

# Not Just Business as Usual

## HOW CORPORATE PARTNERS HELP DRIVE CASE WESTERN RESERVE UNIVERSITY

Corporate partnerships have always been a driving force behind Case Western Reserve University's success as a well-spring of innovation. The university and its friends in the business world share a symbiotic relationship built upon mutually beneficial interactions that help propel the university forward.

Sometimes corporations contract with Case Western Reserve for particular research or testing. In other instances, the business and university jointly sponsor projects that appear to have research potential and the possibility of future commercialization. Finally, one of the primary ways that the university and corporations work together is through co-op programs or internships for students. These experiences give students an invaluable opportunity to see how they will be able to apply their knowledge in the professional world, and they allow employers the chance to evaluate students as potential future hires.



**A History of Collaboration.** In 1918, Case Institute of Technology alumnus Art Parker (CIT 1907) used his training in electrical engineering and applied physics to develop breakthrough technologies in pneumatic braking systems for trucks and buses and founded the Parker Appliance Co. Today, Parker Hannifin is the world's leading diversified manufacturer of motion and control technologies and systems and is still led by a Case Western Reserve alumnus: President, Chairman and CEO Donald E. Washkewicz (MGT '79) (left with President Barbara R. Snyder). The company continues its long relationship with the university by sponsoring events and supporting scholarships and innovation at the schools of engineering, nursing, management and law.



**KeyBank fellow** and M.B.A. candidate Michael Blanchard (MGT '10) and Valerie Raines (MNO '99), senior program officer of the KeyBank Foundation, recently organized a panel discussion with diverse KeyBank executives. With support from the KeyBank Foundation, the Bridge Back Program promotes graduate business education for minority students and prepares them for leadership roles in society.



**Partnering for Better Health.** Case Western Reserve is committed to providing a healthy environment on campus and in the surrounding community. Medical Mutual of Ohio is supporting that effort. The Cleveland-based health insurer to more than 1.6 million customers has made generous commitments to the Medical Mutual Healthy Campus Initiative to support physical education, health education and prevention, and community outreach.

**Maximizing Public Funding.** The total value of a corporation's partnership is often much greater than its direct financial investment in Case Western Reserve. In 2006, for example, Ohio's Third Frontier Project awarded a joint \$5.5 million grant to the university and Swagelok Company—a leading fluid system manufacturer headquartered in Solon, Ohio—to collaboratively research an innovative technology that would dramatically improve the hardness and performance characteristics of stainless steel. This project attracted nearly \$500,000 in additional investment from other corporate partners.

More recently, Swagelok, a longtime partner with Case Western Reserve, built upon the state's original funding by awarding the university a \$1 million grant from the Fred A. Lennon Charitable Trust, a fund named after Swagelok's founder. The grant provided support for the newly named Swagelok Center for Surface Analysis and Materials.

The center's director, Kyocera Professor of Materials Science Arthur H. Heuer, says the funding secured the center's future: "We have close to 200 academic and industrial users in any given year, and these individuals have become accustomed to the highest quality equipment and service. This funding and remodeling of the center ensures that we can continue to offer state-of-the-art instrumentation and doctoral-level staff engineers."