



Leadership

INSIDE:



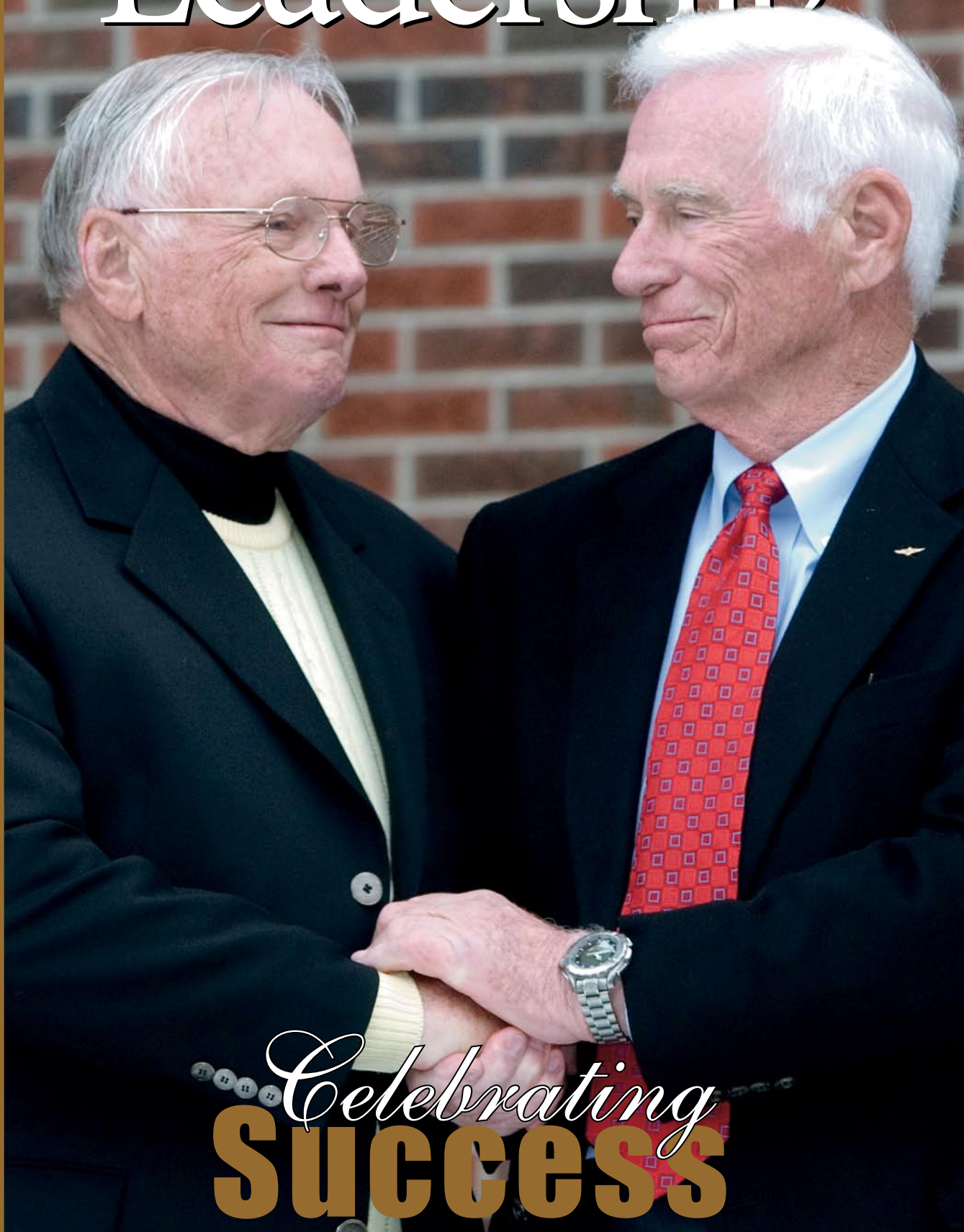
Homecoming
is action-packed

John Hicks
A man of
his word

Science Bound
First class of
students arrives
on campus

Athletics
campaign
kicks off

**President's
Council news**
and events



Celebrating
SUCCESS

Purdue dedicates Neil Armstrong Hall of Engineering



These celebrations and successes are evidence of the upward course on which Purdue continues to climb.

Leadership Magazine

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

As always, we welcome your feedback, questions, suggestions, and comments. Please e-mail them to pc@purdue.edu or call (800) 213-9279 or (765) 496-2640.

Countless possibilities lie ahead for University

My first semester at Purdue was certainly an exciting one. The numerous fall events highlighted the entire University community's commitment to excellence, and especially the generosity and vision of the President's Council. During Homecoming weekend, we dedicated the Neil Armstrong Hall of Engineering, a one-of-a-kind facility that provides state-of-the-art space for many of Purdue's engineering programs while also celebrating the University's enduring place in space history. As an astrophysicist, I found this event particularly meaningful.

Also in the fall, I marveled at the enthusiasm and passion of President's Council members as they returned to campus for our Annual Weekend to attend Back to Class sessions, the Annual Dinner, and pregame activities. Purdue fellowship and pride were visible everywhere that weekend. This issue of *Leadership* highlights these and the many other events and activities in which PC members have taken part.

These celebrations and successes are evidence of the upward course on which Purdue continues to climb. With the vision of expanding on this success and increasing the University's ability to serve its many constituents, I have begun the process of creating a new strategic plan for Purdue. As I evaluate the University's priorities and build a plan for its future, I am seeking input from the entire Purdue family, including, of course, that of the President's Council. I will share these ideas with the University's Board of Trustees in the spring. I am excited about the vast possibilities that lie ahead for Purdue, about hearing your ideas as we move forward together. I always welcome your comments via my Web page: www.purdue.edu/president/contact.

Central to my strategic vision for the University will be student success and the student experience. I believe the backbone of any first-class institution of higher education is providing opportunities for every student regardless of financial concerns. Once on campus, the University environment must be one that prepares these young minds for the challenges of the 21st century.

In closing, I would like to express above all else my gratitude to you, our most loyal and visionary supporters. Not only have you created a warm and welcoming environment for me and Chris, but you also have enveloped us in the true Boiler pride and spirit. Thank you again for your support and friendship.

Hail Purdue!



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LEADERSHIP

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ABOVE: Dan Campbell, drum major with the Purdue "All American" Marching Band, struts his stuff during a home football game at Ross-Ade Stadium. The son of President's Council members Kevin and Sue Campbell, of Mishawaka, Dan is a senior majoring in education.

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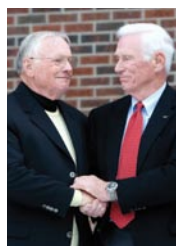
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ON THE COVER:

Neil Armstrong and Gene Cernan, the first and last men on the moon, respectively, shake hands following the dedication of the Neil Armstrong Hall of Engineering on October 27. In addition to both being NASA astronauts, each man earned an engineering degree from Purdue.

Photo by Mark Simons

CELEBRATING



SUCCESSSES

Homecoming 2007 draws astronauts, dignitaries, entertainers, and national attention.

An action-packed, star-studded Homecoming last October topped off an already memorable 2007 at Purdue University. Thousands witnessed the reunion of 16 Purdue astronauts during the dedication of the Neil Armstrong Hall of Engineering on October 27 and listened intently as Neil himself took the stage to address the crowd. And, thanks to a live Webcast and media attention far and wide, the event was made available to thousands more.

Ground was broken on one building, two new buildings were dedicated, and four were celebrated for reaching their fundraising goals — all for a total of \$153 million.

The Dalai Lama visited campus, delivering an inspirational message at Elliott Hall of Music, and Krannert School of Management marked its 50th year at Purdue with alumni panels and special speakers. The College of Science continued its 100-year celebration by bringing to campus the stars of the Discovery Channel's show *Mythbusters*, and Purdue President and First Gentleman France A. Córdova and Chris Foster made their inaugural Homecoming walk to the football game at Ross-Ade Stadium, leading the band, twirling team, and alumni.

There, they found the stands packed with fans who watched quarterback Curtis Painter lead his team to a 35-17 homecoming victory over Northwestern and 500 Purdue "All-American" Marching Band alumni who returned to the field to celebrate the 100th anniversary of the Block P formation by creating the world's largest Block P.

Homecoming 2007 was truly an event for the ages.

BY HEATHER PFLUG



The highly anticipated dedication of the \$53.2 million Neil Armstrong Hall of Engineering was held on Homecoming morning in front of thousands of spectators. Sixteen Purdue astronauts, many of them pictured here, returned to campus for the event. (See complete story, page 14)

CELEBRATING SUCCESSES



From left, Purdue President France A. Córdoba; Dennis Savaiano, dean of the College of Consumer and Family Sciences; Ray Kavanaugh, head of the Department of Hospitality and Tourism Management; and Steve Bauman, Marriott International vice president of talent acquisition and human resource research, stand beside a time capsule that was part of a celebration of the future Marriott Hall. The time capsule was filled with memorabilia from student organizations, directors, and donors and will be opened in 2028 when the College of Consumer and Family Sciences reaches its 100th anniversary. The J. Willard and Alice S. Marriott Foundation made the \$4 million lead gift to construct the \$12 million state-of-the-art facility that will house the top-ranked Department of Hospitality and Tourism Management.



Scott and Nikki Niswonger react as Purdue President France A. Córdoba presents them with the prestigious Crystal Boilermaker in appreciation of their \$4.6 million gift for the new Niswonger Aviation Technology Building. The \$6.6 million facility will be built at the Purdue University Airport and is expected to be complete in the fall of 2009. Scott Niswonger, who graduated from Purdue's aviation technology program in 1968, credited retired Purdue Professor Charles Holleman for his success. "This wouldn't be possible without him. He convinced me to stick with it and work hard."



Mary Hockmeyer, Purdue President France A. Córdoba, and Wayne T. Hockmeyer pose with the shovels used in the October 19 groundbreaking of the structural biology building named for them. The Hockmeyers gave \$5.3 million toward the construction of the \$30 million, 65,690-square-foot building.



