system on campus. It's like a small

family, and I have had the chance to meet a lot of great people and be a part of important campus activities and events. I love Purdue in the spring. After being cramped up all winter, everyone is outside throwing the football, tanning, running, walking, or just sitting on the front porch.

Why did you decide to join PFSB?

It was a true honor for me to receive a nomination to join the Junior Board of PFSB my sophomore year, and I thought the organization was a great way for me to learn more about the University and contribute my talents to presenting the best possible image of Purdue to students, faculty, staff, alumni, and non-Purdue affiliates.

What has your experience in PFSB been like so far?

Through PFSB, I have been able to play a large role in many of the major events happening on campus that most students know nothing about. I have seen firsthand how fast this University is growing and expanding by attending groundbreaking, building dedications, receptions, and I have even had the opportunity to emcee President's Council ballroom events, which I really enjoyed.

Does any one event stand out in your mind? Why?

My favorite event in the past year was the Neil Armstrong Building dedica-

tion weekend. I was able to escort an astronaut and his family around to all of the events surrounding the dedication and attend a private dinner honoring NASA, Neil Armstrong, and the other astronauts in attendance. It was a very surreal, emotional experience being among men and women who have accomplished so much for science, space exploration, and our country. Even more surreal was that they all went to my school!

What do you get out of your interaction with alumni and donors?

Interacting with alumni and donors of the University has shown me how much Purdue means to people. Alumni and donors are still extremely proud to be Boilermakers, and they make great efforts to give back to the University in thanks for their time spent here. It's a good feeling knowing that I will still have ways to show my Purdue pride long after I graduate.

How do you think your PFSB experience will benefit you in the future?

PFSB really emphasizes the importance of building and maintaining relationships. It's a pretty close-knit group, and I have made many connections through this organization both professionally and personally.

What are your plans after you graduate from Purdue?

Hopefully, I will leave Purdue with a job already lined up working in public relations. I would love to be able to live somewhere out-of-state for a while, but more than likely, I will end up in Indianapolis. I also am interested in getting my MBA after working for a couple of years.

ABOUT PFSB

Purdue Foundation Student Board (PFSB) formed in the 1970s. The distinguished members participate in elite Purdue events such as dedications and groundbreaking ceremonies, and also interact with alumni at President's Council events such as home football games, dinners, receptions, and social events. Students are recruited to the organization in the spring.



Focus group meetings help shape PC future

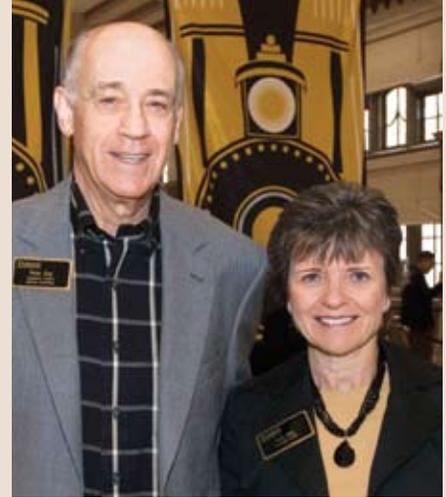
The end of summer is upon us and Purdue is gearing up for another exciting semester as students and faculty return. The strategic initiatives President Córdoba has set in motion are driving many new programs across campus. As always, President's Council's own strategic vision echoes and supports the mission and goals of the University as a whole. We are connecting Purdue friends, engaging alumni, and reaching out to the community as never before.

One way we have made an effort to stay in touch with members and plan for the future is through a series of focus groups. These sessions have given members the chance to provide their perspectives on President's Council.

Based on their feedback, we are striving to engage more young alumni in PC activities. The first step, now underway, is to conduct an extensive market survey of younger PC members to get their suggestions.

An example of the exciting bond we share as President's Council members came this spring, when many of us embarked on a sightseeing cruise to Alaska. Boilermaker pride was everywhere as members mingled and made lasting memories with Purdue friends new and old. That feeling of Purdue camaraderie and University pride has never been stronger or more heartfelt for us.

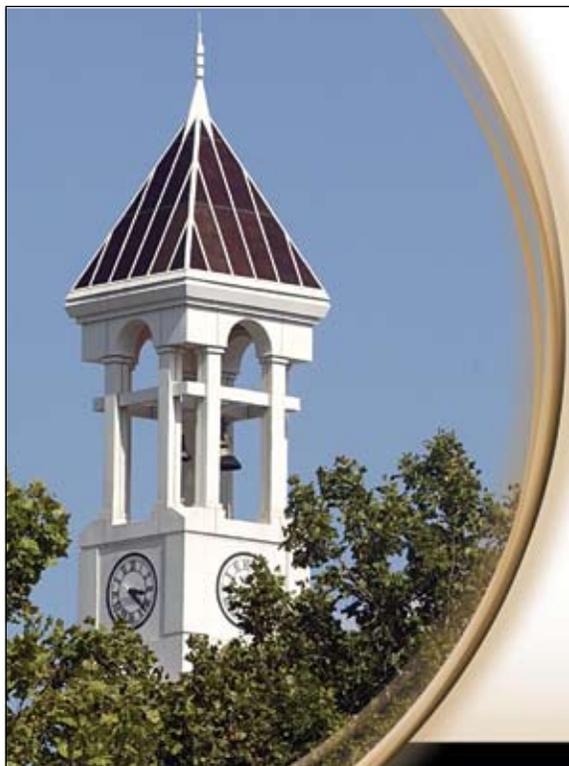
As fall approaches and Boilermaker football season kicks off, we look for-



