

Turning *point*

PROGRESS AND PARTNERSHIPS
AT CASE WESTERN RESERVE UNIVERSITY

Issue 4
Summer 2009

Celebrating the Value of Corporate Partnerships

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Momentum: University Announces Nearly \$9 Million in Gifts

Case Western Reserve University recently received \$8.75 million from prominent local and national philanthropists. During a reception for Case Western Reserve's leadership donors at the Iris S. and Bert L. Wolstein Research Building on May 4 (see page 6), President Barbara R. Snyder announced major commitments to the School of Medicine. She also acknowledged other donors with a heartfelt thank you for their continued support of the university.

These gifts build on the fundraising momentum established in 2007–2008, President Snyder's inaugural year. During that time, supporters donated and pledged \$103 million to the university, the third-highest fundraising total in its history.

President Snyder was particularly pleased to announce the creation of four endowed chairs at the School of Medicine. "It shows that our donors have confidence in our ability to bring together talented researchers to tackle some of the world's most complex questions," she told the crowd of nearly 300 donors, faculty, students, administrators and friends. "Research and education are human enterprises, and I am grateful that the university attracted this investment to our region's knowledge and talent base."

In addition to the chairs, the announcement included a \$1.5 million grant from the Cleveland Foundation to support second-phase funding for the Center for Proteomics and Bioinformatics, and a nearly \$1 million grant to the School of Medicine from the John Templeton Foundation to support the work of Assistant Professor of Child and Adolescent Psychiatry Maria E. Pagano, Ph.D., which focuses on the recovery process of youth and adults afflicted with the disease of addiction.



Four Professorships Announced at the School of Medicine

A \$1.5 million gift from the Figgie Foundation will endow the Harry E. Figgie III, M.D., Professorship in Orthopaedics at the School of Medicine. The chair memorializes Harry E. Figgie III, M.D. (MED '79), an orthopaedic surgeon at University Hospitals who specialized in joint replacement and died in 1999.

A \$1.75 million combined commitment to the Jack H. Medalie Chair in Home-Centered Health Care, which was initiated with a challenge grant from an anonymous donor, has been completed with gifts from additional donors committed to celebrating the legacy of Jack H. Medalie, M.D., M.P.H. (far left). The founder of the Department of Family Medicine at the School of Medicine, Medalie was a renowned leader in the care of patients at home.

A \$2 million gift from Forest City Enterprises Charitable Foundation Inc. will endow a new Center for Surgical Skills Training. It will be combined with a 2006 commitment from the Goldberg, Ponsky and Frankel families to endow the Jeffrey L. Ponsky, M.D., Professorship in Surgical Education in honor of Oliver H. Payne Professor and chair of the School of Medicine's Department of Surgery, Jeffrey L. Ponsky, M.D. (above right).

A \$1.5 million commitment from the Robert S. and Sylvia K. Reitman Family Foundation, a supporting foundation of the Jewish Community Federation of Cleveland, will establish the Robert S. and Sylvia K. Reitman Family Foundation Distinguished Chair in Cardiovascular Innovation at the university's Cardiovascular Center and University Hospitals' Harrington-McLaughlin Heart & Vascular Institute. The gift, which is designated equally to Case Western Reserve and University Hospitals, honors Daniel I. Simon, M.D. (bottom right with the Reitmans), the Herman K. Hellerstein Professor of Medicine at Case Western Reserve and chief of cardiovascular medicine at University Hospitals Case Medical Center.



“The fellowship allows me to step back from the rigors of everyday work and look at the big picture, which is how to make a lasting difference in the lives of young people in a way that speaks to them.”

~ Ben Hughes

Treu-Mart Fund

Supports Professionals who Support Youth

When human services worker Ben Hughes was looking for ways to provide social and academic support to boys and young men, he turned to the Treu-Mart Youth Development Fellowship Program at Case Western Reserve University’s Mandel Center for Nonprofit Organizations. Established and sustained with support from the Treu-Mart Fund—a supporting organization of the Cleveland Foundation and the Jewish Community Federation of Cleveland—the program provides intellectual, interpersonal and professional support to youth-service professionals in Cuyahoga County.