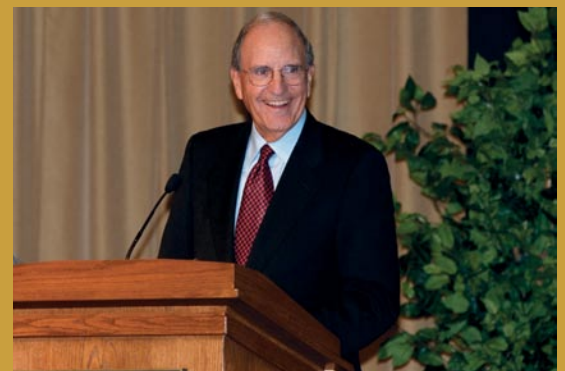
Sally (center) and Bill Hanley accept a shovel as a token of the impending construction of Hanley Hall, for which they provided the lead gift of \$3 million. The new \$11.5 million facility will house the Human Development Institute, which will include programs and centers from the College of Consumer and Family Sciences and the Purdue Center for Aging and the Life Course. The Lilly Endowment also contributed toward the building of the institute, giving \$1.5 million.



President's Council member Steven Gloyeske (L-R); Leah Jamieson, the John A. Edwardson Dean of Engineering; Catherine Gatewood; and Roger Gatewood gather for a photo following a celebration for the Gatewood Wing addition to the Mechanical Engineering Building. It was announced during the October 25 event that fundraising for the \$33 million state-of-the-art facility is complete. Gatewood, BS, mechanical engineering, '68, provided the lead gift for the building, including funding to make it a certified "green" facility, the first on the Purdue campus. "With this gift, I was able to be more involved in the University than I had been in many years," Gatewood shared during the celebration.



Glendia Beck addresses the audience during the October 31 dedication of the Beck Agricultural Center as her husband, Sonny, listens. The Beck family, who owns Beck's Hybrids, provided the lead gift for the building. (See complete story, page 20.)



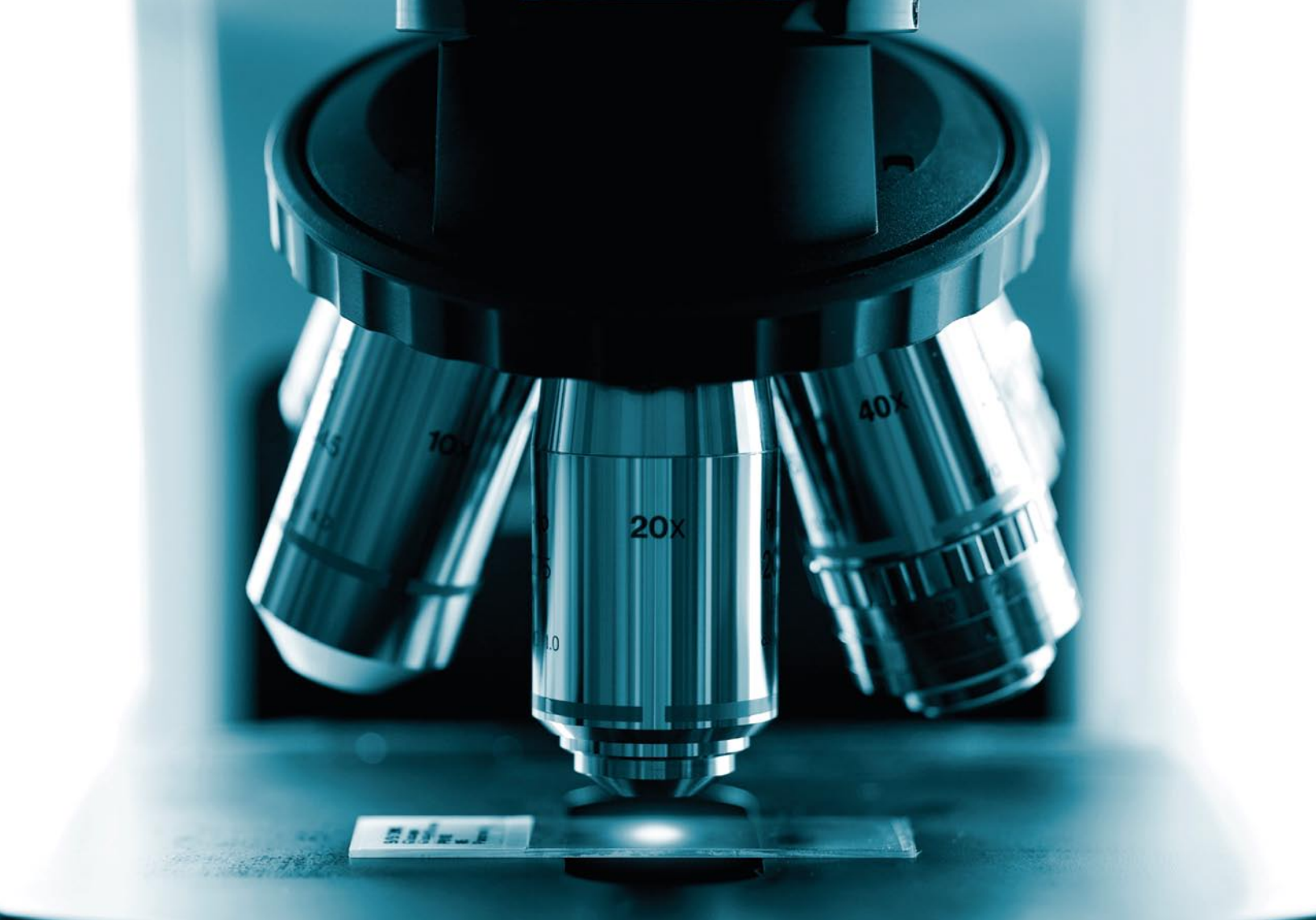
The week of Homecoming, Krannert School of Management celebrated 50 years on the Purdue campus with alumni panels, musical activities, and speakers, including former U.S. Senator George Mitchell (pictured). Mitchell, who represented Maine for 14 years, has remained active in international politics since his retirement in 1995. He has been in the news recently for his role in the investigation of steroid use in major league baseball.



Five hundred Purdue "All-American" Marching Band alumni returned for Homecoming on October 27 to celebrate the 100th anniversary of the Block P formation and to help create the world's largest Block P on the Ross-Ade gridiron at halftime of the Northwestern game.



Purdue President France A. Córdoba tries her hand at twirling with the Girl in Black Tierney Brown's baton during Homecoming festivities. First Gentleman Chris Foster and Golden Girl Meghan Lamontagne (far right) look on as Córdoba leads the twirling team, band, and alumni to the stadium for the kickoff of the Homecoming game against Northwestern. The Boilermakers defeated the Wildcats 35-17.



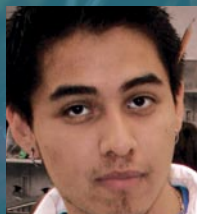
Serious about Science

Untold professional opportunities await Science Bound graduates



Transition, next, to young adult;
My future to unfold.
The time had come to practice all
That I'd been taught and told.
More times than not I found them true.
The key was goals and action;
To not give up. To try again.
Maintain a forward traction.

— "Success," Sylvia Henderson



As they dig for artifacts near the old Wea Ridge Schoolhouse, study the complex engineering behind a 300,000-gallon pool, or observe pig surgeries in Purdue's Small Animal Clinic, students in the Science Bound program apply classroom ideas to real-life opportunities.

And now, for the first time since the founding of the program in 2002, 27 Science Bound graduates have matriculated to Purdue University.

Experiences = scholarships

Science Bound is simultaneously a college prep program and a scholarship opportunity for students from under-represented socioeconomic groups in Indianapolis. Conceived by Purdue President Emeritus Martin C. Jischke and Purdue devotee Bob Bowen, BSCE '62, the program provides eighth- through twelfth-graders with after-school, weekend, and summer enrichment activities funded by Indianapolis businesses.

Ultimately, their experiences pay off with college dollars; youngsters who successfully complete the program and are accepted to Purdue University receive an eight-semester scholarship to study science-related careers.

Opportunity meets preparation

"Science Bound is one of the finest programs in the country," says Indianapolis Public Schools Superintendent Eugene White. "Once people expand your mind, you can't go back to what it was before."

Luck, White says, is where opportunity meets preparation. And that's exactly where Sierra Edwards has landed. A ninth-grader at Crispus Attucks Medical Magnet School, Edwards has attended such Science Bound-sponsored programs as field trips to the University and a two-week residential biology camp at Purdue.



Those activities have put Edwards ahead academically. "Some of the science and math activities that I did are things I'll be doing this year in school," she enthuses.

Her experiences also have boosted the spirits of Sierra's parents. With three kids to educate, scholarships are a necessity. "My husband and I were just very happy when this happened," says Leiliani Edwards of her daughter's acceptance into Science Bound. "We see many opportunities opening up for her."

For Tonia House and her son, Christian, now a freshman at Purdue, Science Bound has been a lifesaver. A college student herself, House wondered for years how she would afford two tuition payments simultaneously. "I was just hoping he would qualify for scholarships, and so when I heard about the Science Bound program, that was just excellent for me because I knew the opportunities he would have," she says.



BY ANGIE ROBERTS

Rolls-Royce endorses Science Bound with gift

Rolls-Royce Corp. recently gave the Science Bound program a \$100,000 nod of approval.

The gift, earmarked for textbooks, was announced last November in honor of Purdue President Emeritus Martin C. Jischke.

“During his tenure, Martin Jischke shared many of the same goals and objectives with Rolls-Royce when it came to developing a highly skilled workforce to support Indiana industries,” said Al Novick, Rolls-Royce president of marketing intelligence. “President Jischke has been a driver in making this program successful, and endowing this fund in his honor is a natural fit.”

The gift will be matched by Rolls-Royce employee contributions. Science Bound staff will select which students will receive textbook assistance based on need and academic performance.

