Creating Connections

> The Nord Family Greenway links our campus and community
The 2,200-foot-long Nord Family Greenway extends from the Tinkham Veale University Center on our main campus, through the Cleveland Museum of Art's garden, and to the Milton and Tamar Maltz Performing Arts Center on our west campus.

Photo: Matt Shiffler

on the cover
The 2,200-foot-long Nord Family Greenway extends from the Tinkham Veale University Center on our main campus, through the Cleveland Museum of Art’s garden, and to the Milton and Tamar Maltz Performing Arts Center on our west campus. Photo: Matt Shiffler
To Our Alumni and Friends:
You closed the last full year of our capital campaign in an extraordinary way.
For the first time in Case Western Reserve University’s history, annual gifts and pledges totaled more than $200 million in the year ended June 30, 2018.
The precise number—$208 million—is more than triple the total the university raised in the fiscal year that ended June 30, 2007.
The following day, Barbara R. Snyder became Case Western Reserve’s president.
Your generosity has been growing ever since.
It is difficult to find words that can begin to capture the depth of our gratitude, or the magnitude of impact you have had on this institution.
But you can get glimpses. In July, professors Paul Tesar and Drew Adams published research that offered significant hope for people suffering from multiple sclerosis and other neurological diseases. Both of the scientists received support early in their careers from the Mt. Sinai Health Care Foundation, and you can read more of their story on page 12.
In June, Marian and Michael Shaughnessy committed $5 million to launch a nursing leadership academy at the Frances Payne Bolton School of Nursing. The inspiration for the gift struck Marian in 2013, when she was a student in the class of professor and former dean Joyce Fitzpatrick. Their story is on page 14.
And in May, we dedicated the Nord Family Greenway, a lush commons that connects our main and west campuses—and provides the campus 2,200 feet of landscape suited for performances, picnics or even the pleasure of solitary reading while leaning against one of dozens of trees dotting the space. It became possible thanks to the Eric and Jane Nord family and several other donors detailed on page 4.
The Forward Thinking campaign comes to a close Dec. 31, 2018. Your support to date has been nothing short of inspiring. Thank you for all you have done for Case Western Reserve.

FRANK N. LINSALATA
CHAIR, FORWARD THINKING: THE CAMPAIGN FOR CASE WESTERN RESERVE UNIVERSITY
The Nord Family Greenway unifies the campus and links the university with nearby neighbors

People seldom celebrate when a high-flying idea gets brought down to earth. Yet the fireworks streaking skyward just east of the Maltz Performing Arts Center marked just such a moment—and hundreds applauded the more grounded approach.

The occasion was the dedication of the Nord Family Greenway, a 430,000-square-foot landscape project stretching from the Maltz Performing Arts Center to the Tinkham Veale University Center. Leaders initially envisioned a tall pedestrian bridge linking the two, but reconsidered when they saw entries to the Cleveland Foundation-sponsored design competition.

While a bridge would bring people from one place to another, the commons that planning and design firm Sasaki Associates proposed had the potential to do so much more—namely, bring people together. (Continues on p. 7.)

