

THE MAGAZINE OF THE UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION

# MINNESOTA

SEPTEMBER • OCTOBER 1988

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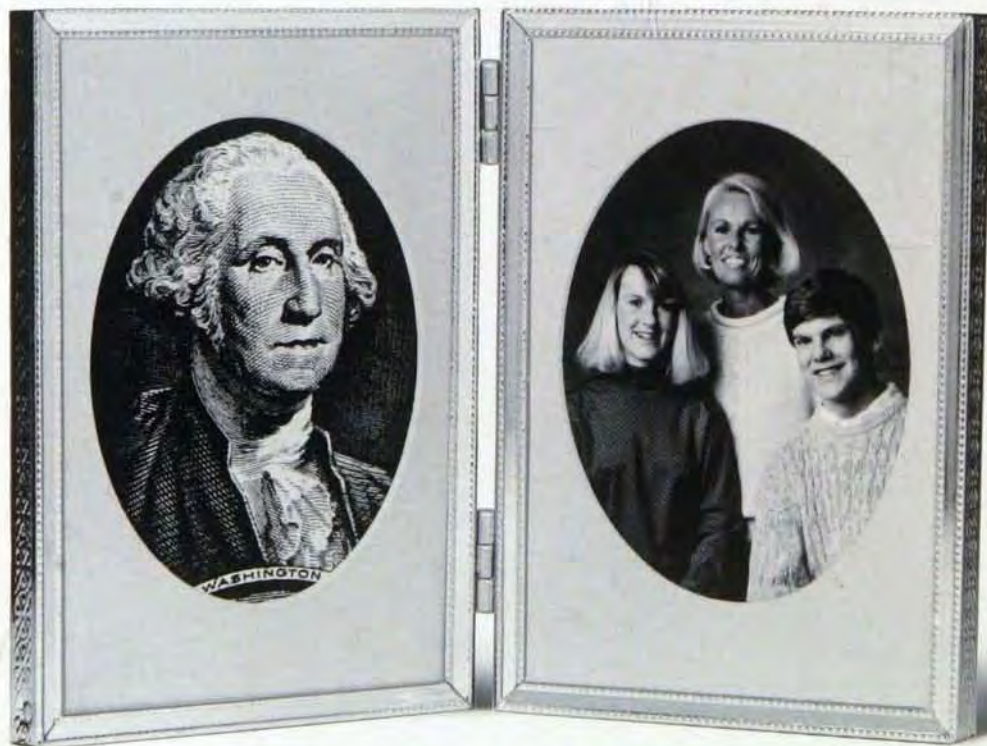
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# MINNESOTA

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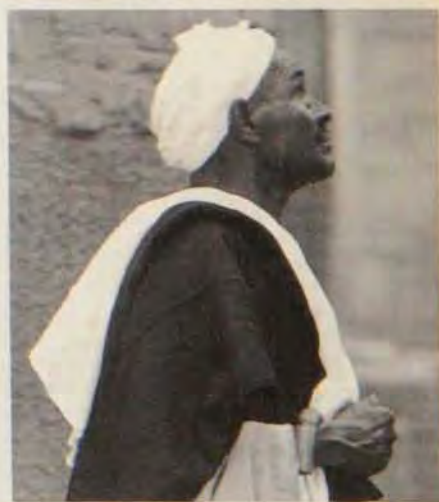
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## I N F O C U S

# Anatomy of a Gift

ONE HUNDRED AND EIGHTY THOUSAND gifts, 180,000 stories, hopes, and dreams. These are the real measures of success of the Minnesota Campaign. Curtis L. Carlson's gift of \$25 million cannot be ignored, because with it the public learned of private motivations for supporting the University. During the Minnesota Campaign, the gift came to symbolize the significance of commitment to the University. Today, it challenges supporters to look deeper at those who have given and appreciate their reasons for giving and the gifts they have made—whether large or small.

An assistant dean, who is not an alumnus, sets up a scholarship to honor her father, who is not an alumnus. Richard Hanschen, native of Cyrus, Minnesota, provides scholarships for residents of his tiny town of 289. Carlyle E. Anderson gives \$196,000 in unrestricted money; a dedicated faculty member, Phyllis Freier, provides for undergraduate research in physics. An anonymous donor makes it possible for students to study in Continuing Education and Extension. Students create a fund for student leaders of the University's more than 400 clubs.

The McKnight Foundation gives the University the largest unrestricted gift it has ever received; among the Bush Foundation's gifts is a grant to support girls in the Talented Youth in Mathematics Project. Fifteen firms unite in support of the Law School to create ten new faculty positions. The insurance, banking, and agribusiness communi-

ties join in support of chairs to advance their areas. 3M Company makes it a priority to establish endowed chairs in its board chairs' honor; Super Valu helps create a partnership for minority progress in higher education. Shimizu Corp. of Japan invests in Minnesota's future by creating a chair.

The importance of Curtis L. Carlson's gift lies not in its size; what is important is his leadership and willingness to take the University's story to the state and nation, helping to raise \$364.7 million to make the University a better place for the future.

Those who have given to the University do have influence here. A body of 180,000 investors with a stake in the University's future, with pride and a sense of responsibility for the University's progress, has been created. Their influence is not in proportion to their gifts but a factor of their commitment to its progress. They may have given for all manner of reasons, but their gifts were accepted because they fit the University's academic priorities established under one of the most comprehensive planning programs ever undertaken at the University. There is no fluff money here.

Faculty, staff, families, friends, colleagues, mentors, alumni, corporations, foundations. You only have to read the names that appear on the following pages to get a sense of the 180,000 who have invested in the University's future—and know that the future looks bright.

—Jean Marie Hamilton



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### 300+ STORIES

This issue was compiled with the help of not only those above but also with the assistance of all University deans and department heads and development officers. Writing and research was conducted by **Martha Douglas**, communications director of the Carlson School of Management; **Sue Danielson**, research associate in the Office of Development; **David Pink**, Carlson School communication assistant and graduate student in English; **Margaret Taus**, a junior majoring in journalism and Russian area studies; **Steve Subera**, a senior in electrical engineering; **David Kortencamp**, a 1988 computer science graduate; **Nona Narvaez**, a graduate student at the Hubert H. Humphrey Institute of Public Affairs; editorial assistant **Kimberly Yaman**; free-lance writers **Björn Sletto**, **Ann E. Mueller**, '87, **Joy Powell**, '87, and **Chip Combs**. Stories from coordinate campuses were written by **Peg Palmer**, public relations representative at Morris; **Tom Yuzer**, director of University Relations at Waseca; **Darryl Szczepanski**, University Relations director at Duluth; and **Barb Weiler**, director of Media Resources at Crookston.



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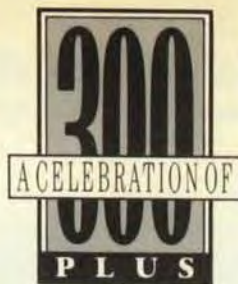
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# A DREAM REALIZED

*The most successful fund-raising campaign  
in the University's history ends;  
the promise of a better University begins*

BY VICKI STAVIG

**T**HE GROUP GATHERED at the University of Minnesota Alumni Club was somber, their task serious. Yet an underlying current of excitement permeated the atmosphere. They knew that what they were about to do would affect the University for years to come and would help to move it into one of the top five public institutions in the country as set forth by University President Kenneth H. Keller's Commitment to Focus. The group was charged with setting a financial goal for the University's first comprehensive capital campaign, a goal that would fund the University's ambitious undertaking.

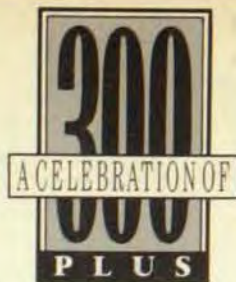
"We wanted a goal that we could achieve, but one that would set us apart as an institution that had had a great deal of success in fund-raising," says Stephen W. Roszell, associate vice president for alumni relations and development. "The room was illuminated by the sense of the University trying something that it had never done before and taking one more step toward excellence. The University of Minnesota was entering into the big leagues and entering into it in a big way. There was great warmth as people began to sense that."

The group set a goal of \$300 million and accomplished both of its objectives. The University not only reached that goal but did so on January 1, 1988—six months earlier than expected—and set a record for the most money raised in the

shortest time period by any public university in the country. By June 30, under the leadership of national campaign chair Curtis L. Carlson, the Minnesota Campaign had raised \$364.727 million. The \$300 million goal was earmarked for four areas: \$115 million for academic program support, \$10 million for minority program support, \$45 million for scholarship support, and \$130 million for endowed academic chairs, with the potential of one endowed position for each academic department. But, says Roszell, the campaign did more than just raise funds to support those areas. "A very real benefit of the campaign," he says, "was that it raised the consciousness and the viability of private support as an important funding source in a public university in the minds of a number of academic units in a way that would not have occurred without the visibility and intensity of the campaign. It provided a discipline for academic units to think about priorities in a way that they hadn't before. The campaign also pointed out the importance of the University articulating its priorities to its publics."

The groundwork for the campaign was laid in 1985, when the University of Minnesota Foundation, under the direction of its president, Russell M. Bennett, began planning for a major fund-raising effort. Keller's Commitment to Focus—a plan to focus the University's efforts on what it does best and to move the institution into the top





five public universities in the country—became a focal point for the campaign. The June 1985 release of the \$65 million Permanent University Fund by the Minnesota legislature primed the financial pump. The legislature released the funds as a challenge grant to be matched with private funds and used to provide endowments for permanent academic positions. As a result of the campaign, the University now has 127 new endowed chairs; it had only seventeen when the campaign started.

The campaign was organized into several areas to better serve individual schools and campuses and to better identify potential contributors. For example, the nucleus gifts division, chaired by Marvin Borman, sought gifts of \$1 million or more from each prospect; the leadership gifts division, chaired by Tom Keller, solicited gifts of \$250,000 to \$1 million; and the major gifts division, chaired by Emily Anne Staples, sought gifts of \$25,000 to \$250,000. Overseeing the entire effort were Russell M. Bennett, chair of the campaign's executive committee; Elmer L. Andersen, chair of the senior cabinet; and Carlson, national campaign chair.

The campaign was filled with successes, but when it comes to selecting a major success within the entire three-year effort, most agree that the University's faculty/staff solicitation, headed by William "Jerry" Shepherd, was an inspiration for everyone involved. "The response on the part of the faculty and the staff was just overwhelming," says Shepherd. "It was an expression of their own faith in the institution and their hopes for the future."

What made the response so overwhelming was that the University's 6,210 faculty and staff members contributed more than three times the amount that was hoped for—\$11.3 million—while the goal for that area had been set at only \$3 million. "I think what that says is a very important signal in any fund-raising effort," says Roszell, "and that was that those who are part of the family realized that they set the tone. They were saying that they were bullish on the University, and they were bullish on their own academic programs. I would like to believe that the number of faculty who contributed and the size of their gifts and the ultimate success of the campaign was a significant endorsement of the plan to focus the University.

If the people who are the University are willing to make lead gifts, to be investors, that signals others that it is a good investment."

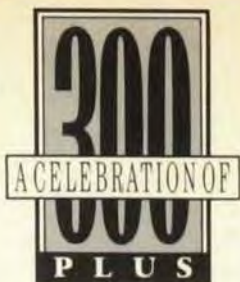
The first such signal sent out, however, came from Carlson, who kicked off the campaign by contributing \$25 million, the largest single contribution ever received by the University and the largest ever made by Carlson to any fund-raising effort. "I think, with all due modesty," he says, "that lead gift caught the attention of our Twin Cities businesses and foundations. It made everyone realize that we were serious and that everybody had to help us. That's really why I stretched that much. The business community has always been generous to the University, but never have they been as generous as they were with this campaign. The fact that we were going to move this University into the top five caught their imaginations, and they all knew in their hearts how great that would be for Minnesota."

Roszell, Bennett, and Andersen all credit not only Carlson's lead gift but also his leadership as contributing greatly to the success of the Minnesota Campaign. "We needed the inspirational leadership of a can-do person like Curt Carlson to say, We want to get better, and have everybody believe that and accept that as a noble endeavor," says Roszell. Adds Bennett, "Everyone felt that if Curt lent his name to the program and made a contribution, that would be a great deal, but he got right into the active solicitation and put in a great deal of time and energy."

Carlson, on the other hand, shrugs off those kudos and gives credit to former president Keller for his great vision for the University; to David Lilly, former vice president of finance and operations for the University, for paving the way for a fund-raising effort of this magnitude; to Bennett and Roszell; and to the various committees and the 400 volunteers who put three years of their lives into the effort. "It wasn't done by me," says Carlson. "You've got to have a dream that people can visualize, and we had that. People rallied to the cause."

For any such campaign to be successful, however, those being asked to contribute must truly believe in the cause—and they did. "I think there is a very genuine love of the University from people in Minnesota and around the country, alumni and non-alumni alike," says Bennett. "People in





Minnesota realize that in order to be a great state, Minnesota has to have a great university. If you're going to be a great state, you've got to do it with brainpower from the University and transfer that brainpower to industry."

Adds Roszell, "It says that this University is extremely important to the economy, to the quality of both the intellectual and environmental life of the state of Minnesota, and to the lives of individuals. This University touches a lot of lives, and that came through in this campaign. I think that what those who contributed to the campaign are saying is that the University is a very important resource to this state, and it's going to be even more important as it gets better."

Tom Keller agrees. "Contributors were simply investing their dollars in the future of our state by making our University strong," he says. "Without that feeling, that realization, the campaign could not have been successful. It took a lot of doing to marshal all of that good feeling and turn it into dollars, but that was done in a truly magnificent fashion by the leadership of Curt Carlson and Russ Bennett." Adds Andersen, "People have realized that the University is the center of the state's economic, social, and cultural health. The whole heartbeat of the state is wrapped up in the University."

An overview of the Minnesota Campaign would be incomplete without including former president Keller and Commitment to Focus, driving forces behind the three-year effort. Commitment to Focus provided the blueprint for improving the University while the campaign provided the funds to make that blueprint a reality. "Simply stated," says Roszell, "Commitment to Focus said, we want to get better, we want to be a better institution, and here's a plan for us to get there. The spark of Ken Keller and Commitment to Focus allowed us to create the snowball, and then as we began to go out and solicit, it truly became a snowball going downhill."

"Ken Keller's vision and David Lilly's financial expertise are what made this campaign go," says Bennett. "There's no question that Commitment to Focus needs to be done, and it needs to be done fast. That was Keller's idea, and he was smart enough to see it coming." Adds Carlson, "You can't be all things to all people. That's one of the goals of Commitment to Focus: to narrow our focus

and then be damn good at what we do."

Those involved in the Minnesota Campaign agree unanimously that the fund-raising effort would not have been successful without the loyalty of alumni. It also reinforced their beliefs that loyalty does not exist in a vacuum, that alumni must be made to feel a part of the University, that they must be kept informed. "We've been asked by many other universities how we did this," says Carlson. "It has opened their eyes as to what alumni are capable of doing. Your heart is where your money goes. We found in this campaign that if alumni have never given the University anything, they don't feel close to it. But those who have been giving us \$100 are the ones who now came up with \$500 or \$1,000."

Although the Minnesota Campaign is over, its effects will be lasting. The campaign not only exceeded its goal by \$64 million, but also drew alumni, businesses, and foundations closer in their support of the University, a commitment that will strengthen the institution in years to come. "We're going to have some residuals," says Carlson, "and that's probably the most satisfying thing that's come out of the campaign." For example, he says, Allen Jacobson, chair and chief executive officer of 3M Company, and James Campbell, chief executive officer and president of Norwest Corporation, companies that both donated endowed chairs, have indicated that they would like to continue to make such endowments at the University in the future.

The campaign also greatly increased the University's donor base, which in itself is a major accomplishment. "One of the goals of the campaign," says Roszell, "was not just to seek gifts from everyone who had donated to the University in the past, but to try to add new donors. In addition to the dollars generated during the campaign, we have broadened the donor base." Bennett adds that prior to the campaign, annual contributions to the University amounted to about \$30 million. By the end of the campaign, that figure was \$60 million. "Experience shows," he says, "that that will hold."

Carlson is fond of saying that "nothing happens until it's sold." In the case of the Minnesota Campaign, the University of Minnesota went out and sold its plan to become one of the top five public universities in the country—and found people ready and willing to invest in that dream.



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\_\_\_\_\_ Check or money order enclosed for \$ \_\_\_\_\_

\_\_\_\_\_ Charge to: VISA  Mastercard  Am. Express

Account No.: \_\_\_\_\_ Ex: \_\_\_\_\_

Signature: \_\_\_\_\_

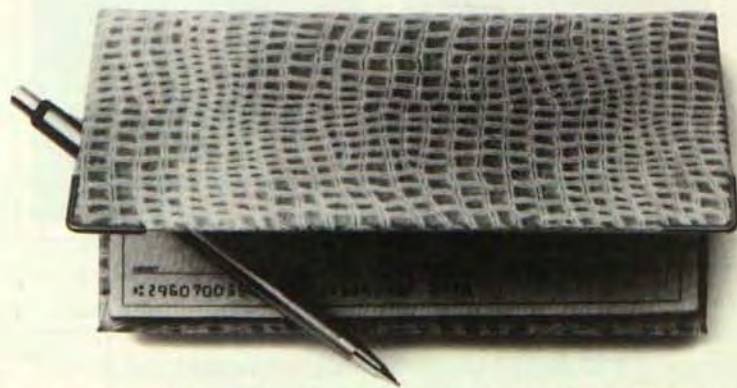
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# We're asking our graduates to hit the books again



In the near future, we'll be contacting you for our annual fund-raising drive.

And when we do, we hope you'll respond with an open heart. And an open pocketbook.

Because it's financial support from alumni like you that allows us to go beyond the ordinary. To give students the challenges and opportunities

that traditional funding just doesn't allow.

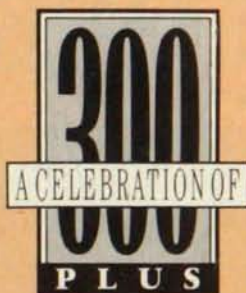
So when you hear from the University of Minnesota Foundation, we ask that you consider a personal pledge of support.

Just by opening one small book, you could open up a whole new world for a University of Minnesota student.



THE UNIVERSITY OF MINNESOTA  
FOUNDATION





For some it was their first gift, for others just one in a continuing pattern of support. Some gave in memory of family and friends, colleagues, and mentors; some gave to strengthen the state's most important resource. They gave to colleges, schools, causes, and dreams, and when the University of Minnesota's campaign to raise \$300 million in three years ended, they had given \$364.7 million and endowed 127 academic chairs. With their gifts comes the promise of 300 million scholarships, programs, faculty positions, research projects, breakthroughs, triumphs, and ideas for a better future for the state and its students. We chose to highlight 301 accomplishments on the following pages. Millions more will no doubt surface in *Minnesota* in the generations to come.



**THERE'S JUST ONE**



**75<sup>th</sup>**  
ANNIVERSARY

**OCTOBER**  
2<sup>nd</sup> - 8<sup>th</sup>

**MINNESOTA HOMECOMING '88**

**Come Celebrate Your University's  
Diamond Homecoming**

Friday, Oct. 7, 4-6:00 P.M. - Dinkytown Block Party

7:00 P.M. - Night Parade Along University Avenue

9:00 P.M. - Bonfire and Pep Rally at the End of  
the Parade Route on Sanford Field

Saturday, Oct. 8, 7:30 P.M. - Homecoming Football Game, H.H.H.  
Metrodome. Minnesota vs. Northwestern

**Remember to pick up your homecoming button!**

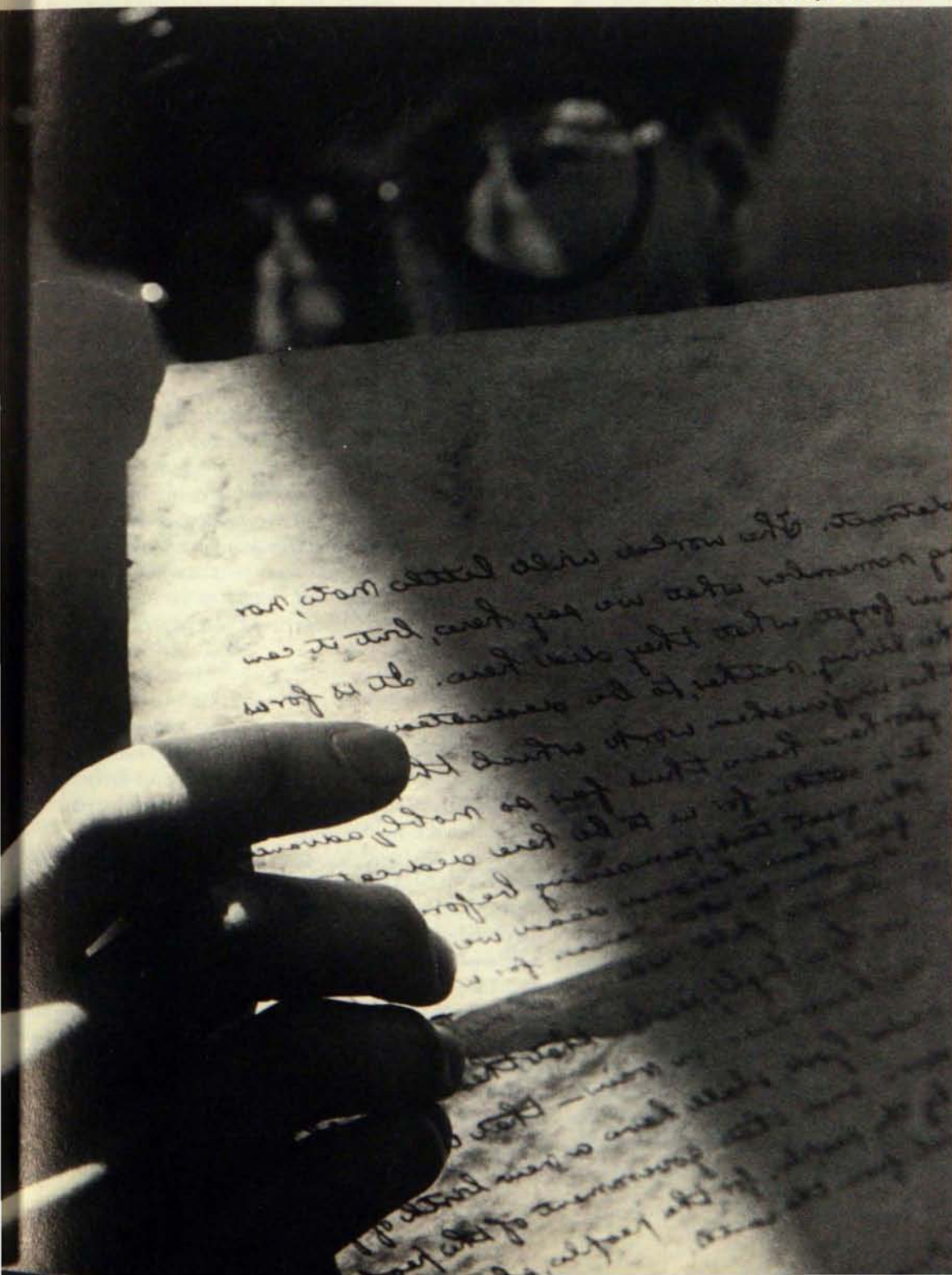




Picture what undergraduate education might be like at the University in 2088 because of the Minnesota Campaign. Writing term papers will not only be easy, but will be a skill that gives students a competitive edge when they begin their job searches. Students from Cyrus, Minnesota, or Guang Zhou, China, female environmental geologists, male athletes, future teachers, and single parents may benefit from any of the 137 new scholarship funds, totaling more than

\$4 million, established during the campaign. Students will swim in the new swim center, study in one of the new lounges, and generally benefit from the more than \$13 million in computer equipment and software given during the campaign. Top faculty in dance, advertising, polymer research, mechanical engineering, and other fields, and visiting experts and Nobel laureates will challenge students to discover the universal in a University education.

PHOTOGRAPH BY JUDY OLAUSEN



*"We believe very strongly that we cannot turn students into functional writers at an academic level in ten weeks in a freshman comp course. It's barely enough to get across the basic concepts."*





## EXTENDED SENTENCE FOR TERM PAPERS

BY CHRIS NISKANEN

**U**NDERGRADUATE STUDENTS often ask what Commitment to Focus will mean to them, or how the money from the Minnesota Campaign will directly affect their studies. One answer to that question, according to Lillian Bridwell-Bowles, is simple: "We are going to make you better writers."

Writing Across the Curriculum, a program headed by Bridwell-Bowles, is a top priority of the College of Liberal Arts under the Commitment to Focus plan and the Minnesota Campaign. Once in place, Writing Across the Curriculum could revolutionize the way writing is taught at the University. Instead of taking one freshman composition class and another upper-division writing class, which is now required, students may be learning writing skills in classes taught in their major fields.

The goal is to ensure that students will leave the University with enough skills to make them confident writers in the work place. "We believe very strongly that we cannot turn students into functional writers at an academic level in ten weeks in a freshman comp course," says Bridwell-Bowles, who is also head of the Program in Composition and Communication.

A \$1 million gift from Deluxe Corporation, matched by the Permanent University Fund, will fund the new program and create the Deluxe Corporation Center for Interdisciplinary Studies of Writing, an organization that will fund University-wide studies of how students learn to write. The research developed by faculty members working through the center will form the basis of major curricular changes at the University. "One condition for receiving funds will be that faculty members explain how the knowledge they receive will be used to improve undergraduate education," says Bridwell-Bowles.

The center is expected to open in 1988, and one of its first projects is producing a document called "The Status of Writing Ability During the College Years." The study, con-

ducted in cooperation with thirteen other universities, will examine on a nationwide basis the ability of undergraduates to write at the college level. Bridwell-Bowles says that many theories try to explain how well college students write, but "some are well founded and others are the product of a few bizarre anecdotes." The study will help provide real answers to these theories, she says.

The center will also sponsor faculty research projects on the status of writing in various departments and schools, as well as in professions such as law and business. The information will then be used to reform the University's writing programs.

One of the first benchmarks for measuring a student's writing ability will be the writing portfolios required by entering freshmen. Beginning in the fall of 1991, all incoming College of Liberal Arts (CLA) students will need to submit a portfolio of writing they did in high school. Progress will be measured throughout their college career and be used as a part of the national status study. Twelve high schools in the Twin Cities are developing pilot portfolios under the new requirement.

In conjunction with the Writing Across the Curriculum program, the Bemis Company gave \$75,000 to help operate the Program in Composition and Communication in connection with the Writing for Engineers class currently required of engineering students. During the project, students will collaborate on an engineering problem, then write a formal presentation that will be critiqued by faculty members and practicing engineers. Finally, a kind of "interdisciplinary seminar" will be held with advanced engineering students, CLA faculty, and IT faculty to discuss the function of writing in engineering.

Once the Writing Across the Curriculum program is in full swing, students won't have writing instruction centralized to their two required composition courses, but instead spread throughout the classes they take within their majors. Bridwell-Bowles, however, wants to assure students that they won't necessarily be writing *more* papers—"just better ones."

---

### BUILDING ON A TRADITION

**LIBERAL ARTS** • Politics and public service have long been a tradition in the A. I. Johnson family. Johnson, a former speaker of the Minnesota House of Representatives, was a University regent from 1959 to 1965. His son, James Johnson, was campaign manager for presidential candidate Walter Mondale in 1984. To continue this tradition, the A. I. Johnson Public Affairs Scholarship was established

with a \$145,000 gift from the Johnson family, and donations from many others have added to the fund. Administered by the political science department in the College of Liberal Arts, the scholarship helps pay for two quarters of study at the University and a one-quarter internship in Minnesota or Washington, D.C., where a student may work with a state legislator, congressman, executive agency, U.S. senator, or special interest group.

### Q. & A.

**LIBERAL ARTS** • If Norwegians were not in Minnesota in 1400 (though some natives may argue they were), exactly what were they doing? What was the relationship between Suleyman the Magnificent (ruler of the Ottoman Empire from 1520 to 1566) and the Safavids in Iran?

If these questions have been plaguing you, you'll be pleased to know that the University has become a

hotbed of scholarly research in the field of early modern history, which spans the years from 1350 to 1750.

At the center of this activity is the Center for Early Modern History, which draws on the scholarship of 21 faculty members in the department of history and other University departments. The center's first conference last fall attracted history scholars from around the world to lecture on the rise of merchant empires.

A \$250,000 gift from



Union Pacific, matched by the Permanent University Fund, has created the Professorship in Early Modern History, which will bring visiting guest lecturers to teach graduate seminars. The first scholar to fill the professorship will be Michael N. Pearson, an Australian professor from the University of New South Wales who specializes in Portuguese merchant history.

### PAS DE DEUX

**LIBERAL ARTS** • Tucked away between Shevlin and Burton halls, Norris Hall is one of those unheralded buildings on campus that few people have heard of—and even fewer can find on a map. For decades the University's dance program, which makes its home in Norris, held a similar position at the University.

But those days are over. What saved the dance program from relative obscurity was a \$500,000 gift from Sage Cowles, a longtime Twin Cities devotee to the art of dancing, and the determined efforts of a former dance coordinator who died before she could see the results of her dedication. Once the target of elimination, the dance program is attracting some of the nation's foremost dancers as visiting artists under the Sage Cowles Land-Grant Chair in Dance. Almost four years ago, the program, then housed in the physical education department, was about to be dropped after 60 years at the University. But Nadine Jette Sween, then the program's coordinator, was thoroughly convinced that the University needed to teach dance and tirelessly lobbied for her program while battling incurable cancer.

Three years ago, the thea-

ter arts department took in the dance program, thus saving it from elimination. At the same time, Jette Sween had been talking with Cowles about making a contribution to the Minnesota Campaign and the dance program. Cowles says that for a long time, she had been looking for a way to contribute to the field of dance study, and when Jette Sween saved the program by getting it transferred to theater arts, she saw her opportunity. "The timing was wonderful," she recalls. "It seemed high time that dance took its place. The University of Minnesota is a major force in this state and this region, and I thought it was a shame it didn't have a dance department like it has a music and theater department."

