A Closer Look: University-Museum Collaboration

> Going the Extra Mile

> Supporting Sustainable Value
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on the cover
Detail of “Field Armor for Man and Horse with the Arms of the Völs-Clonna Family,” Cleveland Museum of Art permanent collection.

Winter/Spring 2014

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Giving
To Our Alumni and Friends:

Today, I write with great excitement regarding the progress you have made possible to date for Forward Thinking: The Campaign for Case Western Reserve University. When we first conceived this major fundraising effort—and even later, during its quiet phase—$1 billion loomed as an extraordinarily ambitious goal. As of January 31, 2014, our total for gifts and pledges to the campaign stands at $952.3 million—and the campaign is not scheduled to end for another three years.

How did this campaign achieve such momentum? I attribute the results to two primary factors:

1. Alumni and friends who recognize the excellence that thrives on our campus.
2. Faculty, staff and students who demonstrate daily the incredible potential they possess.

Consider some of the stories included in this issue: Joe and Nancy Keithley so admired the innovative academic collaboration between Case Western Reserve and the Cleveland Museum of Art that they committed $15 million to extend and enhance its impact (p. 12). Chuck and Char Fowler believe so passionately in the importance of sustainable value that they made a third pledge to support related research and education at the Weatherhead School of Management (p.22)—bringing their total giving to $16 million. And several donors so value sports and fitness for students that they quickly committed the entirety of the Wyant Athletic and Wellness Center’s $8 million total fundraising goal (p.18).

These individual examples are impressive, but a broader look at Fiscal Year 2013 underscores the accelerating excitement. Not only did you set a new all-time record for the annual fund—$10.2 million—but you also set our fifth attainment record in six years: $145.9 million. In addition, three schools—medicine, engineering and the Jack, Joseph and Morton Mandel School of Applied Social Sciences—set individual annual attainment records.

These investments make meaningful differences in the life of our campus because of the improvements they allow and because of the messages they send. You believe in Case Western Reserve. You understand the impact it has on students and society, as well as the promise it holds for the future. Perhaps most important, you understand that, as significant as these commitments are, we still have much more to do. Every dollar we raise allows the university to achieve significant priorities—among them additional student scholarships, endowed professorships, innovative academic programs and invaluable capital projects. In short, your ongoing support is essential to our mission.

In this issue, we celebrate the generosity and vision of our supporters. On behalf of everyone involved in the campaign and Case Western Reserve, I extend my profound gratitude to them—and all of the other extraordinary people who have contributed to this campaign.

FRANK N. LINSALATA
CHAIR, FORWARD THINKING: THE CAMPAIGN FOR CASE WESTERN RESERVE UNIVERSITY

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“Opportunities to engage will abound. Please, seize them. We need you.”

— President Barbara R. Snyder,
2013 State of the University address
Mandal Family Builds Its Educational Legacy

For more than 60 years, Jack, Joseph and Morton Mandel worked together to enhance their own business and, through their philanthropic commitments, society as well. These experiences have underscored the importance of collaboration—as well as the critical significance of having the best people engaged in addressing complex problems.

In 1988, the Jack, Joseph and Morton Mandel Foundation made a naming gift for what was then the School of Applied Social Sciences, ensuring that students had outstanding opportunities to learn how to engage with others to solve communities’ most vexing challenges, and to do so in a modern and welcoming setting.

Later, when the university’s programs expanded, they made a naming gift for what is known today as the Jack, Joseph and Morton Mandel Community Studies Center. Students today need spaces that encourage greater interaction and can be adapted for multiple kinds of teaching and conversation. Once again, the Mandel Foundation has responded—this time with an $88 million gift for programs in social work, leadership and community engagement. The 2013 commitment includes a $4.96 million lead gift to support renovation of the Jack, Joseph and Morton Mandel School of Applied Social Sciences building, an endowed deanship and educational initiatives.

The complete renovation project is estimated to cost $9.1 million. This award puts the foundation’s total contributions to the university at more than $48 million.

“We believe in the mission and achievements of Case Western Reserve’s programs in social work, leadership and community engagement,” Morton Mandel said at a ceremony announcing the gift. “We look forward to even greater accomplishments in the preparation of leaders who make a meaningful difference in the world.”

The brothers launched the Jack, Joseph and Morton Mandel Foundation after the trio experienced extraordinary business success with an automotive supply company they created in 1940. The worldwide foundation supports education and leadership programs focused on nonprofit and socially relevant initiatives around the globe.

“Jack, Joseph and Morton Mandel have set an international standard for catalyzing transformational change for individuals, organizations and even entire nations,” Case Western Reserve President Barbara R. Snyder said. “We are grateful for every contribution the foundation has made to our university, and are deeply honored by this new commitment.”

Morton Mandel Achieves Milestone

Nearly 75 years after beginning his college career, Morton Mandel earned his bachelor’s degree from Case Western Reserve last spring. In 1939, Mandel accepted a scholarship to attend Adelbert College, but after one year, his business ventures and enlistment in the U.S. Army put his education on hold. While serving, Mandel took classes at Pomona College and University of California at Berkeley.

Last spring, Mandel presented his 2013 book It’s All About Who at a ceremony announcing the gift. He has written more than a dozen other books. Mandel is also a member of the College of Fellows of Case Western Reserve University.

Mandela’s success with an automotive supply business led to the family establishing a successful pharmacy wholesale business. After Milford died in 1972, Lillian continued to work at the company. She also began directing her philanthropic efforts to alleviating poverty and suffering in the community and the world.

