

turningpoint

Progress and Partnerships at
Case Western Reserve University

In this Issue

What do a performing arts center, a university center and a field house have in common? They are all essential to the Case Western Reserve campus experience. This issue highlights three major capital fundraising efforts that have launched with the support of lead donors—continuing the fundraising momentum that has been building since the arrival of President Barbara R. Snyder.

On the Cover

The future site of the Tinkham Veale University Center, which will sit adjacent to the Kelvin Smith Library, overlooking Guilford House and Amasa Stone Chapel.

issue 07 summer 2010

turningpoint

issue 07 summer 2010

Center of the University

Center of the University

Veale's \$20 million commitment launches much-anticipated project

Case Western Reserve University's

longtime goal of constructing a university center is now becoming a reality, thanks to a recent \$20 million commitment from the Veale Foundation.

The center will be known as the Tinkham Veale University Center, in honor of the foundation's founder, Tinkham Veale II (CIT '37), age 95.

"This is a project that is literally and figuratively at the heart of our campus," President Barbara R. Snyder says. "The university center means so much to our campus and to our students. This gift announcement is truly a momentous occasion."

Students and administrators alike long have agreed on the need for additional space for campus clubs and resources. In 1998, Case Western Reserve's campus master plan identified the construction of a new university center as a priority. Upon her arrival, Snyder affirmed the importance of such a structure, and the development of a strong, vibrant and diverse campus was named a key goal in the university's strategic plan, *Forward Thinking*.

"This space will host classes, meetings, meals and more. In short, it will be a place where students, faculty and staff consistently come together."

—President Barbara R. Snyder

The Tinkham Veale University Center will be a bustling hub for students, faculty and staff to congregate and collaborate. It will be centrally located on campus, at the corner of East Boulevard and Bellflower Road, near Severance Hall and adjacent to the university's Kelvin Smith Library.

Veale, whose name already graces the university's convocation, recreation and athletic center as well as the natatorium, says he is grateful to be able to help the university that gave him his start.

"I was so honored that Case helped me get an education and did things for me," says Veale, who has given to Case Western Reserve every year since he graduated. "This center is going to be for everybody. It doesn't matter if they're doctors, lawyers, dentists or engineers, they will all get together and get to know each other."

In 1960, Veale and his associates formed Alco Standard Corporation. The success of Veale's strategy was based on buying small, privately owned companies with cash and Alco Standard stock and making the proprietors his partners. Within eight years of opening its doors, Alco had acquired 52 companies.



(Top) Students gather around Tinkham Veale II to thank him for his foundation's commitment to create a university center.



(Left and Right) Outgoing Undergraduate Student Government President Duwain Pinder (CWR '10) presents Veale with a commemorative "Thank You" shirt, signed by grateful Case Western Reserve students.

Creating Dramatic Opportunities

Maltz family's \$12 million commitment establishes partnership, catalyzes fundraising effort

Catalyzed by a \$12 million gift from the Maltz Family Foundation of the Jewish Federation of Cleveland, Case Western Reserve University has formed an historic partnership with The Temple – Tifereth Israel to transform the University Circle space into a dynamic performing arts center for academic programs in music, theater and dance.

The leadership funding represents a first step toward attracting additional philanthropic support for the project that will give new life to The Temple complex even as it preserves the sanctuary for use as a place of worship and celebration for High Holy Days and other special events

"This building carries great emotional, historic and spiritual meaning for our congregation," says Richard A. Block, senior rabbi of The Temple – Tifereth Israel. "The ability to keep it as a place where we can return for worship, and at the same time open it to new uses, is the best of all possible outcomes."

Built in 1924, The Temple is listed in the National Registry of Historic Places. Located at East 105th Street at Silver Park, The Temple contains a library and a museum, as well as a chapel and sanctuary. Once renovated, it will be the home of the Milton and Tamar Maltz Performing Arts Center at The Temple – Tifereth Israel and will feature programs and performances from the music, dance and theater departments. The 100,000 square-foot facility will also feature a music library, instructional space and offices for performing arts faculty.