In 1986 Jette Sween lost her battle against cancer. People who remember her say she was able to fend off her death through her sheer determination to save the dance program. In the program notes for a dance performance to inaugurate the Nadine Jette Sween Memorial Scholarship Fund, her students wrote: "She touched many of our lives and the lives of many students before us; and the memory of her strength in fighting for what she believed in will inspire us in our individual struggles."

### RATIONAL EXPECTATIONS

**LIBERAL ARTS** • The Arleen Carlson Chair in Political Science will fill a "major need" in the political science department by bringing a distinguished professor to the University to teach a specific branch of political theory involving "rational choice decisions."

The chair was established

by a \$1 million gift from Curtis L. Carlson, matched by the Permanent University Fund, and is named in honor of Carlson's wife, whom he met in a political science class.

### IN SEARCH OF EXCELLENCE

**LIBERAL ARTS** • The word *excellence*, a key part of a manager's lexicon in the 1980s, is the exact quality that the department of economics is looking for in its first holder of the Curtis Carlson Chair in Economics and Public Policy, says department head Norman Simler. But what will make that search for the excellent candidate easier is that the \$2 million chair—\$1 million donated by Carlson, \$1 million matched by the Permanent University Fund—offers the kind of salary and incentive package that will attract the highest-caliber candidates.

### TWO CHAIRS FOR CHANGING TIMES

**LIBERAL ARTS** • From women's studies and early modern history, to Scandinavian literature and media ethics, research in a particular subject within the liberal arts during any given decade may suddenly burgeon. What makes the Paul W. Frenzel and David M. and Penny Rand Winton land-grant chairs in the College of Liberal Arts (CLA) so valuable—and unique—is that both chairs operate on a seven-year renewable cycle. A general interest area—say, literary studies—will be assigned to the chair, and then various departments are urged to make proposals for filling the chair, based on the scholarly research going on within the department at the time.

The Winton chair was

created by a \$500,000 gift from David M. and Penny Rand Winton, matched by the Permanent University Fund. The Frenzel chair was established with a \$375,000 gift from the Frenzel Foundation, also matched by the Permanent University Fund.

### FOCUS ON MEDIA ETHICS

**LIBERAL ARTS** • "I think it will be one of the top two or three centers of its kind in the country."

That's the way professor Donald Gillmor describes the importance of the Otto A. and Helen F. Silha Land-Grant Chair in Media Ethics and Law once it is added to the School of Journalism and Mass Communication's Silha Center for the Study of Media Ethics and Law. The center is already nationally recognized for its research in media law and ethics, with a number of major studies forthcoming, including one in the field of privacy. The chair is funded by a \$275,000 gift from the Silhas, matched by the Permanent University Fund. Contributions are still being sought.

### MOVING INTO THE ADVERTISING AGE

**LIBERAL ARTS** • Raymond Mithun made Minneapolis a prominent name in the advertising world when he formed the Campbell-Mithun advertising agency. With a \$500,000 donation to the advertising program in the School of Journalism and Mass Communication, Mithun also hopes to elevate the University to such prominence in the advertising field. The \$500,000 gift, matched by the Permanent University Fund, establishes a \$1 million chair in the journalism school. "My hope is that the



University's School of Journalism and Mass Communication will become the number one school for advertising in America," Mithun says. A former member of the University of Minnesota Foundation board of trustees, Mithun graduated from the journalism school in 1930.

### STUDENTS FOR STUDENTS

**LIBERAL ARTS** • About \$5,000 has been raised for the Student Leadership Fund, which will be used to establish an endowment for student leader scholarships, according to the fund's adviser, Tom Devine. "Our goal is to have money that comes back directly to benefit students," Devine says. "In fact, our motto is Students Working for Students." Though the fund was started by a number of fraternities and sororities on campus, the money will not be used to exclusively fund greek activities. Funds will be used to hold workshops for leaders of the more than 400 clubs on campus, as well as scholarships for outstanding high school students in leadership positions.

### THE RETIREMENT GIFT THAT KEEPS ON GIVING

**LIBERAL ARTS** • When Stuart A. Lindman retired last October after 42 years at KARE-TV (channel 11), the staff searched for an appropriate way to honor him. Luggage and golf clubs were out of the question; Lindman didn't travel much and golfed even less. Finally, they decided to honor him through the Stuart A. Lindman Broadcasting Scholarship, to be awarded to a student in the University's department of speech-communication.

Lindman, an alumnus of

the speech-communication department, is recognized for his achievements at WTCN—which later became KARE—when little emphasis was placed on its news program.

### FROM GUANG ZHOU WITH LOVE

**LIBERAL ARTS** • An anonymous donor has created the Guang Zhou Scholarship Fund to provide \$4,500 a year to a student from the People's Republic of China. The first recipient will probably major in art and the second in literature. The name is derived from the hometown of the donor, Guang Zhou, a large city immediately north of Hong Kong, which Westerners till recently called "Canton."

### FINLAND'S GIFT

**LIBERAL ARTS** • In honor of the establishment of the first Finnish colony in the United States 350 years ago, the Finnish government donated \$250,000 to the University to establish a professorship in Finnish studies. Since 1883, the University has offered classes in Scandinavian studies, and is now recognized as a national leader in the field. Finnish language and literature have been taught for 43 years, and in 1986 the Center for Finnish Studies was founded to expand the program into the social sciences. The Finnish government gift, which will be matched by the Permanent University Fund, will bring a Finnish scholar from any number of disciplines, including political science, art history, or economics, to the University for one year, with a different professor selected every year. Major gifts to a university from the Finnish government are

extremely rare says K. Börje Vähämäki, Finnish professor and Scandinavian department chair. "[The Center for Finnish Studies] serves the nation, not just Minnesota," he says. "This represents Finland's gift to the United States."

### SWEET MUSIC

**LIBERAL ARTS** • Several years ago, Minneapolis violin maker Mathias Dahl mentioned to University music professor Richard Massman that he was thinking of establishing a music scholarship at an eastern conservatory. Massman liked the idea but suggested that Dahl donate locally instead. Now the Mathias and Ronnang Dahl Memorial Scholarship in Music supports the University music program's string section, considered the backbone of a successful music program. The fund, valued at more than \$400,000, will help the music department attract strong string players—some of whom may be playing instruments Mathias Dahl himself created.

### A WRITER'S LEGACY

**LIBERAL ARTS** • During her student years at the University of Minnesota, Jean Keller Bouvier served as the literary editor of the *Minnesota Daily*, and the *Daily* often featured articles written by her. Bouvier, who received an English degree in 1922, moved to Los Angeles, where she married a fellow University graduate, and taught for more than 30 years in the Los Angeles school district. While in her eighties, she wrote and published *The Innocent Years*, a story of her childhood and the shaping of her ideals. Bouvier left two \$45,000 bequests to the University to

support writing and teaching. One of her gifts was designated for the College of Liberal Arts (CLA) Distinguished Teachers Fund, for three \$750 teaching awards annually. The other was designated for the English department to establish two annual \$1,350 undergraduate awards in creative writing.

### DEAR DIARY...

**LIBERAL ARTS** • Marcella deBourg was described as a spirited, rebellious, intellectual alcoholic who cut her hair short when current styles demanded length. Despite the disappointments of her life, she testified to her life's worth by keeping a daily journal for more than 50 years.

When deBourg died, she left a \$20,000 bequest to the English department in memory of her teachers Robert Penn Warren and Ann van Helmholtz. A \$2,000 stipend will be awarded every other year to students interested in writing about women's lives.

### SILENT WITNESS

**LIBERAL ARTS** • Wilson Library is now home of one of the top four collections of black literature in the country, funded by \$75,000 from the Archie Givens, Sr., family and matching funds from the University. The Archie Givens, Sr., Collection in Black Literature contains 3,200 rare books, all about black life in America.

The collection cost \$150,000; another \$150,000 is being raised to create an endowment to purchase new books, build on the number of works by midwestern black writers, and collect black newspapers. Archie Givens, Sr., who died ten years ago, was Minnesota's



first black millionaire. He was founder of the Willows Companies, a health-care company that owns several nursing homes in the Twin Cities area.

### CREATIVE INGENUITY

**LIBERAL ARTS** • When the department of English received the David E. Edelstein/Thomas A. Keller, Jr., Endowment for Creative Writing in 1985, faculty members decided it wouldn't be used to draw just one high-powered literary figure to campus, but instead be spread among many areas of creative writing to attract budding but not-yet-famous personalities.

What has occurred since is a demonstration of English department-style monetary resourcefulness.

Since the inaugural cele-

bration, which included a reading by Nobel laureate Isaac Bashevis Singer, the Creative and Professional Writing Program, directed by professor Charles Sugnet, has brought award-winning poet Carolyn Forché and Eva Figes, a British novelist with a growing reputation and author of the influential feminist book *Patriarchal Attitudes*, to the University to teach creative writing classes; hired six Minnesota writers as adjunct faculty members, including Carol Bly (*Letters from the Country*), Kate Green (*Shattered Moon*), Paulette Alden (*Feeding the Eagles*), and poet John Engman; established three graduate student fellowships that are expected to attract high-quality, talented students nationwide; and established an office for

directing the creative writing efforts of the department where none existed before.

The endowment is named after two men who, while attending the University, became lifelong friends and eventually successful businessmen. They are now deceased, but their families established the endowment as a tribute to the memory of their friendship.

According to Keller's son Thomas Keller III (no relation to former University President Kenneth H. Keller), the endowment's first donor was Ruth Easton, whose brother was David E. Edelstein. Easton had made a large contribution in honor of Edelstein before the legislature had ever decided to allow the University to match dona-

tions using the Permanent University Fund (PUF). Additional donations were given to the University Foundation by friends and relatives of Keller and Edelstein. When the legislature agreed to release PUF, Ruth Easton made an additional \$200,000 contribution, which brought the total endowment to \$1 million with the University's match.

### SALUTE


**LIBERAL ARTS** • Contributions to the Harold W. Chase Memorial Fellowship during the Minnesota Campaign may soon make it an annual award. Given every other year to a graduate student studying public law, the fellowship was started five years ago in honor of the distinguished University political science professor,

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Harold W. Chase. A U.S. Marine Corps general in Vietnam, Chase supported the right of students to protest the war, and won the College of Liberal Arts Distinguished Teacher Award the first year it was given. During the Carter administration, he was in charge of all military reserves in the Department of Defense.

### **BRAVO, BRAVO**

**LIBERAL ARTS** • Hamilton Traub loved two things in life: lilies and opera. He spent enough time cultivating lilies to become an international expert on a certain variety. He also loved opera and dreamed of repopularizing it in the United States. When the Minnesota graduate wrote his will, he bequeathed more than \$300,000 to the Opera Workshop at the University.

That fund is now used to commission composers to write melodic operas in English. The first was recently completed by noted local composer Libby Larsen. It's called *Christina Romana* and concerns a Swedish Lutheran queen who abdicates her crown and moves to Rome. Its initial performance was May 13th at Scott Hall. Most likely, Traub would have rewarded Larsen with a bouquet of lilies.

### **AN ISLAND OF TRANQUILITY**

**LIBERAL ARTS** • Any student who has taken a class in Ford Hall, home of the anthropology and philosophy departments, can testify that the building's interior has the ambiance of a World War II army hospital. A contribution to the department of philosophy during the Minnesota Campaign has created the May Brodbeck Library on the

second floor, bringing new life to the typically antiseptic building. "As a matter of fact, my colleagues call it something like an island of tranquility," says philosophy head Gene Mason.

Philosophy department faculty members and friends of the late May Brodbeck made contributions to the library. May Brodbeck was a longtime teacher and administrator at the University. She joined the department of philosophy in 1948 and eventually became dean of the Graduate School.

### **JOB SEARCHING MADE EASIER**

**LIBERAL ARTS** • With competition in the job market becoming increasingly stiffer each year, liberal arts students continue to face the added pressure of finding that first job out of college. An \$11,000 gift to the College of Liberal Arts (CLA) Career Development Center from International Multifoods will improve graduates' chances. The office prepares students for their job searches, and offers a résumé writing service, a job placement board, and a number of other career-related services. The International Multifoods gift will be used to upgrade the center's microcomputer system.

### **GIVE ME YOUR TIRED...**

**LIBERAL ARTS** • The Immigration History Research Center, considered the nation's most extensive collection of immigrant-related documents, newspapers, and books, received a number of donations during the Minnesota Campaign. Kaarle Lehtinen of Newport, New Hampshire, donated \$55,000, which will establish an endowment for various microfilming projects and a

book relating to Finnish immigrant life. Other contributions include gifts from the Polish American Congress, the Ukrainian National Association, the Order of the Sons of Italy, and donations to the Theodore Saloutos Memorial Fund.

### **THE ICELAND CONNECTION**

**LIBERAL ARTS** • Iceland may seem an unlikely part of the globe to find contributors to the Minnesota Campaign, but the enclave of 150 Minnesota alumni who live there and call themselves the Icelandic Minnesota Alumni Association made their sentiments known during the fund drive. The group sent \$1,000 in support of the Icelandic student exchange program, and many other individual alumni sent substantial contributions as well.

The exchange program between the University of Minnesota and the University of Iceland was named the Val Björnson Scholarship Fund in honor of this program supporter who died in March of 1987. Björnson was Minnesota state treasurer for twenty years during the 1950s and 1960s. The son of Icelandic parents, Björnson worked for the United States in Iceland during World War II and was for many years the Icelandic consul in Minnesota. He graduated from the University, and most Iceland alumni knew him through many visits to his home during their college days. Icelandic students have been coming to Minnesota for more than 50 years.

### **MANUAL LABOR**

**LIBERAL ARTS** • Calling the improvement of writing ability in young people a "crying need in this country in the last years of the twen-

tieth century," Lollie Plank contributed \$15,000 to Writing Across the Curriculum, the University's revolutionary plan to upgrade its graduates' ability to write.

### **BON VOYAGE**

**LIBERAL ARTS** • The College of Liberal Arts' classics department will soon be the proud landholder of an excavation site on the isle of Crete, replete with unlooted Minoan, Mycenaean, and post-Mycenaean artifacts awaiting discovery. The Mary E. Hahn Fellowship in Classics, established to support undergraduate students in an archaeological excavation in the Mediterranean, also included funds to purchase an unexcavated site on Crete. The fund was established by James Hahn, '63, '68, in memory of his mother, Mary E. Hahn.

### **A BAT CALLED SCOTTY**

**LIBERAL ARTS** • From her office overlooking the Mississippi River on the West Bank, School of Music director Karen Wolff dreams of the day when University alumni can enjoy the school's music in a first-class performance hall. The new music building, Ferguson Hall, has been nearly a year on its new site across from Wilson Library without a performance hall.

Part of the funding for the 4,000-seat hall was to come from the 1988 legislature, but the University's bonding bill was withdrawn during the last session. The legislature has agreed to match the University's private fundraising efforts as soon as the school reaches the \$1.6 million mark for the new hall.

So far, about \$1 million has been raised, according to Wolff, with a gift of \$725,000 from the estate of Ethel Alice



Hitchcock, a former University music student and faculty member at Stanford, and \$100,000 gifts from Elinor Watson Bell, '33, vice president of the Belford Foundation and a longtime supporter of the music school, and Donald J. Lucker, founder of the sheet metal fabrication firm Aljon; and the MAHAHD Foundation.

Once built, the hall promises to be one of the best performance spaces in the Twin Cities.

But in the meantime, music and opera students still have to perform in the decrepit auditorium in the former music building, Scott Hall, which is known for its idiosyncrasies.

"After the opening night of *The Rake's Progress* [an opera by Igor Stravinsky], the house lights came up and a bat came flying out of the

rafters and flew around the audience," Wolff says. "The students now call it Scotty."

### SWEET MUSIC

**LIBERAL ARTS** • In the 1940s, Stanley E. Hubbard of KSTP Radio closed his station's impressive library of sheet music. The more than 20,000 titles included orchestrations, dance band music, swing, jazz, movie themes, and folk tunes that were played by the studio orchestra on numerous radio shows. About 30 years later, the library was taken out of storage, and Stanley S. Hubbard, son of Stanley E., subsequently donated the entire collection to the School of Music at the University. The collection, roughly valued at \$375,000 and one of the largest in the Midwest, is located in the new School of Music library and will be used for performances and

research. The Museum of Broadcasting in New York has been granted access to the collection.

### ART IMITATES WILDLIFE

**BIOLOGICAL SCIENCES** • Bruno Liljefors—perhaps the world's finest wildlife artist—bridged the gap between fine art and wildlife art through his work. A contemporary of the impressionists, his work was accepted by the Paris Salon in 1884 when he was 24 years old.

The first major exhibit of Liljefors's work ever to travel outside of Sweden will be shown only at New York's American Museum and at the University's Bell Museum of Natural History. The Bell Museum will display the exhibit through January 1 in a hall newly

renovated with funds from the Minnesota Campaign. The chance to attract a major exhibit provided the impetus for raising the money to convert a little-used storage area into a first-class exhibit hall.

### AIDS EDUCATION ON TOUR

**BIOLOGICAL SCIENCES** • This spring, the James Ford Bell Museum of Natural History, with Minnesota Campaign gifts, made its own unique contribution to the nation's fight against AIDS. "AIDS and Intimate Choices," an innovative exhibit designed to educate teenagers on responsible personal behavior in the age of AIDS, ran from mid-April to the end of May in the Bell Museum and has since been touring high schools, community centers, shopping centers, and other facilities.



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# LASTING FRIENDSHIPS



1950

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These Greeks attended their spring formal together in 1950 and 37½ years later they met to recreate the same picture.

It is interesting to note that they have all stayed married and remained friends. And they have twenty one children and seventeen grandchildren. Hopefully they are all future members of the Greek System.

**You can help** keep a tradition like this strong by filling out the attached form and encouraging a student that you know to consider becoming a member of a sorority or fraternity.

Thank you in advance for your assistance. If you are interested in how alumni can be involved in the Greek System, please contact our office at 625-0899.

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PROSPECTIVE GREEK STUDENT

PROSPECTIVE GREEK STUDENT

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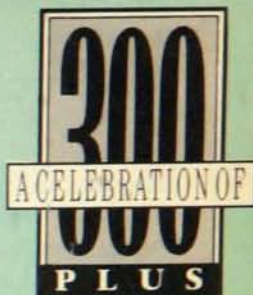
Mail to: Greek Rush Advisory Board  
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A mother of three returns to the University to get her degree. An American Indian pursues a doctorate. Eighth-graders from the inner city get a hands-on look at the medical professions. These students are all players in building a University of equal opportunity and hope for all races—a major goal of the Minnesota Campaign. Funded by Super Valu Stores and the McKnight Foundation, a model partnership was created among the University, Minneapolis and

St. Paul public schools, and other Minnesota colleges to increase minority access to higher education. Approximately 3,000 minority students will participate in programs designed to capitalize on existing programs and take on new initiatives. An important step in addressing the forms of discrimination that prevail in today's public and private institutions was made with the creation of the Roy Wilkins Center in Human Relations and Social Justice.

PHOTOGRAPH BY TOM BERTHIAUME



*The program is designed to build a partnership with the Minneapolis and St. Paul public schools to "create a continuous path of support from grade seven through the baccalaureate degree."*





## PARTNERSHIP FOR PROGRESS

BY SUSAN MARTIN

**S**TATISTICS SHOW that the birthrate for minority populations is increasing while the rates of high school graduation and enrollment in postsecondary education for minorities are declining.

And the situation, says John Wallace, University assistant vice president for academic affairs, "presents a challenge to develop a statewide intervention strategy that will enable minority citizens to reach their full potential and to participate fully in the economic and social development of the state and nation."

The University administration addressed the concern for academic excellence and racial diversity, among other issues, in *Academic Priorities*, and slated the primary objective of improving the University's record of recruitment and retention of minority students in Commitment to Focus. Existing programs such as the Martin Luther King program in the College of Liberal Arts, or more recent minority programs in the Health Sciences and the Institute of Technology, though successful, limit minority access to these academic fields. The University's broad-based goal is to create a supportive environment that will attract talented minority youth in junior and senior high schools to other parts of the University as well.

A minority support development program was implemented this summer with a \$1 million gift from Super Valu Stores, the world's largest food wholesaler based in Min-

neapolis, and a matched gift from unrestricted McKnight Foundation funds.

The program is designed to build a partnership with Minneapolis and St. Paul public schools to "create a continuous path of support from grade seven through the baccalaureate degree," says Wallace. About 3,000 minority students are expected to participate in different series of the program.

Programs that were launched this summer addressed the needs of junior high, high school, and freshman college students. One program involved small groups of seventh through ninth graders, parents, and adult and college student volunteers, who met weekly to set educational goals. During the first year, 250 junior high students will participate. A mentor program, Career Beginnings, will help college-bound high school students to develop individual short- and long-term career goals.

Funds from the Minnesota Campaign will support other minority initiatives: programs that will monitor and support minority students who are preparing for college-level work; and, once admitted, programs that will give sophomores and juniors intensive, hands-on research experience; programs that will provide high-potential minority freshmen with a faculty mentor and a four-year merit scholarship; and another program that will encourage them to pursue graduate work.

The minority development programs should increase University minority graduation rates, enhancing the traditionally underrepresented minority pool for graduate and professional school students, says Wallace.

## NATURAL SELECTION

**BIOLOGICAL SCIENCES** • When John G. Ordway, Jr., and his wife, Margaret, decided to give \$1 million to endow a University chair, it seemed a natural decision to select the developmental biology program in the College of Biological Sciences. Former University President Kenneth H. Keller personally recommended that the Ordways support the developmental biology program, and the field was a high priority for the University.

The John and Margaret Ordway Chair will be located in the developmental biology program, long an excellent example of interdepartmental collaboration. The program, within the department of genetics and

cell biology, is administered jointly with the Medical School's department of cell biology and neuroanatomy and includes faculty from biological sciences, medicine, dentistry, veterinary medicine, agriculture, home economics, and forestry. The Ordway gift was matched by the Permanent University Fund.

## A PLACE OF THEIR OWN

**BIOLOGICAL SCIENCES** • It's not large or fancy, but it's biology students' own special place on the second floor of Snyder Hall. Two years ago, room was found for a study hall, and donations from alumni of biological sciences have helped outfit the room. The fund-raising is continuing, and computers and telephones should soon be avail-

able to students using the lounge.

## READING FIRST

**EDUCATION** • Leadership gifts from faculty and staff will support the Distinguished Reading and Language Arts Fund. Earnings from the endowment will provide fellowships to graduate students in reading education, and will support lectureships and other projects that will enhance reading education in language arts. Alumnus P. David Pearson, '69, who received his Ph.D. in education, initiated the endowment with a \$10,000 pledge and has volunteered to head the campaign in search of additional supporters. Pearson is currently a professor of edu-

cation at the University of Illinois at Urbana-Champaign, and heads the Center for the Study of Reading.

## JUST AVERAGE? A SCHOLARSHIP FOR YOU

**EDUCATION** • When Jeannette Winter Tilley graduated with a B.S. in commercial business from the College of Education in 1937, she felt she could go wherever and do whatever she wanted. "I appreciated the education. It gave me access to both business and education worlds," says Tilley. To express her appreciation, Tilley established a \$20,000 fund to benefit business education students. Just as Tilley "wasn't always the brightest person in the class," the recipient of the endowment need not necessarily have the highest grade point



average; the person should just be deserving and preferably a woman, says Tilley.

### HELP FOR FUTURE TEACHERS

**EDUCATION** • The Lotus Delta Coffman Fund received a Presidents Club-level gift from dean emeritus of the College of Education, Robert J. Keller. Keller, who was a University faculty member for 22 years and served as the education dean from 1964 to 1969, was known as a national leader in the development of junior colleges and was often called on as a consultant in the development of the education plans for higher education institutions. Keller's gift to the University recognizes the importance of both the Presidents Club and the alumni Coffman scholarship fund, which supports future teachers.

### PICTURE THIS

**EDUCATION** • Ayers and Marian Ortolfo Bagley, sleuths in search of education iconics—St. Anne teaching the Virgin Mary to read, Dutch paintings of village schools, a wolf reciting the ABC's, and thousands of other visual images—have created the most comprehensive collection of its kind in the world. Ayers, professor of education policy and administration, and Marian, professor of design, housing, and apparel, established the Education Iconics Endowment Fund to foster continued research in education iconics.

### FREEDOM NOW

**EDUCATION** • Leonard Holden's experience as a conscientious objector during World War II and his service in a mental hospital provided inspiration to pursue an educational psychol-

ogy degree from the College of Education. His past also helped foster a commitment to the study of world peace, which he shares with his wife, Eloise. Together they have created the Leonard and Eloise Holden Endowed Scholarship Fund, which will assist students who wish to pursue peace studies through the Global Education Center.

### NATIVE AMERICAN FUND ESTABLISHED

**EDUCATION** • The number of undergraduate and graduate degrees awarded to American Indians increased only 8 percent from 1976 to 1981, according to the U.S. Department of Education. Rodney S. Wallace, president and chief executive officer of the Thunderbird Hotel and Convention Center, hopes to influence this trend through the Rodney Wallace Scholarship Fund for Native American Students in the College of Education.

### LEARNER'S PERMIT

**EDUCATION** • A chair to support research and educational studies in cognitive science and development, with special emphasis on the study of learner characteristics, was created with a \$665,000 gift from Rodney Wallace, matched by the Permanent University Fund. The Rodney S. Wallace Chair in Cognition and Learning will help the College of Education stay at the forefront in the field of cognitive studies. Wallace was named Senior Fellow in Education by the college.

### FIVE WHO CARE

**EDUCATION** • The Home Economics Education Assistantship Fund, honoring retired faculty who were

instrumental in the development of home economics education, will support assistantships in graduate education. The award will rotate every year in honor of retired faculty Marjorie Brown, Marie Christenson, Roxana Ford, Ardell Wantoch, and Emma Whiteford. Gifts to help kick off the fund have been donated by the honorary faculty themselves as well as Jerry McClelland, Marilyn and Jack Rossmann, Mary Ann Smith, Ruth and Paul Thomas, and Julius Wantoch.

### EXTENSION HELP

**CONTINUING EDUCATION AND EXTENSION** • Returning to school is difficult enough, but for adult students with a family to support, it's often a struggle. Those same students are more likely to fall through the cracks when it comes to qualifying for financial aid. Now, partly because of the Nolte Fund, University students studying through Continuing Education and Extension can breathe a little easier. An anonymous donor's \$10,000 gift, quickly matched by alumni and University supporters, has made fifteen annual scholarships available to date.

### GOOD BUSINESS

**DULUTH CAMPUS** • Gifts of \$125,000 from First Bank Systems and \$75,000 from Norwest Banks will fund a visiting professorship in the School of Business and Economics at the University of Minnesota, Duluth. The professorship will encourage forums in which the latest finance and man-

agement information can be shared with students and leaders from industry and academia. The gifts were matched by the Permanent University Fund.

### VISIT FROM 3M

**DULUTH CAMPUS** • A \$400,000 contribution from the 3M Company will establish a visiting professorship at the University of Minnesota, Duluth (UMD). The contribution was matched by the Permanent University Fund.

The 3M/William L. McKnight Professorship in Technology Development will enable the College of Science and Engineering at UMD to appoint a visiting professor each year to conduct a course in the development of new technology, as well as deliver public lectures and consult with regional industrial leaders.

McKnight, who died in 1978, joined 3M in its infancy. He was associated with the company for 66 years, helping navigate it to worldwide success during twenty years as its president, seventeen years as chair of the board, and seven years as honorary chair. He established the 3M Foundation to support educational programs and other worthy nonprofit organizations, and the William L. McKnight Foundation to support human services, the arts, health and medical research, and more.

### NORTHERN LIGHT

**DULUTH CAMPUS** • The University of Minnesota, Duluth (UMD), became the third university in the country to engage in Northern Circle Studies, the branch of international studies focusing on the world's northernmost countries, with the



establishment of the Royal D. Alworth, Jr., Professorship in Northern Circle Studies. A \$500,000 endowment was created with a \$250,000 gift from the family of the late Royal D. Alworth, Jr., matched by the Permanent University Fund. The professorship will launch the Royal D. Alworth, Jr., Institute for International Studies.

Northern Circle Studies, relevant to the heritage of Minnesotans and to a better understanding of the economic and political future of Minnesota, focuses on the culture, geography, and politics of countries such as the Soviet Union, the Scandinavian nations, Japan, and Canada, as well as the United States.

The family of Royal D. Alworth, Jr., whose grandfather was Marshall H. Alworth, a Duluth real estate developer who founded the Alworth Mining and Development Company, strongly supports higher education and helped develop the UMD campus.

## ENGINEERING POWER

**DULUTH CAMPUS** • The University of Minnesota, Duluth (UMD), established its first endowed faculty chair with \$750,000 from Minnesota Power, a Duluth-based company. The gift was matched by the Permanent University Fund to create a \$1.5 million endowment. Named after the former chair and chief executive officer of Minnesota Power, the Jack F. Rowe Chair in Engineering is located in UMD's College of Science and Engineering. Minnesota Power was instrumental in developing the three engineering majors the college offers.

Rowe joined Minnesota

Power in 1950 and was named president and chief executive officer in 1978 and chair of the board in 1979. He is a 1950 electrical engineering graduate of the University's Twin Cities campus.

## ENDING THE SILENCE

**DULUTH CAMPUS** • The University of Minnesota, Duluth (UMD), received \$250,000, matched by the Permanent University Fund, from the Eddy Family Foundation to fund research and education on nervous system and communicative disorders.

Support from the foundation has enabled UMD to fund guest lecturers, provide student scholarship support for seniors and graduate students, and supply clinical materials—along with continuing education and professional development—in the area of communicative disorders. The foundation was established by the late Edwin Eddy, Jr., who had a speech stuttering problem during his lifetime.