At both ends of the Nord Family Greenway, visitors are greeted by a quote from Theo Moll: “The past we inherit... the future we create.”
In creating a civic space that reached from the Glenville and Hough neighborhoods to University Circle, the Massachusetts firm also opened opportunities for everything from casual picnics to full-fledged concerts, not to mention a much quicker and easier way to access museums and other attractions for those to the west. One of those institutions—the world-renowned Cleveland Museum of Art—played a pivotal role in making the project possible. For the greenway to be a fully continuous parcel, the museum had to agree to allow part of its property—the Fine Arts Garden, including the Fountain of Waters—to be included in its path. The museum not only endorsed incorporating its space, but also added its own 7-acre landscaping project. For its part, the Cleveland Foundation added to its sponsorship of the design competition with a grant for the project, bringing its total commitment to $1.5 million. In recognition of one of the greenway’s key purposes, the foundation chose to have four words inscribed on both ends of the greenway: inspire, engage, connect and welcome. The foundation’s contribution was the last major part of the $15 million needed for the project; longtime university supporter the Eric and Jane Nord family made an exceptionally generous naming gift, while the Curt and Sara Moll family also made a significant commitment. Sara is an alumna of the university as well as a current trustee. In recognition of the gift, the greenway features a quotation from Theo Moll, a family patriarch who co-founded the company that today is MTD Products Inc.: “The past we inherit… the future we create.” Toby Devan Lewis, also an alumna and trustee, contributed as well; her support is highlighted within the greenway through “Toby’s Terrace,” where steps cut into a gentle slope can serve as seats to view an open-air performance. In addition, Current, powered by GE, provided LED lighting for the greenway, including 160 fixtures and corresponding LightGrid nodes. “I want to thank all of you for making the spectacular Nord Family Greenway possible,” President Barbara R. Snyder told the crowd shortly before the fireworks began. “I hope that, after this evening, you will return many times to enjoy all that [it] has to offer.”

“Donors’] collective engagement and support have given our community, city and region a landmark space expressly designed to bring people together with nature—and with one another.”

—PRESIDENT BARBARA R. SNYDER
Explore the Greenway

The setp: The Nord Family Greenway spans through the Cleveland Museum of Art; the greenway markers greet guests at both entrances; Toby’s Terrace provides an open-air performance space; and The Cleveland Foundation’s sidewalk marker spells out the aims of the greenway: to inspire, engage, connect and welcome.

Explore the Greenway

Photos by Matt Shiffler.

On to Act II

The next phase of the Maltz Performing Arts Center begins with $10 million gift from Roe Green to support arts education

For philanthropist Roe Green, there’s an enduring magic to gathering an audience to experience the arts in a live setting. “No two performances are ever the same,” said Green. “Each person in the room is having a different experience—but together, as their own intimate community.”

Wishing to enhance and expand performing arts opportunities for Case Western Reserve University students, Green is giving $10 million to support the next phase of the renovation of the Milton and Tamar Maltz Performing Arts Center at The Temple – Tifereth Israel.

“Everything I do for educational theater, I do for students,” said Green, a celebrated arts patron who has been recognized around the country for her commitment to cultural institutions and higher education. “My hope is to provide Case Western Reserve students a home where they can grow and kindle their imaginations.

“Arts education can shape young people in such powerful ways,” Green added.

In honor of Green’s gift, the world-class performance space planned for the Maltz Performing Arts Center will be known as the Roe Green Proscenium Theater.

Announced at the dedication of the Nord Family Greenway—a 15-acre nature commons connecting the university’s main campus and its emerging western campus, which
Milton and Tamar Maltz and the Maltz Family Foundation of the Jewish Federation of Cleveland provided lead gifts of $30 million for the project. The venue opened its doors in 2015 and has hosted a wide range of events, including concerts, stays, lectures and readings at the center’s Silver Hall.

“Phase Two” plans call for the addition of state-of-the-art rehearsal studios and a costume and scene shop for undergraduate students of the Department of Theater and the university’s joint Master of Fine Arts in Acting program with Cleveland Play House.

Green sees her gift as another way to build on her support and connection with Case Western Reserve students; each year, she hosts a dinner for the theater master’s students, and stays in touch with many of them, often offering an entrée into arts communities where she is well-known.

“There’s no lack of talent at Case Western Reserve,” she said. “We hope to attract even more in the years to come.”

Green’s gift continues her family’s legacy of accomplishment and contributions to the university. Her father, Ben C. Green (ADL ’28, LAW ’30), became the School of Law’s first alumnus named a federal district court judge in 1961, when he was appointed by U.S. President John F. Kennedy.

After Judge Green’s passing in 1983, his family made a gift to the law school that endowed a professorship in his name and led to the naming of the law library in his honor.

As CEO of the Roe Green Foundation since the early 1980s, Green has supported a number of social and cultural causes in Northeast Ohio and around the country, including the creation of the Roe Green Center for the School of Theatre and Dance and a visiting director series at Kent State University, where she earned a master’s degree in theater and communications in 1980.

