Building a Pipeline for the Future

04 Prentke Romich lab will encourage undergrads to tinker

05 Trustees provide nearly $6 million in new leadership gifts

08 Great coaches inspire success, motivate generosity
Case Western Reserve University will be an essential partner in a medical education pipeline created and supported by the Joan C. Edwards Charitable Foundation. The first phase of the Joan C. Edwards Charitable Foundation Health Profession Pipeline Program is the creation of the Edwards Scholarship Endowment at Case Western Reserve. An initial investment of $10 million to $12 million over 10 years will establish an endowment for full-tuition scholarships for students to earn bachelor’s and medical degrees at Case Western Reserve. Beginning in 2011, the Health Profession Pipeline Program will provide this scholarship opportunity to one student per year from the Cleveland Metropolitan School District’s Cleveland School of Science and Medicine at the John Hay Campus (CSSM). The program has the potential to educate 98 doctors from traditionally underrepresented minorities and low-income backgrounds over the next 60 years.

As part of the effort, members of the Case Western Reserve community and physicians at University Hospitals Case Medical Center will provide academic programming and individual mentoring to students at CSSM. The Joan C. Edwards Charitable Foundation was created by a bequest from the Joan C. Edwards Trust in 2006 at the time of her death. Edwards was a philanthropist and former jazz singer. Her husband, James, who died in 1991, was owner and CEO of National Mattress Company in Huntington, W.Va., where the couple lived most of their lives.

The foundation considered Cleveland to be an ideal candidate for this program because of the presence of a science and medicine school like CSSM at the John Hay Campus and the school’s proximity to nationally ranked Case Western Reserve, its School of Medicine and UH Case Medical Center. It also was drawn to the area because the U.S. Department of Health and Human Services designated many surrounding Cleveland neighborhoods as Health Professional Shortage Areas.

“Mrs. Edwards believed deeply in the importance of giving underrepresented minority and low-income students greater opportunities to become physicians and that they, in turn, could provide medical care to underserved populations,” says Thomas M. McDonald, Cleveland distribution director for the Joan C. Edwards Charitable Foundation. “The foundation believes these goals will be best achieved by enabling partners in public schools, university education and health care to build on their already strong collaborative relationships.”

The foundation hopes the Cleveland pipeline program will be a successful model for others nationwide.}

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Thomas M. McDonald

CSSM students (top left) celebrate the scholarship announcement at the John Hay Campus White Coat Ceremony.

School of Medicine students (lower left) already serve as mentors to CSSM students—a key component in the pipeline program’s future success.

Brian (top right, on left) and Thomas M. McDonald of the Joan C. Edwards Charitable Foundation are recognized for their commitment to the university.

“Case Western Reserve University is honored to be a part of this visionary pipeline project. One of our core values is diversity, and this program provides a wonderful opportunity to support promising students and at the same time meet a critical societal need.”

– President Barbara R. Snyder
Case Western Reserve University has received a $1 million gift from Barry A. Romich (CIT ’67) to create the Prentke Romich Laboratory at the Case School of Engineering.

“I want today’s undergraduates to have a place to go to build things,” says Romich, who got his own start in hands-on engineering by “tinkering” in the student shop of Bingham Hall in the 60s. His work was the beginning of what is now a leading international manufacturer of assistive technology to address the communication needs of people with severe speech disabilities. In 1966, while a student at the Case Institute of Technology, Romich co-founded the Prentke Romich Company with Edwin Prentke (CIT ’36), whom he memorializes through this gift. Among the new firm’s early projects were a device to limit the acceleration of powered wheelchairs and the first communication device for stroke victims.

“It was a blessing to know Ed. He had the business experience, and I had the recent formal technical training,” Romich recalls. “We both had the ability to put ourselves into the place of the individuals we were serving.

Headquartered in Wooster, Ohio, the company completed the process of ownership transition to an employee stock ownership plan in 2008. Romich has since used the Romich Foundation as a vehicle to support responsible charitable distribution of his previously owned stock.