For Lillian Harris (FSM ’30, SAS ’33), devotion was a way of life. As a mother, advocate and donor, she embodied the ideals of service and dedication. At 95, she still drove herself each week to Cleveland-area schools to volunteer with literacy programs. Until she passed away in January 2013 at the age of 104, she remained committed to her family, to education, and to Case Western Reserve’s Jack, Joseph and Morton Mandel School of Applied Social Sciences.

To honor her belief in higher education, Lillian Harris’ son, Seth Harris, and wife, Lilli, committed $500,000 to renovate and relocate the Lillian and Milford Harris Library as part of the school’s renovation project.

One of a handful of women to earn a graduate degree in social work from the school in the 1930s, Lillian Harris inspired a love of learning in her children and in those with whom she worked. With her husband and fellow alumnus Milford Harris (PHA ’29), the family established a successful pharmacy wholesale business. After Milford died in 1972, Lillian continued to work at the company. She also began directing her philanthropic efforts to alleviating poverty and suffering in the community and the world.

Over the years, Lillian Harris established an endowment for student scholarships and a professorship in urban research and social change. She also funded the school’s library, considered by practitioners to be the premier social work library in the region.

Seth Harris, a successful entrepreneur, and Lilli Harris, the founder of public relations firm LiefKarson in Beachwood, Ohio, recall Lillian’s infectious love of learning.

“My mother-in-law was an inspiration to so many people,” said Lilli Harris. “To be able to move forward with Lillian’s legacy is very special to us.”
In Memoriam

Peter B. Lewis

"Seeing results flow from my gifts is my greatest pleasure as a philanthropist..."

—PETER B. LEWIS

Peter B. Lewis, the visionary businessman and philanthropist whose name graces the home of the Weatherhead School of Management, died Nov. 23 in Florida. The 80-year-old Northeast Ohio native is survived by his wife, Janet Rosel; daughter, Ivy; sons Adam and Jonathan; brother and sister-in-law Daniel and Jan; ex-wife, Toby Devan Lewis; and five grandchildren.

"Peter Lewis brought excellence and originality to all that he did," President Barbara R. Snyder said of the longtime chairman and CEO of Progressive.

"He transformed the auto insurance industry, elevated architecture and the arts and inspired our students to follow his mantra: Risk. Learn. Grow."

Lewis, who received the university’s first President’s Award for Visionary Achievement at its 2008 graduation ceremonies, gave the 2013 Commencement address and received an honorary doctorate (see sidebar). In his remarks that day, Lewis urged graduates to "challenge conventional wisdom. Experiment with your passions. Treasure relationships with family and friends and embrace integrity in all that they did. "A passion to improve and enjoy everything will make your life more vibrant, interesting and successful," Lewis told the graduates. "Find work you enjoy. Have fun doing it. Keep playing with the openness of a child. Extern your with yor passions. Challenge conventional wisdom. And lastly, love and support CWRU."

The university is the alma mater of his mother, father, sister, ex-wife and several earlier generations of his family. In 1999, Lewis made a $36.9 million naming gift for the building that now houses the Weatherhead School of Management. Designed by the world-renowned architect Frank Gehry, the five-story, 150,000-square-foot structure exemplifies ideals of curiosity, creativity and innovation. During its 2002 dedication ceremonies, Lewis urged the university to consider the school’s new physical home a catalyst for progress.

"What’s important now, to me, which is what motivated this project in the first place, is that getting better starts right now," Lewis declared. "...That’s what I hope this building stimulates."

Weatherhead School faculty credited the process of developing the building and then working within it for inspiring the school’s evolving emphasis on design thinking in management. This Fall, the Weatherhead School announced a new Department of Design & Innovation.

"The new department’s progressive curriculum will serve not only to educate students," the university’s chief innovation officer Joseph Jankowski said in September, "but also bolster the entrepreneurial talent base and culture of innovation in the region."

Lewis grew up in Cleveland Heights and went to Princeton University. His father died in 1955, and Lewis returned to Northeast Ohio after graduating to join the company his dad had cofounded 18 years earlier. When Lewis was 31, he and his mother managed a leveraged buyout of the company and he became CEO. At the time, Progressive had fewer than 50 employees.

Over the next several decades Lewis grew Progressive into a company recognized nationally for its willingness to set new standards regarding whom it would insure—including high-risk customers—and how it would serve them. Progressive’s advances included 24/7 claims service, one-stop rate-comparison shopping and a "concierge" approach to claims management. Today, the company counts more than 26,000 employees across the country and more than $17 billion in annual revenue.

Lewis stepped down from the CEO position in 2000 and in the ensuing years concentrated an significant philanthropic support for his alma mater, the Guggenheim Museum and contributions to political causes. In 2012, he signed the Giving Pledge, an initiative launched by Bill Gates and Warren Buffet that calls on the world’s wealthiest people to commit at least half of their wealth to philanthropy. In his letter about the pledge, Lewis wrote that his own philanthropy began when he donated nickels to his temple after his father explained that such gifts were a Jewish tradition. Over the years, he estimated he had given away half a billion dollars.

"Seeing results flow from my gifts," he continued, "is my greatest pleasure as a philanthropist."

On Nov. 26, more than 500 people attended a memorial for Lewis at The Temple - Tifereth Israel. After the service, Case Western Reserve hosted a reception at the Peter B. Lewis Building, which was bathed in blue light to honor the man who made it possible.