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## STUDENT POWER

**TWIN CITIES CAMPUS** • Students burning the midnight oil have more than just light to thank the Northern States Power Company for. The company's three-year \$385,000 donation to the Minnesota Campaign will fund undergraduate scholarships in four areas. The General College HELP Center will receive \$75,000 to support economically disadvantaged students and to supply single parents with day-care expenses. The Institute of Technology's Project Technology Power, a scholarship program for minority undergraduates based on financial need, will

receive \$75,000 as will women undergraduates in the Carlson School of Management. The remaining \$160,000 will brighten the day for financially strapped students across the University.

## IBM, THE ANGLER'S COMPANION

**TWIN CITIES CAMPUS** • On Lake Itasca in northern Minnesota, students in professor Robert Megard's ecology classes are able to study the distribution and abundance of fish and zooplankton through a unique use of an IBM computer. By hooking up a color display screen to a sonar fish locator commonly used by those who fish, students can see layers of plankton and the location of fish in the lake.

It's one of the ways a \$11.5 million gift from IBM is being used in classrooms and research laboratories at the University.

Project Woksape received \$7.5 million in computer equipment and software, which is now being used in 109 different projects in eighteen colleges and professional schools, including Megard's ecology class. The School of Management received \$2 million in funds and computer equipment to help computerize classroom coursework and perform research in the accounting department. The department of chemical engineering and materials science also received \$2 million in funds and equipment for five years of polymer research.

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## DENTAL FUTURES

**DENTISTRY** • Ralph H. Boos, M.D., founder of one of the largest dental labora-

tories in the United States, donated \$25,000 to establish the Boos Graduate Student Research Scholarship. Known worldwide for his research in prosthodontics, or the development and placement of dentures, Boos's scholarship will be awarded once a year to a graduate student doing research in the field of dental prostheses.

## HAPPY 100TH

**DENTISTRY** • Before the University's dental school was established, dentistry was taught by trade schools around the state, much like blacksmithing or plumbing. In 1989, the School of Dentistry will celebrate 100 years as a part of the University. Two dentistry fund-raising groups, the Alumni Society and the Century Club, have donated \$20,000 to help publish a history of the school.

## DEVELOPING ART'S POTENTIAL

**DENTISTRY** • Developing and marketing a new dental material can take many years, because after emerging from the laboratory it must pass the test of time in the mouths of human subjects. Now, however, years of wear and tear can be reproduced in just six days by a motor mouth named ART (for Artificial Resynthesis Technology), developed by dental engineers in the School of Dentistry's Program in Biomaterials and MTS (Multiple Testing Systems) Corp. in Eden Prairie, Minnesota.

The Program in Biomaterials is continuing to apply and improve this new technology with support from the 3M Foundation and 3M Dental Products Division, which contributed \$250,000, matched by the Permanent



University Fund, to create a \$500,000 endowment and establish the Harvey L. Anderson Endowed Professorship in Dental Biomaterials. Anderson conducted some of the first experiments in dental materials during his 38 years as a scientist with 3M. William H. Douglas, director of the Program in Biomaterials and one of ART's developers, is the first holder of the endowed professorship.

#### GETTING TO THE ROOT OF THE PROBLEM

**DENTISTRY** • Millions of adults lose teeth because of gum disease. The dental world knows the problem begins with bacterial plaque that builds up on the teeth, but it doesn't know why some people develop severe gum disease and others don't. With \$750,000 in donations from alumni, faculty, staff,

and friends, matched by the Permanent University Fund, the School of Dentistry has established the Erwin M. Schaffer Periodontal Research Chair to support the search for the answer—and better ways to prevent gum disease. Schaffer is a former dean of the school and professor of periodontology, and he served as chair of the school's fund-raising committee during the Minnesota Campaign. When selected, the holder of the Schaffer chair will contribute to research in the Clinical Research Center for Periodontal Diseases, which is funded at the School of Dentistry by a \$2.8 million grant from the National Institute of Dental Research.

#### WAY TO GO ITAS

**INSTITUTE OF TECH-**

**NOLOGY** • A gift of \$100,000 has led to the establishment of the Institute of Technology Alumni Society (ITAS) Scholarship Fund, an endowment to benefit undergraduate students. The donation came from the will of Mary G. Childs, whose husband, Morris Childs, was a 1925 graduate in electrical engineering.

#### NOTABLE VISITORS

**INSTITUTE OF TECHNOLOGY** • Three outstanding scholars—Robert Stokes, formerly of Honeywell and the National Science Foundation, and a fellow of the American Ceramic Society; Hakan Wennerstrom, a physical chemist from the University of Lund, Sweden, who researches nuclear magnetic relaxation; and Doraiswami Ramkrishna, a biochemical

engineer from Purdue University—are recipients of the George T. Piercy Distinguished Visiting Professorship in Chemical Engineering and Materials Science. The \$250,000 contribution from George T. Piercy to the chemical engineering department, which ranks among the top five in the nation, was matched by the Permanent University Fund. A 1938 University graduate, Piercy had a long career with Exxon Corporation and served as the company's senior vice president from 1967 until his retirement in 1980. He retains strong ties with the University through his trusteeship of the University of Minnesota Foundation, which he has served as president and chair. He received the University's Outstanding Achievement Award in 1979.

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Anne Ehrlich



Paul Ehrlich

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**"BIOLOGY AND THE SURVIVAL OF SOCIETY"**  
**University of Minnesota Northrop Auditorium**

**Anne Ehrlich Wednesday, October 5 Noon**  
**"ENVIRONMENTAL COST OF MODERN WEAPONS PRODUCTION"**  
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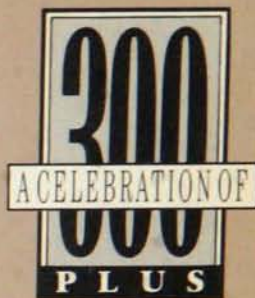
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The first successful open-heart surgery; development of the first pacemaker; bretylium and synthetic rubber; major advances in automobile safety—all were products of research at the University or of its faculty and alumni. The transfer of technology from the University to the private sector has played a major role in the state and nation and will continue with support from the Minnesota Campaign. Robotics, microelectronics, cellular pathology, molecular genetics,

neuroradiology, polymer technology, neuroscience, biomedical engineering, rock mechanics, computing, surgery, human biomechanics—all are areas that received support in the form of funding or endowed positions. To help ensure that challenges of technology are well managed in the future—and that technology leaders have a broad perspective of the world around them—a gift from Honeywell has created the Center for Development of Technological Leadership.

PHOTOGRAPH BY CHUCK KEELER/FROZEN IMAGES



*"The objective is to educate scientists and technological leaders who will have both a B.S. and a B.A. degree, so that they will have a broader perspective."*





## RAISING TECHNOLOGICAL LEADERSHIP TO A FINE ART

BY RABUN TAYLOR

**A** \$2.7 MILLION gift from Honeywell will make classes in Shakespeare, accounting, and French less foreign to Institute of Technology (IT) students in the years to come. The donation, \$2.5 million of which was matched by the University and Permanent University Fund, will also create four chairs and the Center for the Development of Technological Leadership, an interdisciplinary program involving IT, the College of Liberal Arts, the Carlson School of Management, and several other University units. The center will provide IT students with a better understanding of business skills and leadership strategies, as well as help develop their understanding of liberal arts.

One of the major goals of the center is to encourage IT students to seek a bachelor of arts degree in addition to a bachelor of science. IDEAS, or Integrated Degrees in Engineering, Arts, and Sciences, is a new curricular program that allows an IT student to spend a fifth year earning a second degree in anything from marketing to French literature. "The objective is to educate scientists and technology leaders who will have both a B.S. and a B.A. degree, so that they will have a broader perspective," says Martha Russell, associate to the dean of the Institute of Technology. "Many industry leaders have become leaders because they have a breadth of perspective that goes beyond a specific field of knowledge." Students in the program are eligible for scholarships of up to \$2,000 a year and are eligible to participate in specially designed seminars to discuss issues in technology and liberal arts with faculty members from all over the University.

A new graduate-level program in technology management will also be offered. Advanced classes in project management, technology marketing, manufacturing management, and organizational communications will address broad concerns of technology and business. "Leaders in industry recognize the need for technology managers to understand business pressures and socio-cultural realities," says Russell.

The exchange of technology and knowledge between industries and the University is also a concern of the center. An additional component of the center will develop research and experimental programs in technology transfer.

The center will be organized around four new endowed chairs in IT: the Harold W. Sweatt Honeywell Chair in Technological Leadership, named after the former chief executive officer of Honeywell who was a University graduate and one of its first volunteer fund-raisers; the William R. Sweatt Honeywell Land-Grant Chair in Technological Leadership, named in honor of the founder of the Minneapolis Heat Regulator Company—later to become Honeywell—and Harold Sweatt's father; and two other Honeywell Land-Grant Chairs in Technological Leadership that will provide positions for visiting scholars from other universities and industry as well as other units within the University of Minnesota.

Though the center has been operating for a short time, its influence is already being felt on campus. Two undergraduate students have been awarded scholarships for the coming year. Four distinguished guest lecturers, including Lester C. Thurow, author of *The Zero-Sum Game* and dean of the Sloan School of Management at MIT, and Richard Cyert, president of Carnegie-Mellon University, have visited the University as a part of the Honeywell W. R. Sweatt Lectures in Technology Leadership.

## DOWN UNDER

**INSTITUTE OF TECHNOLOGY** • Japan's Shimizu Corp., one of the world's largest engineering and construction companies, cemented its ties with the University by donating \$250,000 to create the Shimizu Professorship in Civil and Mineral Engineering. The gift was matched by the Permanent University Fund. A leader in the research and development of underground facilities, Shimizu is exploring the potential use of underground facilities to meet the growing shortage of space in Japan and elsewhere. In Minnesota, scientists at the

University's Underground Space Center have a similar goal in their investigation and testing of underground construction and facilities.

Professor Ray Sterling, named the first chairholder last spring, will spend his five-year term looking at how to make the best use of underground facilities, including habitability and life safety aspects of underground design.

## DUAL RECOGNITION

**INSTITUTE OF TECHNOLOGY** • "The award means that paying attention to undergraduate education is important," says assistant professor Roberto T. Leon, the first recipient of the

Bonestroo, Rosene, Anderlik and Associates Undergraduate Faculty Award. Established on behalf of the engineering consulting firm Bonestroo, Rosene, Anderlik and Associates, the endowment recognizes both undergraduate civil engineering students and faculty alike.

## HEAVY MEDAL

**INSTITUTE OF TECHNOLOGY** • Two years ago, Klaus von Klitzing, on the way to deliver a lecture at the University, was passing through the corridors of the Minneapolis/St. Paul International Airport when he accidentally touched off a metal detector. The offend-

ing object? Von Klitzing's 1985 Nobel Prize medal. Von Klitzing is just one of the eight Nobel Prize winners to have visited the University as part of the Van Vleck Lecture Series.

The series is funded by Abigail Pearson Van Vleck, who began contributing to the lecture series in 1982 and continued to donate during the Minnesota Campaign. The series is named in honor of her husband, 1977 Nobel laureate John Hasbrouck Van Vleck, who taught in the department of physics at the University from 1923 to 1928. He is considered the father of modern magnetism research, having contributed many early discoveries



in the field of quantum mechanics. Van Vleck met Abigail Pearson, who graduated in 1925, while she was a student at the University, and in 1927 they were married.

### **JUNIOR CHEMISTRY**

**INSTITUTE OF TECHNOLOGY** • Corinne M. Brasted has endowed a \$10,000 fund to provide an annual fellowship in memory of her husband, Robert C. Brasted, a former University professor of chemistry. The fellowship will provide money to an outstanding junior undergraduate chemistry major interested in pursuing a career in teaching chemistry. A part-time apprenticeship in the department's general chemistry program is also provided. Corinne Brasted was a civil service employee of the University in the department of genetics and cell biology and in the department of family social science.

### **THINK PHYSICS**

**INSTITUTE OF TECHNOLOGY** • Minneapolis attorney and real estate developer William I. Fine, who earned a law degree from the University in 1950, is a longtime physics enthusiast. He maintained his interest while pursuing both law and real estate careers and after founding Fine Associates, a firm that acquires, develops, finances, and manages large-scale real estate. Stating that the field of physics isn't adequately funded by either the government or the science industry, Fine contributed \$1 million and raised another \$1 million for the establishment of an Institute for Theoretical Physics and two chairs at the University. The

funds, matched by the Permanent University Fund, will bring about an institute to study such topics as condensed matter physics; the interactions of electrons, quarks, and other subatomic particles; astrophysics; and the origin and evolution of the universe. Other funding support for the institute will come from the School of Physics and Astronomy, the Institute of Technology, and external contracts and grants.

Under the temporary leadership of physics professor Stephen Gasiorowicz, the institute—one of only three such institutes in the nation—has organized and hosted a series of theoretical workshops this past year on such diverse topics as superconductivity, computation, and high-energy physics. The institute is currently searching for world-renowned physicists to occupy its two top positions, both endowed chairs.

The William I. Fine Chairs in Theoretical Physics will be filled by the director and assistant director of the institute.

### **FIRST IN MATH**

**INSTITUTE OF TECHNOLOGY** • When Michael Lin, 13, grabbed first place in a national mathematics contest, he joined a cadre of young students who are proving that the University of Minnesota Talented Youth Mathematics Project scores among the top in programs of its kind. The project culls the brightest young mathematicians in Minnesota, in fourth through twelfth grades, and provides them with the best instructors in an accelerated program that lets them finish a four-year high school math program in two years.

Lin of Moorhead, Minnesota, won the top award in the written competition of the national MATH-COUNTS contest in Washington, D.C., in 1987. Lin's victory represents one of a long tally won by students enrolled in the University's mathematics project. The program here is one of a handful in the nation that addresses a dearth in math education for high school students. To qualify for the program, students must rank in the top 5 percent of their class and pass a University math test before they enter eighth grade. The program, which began in 1976, admits about 350 students a year to 22 classes in the Twin Cities and at four outreach sites in Duluth, Moorhead, Rochester, and St. Cloud. Minority students are participating in increasing numbers each year. It is funded by federal and state grants and by corporate and private contributors, such as Mrs. George Taylor, who donated more than \$115,000 to the program through the Minnesota Campaign.

### **PURE GOLD**

**INSTITUTE OF TECHNOLOGY** • The Richard Hammel memorial was established by individuals in the Hammel Green and Abrahamson (HGA) architectural firm to honor the achievements of Richard Hammel, founding partner. The \$50,000 contribution provides funds for the School of Architecture and Landscape Architecture's fall lecture series.

Richard Hammel maintained an active interest in the University's architectural program beginning in the late 1950s. He was a member of the School of Architecture and Land-

scape Architecture's advisory board, and his firm was committed to hiring students during their school years. In 1987 Hammel posthumously was awarded the School of Architecture's Gold Medal.

### **A WATERSHED IDEA**

**INSTITUTE OF TECHNOLOGY** • As the region containing the headwaters of three important North American watersheds—the Great Lakes/St. Lawrence seaway into the Atlantic, the border lakes into the Hudson Bay, and the Mississippi into the Gulf of Mexico—Minnesota is a logical center for the study of hydrogeology.

George Gibson, who earned a B.A. in 1930 and a Ph.D. in 1932, and his wife, Orpha, donated \$1 million, matched by the Permanent University Fund, to establish the George and Orpha Gibson Chair in Hydrogeology to support the department of geology and geophysics study of chemical and physical interactions of groundwater with its surroundings. Gibson, a geological consultant in Texas, cites Minnesota's strategic location and excellent program as reasons for the donation. "The University's location and ancillary resources should attract an outstanding faculty, who in turn will attract outstanding qualified students," he says.

### **THANKS AGAIN**

**INSTITUTE OF TECHNOLOGY** • The library in Lind Hall will be restored to become the heart of the Undergraduate Teaching Assistant Program (known as the Tutorial Program) in the Institute of Technology. Edna May Taylor, through the Taylor Foundation, gave



\$300,000 in honor of her husband, George W., to restore the library. Taylor graduated in mechanical engineering in 1934 and was killed in a car accident in 1978. He received special tutoring while at the University and was grateful for the assistance he received.

### WRITE AGAIN

**INSTITUTE OF TECHNOLOGY** • The Bemis Company has donated \$75,000 to the Writing Across the Curriculum Program to improve the writing ability of University engineering students. The funds, disbursed during a two-year period, will be used to conduct workshops involving faculty members in the Institute of Technology, the Program in Composition and Communication, and practicing engineers.

### HEALTHY PERSPECTIVE

**INSTITUTE OF TECHNOLOGY** • Among other things, actuaries apply mathematical skills to the design of insurance and pension plans, evaluate financial risks of insurance policies—and help determine how much consumers pay. Until spring 1984, a program in actuarial science was offered at the University, but no specific degree was granted. Professors Bert Fristedt and Tom Berger, with corporate support, have designed an acceptable actuarial degree program in the University's mathematics department. Approximately half of the new actuarial degree program's budget is provided by several corporate sponsors interested in hiring actuaries. Much of the program's funds have been donated by health/life insurance companies, including Lutheran Brotherhood,

Minnesota Mutual, IDS Life Insurance Company, and St. Paul Companies. Northwestern Life, in addition to contributing to this fund, has pledged to pay for five or six students' actuarial exam fees annually.

### THE CHANGE AGENTS

**INSTITUTE OF TECHNOLOGY** • When her mother died in November 1985, Shirley Hunt felt the time was right to honor her parents. With parents she describes as "activists" and "change agents," Hunt donated funds to the University to establish the Katherine and Arthur Sehlin Lecture "to serve as a catalyst, much like the roles that my mother and father played."

Katherine Sehlin served under eight governors on countless commissions in the social services field. Arthur Sehlin, a civil engineer and contractor, joined his wife as they supported social and human causes. To account for both parents' interests, in even-numbered years, the department of civil and mineral engineering will sponsor an outstanding lecturer in a branch of civil engineering. During odd-numbered years, social service topics such as health and human services, and the physically handicapped and developmentally disabled will be covered.

### ROSENAUER'S TAPES

**INSTITUTE OF TECHNOLOGY** • When alumnus Alan Rosenauer, a 1985 graduate of the Carlson School of Management, found himself with \$11,000 worth of half-inch 2,400-foot magnetic tapes as the result of a contract snafu, he donated them to the University's computer science

department. The department promptly distributed the 500 tapes to graduate students and faculty who don't have funding for supplies. The donation means the lab can also make more efficient use of disk space on department computers, getting by with one or two fewer disk drives, each costing about \$8,000.

### RATE INCREASE

**INSTITUTE OF TECHNOLOGY** • The Bush Foundation has given \$132,000 to increase the participation of girls in the Talented Youth Mathematics Project in the Institute of Technology. Currently girls make up only 25 percent of the students—a rate program officials would like to increase to 50 percent.

### FAMILY TIES

**INSTITUTE OF TECHNOLOGY** • The James E. Sorenson Scholarship Fund provides a scholarship to an academically proficient, financially needy freshman or sophomore in the School of Architecture and Landscape Architecture. The fund was established in memory of James E. Sorenson by Soren and Eve Sorenson, his father and sister. James E. Sorenson, who received a bachelor's degree in architecture in 1958, worked for the Minneapolis architectural firm Hammel Green and Abrahamson. He died in 1979 at Cooke Hall on the University campus while jogging.

### ROBOTICS TO THE FORE

**INSTITUTE OF TECHNOLOGY** • When people think of computer design, they think of circuit design, and that usually means electrical engineering, says Richard K. Nelson. He adds

that robotics, which is emerging as an important part of computer assembly because components are becoming too small to be handled by humans, is helping to emphasize the role of his field—mechanical engineering. Nelson, one of the original twelve employees of Cray Research, the Minneapolis supercomputer company, and his wife, Barbara L. Nelson, have endowed the Richard K. and Barbara L. Nelson Land-Grant Chair in Mechanical Engineering to provide rotating appointments for permanent and visiting faculty in the department.

For the Nelsons, who established the chair with a \$700,000 gift, matched by the Permanent University Fund, the decision to fund a chair was very much a joint venture. They hope that the chair will provide the department with "freedom to do some things they otherwise would not be able to do, to go beyond day-to-day operations. It's a tool to bring in people in specialty areas."

Barbara Nelson has degrees in music and education from Augsburg and Macalester colleges and teaches voice.

### HAPPY BIRTHDAY!

**INSTITUTE OF TECHNOLOGY** • Former College of Liberal Arts Associate Dean for External Relations Julieann Carson surprised her father on his 75th birthday with the news that she had established in his honor the Thaddeus J. Carson Achievement Award in Mechanical Engineering at the University. Carson, who normally operates in the realm of the humanities (her degrees are in classics and English), set up the award to recognize her father's



achievements as a man who persistently sought and achieved practical solutions to practical problems in his work place. Although never able to complete his degree because of the depression, Thaddeus Carson worked for 47 years in a position equivalent to that of a mechanical engineer at Cadillac Motor Company.

#### **APPLE BACKS MINI MAC**

**INSTITUTE OF TECHNOLOGY** • Apple Computer is helping University students map out their futures with computer accuracy. The company donated the graphics lab in the University's new Computer Science Center and gave \$1 million for the development of computer courseware for the Institute of Technology's Mini Mac project.

#### **GOLD MINE**

**INSTITUTE OF TECHNOLOGY** • The Eugene P. Pfeider Memorial Scholarship is presented to a student majoring in mineral engineering in honor of the former dean and professor of the University of Minnesota School of Mines. A \$50,000 contribution from a close family friend, Bernice Anderson, recognizes Pfeider's professional achievements in the mining and geoengineering field.

#### **AMUNDSON MATERIAL**

**INSTITUTE OF TECHNOLOGY** • Faculty of the department of chemical engineering and materials science have pledged \$50,000 over a three-year period to establish the Neal R. Amundson Professorship in Chemical Engineering. The faculty contribution, matched by the University, will create a fully endowed professorship with the addi-

tion of \$150,000 from alumni and friends of the department.

Amundson served as head of the University's chemical engineering and materials science department from 1949 to 1977. A world-renowned theoretician, he is credited with leading the University's chemical engineering and materials science department to the top of such departments in the United States. He was

named Regents' Professor of Chemical Engineering in 1977.

#### **CRASH RIDES AGAIN**

**INSTITUTE OF TECHNOLOGY** • Professor James "Crash" Ryan was a former University engineering professor and a tireless proponent of automobile safety design until his death in 1973. Ryan helped pioneer the use of dummies to measure the impact of car acci-

dents, and tested car safety devices such as hydraulic bumpers, padded steering wheels, recessed dashboards, and seat belts during his career at the University. He became well known for experiments in which—appropriately outfitted with a Golden Gophers football helmet—he crashed a safety-outfitted car into a brick wall while students observed, measuring the car's impact. Ryan never was hurt

# Science and Technology Day

## October 4, 1988

**Institute of Technology Alumni Society  
University of Minnesota  
Annual Meeting and Evening Banquet**

The Atrium at International Market Square  
Minneapolis, Minnesota

**Keynote Speaker:**

**John Sculley**

President and CEO  
Apple Computer, Inc.  
Cupertino, California

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during the experiments.

Ryan has been honored by an anonymous donor whose \$250,000 gift was matched by the Permanent University Fund to create the James J. Ryan Alumni Distinguished Professorship in Mechanical Engineering. Ryan's advice was sought by government commissions and by Ralph Nader, who used Ryan's findings about auto safety in his 1965 book.

### HERE'S TO ANOTHER 100

**INSTITUTE OF TECHNOLOGY** • The electronic revolution has brought unprecedented growth to the University's electrical engineering department, which has increased its enrollment from 967 students in 1978 to 1,511 in 1987. To help meet the continued demand for electrical engineering faculty to teaching growing numbers of students, an anonymous donor contributed \$1 million to establish the Centennial Chair in Electrical Engineering, named in honor of the 100th anniversary of electrical engineering at the University. The scholar who is chosen to fill the \$2 million chair, half of which came from the Permanent University Fund, will specialize in microelectronics, a field that has had a major effect on the development of electronic equipment in medicine, computers, and telecommunications.

### TRIPLE TREAT

**INSTITUTE OF TECHNOLOGY** • Mechanical engineering's impact extends from bioengineering that is crucial to medicine, to the production of consumer goods and engines, to the relatively new field of robotics. The department's faculty is already widely

recognized, and the graduate program is ranked among the top four in the country. The endowment of three new professorships will add to that prestige. A \$1.6 million endowment was started when an anonymous alumnus of the department of mechanical engineering donated \$400,000 and challenged other alumni to match the gift. That \$800,000 was in turn matched by the Permanent University Fund. Two \$500,000 alumni distinguished professorships and one \$600,000 professorship will be established to attract distinguished new teachers and scholars and to retain those who are here.

### MISSION IS POSSIBLE

**INSTITUTE OF TECHNOLOGY** • Contributions from faculty members and alumni of the University's department of aerospace engineering and mechanics, have established the Aerospace Fund for Academic Excellence to improve the teaching and research capacities of the department. If that's a broad mission, it's because donors did not want to restrict uses of the funds. The only excluded use is the purchase of equipment.

### BRINGING GOOD THINGS TO LIGHT

**INSTITUTE OF TECHNOLOGY** • University alumnus Gary H. Glover, who recently received the Charles P. Steinmetz Award recognizing outstanding General Electric Company engineers, returned the honor by establishing a scholarship fund for undergraduates at the University of Minnesota. Freshmen with financial need who are studying mathematics, physics, or electrical engi-

neering are eligible for the Glover-Steinmetz scholarship, which carries with it a \$10,000 gift to the nonprofit agency of the recipient's choice. Glover received undergraduate and graduate degrees in electrical engineering from the University.

### SPARKS FLY

**INSTITUTE OF TECHNOLOGY** • Each quarter Bruce Eaton faced his introductory physics classes, knowing he had to make the often complicated material come alive for the doubting scientists-to-be. The Bruce Eaton Memorial Fund, established in honor of the man who concentrated on undergraduate education, is making physics come alive for high school students. Established with donations from faculty of the School of Physics and Astronomy, matched by the University, the fund supports three seminars a year where University physics instructors try to spark curiosity in science by demonstrating physics principles for high school students.

### PATENT POWER

**INSTITUTE OF TECHNOLOGY** • A scholarship program for minority students in the Institute of Technology has been established by Thermo King in memory of Frederick McKinley Jones, a self-educated black engineer and renowned inventor who held more than 50 patents. Jones also designed race cars and sound systems for movie theaters, but he's best known for building the first transport refrigeration unit with the help of Minneapolis resident Joseph Numero. Numero went on to found Thermo King in Bloomington, Minnesota, which is

now a subsidiary of Westinghouse Electric Corp. The \$50,000 gift from the Westinghouse Foundation was matched by the University of Minnesota Foundation.

### LET THERE BE LIGHT

**INSTITUTE OF TECHNOLOGY** • In early Greek mythology, the god Helios brought sunlight to the earth during the day in a chariot that traveled from east to west. At the University's underground Civil and Mineral Engineering Building, the miracle of sunlight is the gift of a heliostat donated by Shimizu Corp. of Japan as part of a joint research agreement with the Underground Space Center. The heliostat, which consists of a six-foot-diameter mirror, uses light sensors and software to continuously track the sun's position to deliver sunlight 110 feet below ground.

### LUCKY FOUR

**INSTITUTE OF TECHNOLOGY** • Outstanding undergraduate chemistry students who demonstrate financial need will be eligible for a scholarship established by Lloyd W. Goerke, '53, Woodbury, Minnesota, manufacturing manager for the Automotive Specialties Division/Tape Manufacturing Division of St. Paul-based 3M Company. The Lloyd W. Goerke Undergraduate Chemistry Scholarship has been awarded to four students since it was established in 1986.

### STARTING EARLY

**INSTITUTE OF TECHNOLOGY** • Physics professor Phyllis Freier donated \$13,750 to establish an endowed scholarship fund to help undergraduate physics majors who conduct



research. Freier, who has won numerous teaching awards, including the Distinguished Teaching Award in 1979 and the Morse-Alumni Award this year, named the fund in honor of her parents, Harry and Viola St. Cyr.

#### PUTTING CYRUS ON THE MAP

**INSTITUTE OF TECHNOLOGY** • Garrison Keilor describes his fictional Minnesota small town as a place that "time forgot and the decades cannot improve." Residents of Cyrus, Minnesota, population 289, are not as disparaging. Certainly not former Cyrus resident Richard Hanschen, '45, who is making improvement easier for Cyrus students interested in studying engineering at the University. Hanschen has set up an endowed scholarship to

support outstanding University engineering undergraduates from Cyrus and its surrounding area. His unique endowment makes possible up to six scholarships of \$3,000, renewable on an annual basis. The endowment encourages students to reach the master's level in their studies, which Hanschen believes is essential in preparing them to be successful leaders in industry. Hanschen, who has worked for Honeywell and Texas Instruments—where he was vice president for marketing and product development—now heads New Business Resources, a Dallas firm that invests in new-technology businesses.

#### A DREAME-BEAM

**INSTITUTE OF TECHNOLOGY** • The Unisys Corporation, one of the four

original contributors to the University's Microelectronics and Information Sciences Center (MEIS), contributed \$2 million of sophisticated equipment to the center. One instrument, known as a varian E-beam lithographer, accounted for most of the gift's value. Considered state-of-the-art for a research university, the machine is able to manufacture highly precise electronic circuitry in microchips.

#### SHAKING UP THE PROFESSION

**INSTITUTE OF TECHNOLOGY** • MTS Systems Corp., a Minneapolis company incorporated in 1966 and a world leader in developing test systems and simulation technology, has a rocky relationship with the University—and both are

quite pleased.

MTS builds installations and devices that apply and measure the application of large forces and motions to rock, ice, ceramics, automobiles, and other objects and materials. The department of civil and mineral engineering, a division of the Institute of Technology and a leader in the use of mathematical modeling to study geologic formations, specializes in, among others, geomechanics, the study of the behavior of rocks and geological structures. The two have collaborated since the 1960s to create rock-testing devices.

The company has given \$250,000, matched by the Permanent University Fund, to endow the MTS Professorship in Geomechanics to build on its University foundation.