With the help of his Treu-Mart coach, Hughes is currently working in collaboration with a local musician to develop a curriculum that uses hip-hop music and poetry to teach grammar to youth at the Fatima Family Center. He is one of almost 150 youth-service professionals who have benefited from the Treu-Mart Fellowship. Since its inception in 2004, more than 10,000 youths have been positively impacted by the work of the fellows.

“Treu-Mart fellows emerge from this program with the resources, skills and support they need to make a lasting difference in their organization, our community and, ultimately, the youth they work with,” says Pat Heilbron, director of the program. “Through the fellowship program, the Mandel Center is helping to create opportunities that will support the growth of adolescents into healthy, responsible adults.”

During the nine-month program, fellows—professionals who work with middle school-aged youth during out-of-school time—participate in resiliency-based educational workshops and discussions. Coaches, seasoned professionals from the community, work with the fellows to help them incorporate their learnings into their workplaces and support them to become more reflective practitioners.

“Partnership has always been an elemental theme of the Treu-Mart Fund,” says Art Treuhaft, president of the Treu-Mart Fund Board of Directors. Grants from this fund have benefitted area residents by supporting community development, social service and health planning, among other initiatives, since it was founded in 1980. “Collaborating with the Mandel Center for this fellowship program has been a highly successful venture that makes a noticeable difference to Cuyahoga County’s adolescents.”

Kochs Make \$5 Million Commitment to Enhancing the Student Experience

“Case Western Reserve has been a centerpiece of our family’s lives for decades. This gift gives us an opportunity to honor the Koch family legacy at the university, to celebrate this great institution, and to support an even more engaging educational experience for the future.”

~ Bud Koch

Charles “Bud” Koch, chair of Case Western Reserve University’s Board of Trustees, and his wife, Katie, have made a \$5 million commitment to the university. Their gift will support a capital project to enhance the student and campus experience. This commitment is a legacy gift that acknowledges the Koch family’s multi-generational relationship with Case Western Reserve University that began with his father, Charles Joseph Koch Sr., a 1941 graduate of the Case Institute of Technology. The senior Koch was appointed CEO of Charter One Bank by his father in the mid-1960s and appointed his son, Bud, to the position in 1988. He died in 2001. Bud and Katie Koch’s two sons, Charles Brian (MGT ’00) and John P. (MGT ’04), each earned M.B.A. degrees from the Weatherhead School of Management.

A member of the university’s board of trustees since 1999, Bud Koch began his term as chair on Oct. 18, 2008, succeeding Frank N. Linsalata. Koch was chair, president and chief executive officer of Charter One Financial Inc. prior to its sale to the Royal Bank of Scotland. Koch is also the immediate past chair and a member of the board of trustees at John Carroll University and serves on the boards of a number of Cleveland organizations.

“Bud and Katie’s generosity is reflective of their overall support of the university,” says Barbara R. Snyder, president of Case Western Reserve. “Bud has already distinguished himself as a strong leader committed to helping the university realize the ambitious goals of our strategic plan, *Forward Thinking*.”



Celebrations:

Spring Highlights



Ellen M. Graber, M.D. (MED '87) and **Thomas W. Graber, M.D.** (MED '75, MGT '98) were among the donors highlighted at *Momentum* for their significant leadership and planned gift commitments to support student and faculty collaboration at the School of Medicine.



President's Circle Member Carter C. T. Wang, M.D. (MED '53), university friend Jean Wiant (center), and School of Medicine faculty member and donor Mary Feil Hellerstein, M.D. (GRS '45, MED '49) enjoy the festive atmosphere of *Momentum*.