Green’s passion for the performing arts sprouted as an undergraduate at University of Colorado–Boulder, where she happened into a role as a stage manager and immersed herself in theater.

“College is when I found what became my passion for theater. It gave me confidence, and taught me practical skills I use and hold dear to this day,” said Green. “If I can help do the same for others, nothing would make me happier.”

In addition to her philanthropic career, Green has extensive business and stage management experience, including at Cain Park in Cleveland Heights, The Cincinnati Opera, the Cincinnati Playhouse in the Park and The Singing Angels. She also performed as a competitive ballroom dancer for many years.

For all of Green’s interests, travels—she’s visited more than 160 countries—and projects, there’s nothing quite like the surprise of a new work of theater; to support emerging playwrights, she’s created the Roe Green Award at Cleveland Play House and contributes to the New Play Workshop at the Chautauqua Institution.

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At the Maltz Performing Arts Center, Green envisions an atmosphere that will ignite the creativity of students and, perhaps, the authorship of works that push the arts into new territory; she cites the originality, thoughtfulness and success of the musical Hamilton—a recent favorite of hers.

“In an instant, the arts can strip away our differences. At the same time, they can teach us about other cultures, people—and ourselves,” she said. “Few forces are more valuable to our society.”

includes the Maltz Performing Arts Center—Green’s support will help advance the expansion of the venue’s educational mission.

Above: A rendering of the Roe Green Proscenium Theater shows how the space will be transformed to enhance students’ opportunities.

Below: The exterior of the Maltz Performing Arts Center.
Drew Adams and Paul Tesar are having quite a year—and Mitchell Balk couldn't be happier.

This spring, the two School of Medicine researchers received the university’s highest honors for, respectively, undergraduate and graduate mentoring. Then, this summer, they published breakthrough research regarding brain disorders in two of the world’s leading scientific journals.

And on that very same day, Convelo Therapeutics—a company that Adams and Tesar co-founded in 2016—announced that it had closed $7.8 million in funding and appointed an internationally renowned biotechnology entrepreneur as its president and CEO.

Balk is neither an investor nor employee at Convelo. He’s not the researchers’ supervisor nor a faculty colleague either.

So why is he so overjoyed at the pair’s recent run of success?

Because two decades ago, the board of the Mt. Sinai Health Care Foundation backed the launch of Mt. Sinai Scholars, a program to provide support for early-career scientists beginning their research at the Case Western Reserve School of Medicine.

The organization’s president since its founding, Balk had high hopes that the board of directors’ decision would bolster the school’s ability to recruit exceptionally promising young faculty—and, in turn, help them show the kind of progress that would draw more substantial federal funding.

Tesar became a Mt. Sinai Scholar in 2008, while Adams won the designation in 2011.

“The support… came at a critical moment,” Adams explained.

Added Tesar, “[It] enabled my lab to pioneer new science.”

Since the program began in 1998 (neurosciences professor Ben Strowbridge was the first scholar), the foundation has awarded a total of $17 million to 28 Mt. Sinai Scholars. They, in turn, have drawn $70 million in additional external funding. And while these dollar figures are impressive, what matters more are the advances they make possible. The work of the labs of Tesar and Adams, for example, offers real hope of someday reversing the damage of multiple sclerosis and other neurological disorders.

“The Mt. Sinai board and I were absolutely thrilled to find out” about the collaboration, the publications and the new company, Balk said. “We now have further evidence of the success of recruiting [all of] these young scholars and the promise that they hold.”

Illustration: In earlier research, Tesar’s team morphed ordinary skin cells into functional brain cells—holding promise for treatment of diseases such as multiple sclerosis. Copyright Samantha Zimmerman.

Board Chair Susie Ratner and Foundation President and CEO Mitchell Balk received the President’s Award for Visionary Achievement at the university’s 2017 commencement.