Although the Science Bound program pays tuition, the cost of textbooks can be a financial burden, said Wesley Campbell, director of the program.

“A Purdue freshman enrolled in science, engineering, math, or technology can pay more than \$1,000 a year for textbooks. We are grateful to Rolls-Royce for stepping up for our students.”



A savvy investment

It's a conundrum many parents face today — how do they help their bright children realize their potential when finances are tight? That's where programs like Science Bound can help.

In middle and high school, field trips and after-school workshops hone students' skills, preparing them for physics, calculus, and other advanced courses necessary for acceptance into a world-class university. Internships in Indianapolis and on campus help participants focus their career goals so that they can choose an appropriate major.

Once they're accepted to Purdue in a science-related field, the Science Bound scholarship covers tuition, books, and associated fees. Through their knowledge of other scholarship opportunities, Science Bound staff also can help students find additional money for room and board, if necessary.

To benefactors such as Bob Bowen, CEO and founder of Bowen Engineering, investing in college students makes quantifiable differences in their lives. “A college education is worth \$2.5 million,” he explains. In contrast, a high school diploma is worth about half that.

Those investments also spell success for the entire country as it strives to maintain economic dominance

in a global marketplace. “The lifeblood of our business is science technology,” Bowen says. “The students in the program will provide the pipeline for future U.S. employees.”

Heading toward the pipeline

One of the young adults heading toward that pipeline is Mareana Footman, a freshman at Purdue. Through Science Bound, she interned in 2006 with Professor Darryl Ragland, co-section chief of Swine Herd Health/Production Medicine in the School of Veterinary Medicine.

At first, Footman resisted the internship placement because she's interested in human medicine. But, says Wesley Campbell, Science Bound director, “Whether with animals or with humans, there are certain aspects of medicine that don't change. So we challenged her to experience an internship that she really didn't want to experience.”

A year later, Footman laughed off those initial worries as she bubbled over with enthusiasm. “It turned out to be a great experience,” she said. In fact, observing pig surgeries during her three-week stay at Purdue helped affirm her decision to major in pre-med this fall.

That's just one of the ways the program helps to heighten students' aspirations. In high school, for example, Footman says she could have just made

unremarkable grades without effort. Instead, she thrust herself toward the top of her class.

Reaping the benefits

Now that they're in college, Footman and many of her cohorts are reaping some of the benefits of their Science Bound experiences.

Reedi Garrett, who interned at Rolls-Royce and also attended a Sally Ride Science Camp at Stanford University, seems confident she chose the right discipline to study. "I like the technical side of things, but I also like to put my hands on stuff," says the mechanical engineering technology major.

Tiffany Legge credits hands-on biology, engineering, and astronomy activities in high school with her initial successes as a first-year engineering student. "A lot of the things that Science Bound did for me helped me be ready for this," she says.

Of the 27 Science Bound students at Purdue right now, Campbell predicts that about 20 will ultimately graduate from the University. As with students in the general college population, he expects that some may transfer to other universities or change their career aspirations altogether.

For the students who do graduate, they'll garner the ultimate prize of a privilege they were granted long ago, back in middle school when college might have been the furthest thing from their minds.

Says Campbell, who grew up in inner-city Chicago and enrolled at Purdue after attending a minority engineering program here in high school, "Education is a gift that truly lasts a lifetime. Nobody can take that away from you."



Leiliani Edwards, whose son Ortney will be heading to college next fall, says that Science Bound will make post-secondary education more affordable for her daughter, Sierra.

Businesses see the potential in funding Science Bound program

For programs like Science Bound to succeed, it takes a combination of hardworking students, supportive parents, encouraging educators — and a motivated business community. Thankfully, corporate sponsors have stepped up in a major way.

Rolls-Royce, Duke Realty, Clean Stream, Nelnet, Alcoa, Eli Lilly, and Bowen Engineering are just a few of the businesses that fund Science Bound. Their support makes it possible for students to attend summer camps, serve internships, and now, attend Purdue University.

"It's staggering," says Bowen, '62, CEO of Bowen Engineering and one of Science Bound's greatest cheer-

leaders. "We have these advisory meetings every two to three months, and we get 15 people at every meeting. And then we have these career fairs and everybody's there and totally committed and charged up."

The initial enthusiasm of the business community was largely due to the backing of the Indianapolis Chamber of Commerce and the tireless efforts of Purdue development officers; within just a few months, corporations had contributed \$1.5 million to fund the program. As of press time, that figure had grown to \$2 million.



Bob Bowen

Athletics portion of **Access & Success** campaign kicks off



A new \$82 million campaign will fund a Mackey Arena renovation project and effectively combine athletic, academic, and training facilities under one roof in a new three-level complex for the nearly 500 student-athletes at Purdue.

The campaign, Phase I of the University's overall Access & Success Campaign, was announced during the Purdue-Wisconsin men's basketball game on January 26. The goal of Phase I is to raise \$30 million in private donations, with the remaining money funded with television proceeds and a limited number of premium seat sales in the arena.

Beth Brooke, who played basketball at Purdue from 1977-1980, is serving as a co-chair for the campaign.

"What we will provide as a result of this effort will be enormously valuable to the student-athlete of the future," said Brooke, who works as a global chair for Ernst & Young.

Her co-chairs for the campaign are alumni Eugene and June Parker and Drew and Brittany Brees.

Brooke, BS '84, industrial management, remembers her Purdue years fondly, especially the life lessons she learned from Coach Ruth Jones. "It was the first time I

saw a role model who valued athletics *and* academics," she said.

Already, pledges totaling more than \$18.5 million have been received for the athletic program projects.

The new three-level athletic facility, the Student-Athlete Development Center, now in the design stage, will extend along Northwestern Avenue adjacent to Mackey Arena. It will include a sports medicine center and a strength and weight training space, both four times larger than the existing facilities.

A new oversized basketball practice area will allow the men's and women's teams to practice simultaneously in the late afternoon. This is a key improvement, said Morgan J. Burke, director of Intercollegiate Athletics, because practices for both teams will be held after a full day of classes.

At Mackey, the concourse width will be doubled, the number of concession spaces will increase fourfold, the number of men's restrooms will double, and the amount of women's restrooms will triple.

"This facility will celebrate and preserve a campus landmark — Mackey Arena — where 28 Big Ten Championships have been won," Burke said.

Details of Phase II of the Access & Success Campaign will be announced in April.

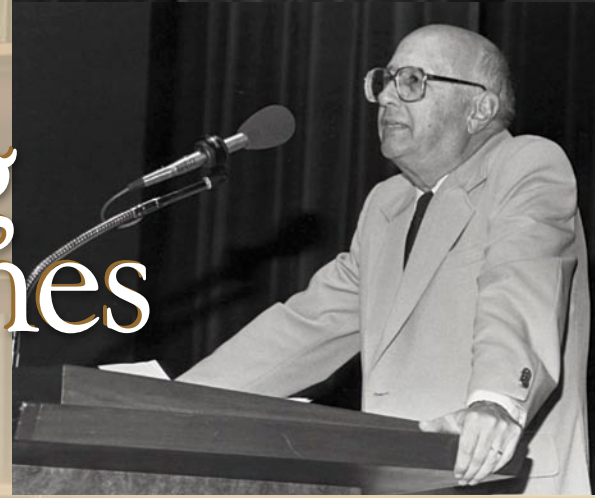
LEADING THE WAY

Steering Committee members for Phase I of the Access & Success Campaign have been named:

- Eugene and June Parker, *Chair*
- Drew and Brittany Brees, *Chair*
- Beth Brooke, *Chair*
- Jim, Lois, John, and Kathy Ackerman
- Ron and Kay Belin
- Mike and Kay Birck
- Dick and Jeanne Groben
- Tim and Jane McGinley
- Bob Holloway and Becky Morris
- Dick, Alice, and Kimra Schleicher
- Denny Schwartz
- Don and Carol Shelbourne
- Tom and Joy Spurgeon
- Bob and Sally Weist

BY HEATHER PFLUG

Speaking volumes



With a library named after him and countless pieces of legislation to his credit, John Hicks' legacy lives on at Purdue.

BY HEATHER PFLUG

Feeling reflective during his “state of the campus” talk in April 1983, John Hicks told Purdue faculty members, “You must forgive me if I seem to have a vested interest in Purdue.”

But forgiveness was likely not necessary for a man who had invested, in his own words and recorded in Robert W. Topping’s *A Century and Beyond*, “46 percent of my own life and one-quarter of the life of Purdue University in the president’s office as either executive assistant to the president or as acting president.”

Hicks came to Purdue as a graduate student and instructor in 1947 and retired in 1987 as senior vice president emeritus. He worked tirelessly under three University presidents (Frederick Hovde, Arthur Hansen, and Steven Beering), authoring policies that remain in place today, and lobbying on Purdue’s behalf to the Indiana General Assembly.

So respected was Hicks among the state’s legislators that they often consulted him on pending bills, especially educational ones. And, not only was Hicks consulted before many a vote, he also composed many pieces of legislation “authored” by others and written into Indiana law, according to the late Robert L. Ringel in a 2002 *Journal & Courier* tribute to Hicks.

When Purdue President Arthur Hansen announced that he was retiring by June 30, 1982, Hicks was the trustees’ logical choice for acting president. Although it was believed by many that he was as well-suited and well-trained as anyone to take over the Purdue helm, it was clear from the onset that Hicks, 60, would serve in a custodial capac-

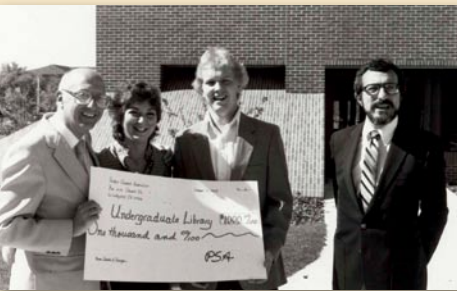
ity. Taking that fact in stride, he quipped, “I’m too old and too undignified” to serve as president.