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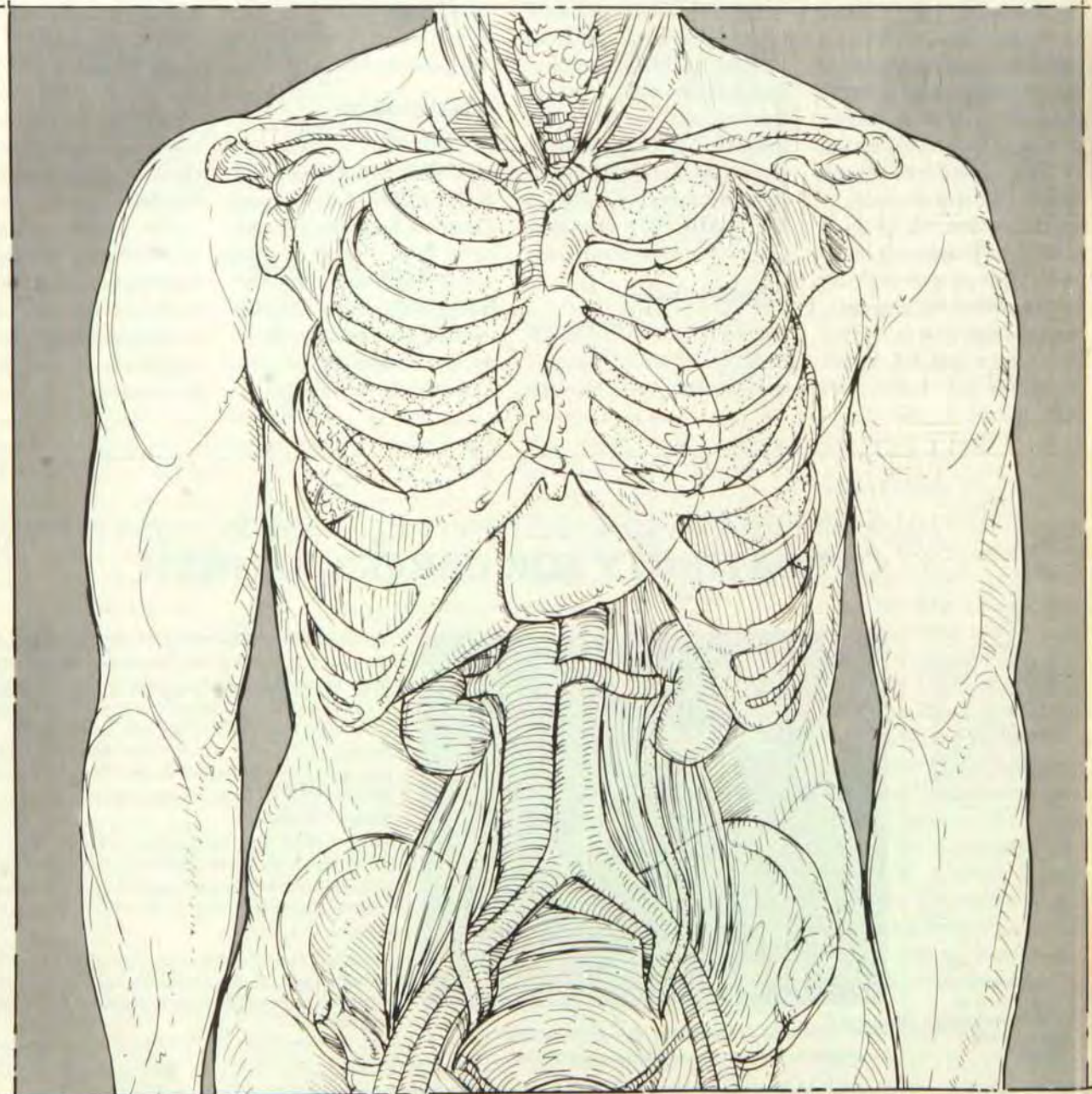
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treatment of diabetes, and the eye diseases associated with it. We are developing procedures that dramatically lower serum cholesterol levels. And we continue to make strides in diagnosing and treating cancer and heart disease.

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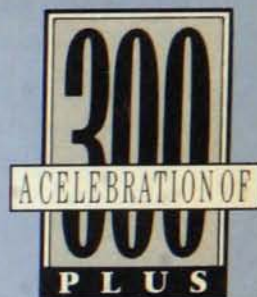
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It happens because the need exists. Because enthusiasm spills over. Because the nature of educators is to educate. Public service is one of the major parts of a land-grant university's mission, and it has been well served by the Minnesota Campaign. It comes in the form of the Raptor Rehabilitation Center, which received funding for a new building; it is seen in a program to help teens understand suicide. It spills over into institutions like the University Hospi-

tal and Clinic where a fund is established to aid patients. It builds public awareness of AIDS; it educates and entertains via the University Art Museum, an impressive collection of black literature purchased, or the composition of a new opera commissioned. From turkey production to industrial pharmacy to tourism, it is reflected in programs and research that aid the state's industry. It brings the public and faculty together to spark innovation and progress.

PHOTOGRAPH BY TIM RUMMELHOFF



*"I really enjoy helping each family, just as they help each other work out practical problems caused by MPS while sharing warmth and fun."*





## FIGHTING A DISEASE CALLED MPS

BY MICHAEL MOORE

**T**HREE-YEAR-OLD PRESTON ARNOLD has made hundreds of friends in his young life. They live throughout North America, hailing from central Texas, where he lives, to Oklahoma, New York, Louisiana, Minnesota, and throughout Canada. Almost all come from loving families, but in terms of public support, they are all orphans. They are affected by a rare group of genetic disorders called MPS (for mucopolysaccharidoses), each of which occurs in about one in 50,000 to 100,000 births and which are lethal in childhood.

The outlook for MPS children has changed dramatically in the past five years, however. Bone marrow transplantation has proved to be the first treatment to stop and possibly reverse the effects of MPS diseases. The cells of MPS children become bloated with material that is normally broken down by enzymes and removed from the cells. There are several different types of MPS, each caused by a different missing enzyme. About ten years ago, doctors in England found that by transplanting bone marrow from a healthy brother or sister of an MPS child, they could restore the child's ability to produce the vital enzyme. The treatment was brought to the University in 1983 by William Krivit, professor of pediatrics. He assembled a team that includes pediatric bone marrow transplant physicians Norma Ramsay and John Kersey, as well as Chester B. Whitley, who specializes in genetic diseases that affect children. This team has so far performed bone marrow transplants in fifteen children with MPS at the University's Variety Club Children's Hospital. Twelve of those children have had a positive response, with at least some of their degenerative symptoms halted.

Preston Arnold is one of the children whose bone marrow transplant was rejected due to partial incompatibility of the donor's marrow. He has a severe type of MPS disease called Hurler syndrome, in which life expectancy is usually less than ten years. Despite their disappointment, his parents, Elizabeth and Russell, are determined to contribute to the MPS cause. With Debbie and David Smith, another Texas

couple whose son Matthew was successfully treated for an MPS disease at the University, they organized a fund-raising barbeque in Texas last year. The two-day event raised \$33,000 to establish the Preston Arnold and Friends MPS Fund of the Minnesota Medical Foundation.

This May the Arnolds organized a golf tournament that raised an additional \$6,000 for the fund, and they are already making plans for future events. The MPS cause has caught on with others in central Texas, including blind fourteen-year-old Chris Padden, who raised \$512 by organizing a carnival at which he performs magic tricks. The Arnolds plan to continue the annual events, primarily to raise funds but also to enjoy the close friendships that have sprung up among families affected by MPS.

The family gatherings have also touched and inspired the doctor they are helping to support, Chet Whitley. He has attended the events and presented updates on his research and that of other scientists working on MPS diseases. But most valuable are the personal meetings with families who share their stories and concerns with him. "It is a great opportunity to exchange information about these children," Whitley says.

Whitley organized and was chair of the first International Congress on MPS and Related Diseases, which was held at the University this May. It was a chance for researchers from the United States, Canada, Australia, England, and Japan to share the latest scientific progress on the complex diseases. About 150 family members attended a concurrent layperson's meeting.

Whitley was able to report to both the scientists and families that, using equipment purchased with a grant from the Minnesota Medical Foundation and money donated to the Preston Arnold and Friends MPS Fund, he has developed and applied for a patent on a test that he hopes will make it feasible to screen all newborns for MPS diseases. This would make it possible to attempt bone marrow transplantation or other therapy before the disease causes physical damage, he says. Whitley is also attempting to isolate genes that cause MPS diseases. Cloning these genes would be a major step toward the day when children like Preston Arnold may be treated before their lives are altered so tragically.

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### TIME FOR GEOPHYSICS

**INSTITUTE OF TECHNOLOGY** • The Harold M. Mooney Fellowship Fund has been established to award a fellowship to an undergraduate or graduate geophysics major. Currently, capital is accumulating on the \$6,000 fund until a sufficient award can be made. Mooney initiated the geophysics program at the University when he started at the

School of Mines in 1950. In 1962, the program was incorporated into the Institute of Technology's department of geology and geophysics. Mooney taught for 35 years until his death in 1986.

### DESIGN FOR LIVING

**INSTITUTE OF TECHNOLOGY** • In the late nineteenth and early twentieth centuries, designers such as Charles Loring, Cass

Gilbert, and Horace Cleveland created parks, buildings, and boulevards that turned the cities of Minneapolis and St. Paul into leaders in urban design. But in the second half of the century, the responsibility for urban design passed from city planning departments to individual developers with diverse visions.

A \$1.3 million gift from the Dayton Hudson Foundation, matched by the Per-

manent University Fund, will create two land-grant chairs and a Center for Urban Design in the School of Architecture and Landscape Architecture. The center will focus study on the development of the city as a whole, and perhaps revive the practice of centralized, long-term, large-scale planning in medium-sized American cities.

William Morrish, a well-known California architect



and urban designer, will become the director of the University's Center for Urban Design this fall and occupy the first Dayton Hudson Land-Grant Chair in Urban Design. Educated at Berkeley and Harvard, Morrish will come to Minnesota from the University of Southern California.

The second land-grant chair will support the associate director of the center. A search to fill the position will begin next year.

### REMEMBERING RITA

**INSTITUTE OF TECHNOLOGY** • A hydrogeologist in the Minnesota Pollution Control Agency's Solid and Hazardous Waste Division, Rita Paquette, who received a bachelor's degree in 1983 from the University's department of geology and geophysics, was dedicated to environmental, social justice, and women's issues. After Paquette died in a work-related automobile accident in 1986, her family, friends, and co-workers sought a way to commemorate the woman who "was one of those rare people who inspire the lives of those around them." They established a \$10,000 scholarship fund awarded annually to a woman interested in pursuing a career in environmental geology or hydrology through the University of Minnesota.

### GOOD NEIGHBOR

**INSTITUTE OF TECHNOLOGY** • Roger M. Nordby remembers how hard it was to leave his hometown of South Dakota for the unfamiliar University campus. Now this class of '40 alum wants to make it easier for future generations. The \$100,000 Roger M. Nordby Electrical Engineering

Scholarship fund he established is open to any level student, with a preference given to a graduate from a South Dakota high school. "A scholarship lives on," says Nordby, "and the results of the investment are visible and personal." When the first scholarship is awarded this year, the former Zenith radio engineer will have the satisfaction of helping out a neighbor and fellow engineer.

### CAD FOR GRAD STUDENTS

**INSTITUTE OF TECHNOLOGY** • Master's and Ph.D. students in electrical engineering and computer science are working with state-of-the-art computer-aided design (CAD) software for integrated circuits, a \$1 million gift from Mentor Graphics, an Oregon-based company. CAD software allows students to lay out, design, simulate, and test electronic circuits.

### IN GOOD COMPANY

**INSTITUTE OF TECHNOLOGY** • At age 38, Matthew V. Tirrell has earned a University reputation as an outstanding young faculty member and is a recognized national authority on the adhesive properties of polymers. Tirrell was named to the Shell Distinguished Chair in Chemical Engineering, established by the Shell Companies Foundation with a five-year, \$750,000 grant, matched by the Permanent University Fund. Tirrell, who came to the University in 1977, is a recipient of a Guggenheim Fellowship, the Gordon Starr Faculty/Staff Award for his work with students, the National Science Foundation's Presidential Young Investigator Award, and the Allan P. Colburn Award

from the American Institute of Chemical Engineers presented to the best researcher under age 35. He's investigating how materials such as plastics and fibers chemically bind together to make compounds.

### ERA TODAY

**INSTITUTE OF TECHNOLOGY** • The Charles Babbage Institute for History of Information Processing has honored the founding of Engineering Research Associates Inc. (ERA) and its contributions by establishing a chair in the history of science and technology department to balance the technical and social aspects of engineering and science education at the University. Engineering Research Associates, founded in 1946, is Minnesota's original computer company. ERA's life as an independent company was brief. It was purchased by Remington Rand in 1952, which merged with Sperry Corporation in 1955. During the Minnesota Campaign, donors contributed more than \$400,000 to establish the Engineering Research Associates Land-Grant Chair in the History of Technology, matched by the Permanent University Fund.

### GOOD NEWS FOR GRAD STUDENTS

**INSTITUTE OF TECHNOLOGY** • Faculty members in the department of geology and geophysics have created the John W. Gruner Graduate Fellowship in honor of Gruner, a distinguished faculty member from 1920 until his retirement in 1959, when he was named professor emeritus of geology. Gruner, who helped the department develop its national reputation, was

especially noted for the high standards he set for himself and his students. He discovered a new mineral, minnesotaite, and was awarded several contracts from the Atomic Energy Commission for research on mineralogy and uranium. Gruner died in 1981 at the age of 91. More than \$60,000 has been contributed to the fund, including \$22,000 from the University to match faculty contributions. The endowment will provide for half-time assistantships for graduate students in the department of geology and geophysics.

### MERIT AWARD

**INSTITUTE OF TECHNOLOGY** • Two annual scholarships of \$2,000 each for prospective and current Institute of Technology students have been created by Jeanette Johnson from an endowment fund in her will. The scholarships are known as the Donald L. Johnson Scholarships in memory of her husband, who received his degree in civil engineering in 1943 at the University.

### NEW USES FOR MRI

**MEDICAL SCHOOL** • The department of radiology has established a professorship to honor Eugene Gedgaudas, chair of the department from 1969 to 1986. He pioneered analysis of rare birth defects affecting the heart and developed new techniques for evaluating kidney tumors and gastrointestinal cancer.

When selected, the holder of the Eugene Gedgaudas Professorship in Magnetic Resonance Research will extend the department's studies using the new technology of magnetic reso-



nance imaging (MRI). MRI scanners use a huge doughnut-shaped electromagnet and a powerful computer to produce three-dimensional images of the body. MRI is used extensively at University Hospital for diagnosing problems of the nervous system and other soft-tissue disorders and injuries. The Gedgudas professor will explore new uses for MRI technology, including studies of the chemical makeup of cells and tissues that will look for early signs of disease and enable researchers to closely follow the progression of diseases such as cancer, multiple sclerosis, and Alzheimer's and heart diseases. The professorship is being funded by gifts from Dr. and Mrs. Gedgudas, friends, and corporations. Many of the gifts were matched by the faculty matching program.

#### **THE GAULT WAY**

**MEDICAL SCHOOL •** Former dean of the Medical School, Neal L. Gault, has been an adviser to medical colleges and hospitals all over the world, including Japan, Turkey, Indonesia, and South America. With an \$85,000 donation, which was matched with \$50,000 from the University, Gault and his spouse, Sarah Gault, M.D., established an endowed scholarship fund for students to study international health issues. Gault received his doctor of medicine degree from the University in 1951, became a faculty member in 1953, and served as dean from 1972 to 1984.

#### **BACK TO THE BASICS**

**MEDICAL SCHOOL •** Technological magic will soon be performed daily in a new X-ray crystallography laboratory being estab-

lished as part of the new William F. Dietrich Chair in Fundamental Molecular/Cell Biology in the Basic Sciences. The laboratory will enable Medical School researchers to analyze the molecular structure of biological substances and study individual molecules of cells, adding to the understanding of basic cellular processes and pathology. It will also make it possible to design novel treatments to correct or manipulate biological processes. Leonard J. Banaszek, an expert in X-ray crystallography research at Washington University School of Medicine in St. Louis, has been selected to fill the Dietrich chair. The chair was endowed through a \$1 million gift from William F. Dietrich, retired president and chief executive officer of the Green Giant Company. The gift was matched by the Permanent University Fund. An additional \$1 million was contributed by an anonymous donor to set up and equip the laboratory.

#### **STILL GROWING AT 45**

**MEDICAL SCHOOL •** The Frank E. Burch Research Fund was started 45 years ago in honor of the former chair of the department of ophthalmology who devoted his life researching ways to prevent blindness. Jonathon Pederson, an expert in glaucoma research, held the Frank E. Burch Professorship from 1983 to 1988. Today, the fund has grown into a \$1.2 million chair in the department of ophthalmology, with an effort currently under way to increase the endowment to \$2 million. Donations and Permanent University Fund matches have been made to enhance the chair, including

gifts from Burch's daughter, Katherine Burch Taylor, and from one of the last residents to serve under Burch, Malcolm McCannel, who is now a professor in the ophthalmology department. During the Minnesota Campaign, the professorship was officially elevated to a chair in the department.

#### **SAVING FACES**

**MEDICAL SCHOOL •** Continuing the tradition of supporting children in need, the Groves Foundation has given \$250,000, matched by the Permanent University Fund, to fund the Hazel O. Groves Professorship in Pediatric Dermatology. Given in memory of Hazel Groves, the faculty position will be filled by a scholar involved in much-needed research into teenage skin problems.

#### **SWEDISH EXCHANGE**

**MEDICAL SCHOOL •** A faculty exchange program between the Karolinska Institute in Stockholm, Sweden, one of the premier biomedical research facilities in the world, and the University's Medical School will soon be possible. The Carlson Chair for International Biomedical Research Scholars was funded by a \$500,000 gift from Curtis L. Carlson, matched by the Permanent University Fund. The Karolinska Institute will also raise \$1 million to support the program. Researchers from each school will be selected on a competitive basis to lecture or teach at the other facility.

#### **COMING TO STUDENTS' AID**

**MEDICAL SCHOOL •** With medical school costs continuing to escalate, and student loans becoming more the rule than the exception,

the University's Medical School has started a \$10 million fund-raising effort to establish the Centennial Scholarship Fund in honor of the school's 100th anniversary. Commitments exceeding \$2.5 million were received during the last months of the Minnesota Campaign. The Centennial Fund will help offset the burden of student loan debt with direct scholarships to students.

#### **A GREAT FAITH**

**MEDICAL SCHOOL •** How much do faculty members of the Medical School believe in the value of their work? They donated \$6.3 million to the school during the Minnesota Campaign, which translates into \$11,000 per faculty member. All of the money will be used for medical research.

#### **CENTER AND CHAIR FIGHT BRAIN DISORDERS**

**MEDICAL SCHOOL •** As life expectancy has increased, so has awareness of the tragedy of brain disorders associated with aging. More than 1 million Americans now have Alzheimer's, a disease that not only robs victims of years of enjoyable life but also puts a heavy strain on their loved ones.

The American Legion and the American Legion Auxiliary, Department of Minnesota, are raising \$1 million to establish the Minnesota American Legion and Auxiliary Chair in Brain Sciences and Brain Science Center to support research on brain disorders, particularly those associated with aging. The funds were matched by the Permanent University Fund. When selected, the holder of the chair will direct the brain science center located in the



new Veterans Administration (VA) Medical Center in Minneapolis. More than 50 percent of all veterans treated by VA medical centers suffer from some type of brain disorder. The Medical School and VA Medical Center will collaborate on both basic laboratory research and clinical studies, continuing more than 40 years of affiliated medical research and education.

### **AN ENGINEER'S PERSPECTIVE**

**MEDICAL SCHOOL •** Jack Lewis, a professor of orthopaedic surgery who also trained as an engineer, is developing better artificial joints and ligaments. He was recently named by the department of orthopaedic surgery to the Catherine Mills Davis Land-Grant Chair in Biomechanical Engineering. The position will help support his research of human biomechanics, including the natural wear and tear that leads to the joint disorder osteoarthritis, which is a major focus of laboratory and clinical research in the department. The chair was established with gifts from the Edwin and Catherine Davis Foundation and friends. Catherine Mills Davis, a former patient of the department, was successfully treated for crippling arthritis. The gifts are matched by the Permanent University Fund.

### **BIONIC EARS AND MORE**

**MEDICAL SCHOOL •** People who meet five-year-old Stephanie Brinkman would probably never guess that she is losing her hearing. She is so alert and reads people's lips and faces so well that she seems to be one step ahead of the adults around her. In 1987, Stephanie's parents brought her to the

Lions International Hearing Center at the University, established in 1985 with funds raised by the Lions Multiple District 5M, which covers Minnesota, Manitoba, and northwestern Ontario.

Samuel Levine, assistant professor of otolaryngology, used a CT scan to diagnose Stephanie's problem as Mondini deformities, a rare degenerative disorder of the cochlea.

Research on the cause of hearing problems such as Stephanie's, as well as those that occur with age and middle ear problems that affect balance, is being supported by the Lions Hearing Research Endowment Fund, established with a pledge of \$500,000 to the Minnesota Medical Foundation as part of the Minnesota Campaign.

### **NEURORADIOLOGY ADVANCES**

**MEDICAL SCHOOL •** Today new technology enables radiologists to "see" inside the human body. In the 1930s, clinical radiology was a fledgling science, and Leo Rigler was developing and promoting the use of X-rays as a vital part of clinical medicine at the University of Minnesota Medical School. In 1937, Rigler appointed Harold Peterson, '34, as an instructor of radiology and asked him to concentrate on developing imaging techniques for nervous system disorders.

For the rest of his career at Minnesota, Peterson was one of a small group of pioneers whose research and clinical advances established respect for the field of neuroradiology.

While Peterson devoted himself to his long career as an innovator and teacher of

neuroradiology, Margaret Peterson, his wife, served as president of her county and state medical auxiliaries and took charge of the outside activities at the many medical courses her husband organized. In honor of the Petersons' contributions to the field of neuroradiology, the department of radiology has established the Margaret F. and Harold O. Peterson Professorship in Neuroradiology with contributions from the Petersons, trainees of Dr. Peterson's, and friends. Many of the gifts were matched by the faculty matching program.

### **STOPPING METASTASIS**

**MEDICAL SCHOOL •** Much of the suffering and death from cancer is caused when a solid tumor releases cancerous cells that migrate to other parts of the body. This cellular invasion is called metastasis, and it is one of the biological mysteries thwarting improved treatments and a possible cure for cancer.

Leo Furcht, a professor of laboratory medicine and pathology, has gained considerable insight into the mechanisms of metastasis through his research.

Furcht's research received a tremendous boost this June when he was named to the W. W. Allen and Elsa U. Pardee Land-Grant Chair in Cancer Biology. The chair was made possible by donations from the Elsa U. Pardee Foundation, which was established when the wife of the founder of the Dow Chemical Company learned that she had cancer. The foundation added \$500,000 to an earlier \$500,000 grant that established the Pardee Professor of Cancer Biology in the department of labo-

ratory medicine and pathology. With the initial grant's growth and Minnesota Campaign matching of the second grant, an endowment of \$1.8 million is now available to support the chair. It was named in honor of the late William Allen, an alumnus of the University of Minnesota who for many years served as chair of the Elsa U. Pardee Foundation.

### **GOOD-BYE TO THE FARM**

**MEDICAL SCHOOL •** In a 1980 interview, three months before his death, Owen Wangenstein told cardiologist Allen B. Weisse that growing up on a farm in western Minnesota, he had "no ambition other than to be a farmer." At age thirteen, however, his father allowed him to deliver piglets from 50 sows that could not farrow their young because of a nutritional deficiency. "I stayed out of school for about a month—multiple births, as every obstetrician knows, are time-consuming tasks—and at the end of that time, I presented my father with 300 piglets. From that time on, he would hear nothing but that I should be a doctor."

Wangenstein went on to chair the University's department of surgery from 1928 to 1967 and introduced dozens of surgical innovations including the Wangenstein suction tube, which drastically reduced post-surgical complications from intestinal obstruction. His wife, Sarah, and others who knew and worked with Wangenstein have made contributions, matched by the Permanent University Fund, to further enhance endowment of the Owen H. and Sarah Davidson Wangenstein Chair in Experimental Surgery to perpetuate



his encouragement of faculty development in both the practice and the science of surgery.

## **THE WAR AGAINST CHILDREN'S CANCER**

**MEDICAL SCHOOL •** Cancer is responsible for 11 percent of deaths in children ages one to fourteen, second only to accidents. But in the past three decades, great strides have been made in treating childhood cancer. In the early 1960s, only 4 percent of children with leukemia, the most common form of pediatric cancer, survived. Today, a child diagnosed with leukemia has nearly a 75 percent chance of being cured of the disease.

At the University of Minnesota, much of the credit for supporting the development of life-saving treatments goes to the Children's Cancer Research Fund (CCRF). This fund has supported cancer research in the Medical School for more than 30 years.

Just before the conclusion of the Minnesota Campaign, CCRF announced another milestone in its pursuit of a cure for all childhood cancer: the establishment of the Children's Cancer Research Fund Land-Grant Chair in Pediatric Oncology. The chair, funded by a \$750,000 gift from CCRF, matched by the Permanent University Fund, will support a leading scientist's efforts to bring even more hope into the lives of the more than 6,000 children who are diagnosed with cancer each year.

## **A DEBT REPAYED**

**MEDICAL SCHOOL •** Ophthalmologist Harold G. Scheie honored an old friend and mentor by establishing a research professorship in

his name. Elias Potter Lyon (1867-1937), fourth dean of the Medical School, from 1913 to 1936, is credited with laying the foundation for the school's emergence as a national leader. In the early 1930s, he groomed several young clinical faculty to head key academic departments, including Owen Wangensteen (surgery), Leo Rigler (radiology), and Irvine McQuarrie (pediatrics), all of whom brought international acclaim to the University.

While a medical student, Scheie lived with Dean and Mrs. Lyon, and received emotional, intellectual, and economic support. Dean Lyon died of a heart attack shortly after the Lyons visited Scheie at the University of Pennsylvania, where the dean had helped him obtain an internship.

The \$250,000 gift, directed by Scheie, was matched by the Permanent University Fund and establishes the Elias Potter Lyon Research Professorship in Ophthalmology.

## **THE BAKKEN LEGACY: CHAIR, CENTER, SCHOLARS**

**MEDICAL SCHOOL •** In the 1960s, a small company called Medtronic started making an implantable heart pacemaker. Founded by Earl E. Bakken, the company grew to become the world's leading manufacturer of implantable medical devices and a pioneer in what has become a major industry for Minnesota: biomedical products. Bakken developed his first pacemaker while working with University of Minnesota heart surgeon C. Walton Lillehei, M.D., Ph.D. Because of that relationship and the close contacts that have continued between Medtronic and

the University, the Medtronic Foundation donated \$1 million to help create a Biomedical Engineering Center. The new center will benefit from the combined expertise and facilities of the Medical School and Institute of Technology, and it will foster cooperative research with Minnesota's more than 300 medical product companies. The study of cardiovascular disease will be a major focus of the center.

The Medtronic Foundation also gave \$1 million to support the center's directorship, which will be called the Earl E. Bakken Chair in Biomedical Engineering.

To strengthen the Medical School's commitment to training and supporting physician-researchers, Bakken has donated \$500,000 to fund four scholarships annually in the combined M.D.-Ph.D. program. His gift was matched by donations from other University sources, creating a total \$1 million endowment for the seven-year, dual-degree program. Recipients of the scholarships, called Bakken Scholars, may pursue doctorates in the basic sciences while also attending Medical School.

All gifts were matched by the Permanent University Fund and other resources.

## **REUNION PRESENT**

**MEDICAL SCHOOL •** Harold G. Scheie attended the 50th reunion of his 1935 Medical School class, having built an international reputation in the surgical treatment of glaucoma and cataracts and having founded in 1972 the prestigious Scheie Eye Institute in Philadelphia. His visit prompted him to direct gifts of \$550,000 to the Minnesota

Medical Foundation, which were matched by the Permanent University Fund to endow the \$1 million Harold G. Scheie Research Land-Grant Chair in Ophthalmology. Scheie's gifts are already supporting work on new and better surgical treatments for cataracts, nearsightedness, astigmatism, and extreme farsightedness. The research is being conducted by the first holder of the Scheie chair, Richard L. Lindstrom, associate professor of ophthalmology and director of ophthalmology at the Minneapolis Veterans Administration Medical Center.

## **SURGERY PREMIERES**

**MEDICAL SCHOOL •** The department of surgery will continue to build on its record as a world leader in developing innovative, life-saving surgical procedures by establishing a chair in memory of the late Owen Wangensteen, chair of surgery from 1928 to 1967. Chair of the department of surgery and Regents' Professor John S. Najarian is the first incumbent of the Jay Phillips Chair in Surgery. The chair was endowed with a gift of \$1 million from the Phillips Foundation, matched by the Permanent University Fund. Jay Phillips was a close friend of Wangensteen and has been a longtime supporter of the Medical School.

## **ONE FAMILY'S WAY**

**MEDICAL SCHOOL •** A major step toward finding better treatments for and possibly curing diabetes was taken with the establishment of the Pennock Family Land-Grant Chair in Diabetes Research. The chair was established with a \$500,000 gift from Pennock



family members in memory of Molly Pennock Eninger Lindemann, who had diabetes. The funds were matched by the Permanent University Fund. R. Paul Robertson, professor of medicine and director of the Diabetes Center and the Clinical Research Center, was named the first chairholder and plans to further communication and cooperation among diabetes specialists in basic and applied research.