Boosting Breakthroughs

Twenty years after its initial funding, Mt. Sinai Foundation’s support of early-career researchers makes a profound impact

$17M investment in Mt. Sinai Scholars program

$70M in external funding for the scholars

Founded in 1903 with significant and ongoing support from the region’s Jewish community, Mt. Sinai Hospital became known for its excellence in teaching, research and patient care—as well as its leadership as a private hospital in providing services to substantial numbers of poor citizens. When the hospital closed in 1996, the sale of its assets supported the creation of the Mt. Sinai Health Care Foundation.

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Board Chair Susie Ratner and Foundation President and CEO Mitchell Balk received the President’s Award for Visionary Achievement at the university’s 2017 commencement.
The initial inspiration for Marian Shaughnessy’s nursing leadership dream began more than five years ago inside the Frances Payne Bolton School of Nursing at Case Western Reserve University.

Shaughnessy, who received her master’s degree in nursing from Case Western Reserve in 1985, had returned to campus to pursue her doctorate. In between, she held positions as a practitioner, educator and administrator in critical care and perioperative nursing care and served as a traveling nurse, including working with indigenous populations in Colorado and Alaska and at a number of acute-care settings in the Cleveland area.

In 2012, though, she was back at the School of Nursing and enrolled in the doctorate-level course “Leadership in Organizations and Systems,” taught by Joyce J. Fitzpatrick, the Elizabeth Brooks Ford Professor of Nursing and Case Western Reserve’s former nursing school dean.

Shaughnessy credited Fitzpatrick for inspiring her to begin her own leadership journey and for encouraging her to engage with what she called her own “personal board of directors” who helped her lay the groundwork for what she then called “the leadership institute.”

“Your expectations and standards were so high that I was inspired to learn and absorb all that was being presented and discussed,” Shaughnessy wrote in a 2013 letter to her mentor. “You kept the class on a learning journey, and helped us to understand what it means to have a new mental model, with new rules and a motivation to see things differently.”

That inspiration culminated in the founding of the school’s Marian K. Shaughnessy Nurse Leadership Academy, announced this summer. The academy is being made possible from a $5 million gift from Marian and her husband, Michael. It aims to develop and support a new generation of leaders in the field of nursing on the Case Western Reserve campus.

“My vision is to transform health care for all populations and to improve the nation’s health,” Marian Shaughnessy said. “We are designing a dynamic toolkit for the development of nurse leaders.”

The idea behind that toolkit—and the dream to make the Frances Payne Bolton School of Nursing a “leadership destination”—already was forming while Shaughnessy was under Fitzpatrick’s tutelage in 2012-2013.

“Now, more than ever, nurses must seize the opportunity to be, not just facilitators of health care, but rather leaders in their own right,” Shaughnessy wrote in her 2013 letter. “The leadership institute will become the exclusive training facility for leaders in nursing.”

“My hope,” she continued, “is to integrate not only national nursing leaders, but also potentially global ones as well.”

Marian and Michael Shaughnessy, of Gates Mills, Ohio, are active in the Northeast Ohio community and beyond. Marian serves on the board of directors of University Hospitals Cleveland Medical Center and the board of trustees for the American Nurses Foundation.

Michael is the founder and former president of Color Matrix, and a trustee or board member for Notre Dame College, the Western Reserve Land Conservancy, the Catholic Diocese of Cleveland and additional advisory boards.

“My husband, Michael, and I believe in giving back, especially when it comes to nursing and the profession’s impact on patient outcomes and experience,” Marian Shaughnessy said.

“With every experience, you may learn a lot in your career, as I did, but we firmly believe that it’s best to be focused when becoming a leader.”

Why We Need Nurse Leaders

3.6 million
nurses in the U.S.

5%
of board seats
at health care
institutions

30%
of the health care workforce

82%
of nurses agree
more nurse
leaders are needed

4th
most popular undergraduate
major at CWRU
A New Vision for Health Education

For the hundreds gathered just a half mile west of Case Western Reserve’s main campus this summer, the moment was like stepping into a painting.