View Peter B. Lewis’ In Memoriam video online at bit.ly/K7BB7Y.
In Memoriam
F. Joseph Callahan

The university lost a friend and supporter last summer with the passing of F. Joseph Callahan, the legendary Cleveland-area business leader and philanthropist for whom the Case Western Reserve’s distinguished lecture is named. He was 89 years old.

After winning an appointment to the United States Naval academy, Callahan earned a Bachelor of Science degree and graduated from submarine school. He served several tours between earning two more degrees from the Massachusetts Institute of Technology.

Callahan resigned from active duty in 1957 and began working at the fluid system company Crawford Fitting, which later became Swagelok. In his 42 years with Swagelok, Callahan secured 23 patents and ultimately became president and chairman.

Throughout his life, Callahan maintained a profound commitment to family, service and philanthropy. He served on the boards of Marymount Hospital, John Carroll University, the Cleveland Institute of Music, the Cleveland Orchestra and Cleveland Clinic.

Together with his wife, Mary, who passed away in 1992, he launched the Callahan Foundation in 1968. Over the years, the foundation has donated more than $10 million to local organizations, including a $1.25 million commitment to endow the Callahan Distinguished Lecture.

Previous speakers include Harvard University psychologist and manic depression Kay Redfield Jamison; and renowned biologist E.O. Wilson.

“Since 2004, I’ve been a proud supporter of the university’s nursing program, and with this new scholarship support, more students will have access to outstanding nursing education that they otherwise couldn’t afford,” Fletcher said.

Fletcher’s love of nursing began when she was a young girl. When she grew up, she decided she wanted to be a nurse for science answers. She quickly decided she wanted to be a nurse when she grew up.

Years later, Fletcher completed her nursing training at St. Luke’s Hospital in Cleveland and married her high school sweetheart, Leonard H. Fletcher Jr. (“ADL,” 30). The couple was together for 48 years, until his death in 1995.

As president and owner of the Fletcher Insurance Agency in Lakewood, Ohio, Leonard Fletcher worked long hours to ensure the business' success. Louise Fletcher recalled waiting up for him every night after his two post-dinner appointments so they could talk about their days.

The dedication drove significant business success, and the couple established their foundation in 1968. That same year, the foundation made its first grant to Fairview Hospital’s nursing program. The most appealing aspect of the Fairview program is also at the core of Case Western Reserve’s curriculum, and one that Frances Payne Bolton students still enjoy today: clinical experience within the first weeks of classes.

“I love the idea of nursing students going directly to the floor, and I want to support nursing programs that do just that,” said Fletcher. “You learn so much more about what it means to be a nurse with clinical work.”

Today, Fletcher spends much of her time as a volunteer working one-on-one with kindergarten students at Lincoln Elementary School in Lakewood. “In all that I do, I hope that I’m planting seeds that will grow,” said Fletcher.

“I feel so fortunate to be able to share our success with tomorrow’s nurses.”

Louise Fletcher’s lifelong passion for nursing has led her to commit $250,000 to scholarship support for students at the Frances Payne Bolton School of Nursing. This gift, made through the Louise and Leonard Fletcher Foundation, builds on nearly 10 years of annual scholarship support and brings the foundation’s total giving to nursing at Case Western Reserve to more than $500,000.

“Since 2004, I’ve been a proud supporter of the university’s nursing program, and with this new scholarship support, more students will have access to outstanding nursing education that they otherwise couldn’t afford,” Fletcher said.

Fletcher’s love of nursing began when she was a young girl. When she was seven, she lost her mother and infant brother to complications during childbirth. The tragedy inspired the young girl to look to science for answers. She quickly decided she wanted to be a nurse when she grew up.

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Supporting Hands-On Learning
Recognizing Extraordinary Vision

Jane Baker Nord, loyal friend and generous supporter of arts and education, honored with President’s Award for Visionary Achievement

Promoting the arts and education through philanthropy and service has always been an integral part of life for Jane Baker Nord (GRS ’76, art education). After graduating from Vassar College in 1962, she performed the work of a Cleveland Clinic lab employee who had joined the military. When the war ended, she taught art to injured veterans. And after earning her master’s degree, she formed an arts organization and supported the renovation of its space in Oberlin, Ohio.

Nord’s love of learning has touched nearly every corner of the campus. The combined philanthropic effort of the Nord family and foundations is evident in learning and research spaces and in endowed funds that support faculty, students and teaching. In recognition of her many contributions to Case Western Reserve and other arts and education initiatives, President Barbara R. Snyder presented Jane Nord with the President’s Award for Visionary Achievement during the university’s 2013 Commencement. The award honors individuals whose philanthropic service has made a profound, positive and lasting impact on the university, community and world.

In 1996, Nord and her late husband Eric (CIT ’39, HON ’98) made a $3 million gift to establish the Baker-Nord Center for the Humanities and to renovate Clark Hall, the center’s home. Seven years later, the family committed $5 million to the Case School of Engineering to transform what was then Enterprise Hall into the hub for engineering education that now bears their name. The Nord family also has endowed scholarship funds and the Nord Professorship in Engineering.

In addition to this latest honor, Nord has earned the Oberlin College Community Service Award and the Leadership Lorain Community Service Award. She also was honored by the Ohio Arts Council in 1996 for her contributions to the success of the Firelands Association of the Visual Arts.