In addition to his desire to pay tribute to Prentke, Romich was inspired by the leadership gift of Case Western Reserve Trustee Larry M. Sears (CIT ’69) and Sally Zlotnick Sears (FSM ’72, LYS ’74), whose nearly $6 million gift to the Case School of Engineering in 2006 enabled the creation of the Sears Undergraduate Design Laboratory. Romich also wanted to give something back to the university and to show his support for the leadership of President Barbara R. Snyder. “I’m so pleased that such a place as Case Western Reserve exists,” Romich says. “I hope this space inspires talented young students to go on to do great things.”
Celebrations: Winter Highlights

With the academic year in full swing and snow blanketing the Case Western Reserve University campus, President Barbara R. Snyder and faculty members celebrated groundbreaking advancements at home and on the road. Nearly 200 alumni and friends came together for a celebration of orthopaedic innovation in Naples, Fla., while campus events featured inaugural professorships and continuing legacies.

Clare M. Rimnac, PhD (left), associate dean of research at the Case School of Engineering and Wilbert J. Austin Professor of Mechanical and Aerospace Engineering, and university friend Marilyn J. Tretter discuss advancements in bone and joint restructuring at the Naples event.

President Barbara R. Snyder (center) enjoys the Naples “Breakthrough Research” event with hosts Case Western Reserve Trustees Chuck Hallberg (LAW ’77) and his wife, Sharon.

Peter Holmes (center) and his wife, Judy, join Robert H. Miller, PhD, the Allen C. Holmes Professor in Neurological Diseases, at a dinner highlighting neuroscience research. Holmes says that 20 years after his father’s death, his legacy lives on through Miller’s pioneering work on the biology of neural diseases and through the professorship that bears his name.

Conor P. Delaney (center), his wife, Clare, and their children celebrate his appointment as the inaugural Jeffrey L. Ponsky, MD, Professor of Surgical Education.

Adel (Tony) Saada, PhD, an emeritus professor of civil engineering at the Case School of Engineering, and his wife, Nancy Saada (GRS ’72; left) meet Thrity Umrigar, an associate professor of English and author of *The Weight of Heaven*, during a Faculty Spotlight Series reception at Flavortown House.
Every season, football coach Eddie Finnigan posted a mantra on his players’ lockers. It read: “It is very easy to be ordinary, but it takes courage to excel. And we must excel.” Jay Schnackel (ADL ’62) says the catchphrase proudly hangs on the wall of his home, reminding him of the tenacity his coach instilled in him so many years ago.

Like Schnackel, many alumni who participated in athletics at Case Western Reserve University say that sports defined their college experience. The coaches who inspired their success live on in lessons learned and gifts made in their honor.

One such display of generosity came in 2008, courtesy of James C. Wyatt, PhD (CIT ’69), a university trustee and former captain ‘65), a university trustee and former captain of the cross-country team, who named Case Western Reserve’s track in honor of Coach Bill Sudeck.

“Being involved in athletics was one of the most enjoyable parts of my undergraduate experience,” Wyatt says. “I hope that having the track bear Coach Sudeck’s name will motivate today’s students to do their best.”

James B. Treleaven, PhD (CIT ’68, ORS ’90), chair of the university’s Alumni Association, says the inspiration and friendship demonstrated by his wrestling coach, Bob Del Rosa, has lasted a lifetime.

“When my daughter made the cheerleading squad at Ohio State, Del Rosa was one of the first to call and congratulate her,” he says. “He doesn’t lose track of the athletes he coaches. He really cares.”

No stranger to a coach’s compassion, Billie J. Navojosky, PhD (FSM ’72) remembers the tireless efforts of Nancy Gray. Before Title IX began to ensure equal access to resources, Gray drove the women’s basketball team to away games in her own car and helped raise funds for the team’s first uniforms.

“She taught us to be winners no matter what the obstacles,” Navojosky says. “She had a commitment to move mountains, to blaze a trail for future women athletes at Case Western Reserve.”

Today, Case Western Reserve offers 19 varsity sports, and in any given year, as many as 500 students participate in varsity athletics. As Schnackel, Wyatt, Treleaven and Navojosky know well, the inspiration of their coaches and the support of alumni and friends can help prepare these young athletes for lifelong success.