After years of looking at artistic renderings of the soaring atrium within the Health Education Campus, the crowd now stood within the stunning space, surrounded on all sides by floors that soon will feature classrooms, offices and study areas.

They would have the opportunity to tour the 485,000-square-foot building, but first Toby Cosgrove, Cleveland Clinic’s president and CEO until last year, had a special announcement.

He began by telling the story of a South African business leader who came to Northeast Ohio in 2000 to have the renowned heart surgeon perform a major cardiac procedure. From there, the two became friends, then their families became friends, and ultimately the relationship and mutual respect grew so great that Eric and Sheila Samson extended their already extensive philanthropic efforts to include the Clinic.

“Over the years, the Samsons have demonstrated a deep understanding of 21st-century health care,” Cosgrove told the audience. “They are committed to doing the most good for the patient of today, and the patient of tomorrow.”

And now, he announced, that commitment had led to an exceptionally generous gift to the Health Education Campus, whose main building now will be known as the Sheila and Eric Samson Pavilion.

“This extraordinary building will revolutionize health education,” university President Barbara R. Snyder said of the joint project, one of the nation’s first structures to house students from multiple health schools—medicine, nursing and dental medicine—in one place.

“Modern medicine is a team sport,” current Cleveland Clinic CEO and President Tom Mihaljevic explained. The new building will allow students “to learn side by side, duplicating the environment in which they will eventually practice.”

The Sheila and Eric Samson Pavilion—as well as the dental clinic being built across the street—will welcome more than 2,000 students next summer.

Many of those in attendance that evening had contributed to the project’s $270 million in fundraising—and now they could see the beginnings of the reality their support was making possible.

“Today we are delighted to provide a preview to all of you,” President Snyder said, the project’s “most dedicated champions.”
The career of Charles H. Phipps (CIT ’49) reads like a history of early computer science: stints at General Electric and Motorola, a long tenure at Texas Instruments, then consulting and high-tech venture capitalism.

An innovator in a then-nascent discipline, he’s now supporting its future: He has committed $5 million to endow the dean’s position at the Case School of Engineering.

The endowment will provide new Dean Venkataramanan “Ragu” Balakrishnan, who started Sept. 1 after leading electrical engineering and computer science at Purdue University, resources for research opportunities, strategic initiatives and transformative ideas.

The deep connection between Phipps and Case Western Reserve began when he came to what was then the Case Institute of Technology. Accepted to attend immediately after high school in 1944, he first served two years in the U.S. Army, where he also took engineering classes. Phipps arrived in Cleveland in 1946 as a sophomore, graduating in 1949 with a degree in electrical engineering.

“Case at that time was just right for me, in part because of the small class sizes and easy rapport with professors, as I came from a small town and would have been lost at a larger university,” he said in a recent interview.

“But Case also had a strong interplay between engineering and science, and, with that and social and other activities, I had a sense of accomplishment by my senior year and initial confidence for trying new uncharted challenges.”

Phipps, now 91 and living in Dallas, began his career in the test engineering program at General Electric. He then earned his MBA at Harvard Business School and moved to greater Chicago to work for Motorola.

But it was his move to Dallas to work as an engineer for Texas Instruments in 1957 that piqued his interest in strategy and how it relates to product development. He worked at Texas Instruments for the next 30 years, beginning in market development for potential semiconductor products, such as solar cells and infrared detectors. He soon moved into research and development, where he met Jack Kilby, the inventor of the integrated circuit—a chip that revolutionized electronics, starting with the handheld calculator.

Phipps worked closely with Kilby on business development of the integrated circuit, eventually becoming the director of strategy for the corporation—when strategy was just emerging as its own discipline.

Phipps left Texas Instruments to become a consultant and, in 1987, he became a partner at the technology-focused venture capital firm Sevin Rosen Funds.

Long a generous benefactor to the university, Phipps became more involved at Case Western Reserve in the 1990s, joining the engineering dean’s advisory board and making more visits to campus with his family.