In addition to offering a sense of renewal, the spring season provided Case Western Reserve University the opportunity to celebrate the impact of its philanthropic community on the university's students and faculty.

On May 4, the university hosted leadership donors at the Iris S. and Bert L. Wolstein Research Building for *Momentum*, a new annual celebration that brings together donors of all kinds—from corporate and foundation partners to individuals who make leadership, endowment and planned gifts—to honor their collective impact on the institution.



Mt. Sinai Health Care Foundation Board Member Bennett Yanowitz (LAW '49) (left) and his wife, Donna Karon Yanowitz, enjoy *Momentum* with Iris (FSM '53; LIB '67) and Mort November, whose long-standing philanthropic support includes the Debra Ann November Research Greenhouse at the university's Squire Valleevue Farm.

Iris S. Wolstein

Honored with President's Award for Visionary Achievement

At the 2009 commencement ceremonies, Case Western Reserve University presented philanthropist and community activist Iris S. Wolstein with the President's Award for Visionary Achievement.

Wolstein has helped transform the Case Western Reserve campus through the generous spirit she shared with her late husband, Bert. The impact of their philanthropy is evident across campus. The \$1 million renovation of Iris S. and Bert L. Wolstein Hall, for example, serves as "the front door of the university" by housing the Office of Undergraduate Admission.

The couple's \$1.5 million gift endowed a professorship in management design at the Weatherhead School of Management. Also at the Weatherhead School, the Wolstein Society recognizes outstanding undergraduates who represent the spirit of enterprise. Members embody the prized attributes of effective and successful individuals—such as the Wolsteins—through leadership, scholarship, community service and professional will.

The Wolsteins' most notable contribution to campus was their \$25 million donation to Case Western Reserve and University Hospitals for the Iris S. and Bert L. Wolstein Research Building, a six-story structure where physicians and scientists seek answers to medicine's most daunting questions worldwide.

The Wolsteins' support has reached into the community to such organizations as United Cerebral Palsy, the American Red Cross, the American Heart Association, the Arthritis Foundation, the Leukemia & Lymphoma Society, the Cystic Fibrosis Foundation and Rainbow Babies & Children's Hospital. In 2003, the couple was named among the top 60 donors nationwide by the *Chronicle of Philanthropy*. The couple has also been honored by the Israeli government for their work in that nation.

The President's Award for Visionary Achievement was established in 2008. The honor recognizes individuals who have distinguished themselves through exceptional support of Case Western Reserve and who have a history of philanthropic service to the university, the world or humanity that has made a profound, positive and lasting impact on the university's mission.



Iris S. Wolstein (left) and President Barbara R. Snyder

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."

Medtronic and Case Western Reserve Collaborating for the Future



Alyssa Master, a Medtronic fellow and Ph.D. candidate, at work in the laboratory of Anirban Sen Gupta, Ph.D., assistant professor of biomedical engineering.

“Medtronic fellowships are some of our most prestigious awards.”

~ Jeffrey Duerk, Ph. D.

The Medtronic Foundation has pledged more than a half-million dollars in direct financial investment to Case Western Reserve University through student support, corporate matching gifts and a growing relationship in research collaboration. The foundation is the philanthropic organization of Minneapolis-based Medtronic Corporation, a leader in medical technology that provides lifelong solutions for people with chronic pain.

Perhaps the most visible sign of the growing relationship between the university and Medtronic is the Medtronic Fellowship Program. Over the past five years, the Medtronic Foundation has provided support for 12 graduate fellows in the Department of Biomedical Engineering, a joint department of the schools of engineering and medicine that celebrates its 40th anniversary this year.

Medtronic’s philanthropic support recognizes Case Western Reserve as a powerhouse for biomedical engineering, producing some of the highest quality graduates in the field—some of whom go on to become Medtronic employees.