#### HELP FOR 37 MILLION

**MEDICAL SCHOOL** • Research to help the 37 million Americans who suffer from some type of arthritis, including one out of every seven Minnesotans, is being supported by the John F. Finn Arthritis Foundation Land-Grant Chair in Rheumatology. The chair will

support research into the causes and treatment of the more than 100 rheumatic diseases commonly known as arthritis. It was funded by a \$500,000 gift from the Minnesota Chapter of the Arthritis Foundation, matched by the Permanent University Fund.

#### FACULTY ESTABLISH CHAIR

**MEDICAL SCHOOL** • The Minnesota Regional Health Associates Foundation, made up of 65 faculty members of the University's department of medicine, contributed \$500,000 to the Cecil J. Watson Land-Grant Chair in Medicine, in honor of the internationally recognized researcher. Watson was head of the department of medicine from 1943 to 1966 and was considered an innovative researcher in the causes and treatment of dis-

ease. He died in 1984. Jack H. Oppenheimer, professor of medicine and director of the division of endocrinology, is the current chairholder and is studying the role of hormones produced by the thyroid gland. The gift was matched by the Permanent University Fund.

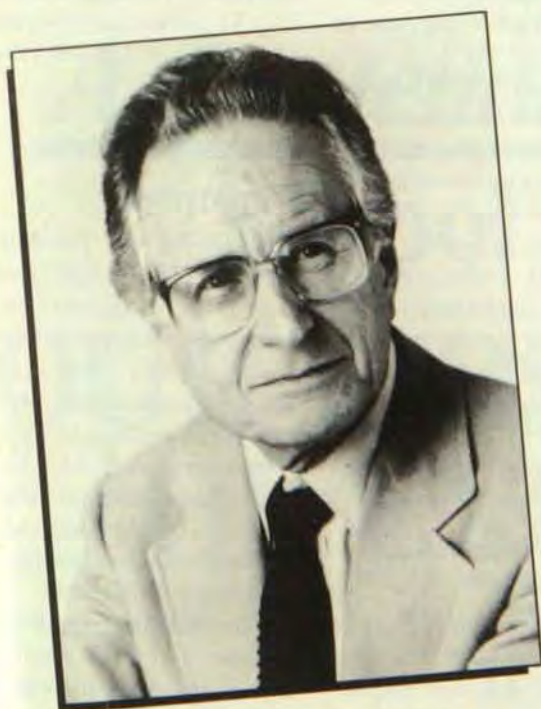
#### BRETYLIUM AT WORK

**MEDICAL SCHOOL** • Bretylium, a drug developed by physiology professor Marvin Bacaner, was one of the first drugs licensed and patented by the University. Since 1981, bretylium has been widely used to stabilize patients after a heart attack. Now, bretylium has yielded another benefit: royalties the University has received from sales of the drug have been combined with gifts from faculty members in the Medical

School's department of physiology, matched by the Permanent University Fund, to establish the Maurice Visscher Land-Grant Chair in Physiology. The chair honors the late Maurice Visscher, who served as chair of physiology from 1936 to 1968. Like his colleague Bacaner, Visscher studied the basic functions of living systems with an eye toward practical applications of the knowledge he gained. His work led to new technologies for aerating blood and maintaining arterial circulation during open-heart surgery.

#### FINDING ORDER IN BRAIN DISORDERS

**MEDICAL SCHOOL** • As head of the department of psychiatry from 1946 to 1969 and chief of staff at University Hospital from 1972 to



**DR. JOHN GOODLAD**

Director of Center for Educational Renewal,  
University of Washington (Author of *A Place Called School*)

“School is a building that has four walls— with tomorrow inside.”

LON WATTERS

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1974, the late Donald W. Hastings held a firm belief in aggressive treatment for psychiatric disorders. His widely published research included studies on wartime psychiatric disorders, therapies directed at physiological causes of psychiatric disorders, and treatment of impotence and frigidity.

As the first holder of the Donald W. Hastings Chair in Psychiatry, Boyd K. Hartman is carrying on the search for the basis of psychiatric disorders. The chair was established with a \$1 million donation from Psychiatry Associates, who are faculty members of the department, which was matched by the University.

Formerly of Washington University School of Medicine, St. Louis, Hartman has contributed to the biological understanding of psychiatry through studies of the locations and functions of various types of brain cells and tissue.

## **FOCUS ON NEUROSCIENCE**

**MEDICAL SCHOOL •** While the department of ophthalmology pursues corrective therapies for vision disorders, the department of cell biology and neuroanatomy is making strides in understanding the basic biology of vision. To foster its research, the 3M Foundation established the 3M Bert Cross Neurosciences Chair with a \$1 million gift matched by the Permanent University Fund. Bert Cross started working with 3M Laboratories in the 1920s while still a student at the University, and he went on to become president and chief executive officer from 1963 until his retirement in 1970. Neuroscience is one of the areas emphasized in the Medical School's strategy for

strengthening itself as part of Commitment to Focus. Robert Miller, formerly of the department of ophthalmology at Washington University in St. Louis, joined the University July 1 as the first holder of the 3M Bert Cross chair and head of the department of physiology in the Medical School. Miller's research expertise is in the neurochemical and electrophysiological functions of the retina.

## **HONORING A MENTOR**

**MEDICAL SCHOOL •** The hundreds of residents throughout the world who trained under renowned surgeons C. Walton Lillehei and Richard C. Lillehei have contributed to a lasting tribute to their mentors at the University: the C. Walton and Richard C. Lillehei Land-Grant Chair in Thoracic and Cardiovascular Surgery.

C. Walton Lillehei received his B.S. (1939), M.D. (1942), and M.S. in physiology and Ph.D. in surgery (1951) from the University. He rose to professor in the department of surgery, where he remained until leaving in 1967 to become chair of the department of surgery in the New York Hospital-Cornell Medical Center. He led the team that performed the first successful open-heart surgery at the University in 1952. And in 1958, he implanted the first artificial heart valve. By passing these techniques along to his students and to surgeons throughout the world, C. Walton Lillehei helped save the lives of thousands of people with heart defects and disease. Now a consultant in St. Paul, he maintains close ties with the Minnesota Heart and Lung Institute at

the University.

Richard C. Lillehei received his B.S. (1948), M.D. (1951), and Ph.D. in surgery in 1960 from the University. He performed the first successful pancreas transplant at University Hospital in 1967, and he made major contributions to the management of shock and the preservation of organs for donation. He died in a freak accident in 1981 while training for the Boston Marathon. Like his brother C. Walton, Richard is remembered for his dedication to teaching and developing new methods to save patients dying of organ failure.

The \$500,000 gift was matched by the Permanent University Fund.

## **PERFECTING VISION**

**MEDICAL SCHOOL •** From infants born with cataracts, to people going blind from glaucoma, the staff on the crowded ninth floor of the Phillips-Wangensteen building at the University sees at least 26,000 patients with serious eye diseases and disorders each year. Research projects are funded, but there's no space to conduct them. The Minnesota Lions Eye Bank Foundation has started a fund-raising effort to expand or remodel the Minnesota Lions Eye Bank and Minnesota Lions Children's Eye Clinic with a \$3 million gift to the department of ophthalmology.

## **IMMUNOBIOLOGY FOR TOMORROW**

**MEDICAL SCHOOL •** The University Medical School faculty were responsible for some of the first descriptions of the origins and functions of immune cells, and one of the first bone marrow transplants was done

at University Hospital to correct an immune system disorder. Investigations into the field of immunobiology will continue into the next century at the Medical School's Immunobiology Research Center.

A search is under way for an immunobiologist to complement the efforts of the center and its director, Fritz Bach. This researcher will hold the Helen and Milton Kimmelman Land-Grant Chair in Immunobiology, established with a \$750,000 gift from the Helen and Milton Kimmelman Foundation, matched by the Permanent University Fund. Helen Kimmelman has a special interest in immunology, recently establishing a Center for Biomolecular Studies at the Weizmann Institute of Science in Rehovot, Israel.

Bach, director of the center, currently holds the Harry Kay Chair in Biomedical Research, funded by a \$1 million gift from the Harry Kay Charitable Foundation.

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## **PATIENTS FIRST**

**UNIVERSITY HOSPITAL AND CLINIC •** As part of the Minnesota Campaign, the University Hospital for the first time solicited medical staff members for contributions to the Patients Fund and the Transplant Assistance Fund. Donations to the fund totaling more than \$40,000 came from 250 staff members.

The Patients Fund helps patients and their families pay living expenses related to their hospital care.

The Transplant Assistance Fund was created in 1982 following the widely publicized surgery of Jamie



Fiske, a young liver transplant patient who recently passed her five-year milestone with the new liver. The fund helps families meet the unexpected financial burdens they face during weeks or months waiting for an organ transplant or following surgery.


#### **MONKEY BUSINESS**

**UNIVERSITY HOSPITAL AND CLINIC** • The Tonka Corporation pledged \$100,000 to develop the Tonka Family Yard, a playground on the University Hospital and Variety Club Children's Hospital plaza that will accommodate children with special needs.

#### **YOU GOTTA HAVE HEART**

**UNIVERSITY HOSPITAL AND CLINIC** • The Variety Club of the Northwest donated \$8 million to the University Hospital and Clinic, the majority of which

will provide pediatric equipment, a playroom, a playground, and program support, as well as reduce patient charges at the Variety Club Children's Hospital. The remaining \$2 million will be used to renovate the Variety Club Heart Hospital.



#### **REACHING OUT**

**PHARMACY** • T'were the nights before Christmas, when all through the College of Pharmacy more than 50 alumni, faculty, and student volunteers phoned pharmacy alumni and pharmacists throughout the state. Volunteers raised more than \$54,000 in phone pledges to support student scholarships and three endowed chair initiatives. In addition to contributing their time as volunteers to the college's phoning efforts, more than

\$457,000 was pledged by college faculty and staff during the Minnesota Campaign.

#### **SCIENTISTS FOR PHARMACEUTICS**

**PHARMACY** • The College of Pharmacy plans to become the center for excellence in industrial pharmacy with the establishment of the Lawrence Weaver Land-Grant Chair in Industrial Pharmacy, named in honor of the former dean of the college. Collaboration among the college's department of pharmaceuticals and other strong University departments, such as the department of chemical engineering, will help attract established, senior faculty members and strong graduate students and allow the University to become a major source of future scientists in the pharmaceuticals industry. Starting with a \$50,000

leadership gift from the Warner-Lambert Company, the funding initiative for the \$1 million chair has come mainly through drug companies.

#### **GRASS-ROOTS SUPPORT**

**PHARMACY** • Students and practitioners of pharmacy, both in community and institutional settings, share the need to have a clear understanding of the principles of good management and to have a knowledge of the climate and conditions that affect pharmacy practice. To meet this need, the College of Pharmacy initiated a fund drive to establish a \$1 million endowment for a Chair in Pharmacy Management. With the prospect of matching funds from the University, some 285 pharmacists and a number of pharmacy corporations have contributed funds for the endowed chair.

# *A Centennial Celebration*

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From the University that developed Era wheat and taconite comes the promise of new breakthroughs in agriculture and resource management funded by the Minnesota Campaign. Centers in international food and agricultural policy and dairy research, as well as a nutrition consortium, were established during the campaign. Chairs in molecular genetics, environmental horticulture, disease resistance improvements in cereal crops, and cereal chem-

istry in the College of Agriculture will help expand the food-growing capabilities of producers from as far away as Tel Aviv to as close to home as the Red River Valley. Chairs in the College of Forestry and the College of Agriculture will promote conservation and wise use of natural resources. And in the Institute of Technology, chairs in hydrogeology and civil and mineral engineering will explore the headwaters and depths of our environment.

PHOTOGRAPH BY JON YAEGER/FROZEN IMAGES



*“One innovation has more than doubled the return of the entire expenditure of the department of agronomy and plant genetics during its entire existence.”*





## THE FUTURE LIES IN BIOTECHNOLOGY

BY JAN LILLEMO

**S**INCE ITS INTRODUCTION in 1970, Era wheat, a variety of hardy red spring wheat developed by the College of Agriculture's department of agronomy and plant genetics in cooperation with the U.S. Department of Agriculture, has returned more than \$262 million to the wheat growers of the state. It's but one of the success stories in the 100-year partnership between the college and the farmers of Minnesota.

"One innovation has more than doubled the return of the entire expenditure of the department of agronomy and plant genetics during its entire existence," says department chair Orvin Burnside.

Another chapter in the partnership story was written during the Minnesota Campaign with the creation of the Chair in Molecular Genetics Applied to Crop Improvement in the department of agronomy and plant genetics. Farmers themselves, through the farm organizations they support known as commodity groups, were major contributors to the chair, which will enable plant geneticists to apply molecular genetics for crop improvement. The Minnesota Crop Improvement Association donated \$500,000, and the Minnesota Soybean Research and Promotion Council and the Minnesota Wheat Research and Promotion Council each donated \$250,000 to establish the chair. Other contributors include the Minnesota Seed Producers and Promotion Association, the Minnesota Wild Rice Research Council, and Ernest Gordon Booth, a 1928 graduate. The donations are matched by the Permanent University Fund, and additional monies are being sought.

Statistics show that nearly half of the increase in crop production comes from improving a plant's genetic makeup.

In Minnesota alone, genetic improvements in corn have led to increased yields of about 3.5 million bushels annually, valued at about \$7 million.

Minnesota farmers also benefit from University-developed seeds because they are less expensive than those developed in the private sector. The Minnesota Agricultural Experiment Station, in partnership with the department of agronomy and plant genetics and the U.S. Department of Agriculture, has introduced varieties of all major farm crops including corn, soybean, wheat, oats, barley, wild rice, alfalfa, grain sorghum, millet, and others.

In the past, superior crop varieties that are higher yielding, more nutritious, pest resistant, hazard tolerant, and more dependable and profitable to produce in Minnesota were due to advances in agronomy technology and traditional plant-breeding techniques. But continued improvements in crop plants are coming more difficult to obtain.

The future lies in biotechnology—in the ability to alter a plant's genetic code by identifying the genes responsible for certain quality traits, and then transferring that information into a new plant. In essence, biotechnology permits researchers to speed up and direct more effectively the evolutionary process of plants.

One of the keys to unlocking the secrets of plant genetics is the ability to apply research in molecular genetics to practical techniques of plant breeding. The new chair in the department of agronomy and plant genetics will help provide that vital link. The chair will be filled by a distinguished researcher who will strengthen graduate training through an interdisciplinary approach to teaching, advising, and research. The resulting graduate program, which will train plant geneticists to use molecular genetics for crop plant improvement, will augment the department's current reputation for excellence in plant breeding and genetics.

## PHARMACOTHERAPY FOR THE ELDERLY

**PHARMACY** • People aged 65 years and older constitute the fastest-growing segment of the American population. As this group ages, increasingly more medications will be needed to prevent, control, or cure the many medical problems associated with later life. In the United States, the elderly consume 33 percent of all prescription drugs. One in five elderly patients will experience an adverse drug reaction. Many take medications inappropriately because directions are unclear or the cost of the

prescription is prohibitive. Despite these facts, the elderly are often excluded from drug studies designed to provide information on the safe and effective use of drugs.

The College of Pharmacy has established a Land-Grant Chair in Pharmacotherapy for the Elderly to develop a major program of research and education devoted exclusively to the unique medication problems of older Americans.

The \$1 million chair is funded by a \$150,000 contribution from the Minnesota Veterans of Foreign Wars and a large gift from an anonymous donor, both

matched by the Permanent University Fund. Fund-raising will continue in order to provide added personnel and resources.

## WE ARE THE WORLD

**AGRICULTURE** • The world of rock-and-roll music and the University's department of plant pathology, which is a world leader in the field of cereal plant diseases, have formed an intriguing relationship that may someday lead to improved strains of wheat, oats, and barley.

The department has raised \$350,000, of which \$250,000 was matched by the Perma-

nent University Fund, to establish the Disease Resistance Improvement in Cereal Crops Land-Grant Chair to support collaborative research in disease resistance of wild cereal grains with the University of Tel Aviv in Israel. The University's plant pathology department has been connected with the University of Tel Aviv for more than 30 years, primarily through Isaak Wahl, a cereal crop disease researcher there. Part of the funds raised for the plant pathology chair came from the sale of "We Are the World" through contributions from the record's distributor, Lieberman



Enterprises, whose founding family has supported Wahl's research in the past.

According to plant pathology department head Philip Larsen, Israel has a number of wild cereal species that could genetically improve disease resistance capabilities of U.S. grains. The collaborative program will include student and faculty exchanges, library support, and research support. The long-term goal of the project is to raise enough funds to fill the chair with a distinguished plant pathologist.

### HOME GROWN

AGRICULTURE • Deciduous azaleas that are hardy in Minnesota, winter-tolerant forsythia, the Fireside apple, the Alderman plum, and varieties of seedless grapes bred to increase tolerance to herbicides are all products of the research efforts of the University's department of environmental horticulture. A new chair, the Gordon and Margaret Bailey Land-Grant Chair in Environmental Horticulture, will enable the department to focus research, teaching, and extension activities on woody plant and fruit tree production, culture, breeding, over-wintering, and other needs of the nursery industry. The Baileys, founders of Bailey Nurseries and leaders in Minnesota's nursery industry, contributed \$1,175,000, matched by the Permanent University Fund, to endow the chair.

### APPLYING AGRICULTURAL ECONOMICS

AGRICULTURE • Charting the most significant changes in the Soviet economy since the 1930s, and studying the impact of

nations' roles as consumers and producers, have provided research fodder for the University's department of agriculture and applied economics. The department maintains a reputation in international agriculture that is strengthened by the establishment of the Center for International Food and Agricultural Policy, funded with a \$500,000 gift from the Cargill Foundation and \$50,000 from Dwayne Andreas, chair and chief executive officer for the agriprocessing firm Archer Daniels Midland Corporation. The funds were matched by the Permanent University Fund.

### WINGING IT

AGRICULTURE • Robert Shoffner, professor emeritus of the department of animal science, contributed \$5,000 to support research to improve poultry genetics in the United States. Shoffner, who received his doctoral degree from the College of Agriculture in 1946, has watched his research program evolve in tandem with changes in the poultry industry, from poultry management to poultry genetics, cytogenetics, and molecular genetics. The contribution will provide undergraduate and graduate student fellowships for work in the molecular genetics aspect of poultry biotechnology.

### NEW LOUNGE

AGRICULTURE • Edgar W. Ukkelberg, College of Agriculture alumnus and member of the 1927 Gopher football and track teams, donated funds to furnish a special lounge in the department of plant pathology. Ukkelberg, who died last winter, made the donation as

a memorial to his brother, Harry, a botanical researcher with both undergraduate and graduate degrees in plant pathology from the University. Edgar Ukkelberg, retired senior vice president of the John Deere Company, asked that his donation benefit plant pathology students, and the funds have been used to refurbish a student study/seminar room in Stakman Hall on the St. Paul campus.

### A BETTER BATTER

AGRICULTURE • You buy your favorite German chocolate cake mix at the store and prepare the batter. But you decide to take a shortcut and use your microwave instead of your conventional oven. It won't work. Cereal starch behaves differently at the molecular level when exposed to microwaves as opposed to conventional heat.

But not to worry. New cooperative research in the University's department of food science and nutrition is going to make that batter better. The graduate study in cereals combines both applied plant biochemistry and basic research. Until recently, however, the program was missing a vital ingredient in the equation: a faculty member with specific expertise in cereal chemistry and technology. A \$500,000 gift by the General Mills Foundation, matched by the Permanent University Fund, will fund the General Mills Land-Grant Chair in Cereal Chemistry and Technology to help develop an area of advanced study and research in the structural chemistry, processing, and nutrition of cereal products, as well as provide assistance to industry and consumers. The

department of food science and nutrition is jointly administered by the College of Home Economics and the College of Agriculture.

### THE ABCs OF NUTRITION

AGRICULTURE • The Intercollegiate Nutrition Consortium, funded by a \$1.2 million grant from the W. K. Kellogg Foundation, is bringing together educators and researchers from the schools of medicine and public health, the colleges of home economics and agriculture, and the Minnesota Extension Service to promote nutrition research and education. The consortium will develop materials and programs for the public, physicians, and graduate students in the health sciences, as well as producers, processors, and marketers from the food industry. Programs under way include a fellowship enabling physicians to earn a nutrition subspecialty and an academic degree program for registered dietitians seeking graduate education.

### TECHNOLOGY PERSONALIZED

AGRICULTURE • Pesticide applicators can't afford to make mistakes as they learn. A \$1.9 million award from the W. K. Kellogg Foundation to explore "the human side of technology use" might make those empirical studies a little less risky. One goal of the Telecommunications Development Center, established for the Minnesota Extension Service by the Kellogg grant, is to develop interactive videodiscs, which allow for individualized learning, for instance, aiding the testing of private pesticide applicators for license eligibility in Minnesota.



The center will also identify and fund demonstration projects using new or emerging technologies for outreach education.

Another goal of the center is the implementation of a compact-disc read-only-memory (CD-ROM) technology in extension offices throughout Minnesota to make it easier for extension offices to tie into the University's central resource banks.

### RESOURCES FOR TOMORROW

**AGRICULTURE** • The children of Roy and Myrtle Howe contributed \$100,000 to initiate an endowment for a land-grant chair in soil and water resources in the department of soil science in the College of Agriculture. The Howes were the founders of the Howe Fertilizer and Agricultural Chemical Company, a leader in the fertilizer industry and one of the first fertilizer manufacturers in Minnesota. Total gifts for this chair, which will provide national leadership for research in and promotion of wise land use as well as protection and conservation of natural resources, approach \$250,000 and have come from a variety of donors, including the Howe family.

### BRIGHT FUTURES

**AGRICULTURE** • At the College of Agriculture, it's a formula that works: plant a seed and watch it grow. In May of 1987, the college held a festival at Aamodt's Apple Farm in Stillwater, Minnesota, had a great time, and raised \$24,000 seed money for the Bright Futures, Minnesota Program and Agricultural Merit Scholars. With a long-term goal to raise \$1 million to permanently

endow the scholarship fund, to date more than half the amount has been raised. Scholarships of \$1,000 to \$3,000 are being provided to about 50 top high school graduates and transfer students entering the college each year.

### FOOD FOR THOUGHT

**AGRICULTURE** • Though they did not contribute directly to the University, dairy farmers across Minnesota and South Dakota will reap the benefits of research provided by the Dairy Foods Research Center at the University. A collaboration between the University and South Dakota State University, the center is one of six being established across the country designed to research dairy food products. Donations to the center amounting to \$4 million were made by the National Dairy Promotion and Research Board and local dairy associations in Minnesota and South Dakota. Those donations to the dairy boards came directly from the farmers themselves, says Joseph Wartheson, the center's director.

The University will provide \$1.5 million in matching funds, with additional money from South Dakota State University. The center will investigate such areas as dairy food safety, new food applications for dairy products, and the use of biotechnology for improving dairy starter cultures.

### PROJECT SUNRISE

**AGRICULTURE** • University professors are often searching for ways to expose students to real-world learning situations. Such was the case with associate food science professor Zata Vickers, who teaches a class that

examines how industries test new or substitute food products. Through a grant with Project Sunrise, which was funded by a \$464,000 donation from the W. K. Kellogg Foundation, Vickers was able to design a computer program that simulates the methods a fictitious company would use to test a product for consumer appeal. With the two-and-one-half-year Kellogg grant, Project Sunrise has been able to introduce other ways of improving teaching methods in the College of Agriculture. Much of the grant was used for faculty development programs and seminars, which in turn have given faculty members ideas for improving their students' writing, oral, and leadership skills.

### WHEN YOU'VE SEEN ONE MUTILLID...

**AGRICULTURE** • With more than 2.6 million specimens of more than 38,000 species of insects, the room in Hodson Hall on the St. Paul campus could be right out of a Steven Spielberg prop room. But instead of Sigourney Weaver, you'll find visiting scientists prowling through this alien otherworld. Assistant professor Ralph Holzenthal donated funds to help pay the expenses of those visiting systematists—scientists who study the classification of organisms, including insects. The funds, matched by the Permanent University Fund, established the C. E. Mickel Visiting Systematists Fund in memory of the former head of the department of entomology. The collection includes more than 26,800 specimens of mutillids, a group of wasps, compiled by Mickel. The University's insect collec-

tion ranks among the top ten university-based collections in North America and draws many systematists who come to work on identifying undetermined species in their area of expertise.

### MASTER CONSERVATIONIST

**FORESTRY** • Without the efforts of the late Frank B. Hubachek, Sr., the lakes, rivers, and forests of northern Minnesota might have been a part of the past. Actively involved in preserving the Quetico Superior area of the state and founder of the Wilderness Research Foundation, Hubachek has left an indelible mark on forestry conservation in Minnesota.

For his contributions to conservation in Minnesota, he received the University's Special Commendation for Outstanding Achievement in 1968. And now, Hubachek's family and the Wilderness Research Foundation, which conducts forest conservation and ecological and tree genetics research in northern Minnesota, have ensured that Hubachek's legacy will live on by establishing an endowed chair in the College of Forestry.

The F. B. Hubachek, Sr., Chair in Forestry, funded by a \$204,825 gift, matched by the Permanent University Fund, will significantly help increase understanding of the scientific management of forests and enhance and expand research and educational opportunities in the science of forestry.

Hubachek's contribution to conservation in Minnesota was recognized far beyond the state's borders. He received awards from the Isaac Walton League and the American Forestry Associ-



tion, as well as the American Motors Conservation Award and a commendation from former president Richard Nixon in 1971 "in recognition of exceptional service to others." Hubachek graduated from the University's Law School in 1922.

#### EQUIPPED FOR SUCCESS

**FORESTRY** • The problem is a familiar one: How can a University department afford to purchase new, more modern equipment when no funds are readily available? And how can the department afford to be *without* the equipment? The dilemma was solved for at least one department when the College of Forestry received a \$250,000 gift to create an endowment fund. The interest earned on the

fund is to be used almost exclusively for equipment purchases to support teaching and research in the department of forest products.

Named the Stanley J. Buckman Scientific Project Support Fund, the endowment was presented to the college by Mertie W. Buckman, a former professor of design education in the College of Home Economics, in honor of her late husband, Stanley J. Buckman, founder of Buckman Laboratories, located in Memphis, Tennessee—an international leader in the development and production of chemicals servicing the forest products industry. Buckman received his bachelor of science degree from the College of Forestry in 1931 and the Outstanding Achieve-

ment Award in 1951.

#### IN MEMORY

**FORESTRY** • The Robert C. Bernard Forest Products Scholarship has been established in honor of Bernard, who died in 1987 in an industrial accident. Bernard attended the University in 1977 but was unable to complete his degree. He returned later and earned his degree in 1986 in forest products marketing. He was a sales service representative for the Georgia Pacific Corporation.

#### THE BUCKMANS' GIFT

**HOME ECONOMICS** • Love separated her from the University, but love has brought her back. When Mertie W. Buckman, a professor of design education in

the department of design, housing, and apparel in the College of Home Economics, married Stanley Buckman, professor of forestry, she resigned her position because policy did not allow spouses to teach at the University. Eventually the Buckmans moved to Memphis, where the late Stanley founded Buckman Laboratories. The Buckmans maintained their ties to the University, however, and this year Mertie has shown her commitment to the University and her department with a gift of \$250,000, matched by the Permanent University Fund, to create the Mertie W. Buckman Professorship in Design Education. Bonnie M. Morrison, former associate dean of the Urban Affairs Program at Michigan State

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University, holds the first professorship and is expected to help the department, long considered one of the best of its kind in the country, by strengthening research and graduate education in interior design, commercial art and graphic design, and apparel design.

## DESIGN FOR LEARNING

**HOME ECONOMICS •** When the Goldstein Gallery's new resource study center is completed as planned, those researching the gallery's extensive collection won't wear out their walking shoes seeking the displays they need. Students will be able to call up items from the collection on an interactive videodisc catalog and manipulate the images of the items to show the particular details they are looking for. The videodisc catalog is envisioned to be part of a computer workstation in the study center, which will afford students and researchers more immediate access to the department of design, housing, and apparel's showplace for an extensive collection documenting Minnesota's cultural past. The center was funded by \$140,000 from many donors. The gallery's collection ranges from practical household items to historically significant period clothing.



## VOLUNTEER AMERICA

**MINNESOTA EXTENSION SERVICE •** In 1985 Ed Brophy had an idea: establish a volunteer network that would assist rural youth programs. Volunteers would work in cooperation with the Minnesota Extension Service in sharing ideas and distributing educational information and

curriculum instruction. Brophy set up the structure for the association, developed a mailing list and newsletter, and developed membership. Since its inception, the association has blossomed to 408 volunteers in Minnesota, with the largest membership (56) in Sterns County. Originally oriented toward working with rural youths, the Adult Volunteers Association currently serves 60 percent urban youths as well. Brophy is currently working on a national association with funds that were raised during the Minnesota Campaign.

## TOURISM CHALLENGE

**MINNESOTA EXTENSION SERVICE •** "The metro area accounts for about 60 percent of the state's tourism business, but there's also the rural small business operations to keep in mind," says John Sem, director of the Minnesota Extension Service's Tourism Center. To meet the needs of Minnesota's diverse tourism industry, the Curtis L. Carlson Chair in Tourism will be a multidisciplinary endowed research program that will analyze the industry and develop marketing strategies. Recipients will be selected from fields such as forestry, agriculture and applied economics, management, sociology, and education. Carlson donated \$250,000 challenge money to establish the chair and fundraising is continuing.

## COMMON GROUND

**MINNESOTA EXTENSION SERVICE •** "Programming with youth that are handicapped is not new to 4-H or other community youth organizations," says Caye Nelson, retired Ram-

sey County Extension director and 4-H agent. Since 1967, thousands of youngsters with handicaps participated in 4-H clubs within schools, Developmental Achievement Centers, and residential and group homes. Others are participating 4-H members in short-term projects through 4-H and youth-serving clubs and programs. A program specially designed for mentally and physically challenged children, 4-H Common Ground, was made possible through gifts from individuals, foundations, and corporations, including those made during the Minnesota Campaign. Today, thirteen project areas in skill development with accompanying teacher resources are available at a lower reading level for youths aged eleven to sixteen.