The endowment pledge is Phipps’ third major gift to the school, following the creation of the Myron Phipps Dean’s Discretionary Fund by he and his brother, the late John B. (Jack) Phipps (CIT ’49), in honor of their father; and the Phipps Endowment Fund for the Department of Electrical Engineering and Computer Science in memory of his late wife, Mary Claire Aschenbrener Phipps.

He said his philanthropy today comes from the examples set by his own father (who “disdained displays of being better off than his peers”) and his father-in-law (who was active at the University of Wisconsin, endowing chairs and scholarships).

“I have come to understand,” Charles Phipps said, “that our successes were likely 80 percent good fortune (luck or market timing) and the rest hard work and our judgment.”
You hop in an Uber for the airport—and leave your printed boarding passes behind. Midflight, you realize you forgot to turn off your home’s air conditioning. And once you land, your phone buzzes with a notification that your garage door still is open. A few years ago, these could have been major inconveniences—or even vacation-upending mishaps. Now, they can be solved with a few short taps on your phone, tablet, watch or any number of devices.

This revolution in technology is known as the Internet of Things (IoT), an interconnected network of devices that collect, store and share data. It’s changing everything from how we order groceries (hello, Alexa), to how companies manufacture products, to how cities operate everything from parking spaces to energy usage.

Thanks to a new partnership spurred by a gift from The Cleveland Foundation, Northeast Ohio is poised to lead in the next wave of connectivity.

With the foundation’s support, Case Western Reserve and Cleveland State formed the Internet of Things Collaborative in 2017.
Through the new initiative, the institutions aim to use the Internet of Things to drive regional economic development, focusing on manufacturing, health care, smart cities and energy to build upon the city’s strengths. Since its launch earlier this year, the collaborative has brought together local organizations in the private and public sectors to share resources and ideas, provide educational opportunities and conduct research into the field.

When Case Western Reserve and Cleveland State separately approached the foundation about funding opportunities related to Internet of Things initiatives, its leadership instead opted to provide a planning grant to both institutions to spark collaboration. Since then, the foundation has contributed even more than dollars—it’s provided lab, staffing and faculty support, as well as insight and advice.

To learn more about the collaborative, we sat down with its leader at Case Western Reserve, Nick Barendt, who also is the executive director of the university’s Institute for Smart, Secure and Connected Systems.

How would you describe the main focus of the Internet of Things Collaborative?

It’s regional economic development: building capacity at both universities around faculty, students and curriculum, and partnering with local industry and the public sector. We have projects coming out of the county and several cities to support their work for the “Smart Cities” initiative (an Obama Administration project to encourage communities to solve their most pressing issues using collaboration and the IoT, among other strategies). Then we have private-sector engagements with various industry partners in the area, helping them in different pieces of their IoT puzzle—from talent development, to technology research, development, and deployment, to business model innovation.

What is your vision for the collaborative?

The success of the collaborative is really measured by success for the region—what we can do for our region from an economic-development standpoint. Higher education institutions (and the collaborative) have a role to play—through research, translation of that research into the public and private sectors, and education. It all starts with building the institutional and regional capacity—recruiting faculty and students, fostering collaboration, and building the people and systems necessary to support the efforts.

In the next five to 10 years, we plan to see Northeast Ohio clearly become one of the leaders in the industrial Internet of Things. There will probably be no single winner from a domestic or international standpoint, but we’re well-positioned to be one of the lead regions given our geographic location, our access to awesome talent at both universities, and our health care and manufacturing expertise in the region. Collaborating with our economic development partners will continue to be critical.

Tell me about the power of partnering with Cleveland State.

There are a few things we’d like to accomplish. First, we need to continue developing research and capacity [organizational] funding at both campuses—a mix of federal, state and industry research and development as well as philanthropic capacity building.

Next, we need to keep building the academic and institutional capacity to allow the collaborative to be an ongoing, sustainable effort with the right faculty members contributing. We need to increase our “bench strength” by finding faculty who are interested in areas where their work can make the whole more than the just sum of its parts.

In addition, we must continue advancing our research initiatives and translational projects in the public and private sectors.