"The partnership between Case Western Reserve and The Temple can bring dramatic new life to The Temple and at the same time honor the building's status as an historic religious icon," says Milton Maltz, president of the foundation. "We are pleased to be part of launching this project."

Milton and Tamar Maltz (seated), Rabbi Richard A. Block and President Barbara R. Snyder celebrate the announcement of the partnership between The Temple and Case Western Reserve.

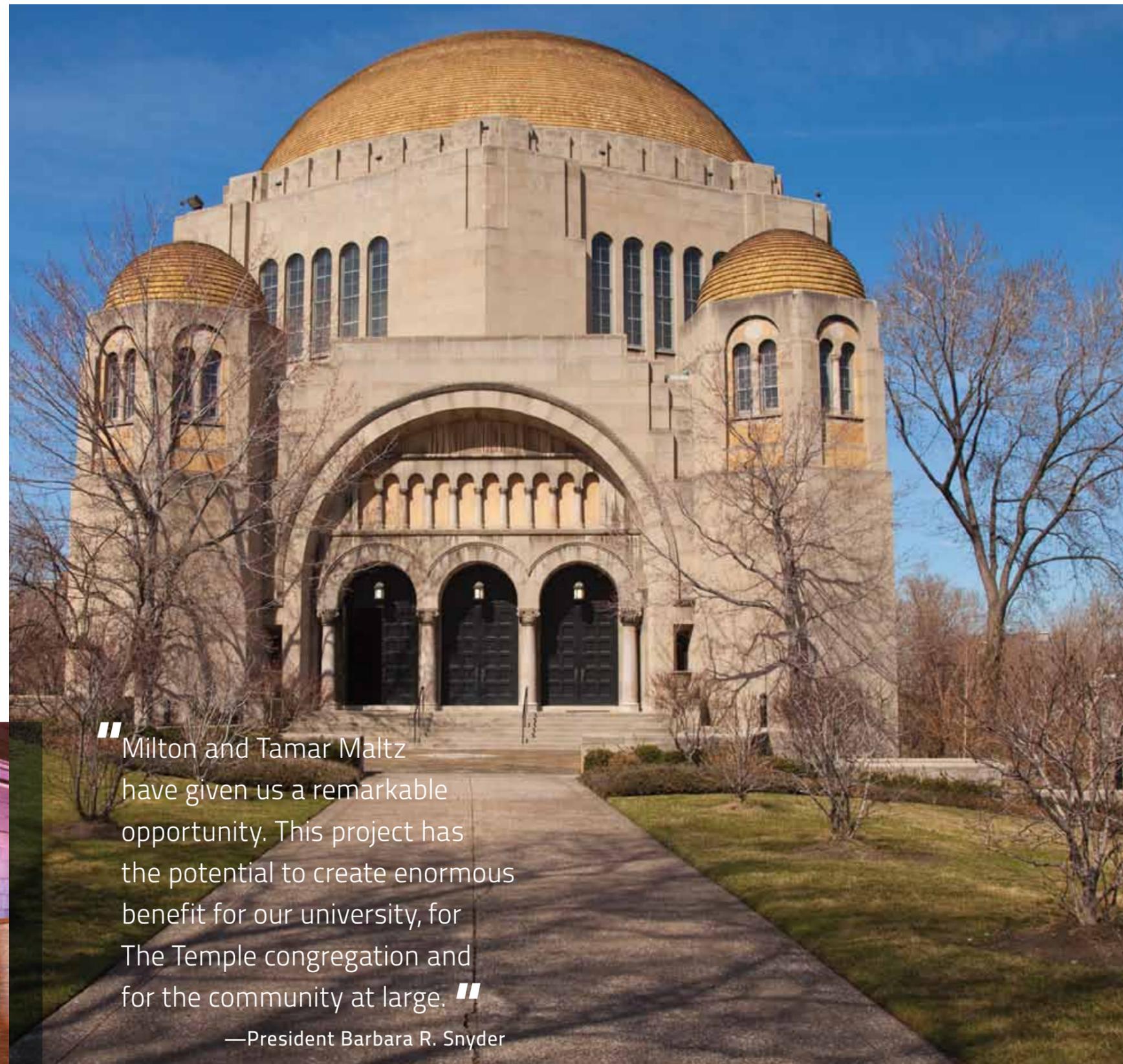
A Core University Experience

The performing arts have a proud tradition at Case Western Reserve and continue to be a significant part of the