



# NEWS

MAY 2003  
ISSUE 4

About the Campaign  
to Advance  
Our Great University



## New Discoveries. Fresh Ideas. Bold Innovations.

These are the hallmarks of a top-notch university like Iowa.



**That's why increased support for research, special programs, and new initiatives is a primary goal of Good. Better. Best. Iowa: The Campaign to Advance Our Great University.**

When the UI brings talented students and exceptional faculty together to work in state-of-the-art learning environments, imagination and inquiry take root across campus. For those ideas to grow into new ways of learning, serving, and investigating, they need sustenance and invigoration.

Answering this crucial call, many of the University's committed alumni and friends are coming together to support programming and research priorities within the campaign. These individuals and organizations give the UI's faculty, students, and staff the chance to advance their finest ideas to their fullest potential. Many more such contributors are needed for areas throughout the University.

**Here is a brief sampling of how private support for the comprehensive campaign is helping the UI in its constant quest for new ways to explore the world:**

**Creating new academic programming:** With their gifts, Edgar Strause (1950 B.A.) of Columbus, Ohio, and University of Iowa head football coach Kirk Ferentz and his wife, Mary, are among the first to give \$100,000 to establish named, endowed Excellence and Innovation Funds in the College of Liberal Arts and Sciences. These funds—a top priority for Dean Linda Maxson—provide “seed money” for promising new programming ideas among the college's numerous departments. The dean will make the awards to fund innovative ideas on a competitive basis.



Campaign support reaches far beyond the UI campus. With the help of a recent W.M. Keck Foundation gift, for example, the promise of a cleaner environment comes through the study of trees—like the black poplar/cottonwoods pictured above—and their ability to clean contaminated soils, sediments, and groundwater.

**Healing people and their environment:** A \$2 million gift from the W. M. Keck Foundation of Los Angeles teams researchers studying cystic fibrosis in the UI Roy J. and Lucille A. Carver College of Medicine with University of Hawaii researchers studying chronic bacterial infections in bobtail squid. Investigators hope the work will lead to new drugs to fight disease in humans.

A separate gift from the W. M. Keck Foundation is helping the UI fight pollution. The \$750,000 gift to the College of Engineering is enabling the college to advance its work on the use of plants to clean contaminated soils, groundwater, and sediments.

**Bringing the arts to Iowa:** Janice and Herb Wilson of Coralville are advancing Hancher Auditorium's educational programming—which provides arts exposure and education to more than 20,000 students across Iowa each year—by giving \$1 million to establish the endowed Janice A. and Herbert A. Wilson Arts Education Fund. The Wilsons are co-chairs of the Hancher portion of the comprehensive campaign.

Through The Levitt Foundation, Richard “Dick” Levitt (1952 B.A., 1954 J.D.) and Jeanne Levitt (1952 B.A.) of Minneapolis have committed \$1 million to the UI Museum of Art for endowed funding for special exhibitions. The gift includes a \$500,000 challenge grant designed to encourage an equal amount in funding from other museum contributors—bringing the total special-exhibitions endowment to \$1.5 million.

Giving, helping, empowering: It all leads to imagining, investigating, and inspiring—in turn creating true UI excellence in educating, researching, and serving.

## Campaign Kickoff,

# Year Later

By Stephen T. Sanders  
Vice President  
Development Programs  
UI Foundation

On June 8, 2002, The University of Iowa and the UI Foundation announced the public phase of the largest fund-raising campaign in Iowa history—a seven-year effort that, when completed, will yield lasting benefits for students, faculty, staff, and the state and society we serve.

Today, with more than \$600 million in gift commitments received, we're pleased with our progress but also very focused on how far we have to go. Although we expect to exceed the campaign goal of \$850 million by the end of 2005, a primary objective is to fund these featured campaign priorities:

- 1 **Support for faculty (\$101 million yet to be raised):** The UI aspires to create a minimum of 100 new endowed faculty positions during the course of the campaign; endowment to support a minimum of 30 faculty positions is still needed.
- 2 **Support for students (\$39 million yet to be raised):** One objective in this area is to create 100 new endowed Presidential Scholarships; we're more  
*(continued on back)*



And it all comes back to you.

