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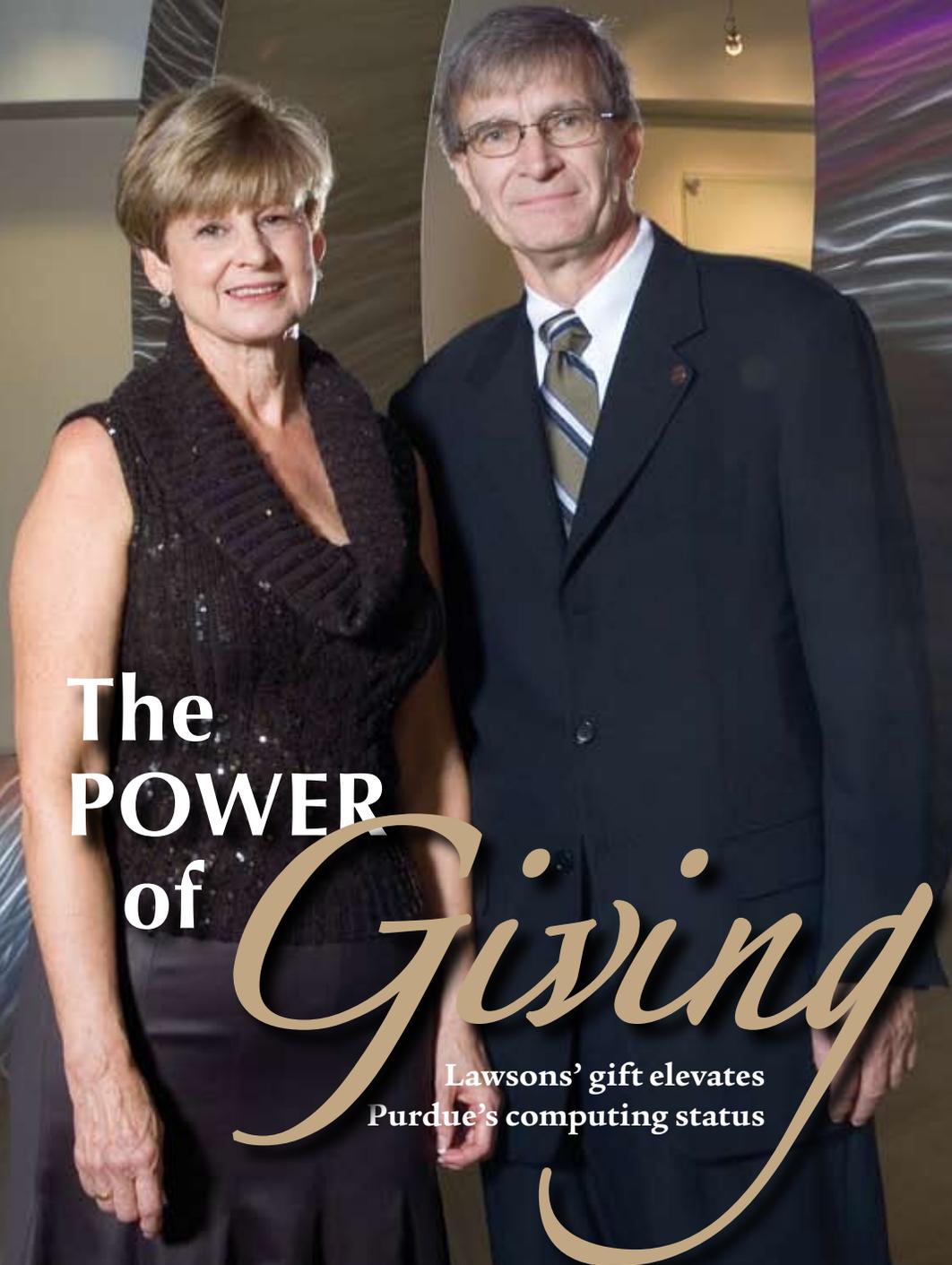
Purdue Meets \$1.5 billion Campaign Goal



Leadership

The Magazine of the Purdue President's Council

Winter 2007



The POWER of *Giving*

Lawsons' gift elevates
Purdue's computing status

INSIDE:

Endowed chairs
keep Purdue
competitive

**Carolyn
Shoemaker**
First dean
of women

Early giving
Recent grad
gives generous
scholarship gift

**President's
Council news**
and events

PURDUE
UNIVERSITY



The resounding success of the campaign fundraising is only a prelude to the breathtaking changes and groundbreaking advancements our efforts have inspired

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) 496-2640.

Excitement is building as campaign comes to a close

As we enter the final stretch of *The Campaign for Purdue*, I remain awestruck at what we are accomplishing together. The physical landscape of Purdue is changing, and the environments in which our students and faculty learn and teach are blossoming. Research all across campus – including the amazing Discovery Park – has grown dramatically, and the diversity of our student body has never been richer. These are the accomplishments we celebrate, and these are the achievements that have brought Purdue to preeminence.

This past fall, Purdue celebrated some exciting gifts and made a statement across the state and the nation that our University is a powerful engine for research, learning, and outreach. Purdue once again became “first” in a number of areas, and I believe this is only the beginning. Among these firsts are the new Fleischhauer Radiation Therapy Facility in the School of Veterinary Medicine and the new Biomedical Engineering Building in Discovery Park. Also enhancing Purdue's position as a leader were the dedication of the Lawson Computer Science Building, a cargo plane acquired through a generous gift from FedEx, and the groundbreaking of the new Discovery Learning Center. These are just a few of the ways Purdue is leading the pack as a result of your giving.

Looking ahead to the remaining months of the campaign, I am excited to once again have the opportunity to visit cities around the country as part of our regional outreach initiative. Upcoming visits include Louisville; Washington, D.C.; and Detroit, with more to be announced. No one can deny the excitement that is building as our campaign comes to a close. The resounding success of the campaign fundraising is only a prelude to the breathtaking changes and groundbreaking advancements our efforts have inspired and which will continue to resonate for generations to come.

Your leadership and dedication to making Purdue a preeminent institution of higher learning have only just begun to deliver. Thank you for helping to make Purdue's success possible!

Hail Purdue!



LEADERSHIP

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Richard and Patricia Lawson pause for a photo inside the lobby of the new Lawson Computer Science Building. The main focal point of the lobby is this “Echo Spiral,” an 800-pound stainless steel sculpture. (Photo by Vincent Walter.)



Class Acts

GIFTS LEAVE A POSITIVE MARK AND LASTING LEGACY

From gates to gardens, scholarships to sculptures, and clocks to columns, class gifts have been bestowed on Purdue University since the late 1800s.

The campus is sprinkled with tangible testimonials of graduates' generosity in the form of the Bell Tower, the Purdue Mall Fountain, the Class of 1950 Lecture Hall, and the High Ropes Challenge, among many others.

Students pass by these landmarks every day. Some will pause to watch the water pour from the fountain; some will heed the hour of the day by the chiming of the bells in the tower; and some will take down notes as they listen to a professor in the lecture hall.

Made possible through contributions from Purdue alumni, the gifts enhance the Purdue landscape and enrich the experiences of generations of students.

"I think it is amazing to see the class gifts around campus," says Purdue senior Kara Hartman. "It makes me proud to attend a university where the alumni give back and take pride in their alma mater."

(continued)



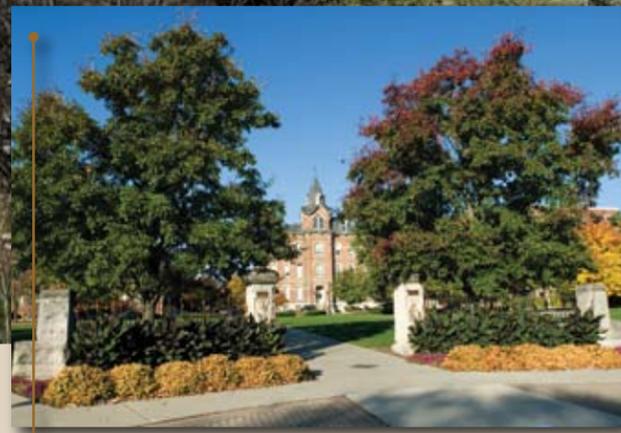
Bronze Presidents — The Class of 1921 funded a collection of bronze busts depicting all of the Purdue presidents. In this photo, clockwise from right, are Presidents Winthrop E. Stone, Frederick L. Hovde, Edward C. Elliott, and Arthur G. Hansen.



Purdue Bell Tower — This is now a well-known campus landmark, thanks to donations raised by Class of 1948 members. The bells that chime daily and play music are the original bells, themselves a gift from the Class of 1895, that hung in the old Heavilon Hall before it was destroyed by fire. The tower was dedicated in April 1995.



PMU Clocks — Thanks to 1929 graduates, those passing through the Purdue Memorial Union can easily see what time it is. The clocks in the main halls and a grandfather clock in the lobby of the hotel are reminders of this class's timeliness. The Indiana Limestone marker at the Northwestern Avenue entrance to campus was a 25th reunion gift from the class.



Class of 1897 Gates — This is one of the earliest gifts, now located on the east side of the Memorial Mall across from Stewart Center. The original entrance to the University was on the east side of Memorial Mall. Pillars were added to the entrance in 1891, along with a connecting wrought-iron fence. In April 1923, during the Class of 1897's 25th reunion, members carved their graduating year into the pillars. In 1991, they were refurbished and re-installed at their current location from funds raised by descendants of the Class of 1897, along with members of the Class of 1936.