Hicks’ time in the president’s office was anything but custodial. He ushered in the University’s first supercomputer, a CDC Cyber 205, which gave Purdue computing power beyond anything available to most U.S. colleges and universities. He opened the second phase of the Purdue Research Park, began the Statewide Technology Program, and played a major role in the creation of Ivy Tech.

Two Purdue facilities were named for him: the John W. Hicks Undergraduate Library in Stewart Center and Hicks Field at Purdue North Central. The library project was “John’s baby,” said Ringel. “John promised the students that the library would become a reality.” He held true on his promise by convincing the Indiana General Assembly to approve funding for the facility.

The library, sometimes referred to by students as the “underground library,” was dedicated, with Hicks in attendance, in October 1982. Today, the library is a center of undergraduate learning and study. In 2007, the 24-hour study lounge was renovated, and a coffee/snack shop, aptly named UnderGrounds, was added.

Hicks died December 20, 2002. He had given \$65,000 to the University. The Hicks family, which includes John Hicks’ widow, Swiftie, five sons, and three daughters, continues to financially support, improve, and promote the library.



John Hicks, for whom the undergraduate library in Stewart Center is named, was instrumental in securing funding for the construction of the facility.

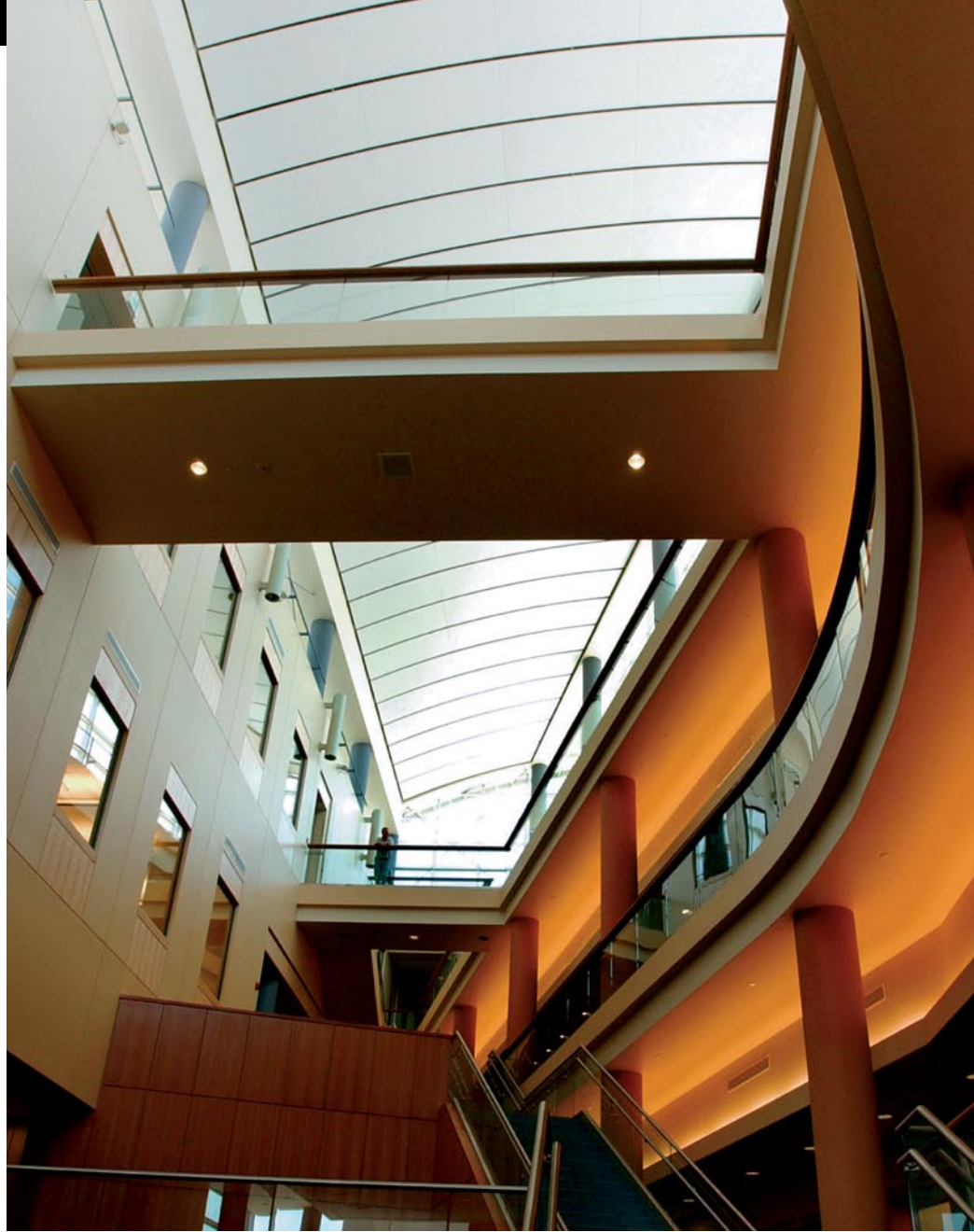


Rawls Hall builds on its success

Newest Krannert building

is a key selling point for

potential students, faculty.



Jerry S. Rawls

AS THE FIRST MAJOR CONSTRUCTION PROJECT completed during the seven-year Campaign for Purdue, Jerry S. Rawls Hall set a benchmark for those that followed. Nearly five years since its formal dedication, the facility remains a centerpiece for both the University and the Krannert School of Management.

The privately funded, \$35 million building – which has won numerous architectural awards and press accolades since opening in 2003 – com-

bines state-of-the-art technology with interior spaces that promote interaction and collaboration among students, faculty, and staff, says Krannert Associate Dean Logan Jordan, who led planning for the facility.

Boasting 13 electronically equipped classrooms, a professional career center, a video production center, 25 team breakout rooms, distance-learning facilities, and an instructional computer lab, the 128,000-square-foot, four-story structure provides the school with a flexible, adaptable environment that is simultaneously technologically

BY ERIC NELSON

progressive and warm, inviting, and inspiring.

“In the final analysis, all of Rawls Hall is an excellent ‘learning space’ within which our students can study and work,” says Jordan. “It also provides a learning ‘portal’ through which Krannert can bring experiences and experts from around the world to resident students. In turn, Krannert can reach out to students across Indiana or halfway across the globe.”

Tia Cummings, who earned her MBA from Krannert in 2004 and now serves as community affairs manager for United Technologies, echoes that assessment.

“I don’t know if I can begin to describe the positive impact that Rawls Hall has made on students,” says Cummings. “Having been a member of the first class to experience both the Krannert Building and Rawls, I can truly see the difference. Rawls Hall is a jewel to be treasured.”

The facility also is a key selling point in the recruitment of prospective students and faculty, both of whom have been vital to the school’s contributions to Purdue’s strategic plan, says Krannert Dean and Leeds Professor of Management Richard A. Cosier.

“New buildings are vital to the success of any university, but it is the people who inhabit those buildings who determine the quality of the institution,” says Cosier. “As competition for top students grows, it is imperative that we continue to attract the best and brightest young minds.

“Through The Campaign for Purdue, we increased funding for scholarships and faculty support. We also boosted our number of endowed professorships, which has helped us recruit and retain senior-level faculty stars at the Krannert School.”

Krannert alumnus Jerry Rawls, whose lead donation of \$10 million completed funding for the building, is equally pleased with the impact of his gift. Rawls is president, CEO, and chairman of Finisar Corporation, a company that develops and manufactures fiber-optic systems and

components for high-speed serial data communications.

“Purdue and the Krannert School provided me with a solid basis upon which to build my career, and this building provides Krannert with the technologically advanced facilities it needs to continue to grow its reputation,” says Rawls. “But most importantly, it is a place where students are learning what it takes to lead 21st-century enterprises.”

Eric Nelson is a writer and editor for Purdue Marketing Communications.



Exterior of Rawls Hall

Neil Armstrong helps dedicate building named for him

Astronaut fans arrive in droves to witness historic event.

As autumn leaves took flight on a crisp breeze Saturday, October 27, the morning of Purdue Homecoming Weekend, a humble hero stood before a statue resembling the once young Boilermaker he was.

“On this spot 60 years ago, I was a wide-eyed freshman going to Saturday morning class,” Neil A. Armstrong recalled. He had no idea what his future might hold. He didn’t even fully understand the content of some of his classes. But he knew that he had set a course to a career in engineering. Little did he know where it would lead.

Armstrong earned his bachelor’s degree from Purdue in aeronautical and astronautical engineering in 1955. And the rest is, literally, history.

The first man to land on the moon and walk its surface now stood before 15 fellow Purdue astronaut alumni and a crowd of hundreds at the dedication of the building named in his honor: the Neil Armstrong Hall of Engineering.

Although far removed from the young, uncertain man he was at Purdue 60 years ago, he still holds an evident love for his alma mater, a sense of gratitude for the education he received, and a young-at-heart

BY HEATHER PFLUG
AND GRANT A. FLORA

ASTRONAUTS HONORED

Purdue University used the dedication of the Neil Armstrong Hall of Engineering as an opportunity to honor the majority of Purdue’s alumni astronauts. Sixteen of Purdue’s 22 astronauts returned to campus for the event and also made appearances in classrooms around campus. Those in attendance and their graduation year: **Neil Armstrong** (1955), **John Blaha** (1966), **Mark Brown** (1973), **Gene Cernan** (1956), **Richard Covey** (1969), **Drew Feustel** (1989, 1991), **Greg Harbaugh** (1978), **Michael McCulley** (1970), **Gary Payton** (1972), **Mark Polansky** (1978), **Jerry Ross** (1970, 1972), **Loren Shriver** (1958), **Janice Voss** (1975), **Charles Walker** (1971), **Don Williams** (1964), and **David Wolf** (1978). (See astronaut photo, back cover.)

enthusiasm for the discipline that literally gave him wings — and a place in history.

“It is my fervent hope that future students will have the same affection for Purdue as I do,” Armstrong said.