## HELP FOR TEENS IN DISTRESS

**MINNESOTA EXTENSION SERVICE •** Suicide is the second leading cause of death among young people between the ages of fifteen and 24. In the state of Minnesota alone, 43 teenagers between the ages of fifteen and nineteen committed suicide in 1985, according to the Minnesota Department of Health.

Research indicates that as teenagers progress through high school, the risk for suicide or attempted suicide increases. Although teens and young adults are among a high-risk group, the implication is that high school seniors are the most vulnerable.

In 1985, the Minnesota 4-H Foundation established the Teens in Distress program in an attempt to battle the concern about stress, depression, and suicide

attempts by young people. The program initially stemmed from the rural community farm crisis, but statistics show no significant difference in suicide attempt rates among teens in rural, nonfarm, and town residences, according to research conducted by the University of Minnesota Medical School and Minnesota Extension Service in 1986.

Joyce A. Walker, associate professor of Minnesota Extension Service and extension specialist of the Teens in Distress program, fostered an unlikely partnership between 4-H and the Medical School.

The collaborative effort enabled Walker and other educators to translate medical findings and medical recommendations into lay language, and design educational and instructional materials. The programs are developed for educators, professionals, and community service providers.

Walker, who works primarily with 4-H extension agents, schools, and community people, spends a great deal of her time conducting teacher workshops in the school system. Schools and youth organizations are targeted because they reach a large number of youths.

The University, 4-H, and the Medical School jointly published an adolescent curriculum, *Tackling Tough Stuff*, which teaches young people the skills to manage stress and depression in healthy ways.

"The statewide program has had an enormous impact on the schools and on public policy regarding issues of awareness and education," says Walker. The 4-H Teens in Distress program, initially funded by the legisla-



ture, is now funded by public and private sectors, including contributions made during the Minnesota Campaign.

### MAKING AN ENTRANCE

ARBORETUM • New plantings—which may include aspen and sumac, a grove of native red oak, and a wildflower meadow—will line the Minnesota Landscape Arboretum's entry drive, clearly marking it as a major horticultural center.

The improvements—designed to develop a meaningful and appropriate sense of place—were made possible by a \$400,000 gift from Mrs. Darrel Alkire. The contribution is one of the first to support an overall facility plan designed in 1987 that calls for improved car and

pedestrian access, increased signage and interpretive assistance, and refinement of existing displays and collections. Mrs. Alkire, who has also supported the arboretum's maintenance endowment, serves on the arboretum's board of trustees.

### HOW DOES A GARDEN GROW?

ARBORETUM • The University's collection of research materials, historic seed catalogs, and rare horticultural volumes now has a proper home at the Minnesota Landscape Arboretum's Andersen Horticultural Library. Gifts from a number of donors—including the library's original benefactors, Elmer L. and Eleanor J. Andersen—have supported the construction of a climate-controlled addition

to the existing library, which is a resource for horticulture and botany scholars as well as amateur gardeners. Other major contributors included Anthony L. Andersen, Julian and Jamie Andersen, and the Bush Foundation. Additional support for the addition came from Elinor Andrews and the Elinor Andrews Trust, Robert Ashbach, Clarice Bishop, Mark Dayton, the Hormel Foundation, the Hulings family through the MAHADH Foundation, Edgar F. Johnson, Tom Nelson, and W. D. and Evelyn Sweasy.

### AS THE WORLD TURNS

LAW • "The Paper Chase" with subtitles? Twin Cities attorney Maynard B. Hasselquist, '47, has been

honored by ADC Telecommunications and the Graco Foundation with the establishment of a \$42,500 fund for an international law program in his name. The international business law program will enhance both faculty and student exchange programs with schools in France, Germany, Sweden, and China.

### A SON'S GIFT

LAW • Alan Lareau, a Ph.D. student in German at the University of Wisconsin in Madison, made a \$10,000 gift to the University Law School in honor of his mother, Dorothy Lareau, who graduated from the Law School in 1952 and was assistant to the dean from 1956 to 1959. The gift will be used to enhance the University's legal writing program, one of the core topics of first-year students.



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This robed gentleman could easily have been holding a leather briefcase. That's the kind of world we live in—one grown smaller and more complicated by technology. The University has long been in the forefront of responding to a changing world—anticipating, analyzing, and defining problems and opportunities. With the help of the Minnesota Campaign, faculty and students will turn their efforts to the challenges of these times: media ethics, corporate respon-

sibility, international peace, teen suicide, AIDS, Alzheimer's, the world economy. Centers have been established in urban design, brain science, marketing management, financial studies, and international peace. The University will put its world-renowned medical researchers to work to help find a cure for arthritis or diabetes and send its students around the world to study. In the years ahead, the world of a University graduate will be a smaller, but safer, place.

PHOTOGRAPH BY JON YAEGER/FROZEN IMAGES



*“War is completely nonsensical in this nuclear age. We have to develop alternatives through which controversies can be solved and problems addressed and worked out.”*





## PEACE INITIATIVE

BY SARAH JOHANNESON

**I**S IT TIME for a secretary of peace? The ideas and values of people such as Harold E. Stassen, a man who helped set the standards for international peacemaking and nuclear disarmament in the post-World War II era, will continue to be explored and perpetuated because of donations to the Hubert H. Humphrey Institute of Public Affairs during the Minnesota Campaign.

The Harold E. Stassen Chair and the Center for World Peace honor the former Minnesota governor who has played a significant role in world peace activities. Stassen, now the only living American to have helped draft the United Nations Charter, received both his bachelor's and law degrees from the University and, when elected at 31, was the youngest governor in the history of the United States. President Dwight D. Eisenhower often referred to Stassen, his chief negotiator for arms limitation, as his "secretary for peace." As a member of the Eisenhower administration from 1953 through 1958, Stassen directed the foreign aid program, served on the National Security Council, and acted as special assistant to the president in matters of disarmament.

The Stassen chair is the centerpiece of the Harold E. Stassen Center for International Peace, both of which received donations during the campaign. The center has already completed a major project on the European nuclear dilemma and is currently involved in a new study on rethinking inter-

national governance. The chairholder, who will have a joint appointment in the Humphrey Institute and the department of political science in the College of Liberal Arts, will take a leadership role in research, teaching, and outreach activities on topics concerning international peace, national security and defense policy, arms control and disarmament, Third World development, international trade, and the future of international cooperation. Because of the Humphrey Institute's outstanding reputation, the chairholder will be in a position to engage national and international leaders in exploring ideas, testing approaches, and evaluating results of policy changes.

Harold Stassen, himself a contributor to the chair and center, says this about the project named in his honor: "We must improve the ways various countries can work together. War is completely nonsensical in this nuclear age. We have to develop the alternatives through which controversies can be solved and problems addressed and worked out."

John and Elizabeth Musser have offered a \$75,000 challenge grant to complete funding for the Stassen chair and center. To date \$390,000, doubly matched by the Permanent University Fund, has been raised. This amount will be added to \$653,300 that was raised for the Stassen chair and center before the Minnesota Campaign began. In addition to the Musser and the Stassen families, other lead donors include Sam Johnson, Johnson Wax, the Johnson Foundation, Sally and George Pillsbury, Karen Boyd, Stanley and Martha Platt, and Robert and Jane Matteson.

## CRIMINAL PROCEDURE CHAIR FUNDED

**LAW** • A University Law School graduate, James Annenberg Levee, '69, donated \$540,000, matched by \$500,000 from the Permanent University Fund, to the Law School's criminal procedure program. A distinguished scholar will be recruited to fill the criminal procedure chair, which will examine issues concerning citizens' rights under the Bill of Rights.

## ONE FOR THE LAW BOOKS

**LAW** • Roger Noreen's "fine legal education" at the University's Law School translated into a successful career in legal book publishing and a commitment to support the institution that made it happen. Noreen contributed \$250,000, matched by the

Permanent University Fund, to create the Roger F. Noreen Professorship in Law.

"Endowing a faculty position makes it possible for the school to recruit and maintain top-quality faculty and ensures that the level of excellence is maintained or even improved," says Noreen, vice president of West Publishing. "I wanted to make my gift to the school while I'm still alive—so I may actually see what my contribution is doing."

In February, Noreen's wish became reality as Steve H. Nickles, one of the top commercial law specialists in the country, became the University Law School's first Roger F. Noreen Professor. Nickles, who received his B.A., M.A., and L.L.B. from the University of Arkansas at Fayetteville and his master's and doctorate

from Columbia University in New York, is an expert in the field of commercial law, and teaches debtor-creditor law, and commercial papers and sales law.

## BINGER GIFT FUNDS NEW POSITION

**LAW** • The largest single gift received by the University Law School during the Minnesota Campaign, \$1 million from James H. Binger, matched by the Permanent University Fund, will create a \$2 million endowment to fund a new senior faculty position. A former chief executive officer and chair of the board of Honeywell, Binger received his B.A. from Yale and his J.D. from the University in 1948. An active alumnus, he is trustee emeritus of the University Foundation and has served as its senior vice president

and president. Binger has received several awards from the University, including the Outstanding Achievement Award.

## TEN LAW PROFESSORSHIPS ESTABLISHED

**LAW** • The University's Law School is considered a pioneer in national legal education because of the size and the number of contributions made by law firms. Contributions made by fifteen Twin Cities law firms, individually or in consolidated groups, will establish ten new \$250,000 professorships. The contributions will enable the Law School to establish professorships for individuals it finds worthy and in areas it deems appropriate. Each \$250,000 professorship was matched by the Permanent University Fund. Selections of individ-



ials to fill the professorships and specifications for use of the contributions have not yet been made. The following firms contributed to the professorships:

**Briggs & Morgan Professorship in Law**—The contribution from this firm was made up of consolidated gifts from individual members of the firm. Briggs & Morgan is a general practice firm with offices in St. Paul and Minneapolis.

**Doherty, Rumble & Butler Professorship in Law**—This Twin Cities law firm will consolidate its gift with an as-yet-undetermined law firm to establish a professorship. Doherty, Rumble & Butler is a general practice firm with offices in St. Paul and Washington, D.C.

**Dorsey & Whitney Professorship in Law**—The funds for this professorship were given by Dorsey & Whitney, a general practice firm with offices in Minneapolis, Rochester, St. Paul, and Wayzata, Minnesota; Billings and Great Falls, Montana; New York; Paris; and London.

**Faegre & Benson Professorship in Law**—This professorship is funded by a gift made in memory of the firm's two senior partners, John B. Faegre and John C. Benson. Faegre & Benson is a general practice firm with offices in Denver, London, and Bloomington, Minnesota.

**Fredrikson & Byron Professorship in Law**—Donations from individuals in the firm were consolidated to establish this professorship. Fredrikson & Byron is a local Minneapolis law firm specializing in tax and business planning law, real estate law, corporate law, and litigation.

**Gray, Plant, Mooty, Mooty & Bennett Professorship in Law**—This Minne-

apolis law firm boasts two University Law School alumni who have given extensive volunteer support: Russell Bennett, chair of the executive committee of the Minnesota Campaign, and John Mooty, chair of the Law School's Endowment for Excellence Campaign. Gray, Plant, Mooty, Mooty & Bennett is a firm specializing in full-range civil law practice, litigation, real estate and estate planning, and tax issues.

**Oppenheimer, Wolff & Donnelly Professorship in Law**—The funds for the establishment of this professorship were given by Oppenheimer, Wolff & Donnelly, a general practice firm with emphasis on civil litigation, corporate law, and commercial law. The firm has offices in Minneapolis and St. Paul, Chicago, Washington, D.C., and Brussels.

**Popham, Haik/Lindquist & Vennum Professorship in Law**—Two Twin Cities law firms consolidated their gifts to establish this professorship. Lindquist & Vennum is a general practice firm with offices in Minneapolis and Wayzata, Minnesota. Popham, Haik, Schnobrich, Kaufman & Doty is a general practice firm with offices in Minneapolis and St. Paul, Denver, and Washington, D.C.

**Robins, Kaplan, Miller & Ciresi Professorship in Law**—Robins, Kaplan, Miller & Ciresi has offices in Newport Beach, California; Washington, D.C.; Wellesley, Massachusetts; Minneapolis, St. Paul; Atlanta; and Dallas. The firm has a strong corporate business and insurance litigation practice.

**Law Firm Donors Professorship in Law**—A group of Twin Cities law firms con-

solidated their gifts to establish this Law School professorship. The contributing firms were Best & Flanagan; Henson & Efron; Kaplan, Strangis & Kaplan; Moore, Costello & Hart; and Winthrop & Weinstine.

## JOINT VENTURE

**LAW** • John S. Pillsbury, Jr., Melvin C. Steen, and Terrance and Ruth Hanold are among those who joined together to donate a total of \$250,000 to create the Individual Donors Professorship in Law, to help recruit and retain respected legal scholars in the Law School. The money is matched by the Permanent University Fund.

Pillsbury, '40, is an original founding member of the University of Minnesota Foundation who was a partner in the law firm Faegre & Benson until 1956 and who later became the head of Northwestern National Life. Steen, '29, lives in New York, where he is a partner in the Wall Street firm Cleary Gottlieb Steen & Hamilton. Terrance Hanold, '36, is former president and chief of the executive committee of the Pillsbury Company.

## BLACK LAW PIONEER HONORED

**LAW** • When McCants Stewart received his law degree from the University's Law School in 1899, he became one of the first blacks to graduate from law school in Minnesota—and the first to complete a postgraduate course. Stewart's daughter, Katherine Stewart Flippin, has honored her father by providing \$150,000, through the Mary McCants Stewart Foundation, to support the Law School's minority program and provide scholarships for minority law

students.

Born in Brooklyn, New York, in 1877, Stewart moved to Alabama to attend the Tuskegee Institute and graduated in 1896. Stewart then attended New York University before coming to Minnesota. After receiving his L.L.B., Stewart practiced law in the Twin Cities for two years. From here, Stewart traveled to Oregon where he was admitted to the bar in 1903. Stewart was the first black attorney to practice in Oregon and the first black attorney to argue a case—which he won.

By 1919 Stewart was beginning to feel that his law practice was hampered by hidden prejudices in the Oregon courts. He moved his family to San Francisco to continue his practice and died later that year. Katherine Flippin, Stewart's daughter, remained in San Francisco where she became involved with the education of atypical children.

Flippin, now 82, would like to see more blacks in influential legal positions and has worked toward that goal through her gift to the University.

## HUMAN RIGHTS AT ISSUE

**LAW** • When human rights are violated, the issues involved cannot clearly be categorized as simply political or social.

Recognizing the need for interdisciplinary research into the multifaceted issues of human rights, the Law School has established a Human Rights Center that will be the site of a variety of cooperative projects and will serve as an arena for research and curriculum development on the many aspects of the human rights issue.

Matched by the Univer-



sity, the \$300,000 contributions from the Ford Foundation and other organizations and individuals will be used for a variety of purposes, including the collection of research on human rights and the development of a library on international research and a core of interdisciplinary courses.

Other possible projects include the establishment of graduate fellowships for students studying human rights, a speaker series featuring renowned experts in the area of international human rights, and the development of three television courses on international human rights for the adult education department.

### **ANOKA'S OWN**

LAW • County bar associations generally don't take it upon themselves to provide funding for the education of future lawyers. During the Minnesota Campaign, however, the Anoka County Bar Association did. The Anoka County Bar Association's unique gift will be used to establish a faculty position to honor Joseph Wargo, a 1938 graduate of the Law School who went on to become a judge and an active community leader in Anoka County. Wargo's family and friends have also contributed to the fund.

### **THE WOMEN'S FUND**

LAW • Donations from some of the 1,000 women graduates of the University Law School will establish a \$8,300 fund for research and special events directed specifically at the interests of women lawyers and law students. The Lex Alumnae Centennial Fund will be used for a project or projects selected each year by the Lex Alumnae executive commit-

tee, an organization of women Law School alumni who organized the Lex Alumnae fund-raising efforts. The funds may be used to sponsor lectures about women and law, for additions to the law library dealing with women's legal issues, or for research support for subjects of interest to women lawyers.

### **A FATHER HONORED**

LAW • When Miriam Fletcher Bennett wrote *Lights and Shadows*, a self-published book of her life in Virginia, many of her memories focused on her mother and other members of her family but excluded her life with her father. He was Henry J. Fletcher, a professor at the University of Minnesota Law School who was able to spend time with his family only during school vacations. "By establishing a professorship in his name, I'm honoring and remembering my father," she says. "I felt that he was left out of my story, and I wanted to make it up to him." Bennett contributed \$250,000, matched by the Permanent University Fund, to establish the Henry J. Fletcher Professorship in Law Given by the Miriam F. Bennett Family.

Born in 1860, Fletcher practiced law in Minneapolis at the turn of the century and was a professor at the Law School from 1895 through 1929. He founded the Minnesota Law Review and was editor in chief for twelve years. Fletcher's father, Dean Adams Fletcher, was an attorney in Iowa in the mid-1800s, and Bennett's son, David, is currently a lawyer in the firm of Gray, Plant, Mooty, Mooty & Bennett.

Daniel A. Farber, a legal

scholar specializing in constitutional and environmental law, was recently appointed to the Fletcher professorship.

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### **CENTER AND CHAIR TO PROMOTE SOCIAL JUSTICE**

HUMPHREY INSTITUTE • Grandson of a slave and orphaned at an early age, Roy Wilkins worked his way through the University of Minnesota as a caddie, a redcap, a pullman car waiter, and night editor of the *Minnesota Daily*. Wilkins went on to lead the National Association for the Advancement of Colored People through two important and tumultuous decades. His achievements include helping create the legislation that put overt racism to an end—laws declaring desegregation unconstitutional, the 1964 Civil Rights Act, and the 1965 voting act.

Wilkins left a legacy that has changed the status of minority groups in the country. With prejudice and discrimination manifesting themselves more subtly in this era, the Hubert H. Humphrey Institute of Public Affairs is working to promote among public policy shapers a deeper, richer understanding of the subtle ways in which the oppression of minority and disadvantaged groups continues to take place and a reexamination of legislation to make sure it addresses the forms of discrimination that prevail in today's public and private institutions.

The Roy Wilkins Chair and Center in Human Relations and Social Justice have been established in part through contributions from Honeywell, General Mills, the Roy Wilkins Founda-

tion, the Taconic Foundation, and the Humphrey Institute faculty and staff. Fund-raising for the Wilkins chair and center will continue until a \$2 million goal is reached. Contributions are being matched by the Permanent University Fund on a two-to-one basis.

The work of the Wilkins chairholder will focus on research, teaching, and outreach that relate to the major issues in intergroup relations, racial justice, social change, and the availability of opportunities for minority and disadvantaged groups. The Wilkins chair will be the centerpiece of an interdisciplinary center that will draw not only scholars at the University but also key thinkers and policy shapers throughout the country.

### **ENSURING WOMEN'S RIGHTS**

HUMPHREY INSTITUTE • The University's own Hubert H. Humphrey Institute of Public Affairs is playing world watchdog in ensuring women's rights. More than \$197,000 has been given to the International Women's Rights Action Watch, which monitors compliance with the new international treaty—the United Nations Convention on the Elimination of All Forms of Discrimination against Women. Included in the supporters are Katherine Cram, the Ford Foundation, and the L. J. Skaggs and Mary C. Foundation of California.

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### **FINANCIAL FUTURES**

CARLSON SCHOOL • With the establishment of the Institute for Financial Studies at the Carlson School of Management, a public-private partnership was cre-



ated to strengthen the University and the state by bringing together multiple donors to work toward a common goal. That goal is to make the institute and the department of finance and insurance, where it is located, a national leader in financial economics and a focal point for the intellectual interaction of the finance faculty and students with both academic and industry finance professionals.

Donors include First Bank System, Norwest Corporation, Minnesota Bankers Association, Northwestern National Life Insurance Company, IDS Financial Services, and Piper, Jaffray and Hopwood. A major cornerstone of the finance

donations is the endowment of the Minnesota Banking and Finance Chair by First Bank System, Norwest, and the Minnesota Bankers Association. The First Bank System Professorship in Financial Markets and Institutions and the Piper, Jaffray and Hopwood Professorship in Finance were added to the existing IDS Professorship in Finance. A Norwest Faculty Fellowship and other funding will provide research grants.

Activities the institute will undertake include holding an annual conference, organizing a workshop series, and publishing a working paper series. It will support the M.B.A. finance concentra-

tion by developing curriculum and organizing an M.B.A. student financial portfolio managed through a nonprofit corporation. The institute will also acquire and maintain financial data bases that will be available for research.

#### **MATCHED PLAY**

**CARLSON SCHOOL •** A Carlson School of Management alumni data base designed by Sue Martin, '78, M.B.A., director of financial and planning systems for the Pillsbury Company, and programmed by Chris Cudak, '88, M.B.A., of Norwest Minnesota, will help match alumni interests and contributions to the school's needs. Comprising

more than 300 names, the alumni data base was funded by gifts to the Minnesota Campaign. In the data base are alumni names indexed according to the kinds of help alumni are willing to give.

#### **COMPUTER MASTERY**

**CARLSON SCHOOL •** Every year for the last five years, more than 50 mid-level managers have spent Fridays at the Carlson School of Management attending classes leading to an M.B.A. degree. They're part of the Manager's M.B.A. Program that allows experienced professionals to earn their degrees in two years by attending class one day a week. In addition to this class work, groups of five stu-

# CONGRATULATIONS

UNIVERSITY OF MINNESOTA LAW SCHOOL

CENTENNIAL CELEBRATION  
October 7-8-9, 1988

In Recognition of the Law School's  
Numerous Contributions to the  
Legal Profession, Government,  
Business and Academia.

*A schedule of Centennial and  
Homecoming events is available upon  
request at 625-8034.*

*100 Years*  
EXCELLENCE  
IN LEGAL EDUCATION  
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dents meet once a week on their own to work on group projects and presentations.

Many of these group assignments involve computer applications. And in the beginning years of the program, along with balancing the demands of a full-time course of study, a full-time job, and family life, students had to compete with other students to schedule time at one of the campus computing facilities. But in 1986, with donations from the Minnesota Campaign, the school began a computer loan program. Now each study group receives a personal computer and the appropriate software for the duration of the program—and masters its programs much more efficiently.

### INSIDE INFORMATION

**CARLSON SCHOOL •** The *Minnesota Management Review*, the Carlson School of Management's quarterly alumni magazine, is sporting a new graphic design and a color cover, funded by unrestricted Minnesota Campaign gifts to the school. The goal of the improvements is a magazine that more closely reflects the sense of professionalism, purpose, and competence that is driving the school today. The gifts also support a new *Faculty Directory*, a complete guide to the 104 faculty and their research specialties, major publications, and other scholarly activities.

### TAKEN IN ACCOUNT

**CARLSON SCHOOL •** Minnesota is a major area for the relatively new study of experimental economics, and the University is known nationally for its research. The Honeywell Professorship in Accounting at the

Carlson School of Management, held until this fall by Shyam Sunder, a leading proponent of experimental economics, is funded by a \$150,000 gift from Honeywell, matched by the Permanent University Fund.

### ONLY 115 MORE TO GO

**CARLSON SCHOOL •** One of only a handful of \$2 million accounting chairs in the country, the Curtis L. Carlson Chair in Accounting will help attract a nationally prominent researcher to the Carlson School of Management. The chair was established by a \$1 million gift from Curtis L. Carlson, matched by the Permanent University Fund.

### STUDIES IN DECISION MAKING

**CARLSON SCHOOL •** Carlson Professor of Decision Sciences Paul E. Johnson is researching the decision-making process among professionals in technical fields. He is known for his work on decision making and expert systems and applications of artificial intelligence to the decision-making process. Johnson is also director of the Ph.D. program, professor of management sciences, and adjunct professor of psychology and computer science at the University. The professorship was established by a \$250,000 gift from Curtis L. Carlson, matched by the Permanent University Fund.

### HEAD START

**CARLSON SCHOOL •** Nothing may sink a student's hopes for earning a business degree quicker than a run-in with the rocky reefs of Accounting 1024 or 1025. These basic accounting courses have convinced

many an uncertain scholar considering a business degree to jump ship. With funding from the Minnesota Campaign, special sections of these accounting courses have been arranged for traditionally underrepresented and disadvantaged students. Usually such courses are taught by Ph.D. candidates; the special sections, though, are taught by a tenure-track professor and teaching assistants so that students have plenty of help available.

### TRADING HONORS

**CARLSON SCHOOL •** On October 8, 1986, the University School of Management was renamed the Curtis L. Carlson School of Management.

At the naming ceremony, which Carlson called "one of the most soul-satisfying days" in his life, Carlson said, "Sharing my name with the School of Management is an honor I shall treasure above all others, because the University historically returns far more to our state than it receives."

### BUILDING A BETTER PH.D. PROGRAM

**CARLSON SCHOOL •** A 1987 review of the Carlson School of Management Ph.D. program by faculty from other universities said it is "in a wave of innovation" that "will raise it to new heights over years of the immediate future." This strong endorsement is backed by the school's increasing ability to attract high-quality Ph.D. students, which is critical to the school because these same bright students could be earning high salaries in industry instead. Part of the Carlson School's success has come as a result of increased

funding for fellowships. Along with its regular fellowship program for first- and last-year students, the school has established a Carlson Matching Grants Program that matches research money faculty receive, providing additional support for research assistants and for the research project itself. As a result of the program, up to nine students a year could receive research assistantships that would not have been available before.

### A CENTER FOR MARKETING MANAGEMENT

**CARLSON SCHOOL •** Increased competitiveness and a growing world market are forcing American corporations to develop and implement a new strategic approach to marketing. The Carlson School of Management's Marketing Management Research Center, dedicated to that goal, will fund research projects, publish a working paper series, sponsor a quarterly symposium, and hold an annual workshop for academics and practitioners. The center was established by gifts from the Pillsbury Company, 3M, IDS, Honeywell, Fallon McElligott, Sheldahl, and the Donaldson Company. Additional funding was also provided through the Pillsbury Company for the Paul S. Gerot Chair in Marketing.

### CARLSON COUP

**CARLSON SCHOOL •** Larry L. Cummings, currently the J. L. Kellogg Distinguished Research Professor of Organizational Behavior at Northwestern University and former Donald C. Slichter Research Professor at the University of Wisconsin-Madison, will join the Carlson School of



Management as holder of the Carlson Chair in Strategic Management and Organization. The chair was established with a \$1 million gift from Curtis L. Carlson, matched by the Permanent University Fund.

Cummings is the only person in the United States who can claim to be a fellow of the American Psychological Association, the Academy of Management, and the Decision Sciences Institute. His recent research focuses on senior-level executive behavior under conditions of rapid change or start-up activities.

#### MAJOR INVESTMENT

**CARLSON SCHOOL •** Piper, Jaffray and Hopwood, a major investment banking and brokerage firm in Minneapolis, gave

\$250,000, matched by the Permanent University Fund, to establish a professorship in finance in the Carlson School of Management. The Piper, Jaffray and Hopwood Professorship in Finance will involve research, teaching, and service in finance and investment banking, financial securities, and pricing of financial securities.

#### BANKING ON IT

**CARLSON SCHOOL •** First Bank System, the third-largest corporate employer of graduates of the Carlson School of Management, gave \$250,000, matched by the Permanent University Fund, to create the First Bank Professorship in Financial Markets and Institutions, designed to attract top researchers, enhance stu-

dent awareness of research, and strengthen ties between the academic and business communities.

#### A CHAIR IS BORN

**CARLSON SCHOOL •** Richard Cardozo, current holder of the Carlson Chair in Entrepreneurial Studies in the Carlson School of Management, fondly refers to entrepreneurial studies as the "obstetrics and pediatrics" of industry. A specialist in entrepreneurship—necessary for the growth and development of industry—Cardozo has established a course in entrepreneurial studies for M.B.A.'s, with future hopes for new Ph.D. and expanded undergraduate courses. Cardozo has written extensively on product line strategies and new product forecasting. The

chair was funded by a \$1 million gift from Curtis L. Carlson, matched by the Permanent University Fund.

#### NEW WAVE MARKETING

**CARLSON SCHOOL •** The James D. Watkins Professorship in Marketing is described as all-inclusive because it will recruit or retain a top scholar from the varied marketing specialties. Watkins, a 1969 graduate of the Carlson School who is now president of Golden Valley Microwave Foods, has given more than \$300,000, matched by the Permanent University Fund, to establish the professorship. University professor of marketing Orville C. Walker, Jr., was named to the professorship. His specialties are marketing planning and corporate strategy.

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Minnesota  
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Now entering its twelfth season, this public affairs program (hosted by reporter Karen Boros) continues to build on its well-deserved reputation for timely discussion and debate.

This live program covers a wide range of topics, from common illnesses to controversial advances in medical technology, and offers viewers a chance to call in with their questions and concerns. Host: Dr. Paul Quire.

Health Talk  
& YOU

Tuesday 7:00pm KTCB2

Research  
Journal

Tuesday 7:30pm KTCB2

From dinosaurs to superconductors... this series explores the variety of research projects underway at the University, examines how the research affects us, and reveals the intricate process of discovery.

Call for Program Schedules (612) 625-4040



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## **YESTERDAYS***create***TOMORROWS**

It is a commonplace notion that small causes can lead to very large effects. Yet it often takes people with uncommon vision to make that true; the kind of people who are part of The Presidents Club.

This year marks the 25th anniversary of The Presidents Club. Thus it is 9,125 yesterdays since this uncommon group of people first gathered to turn hope into action. Each ensuing day may have been small, yet they have caused much of the greatness that is the University today.

Tomorrow will soon be here. With your donation you can be a part of what tomorrow will achieve, and in your own uncommon way.

Find out more by calling The Presidents Club at 624-3333.



## THE DONOR STORY

The more than 180,000 gifts and pledges made to the University during the Minnesota Campaign came in many shapes and sizes—including three Arabian horses. The total of \$364.7 million came from alumni, friends, faculty, staff, corporations, foundations, and research grants. University faculty and staff gave \$11.3 million. Medical School faculty gave \$6.3 million. More than \$50 million came from research and foundation grants. But hidden in the statistics are the

stories of the many donors who helped make the Minnesota Campaign so successful. This small accounting of the Minnesota Campaign alone lists some 200 donors with only the briefest of information. For many years, the University has received much private support. In 1986, it received more private support than any other public institution. With the Minnesota Campaign, a new chapter in donor generosity has been written.