'Transformation' — The outdoor sculpture "Transformation" is courtesy of the Class of 1952. Class members funded the construction of the piece, a 40-foot-tall, 20-ton creation. The sculpture, the second largest all-bronze statue in the country, depicts the transformation of students as they become more educated and enlightened.



Elliott Organs — The Purdue Class of 1940 was the first graduating class to go through commencement in Elliott Hall of Music. To commemorate that "first," the class presented Purdue and the auditorium with two organs that are used at all commencements and at the PMO Christmas Show.

BY HEATHER PFLUG



SCHOLARSHIPS AND AWARDS

Many class gifts on the Purdue campus can't be seen in the form of cement, limestone, or water, but rather, in the form of students and instructors. Either created as an exclusive gift or with leftover funds, several graduating classes have established scholarships and teaching awards, many of which continue to disperse money today.

- CLASS OF 1922 — Annual \$6,000 "Helping Students Learn" award
- CLASS OF 1929 — Scholarship fund
- CLASS OF 1930 — \$3,000 for tutoring students with special needs
- CLASS OF 1934 — Established fund for Libraries to support visually-impaired students
- CLASS OF 1935 — Established Class of 1935 Library Scholars Grant Program for faculty
- CLASS OF 1937 — Scholarship fund
- CLASS OF 1938 — PUCONTE scholarship fund
- CLASS OF 1941 — Teaching Innovation Awards
- CLASS OF 1943 — Scholarship fund
- CLASSES OF 1944-45 — Teaching for Tomorrow Award
- CLASS OF 1946 — World War II Memorial Scholarship
- CLASS OF 1947 — Scholarship fund
- CLASS OF 1949 — Scholarship fund
- CLASS OF 1951 — Steven C. Beering Scholarships
- CLASS OF 1952 — Academic Success Awards
- CLASS OF 1954 — Presidential Scholarships Endowment
- CLASS OF 1963 — Boiler Gold Rush Scholarship Endowment



High Ropes Challenge — The Class of 1979 provided this unique and useful gift, which is utilized as a leadership tool as well as an academic resource. Class members surpassed their \$200,000 goal, raising \$218,000 for the project. The course has three levels that can accommodate several groups at the same time. The course is the first of its kind at a Big Ten university.

The fundraising campaigns are not only a means of raising money, but also for reminiscing. Fred Ford, a Purdue alumnus who worked at the University for 40 years, chairs the Class of 1958 committee, which is working on a joint project with the Class of 1959 (see sidebar right).



Class of 1950 Lecture Hall — Ambitious 1950 graduates initiated the first million-dollar class gift campaign to build the Class of 1950 Lecture Hall. Members raised \$1.2 million toward the building's \$3.5 million total cost. A sculpture located inside, "The Way We Were," characterizes a former GI wearing senior cords and a young woman wearing bobby socks, saddle oxford shoes, and pearls.

"Part of the fun has been getting to know people I never knew were in my graduating class," he says. His wife, Mary, sits on the Class of 1959 committee. "Connecting with some very devoted Purdue alumni from this class has been heartwarming," she says. "It has also made me acutely aware of the blessings Purdue has brought into our lives.



Purdue Mall Fountain — The unique, picturesque fountain was funded by the Class of 1939 and dedicated during Homecoming 1989. It stands 38 feet high and contains 280 lights and 228 tons of concrete. As many as 588 gallons of recycled water flow from the fountain's 36 nozzles per minute.

Since becoming an official entity, the class gifts program has finished 26 projects. "These are lasting marks on the University," says Sarah Gentry, director of class gifts. "Current students can see the legacies left by former students, and they get the message that people before them cared enough, had enough pride to give back."

CURRENT PROJECTS



These campaigns are in various stages of fundraising and construction. Look for them to be started or dedicated in the near future.

Class of 1955: Sweet Shop Endowment — Members are striving to raise \$100,000 to establish this endowment and distill fond memories of the restaurant for years to come. The goal is to guarantee that Pappy's Sweet Shop, located in the Union, will always be a well-maintained, up-to-date facility that serves students, staff, alumni, and guests.

Classes of 1956 and 1957: South Campus Plaza — Plans for the \$500,000 campaign call for multi-level platforms for seating and displays. A full block of Wood Street between Marsteller and Sheetz streets has been permanently closed to make room for the outdoor plaza.

Classes of 1958 and 1959: Gateway to the Future — This project calls for two columns that will connect an iron archway that reads "Purdue University." The \$500,000 project will stand near the new Neil Armstrong Hall of Engineering, and the view through the archway from Stadium Avenue will be of the Engineering Mall and Fountain.

Class of 1980: Courtyard — This 25-year gift will be located between the Purdue Memorial Union and Stewart Center, bordering State Street. Class members hope the area will become a place to meet friends and relax between classes. The committee's fundraising goal is \$100,000.

Class of 1981: Exhibit Hall — The Archives and Special Collections Library will find a home at Stewart Center thanks to this gift. Purdue historical pieces such as Amelia Earhart's flight charts and school papers, Herbert Brown's 1979 Nobel Prize medal, and John Purdue's death mask will be safely, securely, and prominently displayed for visitors to view. The class is working with Purdue Libraries to design the exhibit area into the main entry room of the new library.

For more information on the Class Gifts Program, visit www.purdue.edu/udo/classgifts, or call (765) 494-2198 or (800) 677-8780.

**Endowed chairs
boost professorships
and Purdue's
academic prowess.**

Preferred Seating

Prof. Rao S. Govindaraju came to Purdue University because of its reputation, the opportunity to work with bright colleagues and students, and the possibility of one day sending his daughters to a prestigious institution close to home.

Even with strong commitments to Purdue, however, there is no guarantee that high-performing faculty like Govindaraju will continue to contribute their knowledge to the University. Competing institutions often have incentives to offer such top performers and can lure them away.

But now the tenured faculty member has more of an enticement to stay at Purdue. Govindaraju was recently appointed the Christopher B. Burke Professor of Civil Engineering, a new endowed chair made possible through a gift from alumnus Christopher B. Burke and his wife Susan. The Burke chair will eventually be matched to create a second chair for civil engineering through the Bindley Chair Challenge, the funds of which are deferred.

Thanks to the extra funding that comes with the new endowed chair, the hydraulics and hydrology expert will have more resources to pursue some riskier research streams.

BY ANGIE ROBERTS

"I now have a little more flexibility to explore bold ideas, even if they don't come to fruition," Govindaraju says.

Concerned that Purdue significantly trailed its peers in funding for faculty teaching and research efforts, the University set a goal to increase the number of endowed chairs. During the \$1.5 billion *Campaign for Purdue*, three challenge grants — the Lilly Endowment Challenge, the Bindley Chair Challenge, and most recently, the Goodwin Chair Challenge — enabled Purdue to double its count of endowed professorships and, in the process, its educational prowess.

MATCHING A DONOR'S GIFTS

Made possible through a \$15 million estate gift from Purdue civil engineering alumnus George E. Goodwin, the Goodwin Chair Challenge solicited \$750,000 each from 20 individuals and corporations. By matching dollar-for-dollar every gift, each chair will have a combined value of \$1.5 million once all the funds are collected.

Goodwin, who died in 2002, was born in New Castle, Indiana, and received a bachelor's degree in civil engineering from Purdue in 1930. He was a member of the Purdue Research Foundation, a lifetime member of the Purdue Alumni Association, and a member of the President's Council for many years.

Gordon Chavers, general counsel for the University Development Office, describes Goodwin as a loyal Purdue supporter. "George worked hard, played hard, and found the joy of giving, particularly to the Purdue Research Foundation," Chavers says. "He established numerous charitable trusts with

PRF as trustee, retaining a life income from each."

Several years into *The Campaign for Purdue*, President Martin C. Jischke determined how to use the unrestricted funds that Goodwin had given to the University. "He identified a key strategic plan goal that needed an infusion of cash," says Murray Blackwelder,



PHOTO BY MARK SIMONS

Prof. Rao S. Govindaraju works in his lab with some of his students. His research focuses on hydraulics and hydrology.

senior vice president for advancement. "As it turned out, an endowed chair challenge was exactly the right thing to do."

Provost Sally Mason agrees. "The Goodwin challenge was a marvelous way to be able to talk even more of our donors into supporting us with naming opportunities," she says. "Plus, if you have an opportunity like the Goodwin Chair Challenge to add more than a dozen faculty that are doing world-renowned work, to have this kind of tool available is extremely valuable."

REACHING THE PINNACLE

Back in 2002, Purdue had only 69 endowment-supported professorships. In contrast, Indiana University had 347; the University of Illinois had 219; and the University of Michigan, 245.

Inspiring the educational edge

Finishing the faculty portion of the Purdue Strategic Plan relied heavily on increasing the number of endowed faculty chairs and, in turn, increasing the caliber of educational programs at the University.

The Goodwin Chair Challenge offered to match a total of 20 gifts to create 20 endowed chairs.

"We did all 20 chairs in seven months," says Murray Blackwelder, senior vice president for advancement. "People realized it was a great challenge. It was a great opportunity that won't likely ever come around again."

The Goodwin Chair pledges bring the total number of endowed chairs created during the campaign to 100.