The Nord family heritage of support for Case Western Reserve continues with Eric and Jane’s daughter Virginia “Gini” Nord Barbato (FSM ’72), who serves on the university’s Board of Trustees. Reflecting on her 50 years of marriage and on her family’s five generations of philanthropy, Nord feels grateful. “I think we felt that we were so blessed with so much. When you can affect your community in a way that really makes a difference, then that’s worth an awful lot. It really is.”

For Charles “Kent” Smith, MD, and Patricia Moore, MD, choosing to practice family medicine was easy. Both wanted to care for patients and their families holistically across the life cycle—“cradle-to-grave care,” as Smith calls it. Reading a patient’s family history on paper paled in comparison to actually knowing the patient’s family across generations and caring for the whole person.

In 1974 while teaching family medicine at the University of Washington, Smith and Moore realized they shared more than their specialty and married. They quickly found they were not alone. Throughout the 1970s and 1980s, a wave of families established the first medical schools and programs, many with help from physicians who were already practicing.

In 1988, they came to Case Western Reserve to lead the School of Medicine’s program in family medicine. They quickly realized they shared more than their specialty and married.

Moore volunteer with local health care organizations. Moore also serves as a sponsor for the Peru Health Outreach Project, a student-run medical mission trip.

To inspire more medical students to follow their path, the husband-and-wife colleagues at the School of Medicine made a $1 million gift to establish the Charles Kent Smith, MD, and Patricia Hughes Moore, MD, Professorship in Medical Student Education in Family Medicine.

Smith, former chair of the Department of Family Medicine, is the Satcher Society Dean and senior associate dean for students at the School of Medicine. Moore leads the school’s Family Medicine Interest Group, a resource for students considering careers in primary care.

The two met at the University of Washington in 1974 while teaching family medicine. They quickly realized they shared more than their specialty and married in 1979. In 1988, they came to Case Western Reserve to lead the School of Medicine’s program in family medicine.

In addition to practicing and teaching family medicine, Smith and Moore volunteer with local health care organizations. Moore also serves as a sponsor for the Peru Health Outreach Project, a student-run medical mission trip.

With expanding insurance programs, population growth and aging, the need for primary care physicians exceeds national enrollment in family medicine programs. In addition, most current faculty must split hours between patient care and teaching, making it difficult to devote adequate time to medical education. Working with school and university leaders, Smith and Moore created a chair that allows the holder to focus solely on teaching and developing new educational initiatives in the specialty.

“This professorship will allow physician-educators to meet the increasing demands placed on them to educate the next generation of family physicians,” said Pamela B. Davis, MD, PhD, dean of the School of Medicine and senior vice president for medical affairs.

“Trish and I feel it’s critical for family medicine to thrive and help fill the country’s needs for primary care doctors,” Smith said.

Husband-Wife Professors Commit to Family Medicine Education

Above, from left: George Kikano, Patricia R. Snyder, Dean Pamela Davis and President Barbara R. Snyder
As she walks through the Mandel Armor Court at the Cleveland Museum of Art, graduate student Erin Machado circles the 16th century field armor. The light glints off of the steel and gold gilding of the suits of armor on the man atop the horse. Moving slowly, Machado notes mechanical components that remain invisible in photographs of this piece, “Field Armor for Man and Horse with the Arms of the Völs-Colonna Family.”

“You can’t look at armor in a book,” Machado said as she pointed out the suit’s unique elements.

A first-year PhD candidate, Machado is one of the inaugural Mellon Fellows in the recently re-launched joint doctoral program between Case Western Reserve and the Cleveland Museum of Art. The program, bolstered last year with grants totaling $500,000 from the Andrew W. Mellon Foundation, emphasizes an object-oriented approach to learning. Using the museum’s world-class collection, students apply theoretical lessons to hands-on study of actual works of art and their conservation.

At a time of debate regarding how art historians relate to physical objects in the digital age, the collaborative doctoral program between Case Western Reserve and the Cleveland Museum of Art makes a bold statement: Training the next generation of curators requires that methodology and theory go hand-in-hand with direct study of objects and exhibitions.

The powerful partnership, and its focus on objects, inspired another extraordinary statement this year: a $15 million pledge to ensure the program continues in perpetuity. The commitment comes from university trustee Joseph Keithley and his wife, Nancy, a Cleveland Museum of Art trustee.

“We feel strongly about the world-class quality of institutions in Cleveland,” the Keithleys said in a statement. “We also believe collaboration increases exponentially their benefit and influence within our community, and well beyond it. We are thrilled to help catapult this partnership to a new level of global impact.”

In addition to supporting the joint doctoral program, the Keithleys’ gift will create the Keithley Institute for Art History. The gift will provide additional fellowships and will fund a directorship to oversee the program. It will support graduate students and offer compensation for curriculum development, teaching and collection seminars. In addition, the gift will offer funding for undergraduate students majoring in art history to participate in summer internships.

The Keithleys’ commitment evolved through extensive conversations with university faculty and museum staff, in particular art history department chair Catherine Scallen and the museum’s former chief curator C. Griffith Mann, who left Cleveland earlier this year to lead the Department of Medieval Art and the Cloisters at the Metropolitan Museum of Art in New York. The Keithleys continued to work with Scallen, as well as with Case Western Reserve President Barbara R. Snyder and former museum director David Franklin.