PHOTOGRAPH BY JUDY OLAUSEN



*"The lead gift made them think that we are really serious about making the University one of the top five in the nation. It caught the imagination of everybody."*

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## PRIVATE THOUGHTS ON A PUBLIC GIFT

IT'S BEEN A GOOD year for Curtis L. Carlson. He celebrated his 50th year in business; he and his wife, Arleen, celebrated their 50th wedding anniversary; and he chaired the most successful fund-raising drive in University history, helping to raise \$364.7 million, \$25 million of which he gave himself.

We asked him why he gave so much.

"As I built my company," says Carlson, "it took all my capital to finance growth. You don't get bigger by working harder, you need capital. I could only grow as fast as my capital allowed me to. I gave some money but always reluctantly, because giving cost me so much in growth. I never was happy. The University has always been very close to me. I graduated from there, and I paid \$15 a quarter for the first two years, \$16.50 for the next two years. I went there very cheaply, so I owed something to the state for my education. Secondly, I met my wife there in a political science class.

"I've always felt that the rest of the country [wasn't aware of] how good our business school is. The campaign gave me an opportunity. It's the biggest gift I ever gave to anything by far, but it pleased me.

"The lead gift shook up the business community. They've always been generous to the 'U,' but never have they been as generous as they have been in this campaign, and that's because the lead gift made them think that we are really serious about making the University one of the top five in the nation. It caught the imagination of everybody. They all knew in their hearts how great that would be for Minnesota. It made them realize that everybody had to help us."

Has giving \$25 million changed Carlson's life? What has

it given him?

"My pride in being part of the Twin Cities business community has increased a lot because their support was tremendous. The backup I got was beyond anything I expected. Secondly, I was sad about the loss of Ken Keller [as University president]. I know that at times his management was not as diplomatic as it could have been, but... he was running a \$1 billion institution after only three years in that job. For me to have a person running an operation that big, he would have to be at least twenty years with this company. Thirdly, I've never been so proud of the faculty. It was fantastic how they must love the University and how they responded to [the need for money] it would take to improve the University. They want to be associated with a top university.

"The outstanding impression that the campaign has made on me is how we started with so few and how so many rallied to the cause and went out and did the job. I think that's fantastic. Take a bunch of volunteers and see how they produce."

What does Carlson envision for the University in 50 years because of the Minnesota Campaign?

"I'd like any Minnesotan to be able to go to the University, but they must qualify. We should set our standards high. All of our Minnesota colleges—private as well as public—should have the advantage of a good enrollment during a student's first two years. Then during the last two years and in graduate school, the University should be a magnet drawing them to it. I'd like to have it acknowledged that we are one of the top five schools in the country. I'd like to see our business school have a monopoly on entrepreneurship—and even a selling chair.

"If we do that, then it all has been well worthwhile."

## LESSONS IN CORPORATE RESPONSIBILITY

CARLSON SCHOOL • Do the leaders of the nation's major corporations base their decisions solely on making profits for shareholders? What are some of the ethical considerations in making a major corporate decision? The University hopes that these questions, and many like them, will be answered by the first holder of the Elmer L. Andersen Chair in Corporate Responsibility. Since the field involves many philosophical and ethical issues, the first chairholder could come from any number of backgrounds, says search committee chair and

industrial relations professor Mario Bognanno.

The H. B. Fuller Company gave \$1 million, which was matched by the Permanent University Fund, to help create the chair in honor of the company's centennial. It's named after Elmer L. Andersen, a former state senator, governor, educator, newspaper publisher, writer, and historian. He is past president of the Board of Regents and H. B. Fuller, a St. Paul manufacturer of specialty chemicals. Andersen, '31, recipient of the only honorary doctorate of management given by the University, worked for the Fuller company for 53 years. The chair will reside both in the

Carlson School of Management's department of strategic management and organization and in the College of Liberal Arts.

## A MATTER OF LOGISTICS

CARLSON SCHOOL • A new Logistics Management Research Center at the Carlson School of Management will be the first of its kind in the country to foster research into product distribution in today's technical, competitive international markets. The center's goal is to become recognized nationally as a catalyst for improvement in the management of logistics, distribution, and transportation. Funded in part by \$250,000

from New York-based Union Pacific Corporation, matched by the Permanent University Fund, the gift honors the company's retired chair and chief executive officer, William S. Cook, a 1948 graduate of the Carlson School. In 1983 Cook received the University's Outstanding Achievement Award.

## ADVANTAGE, STUDENTS

CARLSON SCHOOL • The Carlson Advantage Scholarships were designed to help minorities and other disadvantaged undergraduates to not only afford school but also prosper there. The program provides dollars for essentials as well as academic counseling, including



referrals to special course sections designed to bring disadvantaged students up-to-speed as quickly as possible. Because of increased funding during the campaign, Carlson Advantage Undergraduate Scholarships are now available to more undergraduate students. Campaign gifts have also funded additional fellowships for minority M.B.A. students, which has helped in recruiting new minority students to the program. In the M.B.A. Program, minority enrollments went from 2 percent in 1985 to 7 percent in 1988.

### **SHOCKER FILLS MARKETING CHAIR**

**CARLSON SCHOOL •** Professor Allan D. Shocker of the University of Washington in Seattle will join the Carlson School of Management as holder of the Carlson Chair in Marketing. The chair is funded by a \$1 million gift from Curtis L. Carlson, matched by the Permanent University Fund. Shocker is well known for his research in the area of market structure analysis, new product concepts, and perceptual mapping for marketing decision making.

### **RIISING STANDARDS**

**CARLSON SCHOOL •** Prospective M.B.A. students attend M.B.A. Forums around the country, sponsored by the Graduate Management Admissions Council, to obtain information about different programs. Last year at the Chicago forum, for example, 100 programs were represented and 3,000 prospective students attended. The Carlson School of Management is now able to send M.B.A. program directors to repre-

sent the school at forums in New York, Washington D.C., Chicago, Boston, and Los Angeles, with funding received during the Minnesota Campaign. Results of these efforts are already evident, with a 78 percent increase in applications for the regular day program this fall and more national and international diversity in the students who enroll. Two years ago, 60 percent were from Minnesota and two neighboring states; that percentage is now at 40. The GMAT scores and average undergraduate grade point averages of incoming students have also increased.

### **A TOUCH OF CLASS**

**CARLSON SCHOOL •** Touche Ross & Company is helping to fund a new Touche Ross/Palmer Tang Executive Learning Center at the Curtis L. Carlson School of Management. The computer classroom is being furnished with more than \$50,000 from the Minneapolis office of Touche Ross & Company, Touche Ross's national foundation, and friends of E. Palmer Tang. It will be equipped through contributions from IBM. The center will allow graduate and undergraduate business students and visiting business executives to conduct accounting laboratory experiments and to perform other advanced computer functions. Tang, '38, was a managing partner of the Minneapolis office from 1957 to 1982. He died two years ago.

### **HE WROTE THE BOOK**

**CARLSON SCHOOL •** The Minnesota Insurance Industry Chair, established in 1980, became permanently endowed during the Minnesota Campaign. The

Permanent University Fund matched contributions from multiple donors, including Lutheran Brotherhood, Minnesota Mutual Life Insurance Company, MSI Insurance, Northwestern National Life Insurance Company, the St. Paul Companies, IDS Financial Services, Schadow Agency, and others. The chairholder, C. Arthur Williams, Jr., is highly regarded nationally and has been called the person "who largely created the academic field of insurance." He has contributed greatly to the field through his publications, textbooks, and editorial work. His recent research focuses on international workers' compensation and lump-sum options in pension plans.

### **CHAIR FOR IR**

**CARLSON SCHOOL •** The Carlson Professorship in Industrial Relations was established with a \$250,000 gift from Curtis L. Carlson, matched by the Permanent University Fund.

### **A REAL BARGAIN**

**CARLSON SCHOOL •** Some negotiating was required to close this deal. Fifteen corporations, 3 professional organizations, 1 labor organization, 9 arbitrators, 8 law firms, 54 alumni, and 22 corporate matching-gift programs have thus far contributed more than \$500,000 to fund the Industrial Relations Land-Grant Chair in the Carlson School of Management. The gifts were matched by the Permanent University Fund. The new chair is expected to strengthen the school's commitment to industrial relations and attract a top-flight scholar. The school produced many early leaders in

the field and has earned a national reputation for excellence.

### **GROWING STATURE**

**CARLSON SCHOOL •** The Carlson School of Management's Banking Industry Chair became the Minnesota Chair in Banking and Finance as the result of gifts, matched by the Permanent University Fund, from First Bank System Foundation, the Minnesota Bankers Association, and Norwest Foundation. Each added to their previous contributions to establish the permanent chair. Chairholder John H. Kareken is well known nationally for his work on monetary policy and bank regulation. A leader in the development and application of several theories, he was an adviser to the Minneapolis Federal Reserve Bank from 1963 to 1978 and is in high demand as an adviser to government on banking regulation issues. Kareken developed the school's banking curriculum in both the M.B.A. and undergraduate program, and helped to build the finance department. He is currently a director of the First Bank System.

### **PARTNERS FOR SUCCESS**

**CARLSON SCHOOL •** The Pillsbury Company-Paul S. Gerot Chair in Marketing, established as a ten-year position in 1981, became a permanent position with additional funding from the Pillsbury Company during the Minnesota Campaign. The chair, named in honor of Paul S. Gerot, Pillsbury's former chair, president, and chief executive officer, has been held by Kenneth Roering since 1983. As a result of the endowed chair, Roering was able to



establish the Marketing Management Research Center in January 1988 to produce quality research and encourage a meaningful partnership between academic researchers and marketing professionals.

### **PRESENT AND ACCOUNTED FOR**

**CARLSON SCHOOL •** The largest employer of Carlson School of Management students, Arthur Andersen and Company, an international accounting firm, donated \$500,000, which was matched by the Permanent University Fund, to establish the first accounting chair in the business school. The Arthur Andersen and Company/Duane R. Kullberg Land-Grant Chair in Accounting and Information Systems will be used to promote research in financial and managerial accounting and management information systems. Though a chairholder is yet to be named, the chair's presence in the school is expected to attract exceptional faculty members and students. Currently, the accounting department's program ranks among the top ten in the country. Duane R. Kullberg, a managing partner and chief executive officer of Arthur Andersen, is a 1954 graduate of the Carlson School. The company still continues to hire about twenty of the school's graduates a year.

### **A PERFECT FIT**

**CARLSON SCHOOL •** What do you give a man whose net worth is rapidly approaching eight figures, who has given your school \$18 million and is chairing the fund drive to net your university \$300 million, who

is receiving the honor of having the University's School of Management named after him? How about a sweatshirt emblazoned Curtis L. Carlson School of Management?

At the renaming ceremony for the school, Steve Condon, then president of the Business Board, an undergraduate student organization that channels student opinion into administrative and faculty decisions, presented Curtis L. Carlson with such a sweatshirt saying, "This change couldn't have come at a more perfect time; pride is back at the school, for all the things Curt has done; it's only fitting that he should be honored this way."

### **OPERATIONS MANAGEMENT**

**CARLSON SCHOOL •** With worldwide subsidiaries, divisions, and affiliates, the Donaldson Company has built its strength on successful operations management. The company recently established the Frank A. Donaldson Professorship in Operations Management to serve as a link between operations management and mechanical engineering and between the Carlson School of Management and the Institute of Technology. The professorship will focus on strategic management of operations, quality management, production planning, inventory control, international operations, productivity management of technology, and related topics. The \$300,000 gift from the Donaldson Company, the Donaldson Foundation, and Frank A. Donaldson, Jr., was matched by the Permanent University Fund and honors Frank Donaldson, Sr., who founded the

Bloomington, Minnesota, manufacturer of air cleaners, liquid filters, and acoustics products.

### **STRENGTH IN NUMBERS**

**CARLSON SCHOOL •** A professorship in finance and insurance, housed in the Carlson School of Management's new Institute for Financial Studies, was funded by a \$250,000 gift from Curtis L. Carlson, matched by the Permanent University Fund.

### **GETTING TO KNOW YOU**

**CARLSON SCHOOL •** A new student lounge at the Carlson School will provide a comfortable, centralized meeting place for students, to help foster a small community within the large institution of the University. The lounge was funded with a \$50,000 contribution by Edward W. Asplin of the Bemis Company.

### **SIX IN ONE**

**CARLSON SCHOOL •** Twice annually, Carlson School of Management faculty are invited to compete for seed money for innovative and interactive projects with the management community by submitting proposals to the Dean's Innovation Fund (DIF). The fund seeks to strengthen the relationship between the school and the business community through collaborative projects. It has received funding during the Minnesota Campaign, which has helped the fund continue to foster exchanges of ideas and resources between the academic and business communities to improve management practice. Faculty who receive DIF awards submit written semiannual status reports to the dean. Often, these reports serve as

a tonic for the occasional concern that academia is overinvolved in matters that are solely theoretical or esoteric. Some of the notable projects include the following:

**Department of Human Services Project:** Determining the eligibility of its clients is a major task for the Minnesota Department of Human Services, which manages a number of state and federal assistance programs. The department is currently doing the job manually and would like to switch to an automated system. Management sciences professor Gary Dickson is conducting a feasibility study into incorporating "expert system" technology into the design. If successful, the system could save the state substantial amounts of money.

**Electronic Magazine:** Advertising companies use a variety of techniques to test the effectiveness of magazine and newspaper ads before placing them. But these tests do not necessarily provide accurate results, partly because they don't reflect realistic exposure conditions. Terry Childers, associate professor of marketing, is developing a computerized "electronic magazine" that will simulate a magazine viewing environment, providing the basis to conduct more sophisticated copy testing.

**General Mills Project:** Firms spend millions of dollars promoting products to children, yet the interaction between parents and children is what often determines whether a marketing program is successful. Marketing associate professor Deborah Roedder John is working with General Mills to develop research meth-



odology to measure and predict patterns of parent-child interaction in purchasing situations.

**NSP Test Lab:** Strategic management and organization associate professor Alfred Marcus used the Northern States Power Company as a test laboratory to study how company direction is most effectively implemented. He found that managers will receive greater organizational performance if they allow subordinates some autonomy in following a general model of direction, rather than imposing a model in strict top-down style. He also found that employees who work in a top-down management environment will often display their resistance by following the rules precisely but performing poorly.

**Pay Strategies Study:** Another project by industrial relations professor Richard Arvey could help local Minnesota governments save substantial amounts of money in complying with the state's 1984 legislation requiring them to pay employees according to comparable worth concepts.

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**STEPPING OUT**

**ATHLETICS** • With her \$125,000 gift, Kathleen C. Ridder has established the Kathleen C. Ridder Scholarship Fund, to help women athletes dare to tread on new ground. Ridder, a current University Foundation trustee whose countless titles include former chair of the

Minnesota Campaign for women's athletics, hopes the scholarship will further careers of women in nontraditional fields such as medicine, law, and engineering. "It has given us untold pleasure to see women student-athletes fully develop their potential, enabling them to play a leadership role in our society," she says.

**ONE FOR COACH BIERMAN**

**ATHLETICS** • Billy Bye remembers his days as a leading rusher and scorer under the watchful eye of Coach Bernie Bierman, and the positive influence the Gopher legend had on him. "Those who played for Bierman continue to make a significant impact on the past and present quality of life we enjoy in Minnesota," says Bye, who created the Bier-

man Endowment Fund with a gift of \$100,000. The fund will provide scholarships to athletes who best exemplify the high standards Coach Bierman expected from his players.

**IN THE SWIM**

**ATHLETICS** • Some 60 years ago, Dorothy Sheppard dived into the University's sports program and she's been making waves ever since. Sheppard, who lettered in intramural sports at the University before women's intercollegiate athletic programs existed, gave \$250,000 for a new University swim center as well as endowing a scholarship for women swimmers at the University. An active supporter of the Patty Berg Development Fund, Sheppard has given more than \$1

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million to women's athletics.

The new swim center will replace much smaller, 50-year-old facilities and will help the University recruit outstanding swimmers and compete on a national level. The women's swim program has consistently placed among the nation's top 30 programs in the last fifteen years, and with the aid of the new facilities hopes to be one of the top twenty.

## ON TRACK

**ATHLETICS** • Gopher sophomore runners Tiffany Church and Stephanie Battier aren't used to being given breaks. As a "walk-on," Church had to prove herself to the track team, and Battier was returning to college after years of military service. Because both made it through their freshman years with flying colors, personally, academically, and on the track, they were both chosen as recipients of the Tracy L. Chestnut Scholarship. A strong supporter of higher education for women, Jack L. Chestnut established the endowment in honor of his daughter, Tracy L. Chestnut, a record-setting Gopher sprinter from 1982 to 1985. Chestnut raced through college, leaving an impressive record both on and off the track. She received a master's degree at Oxford University in England, and credits the concentration she used in sprinting as "good training as a mental discipline."

## JUST ONE U

**ALUMNI ASSOCIATION** • Minneapolis attorney James T. Swenson put his artistic talents to work to help the Minnesota Campaign, and the result is a limited-edition watercolor,

*There's Just One U*, titled after the 1988 week-long homecoming celebration.

Swenson, '72, '76, managed to get the paper, the color separation, and the printing donated for the watercolor. On sale are 950 limited-edition prints, with proceeds going to the University of Minnesota Foundation and the 1988 homecoming celebration. The print is courtesy of Swenson, Kolorpress, Ursula and Howard Givens, Colorbrite, CTS Type-setters, and the Inner City Paper Company.

## STUDENTS FOR STUDY SPACE

**ALUMNI ASSOCIATION** • "Cramming for Exams" is the campaign slogan used by the Minnesota Student Association (MSA) to encourage University students to contribute to the Minnesota Campaign for a project that will upgrade and expand student study space.

More than \$20,000 was donated by students—and that amount will increase when figures are tallied after fall registration. Students had the option to give \$3 by checking off a box during registration for the 1987-88 academic year and may also contribute this fall.

The University Foundation will match the amount raised by students, and the University administration has pledged \$300,000 for student study space.

## THIS IS IT

**ALUMNI ASSOCIATION** • The Minnesota Alumni Association (MAA) and the community teamed up to produce *This Is It!*, a film to recruit more high-ability students to the University.

The unique approach to persuade high-ability stu-

dents to consider the University among their college choices was produced with top Twin Cities talent and drew on creative forces from throughout the University. Local sponsors gave funds, services and equipment, and many others from the University and community helped produce the film for \$150,000. The film premiered May 26 at the MAA's annual meeting, and is available to students and to individuals and organizations that would like to sponsor it as part of their public service programming.

## BANNER YEAR

**PRESIDENTS CLUB** • The end of the Minnesota Campaign marks the beginning of the 25th anniversary celebration of the founding of the Presidents Club, a special recognition program for those who have made outstanding contributions to the University. Individuals who give \$10,000 or \$1,000 annually for ten years, or pledge a future gift of \$25,000 or more become Presidents Club members. Hundreds of philanthropists have joined the ranks of these special donors or increased their contributions to the University during the Minnesota Campaign. Donors and Presidents Club members who donate \$100,000 or future gifts of \$250,000 are recognized as members of the Trustees Society. Those individuals, corporations, and foundations that donate \$1 million or more are recognized as Builders for the Future.

Since the Minnesota Campaign began, 807 new members, 192 of whom are faculty or staff, have joined

the Presidents Club; 77 donors, eighteen of whom are staff and faculty, were named to the Trustees Society; and sixteen donors became Builders for the Future. Forty-one Presidents Club members increased their contributions to become Trustees Society members, and eight Trustees Society members upgraded to become Builders for the Future. Nationally, the University boasts 2,342 Presidents Club members.

## SERVING AN AGING SOCIETY

**NURSING** • Long-term care of elderly patients and chronically ill patients such as those suffering from AIDS has become an area of great concern for health-care professionals across the country. The American Nurses Association predicts a 222 percent increase in the need for nursing services for the elderly in the next decade, and the number of AIDS victims is also expected to rise significantly in the future. Faced with such statistics and knowledge that nursing care is of prime importance to such patients, the School of Nursing has established a land-grant professorship in long-term care. The professorship will help fulfill the school's commitment to high-quality research and education in this area and will help serve a growing need in national health care.

Led by a \$123,000 gift from Freda K. Parks, '32, along with contributions from members of the school's Nursing 1,000 Program, the professorship is now 78 percent funded. Parks, a nurse for 43 years, died in 1987. She was a public health



nurse, taught nursing, and worked for the Missouri Public Health Department. Once \$250,000 in private funds has been raised, the amount will be matched by the Permanent University Fund to create the \$500,000 endowed professorship in long-term care.

### PRINTY MEMORIAL

**NURSING** • The Andrea Printy Memorial Fund, established in the memory of Andrea Lundberg Printy, will promote and support career development opportunities for School of Nursing students. More than \$11,000 has been given in memory of Printy, a nurse who was the 1986-87 president of the School of Nursing Foundation and Minnesota's 1984 Businesswoman of the Year.

### HE GAVE THE PROGRAM WINGS

**VETERINARY MEDICINE** • Benjamin S. Pomeroy almost single-handedly made Minnesota the second-largest turkey producing state in the country. For the past 45 years, he has ceaselessly researched and lectured in the field of avian health.

In recognition of his outstanding, lifelong contribution, the College of Veterinary Medicine has established the Benjamin S. Pomeroy Chair in Avian Health. The chair, funded by more than \$400,000 from more than 100 donors from the turkey industry, plus \$600,000 from the Permanent University Fund, will continue Pomeroy's teaching and research effort and help draw internationally recognized researchers to the college.

The establishment of the endowed chair caps a steady growth of the avian program from a fledgling one-man operation in the 1930s to an important research center in avian health. And Pomeroy has always been at the center of the program's evolution, from the earliest funding received from the U.S. Department of Agriculture to develop avian disease tests in the 1940s, to the expansion of extension programs throughout the state and region in the 1970s. Having a chair named in his honor is merely another step in a remarkable career—which, despite his retirement age, Pomeroy is still pursuing.

### FLIGHT TIME

**VETERINARY MEDICINE** • The University's Raptor Research and Rehabilitation Program (RRRP)—affectionately known as the Mayo Clinic for birds of prey—is planning to inaugurate its new headquarters this fall. Funded by a \$2.4 million gift from Don and Louise Gabbert, the two-story, 20,000 square-foot building complete with outdoor aviary, educational displays, and surgery suites will be the only one of its kind in the country.

During the last fifteen years, the RRRP has become the nation's leader in rehabilitating raptors that have been injured in collisions with cars or power lines, caught in traps, or shot by poachers. The public and researchers all across the United States bring injured birds to the Raptor Center, while biologists from six foreign countries have received specialized training in the treatment and research of raptors.

In the future, the new

building and equipment purchases made possible by the Gabberts' gift will enable the Raptor Center to expand its educational and research efforts and continue giving injured members of the endangered raptor species a new lease on life.

### LIFE BEYOND 65

**PUBLIC HEALTH** • According to current estimates, two in five people alive today will require long-term care at some point after the age of 65, and even those not in need of care will most likely seek such help for a family member.

With the statistical picture in view, the need for research and education in the field of long-term care has become even more apparent. Recognized as a pioneer of scholarship and research in long-term care, the School of Public Health took another step forward in its work to serve the needs of the aging population by establishing an endowed chair in long-term care—the first of its kind in the country. The chair was funded by a \$720,000 gift, matched by the Permanent University Fund.

Donors represent a variety of individuals and corporations in the long-term care industry. A chair advisory committee comprising twelve individuals representing nursing homes, home care, housing, insurance companies, and patients in long-term care will help maintain a partnership with the community.

### PUBLIC PIONEER

**PUBLIC HEALTH** • James A. Hamilton is often credited with establishing hospital administration as a

profession. He was the first person without a medical degree to run a major hospital—the New Haven Hospital in New Haven, Connecticut—one of the earliest hospital consultants in the nation, and founder of one of the country's first hospital consulting firms—James A. Hamilton Associates. But the crowning achievement of his lifelong career in health-care administration was his development of the University of Minnesota's School of Public Health's Program in Hospital and Health Care Administration in 1946. With the help of a grant from the Kellogg Foundation, Hamilton planned the curriculum, recruited faculty and students, and served as its director for the next twenty years.

The School of Public Health and the Program in Hospital and Health Care Administration has now honored its leader. More than 450 alumni and friends gave more than \$1 million to establish the James A. Hamilton Chair in Health Services Management.

### UNEXPECTED TREASURE

**PUBLIC HEALTH** • The late Howard E. Johnson, a 1946 graduate, bequeathed more than \$1 million, possibly the second-largest, single, unrestricted gift ever made to the University. As the owner of a hospital and convalescent homes in northern California, he eventually sold to Ramada Inns and became the president of Ramada's Medical Corporation and a member of the board of directors. The gift has been designated to the Howard Johnson Hospital Administration Fund and the Howard Johnson Public Health Fund.



# There might be only one "U"... but there are lots of "them."

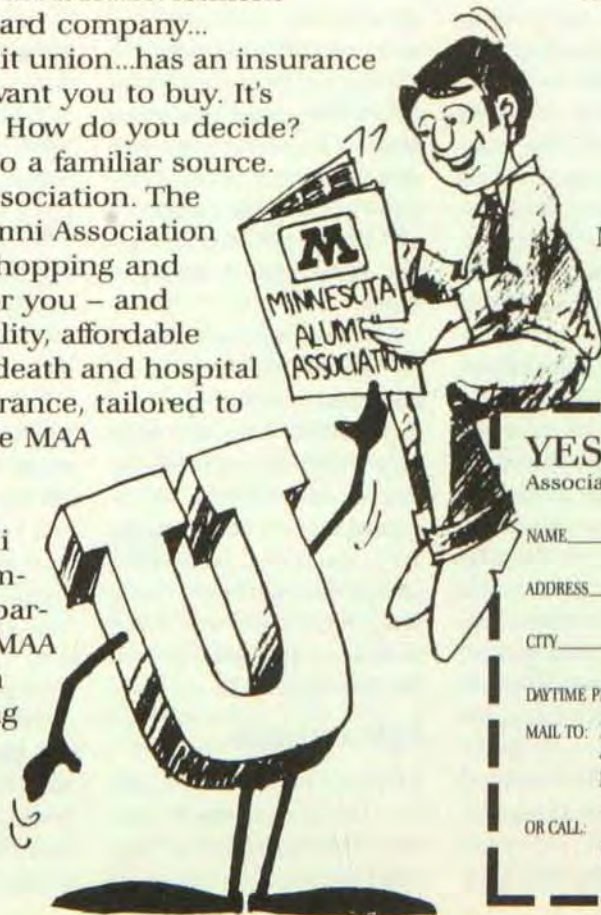


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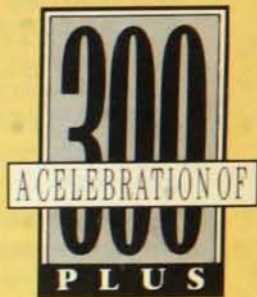
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What distinguishes the University from the other institutions of higher education in Minnesota is its commitment to graduate education and research. That difference was strengthened during the Minnesota Campaign with major contributions to the Medical School, Law School, Carlson School of Management, Institute of Technology (IT), and the Graduate School. Eighteen permanent endowed positions were created in the Carlson School; 19 in IT; 12 in

the Law School; 20 in the Medical School; and 29 in the Graduate School. Graduate programs in smaller units, such as the College of Home Economics and the School of Pharmacy, were significantly strengthened by the establishment of chairs and professorships. The positions will support research and top scholars from the University and around the nation, and will impact graduate—and undergraduate—education for years to come.

PHOTOGRAPH BY JEFFREY GROSSCUP



*"It's creative, adventurous work—not at all the impersonal, mechanical thing I had imagined from the outside... I can't remember ever being happier."*

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## IMPROVING YOUNG FACULTY FUTURES 27 WAYS

BY PAUL DIENHART AND SUSAN MARTIN

**M**ANY UNIVERSITIES aren't terribly helpful to young faculty members. Often junior faculty members are expected to simultaneously establish themselves as scholars, successfully compete for grants, and handle heavy teaching loads. In a program made possible by the Minnesota Campaign, some of the University's brightest young professors will get their careers off to a fast start. The McKnight Land-Grant Professorships provide nine new junior faculty members every year with a yearly research grant of \$16,500 for three years and one year with full pay to pursue research.

The Minnesota Campaign put together a funding package for the program: \$3 million from the McKnight Foundation, \$3 million from unrestricted campaign gifts, and \$6 million from the Permanent University Fund to create a \$12 million endowment to support 27 professorships a year.

The program is now in its second year and eighteen professorships have been awarded. Mathematics professor David Storvick chaired the selection committee: "We had a large number of nominees—some 55—and they were superlative."

It took awhile for McKnight Land-Grant professor **Doreen Leopold** to learn what science was really like. The former philosophy major, turned librarian, turned electronics technician, turned chemistry professor is using her McKnight grant to investigate the role of metal catalysts in chemical reactions. "It's creative, adventurous work—not at all the impersonal, mechanical thing I had imagined from the outside," Leopold says. After seeing scientific research in action while working as an electronics technician for an electrochemical research firm, Leopold went back to school to study chemistry at MIT and Harvard. A University faculty member since 1987, she says simply, "It's great—I can't remember ever being happier."

*"Supos yupela go long peles bai ol i wokim liklik daikai long hamasim yu."*

In Papua, New Guinea, that phrase of Pidgin English tells you, "If you go to the village, they will want to be hospitable and will make you something to eat." McKnight Land-Grant professor **David Lipset** should know. The University anthropologist and his wife, Kathleen Barlow, an independent scholar, have spent parts of 1980 and 1986 conducting studies on the island made famous by anthropologist Margaret Mead. The McKnight grant will allow the couple to return to the village, where Lipset is collecting information on dispute resolution. The result should be several articles and books.