Peter and Sally Kay
President's Council Co-Chairs

ward to the many planned President's Council events and gatherings. Most of all, we look forward to seeing each of you at these events. For those of you who cannot join us on campus, we hope Leadership magazine will allow you to experience a little of the Purdue pride that embodies President's Council. Thank you for your continued support of our great University.

Hail Purdue!



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How can you make a difference?

For information on specific planned giving options, contact the Planned Giving Office at plangift@purdue.edu or (800) 677-8780.

PURDUE
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PRESIDENT'S COUNCIL
NEWS

Purdue expands
 its social circle
 of friends

.....



Jill Steiner, student trustee and incoming president of Purdue Foundation Student Board, poses with President's Council Pinnacle member **Hedy Kurz** outside the venue for Mollenkopf Weekend, the Hilton Naples & Towers in Naples, Florida.



Bill and Linda Fleischhauer enjoy the President's Council dinner during Mollenkopf Weekend in Naples, Florida, last February.



Ralph Samuel Johnson (center) was recognized in February by the Purdue family for being the oldest Purdue alumnus in attendance at an on-the-road event in Scottsdale, Arizona. Johnson, who is 100 years old, is a 1930 graduate from Purdue in mechanical engineering. Recently, he was awarded an honorary doctorate and provided a gift to Purdue Libraries, Archives and Special Collections. Also pictured are his granddaughter, **Abra Parkhurst** (left) and fellow Arizona resident and Purdue alum **Freda Rothermel**.



Purdue Head Football Coach Joe Tiller was awarded the Order of the Griffin in Naples, Florida, by an enthusiastic **Morgan Burke** (right), Purdue's athletic director. Also in attendance for the presentation was the coach's wife, **Arnette Tiller**.



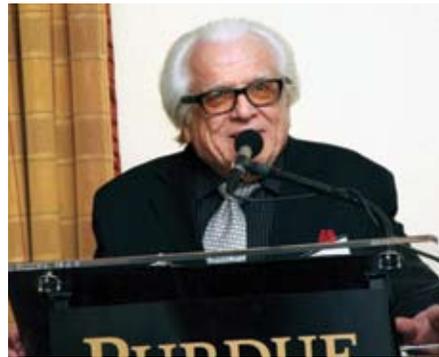
President France A. Córdoba poses with Purdue's EFFRON Scholars during the group's spring banquet in April. Pictured next to Córdoba is **Barry Efron**, whose family established the leadership and scholarship program at Purdue in 2001. The student group, which focuses on the world of engineering, business, research, government, and philanthropy, is comprised of students in the School of Materials Engineering in the College of Engineering.



President France A. Córdoba's multi-state tour took her to Albuquerque, New Mexico, in May, where she met **Christopher Bass** (center) and **Faye Janzad**, a 1983 School of Health Sciences alumna. The event, held at the Hyatt Regency in Albuquerque, drew more than 30 people.



Carolyn Gery, who was Purdue's first development officer and started President's Council in 1972, retired from the University in June. To commemorate her career, Representative **Sheila Klinker** presented Gery with the Governor's Award for Excellence in Service.



Don Seybold, retired associate director of convocations and lectures at Purdue, addressed fellow Keystone members of President's Council during a January reception.



John and Nancy Bratt stand in front of a large, scenic iceberg on the deck of the *Seven Seas Mariner*, which hosted nearly 150 President's Council members during the Voyage of Discovery cruise to Alaska.



President's Council Gateway members enjoy hors d'oeuvres at Bistro 501 in downtown Lafayette following an engagement at the Long Center in March.

PBAO raises \$277,235 for diversity programs

Donor challenges fellow members to get involved.

By ANNETTE LAMB

College of Education '06; Director of Development, Black Cultural Center and President's Council

My job at Purdue affords me the great opportunity to travel the country and meet our wonderful alumni and donors. But, perhaps one of the best and most inspirational trips I've taken was just up the road in Chicago. In late April, I was honored to attend the Purdue Black Alumni Organization's (PBAO) Business & Leadership

attendees and presenters were full of Boilermaker pride and positive attitudes.

We were brought together to network, but we accomplished so much more in the form of relationships that re-connected valuable alumni back to the Purdue family. Keynote speaker and President of McDonald's USA Don Thompson motivated the crowd. He encouraged them to get involved at Purdue and to give back.

"If not us, who?" Thompson challenged. "And if not now, when? There is work that needs to be done."