GOODWIN CHALLENGE MATCHES

1. Michael and Kay Birck, Nursing
2. Jack and Kay Hockema, Civil Engineering
3. Bruce and Kim Olson, Management
4. Robert and Sally Weist, Elementary Education
5. William and Carolyn Byham, Liberal Arts/Psychology
6. Friends of Dane Kildsig, Pharmacy
7. Allison and Nancy Schleicher, Management
8. Cummins Inc., Mechanical Engineering
9. Robert and Terry Bowen, Civil Engineering
10. John T. and Winifred M. Hayward Foundation, Veterinary Medicine
11. Dale and Suzi Gallagher, Education
12. Dale and Suzi Gallagher, Engineering
13. Paul and Madeline Wattelet, Nuclear Engineering
14. James Bradley, Liberal Arts/Psychology
15. American Concrete Pavers Association, Civil Engineering
16. J. Trent and Judith Anderson, Science
17. Hewlett-Packard Companies, Electrical & Computer Engineering
18. Pankow Family, Civil Engineering
19. Cook Group Inc., Biomedical Engineering
20. William and Melissa Oesterle, History

Source: Purdue University Office of the Provost

“When you recognize quality people with a chair, you reduce the likelihood that they could be recruited away by someone else.”

— DIANE K. DENIS, SENIOR ASSOCIATE DEAN FOR FACULTY AND RESEARCH IN THE KRANNERT SCHOOL OF MANAGEMENT AND THE NEWLY APPOINTED DUKE REALTY ENDOWED CHAIR IN FINANCE



sistants or purchase new equipment to help him.

Increasingly, corporations are reducing expenditures on basic research as the time to market for new products can often be longer than investment return models allow. Many life-changing research discoveries, which may otherwise never be funded properly, are made through providing this strategic funding to tenured professors who have no quarterly profit pressures.

The funds and distinctions that come with these endowed professorships benefit the honorees' academic institutions as well. “When you recognize quality people with a chair, you reduce the likelihood that they could be recruited away by someone else,” says Diane K. Denis, senior associate dean for faculty and research in the Krannert School of Management and the newly appointed Duke Realty Endowed Chair in Finance — a position created through the Bindley Chair Challenge.

“If we were trying to recruit a top faculty member from another school and they didn't have a chair, we could increase the chances of having that person by offering one,” Denis explains.

In turn, these new recruits bring a pre-established reputation with them, adding to Purdue's preeminence and consequently attracting the most promising undergraduates and graduate students to campus. “That's because first-rate scholarship often correlates with first-class teaching,” Denis says. “In a lot of cases, being a good research institution is important to the quality of the degree.”

Already, Purdue has more than doubled its 2002 figure. In November 2006, the University boasted 158 endowment-supported chairs. So far, Purdue has raised \$203 million to help fund the new endowed professorships created through the \$1.5 billion campaign.

Even with the new chairs, Purdue isn't likely to back down on its quest to fund additional faculty support needs. The importance of named and endowed professorships is clear when examining the career paths of academic stars. “Top faculty typically make tenure within about 10 years of joining a university,” Mason says. “After that, what's left? Recognition by your peers, either through a named or distinguished professorship. That's the pinnacle.”

PURSuing BREAKTHROUGH DISCOVERIES

With endowed professorships, such as the ones being created by the Goodwin Challenge, funds from the endowment supplement the chair holder's salary and research grants. “Let's say an endowment base is a million dollars,” says Mason. “That individual has between \$40,000 and \$50,000 annually to support graduate assistants, travel to professional meetings, give papers internationally, and supplement salary as rewards for having achieved this high status.”

For professors like Govindaraju, such funds make it easier to pursue breakthrough discoveries. And with the endowment, he can hire research as-

Professor honored with Goodwin Chair



PHOTO BY VINCENT WALTER

Dr. Leslie Geddes, Showalter Distinguished Professor Emeritus in Biomedical Engineering.

Purdue has made the biomedical engineering field a major enterprise for not only the University, but also for medical device companies.

Lifesaving discoveries have sprung from the research laboratories of Purdue University, including groundbreaking inventions like the regenerative tissue graft, the miniature defibrillator, and tiny blood pressure monitors for premature infants.

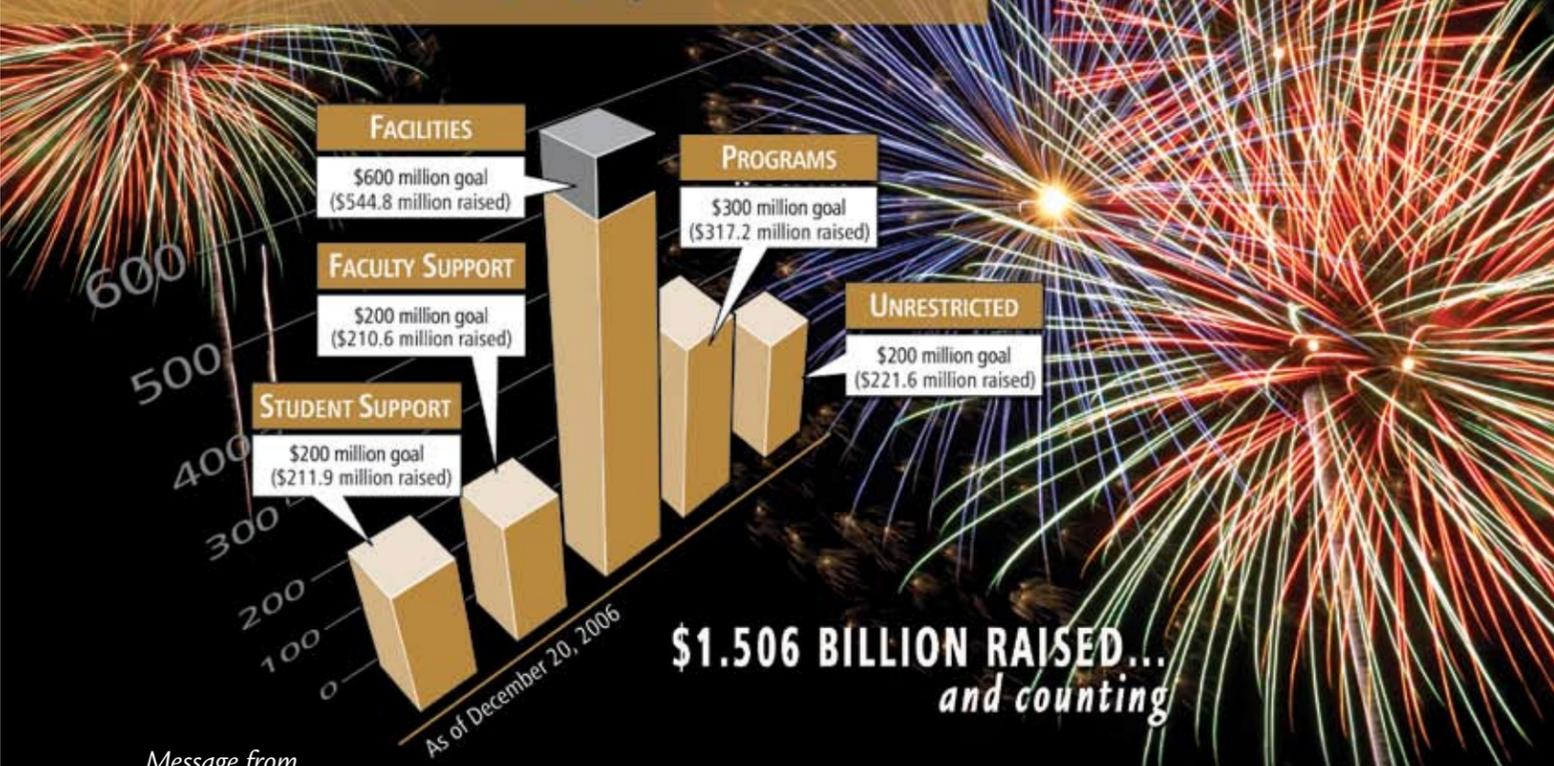
One man stands out as the responsible party for these inventions: Dr. Leslie Geddes.

That's why it was altogether fitting when Cook Group Inc., which has commercialized Geddes' inventions, announced a gift of \$750,000 to endow the Leslie A. Geddes Chair in Biomedical Engineering.

Geddes, 85, was recruited from Baylor University to Purdue in 1974 to help develop and organize the biomedical engineering program and create new technologies in the field.

Geddes no doubt exceeded Purdue's expectations. The licensed patents and technologies that have emerged from Geddes' lab have generated more than \$15 million in royalties for Purdue.

UPDATE The Campaign for PURDUE



Message from
Michael Birck
Chairman, Campaign for Purdue Steering Committee



Campaign fundraising goes over the top

We did it! *The Campaign for Purdue* on December 21, 2006, reached its goal of \$1.5 billion. Our success is the result of the generosity of Purdue's vast family of alumni, friends, and partners across the

state and the nation. It also is the result of carefully planned strategic initiatives and countless hours of dedicated service by members of the University community. The momentum we have built over the course of the campaign is unprecedented.

This past fall, we celebrated a host of gift announcements, building dedications, and groundbreakings as part of our two celebration weeks in September and October. Highlights of these events included the dedications of the Lawson Computer Science Building, the Belin Volleyball Court, the Biomedical Engineering Building, and the CVS Pharmacy Lab; the announcement of the gift of a cargo plane from FedEx for the Aviation Technology program; and the groundbreaking of the new Discovery Learning Center, to name just a few.