“Medtronic fellowships are some of our most prestigious awards,” says Jeffrey Duerk, chair of the Department of Biomedical Engineering. “First, they provide a tangible confirmation of the interconnection between our leading biomedical engineering educational program and one of the premier biomedical device companies. Secondly, they allow us to recruit and recognize the best and brightest students in our field and ensure that our diversity mission is realized.”



Image property of Case Western Reserve University Archives.

A.W. Smith (above), a professor of chemistry and chemical engineering, taught at Case Western Reserve for more than 40 years and inspired his sons to follow his model of entrepreneurship.



Profile: Lubrizol Corporation

The roots of the specialty chemical company Lubrizol Corporation are deeply embedded in Case Western Reserve University. Its founders shared an aptitude for chemistry that fueled their business ventures, and they also shared in something stronger: a generous spirit that helped build the Case Western Reserve campus—both physically and ideologically.

Three brothers—Kent Hale Smith (CSAS '17), A. Kelvin Smith (CSAS '22) and Vincent Smith—founded Lubrizol in Wickliffe, Ohio, in 1928. Their father, A.W. Smith (CSAS 1887) and his friend Herbert Dow (CSAS 1888) had already established a model of entrepreneurship for them to follow by founding Dow Chemical Co. in 1897. The brothers’ passion for innovation and entrepreneurship, coupled with their philanthropy, has fostered discovery and set the standard for corporate partnerships at the university.

Today, the Case Western Reserve campus is punctuated by teaching and learning spaces that celebrate the legacy of this remarkable family. Lubrizol now has facilities in 28 countries and has continued its strong ties to the university by supporting The Institute for Management and Engineering (TIME), the Master in Engineering Management degree and the departments of macromolecular science, chemistry and chemical engineering, among other initiatives.



The Kent Hale Smith Building (far left) bears the name of the eldest of the founding brothers, who served as acting president of Case Institute of Technology from 1958 to 1961. The structure is home to the Department of Macromolecular Science and Engineering. Thanks to a recent gift from Lubrizol, the building will house the Soft Matter Characterization Laboratory.

Located in the heart of the campus and dedicated in memory of the longtime trustee, the **Kelvin Smith Library** (left) is home to 1.2 million volumes and state-of-the-art technology.

Serving the University

Marc A. Stefanski

Marc A. Stefanski, chief executive officer and chair of Third Federal Savings and Loan and TFS Financial Corporation, visited Case Western Reserve University this spring to lead a question-and-answer session about the current housing crisis, its impact on urban families and his bank's successful model of consumer education.

"Third Federal Savings and Loan is an institution that lives the values its leaders espouse," President Barbara R. Snyder says. "I am pleased that our community had an opportunity to hear directly from a leader who stayed true to his principles and the well-being of customers, even when it was not the easiest path to pursue."

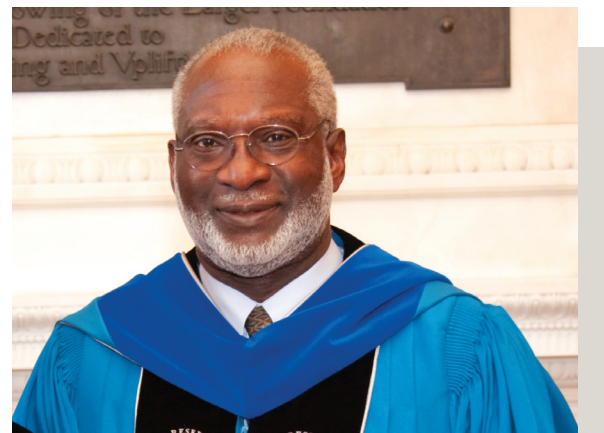
Stefanski says that helping customers become successful homeowners has always been the goal of the financial institution, and to that end, Third Federal has initiated a number of educational programs that help urban families understand and manage the expenses of homeownership.

David Satcher

David Satcher M.D., Ph.D. (GRS '70, MED '70), former director of the Centers for Disease Control and Prevention and the 16th surgeon general of the United States, visited campus in May to deliver the 2009 commencement address.