And, finally, we need to solidify ourselves as part of a regional, digital hub for transformation. The collaborative has built much of the infrastructure between the two institutions to support joint higher education research and education in the area. So we need to continue to be the glue that helps connect higher education to others—that makes those conversations happen and move the ball forward for our region.
As an aeronautical engineer, M. Frank Rudy (CIT ’50) had ideas that helped companies improve their manufacturing techniques and even NASA’s rocket engine program. Yet it was another of Rudy’s many inventions—born of his interest in skiing and the encouragement of his wife, Margaret Domiter Rudy—that revolutionized the athletic footwear industry in 1978: the Nike Air Sole.

Forty years later, a $1.9 million gift from their daughter, Kim Rudy McMahon, in the names of her late parents, established the M. Frank Rudy and Margaret Domiter Rudy Athletic Endowment. Her generosity assures that the university’s varsity student-athletes will compete in top-of-the-line uniforms and shoes for generations to come.

About 500 student-athletes participate annually in the university’s 19 women’s and men’s varsity sports.

“Since my father is the inventor of the Nike Air Sole, it seems fitting to make sure his alma mater is always outfitted in Nike uniforms and, of course, shoes,” she said. “May the teams be proud and self-confident as they compete for Case Western Reserve University.” And may they be as nimble as her father was.

A career rocket scientist, Rudy chose to pursue a different path when the aerospace industry fell into decline by 1969. A 45-year-old corporate director by then, he was offered a position lower in both rank and salary that also required what he had been doing for other people, which was to invent something.” (Frank Rudy ultimately held more than 250 patents.)

More specifically, Margaret suggested he invent a more comfortable ski boot because hers were so painful to wear, “which he successfully did by putting air around the ankle and sides of the foot. He then experimented with putting air under the foot,” Rudy McMahon said. “This ultimately led to the creation of the Air Sole, which, when used in athletic shoes, revolutionized the industry and helped establish Nike as a multibillion-dollar sports apparel giant.”

“Without my mother’s suggestion—coupled with her unconditional support to start into a business even though they would have no income, and with her 24/7 assistance—there would be no Nike Air Sole today,” Rudy McMahon said.

The M. Frank Rudy and Margaret Domiter Rudy Athletic Endowment represents the latest commitment the family has made to Case Western Reserve, not only on the athletic field but in the classroom.

In 1999, the couple donated $2 million to establish the M. Franklin Rudy and Margaret Domiter Rudy Professorship of Biomedical Engineering.

And, since fall 2014, the Spartans’ Nike athletic uniforms have honored Rudy. Gifted by Nike and the Rudy family, the uniforms have featured a custom-designed emblem with the initials “MFR,” for Marion Franklin Rudy. The 3D emblem, with special texture and shine, resembles inflated Air Sole units and orbiting planets that pay tribute to Rudy’s career as an aerospace engineer.

Rudy McMahon worked with the Nike to make that gift happen; the Rudy athletic endowment extends that commitment.

And this fall, Rudy will be posthumously inducted into the Case Western Reserve Athletic Hall of Fame in the Special Category for his “immeasurable impact on sports worldwide and an immense impact on athletics at his alma mater.”

The Sole of Sports

A new endowment in memory of alumnus and inventor M. Frank Rudy and his wife, Margaret, outfits student-athletes

Frank Rudy (CIT ’50) with his invention—the Air Sole—that helped spur Nike’s success.
Thinking Beyond

Burton D. Morgan Foundation’s support inspires a new class with global impact

This fall, undergraduates at Case Western Reserve University and citizens in Syria are coming together virtually to learn about global entrepreneurship.

It is a class literally five years in the making—and only became possible after a chance conversation with a local nonprofit.

Burton D. Morgan Foundation President and CEO Deborah Hoover had just given a presentation about the organization’s work to advance entrepreneurship in Northeast Ohio, and Michael Goldberg was intrigued.