# Briefly

Gift Highlights

• Campaign gifts from contributors like you helped the **UI Foundation** register its most productive year ever in 2002, with record numbers of outright gifts, pledges, and contributors, as well as the highest total fund-raising productivity in the Foundation's 46-year history. In 2002, outright gifts to the Foundation totaled \$67.5 million, a 4.2 percent increase over 2001. Future commitments, including pledges to be paid in future years, wills, and trusts totaled more than \$101 million, 70.3 percent more than those recorded in 2001. When outright gifts and future commitments are combined, the Foundation's total fund-raising productivity in 2002 reached nearly \$169 million, approximately 36 percent above the total Foundation productivity recorded in 2001. Nearly 61,000 contributors made more than 105,000 gifts to the Foundation.

• Gary C. Fethke (1964 B.A., 1968 Ph.D.), professor of management sciences and economics and dean of the UI's **Henry B. Tippie College of Business**, has been named the first **Leonard A. Hadley Professor of Leadership**. The Hadley Professorship was established in 2002 with a \$725,000 gift commitment from former Maytag Corporation chairman and CEO Leonard A. Hadley (1958 B.S.C.) of Cedar Rapids. Hadley's career with Maytag, based in Newton, Iowa, spanned more than 40 years. He is a member of the UI Foundation Board of Directors, the Tippie College's Board of Visitors, and The Presidents Club.



Leonard A. Hadley

• **Gazette Communications** of Cedar Rapids has pledged \$100,000 to support construction of the UI's **Philip D. Adler Journalism and Mass Communication Building**, named for the late Philip D. Adler (1926 B.A.), who had a long and influential career as a newspaper publisher. In recognition of the gift, the UI College of Liberal Arts and Sciences, which includes the School of Journalism and Mass Communication, will name the facility's student-organizations office suite and a student commons in the building for the company. Gazette Communications is a family-owned multimedia company that publishes *The Gazette*, as well as several specialty publications, and owns Cedar Rapids-based KCRG television and radio stations.

• A UI graduate has given \$50,000 to benefit the **Women in Science and Engineering (WISE)** program. The gift from Eunice Schuytema Beam (1956 Ph.D.) of Naples, Florida, establishes the **Dr. Eunice Schuytema Beam WISE Travel Grant Program**. The program awards funds to women graduate students for the purpose of presenting their work at meetings, symposia, conferences, or other professional gatherings. WISE cooperates with science, mathematics, engineering, and technology programs at the UI to increase the participation and



Dr. Eunice Schuytema Beam

advancement of women as students, faculty, and professional staff.

## Campaign/ One Year Later

(continued from front)

than halfway toward this important goal, but endowment is still needed for nearly 50 Presidential Scholarships.

- 3 **Support for facilities** (\$50 million yet to be raised): Gifts are needed to complete the funding for the new School of Art and Art History Building; the Pomerantz Center (UI career services and other programs); the addition to the Dey House, home of the Iowa Writers' Workshop; the Philip D. Adler Journalism and Mass Communication Building; restoration of Old Capitol; renovation of the UI President's Residence; and other facilities.

- 4 **Support for research, programs, and new initiatives** (\$201 million goal achieved): Although we've reached our overall dollar goal in this area, campaign priorities remain in many key programs, from the UI Libraries to biomedical research.

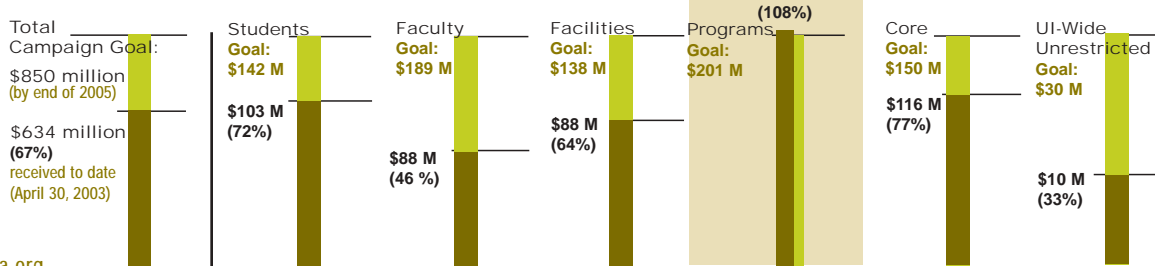
It's one year past public launch, and private gifts have already had an enormous impact on The University of Iowa. Private philanthropy will remain vital in the final three years of the campaign for the University. Please contact me at (800) 648-6973 or [steve-sanders@uiowa.edu](mailto:steve-sanders@uiowa.edu) if you'd like more information on supporting the campaign, or visit our web site at [www.GoodBetterBestIowa.org](http://www.GoodBetterBestIowa.org).