A Closer Look

The Nancy and Joseph Keithley Institute for Art History allows future curators and scholars to study behind the scenes at the Cleveland Museum of Art.
“We are humbled, excited and inspired by this historic commitment from Nancy and Joseph Keithley,” Snyder said. “Their generosity and commitment to collaboration will advance our partnership with the Cleveland Museum of Art in ways that will benefit scholars, museums and the field of art history itself for generations to come.”

The partnership already is having immense impact on students and faculty. James Wehn applied to the field of art history itself for benefit scholars, museums and the Museum of Art in ways that will coincide with the opening of the exhibit, and learned firsthand about the curatorial decisions in the process of selecting and installing pieces for the exhibit.

“To have access to these objects and to have curatorial staff as our advisers is invaluable,” he said. Maggie Popkin, meanwhile, joined Case Western Reserve as an assistant professor this summer after earning her doctorate from New York University in 2012 and completing a fellowship during the past academic year. Popkin was energized by the idea of having the museum so close, and the emphasis on having professors teach alongside, rather than instead of, curatorial staff. Popkin was energized by the idea of having the museum so close, and the emphasis on having professors teach alongside, rather than instead of, curatorial staff.

Assistant Professor Maggie Popkin and Mellon Fellow James Wehn

“At institutions with less formal relationships to a museum, the best professors can often do is arrange gallery visits,” she explained. “We are able to go beyond what is on exhibit to what is in storage, in conservation and beyond.”

The recognition from the Mellon Foundation already drew attention to Case Western Reserve’s partnership with the Cleveland Museum of Art, Popkin said. The Keithley gift has raised its stature to a whole new level. “This is an extremely exciting time for us and for museum studies in ways the university had advanced—great things happen.”

Don Richards (CIT ’79, MGT ’81) wanted to give back to his alma mater. After earning two degrees from Case Western Reserve and enjoying a successful business career, Richards (CIT ’79, MGT ’81) wanted to give back to his alma mater.

So the longtime Accenture executive eagerly accepted a 2010 invitation to serve on the university’s new Corporate Visiting Committee… and from there a role on one of the provost’s major strategic planning committees… and, finally, a seat on the university’s Board of Trustees.

As he learned more about the ways the university had advanced—as well as its future challenges—Richards decided he wanted to do more. This fall, he committed $1 million to the President’s Strategic Initiatives Fund.

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Don Richards

Q&A with Trustee Don Richards

It’s one thing to volunteer time… quite another to make such a sizable commitment. What persuaded you to make this gift?

Our committee issued and met a challenge to our own members as a short-term way to get the President’s Strategic Initiatives Fund moving. But what’s more important in the long term is that the fund be sustainable, which is why I felt compelled to pledge $1 million to help grow the endowment. I’m excited about how far we’ve come, and I’m even more excited to see where we’re going next.

Most gifts are restricted—that is, they go to a specific program or project that the donor designates. Why did you give to this strategic fund?

I believe this fund is critical for investing in the next ideas that will keep the university moving forward. It’s a vote of confidence in our leadership and allows the president and provost to invest in high-level strategic initiatives that might not otherwise see the light of day. Some people really want to control where their dollars go, but I have faith in our current leadership and I know they will use the fund to make more great things happen.

Are there specific strategic-level initiatives the university has pursued that have inspired you in recent years?

The direction of our current leadership has inspired me the most. I’ve been involved this year in the strategic planning process and I’m happy to say that there is a strong, evidence-based plan for moving forward.

The committee’s participation was 100 percent. Why do you think so many were willing to join the effort? Two years ago, our committee looked at how we might help finance key initiatives and we recommended building the President’s Strategic Initiatives Fund as the most important mechanism. This was the first time that we made a financial contribution as a group, so everyone was in from the start. Because our support is through donor-advised funds, we can continue building our relationship with the university and have a small voice in the fund.

What about your education influenced your own professional success? Can you cite particular courses or experiences that stand out?

The old “Case Engineering Core” really helped develop my critical thinking and problem-solving skills in a way that has been essential to my career. My courses at the Weatherhead School of Management then taught me the business acumen and the soft skills I would need for a successful career.

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The old “Case Engineering Core” really helped develop my critical thinking and problem-solving skills in a way that has been essential to my career. My courses at the Weatherhead School of Management then taught me the business acumen and the soft skills I would need for a successful career.
A New Addition for Alumni

It’s hard to imagine today, but Frank Linsalata wasn’t sure he wanted to stay at the Case Institute of Technology after his first months on campus. The engineering coursework represented such a leap from his high school curriculum that the one-time academic all-star found himself challenged as never before—especially in mathematics. Even if he could master the rigorous calculations, did he really want to spend so much time and effort trying?

Yes, his older brother assured him. Fortunately, the younger Linsalata listened. In the years that followed, Frank Linsalata not only excelled in the classroom, but also joined a fraternity, served in the student senate and, ultimately, won the position of student senate president.

Over the next four decades, Linsalata began to re-engage actively with his undergraduate alma mater, first in support of its fundraising efforts and then as a member of its Board of Trustees. In 2004, he became the first undergraduate alumnus to serve as the board’s chair. Nearly a decade later, his intense involvement continues. Linsalata serves as a trustee, chairs the university’s capital campaign and, this fall, joined with his wife, Jocelyne, in making their second multimillion-dollar commitment to the university in the space of five years: a $4 million pledge to expand and improve the university’s Alumni House, opened in 2007.

"Providing graduates their own special space on campus allows them to engage and enjoy their alma mater in new ways," Frank Linsalata said. "Jocelyne and I wanted to contribute to an initiative that will expand and deepen their opportunities for connection to the campus."