Involvement is just as necessary as fundraising, whether it's sharing your time, talents, or treasures. Alumni shouldn't feel like they need a formal invitation to come back to Purdue, Thompson stressed. He encouraged PBAO members to be a part of the classroom, speak to the students, and be excited about visiting campus. With all of the world-class opportunities, Thompson said, "we can change the world. This is our University, let's act like it."

Later, it would be revealed just how loyal PBAO is to Purdue. The generosity of individuals and corporations was evidenced in the amount of \$277,235, which will help key diversity program areas such as PBAO, Black Cultural Center, Business Opportunity programs, and the Minority Engineering Program (MEP).

I could not have been more grateful to be a part of this amazing group of alumni and assist in the fundraising efforts for diversity at Purdue. I believe the success and growth of PBAO is due to the overwhelming energy, passion, and leadership of its president, Tarrus Richardson.



Tarrus Richardson (far left), president of the Purdue Black Alumni Organization, takes time for a photo with Kirk Cerny, executive director and CEO of the Purdue Alumni Association; President's Council members Liz and Don Thompson; and Purdue President France A. Córdova.

Summit. This two-day event provided a forum for Purdue Alumni members to learn from top business executives and increase their professional network.

When I arrived the first night on the beautiful Odyssey cruise boat at Navy Pier, I knew it was going to be an experience like none other. The energy in the room was undeniable, and the

2008 ADVISORY COMMITTEE

- Peter Kay, Co-chair
- Sally Kay, Co-chair
- Robert Bowen
- Terry Bowen
- Susan B. Butler
- Michele Thomas Dole
- Bryan Erler
- Susan Erler
- Forest Farmer
- Jay Fehnel
- Bob Miles
- Joyce Miles
- Don Roach

CONTACTS

Please use the contact information below if you have questions about your membership or if you would like to speak to a staff member directly.

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Assistant Director, President's Council
(765) 494-2373
- **President's Council Office**
(800) 213-9279
Fax: (765) 496-2902
E-mail: pc@purdue.edu
www.purdue.edu

GIVING LEVELS

■ Annual Levels

Cornerstone*: \$1,000
Annual gift or pledge

***GOLD Plan: Graduates Of the Last Decade (GOLD)** can become Cornerstone members for an annual gift of \$100 multiplied by the number of years since graduation.

Tower: \$2,500
Annual gift or pledge

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Gateway: \$25,000
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Keystone: \$100,000
Cumulative outright/planned gifts or pledges

Pinnacle: \$1 million
Cumulative outright/planned gifts or pledges

Purdue-gift

Online giving to Purdue

Gifts can now be made online over a secure server, and they can be designated to your area of choice. For details, visit www.purdue.edu/gifts.

CALENDAR OF EVENTS

SEPTEMBER 2008

6	Purdue vs. Northern Colorado, 12 p.m.
13	Purdue vs. Oregon, 3:30 p.m.
15-19	Green Week with special guest Tom Friedman, author of <i>Hot, Flat and Crowded: Why we need a Green Revolution ... And how it can renew America</i> (September 19, Elliott Hall)
17	Class of 1956-57 Plaza Dedication, 4 p.m.
20	Purdue vs. Central Michigan, 12 p.m.
29	Celebration Week (continues through October 2)

OCTOBER 2008

4	Purdue vs. Penn State*
23	Krannert Leadership Series with special guest Ben Stein
24	President's Council Weekend/Back-to-Class/Annual Dinner
25	University-wide Homecoming Celebration, Purdue Mall Class of 1958-1959 Gateway Arch Dedication, 10 a.m. Purdue vs. Minnesota kickoff, 12 p.m.

NOVEMBER 2008

1	Purdue vs. Michigan*
8	Purdue vs. Michigan State*
21	Women for Purdue program, 9 a.m. (Location TBA)
22	Purdue vs. Indiana*

MARK YOUR CALENDARS — 2009

February 14	Mollenkopf Weekend/President's Council Back-to-Class (Naples, Florida)
February 15	Mollenkopf Weekend/President's Council Dinner (Naples, Florida)

*At press time, kickoff times for four of the home football games had yet to be determined. Please check www.purdue.edu/events and www.purduesports.com for continued updates on kickoff times.

PC PREGAME EVENTS

Boiler up for the football games at the President's Council pregame ballroom and tailgate events, which are an exclusive benefit of President's Council membership. Hosted by President France Córdoba, you will enjoy the traditional comforts of assigned seating, fine food, and entertainment in the Purdue Memorial Union ballroom, beginning three hours prior to kickoff. The tailgate tent offers a casual atmosphere, beginning two hours prior to kickoff. We look forward to seeing you there. Thank you for your continued friendship.

PRESIDENT'S COUNCIL

For information regarding President's Council membership, please contact the President's Council Office:

(800) 213-9279 • (765) 494-2373
www.purdue.edu





Nearly 150 President's Council members, led by Purdue President France A. Córdoba, embarked on an eight-day Alaskan cruise in June. Here, they gather for a photo on the ship's upper deck.



President's Council

Purdue University
President's Council
Dick and Sandy Dauch Alumni Center
403 West Wood Street
West Lafayette, IN 47907-2007

www.purdue.edu