campus experience. In 2009–10, the university enrolled more than 200 students seeking majors or degrees in the performing arts. In any given semester, more than 1,000 undergraduates take courses in music, dance and theater, and more than half of undergraduate students participate in extracurricular ensembles, including the CWRU–University Circle Orchestra, IMPROVment and the Mather Dance Collective.



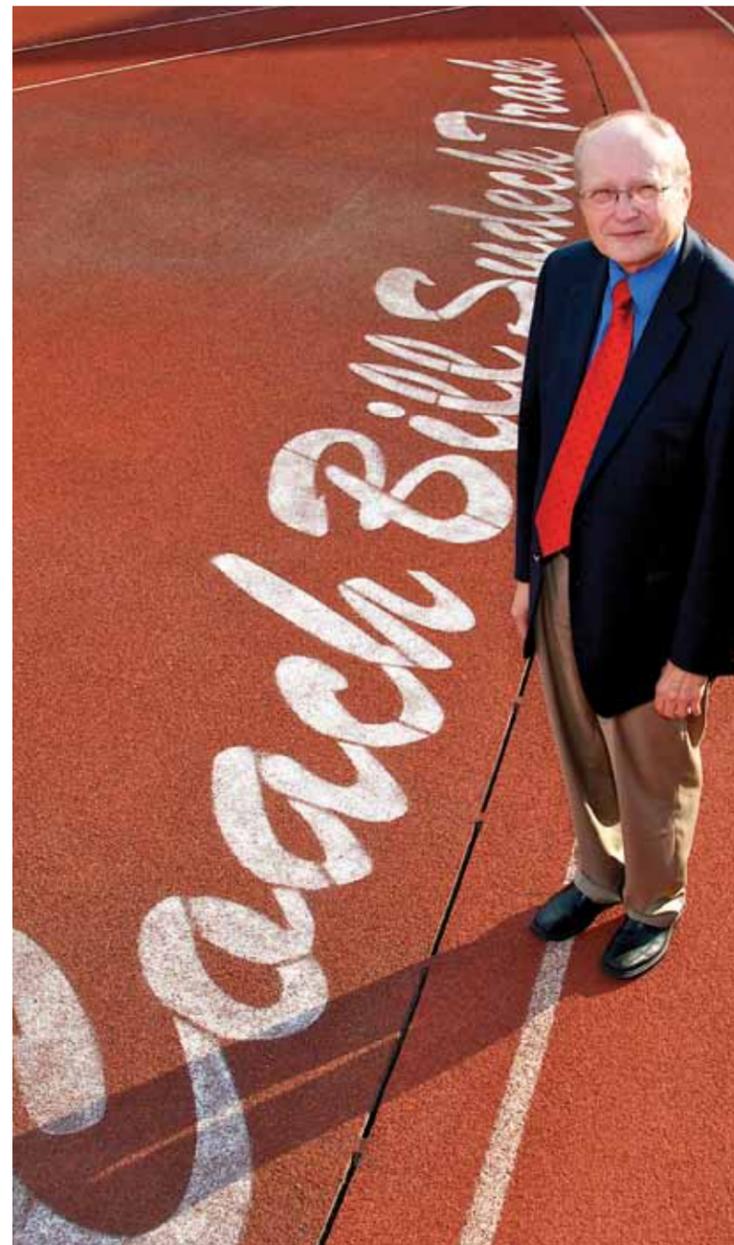
"Milton and Tamar Maltz have given us a remarkable opportunity. This project has the potential to create enormous benefit for our university, for The Temple congregation and for the community at large."