The Linsalatas’ earlier gift—$3 million, with $2 million dedicated to the university center and the remainder for scholarships—focused squarely on students. This new award emphasizes the aspects of campus engagement that follow commencement, namely the graduate experience. As much as Frank Linsalata treasures his experiences as a student, his time serving the institution as an alumnus has provided its own fulfillment and rewards—for him and for his family.

"Frank was a leader of his classmates as an undergraduate, a leader of his colleagues on the board, and now the leader of our capital campaign," President Barbara R. Snyder said. "This additional commitment to the campus reflects the passion he and Jocelyne feel for Case Western Reserve, as well as their desire to see it flourish far into the future."
The man who launched the university’s athletic and wellness center campaign arrived as a student with no interest in participating in college sports. James C. Wyant, PhD (CIT ’65) ran track in high school, but planned to focus solely on academics in college. Except Coach William “Bill” Sudeck recognized him in a local restaurant and urged him to come out for cross country. Wyant declined, but Sudeck insisted he at least attend the first practice. When Wyant was a no-show, the coach called and pressed again. Wyant spent the next four years lettering on both the cross country and track teams. Now a renowned optical scientist and entrepreneur, he attributes his success to lessons learned in sport. “Being involved in athletics was one of the most enjoyable parts of my undergraduate experience,” said Wyant, now a Case Western Reserve trustee and former 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 athletics department in some way.”

In 2010, Wyant committed $4 million to kick off the campaign and name the track after Sudeck, the man who coached scores of athletes—including more than 30 All Americans—from 1953 until his death in 2000. The project has reached its $8 million fundraising goal and broke ground in October. The 24,000-square-foot, two-story structure will include a weight room, cardiovascular workout facility and space for study sessions, meetings and alumni gatherings. Project Chair Fred DiSanto (see p. 21) sees the center as a place where students will come together and build relationships. “It will totally change the dynamic of the north campus, not just for athletes but for all students who might not otherwise meet,” said DiSanto.

A member of the University Athletic Association, Case Western Reserve offers 19 varsity sports, which draw more than 500 students each year. In addition, undergraduates are required to take physical education to earn a degree, and three quarters of them also participate on intramural teams.

“I always hoped that someday I would make enough money to come back and help the athletics department in some way.” —JAMES WYANT

Going the Extra Mile: Friends Support Wyant Athletic and Wellness Center

Honoring a Family Tradition

The newest athletic facility at Case Western Reserve will carry one of football’s most famous surnames. Three-time Super Bowl champion head coach Bill Belichick has made a gift to the Wyant Athletic and Wellness Center project to honor his father, Stephen “Steve” Belichick (ADL ’41, GRS ’50, physical education), a gridiron great in his own right.

Steve Belichick starred in football and basketball during his undergraduate days in Cleveland. He played fullback on the 1940 Western Reserve team that beat Arizona State University in the Sun Bowl on New Year’s Day in 1941. After graduating with a bachelor’s degree in business, the elder Belichick played fullback for the National Football League’s Detroit Lions before serving in the Navy during World War II in both Europe and the Pacific region. After his return, he earned a master’s degree in physical education at Western Reserve, then embarked on a college coaching career that spanned five decades, including 33 years as an assistant at the United States Naval Academy.

In 1976, Steve Belichick was inducted into Case Western Reserve’s Athletic Hall of Fame. He died in 2005. Bill Belichick’s commitment will name the “Steve Belichick Varsity Weight Room” in honor of his dad. The New England Patriots’ head coach since 2000, he is named after Bill Edwards, his father’s football coach at Western Reserve and with the Detroit Lions.
A Lifelong Relationship

With the exception of a two-year stint in the Navy after graduation, Art Leary’s entire academic, personal and professional life has centered on this campus.

A football player as an undergraduate here, Art (CIT ’44, GRS ’51, physics) met his wife, Dorothy “Lee,” on a blind date. After he returned from military service, he married Lee and started graduate school. He began teaching physics in 1947, completed his master’s degree in 1951 and served as assistant to the Case Institute of Technology President in 1953.

A year later, he was appointed as assistant to the Case Institute of Technology President in 1953. The Learys’ sons—Pearce (CIT ’71, LAW ’74), Doug (WRC ’76), Curtis (CIT ’82) and Bruce—are so proud of their father’s contributions to the university that they came together to commit $50,000 to name the Leary Administrative Office within the Wyant Athletic and Wellness Center. Inspired by the plans and by their sons’ generosity, Art and Lee committed an additional $20,000 to furnish the office suite.

“Case Western Reserve is a great university and it provided me the opportunity to serve in many different capacities, under and with really fine people,” Art Leary said. “I’m proud of my sons for giving back in my honor and I’m happy that I can do the same.”

Leary played an integral role in establishing three athletic conferences, including the current University Athletic Association.

With each new conference, Leary had two goals: bringing the university together with peer institutions and emphasizing a commitment to women’s and men’s sports. During his career, Leary hired coaching greats, including Bill Sudeck, Doug Mooney and Bob Del Rosa. Leary was inducted into the university’s athletic Hall of Fame in 1989, joined by Doug in 1997 and Pearce in 2006.

Leary, now 90, is an administrative vice president emeritus and associate professor emeritus. Lee Leary also worked at the university and helped found “Art in the Circle,” a former gallery and gift shop where faculty and staff could display their talents. She is the oldest member of the CWRU Faculty Wives Club.