## For more information, contact:

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## Campaign funds received to date

Monthly updates on campaign progress are available at: [www.GoodBetterBestIowa.org](http://www.GoodBetterBestIowa.org)



• Iowa natives Lloyd J. Palmer (1949 B.S.C.) and Thelma W. Palmer of Burr Ridge, Illinois, have made a \$50,000 gift to increase the **Hancher Auditorium Endowment**, which supports Hancher performances, educational programming, commissions, and the maintenance and enhancement of its facility. The Palmers, active supporters of the University for more than 30 years, are members of The Presidents Club and have been longtime contributors to Hancher and many other UI programs, including Old Capitol, the Museum of Natural History, the Museum of Art, and the Henry B. Tippie College of Business, where they established the Lloyd J. and Thelma W. Palmer Faculty Fellowship Fund with a gift of \$1 million in 1999.

• UI graduate Arlene Kitching French (1929 B.A.) has left a posthumous gift of nearly \$1.2 million to establish the **Arlene K. French Memorial Fund** in support of the University Libraries. Sixty percent of the French gift will support the UI's **Main Library** with the remaining 40 percent used to support the **Biological Sciences Library**. Born and raised on a farm near Creston, Iowa, French made her career in biological science and worked extensively in cancer research at the Rockefeller Institute before relocating to San Francisco. A long-standing member of The Presidents Club and a UI supporter with gifts dating back more than 40 years, French died in 2001.

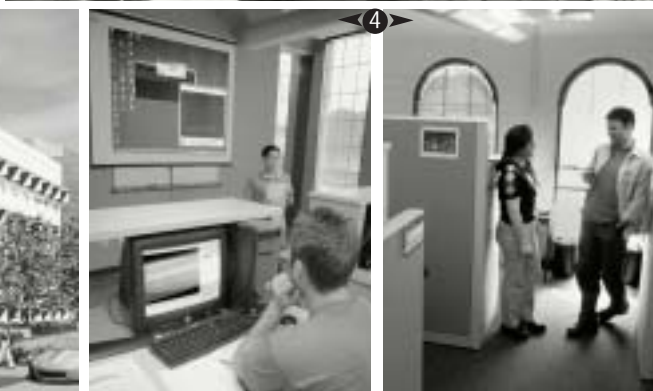
# NEW FACILITIES

## Campus-Wide Advancement



3 Dedication took place on May 9 for the new **Medical Education and Research Facility (MERF)**. Part of the \$125 million health sciences campus project, MERF was funded through a partnership between the state of Iowa, the University, and private contributions to the UI's comprehensive campaign. MERF houses the UI Roy J. and Lucille A. Carver College of Medicine's clinical training, medical education and computer learning centers, small-group learning facilities, study areas, an auditorium, all part of the Sahai Medical Education Center; and the Roland and Ruby Holden Cancer Research Laboratories. Also on May 9, ground was broken for the Carver Biomedical Research Building, slated for completion in 2007.

4 May 10 marked the dedication of the **C. Maxwell Stanley Hydraulics Laboratory**. The long-awaited building renovation offers staff and students beautiful and functional offices, a modern conference room and classroom, and a fluids laboratory. The facility is named for University of Iowa graduate Max Stanley (1926 B.S.E.), Engineering; 1930 M.S., Hydraulics), in recognition of his generous gifts and the gifts contributed in his memory from family, professional colleagues, and friends.



1 Groundbreaking is planned soon for the **Pomerantz Center**, which will house several career-related services and University offices, including the Admission Visitors Center, Marvin A. and Rose Lee Pomerantz Career Center, Academic Advising Center, MBA Career Services, the Executive MBA Program, and the Alumni Career Information Network. Located one block north of the Pentacrest, the building is named for 1952 UI business graduate Marvin A. Pomerantz and Rose Lee Pomerantz of Des Moines, in recognition of their \$10 million gift to support the new facility.

2 Groundbreaking for the **Glenn Schaeffer Library**, the \$2.4 million addition to Dey House, took place May 2. The addition will more than double the current facilities of the Writers' Workshop and result in more classrooms, offices, and a library and archive. The addition is named for Writers' Workshop graduate Glenn Schaeffer (1977 M.F.A.), whose \$1 million gift will provide substantial funding for the expansion. The project is scheduled for completion by July 2004.



Glenn Schaeffer

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About the Campaign  
to Advance Our Great University

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