—President Barbara R. Snyder



Commitment to Athletics

Trustee, former student-athlete names field house, launches fundraising



Thanks to the generosity of James C. Wyant, PhD (left), the university has begun fundraising for the Wyant Field House—a new facility that will be a focal point for Case Western Reserve athletics.

A \$4 million commitment from Case Western Reserve University Trustee James C. Wyant, PhD (CIT '65), a former captain of the Rough Riders cross country team, will ignite a fundraising effort to build a new athletic facility at the North Campus Residential Village.

The 24,000-square-foot Wyant Field House will include weight training and cardiovascular areas, a Varsity Club lounge and multi-purpose space that will cater to varsity athletes and residents of the village.

"We are deeply grateful to Jim Wyant for this gift and the way it pays tribute to the role that athletics can play in the development of young people," says President Barbara R. Snyder. "This project will enhance the experience of legions of students who seek to improve their physical fitness and their athletic performance."

Included in Wyant's gift is the naming of the Coach Bill Sudeck Track in memory of the university's legendary coach, who was Wyant's mentor.

"Being involved in athletics was one of the most enjoyable parts of my undergraduate experience," says Wyant, who is now dean of the College of Optical Sciences at the University of Arizona. "I always hoped that someday I would make enough money to come back and help the athletic department in some way."

One of the university's most renowned athletes, Fred DiSanto (CWR '85, MGT '86), is chairing the campaign to round out funding of the field house. Construction is expected to begin in two years.



The Wyant Field House will build on the success of the North Campus Residential Village and Athletic Complex, which serves as the primary athletic facilities for the Spartan football, softball, baseball, track and soccer teams.

Circle of Generosity

Son honors late father's tenacity with professorship

Carl F. Asseff, MD, says discoveries tend to build on themselves; in the Asseff family, ingenuity seems to build exponentially.

Asseff, an ophthalmologist in Independence, Ohio, also holds a law degree and an MBA. He served in the Navy and the Navy Reserve. Complacency, he says, was never an option.

His late father, Peter A. Asseff, PhD (CIT '35; GRS '37, chemical engineering; '49, chemistry), was a self-starter whose tireless efforts led to 15 patents during his 50-year career at Lubrizol.

"One of the things dad taught me is that if your goals are noble and you have the drive, anything is possible," Asseff says.

He hopes to instill his father's industriousness in tomorrow's engineers. That is one reason he endowed the Peter A. Asseff, PhD, Professorship in Organic Chemistry at the Case School of Engineering of Case Western Reserve University. The gift completes a circle of generosity that started in 1997 when Peter honored his son with the Carl F. Asseff, MD, Professorship in Ophthalmology at the School of Medicine.

In recognition of Peter's distinguished career at Lubrizol—which was co-founded by Kent Hale Smith in 1928—the Kent H. Smith Charitable Trust provided funds to complete the Asseff family's endowment.

"I can't think of a better way to honor dad's legacy and benefit the future of mankind. As long as Case Western Reserve is in existence there will be a professor continuing to impact society in my father's name."

—Carl F. Asseff, MD



Carl F. Asseff, MD, and his mother, Elsie, celebrate the memory of Carl's father, Peter. In addition to the endowed professorships in honor of each Carl and Peter, the family has contributed to scholarships and to the Kelvin Smith Library.

School Celebrates First Professorship

Former faculty member makes history with gift to the School of Dental Medicine

With the announcement of a \$1.5 million commitment from R. William Cornell Jr., DDS (DEN '60) Case Western Reserve University's School of Dental Medicine celebrated a major milestone in its 118-year history. The Dr. and Mrs. R. William Cornell Jr. Endowed Professorship in Pediatric Dentistry will be the school's first endowed professorship.

"Dr. Cornell is an outstanding educator and practitioner who has been a role model to thousands of dentists," says Jerold S. Goldberg, DDS, dean of the dental medicine school. "We hope that Dr. Cornell's generosity becomes a model for others."