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DiSanto’s decision to stay in Northeast Ohio for college meant that his family and then-girlfriend Brittan could attend games. After completing his MBA degree in 1986, DiSanto was signed by the Browns as a free agent and married Brittan the same year.

Today, DiSanto serves as a university trustee and chair of the Wyant Athletic and Wellness Center campaign. DiSanto is chief executive officer of The Ancora Group and serves on the executive committee and board of the Greater Cleveland Sports Commission. He was inducted in the university’s athletic Spartan Club Hall of Fame in 1996.

One of DiSanto’s most enduring memories involves the progress the football team made during his four years at Case Western Reserve. When he and his classmates arrived, the Spartans had been on a losing streak. In his final season, the team went undefeated and earned a national ranking.

“We were a failure at the beginning,” DiSanto said, “but we turned it around and it became something special... It is still something special.”
Supporting Sustainable Value

The car could have been a cauldron of stress. It was 1989, and sales manager Peter Hoyt was traveling with his boss to Pittsburgh to visit their firm’s single biggest client, PPG Industries. During the two-hour drive, the supervisor could have quizzed him about the history of the relationship between the two companies. Or Hoyt’s role in keeping the connection strong. Or even the strategy of that day’s pitch.

Instead, Chuck Fowler started telling Hoyt about an assignment he needed to complete for the Executive MBA (EMBA) program at Case Western Reserve. He asked Hoyt about his best times at the company, moments when he felt most engaged and energized. What made those experiences stand out? Why did they affect him so much?

These questions were not the stuff of typical business conversations, Hoyt thought. There was no talk of sales or revenues, negotiation offers or concessions. And every one of the questions, as Hoyt finally blurted to Fowler, seemed to require a positive answer.

“Pete, I think that’s the intent,” Fowler explained. “And then we’re going to build on that.”

Build they did. Over the decades that followed, Fowler, Hoyt and many others used such strength-based conversations as a starting point to transform Fairmount Minerals into a global model of sustainable development. By using Appreciative Inquiry (AI), an approach that involves employees in imagining an ideal future and the steps needed to realize it, the company demonstrated the full truth of its motto: “Do Good. Do Well.”

Over the last six years alone, Fairmount’s sales have nearly tripled. At the same time, its 2012 investment of roughly $5 million in sustainable development yielded an annual return of more than 125 percent. Six of the company’s facilities achieved zero waste that year, moving Fairmount measurably forward toward a once-inconceivable goal: zero waste across the enterprise by 2015.

But Fowler did not stop at improving his own company. He considers the imperative of focusing on “People, Planet and Prosperity” so critical that he has invested extraordinary time, energy and resources in bringing the concept to people around the globe. In 2006, Fairmount Minerals endowed a professorship in social entrepreneurship at Case Western Reserve’s Weatherhead School of Management. The inaugural and current recipient? The same scholar who first introduced AI to Fowler: David Cooperrider.
Three years later, Fowler and his wife Char invested $7.5 million of their own funds to found the Fowler Center for Sustainable Value at the Weatherhead School. Led by Copperrider as faculty director and Roger Saillant as executive director, the center provides consulting and coaching to businesses and offers academic programs that include a one-year sustainable value course sequence for MBA students. In 2014, the center will host the third Global Forum for Business as an Agent of World Benefit at Case Western Reserve.

And yet, even with all of that investment, Fowler chose to do more. Last fall, he and Char pledged $6 million to establish Fowler Family Fellowships—financial support for top MBA students committed to studying sustainability in its broadest definition: economic, environmental and human.

“Chuck’s dedication to sustainable development is phenomenal,” Hoyt explained. “He truly practices what he preaches. His gifts to Weatherhead make sense because he’s always been willing to support what he believes in.”

In the years since that memorable drive to Pittsburgh, Hoyt went on to earn his own EMBA from Case Western Reserve, as did Jennifer Deckard, who joined Fairmount in 1994 and became the company’s president and CEO last spring after Fowler became chair of the company’s executive committee of the board.

In groups large and small, they developed guiding principles and company goals. After the summit, involvement continued; people throughout the company served on specific, task-driven committees and kept their colleagues informed about processes and outcomes.

“It was Chuck leading by example and lots of people were drawn to it.” The Fowler Family Fellowships commitment represents another example of how the Fellows enable progress by listening carefully to those most familiar with a situation—and then applying their own wisdom to the information provided.

In this instance, they wanted to enhance the reach of the initiative in which they already had invested so much time and money. deckard and Cooperrider leading it. The goal of that first major summit was to give employees the opportunity to share their ideas about Fairmount’s future. Without a doubt, the company was primed for significant growth. But the result would be even better, Deckard and Fowler believed, if those involved in the work of advancing the company also helped guide its direction.

Through that gathering, people experienced firsthand the power of focusing on the firm’s strengths and opportunities.

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That summit did a great job of introducing the concept of positive thinking throughout the company,” Fowler said. Since that original major event, Fairmount has sponsored two successsive summits. The company has roughly doubled the number of facilities and employees. It has achieved safety-incident and lost-time rates dramatically below industry averages (incident rate 33 percent lower; lost-time rate 72 percent lower). And it has reduced greenhouse gas emissions by 8 percent in the last five years.