Two historic gifts to Purdue were also announced last fall. The first, to the School of Nursing, is a \$2.49 million grant from the Helene Fuld Trust, which will introduce a doctoral program in Nursing, only the 10th in the nation. The second historic gift will expand Purdue's outreach to the southern half of the state through a new technology park in New Albany. (See page 9.)

Engagement has been a hallmark of The Campaign for Purdue, and we are not stopping anytime soon. There are still a number of upcoming Purdue-on-the-Road events this winter that will give President Jischke the opportunity to engage communities outside Indiana, to spread Purdue's message across the country, and to meet with local business leaders.

With five months left in the campaign, the level of activity at Purdue is as busy as ever. We are once again headed to Naples, Florida, early this month for President's Council events (See calendar, page 27.) We also will be celebrating a number of building dedications and celebrations this spring. These events give us the opportunity to say “thank you” to you, the most important members of our Purdue family. The success of the campaign and the countless accomplishments we have celebrated would not be possible without your continued leadership and support.

Thank you for making it happen at Purdue!

The POWER of *Giving*

W

ith less than a year remaining in the historical \$1.5 billion *Campaign for Purdue*, Celebration Week 2006 went off with as much momentum as ever. Three buildings were dedicated, and more than \$14 million in gifts were announced. With a few surprises thrown in, the week was a success for Purdue University and the state of Indiana.



▲ **Key to success.** Amid a flurry of celebratory confetti, four Purdue engineers fit the pieces of a slide-rule key together to symbolize the official dedication of Purdue's new \$25 million building that houses the Weldon School of Biomedical Engineering. From left are George Wodicka, head of the School of Biomedical Engineering; Peter G. Katona, past president and CEO of the Whitaker Foundation; Purdue President Martin C. Jischke; and biomedical engineering doctoral student Lester Smith. (See page 20.)

PHOTO BY VINCENT WALTER



PHOTO BY VINCENT WALTER

▲ **Purdue President Martin C. Jischke, Purdue alumnus William Fleischhauer, Linda Fleischhauer, and Purdue First Lady Patty Jischke stand outside the new \$2 million Linda and William Fleischhauer Radiation Therapy Facility following the dedication.** The Fleischhauers gave \$1 million in support of the unit, a wing of the Small Animal Hospital at Lynn Hall. The heart of the unit is the \$230,000 linear accelerator, which is used to target and deliver radiation. It is the first cancer unit in Indiana to treat dogs and cats.

The POWER of Giving



PHOTO BY VINCENT WALTER

▲ **Dr. Leslie Geddes (center)**, the Showalter Distinguished Professor Emeritus of Biomedical Engineering, is taken by surprise with the announcement of an endowed biomedical engineering professorship in his name, funded through a \$750,000 gift from Cook Group Inc. The news was delivered by Purdue President Martin C. Jischke during the Engineering Dean's Lunch. (See page 10.)



PHOTO BY VINCENT WALTER

▲ **Purdue President Martin C. Jischke** is joined by Lawson Computer Science Building donors **Richard and Patricia Lawson** and **Heddy Kurz**, Computer Science Department Head **Susanne Hambrusch**, **Jeffrey S. Vitter**, **Frederick L. Hovde** Dean of Science, and Purdue Foundation Student Board members in plugging in a large-scale USB cable (see actual USB photo inset at right) to mark the conclusion of the Lawson Dedication Ceremony. (See page 17.)



Actual USB cable



PHOTO BY VINCENT WALTER

▲ **The Purdue University "All-American" Marching Band** fills the air with school spirit during Homecoming ceremonies. Although the forecast called for rain, no precipitation fell during the pregame activities or during the football game. Purdue emerged from the meeting victorious with a 27-21 win over Minnesota.



◀ **Ruth Steer** was honored during Celebration Week for a lifetime of Purdue gifts totaling more than \$1 million. She and her late husband **Max "Mack" Steer**, who died in 2003, founded the Purdue Department of Speech, Language and Hearing Sciences, and Mack Steer served as the first department head from 1963 to 1970. (See page 23.)



PHOTO BY VINCENT WALTER

▲ **Purdue President Martin C. Jischke** speaks during a ceremony highlighting the donation by FedEx Corp. of a recently retired airplane to the Purdue Department of Aviation Technology. The plane, a Boeing 727-100 freighter formerly used as a cargo plane, is valued at \$650,000. It had formerly been used for cargo transport and now will be used as an instructional tool.



▲ **Gifts totaling \$3.25 million** were announced at the President's Council pregame breakfast during Celebration Week. **Cummins Inc.'s** gift of \$1.75 million will fund an endowed professorship in mechanical engineering as well as a new laboratory. A \$1.5 million gift from **Mechanical Engineering Professor Emeritus Eugene Goodson** and his wife **Susie** will fund an additional endowed professorship in the school. (See page 21.)



PHOTO BY MARK SIMONS

▲ **Andrea Mitchell**, chief foreign affairs correspondent for NBC News, shares anecdotes and insights from her career in broadcast journalism at the sixth annual **Krannert Leadership Speakers Series** in September. Held in the **Purdue Memorial Union**, the event also served to recognize **Krannert alumni** for their contributions to the school, business, and academia.



PHOTO BY DAVE LUMBERGER

◀ **Some of the youngest members of the Jerry and Rosie Semler family** participate in the groundbreaking ceremony for the \$10 million **Discovery Learning Center** building. The **Semlers**, both Purdue graduates, made a contribution to be matched 2-for-1 by **Lilly Endowment** to create a directorship for the Center. The gift is one of the six **Lilly Endowment** directorship matches for **Discovery Park** centers. Other gifts announced: a deferred \$3 million gift and a \$650,000 cash gift from **Purdue alumna Susan Bulkeley Butler** for an endowed chair; a \$2 million deferred gift from **Purdue Provost Sally Mason** and her husband **Kenneth** to support and maintain future Center programs; and an anonymous gift of \$2.5 million to help fund the building.

A Legacy of Giving

The retirement in June 2006

of Cornell A. Bell, longtime chair of Krannert's Business Opportunity Program, could have been seen as the end of an era. But the force of Bell's personality and accomplishments endures in hundreds of loyal alumni.

BY ERIC NELSON



PHOTO BY JOHN UNDERWOOD

LEFT: Tia Cummings, a 2004 Krannert graduate, talks with Cornell A. Bell during a reception held in his honor.

MANY GIFTS ARE financial and used for scholarships, fellowships, grants, and other forms of student aid. Other gifts are of time and commitment, of the passionate belief that every individual can succeed through education. Gifts that combine these qualities create legacies.

Tia Cummings, who earned her MBA from Purdue's Krannert School in 2004, is building on that legacy as a community affairs manager with United Technologies Corporation (UTC).

Cummings is one of more than 900 Krannert alumni — both undergraduate and graduate — whose educations were made possible through the Business Opportunity Program (BOP), which was founded in 1968 and led for 37 years by Cornell A. Bell.

The associate professor of management education officially retired last June, but the hundreds of alumni, students, supporters, and colleagues who

recognized Bell with a formal reception in September are assurance that his contributions will endure.

One man, a shared mission

As chair of BOP for all but its first year, Bell's history at Purdue is virtually synonymous with the program itself. The former Gary, Indiana, high school principal was planning to earn his doctorate in educational administration from Indiana University when he was contacted by then Krannert Dean John Day.

The school had just begun a program designed to give underrepresented students access to a Purdue education, and Day needed someone to run the program. He offered Bell the opportunity to earn his doctorate at Purdue while serving as BOP director.

"Cornell Bell is a legend, not only at the Krannert School, but at Purdue University," says Rick Cosier, Krannert dean and Leeds Professor of Management. "When his former

students speak of him, they do so in almost reverential tones."

Cummings is grateful for the foundation laid by Bell, which included financial assistance through the Dr. Cornell A. Bell Scholarship/Fellowship Fund (see sidebar) as well as Bell's unwavering belief in her success. "I can truly say that without Dr. Bell and BOP, I don't think I would have earned my MBA from such a respected school at such a young age," she says.

"He helped me through the application process, spoke with my parents, and ensured I had a full fellowship for both years," adds Cummings.

Giving time and more

Before endowed funds became available, earlier Krannert graduates like Randall Lewis found support through Bell's determination, ingenuity, and growing network of contacts. "Dr. Bell assured me that through financial aid, cooperative education, and part-time campus employment, my financial concerns related to attending Purdue would be addressed," remembers Lewis. "I took him at his word and made the decision to enroll.

"The first day of classes, Dr. Bell demonstrated his personal commitment by walking me to the Purdue Memorial Union, where I was hired as the hotel's bellman. In my second year, he introduced me to individuals at General Motors and I accepted a co-op position," says Lewis. "These opportunities provided the income to cover my college costs and helped to validate my career choice of accounting and finance."

Earning both his undergraduate and graduate degrees at Krannert (BSM '84, MSM '89), Lewis climbed the ranks quickly. As before, Bell continued to lend his time and influence. He introduced Lewis to Purdue alumna Teresa LeGrand, who hired him at General Electric and served as his mentor at the company.

After moving to Wells Fargo, Lewis was recruited in 2003 by WellPoint. Bell met personally with a member of WellPoint's board of directors to recommend Lewis, who now serves as the health-benefits company's senior vice president of internal audit and chief compliance officer.