Early in his career, Cornell held numerous roles at the School of Dental Medicine: first as a volunteer instructor and later as a salaried clinical instructor, assistant clinical professor and acting co-chair of the pediatric dentistry department. He directed the undergraduate dental program until 1976.

"I wanted to support the school that gave me the knowledge and skills to build a career in a field I love," he says. "Faculty support was a clear choice for me, as there has always been a very positive relationship between the faculty and the students at the dental school."



R. William Cornell Jr., DDS (right), his wife, Chloe, and Dean Jerold S. Goldberg celebrate the Cornell's momentous gift.

As a dentist, Cornell served the community through the Cleveland schools' dental clinic and the Salvation Army's free clinic. Now retired, he volunteers with Habitat for Humanity and with a dental clinic near his home in Naples, Fla. His contributions to the school and to the dental profession were recognized with the 2010 Distinguished Alumnus Award.

Celebrations Spring and Summer Highlights



1



2

Katie Couric, anchor and managing editor of the *CBS Evening News with Katie Couric*, delivered the keynote speech at the spring commencement exercises. During her visit, Couric presented the university with a \$70,000 grant for colon cancer research from the Entertainment Industry Foundation, which has provided about \$1.2 million in support since 2000.

Trustee and Turning Point Society Member David Hunt (CIT '63, MGT '68) and his wife, **Dianne** (FSM '65, SAS '67), enjoy the spring *Momentum* donor event.

The Mandel School of Applied Social Sciences celebrated the appointment of **Anna Maria Santiago, PhD** (left) as the inaugural **Leona Bevis & Marguerite Haynam Professor in Community Development**. Santiago, an expert in social welfare policy and research methodology, will carry on the legacies of lifelong friends and social workers **Leona Bevis** (SAS '43) and **Marguerite Haynam** (FSM '30, LYS '31, SAS '41).



4



3

Robert J. Herbold, PhD (GRS '66, mathematics; '68, computer science) celebrates the appointment of **David L. Wilson, PhD** (left) as the inaugural **Robert J. Herbold Professor of Biomedical Engineering**. Herbold, a former executive vice president and chief operating officer of Microsoft Corporation, also gave a public lecture on U.S. competitiveness during his trip to campus.

Milton and Tamar Maltz Awarded for Visionary Achievement

Loyal supporters of Cleveland, CWRU recognized for philanthropic impact



During the 2010 commencement ceremonies, Case Western Reserve University President Barbara R. Snyder presented Milton and Tamar Maltz with the President's Award for Visionary Achievement, recognizing the significant impact their philanthropy has made on the university, humanity and the world.

"Milton and Tamar Maltz are committed to living their ideals," Snyder says. "In every case, their endeavors advance the human condition in some meaningful way. The generosity that Milton and Tamar Maltz have shown to Case Western Reserve exemplifies this point."

The Maltz Family Foundation of the Jewish Federation of Cleveland recently catalyzed the transformation of an historic cultural landmark, The Temple – Tifereth Israel, into the Milton and Tamar Maltz Performing Arts Center at The Temple – Tifereth Israel. The gift will help give the university's performing arts programs a new home, while preserving The Temple's historic grandeur and maintaining its status as a place of worship.

In 2008, the couple's \$2 million grant established the Milton and Tamar Maltz Professorship in Energy Innovation, which allowed the university to recruit energy expert Mario Garcia-Sanz, PhD.

Milton and Tamar Maltz are steadfast supporters of initiatives throughout the Greater Cleveland area, and through the Maltz Family Foundation they were founding partners of the Maltz Museum of Jewish Heritage. Each holds leadership positions with a number of civic and philanthropic organizations, including the Cleveland Museum of Art, the Cleveland Play House, the Jewish Federation of Cleveland, the National Association for Research on Schizophrenia and Depression and The Temple – Tifereth Israel.