For a notoriously private man who normally shies away from public appearances, Armstrong was visibly moved by the ceremonies and the enthusiastic, almost reverent, members of the crowd — star-struck engineering students, some dressed as astronauts; old soldiers and patriots saluting him with a slightly shaky hand; baby boomers who remembered where they were on a July night in 1969; men and women spanning all the generations and walks of life; and, most notably, young children gazing up at a true American hero, hopefully clutching autograph books.

Purdue alumnus Eugene Cernan, BS, '56, electrical engineering and last man to walk on the moon, said he was proud to know Armstrong as both a friend and a fellow astronaut. “No one could’ve done it with any more dignity than Neil,” he said, referring to Armstrong’s first lunar steps.

Witnessing the hundreds of kids who flooded the dedication event to catch a glimpse of the 16 Purdue astronauts in attendance, Cernan confidently proclaimed the probability of further, more extensive space travel in the not-so-distant future.

Before he introduced his friend and colleague Neil Armstrong, Cernan asserted: “The dream is alive. We are going to go back to the moon, and we are going to go to Mars, and these fourth-, fifth-, and sixth-graders are going to be the ones to take us there.”

For Leah Jamieson, Purdue’s John A. Edwardson Dean of Engineering, it was a proud day, too. Not only did

she share the stage with former chief NASA scientist and new Purdue President France A. Córdoba, Neil Armstrong, and Eugene Cernan, but she also opened the doors to the building that now serves as the flagship of Purdue engineering, a modern edifice of form and function worthy of representing the world-renowned College of Engineering.

Standing under the dramatic wing-like roof extension, Jamieson exclaimed, “This building represents our hopes and our dreams.”

On a day filled with history, nostalgia, and remembrance, Jamieson’s parting remarks during the dedication ceremonies were decidedly forward-looking — and her vision even higher. “We’re launching our future,” she said.

And, as if to carve this magic moment in time into another yet-to-be erected monument, Dean Jamieson concluded: “At Purdue, not even the sky is the limit.”

ABOUT THE BUILDING

COST: \$53.2 million

SIZE: 210,326 square feet

GENERAL CONTRACTOR:
Smoot Construction

FUNDING: \$37.7 million in state funds, plus private funding from Caterpillar Inc., the John Deere Foundation, Purdue alumni Stephen D. Bechtel Jr. and the late Kenneth O. Johnson, and Heddy Kurz, whose late husband Herman was a Purdue alumnus

**PROGRAMS, SCHOOLS,
DEPARTMENTS HOUSED:**

School of Aeronautics and Astronautics
School of Materials Engineering
Department of Engineering Education
Office of the Dean of Engineering
Minority Engineering Program
Engineering Projects in Community Service (EPICS)

Women in Engineering Program

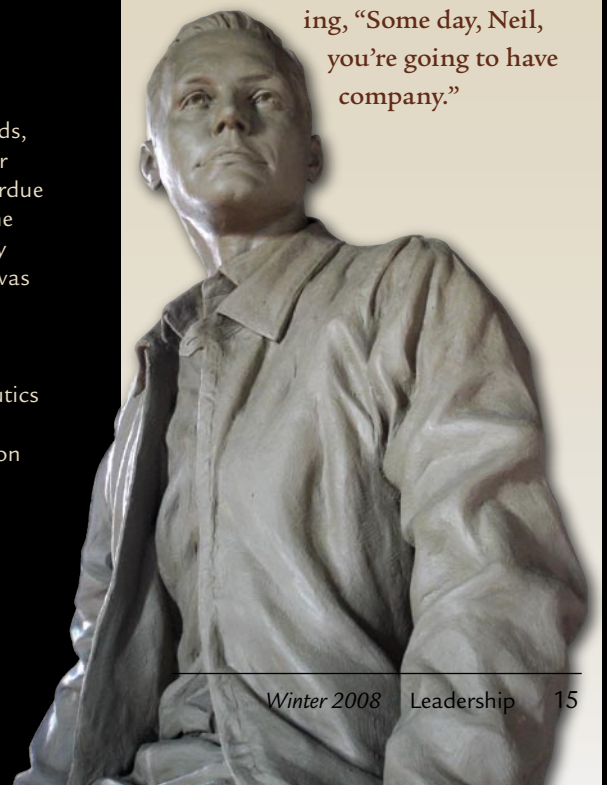
Statue pays tribute to Armstrong as a Purdue student

On October 26, Purdue unveiled a bronze sculpture of Neil Armstrong depicted as an undergraduate student in the 1950s. The statue sits on a stone plinth in front of the Neil Armstrong Hall of Engineering.

Created by artist Chas Fagan, the 8-foot-tall, 125 percent scale statue is the main focal point of Kirk Plaza, located just outside the main entrance. Alumnus Bob Kirk and his wife, Mary Jo, provided the funding for the sculpture.

Armstrong’s likeness gazes over his left shoulder in the general direction of a trail of sculpted lunar moon boot impressions. An elliptical stone arc resembling a spacecraft trajectory is embedded flush with the ground next to the statue. An inscription in the arc reads: “One small step for a man, one giant leap for mankind.”

With all of the young people in attendance at the dedication and seemingly interested in space travel, alumnus and astronaut Gene Cernan pointed at the statue, saying, “Some day, Neil, you’re going to have company.”



SPOTLIGHT

John Deere Foundation's gift will bring interactivity to Neil Armstrong Hall

THE JOHN DEERE FOUNDATION has provided a \$1 million gift for an educational exhibit inside Neil Armstrong Hall of Engineering.

The exhibit will be located near the staircase and atrium on the first floor of the new hall, which was dedicated on October 27. The interactive,

2,000-square-foot exhibit will be geared toward elementary school visitors, alumni groups from specific disciplines, and visit-

ing scholars. It is expected to open in fall 2008.

"The exhibit will enhance our efforts to excite students about what engineering and imagination contribute to all of us," said France A. Córdova, Purdue president.

Interactive elements such as touch screens, special effects, multimedia, and three-dimensional items such as models and artifacts are planned for the exhibit, said Leah Jamieson, John A. Edwardson Dean of the College of Engineering.

The John Deere Foundation was established in 1948 and has invested millions of dollars to support education, human services, community development, and arts and culture. The foundation awarded grants and gifts totaling \$12 million in 2007.



Pieces of history land at Neil Armstrong Hall

A moon rock particle and full-scale replica of the Apollo 1 command module are adding to the lunar appeal of the new Neil Armstrong Hall of Engineering.

On October 6, Martha Chaffee, widow of astronaut and Purdue alumnus Roger Chaffee, presented Purdue President France A. Córdova with a lunar sample collected during the 1972 Apollo 17 mission commanded by Eugene Cernan, a 1956 Purdue alumnus and the last astronaut to walk on the moon.

Roger Chaffee, along with fellow Purdue alumnus Virgil "Gus" Grissom and Ed White, perished in 1967 in a fire during training for NASA's first Apollo mission.

The moon rock, on long-term loan from NASA, was acquired by Martha Chaffee as part of

a NASA program that allows each astronaut (from the Apollo, Gemini, and Mercury programs) or his survivor to

donate to the educational institution of his or her choice a piece of the 842 pounds of moon rocks and soil collected during the six lunar missions.

The sample, along with a photomural of Roger Chaffee's life, is displayed in an exhibit near the first-floor atrium in Neil Armstrong Hall.

Also on display in the atrium is a replica of the Apollo 1 command module in which Chaffee, Grissom, and White died. It is on loan from the Kansas Cosmosphere and Space Center.



Roger Chaffee



Martha Chaffee (left) presents a moon rock particle to Purdue President France A. Córdova during halftime of the Purdue-Ohio State football game.



Avrum "Av" Gray

Entrepreneurship program gets a \$500,000 helping hand

A \$500,000 gift from a Purdue alumnus is benefiting the Burton D. Morgan Center for Entrepreneurship at Discovery Park.

Avrum "Av" Gray, a 1956 mechanical engineering graduate from Purdue, provided the gift, which will serve various purposes at the center.

The \$500,000 will be endowed to establish the Avrum and Joyce Gray Director of the Burton D. Morgan Center for Entrepreneurship. Through a special matching gift program, this endowment will be matched by \$1 million to create a \$1.5 million endowment.

Gray, of Chicago, founded G-Bar Limited Partnership in 1982 and serves as chairman and CEO. The company is one of the nation's largest independent options trading firms and specializes in computer-based arbitrage activities in the derivative markets.

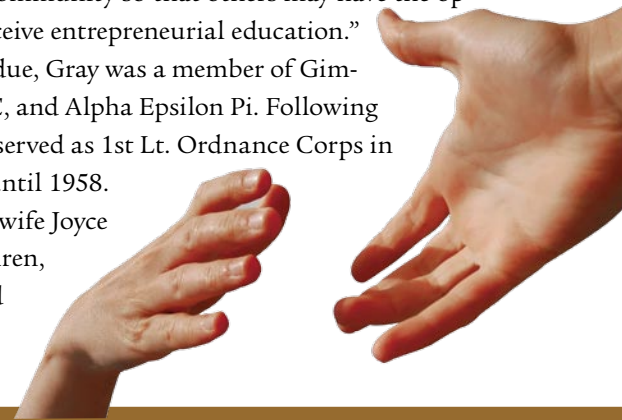
He is a member of the board of directors for Lynch Group, Nashua Corporation, SL Industries, and Material Science Corporation. Gray has been chairman of the board of Spertus College, of which he is an alumnus, and a board member

of the Illinois Institute of Technology, the Stuart School, and several philanthropic organizations, including the Jewish Federation of Chicago.

"Philanthropy has always been an important part of our family's core values. Purdue provided me, through its engineering education program, the ability to acquire skill sets that I have utilized throughout my entrepreneurial business career," Gray said. "This gift, the establishment of the Avrum and Joyce Gray directorship, was my way to give back to the Purdue community so that others may have the opportunity to receive entrepreneurial education."