Returning the favors

As Krannert's new director of diversity initiatives, including BOP, Tina Davis has worked closely with Bell since her hiring in early 2005. She is following her new mentor's example by cultivating not only current and future students, but also the program's growing alumni and corporate network.

"Family and relationships are both central and vital to the success of most minority students," says Davis. "If we can continue to create experiences that are positive and life changing," she says, "that impact will carry forward and our graduates will market the program for us."

Lewis says that spirit of giving and caring embodies the essence of Bell and the program he built. "The benefits I've gained and the lessons I've learned will benefit my family for generations to come," Lewis says. "My personal commitment is to continually support Bell's legacy."

About the fund

Current and future BOP students will continue to receive financial support through the Dr. Cornell A. Bell Scholarship/Fellowship Fund, which supporters and alumni endowed in 2000 to support African American students in both the undergraduate and graduate programs through scholarship and fellowship awards.

Later that same year, the Ford Motor Company pledged \$300,000 to establish a fund to support BOP students from all underrepresented ethnic groups. Contributions in the form of pledge payments have continued, and these and future gifts will ensure the program's enduring success.

"In only six years, generous alumni and friends have made hundreds of gifts — both large and small — which have combined and grown to nearly \$1 million," says Amy McGough, Krannert's manager of development operations and donor relations.

Although the endowment is closed to new donations, donors can still make payments on their existing pledges to the fund or make new gifts directly to BOP by contacting Jim Brehm, director of development at the Krannert School, at (765) 494-6168 or brehmj@purdue.edu.

\$10,000+ DONORS

Dr. Cornell A. Bell
Ford Motor Company
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Andre Hughes
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Kelvin J. Pennington
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Wells Fargo & Co.



Energy summit a coup for Purdue

Several big names converged on Purdue University last August for the Richard G. Lugar-Purdue University Summit on Energy Security.

The event drew about 900 leaders from government, business, and academic communities to the Purdue campus to discuss national energy issues and policy. One of the goals was to discuss ways to reduce America's dependence on foreign oil and to develop new strategies for alternative fuels. "I believe the time has come when we will either begin to find alternatives to our national and worldwide dependence on fossil fuels or fossil fuels might well become the end of us," Purdue President Martin C. Jischke said during the event.

INDY EXECUTIVE INVESTS IN PURDUE ENERGY RESEARCH

The national energy summit at Purdue ended with a bang when an Indianapolis executive capped the event with a gift of \$1.5 million to spur energy research at the University.

The gift from Purdue alumnus Fred M. Fehsenfeld Sr., chairman of the executive committee of 26 diverse companies collectively known as The Heritage Group, is funding a chair in energy.

"Our nation needs a crash research program to address this energy challenge," Fehsenfeld said. "The person selected for the position may be assigned to any of several schools within Purdue's College of Engineering. My hope is that the person awarded this chair will lead a consortium of other gifted researchers."

Joining Jischke and Senator Lugar (R-Ind.) were Indiana Governor Mitch Daniels and U.S. Representative Peter Visclosky (D-Ind.). Panelists included Sue Cischke, Ford Motor Company vice president; Carol Battershell, vice president for alternative energy for BP Inc.; and Amy Myers Jaffe, the Wallace S. Wilson Fellow in Energy Studies at the James A. Baker III Institute for Public Policy of Rice University. Brian Lamb, president and CEO of C-SPAN and a 1963 Purdue graduate, served as the moderator.

Panelists discussed what would be needed from an industry and policy perspective to implement strategies that would reduce foreign oil dependence.

"Our nation's security and prosperity are tied directly to energy, and Indiana has much to offer in the biofuel and research areas," said Lugar, who is chairman of the Senate Foreign Relations Committee. "This summit gave us the opportunity to share ideas from a broad spectrum of individuals representing the public and private sectors and help chart our course for the future."

Since being elected in 2004, Governor Daniels has spearheaded the state's growth in bioenergy — opening 14 new ethanol and biodiesel plants in one year.

"The first phase of our biofuels policy, corn-based ethanol production, has been a clear success, achieving our goals way ahead of schedule," Daniels said. "Now that we've come from behind to leadership in first generation biofuels, we want to be second to none in the next generation."

LET THE Computing begin

State-of-the-art Lawson building puts Purdue in top tier nationally

Purdue University boasts the first computer science department in the nation. Now the department has a building to call home.

The new Richard and Patricia Lawson Computer Science Building, according to Purdue President Martin C. Jischke, "allows us to continue to push the boundaries of science."

Richard Lawson, a software industry executive who received his master's degree in computer science from Purdue in 1968, and his wife Patricia, gave \$4.7 million the largest single private contribution to the \$20 million building.

"This facility offers a superior environment to prepare students to lead the field," Richard Lawson said.

The University raised \$9 million in private gifts from 289 donors to leverage an additional \$13 million from the state of Indiana to fund the 100,000-square-foot building. The building provides meeting rooms and space for 45 faculty, 55 teaching assistants and 70 research assistants and houses four classrooms, five instructional labs, and four research labs.

"The building is very inviting and offers access to the latest equipment," said Tim Korb, assistant department head of computer science.

The lobby is named after Heddy Kurz and her late husband, Herman, who earned his degree in electrical engineering from Purdue. Heddy Kurz gave a \$2 million deferred gift toward the project in memory of her husband.

The commons area was made possible by a \$1 million gift from Michael Farmwald in honor of Dr. John Cocke, an American computer scientist.

The building offers state-of-the-art equipment in addition to its interaction areas. It is wired with special 10-gigabit high-speed cable, 100 times faster than the standard Ethernet available throughout most of campus.

"You're going to see some amazing computing innovations in discovery and learning come out of Purdue!" said Jeffrey Vitter, the Frederick L. Hovde Dean of the College of Science and member of the computer science faculty. "This Lawson Computer Science Building will truly leave a lasting Purdue watermark on the future of science and technology."





J.W. Marriott III accepts the Distinguished Pinnacle Award from Purdue President Martin C. Jischke during the President's Council annual dinner.

Marriott gift provides home for top-ranked program

The Department of Hospitality and Tourism Management is on its way to getting a state-of-the-art facility worthy of its top-ranked program. A \$4 million lead gift from the J. Willard and Alice S. Marriott Foundation is helping build Marriott Hall, a \$12 million building that will provide world-class facilities for hospitality, dining, and tourism teaching and research.

"The hospitality field needs well-trained and dedicated professionals in order to manage the growth that is forecast for the industry," said J.W. Marriott Jr., chairman of the board and CEO of Marriott International. "Purdue has a well-known and respected hospitality and tourism management program, and this new facility will benefit the students of that program, as well as the business, for years to come."

The new building, to be located at the northwest corner of State and University streets, will upgrade all areas of Purdue's hospitality programs, including its undergraduate offerings that are already ranked No. 1 in the nation.

Plans for the new facility include a restaurant demonstration classroom that will seat more than 100 students, several new classrooms and laboratories, a career center, a student services area, and reception space. In addition, there will be larger venues, as well as a central campus location, more parking and expanded areas for quantity food production to service the John Purdue Room and HTM Café.

the work force," said Purdue President Martin C. Jischke. "Pharmacists play an increasingly important role in health care and have more interaction time with patients than doctors or nurses."

Leadership gifts also came from Jim and JeanAnne Chaney of Cleveland, Ohio, and Dick and Susan Brychell of Valparaiso, Indiana, whose gift was matched by their company, PharmaCard Pharmacies. JeanAnne Chaney graduated from Purdue's School of Pharmacy in 1961. The Brychells both attended Purdue, and Dick graduated from the School of Pharmacy in 1973.

A \$300,000 lead gift from CVS/pharmacy Corp. has helped create a new practice lab in the Robert E. Heine Pharmacy Building. The new lab is almost twice the size of the previous facility and offers the latest educational technology.

Named the CVS Pharmacy Practice Laboratory, the setting replicates a current professional pharmacy. The project carried a total price tag of \$825,000. The lab's design focuses on flexibility and technology to keep pace with the quickly changing world of health care.

"Purdue students will have access to the best resources available to practice and master their skills before entering

Carolyn Shoemaker The right 'man' for the job

— HEATHER PFLUG

In 1913, when Purdue President Winthrop Stone summoned Carolyn Shoemaker to his office and offered her a newly created dean of women position, Shoemaker was taken aback. Not only was she quite satisfied in her role as an English literature instructor, but the thought of the job and its groundbreaking responsibilities made her hesitate.

But Stone was neither inclined nor prepared to be turned down. "Be a man, Miss Shoemaker! Be a man!" he told her.

Shoemaker did more than "be a man." She would go on to excel as a woman.

Having earned her bachelor of science degree from Purdue in 1888, Shoemaker was awarded a master's degree only one year later at the age of 21. She planned to launch into a teaching career, but duty called at home, and Shoemaker put her career on hold for the next 11 years as she cared for her disabled mother. After her mother's death in 1900, Shoemaker took a spot on the Purdue faculty as an instructor and "soon became a favorite of all the students," according to *A Century and Beyond* by Robert W. Topping.

Stanley Coulter, who remembered Shoemaker as a student in one of his classes and later as a colleague, remarked, "She immediately attracted my attention by her magnificent physique, her serious demeanor, and her perfect poise ... Ordinarily, she seemed quite composed with something of a philosophic calm in her face and her manner. Calm as she might seem, she had a deeply emotional life ... her power as a teacher and as a woman lay in the warmth of her feelings."