Distinguished Lecture Endowed



President Barbara R. Snyder stands with Connie Richards and Timothy Callahan before the image of their father, F. Joseph Callahan Jr., for whom the Distinguished Lecture was named.

Callahan family endows lecture in honor of father, an industry and community leader

This year's Distinguished Lecture Series featured renowned author and engineer Henry Petroski and paid tribute to another great engineer, whose name will forever be linked to growth and innovation.

A \$1.25 million leadership gift from the Callahan family will endow the annual lecture in honor of F. Joseph Callahan Jr., chair emeritus of Swagelok, a leading fluid system manufacturer headquartered in Solon, Ohio.

"The Distinguished Lecture Series brings to campus leading experts in their fields—people committed both to improving the world and enhancing our understanding of it," President Barbara R. Snyder says. "Joe Callahan has set a similar standard in his professional and philanthropic contributions. We are gratified by the opportunity to name this event in his honor."

After joining Crawford Fitting Company—now Swagelok—in 1958, Callahan, a former Navy submariner and a graduate of Massachusetts Institute of Technology, quickly rose to the top of the organization. He amassed 23 patents in his 40 years at the firm, and Swagelok companies grew to more than \$1 billion in annual sales.

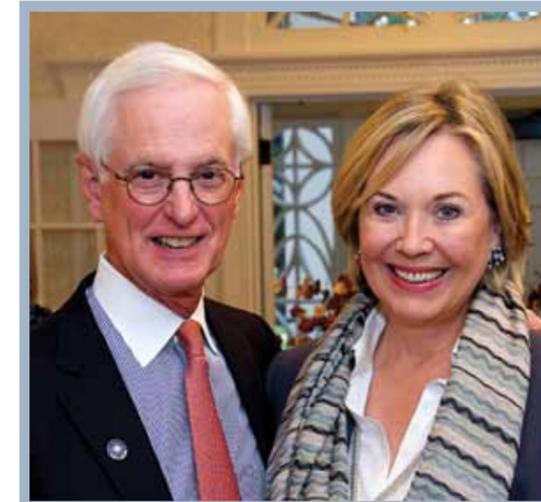
"Our father's business success was grounded in his belief that everything should be done 'first-class,'" says Timothy Callahan (MGT '99), co-trustee of the Callahan Family Foundation and vice chair of the Case Western Reserve University Board of Trustees.

Dedicated to Community Service

Joe Callahan has given generously of his time and assets, serving on the boards of Cleveland Clinic, Marymount Hospital, Cleveland Institute of Music and John Carroll University. He has made substantial leadership gifts to Case Western Reserve, the Cleveland Clinic Foundation and others.

Supporting Promise and Potential

Trustee, spouse create Weatherhead School's first faculty fellowship



"A great school is built on a foundation of great faculty."

—David Daberko

Case Western Reserve University Trustee David Daberko (MGT '70) and his wife, Deborah, have made a leadership commitment to the Weatherhead School of Management to fund a three-year fellowship. The Deborah and David Daberko Faculty Fellowship will support a promising associate professor and add significantly to the school's ongoing research efforts.

"A great school is built on a foundation of great faculty," David Daberko says. "Debbie and I spoke with Dean [Mohan] Reddy about creative ways to support outstanding teachers, and we strongly believe the fellowship will help the school attract and retain talented faculty members."

Daberko is a graduate of the Weatherhead MBA program and former CEO of National City Corporation. He first joined National City in 1968 as a trainee and served in numerous roles during his 39-year career there. He became CEO in 1995 and held that position until his retirement in July 2007.

Daberko is the former director of the Federal Reserve Bank of Cleveland and co-founder and co-chair of the Harvest for Hunger campaign. He serves on the boards of directors of Marathon Oil Company, RPM International and Chesapeake Midstream Partners, L.P. He is also a trustee of University Hospitals Health System and Hawken School.

"David and Deborah have always shown dedication and a strong commitment to the university," says Reddy, who is also the Albert J. Weatherhead III Professor of Management at the Weatherhead School. "We are excited to collaborate with them through the establishment of a faculty fellowship—the first of its kind at Weatherhead."