Venture capital companies contact McKnight Land-Grant professor **Henry White** all the time, trying to get him to move to California. As an electrochemical engineer, White's skills are sought by the computer electronics industry. A University faculty member since 1984, White has developed chemical sensors to "sniff out" tiny amounts of chemical—measuring, for example, a neurotoxin in a rat's brain or the amount of lead in industrial waste streams. White prefers to work at the University. "There are six other electrochemists on campus, which makes it a great place for

me," he says. He'll take advantage of the McKnight award to devote an entire year to his research.

In addition to his teaching duties, McKnight Land-Grant professor **David Bernlohr** regularly spends 40 to 50 hours a week at his lab bench. During the summer months, he directs the College of Biological Sciences high school summer research program, where students from 65 high schools get firsthand experience working in University laboratories. A biochemist, Bernlohr uses recombinant DNA technology to investigate the role of proteins in fat cells. The research could have implications for diabetes and obesity control. Part of his McKnight award will go to supporting a graduate or postdoctoral student.

McKnight Land-Grant professor **Steven Ruggles** now shares an office with "the fastest computer on the West Bank." Using census data only recently available in computer form, Ruggles is attempting to describe some of the enormous changes in American families during the past 100 years. Along the way, he's exposing some commonly held ideas as myths. For example, the welfare system is sometimes held accountable for encouraging black households headed by single women. But Ruggles has data that show a large percentage of blacks always lived in female-headed households. "It's important to disprove some of these theories because they're driving public policy," says Ruggles.

A professor of engineering and industrial psychology, **Phillip Ackerman** tries to answer the question, What kinds of abilities affect how a person learns a new task? Organizations and companies stand to benefit from Ackerman's research by developing training programs tailored to individual strength. "Research is never done," says McKnight Land-Grant professor Ackerman, who routinely puts in 90-hour weeks. With the McKnight award, he will upgrade his computer, hire a postdoctoral fellow, and take a year's sabbatical to work with other researchers.

McKnight Land-Grant professor **Yutaka Hosotani** is one of the physicists working on a grand unification theory—an effort to explain the four fundamental forces of nature in a single theory. The latest attempt to bring together the strong and weak forces in the atomic nucleus, electromagnetism, and gravity is called string theory. Hosotani and others are theorizing that fundamental particles function like one-dimensional strings. Rarely using a computer, Hosotani works out his ideas on paper and discusses them with mathematicians and other physicists.

Is a system of political competition compatible with good government? That's one of the questions political scientist and McKnight Land-Grant professor **Kaare Strom** hopes to answer with his research. Like other McKnight scholars, Strom has used his grant money to buy computer software and books, hire a graduate assistant, and attend conferences. He also went to Germany to prepare for his study of political competition in several German-speaking countries, a study he plans to conduct during this year off from teaching. Colleagues at other universities "are very surprised I can take a year off," he says. "There are very few places that have this type of program. A lot of people are impressed with it."

McKnight Land-Grant professor **Charles Nelson** is dis-



covering what goes on when babies think. A professor in the Institute of Child Development since 1986, Nelson is one of the few researchers in the country using electrical activity in babies' brains as a guide to understanding development. Through external electrodes, Nelson records brain activity in response to a specific stimulus—pictures of different faces, for example. His work may lead to diagnostic tools that would detect problems earlier in babies' lives. With the help of the McKnight grant, Nelson has expanded his research to include adult epileptics to try to pinpoint the area of the brain that can be treated without harming functions such as speech.

McKnight Land-Grant professor **Rey Chow** proposes to study the relationships among aesthetics, gender, and affectivity as dominating structures that govern a culture's relations to others and to itself. She plans to analyze modern Chinese literature and culture in the context of both Western representational hegemony and Chinese history.

**Anath Das**, McKnight Land-Grant professor in the department of biochemistry, is studying the interaction between plant pathogenic soil bacterium, *Agrobacterium tumefaciens*, and plant cells to understand microbial pathogenicity. Upon infection at a wound site, Das says, *Agrobacterium tumefaciens* causes plant tumors on most dicotyledonous plants (plants with two seed leaves, which includes most plants except crop plants). His goal is to understand the function of genes in the DNA transfer and integration processes and to identify the gene products they code.

McKnight Land-Grant professor **William Grove** is studying the genetics of schizophrenia, a disease of tremendous scientific and social importance. In particular, his research efforts focus on identifying what is genetically transmitted and how it is transmitted. Grove received a fellowship from the Graduate School and earned his Ph.D. at the University of Minnesota.

Chemistry professor **Steven Kass** is using his McKnight Land-Grant Professorship Award to study ion-molecule reactions with a complex instrument that he constructed during his first year at the University of Minnesota. His goal is to develop a better understanding of how and why chemical reactions take place in the gaseous state.

McKnight Land-Grant professor **Stefanie Lenway's** research stems from the theory of collective action, which predicts that only large firms with a high expected return from trade protection will lobby for trade protection. Her

objective is to empirically determine if economic return from trade protection is the primary motivating factor of firms involved in lobbying for trade protection and whether the most politically active firms receive the highest economic return from the imposition of trade protection. Lenway is assistant professor in the department of strategic management and organization.

McKnight Land-Grant professor **Terry Lybrand's** primary objective is to identify structural chemical features that impart affinity and sequence selectivity to DNA-binding ligands. The project incorporates interactive computer graphics and computational techniques to analyze the molecular interaction of various chemotherapy drugs and other DNA-based compounds. Lybrand received his Ph.D. at the University of California, San Francisco, and is a 1987 recipient of the National Science Foundation's Presidential Young Investigator Award.

Until recently, little research has been conducted on factors such as children's resilience in the adaptation process when stressful life experiences or psychosocial disadvantages are present. Findings show that quality parenting and intellectual abilities reduce the risk of maladaptation. McKnight Land-Grant professor **Ann Masten's** goal is to probe the resilience factor in children to help explain why some children are more successful than others in coping with adversity.

Assistant professor of history **Ann Waltner** is using a McKnight Land-Grant Professorship Award to write a book tentatively entitled *Gender, Revelation, and Hierarchy in Sixteenth Century China: The Cult of Tan-yang-tzu*, and is working on a series of articles on various topics in Chinese history. Waltner's projects share a concern with mapping the social, intellectual, and moral worlds of men and women in traditional China.

One goal of McKnight Land-Grant professor **Charles Fletcher** is to identify factors that contribute to literacy problems by utilizing a computational model, which he developed. The model captures a wide range of human cognitive activities relevant to discourse understanding, such as memory recall and text comprehension. In addition to advancing understanding of text comprehension by readers, his research has the potential of significantly contributing to the advancement of functional artificial intelligence. Fletcher received his Ph.D. from the University of Colorado and is a member of the University psychology department.

### 3M HONORS RETIRED LEADERS

GRADUATE SCHOOL • Holders of the 3M-Harry Heltzer Multidisciplinary Chair will rotate annually and perform research in areas of interest to the 3M Company and the University.

Heltzer, former chair of the 3M board who graduated from the University in 1933 with a degree in metallurgy, asked that the first chair be awarded to the chemical engineering and materials science department to fund research there.

The chair, which will be

located in the Graduate School, supports one of the University's top priorities under Commitment to Focus: the need to increase multidisciplinary studies. It was established with a \$1 million gift from the 3M Foundation, matched by the Permanent University Fund.

With it, 3M has started a tradition of honoring its chief executive officers with an endowed chair in their names. Bert Cross, another former board chair at 3M and University alumnus, was also honored by having a chair established in his name, as was former chair William



L. McKnight. Both Heltzer and Cross are recipients of the Outstanding Achievement Award. In addition to the two chairs, 3M's gift includes a matching program in which the 3M Foundation will give \$3 for every \$1 contributed to the University by 3M employees, up to \$250,000.

## BRAIN POWER

**GRADUATE SCHOOL •** Few stop to think how humans are able, in a split second, to make sense of new scenes in their visual world. Cognitive scientist Irving Biederman does. He's spent fifteen years researching the mystery that is the end result of 5 million years of the brain's evolution. "When you go to the movies and you have a scene painted on your retina that you've never experienced before, your brain is interpreting it in a tenth of a second," says Biederman. "Of the infinity of possible meanings, very quickly your brain comes up with the correct interpretation. What we're researching is how the brain performs that miracle."

Biederman, a leader in his field and author of more than 50 publications, is the Fesler-Lampert Professor of Artificial Intelligence and Cognitive Science and is the director of the Image Understanding Laboratory in the psychology department. His vita is impressive. He was a visiting professor at the University of California in Santa Cruz, at Stanford University, and at the Hebrew University of Jerusalem. Twice he has been a Special Fellow for the National Institute of Health.

The Fesler-Lampert chair was funded by a \$1 million gift from the David R. Fesler family, made in memory

of Fesler's grandfathers, Bert Fesler and Jacob Lampert. The gift was matched by the Permanent University Fund. David Fesler is the former president of Liberty State Bank of St. Paul and an active volunteer and philanthropist. Bert Fesler served as a district court judge in Duluth, Minnesota, for more than 30 years. Jacob Lampert immigrated from Switzerland and started Lampert Yards, Inc., a retail lumber business. John K. Fesler, David's father, was the first president of the Greater University Fund, the predecessor to the University of Minnesota Foundation. Besides a long history of philanthropy, the Fesler and Lampert families have a strong tradition at the University. Elsie Lampert Fesler, David's mother, is an education graduate; Mae E. Lampert, Elsie's sister, attended the University; James W. Fesler, David's uncle, graduated from the University; and David and his brother John Lampert Fesler are both graduates of the Business School.

## A FIRST FOR MORRIS

**MORRIS CAMPUS •** The University of Minnesota, Morris, is establishing the Distinguished Professorship in the Liberal Arts, the first professorship in its 28-year history. Because student-faculty interaction in a cross-disciplinary setting is prized at the noted liberal arts school, the chair will encourage interdisciplinary activity by both faculty and students, research and creative work of undergraduates, and advocacy for the liberal arts. Funding the chair has itself been a building process for the campus.

Rather than having a single benefactor, up to 25 benefactors will be supporting the professorship with gifts matched by the Permanent University Fund.

## A FAMILY AFFAIR

**WASECA CAMPUS •** Edgar and Ethel Johnson and Everett R. and Ruth M. Johnson, all formerly associated with the E. F. Johnson Company of Waseca, made stock donations to the University of Minnesota, Waseca (UMW), through the Minnesota Campaign that will support two separate University programs. Edgar and Ethel Johnson's contribution will go toward a special projects endowment for student academic competition, faculty development, and business/industry experience for local faculty members. Everett and Ruth Johnson decided to create a scholarship endowment that will go to second-year students and will provide financial support for students who may have gone to UMW on a first-year scholarship, or who face more serious financial difficulties in their second year.

## RIDING HIGH

**WASECA CAMPUS •** While many donations to the University arrive in white envelopes through the mail, Larry and Virginia Coss's contribution was delivered in a trailer towed behind a pickup truck. The Cosses, of Cannon River Farms in Cannon Falls, Minnesota, donated three Arabian horses to the Light Horse Management Program at the University's Waseca campus, as well as funds to help support the program. Light horse training involves all

types of horses, except draft workhorses, and Waseca's program is one of three in the state. The total value of the Coss gift is just under \$100,000.

## GIVING WAYS

**CROOKSTON CAMPUS •** Faculty and staff giving at the University of Minnesota, Crookston (UMC), during the Minnesota Campaign averaged nearly \$1,000 per employee, according to campaign chair Wendell Johnson, associate professor of biology. More than 90 percent of all employees attended small group meetings to discuss the campaign and its priorities. The campaign was spearheaded by a group of employees from each area of the college and experiment station and coordinated by a faculty member. Approximately 150 of the 200 employees at UMC and the Northwest Experiment Station contributed to the campaign. Of the total, \$182,605 were matched gifts with \$50,000 in deferred gifts. More than 20 percent of the employees made more than one campaign gift.

## ISSUES AND ANSWERS

**CROOKSTON CAMPUS •** Money from the Minnesota Campaign funded a seminar series on rural America. The series was the first of many planned, which will bring noted speakers and quality programs to the campus and create a forum of discussion for UMC faculty and staff and for the community.

The series began in October 1986 with John Borchert, Regents' Professor of Geography at the Twin Cities campus, addressing "The



Changing Scene in Rural America."

## MAKING A DIFFERENCE

**CROOKSTON CAMPUS**  
• Funds raised during the faculty/staff campaign at the University of Minnesota, Crookston (UMC), were divided among three areas: 65 percent to support the Fund for Excellence in the college and experiment station; 25 percent to scholarship funds; and 10 percent to student or professional development programs. Through the campaign, UMC increased the number of scholarships it was able to give by 30 percent and the number of dollars by more than 40 percent.

## ROOM TO GROW

### UNIVERSITY ART

**MUSEUM** • The University Art Museum began a fund-raising drive for a new building in January to raise \$4 million, an amount that will be matched by the University to total \$8 million. The need for a new building is intense. Since it was founded in 1934, the collection of more than 11,000 pieces valued at several million dollars has outgrown the space it occupies in Northrop Auditorium. The Minnesota Campaign is helping the museum publicize its needs, and at the same time is producing some uplifting spin-offs, says director Lyndel King.

One of those spin-offs was a call from David Bay, a professor in the Institute of Technology who wants to exhibit a valuable collection of Chinese paintings and calligraphy if the new

museum is built.

The 200-piece collection of calligraphy and paintings mostly from the nineteenth and twentieth centuries represents three decades of collecting by David Bay's late father, Y. E. Bay.

## A FRIEND IN DEED

**UNIVERSITY ART MUSEUM** • Diners at the Campus Club on the fourth floor of Coffman Union, a private facility for University faculty, staff, and guests, have a firsthand look at Emily Abbott Nordfeldt's contribution to the University. Her husband, B.J.O. Nordfeldt, was a Swedish-born American painter of abstract paintings of the sea, birds, and fish. Emily Abbott Nordfeldt has been a longtime financial supporter of the University Art Museum and has contrib-

uted many of her husband's paintings, including *The Green Hills* and *The Green Woods* at the Campus Club, to the museum. During the Minnesota Campaign, she donated \$100,000 to the University Art Museum. While her financial donations have helped improve the museum's collection over the years, her moral support has been "unwavering," says museum director Lyndel King. "Knowing that she is there and believes in the museum has particularly helped us on the road to getting a new art museum. She has probably written to every president since she left [the University]."

Nordfeldt received a B.A. degree from the College of Liberal Arts in 1925, and a year later received a master's degree in French.

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THE McKNIGHT Foundation's \$10 million gift to the University in support of Commitment to Focus, made during the Minnesota Campaign, was the largest unrestricted gift ever received by the University.

THE MINNESOTA CAMPAIGN was the largest and most comprehensive fund-raising campaign in University history. Nationally, the campaign

was the largest fund-raising drive announced—and successfully completed—by a public university in a three-year time period.

IN JUNE 1985, the Minnesota legislature released the Permanent University Fund (PUF) totaling \$65 million to the University of Minnesota with the stipulation that the funds be used to match private gifts of \$250,000 or more that created endowed faculty positions. Permanent University Funds released to match contributions totaled

\$60,099,489 at the end of the campaign, and interest earned on the fund itself increased the fund to \$85 million. The annual income generated by the campaign gift endowments, and the associated investment of the PUF that will be distributed throughout the University to support chairholders in teaching and research efforts, is anticipated to reach between \$7.7 million and \$8.8 million.

DURING THE three-year Minnesota Campaign, more than 400 volunteers assisted with the cultivation and solicitation of donors.

THE MINNESOTA Campaign raised funds to endow 127 new faculty chairs, each with endowments of \$500,000 to \$2 million. Funding is under way or nearly completed for fourteen additional endowed academic positions. In addition, two of the seventeen endowed positions established prior to the campaign received additional funding or were upgraded.

MORE THAN 180,000 gifts and pledges from alumni and friends were made to the University between January 1, 1985, and June 30, 1988. The Minnesota Campaign included all current gifts and pledges, campaign contributions, matching dollars from the Permanent University Fund, and corporate and foundation gifts and research grant funds.

IN SUPPORT OF stronger linkages between statewide college systems, the Bush Foundation has given a \$150,000 grant to a program in the Office of Educational Development Programs called Regional Collaboration in Faculty Development. Geared toward the improvement of undergraduate education, the program links together 60 private and public colleges and universities throughout Minnesota and the Dakotas.

IT IS, AS WILLIAM "Jerry" Shepherd puts it, appropriate that "congratulations go to the faculty and staff." Efforts to raise money from the faculty and staff during the Minnesota Campaign tallied \$11.3 million—nearly four times the goal of \$3 million. "I guess



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the belief of the faculty and staff was even greater than we expected," says Shepherd, committee chair, who was impressed by the strong support for scholarships, which make the University accessible to students who otherwise are unable to attend.

**THE BUSH FOUNDATION** has given \$450,000 to the University's State and Regional Research Center, which is sponsored by the department of agricultural and applied economics, the geography department, and the Hubert H. Humphrey Institute of Public Affairs.

A \$1.5 MILLION GIFT to the Minnesota Campaign from the Alliss Educational Foundation will fund nearly 300 graduate fellowships and more than 600 undergraduate scholarships. Sophomores who received Merit Scholarships in their freshman year are eligible for the up to \$1,000 scholarships, while students holding graduate fellowships in highly ranked, competitive fields are eligible for a year's tuition. The foundation, established by Charles and Ellora Alliss in 1958 as a trust for the furtherance of the education of young people," grants scholarships to universities, colleges, and secondary schools in Minnesota.

**CHOOSING TO SUPPORT** the University's Commitment to Focus plan, the Charles K. Blandin Foundation contributed gifts totaling \$1 million to the University of Minnesota, Duluth, the North Central Experiment Station, and the Gray Freshwater Biological Institute. The money will be used for a range of projects including marketing assistance to help create jobs and revenue in northeastern Minnesota, research dealing with a variety of microbes that are genetically selected to neutralize pollution, and a study of marketing crops and tourism.

**DURING THE** three-year annual giving campaign called Telepledge for Excellence at Minnesota (TEAM), callers dialed the phone to talk with alumni and donors 985,087 times, with no sign of finger fatigue. They reached 301,407 individuals and received

pledges totaling \$4,905,900 from 134,137 people.

**LONGTIME UNIVERSITY** supporter Carlyle E. Anderson has added at least \$196,000 to the Carlyle E. Anderson foundation fund during the Minnesota Campaign. The nearly \$220,000 Anderson has given to the

University since the University of Minnesota Foundation was established in 1963 has been in the form of unrestricted gifts, which are particularly useful for priority projects. Anderson, '32, the first president of the University Foundation and a founding member of the Trustees Society and Presidents Club, is president of Wyck-off-Anderson.



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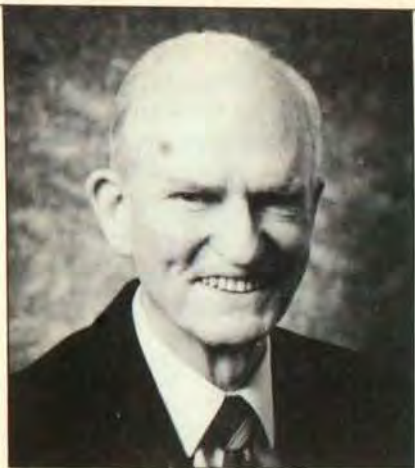
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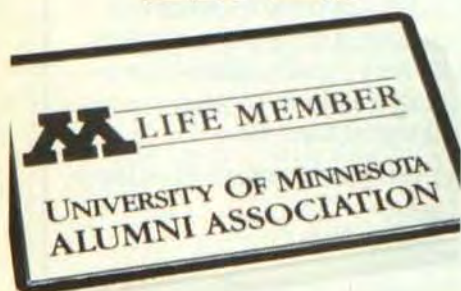
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# There's Just One "U"

IT WAS SEPTEMBER OF 1986 when Marilyn Carlson Nelson, Russell M. Bennett, Stephen Roszell, Margaret Carlson, and I got together to discuss a suitable celebration to close the Minnesota Campaign. We explored a variety of opportunities and determined that a week-long celebration would be an effective and appropriate tribute. When asked, I willingly agreed to serve as chair for the week. With the help of about 60 friends of the University to serve as the Just One U Committee, we set to work.

As we contemplated various ideas for the week, we thought it could be more than just a celebration to close the campaign. The campaign even became an understated priority. We determined that we were presented with an opportunity to celebrate the University as a whole, opening the doors to allow people to touch, feel, explore, and be a part of this great institution. This theme allowed the celebration to give ownership to the entire state of Minnesota.

Our first mission was to establish a headline event. Since 1988 was an election year, we had an opportunity to be a part of the process in a significant way: hosting a League of Women Voters presidential debate. We contacted Joan Higgenbotham, president of the state league, and other local leaders of the league. We also enlisted the talents of events consultant Paul Ridgeway and his staff and the support of the governor, both senators, and all eight congresspersons to endorse our request. After being one of 36 cities to initially apply for a debate, we advanced through the selection process to become one of the four host cities.

We were on our way.

We then contacted the officials of the Metrodome and received permission to use their facility for a gala Minnesota Variety Show.

Our next goal was to obtain faculty leaders' endorsement and involve them in the development process. With their sensitive input, we strengthened the overall plan for the week with substantive academic priorities.

Our overriding goal was to make this week self-supporting. We hoped to generate many dollars from the Metrodome event, from corporate sponsorship, and from the sales of novelty and apparel items. The greatest demonstration of allegiance in response to this challenge came from Jim Swenson, a devoted alumnus and good friend. Jim spent more than 500 hours painting a collage of University life, enlisted donations for printing, and dedicated limited-edition copies to our event.

All was progressing on schedule when we faced the challenges of early 1988 at the University. In response to the issues raised by these events, we critically assessed our project.

The new situation called for altering the focus of the celebration. Now, more than ever, we needed an event to highlight the University and celebrate the positives for which it should be proud. We knew that this event could play a major role in promoting the healing and communication desperately needed for the University. We modified our scope, abandoned the Metrodome event, and significantly pared the celebration, positioning it as an embellishment of homecoming. What remains is a



President Chip Glaser, '75, is president of K. Charles Development Corporation.

vibrant, exciting week dedicated to the University, its people, and its pride. We are celebrating the centennial of many individual colleges while celebrating the successes of many alumni, faculty, and friends. We will also celebrate the conclusion of the Minnesota Campaign, and its success in exceeding its goal by more than 20 percent, even though it was completed under the most trying of circumstances.

The League of Women Voters debate is still the leading event, and now that the candidates have been identified, the schedule is solidified even more. We will also feature our own distinguished faculty as well as such highly recognized speakers as C. Everett Koop, Stewart Udall, Paul and Anne Ehrlich, Bobby Knight, and others.

This entire week has been directed by the Minnesota Alumni Association (MAA). All of the volunteer members of the committee are members of the MAA; all staff leadership and support have come from Margaret Carlson, Susan Casey, and the MAA staff.

It's an honor to serve as the chair of this event in the same year as serving as president of the MAA. This event corresponds directly with the primary goals of the MAA for 1988 and 1989: celebration, communication, outreach, and healing.

We hope you'll take full advantage of this great week. It's one you'll never forget.

Remember, There's Just One "U."

*By Chip Glaser*



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## A Stake in the Future

IN 1958, THE MEDICAL SCHOOL had a fund-raising drive for a biomedical library in Diehl Hall. Neal L. Gault, a young faculty member who was making \$8,000 per year, consulted with his wife, Sarah, and then pledged \$1,000. "That was a lot of money back then," recalls Gault. Every year since that first gift, the Gaults have reached deep into their pockets for a gift to the University, even if it meant doing without some things they really wanted. "My wife and I felt that we shouldn't buy anything for which we couldn't pay cash, except a house and maybe a car, so we did without a lot of things. How I wanted a record player during the years after we were married, but we couldn't get one because we needed a washing machine, a dryer, a refrigerator, and our pledge to the University."

When the University launched its capital campaign in 1985, Gault, who served as dean of the Medical School from 1972 to 1984, was the first to step to the line with his pledge, joining more than 6,800 other faculty and staff members who pledged \$11.3 million to the Minnesota Campaign.

According to Jerry Shepherd, general chair of the faculty-staff drive and former vice president of academic affairs, "When we originally established a goal, we looked at Ohio State, Michigan, Illinois, and Texas because they were in the middle of or had recently completed their capital campaigns. Based on their experiences, we set \$3 million as a legitimate challenge for Minnesota. But we nearly quadrupled that goal."

What inspired this phenomenal success? According to Gault, who chaired the Medical School campaign, "I think President Kenneth Keller's vision and energy were largely responsible for the fund-raising momentum and results. He made this campaign a priority of his

presidency, and he agreed to match every faculty-staff gift, dollar for dollar. Now that motivated everyone to think about giving, and the result was \$22.6 million with the match, for things the faculty and staff thought were important."

Stephen W. Roszell, associate vice president of alumni and development, further credits a grass-roots network of University colleagues who solicited their fellow employees on a one-to-one basis and through direct mail.

A hallmark of the solicitation was the ability to designate the use for the gift. "As much as people would like to believe that there is a lot of fat in University budgets, there really isn't," says Roszell. "The faculty and staff, who are the first to know about depleted scholarship funds, marginal equipment funds, and deficiencies in the libraries, were able to make an immediate and profound difference on something that was very close to them."

Gault used the campaign to establish an endowment fund to subsidize medical students who wish to conduct research or provide medical service in a foreign country.

"I targeted my gift for the Harold W. Chase Memorial Fellowship in Public Law," says W. Phillips Shively, professor of political science. "Chase was a former member of the political science department, and we loved and admired him." Shively, a first-time donor, says he never thought of him-



Margaret Sughrue Carlson is executive director of the alumni association.

self as a donor. "No one had ever asked me. I had given small gifts to memorial funds for colleagues, but I just thought my role was teaching and research and that other people should give to the University. I have a different feeling now... more of a sense of ownership."

Not only did the faculty and staff not envision themselves as donors, they didn't think of themselves as solicitors either. Says volunteer Marilyn Gorlin, "I

was reluctant to ask my fellow civil service workers for a contribution. Many of them had not had a decent raise in recent years, and many of them are doing more for the University than the University is doing for them. But I was 100 percent wrong. People love the University, they have a stake in it, and they wanted to give."

While some faculty and staff had been donating to the University for years, for the vast majority the Minnesota Campaign was the first organized opportunity for them to buy stock in their "company," to invest in its future growth.

As early donors to the University, Drs. Neal and Sarah Gault say they have derived happiness that can come only from sharing what you have with others. They got that record player, but they also pledged and gave more than \$125,000 over 30 years to the University. They agreed to share the extent of their giving so that they might "motivate others to give every year."

*By Margaret Sughrue Carlson*



# When Support Counts the Most

**M**Y LAST FEW MONTHS as interim president have given me far more cause for optimism than pessimism. The University presidency is more demanding than I anticipated, even after several years of working closely with the president—it's also more rewarding. It's a unique opportunity, and I want to share, as best I can, the sense of perspective I am developing as I confront the real and apparent paradoxes of the good news and the bad.

The year's most obvious good news is the Minnesota Campaign. We set out to raise \$300 million and to establish 100 new endowed chairs in three years. In 1985 that was the most ambitious three-year campaign in the history of American public higher education. Now it's the most successful campaign in that history, good news beyond our expectations, but good news that lacks perspective if we think of capital campaigns only as some sort of contest with other public universities. That's not what the Minnesota Campaign was about—tempting as the benchmark comparisons are.

The importance of the campaign's good news is the reason this issue of *Minnesota* is being sent to all alumni, not just the members of the Minnesota Alumni Association. We have something important to celebrate, and we want to share that celebration with our important stakeholders.

The Minnesota Campaign is significant because it is a fundamental cause for optimism that the University of Minnesota is on its way to improvements that will make a genuine difference. We started with a plan, one that had enough legislative support to lead into a legislative challenge: "Take this plan to the private sector with the matching incentive of the Permanent University Fund, and demonstrate that

the public-private partnership is more than words." We did that. We built the Minnesota Campaign directly on the foundation of academic planning, and we disciplined ourselves to match fund-raising efforts to academic priorities. We turned down gifts that would have undercut those priorities, and we found unprecedented support for our top priorities.

Through this same period, the University's legislative requests have also been built directly on academic planning, and one of my major responsibilities has been to make sure we continue that discipline in the legislative proposals we are developing for the 1989 session. The Board of Regents' continuing support of the *Academic Priorities* plan for the Twin Cities campus and its current review of the plans for the other four campuses are making that discipline possible, and that is a key reason behind my basic optimism. The legislature in 1989 will still need to know that we mean business, and my role gives me the direct access to the actual planning and its implementation that convinces me that we can prove it.

My role has also given me access to the Minnesota public. I've participated in town meeting visits to eighteen Minnesota communities. I've heard complaints, worries, and frustrating interpretations of what's going on at the University. I've found new appreciation for the meaning of "lightning rod." I've also found magnificent loyalty and



**Richard J. Sauer**  
is interim president of the  
University of Minnesota.

support.

When they are put into perspective, the problems of the past few months are not threats to the University's future. Seeing them reported is not a pretty sight, but that they can be confronted and acted upon without throwing the University off course is a sign of strength. Less healthy and less important institutions could be destroyed by controversies, but not this University. It is too

important to its stakeholders for them to let that happen, and those stakeholders' willingness to get involved has been a major source of encouragement I've drawn from community visits.

Members of the alumni association of our five campuses have been key participants in those community visits, and I've seen firsthand how alumni activism affects the quality of the dialogue and the effects the dialogue can produce. Individual-to-institutional relationships are always important, but organized activism carries special clout. We have five alumni associations of far more potential power for positive change than we are now using, and now, more than ever, those associations can channel individual efforts into a concerted force for the improvements that are on the horizon.

If this sounds like a pitch to join, that's exactly what it is. I've met with hundreds of people who really care, and I know that members can make a difference. It's worth the effort. ◀

*By Richard J. Sauer*





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