In addition to excelling in her teaching and dean positions, she played a key part in keeping the alumni association active and helped organize clubs in major cities across America. She also stepped up and led the drive to raise money to build the Purdue Memorial Union.

Shoemaker died unexpectedly in 1933 of nephritis. Upon her death, Purdue officials learned even more about her dedication to and passion for the University. She had given \$5,000 out of her own pocket to help with the Union fundraising effort. In today's world, that would be the equivalent of a \$77,884 gift. Not a bad showing for a woman of that era — in fact, it was quite remarkable. Shoemaker will no doubt live on in Purdue history as one who made inroads and set leadership precedents for future generations of women who would attend college and work at the University where she invested so much of herself.

"Purdue was not a part of her life," Coulter said. "Purdue was her life."



Pioneering medical research

Biomedical engineering building a 'flagship for the field'

Purdue University is marking its superiority in the field of healthcare with the new \$25 million biomedical engineering building — the first of its kind in Indiana.

The 91,000-square-foot building was dedicated during Celebration Week 2006.

Biomedical engineering, according to George Wodicka, head of the Weldon School of Biomedical Engineering, is an “integrative field that aims to prevent and cure disease and to repair the human body through technological means.”

Purdue is taking the field full circle by first educating students in the field, then employing biomedical engineering researchers to apply their knowledge to create valuable medical solutions.

More than 200 students are enrolled in biomedical educational programs, and the first class of undergraduate students are set to graduate in May.

“The need for biomedical engineers in industry, healthcare environments, as well as academia, will continue to grow,” noted Wodicka. “This unique building is a flagship for the field.”

The four-story building houses highly specialized laboratories for biomedical research and development and integrated educational facilities that involve students in real-world research activities. Many

of the projects involve partnerships with Indiana medical device and biotechnology companies specializing in orthopedic, cardiovascular and tissue engineering technologies. The Indiana General Assembly authorized Purdue to issue bonds to cover \$13 million of the building's cost. The state also provided \$7.5 million to develop the new undergraduate program and expand the graduate program.

The rest of the building was funded through private donations, including \$5 million from the Whitaker Foundation, an independent foundation based in Arlington, Virginia.



Late professor's wife gives \$2 million to civil engineering

Gifts donated in memory of a beloved Purdue University professor emeritus will help continue his passion for helping students.

Leonard Wood, who earned his doctorate in civil engineering from Purdue in 1956, was a teacher, researcher and consultant in the School of Civil Engineering for 37 years before he retired in 1993 and continued to volunteer as coordinator of the Cooperative Education Program in Civil Engineering until his death in 2004.

“My husband dedicated his life to teaching and touched so many lives. He was not just a teacher; he was also a mentor, confidant, counselor, friend and he did everything with a splash of good humor,” Margaret Wood said.

Gifts totaling more than \$400,000 have previously been given to Purdue from Margaret Wood and her late husband Leonard E. Wood to support students' educational programs. In addition, Margaret Wood has provided a deferred gift of more than \$2 million in honor of her late husband for continued educational opportunities.

The new endowments, named for Leonard Wood, provide funding to support workshops, seminars and conferences as well as scholarships and recognition awards for undergraduate and graduate students in the School of Civil Engineering. Also, funds will benefit students involved in Purdue's Cooperative Education Program and the Purdue men's basketball team.

“Leonard provided great leadership for the students and made sure the students received the public recognition and the support they deserved,” said Cheryl Krueckeberg, assistant director of Purdue's Professional Practice Program.

“Between 1999 and 2003, he placed 100 percent of the students who came to him seeking work experience. No other faculty coordinator had anywhere near that level of success with placement. I attribute that growth and program success to Leonard's support, wisdom and passion for the merits of the cooperative education program.”

Leonard Wood served for 36 years as the adviser of the Purdue Chapter of Acacia Fraternity. He also was a member of the President's Council, John Purdue Club, R.B. Stewart Society, Purdue Alumni Association and on the advisory board of the Indiana Local Technical Assistance Program at Purdue. He posthumously received the Purdue Pinnacle Award, the highest award bestowed by Purdue.

\$3.25 million in gifts to support professorships

Cummins Inc. and a former Purdue professor and his wife were recognized during Celebration Week in September for separate gifts totaling \$3.25 million to the University's School of Mechanical Engineering.

The gifts will support facility and laboratory improvements and two endowed professorships.

A \$1.75 million gift from Cummins Inc. of Columbus, Ind., will support a new laboratory and fund an endowed professorship in mechanical engineering. A \$1.5 million gift from mechanical engineering professor emeritus Eugene Goodson and his wife, Susie, will support an additional new endowed professorship in the school.

The Cummins' gift will provide \$750,000 for the Cummins Professor of Mechanical Engineering. The gift is part of the Purdue Goodwin Challenge to create 20 endowed professorships.

The additional \$1 million is for the Cummins Power Laboratory that will be part of the School of Mechanical Engineering's Ray W. Herrick Laboratories.

The second endowed professorship will be the R. Eugene and Susie E. Goodson Professor of Mechanical Engineering. Suresh Garimella, a professor of mechanical engineering, was named to the position last June.

PIONEERING ALUMNA CREATES FIRST WOMEN'S ARCHIVE

How fitting that Susan Bulkeley Butler's decision to give \$1 million to help Purdue Libraries create the first archive dedicated to the lives and legacies of the University's accomplished alumnae began at a Women of Purdue event.

For Butler — pioneering Purdue alumna, benefactor extraordinaire, and newly-named member of the University's Board of Trustees — it was a perfect fit for her own legacy of inspiring women and "giving forward" to support Purdue's academic preeminence.

Last spring, Butler and the Women of Purdue heard Sammie Morris, head of Libraries' Archives and Special Collections, discuss the importance of preserving the University's institutional record — including documents of pioneering women faculty and alumnae.

"When Sammie Morris talked about the archives and special collections, she was so committed," Butler recalled.

"I have to be a part of this!" Butler told Libraries Dean James L. Mullins.



Her gift was further inspired by Mullins' vision of reinventing the libraries for today's and tomorrow's needs.

"We are running out of awards for Susan," President Martin C. Jischke quipped as he presented her with a Crystal Boilermaker statuette at the President's Council event prior to the Purdue-Wisconsin football game.

"Susan's planned gift for these archives, along with previous gifts to lift the aspirations of women, are stellar examples of her vision and leadership in celebrating our past and shaping our future," Jischke says.

The Susan Bulkeley Butler Women's Archives collection will be housed in

the Virginia Kelly Karnes Archives and Special Collections, a \$2.7 million, 15,000-square-foot centralized, state-of-the-art facility on the fourth floor of Stewart Center. The facility is being made possible in part by a \$1 million gift to Purdue Libraries from the late Purdue alumna Virginia Kelly Karnes. She was the widow of William G. Karnes, who was president of the former Beatrice Foods Company.

University and Libraries leaders believe the expanded archives will attract increased governmental funding, serve as a resource for women's initiatives, and increase interdisciplinary and financial partnerships. The archives also will attract research scholars from around the world and will enhance the University's ability to attract nationally recognized women faculty members.

Purdue Libraries already owns world-class women's collections, including those of aviator Amelia Earhart and professor Lillian Gilbreth, who pioneered the field of motion studies with her husband, Frank. Their story was immortalized in the book and films, *Cheaper by the Dozen*.

BY GRANT A. FLORA

SCIENTIFICALLY SPEAKING

SCIENCE LAUREATES ENLIGHTEN PURDUE

Purdue honored 10 international science journalists last fall in the University's first Science Laureates program.

The 10 laureates participated in a town hall meeting to discuss the future of science research publications, both academic and mainstream, then were honored at a convocation. After the ceremony, they were available for one-on-one discussions at an informal reception.

"Professional science journalists are critical in a democratic society such as ours," said Jeffrey Vitter, Frederick L. Hovde Dean of the College of Science. "The science writer, a person who translates the discovery in the laboratory into information we all can understand, plays a vital role in helping the public appreciate the opportunities and make informed decisions."

Science laureates who visited Purdue were: Clive Cookson, David Ewing Duncan, Joel Garreau, Simon Grose, Moira Gunn, Joan Leach, Nuala Moran, Apoorva Mandavill, Jason Pontin, and Jeff Young.

Liberal Arts gifts add up

Emphasizing the core mission of a land-grant university, recent gifts to the College of Liberal Arts are aimed at positively impacting the community. Although the impact varies, the donors' intent is the same — to make a difference in peoples' lives.

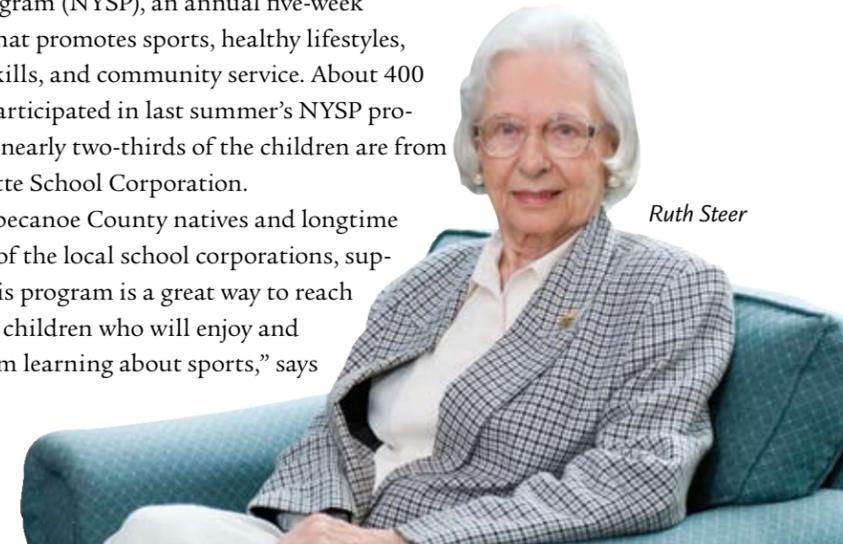
Ruth Steer was honored last August with a Pinnacle Award for a lifetime of giving made by her and her late husband to the Department of Speech, Language, and Hearing Sciences. Max (Mack) Steer, who died in 2003, founded the department and served as the first department head.