New Chair Honors Alumnae

Life-long social workers and friends, Leona Bevis (SAS ’43) and Marguerite Haynam (FSM ’30, LYS ’31, SAS ’41) undoubtably will be remembered for their work on behalf of the people of Cleveland. And their commitment to the next generation of social workers will live on in a new endowed chair that bears their names. Their combined estate gifts—the result of dedicated service on the front lines of community development—will forever benefit Case Western Reserve University through the Leona Bevis & Marguerite Haynam Professorship in Community Development at the Mandel School of Applied Social Sciences.

Attorney William D. Ginn, a past president of the Welfare Federation of Cleveland, gave back to her alma mater as a volunteer fieldwork supervisor, a member of the visiting committee and a mentor to students and alumni. Haynam was the executive director of the Travelers Aid Society and a former faculty member at the Mandel School. “Because of this professorship, ideals that Leona and Marguerite so strongly advocated—like upholding the rights of the disenfranchised and furthering applied research to match charity with need—will forever be represented at the Mandel School of Applied Social Sciences,” says Grover C. Gilmore, dean of the school.
Robert J. Herbold, PhD

As a member of Case Western Reserve University’s Board of Trustees for nearly a decade, Robert J. Herbold, PhD (GRS ’66, ’68) says it was his duty to “look out for the long-term health of the university and help steer it accordingly.” Today, Herbold continues to guide the university toward success with his support of technological innovation.

Prior to his role as executive vice president and chief operating officer of Microsoft Corporation from 1994 to 2001, Herbold spent 26 years at Procter & Gamble. He served as senior vice president of marketing for the last five.

He says his business sense and corporate background have taught him that the future of America’s economy hinges on its ability to compete technologically. Herbold says that is why he and his wife, Patricia, have provided scholarship support to more than 30 science, math and engineering majors over the past six years and why the couple created the Robert J. Herbold Professorship in Biomedical Engineering.

“The United States is not producing enough talent in technological fields to sustain the development of the economy,” Herbold says. “We need innovation. And biomedical engineering at Case Western Reserve is ripe with possibilities.”

The Herbold Chair supports the research of David Wilson, PhD, whose work Herbold calls “unbelievable.” Wilson is the inventor of cryo-imaging, a biomedical imaging system that delivers incredibly detailed images, making it possible to visualize an entire image in microscopic detail or to pinpoint a single cell.

“My team and I are collaborating with other researchers to apply this new technology in studies of cancer, cardiovascular disease and genetics,” Wilson says. “With the generous support of the Herbolds, I hope we continue to break new ground in biomedical engineering.”

Profile:

Robert J. Herbold, PhD

Case Western Reserve University has received a $250,000 challenge grant from Johnson & Johnson Services Inc. through the Johnson & Johnson Corporate Office of Science and Technology (COSAT) and its affiliates. The university will utilize this research grant to support science, medicine and engineering projects to improve human health and will match or possibly exceed COSAT’s commitment in support of these projects. The agreement with COSAT is modeled after the Coulter-Case Translational Research Partnership that has been instrumental in promoting translational research on campus.

The Burton D. Morgan Foundation has granted $100,000 to Case Western Reserve to provide students with real-world experiences in design, innovation and commercialization. The grant from the Hudson, Ohio-based foundation will fund a new staff position—the liaison for student innovation and entrepreneurial projects—to place students as commercialization assistants with researchers, companies and early-stage investment firms. The liaison will work within the university’s established programs, including the Science and Technology Entrepreneurship Program (STEP), The Institute for Management and Engineering (TIME) and Case’s Rising Engineers and Technological Entrepreneurs (CREATE).

Alumnus Kathleen L. Barber, PhD (GRS ’68) has endowed a graduate fellowship at the College of Arts and Sciences. The Kathleen L. Barber Fellowship for Graduate Students in Political Science is intended to assist women pursuing graduate studies. Barber hopes the fellowship will encourage more women to become academic leaders in teaching, scholarship and civic involvement.

A selection of recent gifts from around campus

Good News
I owe a large part of my personal and professional success to the law school. That will always be a primary anchor and obligation.

~ George Aronoff
(ADL ’56, LAW ’58)

Why I Give

Case Western Reserve University holds a special—and very heartfelt—place in the Aronoff family.