Good News

A selection of recent gifts from around campus

The **Helene Fuld Health Trust**, the nation's largest private funder devoted to nursing students and education, generously established the Helene Fuld Health Trust Scholarship Fund for Baccalaureate Nursing Students (BSN) with a \$550,000 grant. The endowment has already awarded scholarships to nine students over the past three years.

The **Josiah Macy Jr. Foundation** pledged \$640,000 over four years to the Interprofessional Learning Exchange and Development Center (I-LEAD) at the Frances Payne Bolton School of Nursing and the School of Medicine to implement an interprofessional medicine and nursing curriculum.

The **Medtronic Foundation** renewed its support for the Medtronic Scholars Program in the Department of Biomedical Engineering, committing \$90,000 over the next year. The funds will continue to support student scholarships and fellowships.

Rockwell Automation contributed \$75,000 to the Department of Electrical Engineering and Computer Science to upgrade a computer teaching lab for all engineering students. The company has also supported joint research and development grants in wind energy and algae harvesting research.

The **Kaiser Foundation Health Plan of Ohio's** Community Benefit Advisory Committee supported the university's National Youth Sports Program with a \$10,000 grant to provide healthy food for participants.

Profile

The John Huntington Fund for Education

More than 100 years after his death, the philanthropic legacy of oil executive John Huntington continues to inspire Cuyahoga County and its aspiring engineers, scientists, mathematicians, nurses and nutritionists.

In 1918, the John Huntington Art & Polytechnic Institute, created through Huntington's bequest, opened to a handful of Cleveland-area students. The institute provided educational opportunities to students in applied arts and industrial occupations. It gained momentum until it was disbanded in 1953, giving rise to the John Huntington Fund for Education.

The resulting fund has provided steadfast support to Case Western Reserve University, having funded more than \$15.5 million in scholarships to deserving Cuyahoga County residents pursuing a Case Western Reserve education in a technical field.

In the past 10 years alone, the fund has provided more than 2,200 awards to qualifying Case Western Reserve students.

"The John Huntington Fund for Education has allowed me to really focus on academics," says Paula Simpson (CWR '12), a nursing student who came off active duty from the Army in the fall of 2008 after 13 years of service. "After I get my degree I want to travel to developing countries and provide medical services to people there."

Simpson is one of the 228 current Case Western Reserve students who receive scholarship assistance from the fund.

"Because of scholarship programs like the John Huntington Fund for Education, some of the most talented young minds in Northeast Ohio have been afforded the benefits of a world-class education," says Rick Bischoff, the university's vice president for enrollment management. "These students go on to be leaders and innovators in our community and around the world."

Serving the University



Michael G. Cherkasky

Michael G. Cherkasky (ADL '72, LAW '75) has joined the Case Western Reserve University Board of Trustees. A leader in the field of global security and screening, he has supported the law enforcement community in oversight and policy development roles for 25 years.



Ronald I. Dozoretz, MD

Also joining the Board of Trustees is **Ronald I. Dozoretz, MD**, an expert on topics related to the hospital and health care management industries. He is founder and board chair of ValueOptions Inc., one of the nation's leading behavioral health and wellness companies.



Paul Ostergard

Former CEO of Junior Achievement **Paul Ostergard** (ADL '61) completed his service to the Board of Trustees in June. During his four-year term on the board, Ostergard actively promoted corporate matching gifts as a means by which individuals can enhance the value of their philanthropy and as an important source of corporate support.

Why I Give Himanshu S. Amin

“It’s re-energizing to see what students are doing. You can learn so many new things just by reconnecting with Weatherhead and interacting with the school’s students, faculty and alums.”



Himanshu S. Amin (MGT '93, LAW '95) says that dedication, significant sacrifices and a little luck allowed him to write his own rules for retirement.