Totaling more than \$1 million, the gifts have created clinics, scholarships, and a lecture series and supported several other Purdue organizations. Most recently in April 2006, she donated \$50,000 to the departmental scholarship fund. "Having been connected to the department for so many years makes me feel like a grandmother to the department," she said.

This nurturing spirit was the motivation behind another gift to the college.

June and John Scheumann, both Lafayette natives, contributed \$250,000 to endow a youth sports fund to benefit Purdue's award-winning National Youth Sports Program (NYSP), an annual five-week program that promotes sports, healthy lifestyles, learning skills, and community service. About 400 children participated in last summer's NYSP program, and nearly two-thirds of the children are from the Lafayette School Corporation.

"As Tippecanoe County natives and longtime advocates of the local school corporations, supporting this program is a great way to reach more local children who will enjoy and benefit from learning about sports," says June.



Ruth Steer



New executive director takes over PAA

A longtime university alumni association executive from Nebraska has taken the helm as the new executive director of the Purdue Alumni Association.

Kirk R. Cerny served as associate executive director of membership and development for the University of Nebraska Alumni Association in Lincoln before coming to Purdue at the end of October.

"The Purdue Alumni Association has a wonderfully rich history and thousands of loyal alumni, and we are pleased to have found such a strong leader as Kirk Cerny," said Rich Cruz, president of the Purdue Alumni Association. "Kirk's many years of

experience and his strong record in the area of alumni relations will be a great benefit to PAA as we seek to grow our membership and become more involved in the lives of our members."

Cerny received a bachelor's degree in 1992 and a master's degree in science education and higher education administration in 1998, both from the University of Kansas.

The Purdue Alumni Association was founded in 1878 and has more than 66,000 members worldwide.

Belin family gift provides new volleyball court



Belin family members, front from left, include daughter-in-law Carla Belin, dog Packer Boiler Belin, Kay Belin, grandson Carson Hamilton, and daughter Amy Hamilton. Back from left, Rick Belin, Ron Belin and son-in-law, Jason Hamilton.

The Ron and Kay Belin family has continued its giving trend with the lead gift to renovate the volleyball court at the Intercollegiate Athletic Facility.

Belin Court is the new playing floor designed specifically for volleyball, replacing the original court that had been in place since 1982. After \$750,000 in renovations, the athletic facility features a new shock-absorbing floor, new bleachers, new scoreboards, and new banners. The seating capacity has been increased from 600 to 2,288.

“Intercollegiate Athletic Facility has been transformed into a tremendous competition venue,” said Morgan Burke, Purdue athletics director.

The improvements will make the facility more appealing to fans and future players alike, said head coach Dave Shondell.

“There is no question that the renovation will help our program in recruiting.”

The Belins themselves did not attend Purdue, but their children, Rick and Amy, each earned Purdue degrees. The couple first endowed an athletics scholarship earmarked for volleyball, followed by an endowed scholarship in the Department of Hospitality and Tourism Management.

Purdue to offer four-year degrees, build technology park at New Albany

A gift of 40 acres will enable Purdue University, in cooperation with Indiana University Southeast, to open a new 30-40,000-square-foot technology park and expand Purdue’s academic programs in New Albany.

The Shine family, founders and owners of Samtec Inc., an electronic interconnect manufacturer, donated the land to the Purdue Research Foundation.

The Shines’ donation will result in more educational opportunities and more jobs for southern Indiana, said Purdue President Martin C. Jischke.

“Purdue and IU Southeast will serve as key partners in education and economic development. The Purdue Technology Center will be the place to nurture new high-tech businesses and the minds behind them.”

Construction is under way, and the center is expected to be able to accommodate new businesses and classes by the fall of 2008.

“I am pleased to see the land utilized for higher education and high-end economic development. I can think of no better way to accomplish those goals and support the region than through the Purdue Technology Center,” said John Shine, Samtec Inc. president.

The center will contain 18,000 square feet of business incubator offices, an economic development office, and an office for Purdue’s Technical Assistance Program, which connects companies with Purdue resources and assists them in implementing state-of-the art technologies. As they grow, the companies will have an opportunity to move into the adjacent technology park.



Jane and John Shine

Purdue’s College of Technology will use the remaining space — about 12,000 square feet — for classrooms, labs, and faculty offices. Together with 7,600 square feet at its existing New Albany campus at Indiana University Southeast, the total space supports the college’s plan to expand its offerings, create three new bachelor’s degree programs, and implement a fourth bachelor’s degree program that was approved earlier.

PRESIDENT’S COUNCIL
NEWS

Pharmacy grads honor classmate with scholarship

One 2006 alumnus donates \$10,000

On December 1, 2005, Amanda “Mandy” Firnhaber, a student in the School of Pharmacy and Pharmaceutical Sciences, was critically injured in a multi-car accident caused by the slick, icy roads of a Midwest winter. Since that day, Firnhaber has been working slowly toward recovery with the loving support of her family and friends.

“Mandy has made tremendous progress,” says Stephanie Wright, a former classmate and Pharmacy graduate. “She has gone from being completely dependent on a caregiver to being able to do many daily activities with minimal assistance. Mandy is also currently studying pharmacy every Tuesday and is determined to finish her degree.”

Firnhaber’s ordeal inspired her classmates to find a way to honor her determination and strength while at the same time giving back to Purdue. The Class of 2006 Amanda Firnhaber Scholarship Fund was created, and will be awarded to a student in the School of Pharmacy and Pharmaceutical Sciences who has faced extraordinary obstacles in pursuing an education.

A highly uncommon lead gift of \$10,000 came from an anonymous 2006 Pharmacy graduate and classmate of Firnhaber’s, according to Christopher Smith, director of development for the School of Pharmacy. He uses the word uncommon because,

as a rule, recent graduates just don’t make such large donations. For that matter, it is uncommon for graduates who have been away from Purdue for longer periods of time to give such a gift.

“I would estimate that less than 5 percent of alumni have a total lifetime giving of more than \$10,000. I’ve never seen or heard of a class gift commitment of this size.”

Firnhaber’s plight has left a lasting impression on her classmates, explains Emily Anderson, co-chair of the committee that decided to turn the annual class gift into a scholarship.

“Her perseverance and dedication to recovery continues to motivate all who know her. Throughout Amanda’s life, she has demonstrated a love for people. We wanted a gift in her honor that would help support future pharmacy students who have exemplified these same qualities,” Anderson says.

The fund is only \$3,000 away from becoming endowed. “The endowment of the scholarship has been the ultimate goal of our class gift,” Anderson explains. “This will ensure that the meaning and purpose behind our class gift will continue to get passed along each year.”

If you’d like to contribute to the Amanda Firnhaber Scholarship Fund, contact Linda Yelton, manager of stewardship for the School of Pharmacy, at lyelton@purdue.edu, or call (765) 494-1370.



Amanda “Mandy” Firnhaber (center) and fellow members of the 2006 graduating class from the pharmacy fraternity Phi Delta Chi pose for a photo at their going away party, held before they left for their rotations. Mandy was seriously injured in a car accident after this photo was snapped. Also pictured are Nicole Wagner, Stephanie Wright, Serena Lothamer, Emily Milewski, Elizabeth McNamara and Matt Grossman.



The same Pharmacy students pose for a photo months after Mandy’s car accident. The picture was taken after the graduation banquet where The Class of 2006 Amanda Firnhaber Scholarship Fund was announced.

BY TERESA ELIAS

President's Council making strides

It's hard to believe that a year has passed since we began our term as President's Council co-chairs. In the course of this year, we have met so many wonderful Council members and have been inspired by their generosity and vision for this great University. The time we spent together with other President's Council members on the cruise in June and the multitude of events since then has proven again how wonderful the Purdue family is.

With the start of the new year comes the renewed promise of things to come. For President's Council, this means

further expanding our membership goals and building on the momentum from *The Campaign for Purdue*. With less than five months left, the excitement generated by the campaign can be seen not only in the vast array of building projects, faculty growth and student support initiatives across campus, but also in the membership numbers of the Council.

Realizing the power the Council holds for the future of the University has been part of our mission as co-chairs this past year. That is why we are so excited by the creation of the first-



Bryan and Susan Erler
President's Council Co-Chairs

ever President's Council Strategic Plan, the beginnings of which were drafted in August 2006. This plan will set President's Council on a course for success by expanding the Council roles in the University, including engagement, networking stewardship and contributing. As we embark on this final leg of the campaign together, we thank you again for your wonderful support and enthusiasm, which is sustaining the Council's success and advancing Purdue beyond preeminence.