Fairmount’s success is chronicled by Case Western Reserve scholars through a 2011 case study that focuses on how engaging stakeholders in that three-pronged mission—people, planet and prosperity—can lead to more dramatic innovations than a more limited approach to profit and/or employee involvement. Deckard said Fowler does more than advocate such approaches—he exemplifies them.

“It wasn’t Chuck doing it,” she said of the inaugural summit and activities that followed. “It was Chuck leading by example and lots of people were drawn to it.”

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Kwame Anthony Appiah, center, was honored as the 2013 F. Joseph Callahan Distinguished Lecturer. A philosopher, cultural theorist and author, Appiah shared his insights on honesty and morality in today’s world. Also pictured are Callahan’s children and their spouses: Jeff and Connie Richards, left, and Timothy and Nancy Callahan, right.

The Topping Off Ceremony for the Tinkham Veale University Center brought together students and stakeholders last year. Among those in attendance were Frank and Jocelyne Linsalata; President Barbara R. Snyder; Kent Hale Smith Foundation trustees Phil Ranney and Bill La Place; Ellen Mavec representing the Kelvin Smith Foundation; Bud and Katie Koch; and Allen Ford. The center is scheduled to open in late August 2014.

Coleman “Coley” Burke (LAW ’70), left, hosted a reception last year at his business overlooking the Hudson River in New York City. During the reception, Tom Degnan (GRS ’08) and 2012 Tony nominee Elizabeth Davis (GRS ’06) discussed how their experience in the MFA acting program propelled their careers.

With coordination from the Ohio Department of Health and the Dental Trade Alliance Foundation, and a $50,000 grant from the McGregor Foundation, Case Western Reserve’s School of Dental Medicine has launched a new geriatric dentistry project. Through a mobile clinic housed within a van, more than 3,000 Cleveland-area older adults will receive preventive care and treatment for which they otherwise would lack access. Marco Rouman, BDS, MFDS RCS, director of the school’s geriatric-focused graduate and pre-doctoral training programs, knows that more emphasis on geriatric dentistry is essential as baby boomers age. “We are performing a facelift to geriatric dentistry by redefining the scope of this program,” said Rouman. “Our model will be copied nationwide.” President and CEO of the McGregor Group and foundation trustee Rob Hilts (MGT ’06) called the mobile clinic project a perfect match for their organization, which aims to improve the quality of life for economically disadvantaged and frail elderly in Greater Cleveland. “We were looking for an opportunity to work with a dental school, and this program addresses our priorities to support the education of the aging-services workforce and to provide services to seniors close to where they live,” he said.

When Robert Smialek, PhD (CIT ’65, GRS ’67, GRS ’70, metallurgy and material science), first entered White Hall more than half a century ago, he marveled at the building’s modern look and feel. At a time when plastics and “space-age materials” dominated, he had found the space a perfect fit for the emerging home of the Department of Materials Science and Engineering. Smialek, now an independent consultant and member of the department’s visiting committee, wants today’s students to have that same positive first impression. Inspired by the vision of visiting committee chairman and faculty member Jim McGuffin-Cawley, PhD (GRS ’84, metallurgy and material science), Smialek made a $100,000 lead gift to renovate White Hall. University trustee Jennie Hwang, PhD (GRS ’76, metallurgy and material science), made a second $100,000 lead gift. “I invite all of our alumni to make the White Building the envy of any university’s materials science and engineering department in the world,” Hwang said. The $1 million project includes a dynamic entryway from the Case Quad that features an adjoining open-air terrace. An electronic display wall will highlight student efforts; large windows in front of a multi-purpose laboratory will let visitors see the work taking place firsthand.
Creating Your Legacy Today

“I always thought that you needed millions of dollars to set up a scholarship.” —DIANE McDANIEL

Diane McDaniel will never forget the phone call she received on her birthday in 1968. The conversation offered the best present she could have imagined—one that affects her life to this day.

Her Glenville High School principal was on the other end of the line with news from Baldwin Wallace College. The school had a scholarship for minority students, and he was going to recommend her as the recipient. McDaniel began her undergraduate career that fall.

The financial assistance did not simply make attending college easier—it made it possible. McDaniel was in the top 10 percent of her graduating class, but her family lacked the resources to pay tuition. With just a few words, her principal presented an option that changed her post-high school plans forever.

Once she obtained her bachelor’s degree, McDaniel wanted more—namely, a master’s in business administration. With tuition assistance from her employer, Acme-Cleveland Corp., McDaniel earned her MBA in 1987 from the Weatherhead School of Management at Case Western Reserve University.

After a successful career in human resources at Acme-Cleveland Corp. and the Cleveland Metroparks, McDaniel is now retired and recognizes fully the pivotal role such support played in advancing her academic and professional aspirations.

McDaniel began supporting the Weatherhead School immediately after graduating, both with her dollars and her time. But she wanted to ensure that she made a permanent impact on tomorrow’s students.

“I always thought that you needed millions of dollars to set up a scholarship,” said McDaniel. But she was delighted to learn she was mistaken. With a bequest of $50,000, she worked with the Weatherhead School’s development team to establish the Diane O. McDaniel Endowed Scholarship Fund for minority students pursuing their MBA or Master’s in Positive Organizational Development.

McDaniel was given life-changing opportunities by people who saw her potential and offered her financial support and encouragement. She’s excited and proud that her legacy will allow her to do the same for others.

To learn more about creating your legacy at Case Western Reserve, contact the Office of Planned Giving at 877.477.1143 or giftplan@cwru.edu, or visit cwru.edu/giving/planned.