While at Purdue, Gray was a member of Gimlet, Army ROTC, and Alpha Epsilon Pi. Following graduation, he served as 1st Lt. Ordnance Corps in the U.S. Army until 1958.

Gray and his wife Joyce have three children, Lori, James, and Matthew.



“THE EXPERIENCES I HAVE HAD WITH THE PURDUE CANCER CENTER HAVE ALLOWED ME TO TAKE A ROLE IN EDUCATING OTHERS ABOUT CANCER RESEARCH AND ALL THAT IS BEING DONE TO FIND A CURE.”

Katie Behr (above) poses with Indiana Lieutenant Governor Becky Skillman, who presented Katie with The Governor's Award for Tomorrow's Leaders. Katie, a Purdue graduate, was chosen from among thousands of nominations.

Former student researcher donates award money to Cancer Center

A Purdue alumna who interacted with donors during her time on campus has become a donor herself.

Katie Behr won the 2007 Governor's Award for Tomorrow's Leaders, sponsored by the Indiana Humanities Council and received a \$1,000 award during a luncheon last September in Indianapolis. She elected to donate that money back to the Purdue Cancer Center, where she conducted research as an undergraduate. The gift will be used for an undergraduate research project in one of the labs on campus.

Katie earned her doctorate from the School of Pharmacy and Pharmaceutical Sciences in May 2007 and is now working as clinical pharmacist at Memorial Hospital of South Bend.

While at Purdue, Katie was a featured speaker at several gift announcements and Women of Purdue events and interacted with donors at many events. She also was a Purduette with Purdue Musical Organizations, serving as the group's manager her senior year. She played a major role in organizing the Purduettes' annual cancer benefit concert in Indianapolis, which gave her an opportunity to speak about cancer research she was performing as a student.



Showing that Purdue student-athletes can be as successful in competition as they are in the classroom, one of the University's most highly decorated athletes has given \$2 million.

Former Purdue quarterback Drew Brees and his wife, Brittany, provided the gift that will create the Drew and Brittany Brees Student-Athlete Academic Center. Drew is now the starting quarterback for the New Orleans Saints. He played for the Boilermakers from 1997 to 2000 and earned a bachelor's degree in industrial management. Brittany earned a Purdue bachelor's degree in organizational leadership and supervision and runs the Brees Dream Foundation, which provides

STUDENT-ATHLETES GET ACADEMIC BOOST WITH \$2 MILLION BREES GIFT

education and creates opportunities for disadvantaged children, especially those suffering from cancer.

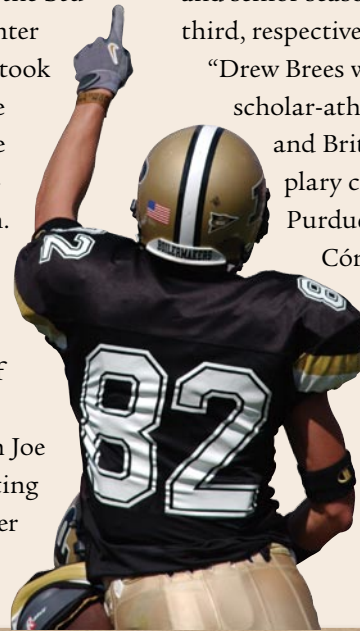
The new center will span 11,000 square feet and will offer academic assistance to Purdue athletes. "It is fitting that the signage on the Student-Athlete Academic Center will overlook a walk Drew took on a regular basis from the football locker room in the Intercollegiate Athletic Facility to Ross-Ade Stadium. It is a linking of two venues in which he had great success," said Morgan J. Burke, Purdue's director of intercollegiate athletics.

A member of head coach Joe Tiller's first Purdue recruiting class, Drew became a starter

his sophomore year and went on to carry the Boilermakers to heights not reached in more than three decades. As a senior, Brees led Purdue to a Big Ten championship and a trip to the Rose Bowl. He was a Heisman Trophy finalist his junior and senior seasons, finishing fourth and third, respectively.

"Drew Brees was an outstanding scholar-athlete at Purdue, and he and Brittany have been exemplary citizens of New Orleans," Purdue President France A.

Córdova said. "By investing in academic support for the members of our Boilermaker teams, they are helping us build on Purdue's tradition of strong competitive sports and excellence in academics."



— PURDUE NAMES ENDOWED SCHOLARSHIP AFTER GROBENS —

IN APPRECIATION for their more than \$1.25 million in gifts over the last year, the Purdue Intercollegiate Athletics Department has named its endowed scholarship program in honor of Dick and Jeanne Groben. The program is now known as the Groben Society.

Longtime John Purdue Club members, the Grobens first became involved in the program by endowing a scholarship for the football program after being inspired by brothers G. Robert "Bull" and John Durham and their Durham Challenge in 2006.

"Jeanne and I just want to help student-athletes get their degrees at Purdue," said Dick Groben, BS '50, chemical engineering. "And, even though we feel that Purdue's academics should get all the recognition, that's not the

way it works. Athletics puts our entire University in the spotlight, and supporting athletics is our way of showing the University just how much we care and appreciate all they have to offer."

Dick Groben is the holder of two patents and spent his sales and marketing career in the field of chemical engineering as a vice president with Pfizer Chemical and as founder and part owner of Microlife Technics. Jeanne Groben raised three children and is an accomplished writer and humorist, having been published in the *Wall Street Journal* and *Reader's Digest*. The Grobens reside in Sarasota, Florida.

In 1995-96, the Purdue Athletics Endowment stood at \$11.1 million. It is expected to grow to \$38 million in the next few years.

“JEANNE AND I JUST WANT TO HELP STUDENT-ATHLETES GET THEIR DEGREES AT PURDUE.”



Jeanne and Dick Groben

ALUMNUS GIVES KRANNERT BUILDING PLAN A BOOST

A \$2 MILLION GIFT to Krannert School of Management will be used for classroom and building improvements.

Steve Webster, who earned his bachelor's degree from Krannert in 1973, has served on the Krannert School's advisory council since 1998. He gave the school a \$2 million gift in 2000 for its \$55 million Krannert at the Frontier campaign, which provided funding for the school's newest building, Rawls Hall.

The school is currently in the midst of raising \$4.2 million to upgrade its 42-year-old Krannert building. So far, \$3.8 million has been raised.

"Steve Webster has come to bat for Krannert time and again, both mon-

etarily and by serving on our advisory board. To say we're grateful is an understatement," said Richard Cosier, Krannert School dean and Leeds Professor of Management. "He understands our need to depend on alumni who can provide the skills and advice to help us sustain our constant drive to compete on a national and global level."

Improvement plans call for moving advisors and counselors from the basement to the third floor, which will provide better access and privacy for students. The Management and Economics Library on the second floor also will be renovated.



Richard Cosier



Steve Webster

>WEBSTER, of Houston, Texas, earned an MBA with high distinction from Harvard Business School, where he was a Baker Scholar. He is co-managing partner and president of Avista Capital Partners, a private equity investment firm he co-founded in 2005 that invests in energy, health care, and media.

CANCER CENTER RECEIVES \$1.5 MILLION FOR RESEARCH

A NEW \$1.5 MILLION CHAIR at the Purdue Cancer Center has been established in honor of an 11-year-old victim of cancer.

Funding for The Robert Wallace Miller Director Chair will help support the center's research and attract top scientists to build upon breakthroughs in the development of new drugs, diagnostic tools, and treatments.

The gift is named in honor of Robert "Robbie" Wallace Miller, who succumbed to a rare form of cancer called rhabdomyosarcoma. His parents, former Indiana Senator V. Richard "Dick" Miller and his wife Jane K. Miller, provided the gift.

"We are one of the thousands of families affected by cancer," said Dick Miller, BS '63 and a former member of the Purdue Cancer Center's Director's Advisory Board.

Robbie Miller died on Oct. 10, 1976, six weeks after he

received a clean bill of health from a routine physical.

Rhabdomyosarcoma is a fast-growing, highly malignant tumor that attaches to muscle tissue and internal organs. It typically strikes young children.

“SURVIVAL RATES FOR CANCER
HAVE DRAMATICALLY IMPROVED
OVER THE PAST DECADE.”

"We want to support the researchers at the Purdue Cancer Center where they are developing new diagnostic tools and treatments," said Dick Miller, who owns Miller's Merry Manor, a chain of nursing homes throughout Indiana.

"Survival rates for cancer have dramatically improved over the past decade due to an increased ability to diagnose the disease at early stages and the development of more effective treatments," said Timothy Ratliff, Cancer Center director.

"These advances would not have been possible without basic research from the fields of science, engineering, and pharmaceutical sciences."

SPOTLIGHT

ENGINEERING TO GAIN TWO PROFESSORSHIPS

TWO DEFERRED GIFTS announced last October during the Dean's Club Luncheon will establish two professorships in the College of Engineering.

A gift from Ralph D. Daily, of Ann Arbor, Michigan, will establish the Ralph D. Daily Sr. Professorship in Mechanical Engineering and support unrestricted use in the School of Mechanical Engineering.

Daily graduated from Purdue in 1954 with a bachelor's degree in mechanical engineering. He retired from Kelsey-Hayes Co., an electrical equipment manufacturing company.

The other gift, from John C. Jamison, of Williamsburg, Virginia, will establish the Alpha P. Jamison Professorship

in Mechanical Engineering. The gift is in honor of his late grandfather, who received a mechanical engineering degree from Purdue in 1895.

Jamison, a 1956 industrial economics graduate of Purdue, is a former chair of President's Council and is president of the Williamsburg Community Trust. He previously served on the Hershey Foods Corp. board of directors and was president and CEO of the Mariners Museum in Newport News, Virginia.

He also is a retired dean of the College of William and Mary's School of Business Administration (1983-1990) and served as chairman of Mallardee Associates, a privately held corporate financial services firm.

His grandfather, Alpha P. Jamison, was the first mayor of West Lafayette after the town's name was changed from Chauncey. He was Purdue's second basketball coach and also coached the football team from 1898 to 1900. As a student, he was a star halfback on the football team, played baseball, and was a record-setting track athlete.