The President's Council:

PC members are secret of campaign success

Every gift counts. That phrase may sound cliché or too simple, but when we look at the facts and figures that have helped make *The Campaign for Purdue* a success, it is a fact. It is President's Council members, through their loyal and consistent giving, who have made our success possible. Adding to this success, membership levels in the President's Council have grown as never before over the course of the campaign. To date, we have 17,140 members, up from 10,589 members in calendar year 2000; this is a 62 percent increase during the campaign!

Strategic initiatives to increase member involvement, namely the President's Challenge Match program and the GOLD (Graduates Of the Last Decade) program, have been the driving force behind our



Greg Kapp,
associate vice
president for
advancement

membership boost. A total of 1,034 challenge grants have been issued, 270 to Purdue faculty and staff alone. Of our total membership, there are now 7,500 cornerstone members, 1,000 at the cornerstone GOLD level. It is exciting to see so many new faces at events and games, and heartening to know that the council is now stronger than ever.

As the University approaches the successful end of *The Campaign for Purdue*, we look forward to congratulating President Jischke on the remarkable progress we have made under his leadership. We must also look to the future, as we will welcome a new president later this year. President's Council, as a powerful and persuasive voice, will play an integral role in helping the University through this transition period.

2006 ADVISORY COMMITTEE

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- Susan Erler, Co-chair
- John J. Benish Jr.
- Robert Bowen
- Terry Bowen
- Susan B. Butler
- Jay Fehnel
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- Don Roach
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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.

Pillar: \$2,500
Annual gift or pledge

Tower: \$5,000
Annual gift or pledge

Finial: \$10,000
Annual gift or pledge

■ **Lifetime Levels**
Gateway: \$25,000
Cumulative outright/planned gifts or pledges

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.

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It's
Happening
Here!

Join us year-round for events celebrating Purdue University and the progress being made in *The Campaign for Purdue*.

CALENDAR OF EVENTS

FEBRUARY 2007

- 1 Dinner prior to *The Producers* (Keystone PC members)
- 9 John Purdue Club Mollenkopf Classic (Naples, Florida)
- 10 President's Council Back-to-Class (Naples, Florida)
President's Council Dinner (Naples, Florida)
- 28 Purdue on the Road – (Louisville, Kentucky)

MARCH 2007

- 1 Purdue on the Road – (Washington, D.C.)
- 20 Purdue on the Road – (Detroit, Michigan)

APRIL 2007

- 13 R.B. Stewart Society Annual Dinner
- 14-16 Gala Week/Spring Fest
- 20 Reception prior to *Noises Off* (Gateway PC members)
- 21 Dinner at Westwood (Pinnacle PC members)

JUNE 2007

- 30 Campaign Finale Celebration Event - All PC members to receive an invitation**

JULY 2007

- 12-22 Purdue at Indiana Black Expo (Indianapolis)

AUGUST 2007

- 16 Purdue Day at the Indiana State Fair (Indianapolis)

MARK YOUR CALENDARS

- October 5-6 President's Council Annual Weekend
- October 27 Homecoming (Purdue vs. Northwestern)



EVENT REGISTRATION

For information regarding specific President's Council events or to make reservations, please contact the Purdue Special Events Office:

(800) 213-3044 • (765) 494-0900
events@purdue.edu • www.purdue.edu/events

NEWS

Coming home is all about the students

For Jay Fehnel, BA '84, liberal arts, the best part of coming back to the Purdue campus is seeing students.

So when he was the special guest at the first Purdue Foundation Student Board (PFSB) function of the 2006-07 school year, he was in his element.

"Your enthusiasm and skills make us all feel a little younger," said Fehnel, speaking on behalf of fellow alumni. "Events are flat without students."

Fehnel, who lives in Chicago and serves as vice president of entertainment products for Tribune Media Services, spoke highly of his undergraduate years at Purdue and how they helped groom him to be a successful leader in the world of business. Fehnel feels so strongly about

Purdue that he has "taken stock" in it by being a member of both the President's Council and John Purdue Club, sponsoring a Purdue scholarship, and sitting on the Campaign Chicago Steering Committee.

Purdue that he has "taken stock" in it by being a member of both the President's Council and John Purdue Club, sponsoring a Purdue scholarship, and sitting on the Campaign Chicago Steering Committee.

"I encourage you to join the alumni association early, even if you're still paying off student loans," he said.

Seeing bright students like PFSB members re-affirms his Purdue education.

"You're making my alma mater better."

— Heather Pflug

ABOUT PFSB

Purdue Foundation Student Board (PFSB) formed in the 1970s. Members participate in elite Purdue events such as dedications and ground-breakings, and also interact with President's Council members at home football games, dinners, receptions and social events.



PHOTO BY MARK SIMONS



PHOTO BY MARK SIMONS

Dr. John Marburger III, director of the White House Office of Science and Technology Policy, and Purdue President Martin C. Jischke converse prior to Marburger taking the Loeb Playhouse stage during President's Council Weekend in October. Marburger headlined Purdue's Discovery Lecture Series, outlining President Bush's initiative to bolster the federal government's efforts in science and technology learning and research.



PHOTO BY VINCENT WALTER

Judy Herd is serenaded by Purdue Glee Club member Scott Vargo, a senior mechanical engineering technology student from Carmel, Indiana, during the annual dinner.



PHOTO BY VINCENT WALTER

John and Luke Koch have fun and get ready to cheer on Purdue at the Penn State pregame tailgate festivities. In the background are Chuck and Esther Boonstra.



Purdue First Lady Patty Jischke (far left) and Purdue President Martin C. Jischke (far right) have a pleasant outing aboard President's Council members Gerald and Edna Mann's yacht.

Learning, laughing, and loving Purdue



Putting together a \$1.5 billion campaign

Conducting a fundraising campaign as large and comprehensive as *The Campaign for Purdue* has taken the investment of all of the University's stakeholders ... alumni, friends, and corporate and foundation partners. What has been unique about the course of this campaign in particular is the leadership gifts that have helped shape it. Without the investment of significant capital by a handful of major donors, the success of our fundraising efforts would have been a much greater challenge. What is most significant about these large gifts is the resounding faith in what Purdue can accomplish with the funding.

A hallmark of the campaign has been a series of challenge grants that have spurred giving and facilitated a cadre of new faculty positions, scholarship funding, and program support. The gift that set the pace for this style of challenge fundraising came six years ago as we kicked off the campaign with the largest private gift in Purdue's history: \$52.5 million from alumnus and Indianapolis business leader Bill Bindley. Among other aims, the gift provided matching funds to facilitate the creation of 15 new faculty positions across the University by challenging other donors to step up with gifts and pledges. Bindley's gift also established the Bindley Bioscience Center in Discovery Park.

Just as the Bindley gift set the pace for giving to the campaign, the generosity of the Lilly Endowment is unrivaled. With gifts totaling \$105,408,210 throughout the course of the campaign, Lilly has invested in a wide array of initiatives on Purdue's campus that have boosted economic development and the retention of intellectual capital in the state; established 22 new endowed faculty chairs through a \$17.5 million challenge grant; funded a variety of interdisciplinary endeavors through its support of Discovery Park programs, directorships, and new facilities; and most recently, awarded \$25 million to Purdue's School of Pharmacy and Pharmaceutical Sciences. Lilly Endowment's tremendous investment in Purdue signifies its faith in the power of higher education.

The success of *The Campaign for Purdue* has been typified by major gifts intended to serve its students and faculty while also enabling groundbreaking progress in interdisciplinary higher education and economic development and outreach. As this campaign has proven, significant advancement requires significant investment.

Hail Purdue!



Murray M. Blackwelder, senior vice president for advancement

THE CAMPAIGN FOR PURDUE TOP 12 GIFTS

- **\$116.1 million** in software — the largest corporate gift in Purdue history — from Partners for the Advancement of CAD/CAM/CAE Education (PACE), an alliance involving General Motors Corp., Sun Microsystems and EDS. PACE donated 1,205 computer-aided design, manufacturing, and engineering software packages.
- **More than \$105 million** from Lilly Endowment Inc. for endowments, Discovery Park programs, and the School of Pharmacy.
- **\$52.5 million** from Indianapolis executive and Purdue alumnus William E. Bindley — Purdue's largest individual gift ever.
- **\$30 million** from Michael and Katherine (Kay) Birck for the Birck Nanotechnology Center.
- **A \$23.65 million** gift-in-kind from EMC Corp. to provide storage capacity and storage-area network management for the University.
- **\$21 million** in timberland to the Department of Forestry and Natural Resources from the estate of Fred van Eck, a New York financier.
- **A \$20 million** anonymous planned gift for the School of Chemical Engineering to support biotechnology initiatives.
- **\$12 million** from Donald and Carol Scifres for the Birck Nanotechnology Center and for an endowed professorship in the School of Electrical and Computer Engineering.
- **\$10.5 million** anonymous gift to support the School of Mechanical Engineering and unrestricted purposes.
- **\$10.1 million** from Robert and Marilyn Forney to construct the Forney Hall of Chemical Engineering.
- **\$10.1 million** from Jerry S. Rawls to construct a new facility named for him in Krannert School of Management.
- **\$10 million** from the Weldon Family Foundation to name the School of Biomedical Engineering.



Leading the way

Purdue President Martin C. Jischke and First Lady Patty Jischke head up an all-star cast as Homecoming festivities got under way last September.



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/pc