Though they knew each other in high school, it was during their undergraduate years at Adelbert and Flora Stone Mather colleges, respectively, that George (ADL ’56, LAW ’58) and Roma (FSM ’56) Aronoff dated and wed. Continuing in their footsteps, their sons, Jim (LAW ’84) and Steve (LAW ’86), were each introduced to their wives as law students at Case Western Reserve.

But it is much more than its romantic lure that makes Case Western Reserve important to George and Roma.

“IT allowed me to accomplish what I’ve been able to accomplish in the legal world,” says George, a senior partner of the law firm Benesch, Friedlander, Coplan & Aronoff. He also praises his liberal arts education at Adelbert, saying, “I’m a great believer in the university—what it has done and what it is doing.”

The Aronoffs have demonstrated their confidence in their alma mater through volunteer participation and annual fund and leadership gifts. Their relationship with the university has been going on, as George says, “for a long, long, long time.”

George is an emeritus trustee and a member of the School of Law’s visiting committee. Roma, whose undergraduate class was instrumental in the founding of the university’s Flora Stone Mather Center for Women, was a member of the college’s alumnae board. Among the couple’s philanthropic activities at the university is the endowment of the Law Review—the School of Law’s student-edited, scholarly publication.

“George was an editor of the Law Review when he was a student, and both our sons were involved with it, too,” Roma says. She adds that she and her husband will forever be grateful to the university where they met almost 54 years ago. “We owe Case Western Reserve a lot,” she says.
Financial Spotlight:

LIFE INSURANCE POLICY ENSURES CONTINUED ACCESS TO MENTAL HEALTH SERVICES

In the 1960s, when in-patient psychiatric facilities were quickly filling, L. Douglas Lenkoski, MD (MED ’53) focused on bringing mental health services out of the hospital and into the community. Lenkoski was a driving force in the public psychiatry movement, which advocated policy changes to ensure that patients had access to mental health services within their neighborhoods. He would later become chair of the Department of Psychiatry during his 30-year career at Case Western Reserve University School of Medicine.

“It’s my personal belief that everyone, regardless of his or her station in life, should have adequate access to mental health care, and that’s what I’ve devoted a good part of my career to,” says Lenkoski, a long-time member of the Cuyahoga County Community Mental Health Board.

For his tireless humanitarian efforts, his profound respect for patients, and his devotion to the education of students and residents, Lenkoski’s colleagues, peers and community members initiated the school’s L. Douglas Lenkoski Professorship in Psychiatry in his honor. Lenkoski has since supplemented the professorship by naming Case Western Reserve as the owner and beneficiary of his life insurance policy.

“The School of Medicine was very good to me, and I feel it is incumbent upon me to give back,” he says. “I hope that by exposing medical students to public psychiatry, I can continue efforts to help Cuyahoga County’s mentally ill.”

In addition to the protection it can afford families at their time of need, life insurance can be leveraged to help donors leave their legacies at Case Western Reserve University.

A charitable contribution of a life insurance policy offers a number of practical advantages, and special provisions can be made to protect the donor’s spouse or children. By naming Case Western Reserve as the beneficiary of a life insurance policy or by naming the university as the policy owner through an irrevocable gift, donors can enjoy specific tax advantages.

For the annual cost of a whole-life policy premium, donors can provide the university with a substantial future benefit—perhaps far more than they could normally give—without impairing other assets intended for family members. For those who transfer ownership of the policy to the university, future premium payments are deductible. In addition, the amount of the commitment is fixed, rather than subject to market fluctuations, and insurance proceeds are not subject to the delays and costs of the probate process.

To learn more about making a gift of life insurance to Case Western Reserve, please contact John F. Shelley, executive director of planned giving, at 216.368.4460 or giftplan@cwru.edu.

14
This issue of Turning Point features stories of donors giving back and paying forward to continue a legacy of opportunity, foster entrepreneurial spirit and make the world a better place.

From a major commitment to Cleveland’s inner-city children, to an entrepreneur’s desire to spark the imagination of today’s undergraduates, to the legacy of two community leaders, we hope you are inspired by these stories.

On the cover: The Joan C. Edwards Charitable Foundation Health Profession Pipeline Program hopes to create a new narrative of opportunity in Cleveland—one that inspires young people to pursue their dreams of becoming a physician.