Purdue President France A. Córdoba speaks at a news conference in Indianapolis about the Lilly Endowment's \$8.9 million gift to Purdue to help military families.

INDIANA MILITARY FAMILIES TO BENEFIT FROM \$8.9 MILLION GIFT TO PURDUE

THE LILLY ENDOWMENT has once again displayed its generosity toward Purdue – this time with an \$8.9 million gift to the Military Family Research Institute.

Created in 2000 under an agreement with the Office of Military Community and Family Policy in the Department of Defense, the institute is the only one of its kind in the country. Its purpose is to help military families better adapt to the challenges of repeated deployments and the stresses of raising and connecting with their children during wartime.

The funding will allow the University to expand its study of military members, both during active duty and as they reintegrate into civilian lifestyles after deployment, according to Shelley

McDermid, a professor of child development and family studies at Purdue and director of the Military Family Research Institute. Indiana is only the 15th most populous state in the country, yet it ranks fourth in the number of citizens who are part of the National Guard and Reserve. Together, the Guard and Reserve have 18,671 members in Indiana, with 10,092 spouses and 17,870 children.

The three-year gift will focus on three main areas: research into the needs and challenges of military families, especially after deployment; assistance for military family support workers already in place across the state; and a plan to reach out to professionals who already work with, treat, and provide services for military families in civilian communities.

About \$1.5 million of the grant will create a permanent home for the institute on the Purdue campus. Formerly housed in rented space, the institute will share quarters with the Department of Child Development and Family Studies in the new Bill and Sally Hanley Hall.

Purdue, Beck family dedicate new agriculture building

It was a family affair on October 31 when Purdue and the Beck family, including children of all ages, dedicated the new Beck Agricultural Center.

Sonny and Glendia Beck, of Atlanta, Indiana, provided the lead gift for the \$5.2 million, 20,000-square-foot building. The Beck family owns and operates Beck's Hybrids, a seed company founded in 1937. The building includes four classrooms, a multipurpose room, a conference room, and a food serving area. The work area is set up for hands-on plant diagnostic demonstrations and research, and the multipurpose room has a large garage door so agricultural equipment can be brought into the building for teaching and demonstrations.

"We wanted to support a facility of value to everyone, no matter their level of interest in agriculture or whether they're youngsters or college students, farmers, or agriculture industry people," said Sonny Beck, who serves as president of the family company.

The Becks have a long-standing, 70-year tradition of attending Purdue. Sonny Beck's father, Francis, attended

agriculture short courses at the University in 1929 and 1930. The company was born in 1937 when Francis and his father, Lawrence Beck, each planted three-acre allotments of seed corn from Purdue's botany department.

Sonny received his bachelor's and master's degrees from Purdue, Glendia attended and worked at Purdue, and all three of Sonny and Glendia's children earned degrees from Purdue.

"It's the Beck family's way of giving back to the community and Purdue for all they have done for us," Beck said. "It's also our way of providing for the future of agriculture and its improvement."

The center's location at the Purdue Agronomy Center for Research and Education is a valuable feature, as it is accessible to campus and also convenient for farmers and other off-campus visitors who want to participate in meetings, classes, or research projects, Beck said.

"We're grateful to Purdue and the land-grant system," Beck said during the dedication. "We have always been able to find people at Purdue to discuss pressing issues in agriculture. It's been a very close relationship."

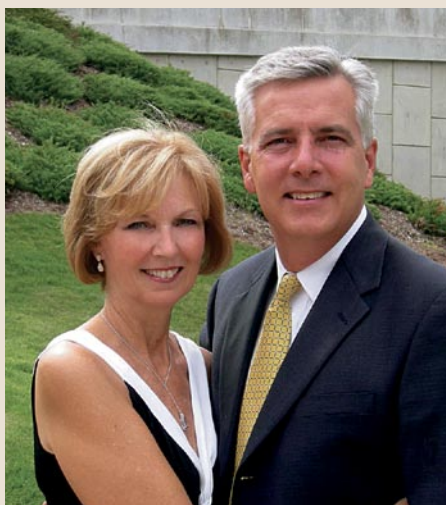
“IT'S BEEN A VERY CLOSE RELATIONSHIP.”



Sonny and Glendia Beck pose for a family photo with their children and grandchildren following the dedication of the Beck Agricultural Center.

DONOR PROFILE:

*Candyce and David
Krumwiede*



Candyce and David Krumwiede

BY BARBARA LEONARD

Candyce and David Krumwiede are 1978 Purdue alums — she in the College of Education, he in the School of Management. By being engaged in University events and campus committees, the Krumwiedes exemplify the Boilermaker spirit in everything they touch. We sat down with them to find out why Purdue is so important to them and their family. Their responses characterize the loyal and dedicated spirit of the President's Council.

What motivates you to stay involved at Purdue?

We are proud of our family history at Purdue, and we value the education we received at this great University as our degrees have opened many doors of opportunity for each of us. We are motivated to be a part of the University by serving on the College of Education Dean's Advisory Council and the Krannert School Alumni Advisory Board. We appreciate the quality leadership of Dean George Hynd and Dean Rick Cosier as they guide these alumni groups.

What motivates you to support Purdue financially?

Over the past decade, Purdue has set a new standard of excellence for higher education programming and faculty. It is our desire to be a part of this winning program with our financial support, our time, and talents. We are not only motivated to financially support at the university level, but also in 1994 we endowed the Harold Clifton Jr. Memorial Scholarship through the Rush County Foundation to benefit a student who attends Purdue University in agricultural studies.

What is the fondest memory of your time at Purdue?

Two wonderful memories come to mind for us. The first memory is the fact that we were presidents of our Fraternity (Sigma Chi) and Sorority (Pi Beta Phi) simultaneously and dat-

ing each other. We both feel it was a great honor to serve the Greek system at Purdue and even today we are involved with our Greek connections. The grandest memory is graduation and all the pomp and circumstance that go with the commencement ceremony. It was a thrill and such a sense of true accomplishment.

What are the rewards of being involved with President's Council and with the University community?

The best reward is the friendships we have made while being involved with President's Council. We value our friendships with Purdue faculty members and new friends throughout the country. It just makes the world a little bit smaller. Staying involved with PC and the University community is very "mind expanding." Many times later in your career you can become very "self" focused. The connection to the Purdue community allows you to interact with a broad base of individuals from different fields, but with the "common link" that is your Purdue history.

What else would you like to share?

Last December, we were so excited to have our daughter, Laura, graduate from Purdue with a degree in child development. Laura is not only a fourth-generation graduate of Purdue on Candyce's side of the family, but one of over 30 family members to attend Purdue during the last 85 years.



The President's Council: *Group maintains a busy pace*



Murray Blackwelder,
senior vice president
for advancement

As we look forward to Mollenkopf Annual Weekend in Naples this month, I'd like to recap the many events and celebrations Purdue held this past fall. The University celebrated groundbreaking for the Hockmeyer Structural Biology Building, Niswonger Aviation Technology Building, and Lakeview Technology Center. Building celebrations included Marriott Hall of Hospitality and Tourism Management, the Gatewood Mechanical Engineering Wing, and Hanley Human Development Institute. Dedications of the Native American Cultural Center, the Beck Agricultural Center, and Neil Armstrong Hall of Engineering capped off the year. These successes are the result of the generosity of Purdue's alumni and friends, especially members of the President's Council.

Last fall, it was announced that much of President Córdoba's vision for the University will focus on student access and success. To solidify these plans, President Córdoba has announced that commencement of a new strategic plan for Purdue is under way and will be presented to the Board of Trustees in May. To gather campus input, Dr. Córdoba is consulting with

students, faculty, staff, administrators, and community groups. A new plan is significant for President's Council because it gives us direction in terms of recruitment, fundraising, and marketing. It also will shape the landscape of the University's engagement and research efforts for the coming years.

University alumni and friends are on the go again this spring. Purdue Alumni Association club travel will take members to places as far away as Italy, Paris, Copenhagen, Belgium, and Dublin, while more than 150 PC members prepare for the President's Council *Voyage of Discovery* to Alaska, scheduled to take place June 4-11. These trips allow members to celebrate Purdue pride while enjoying opportunities to visit and network with members of the University community.

In addition to these opportunities, the President's on-the-road visits, with stops including San Francisco, California, New York City, and Washington, D.C., will take place in the coming months. We hope you will be able to join us on the road or on campus soon. It is the generosity and vision of President's Council members that is allowing the University to continue to enhance the landscape of higher education in the 21st century.

Hail Purdue!

Strategic Plan aims to boost recruitment, engagement, networking, stewardship

.....



Peter and Sally Kay
President's Council Co-Chairs

What an exciting time to be a member of Purdue's President's Council. Membership continues to grow at a record pace, and the level of membership participation in campus activities is at an all-time high. We feel fortunate to be the co-chairs of President's Council (PC) during this time of significant growth and change, and look forward to working with you as the council continues its tradition of service to Purdue.

Perhaps the most momentous announcement to come out of President's Council over the last year is the development of the council's Strategic Plan. Recognizing the tremendous potential that President's Council holds for the future, the mission promises to "recruit, retain, and recognize leadership donors, advocates, and volunteers who support" the University.

The strategic plan was developed by the PC Advisory Committee with the goal of boosting our leadership giving, engagement, networking, and stewardship activities. The plan will govern the council's direction for the foreseeable future. Details about the plan are now available on the PC Web site, www.purdue.edu/pc.

Last fall, President's Council hosted a focus group to gather member feedback and measure the success of some of our initiatives. The first of three such events, the group welcomed 11 Purdue retirees, all officers of the Purdue University Retirees Association. Attendees, who represented Cornerstone, Gateway, and Keystone PC membership, provided us with feedback on what they find helpful and important as members. Their answers were invaluable and will help us move the Council

forward in the right direction. Thanks to all those who participated!