Fusing his engineering skills with the business knowledge and legal training he received at Case Western Reserve University, he established Amin, Turocy & Calvin LLP in 1999 and grew the company into one of the country's top patent firms.

He says starting the business meant taking considerable risks—especially considering his wife was pregnant with their first child at the time—but his education at Case

Western Reserve's Weatherhead School of Management provided the skills he needed to launch and sustain his business.

“Dean Reddy—Professor Reddy when I was a student—instilled the fundamentals in me,” he says. “Always pay attention to the 4 Ps: product, performance, price and packaging.”

In 2009, Amin retired at the age of 43 and has since focused his energy on his family and on volunteering with several nonprofit organizations including the Weatherhead School, where he was recently appointed to the visiting committee.

Amin's gratitude to Case Western Reserve has also inspired his consistent support of the Weatherhead Annual Fund, which he co-chairs. He says his financial and personal involvement allow him to gain something in return: a sense that he is a part of something larger than himself.

“Weatherhead continues to successfully adapt to an ever-changing environment,” he says. “It's really exciting to see the school and the students evolve together and for me to be part of its growth.”

Financial Spotlight

Bequest supports scholarships, carries on alumna's legacy

An anonymous alumna of Case Western Reserve University's School of Medicine will leave a legacy of generosity to future medical students. The doctor's \$3 million bequest will provide scholarships to encourage qualified women to enroll in the School of Medicine.

"When donors choose to include us in their estate plans, it allows us to look at our financial future with confidence," says Pamela B. Davis, MD, PhD, dean of the

medical school and the university's vice president for medical affairs. "We are grateful these scholarships will alleviate the financial burden of medical education, attract more women to the School of Medicine and encourage more women to consider a career in medicine."

The donor's family says the will commitment will allow the 84-year-old physician to make a lasting statement on a cause she has championed throughout her life.

"My aunt considered herself lucky to have the opportunity to attend the School of Medicine at a time when many young women wouldn't have dreamed of becoming physicians," her niece says. "By leaving a bequest to the school she is able to open up to others the opportunities that she fought so hard to achieve. I know she is proud to leave that mark on future generations of women."



Estate Planning

How does it work?

We all want to leave a legacy—a gift that will benefit future generations after we're gone—but most of us face real limits on what we can contribute during our lifetimes.

Bequests and other planned gifts not only benefit the future of Case Western Reserve and its students and faculty, they also allow donors to leave a larger legacy than they ever thought possible.

It is easy to include the university in an estate plan by adding a simple codicil to an existing will or by including language in a will that is being drafted. It is also possible to make an estate gift without revising a will or trust by naming the university as a beneficiary under a life insurance policy, individual retirement account, 401(k) or Keogh plan.

The planned giving team at Case Western Reserve recognizes that major philanthropic decisions are often made in partnership with both an individual donor and his or her estate or financial advisor, and is happy to assist donors and their advisers at any step along the way.

To learn more about how Case Western Reserve can help you plan your estate, please contact John F. Shelley, executive director of planned giving, at 216.368.4460 or giftplan@cwru.edu, or visit cwru.edu/giving/planned.



About Turning Point

Turning Point: Progress and Partnerships at Case Western Reserve University celebrates the campus sculpture by world-renowned architect Philip Johnson. It serves as a metaphor for the power of education to change individual lives and the impact of philanthropy on our institution's history.

Turning Point is published by the Office of University Marketing and Communications Case Western Reserve University
10900 Euclid Avenue
Cleveland, OH 44106-7017
Phone: 216.368.4440

AMY E. RAUFMAN Editor
MELISSA J. EVANS Writer
LORI B. SCHEID Designer

ELIZABETH R. IRIZARRY Student intern

Photo Contributors: Anthony Grey, Daniel Milner, Andrew Morrell, Laura Webb

To learn more about supporting Case Western Reserve University, please call 216.368.4352 or email turningpointnewsletter@case.edu.

To read more about these and related success stories, please visit case.edu/giving.

© 2010 Case Western Reserve University. All rights reserved.