An assistant professor at the Weatherhead School of Management, he had been thinking about launching an online course on the subject. The foundation already was deeply engaged in entrepreneurship education across the region, including funding CWRU LaunchNet, a program that supports students and alumni in navigating the journey from intriguing idea to full-fledged startup.

“Today more than 135,000 students have taken “Beyond Silicon Valley” through the online education platform Coursera. It in turn led to a book of the same title that tells the stories of online students around the world who have gone on to launch entrepreneurial ventures. The foundation funded both—and more.”

Indeed, when Case Western Reserve President Barbara R. Snyder spoke last spring at a ceremony marking the book’s publication, she noted that the building hosting the event—the Larry Sears and Sally Zinman Sears think[box]—also received the foundation’s support.

To be located on the building’s sixth floor, the Burton D. Morgan Suite for Entrepreneurship also will host two other foundation-supported initiatives: the law school’s Intellectual Property Venture Clinic and CWRU LaunchNet.

“The results of our remarkably successful collaboration with Deb and the foundation are evident throughout our campus,” President Snyder explained at the book launch.

Indeed, between Sears think[box] and CWRU LaunchNet, student startups have raised more than $10 million through investments and awards won in entrepreneurial competitions. One of the student founders won an invitation to the White House, while another starred in a nationwide commercial for Microsoft.

It is through the online course, though, that the Burton D. Morgan Foundation has achieved the greatest global impact; its students hail from 190 countries. Their number include Al-Amjad Tawfiq-Isstaif, the leader of a nongovernmental organization that supports hopeful entrepreneurs in Syria.

Goldberg and Tawfiq-Isstaif connected online, and their conversations evolved into a version of “Beyond Silicon Valley” specifically designed for a blended enrollment of Case Western Reserve students and Syrian citizens. By mid-August, more than 50 Syrians had registered for the course, which runs through the fall semester.

As Hoover wrote in the foreword to Goldberg’s book: “A wonderful aspect of ‘Beyond Silicon Valley’ is students do not feel stranded in remote places without colleagues. It provides sounding boards for ideas and frustrations that are a few computer clicks away.”


deborah hoover speaks at michael-goldberg’s-book-launch-in-sears think[box]
Funding the Future

Alumna Linda Bailey’s gift unites her two careers: social work and financial planning

Linda Bailey (SAS ’74) traces the roots of her successful career in financial planning to her social work education at what is now the Jack, Joseph and Morton Mandel School of Applied Social Sciences at Case Western Reserve University. After graduating with her master’s degree in social administration, she served in several roles in the field—including as a clinical case worker and an administrator at various mental health facilities.

Then, after 25 years, she chose an unlikely path. Prompted by an American Express solicitation proclaiming that the best financial advisors are social workers at heart and entrepreneurs in practice, she became an investment manager and built her own successful practice.

“My social work training served me well,” said Bailey, who sold her Ameriprise Financial practice and retired in May 2015. “That’s due in large part to who Case Western Reserve helped me become.”

It’s part of the reason behind Bailey’s recent $375,000 commitment to fund scholarships at the Mandel School. “Paying it forward is important,” she said. “I’m comfortable now, but life is about helping the next generation—and education is the key.”

Bailey said she plans to remain active with the school and watch young social workers cultivate their own lifelong skills. Social workers are well-suited to be adaptable, primarily because they understand others’ needs, she said.

“I’m often asked whether it was a strange transition to go from social work to financial planning,” she said. “It’s really not. As a social worker, I wrote grants, balanced budgets and prepared long-term plans. Financial planning is about budgeting, forecasting and advising.”

Bailey said now that she’s retired, she wants to make an immediate impact.

She’d also like to set an example to her fellow 1974 graduates to inspire giving back—something that her philanthropic parents instilled in her by establishing scholarship funds at other institutions of higher learning. “You could say,” she said, “it runs in the family.”

“Paying it forward is important,” she said. “I’m comfortable now, but life is about helping the next generation—and education is the key.”

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Funding the Future

Linda Bailey’s gift unites her two careers: social work and financial planning

Linda Bailey’s social work education primed her for career success.
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but we’re not done yet!

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