Also last fall, members took part in a Habitat for Humanity house build in Lafayette. Twenty members helped frame the home's walls in just one morning. The activity boosted the council's visibility within the community and with the Purdue students who funded and organized the build. Participating council members thoroughly enjoyed the opportunity to be part of such a worthy cause.

We hope you will join us on the PC cruise from June 4-11! This year, members will embark for points north, namely Alaska, on the *Voyage of Discovery*. Occurring every other year, the cruise has become more and more popular among members as a way not only to relax and get away, but to meet and visit with Purdue friends old and new. It also provides a great opportunity to spend time with Purdue's president. With more than 150 members scheduled to set sail, this year will be no different.

Thank you for the warm welcome you have already given us as President's Council's newest co-chairs. We are proud to serve the council's membership and look forward to supporting President Córdova's vision for this great University.

Hail Purdue!

PRESIDENT'S COUNCIL STRATEGIC PLAN 2006-2011



2008 ADVISORY COMMITTEE

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

CONTACTS

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

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(800) 213-9279
Fax: (765) 496-1154
E-mail: pc@purdue.edu
www.purdue.edu/pc

GIVING LEVELS

■ Annual Levels

Cornerstone*: \$1,000

Annual gift or pledge

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

Tower: \$2,500

Annual gift or pledge

■ Lifetime Levels

Gateway: \$25,000

Cumulative outright/planned gifts or pledges

Keystone: \$100,000

Cumulative outright/planned gifts or pledges

Pinnacle: \$1 million

Cumulative outright/planned gifts or pledges

Purdue-gift

Online giving to Purdue

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

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CALENDAR OF EVENTS

FEBRUARY 2008

9	Mollenkopf Weekend/President's Council Back to Class (Naples, Florida)
10	Mollenkopf Weekend/President's Council Dinner (Naples, Florida)
11	Mollenkopf Golf Classic (Naples, Florida)
15	President's Tour (Phoenix, Arizona)
16	President's Tour (Tucson, Arizona)
19	President's Online Fireside Chat
29	Boilermaker Ball

MARCH 2008

31	President's Tour (Washington, D.C.)
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APRIL 2008

1	President's Tour (New York)
11	Save the date: Inauguration of France A. Córdoba
12	R.B. Stewart Event
12-13	Springfest/Gala Weekend

JUNE 2008

4-11	President's Council Cruise – Voyage of Discovery/Alaska
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JULY 2008

17-20	Purdue at Indiana Black Expo (Indianapolis)
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AUGUST 2008

13	Purdue Day at the Indiana State Fair (Indianapolis)
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MARK YOUR CALENDARS

October 3-4 President's Council Weekend

October 25 Homecoming (Purdue vs. Minnesota)

EVENT REGISTRATION

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

(800) 213-3044 • (765) 494-0900

events@purdue.edu • www.purdue.edu/events

New President's Council apparel items available!

Men's and women's golf shirts, jackets, windshirts, and more items containing the President's Council logo are now available in additional styles. Please visit www.purdue.edu/pc to view the online catalog and place orders.

To inquire about specific items, please contact DCS Monograms at (877) 985-6700 (toll-free) or (765) 985-3194 between 8:30 a.m. and 4:30 p.m. EST, Monday through Friday.



PRESIDENT'S COUNCIL
NEWS

Members shine at
President's Council
functions

.....



Irene and Phil Warner, who have been attending President's Council events for years, enjoyed themselves at the Ohio State-Purdue pregame brunch.



Three generations of the Rumbaugh family, Max Rumbaugh III (L-R), Alexandra Rumbaugh, and Max Rumbaugh Jr., attended the pregame brunch at the Purdue Memorial Union before the Ohio State game. Alexandra was decked out in full Purdue gear: beads, jersey, and Purdue logos painted on her face.



The traditional passing of the gavel was conducted during Annual Weekend in October. Taking over the helm of President's Council as co-chairs are (from left) Pete and Sally Kay, who follow Bryan and Susan Erler.



Several members of President's Council teamed up with the Purdue Student and Habitat for Humanity chapters during President's Council Weekend last October to assist in building a home on the south side of Lafayette. Funding for the build was raised by the student organization. PC members donned tool belts and proved they could be pretty handy with a hammer and saw.



The Purdue Ballrooms were aglow with festive decorations for the President's Council Annual Dinner on October 5, 2007.



Don and Jeanne Menchhofer enjoy a performance by the Purdue Glee Club during Annual Dinner 2007.



President's Council Co-chair Pete Kay (left) chats with First Gentleman Chris Foster during the Eastern Illinois pregame brunch.



Ralph and Bettye Bailey are flanked by members of the Purduettes during Annual Dinner 2007. The Baileys are big fans of Purdue Musical Organizations.



Martha Chaffee and Purdue President France A. Córdoba are serenaded by members of the Purdue Glee Club during the Annual Dinner last October.



Alice McNamee (L-R), Tanya McNamee, and Rick McNamee get a good look at the camera outside the Purdue Ballrooms prior to a home football game in October 2007.

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

David Pyle



EDITOR'S NOTE: *David Pyle is president of the Purdue Foundation Student Board. Outside of PFSB, he has been involved with FarmHouse Fraternity, Engineering Projects in Community Service (EPICS), Campus House, Greek Intersarsity, Interfraternity Council, President's Roundtable, and the EMV Leadership Development Staff.*

What are your year, major, and hometown?

Senior, from Silver Lake, Indiana, majoring in agricultural and biological engineering with an emphasis in biomechanics.

Why did you decide to come to Purdue?

So, you are saying there are other places out there? I had a choice?! In following family tradition and to receive a quality education, I always knew that Purdue was the perfect match for me, not to mention its strong reputation for the engineering field. I grew up around a family full of Purdue graduates and only one from IU.

What are your favorite things about Purdue?

Purdue is a school of strong tradition and excellence, and its diverse student body is rich with fresh ideas that continue to make it one of the best universities in the nation. Not only is it a place with so many valuable opportunities outside the classroom, it

has become my home away from home and is the perfect environment for me to grow as a person and a leader. More than anything else, however, it is the memories and lifelong friends that I will treasure most.

Why did you decide to join PFSB?

It wasn't until after a semester at Purdue that I discovered what true devotion, enthusiasm, and Boiler pride meant. PFSB gives me the opportunity to do my part in making Purdue a better place for myself and for other students.

Does any one event stand out in your mind?

My experience with PFSB has given me the opportunity to meet alumni from all over the country, but my favorite was right here at Purdue. I was able to meet both the first man and the last man to have been on the moon. I will never forget the opportunity to be one of the student hosts for more than 10 other Purdue astronauts who attended the dedication of the new Neil Armstrong Hall of Engineering.

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

Purdue alumni see the global impact that our University can generate. It is extremely fulfilling for me to be associated with a university that gives back.

The encouragement I've received from unselfish alumni has inspired me even more to succeed. Hardly anything will be more rewarding than giving back to a part of Purdue that helped me grow.

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

The business, communication, and leadership skills that I have learned are priceless. As a member of the board for the past three years, I've made connections with many prominent Purdue alumni who have shared valuable life experiences that will help me down the road.

What do you do in your spare time?

I enjoy being outside — anything from working on the farm with my family to snowboarding with my friends. I'm also an avid photojournalist and spend many weekends capturing memories at weddings and other special events, even for Purdue. I enjoy nature photography most of all.

What are your plans after you graduate from Purdue?

I hope to work in the biomechanical engineering industry and eventually build a business of my own here in Indiana. I've even considered law school and an MBA. Starting a family and traveling abroad on a mission trip also are ambitions in the near future.

ABOUT PFSB

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



President's Council Annual Levels Updated

On October 5, 2007, the President's Council Advisory Committee (PCAC) met on campus. As other President's Council members were busy in the classroom at the Back-to-Class sessions, the PCAC worked on the next steps for President's Council recognition.

The committee came to a unanimous decision to revise the annual recognition levels, resulting in two annual levels instead of the previous four. The Cornerstone level will remain the same, with recognition beginning at \$1,000 annually. The next recognition level beginning at \$2,500 annually will be called Tower. The change was made effective January 1, 2008. Anyone previously recognized as a Pillar or Finial member will be recognized at the Tower level.

Both Cornerstone and Tower members receive a lapel pin, a membership certificate, access to the Purdue alumni directory, an invitation to attend the biannual cruise, a personal campus liaison through membership services, and invitations to Purdue gatherings and events held regionally, providing opportunities to network with other members.

In addition, Tower members will receive a monthly update letter from President France A. Córdoba and an invitation to a spring event with the president. More information on levels and benefits can be found online at www.purdue.edu/pc.

All Aboard!

First Annual Boilermaker Ball

Celebrating the proud achievements, lively traditions, and loyal alumni of Purdue University.

Friday, February 29, 2008

Historic Crowne Plaza Union Station
123 West Louisiana Street
Indianapolis, IN

Schedule of Events

5:30 - 7:30 p.m.	Cocktails & Silent Auction
7:30 p.m.	Silent Auction Closes
8:00 p.m.	Dinner
8:45 p.m.	Live Auction
9:30 p.m.	Dancing

Black Tie
Limited Open Bar
Valet Parking Available

Please visit our Web site at www.purduealum.org to RSVP and find out how you can be involved.

This event supports the Purdue Alumni Association in its mission to strengthen the friendship and loyalty of Purdue alumni and friends.

PURDUE **P** ALUMNI



Sixteen Purdue astronauts returned to the West Lafayette campus to participate in the dedication of the Neil Armstrong Hall of Engineering. They joined Purdue President France A. Córdoba for a group photo on October 26. They are: (front row, L-R) Gary Payton, Neil Armstrong, Córdoba, Gene Cernan, and Loren Shriver. (Middle row): Mark Brown, Janice Voss, Mark Polansky, Charles Walker, Richard Covey. (Back row): Jerry Ross, Greg Harbaugh, Drew Feustel, David Wolf, John Blaha, Michael McCulley, and Don Williams.



President's Council

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

www.purdue.edu/pc