Satcher encouraged the class of 2009 and their family and friends to reflect upon the "bridges of our lives." He shared his early struggles with illness, poverty and segregation in rural Alabama—adversity that only fueled his ambition. Raised in a family where no member had even graduated high school, Satcher said that his professional accomplishments were made possible by the people who took an interest in his well-being.

"Never forget the bridges that brought you to this point in life," he advised the more than 2,000 graduates. "You must now become a bridge builder, helping to prepare the way for those who will come behind you."



Why I Give

Alan Riedel (LAW '55) credits his philanthropic nature to the support he received as a student. To this native of Bellaire, Ohio, giving back is a moral duty that he is thankful to be able to fulfill.

"Case Western Reserve University helped me tremendously and gave me the opportunity to become successful," he says. "I'm very grateful."

Riedel, whose parents' formal education ended after eighth grade, was able to attend the School of Law because of the scholarship support he received. Over the years, Riedel and his wife, Ruby, have returned the favor by offering significant scholarship support to Case Western Reserve law students through the Ruby and Alan E. Riedel Endowment.

The couple's legacy of support began soon after his graduation from the School of Law when he was a member of the school's fundraising board. Riedel and his fellow group members decided that, rather than feeding the endowment, they would set up a yearly fundraising drive—thus creating the School of Law Annual Fund.

Riedel, who serves as president of the Alan and Ruby Riedel Foundation, is a retiree from a 34-year career at Cooper Industries, formerly Cooper-Bessemer Corporation. He retired in 1994 as vice chairman, having begun as a general attorney who handled labor negotiations.

Riedel has lived in Houston since the company relocated from Mount Vernon, Ohio, in 1967 and looks back fondly on his days at Case Western Reserve. He remembers card games with old friends and his part-time jobs as a gas station attendant. He recalls working as a clerk at a downtown law office, where he got his first taste of law. He also reminisces of his wedding to Ruby, which came shortly after his first year of law school, just weeks after her graduation from Ohio University—their undergraduate alma mater where they met and first recognized their shared philanthropic ideals.

"We feel strongly that giving back takes many forms," Riedel says, adding that the foundation also supports church activities and junior achievement initiatives. "We feel an obligation to support worthwhile organizations like Case Western Reserve."



"Scholarships gave me the opportunity to do what I have done professionally. I want students in the future to have the same opportunities to succeed."

~ Alan Riedel (LAW '55)

Financial Spotlight:

One Couple's Will Commitment May Mean a Brighter Future for Health Care

Perhaps without ever intending to, Beth Sersig, M.D. (MED '84) and Christopher Brandt, M.D., Ph.D. (WRC '80, MED '84), have become examples of lifelong, dedicated alumni involvement at the School of Medicine. Both accomplished physicians in their fields, they focus their time and resources on advancing the future of health care.

Sersig is a staff physician and director of women's health at Case Western Reserve University Student Health Services. Brandt is a general surgeon at MetroHealth Medical Center, a professor at the School of Medicine and this year's recipient of the school's Kaiser-Permanente Excellence in Teaching Award. Both have been active volunteers at the school and university levels.

One of the ways the couple has celebrated their commitment to the school is through their philanthropy. They have established an endowed scholarship and have made a will commitment to provide additional funds in the future. The scholarship supports School of Medicine students, with a preference to graduates of public schools within Cuyahoga County.

"It's getting harder and harder to attract students to medicine who are from underserved populations," Brandt observes. "While issues earlier in their educational experiences may impact their ability to be competitive students, they simply cannot get there without financial resources in medical school."



Bequests

HOW DO THEY WORK?

Case Western Reserve University has received much of its financial support through bequests over the years. Bequests are gifts made upon a donor's death, most often through a will.

A bequest can be given as a specific sum of money; a percentage of an estate; a gift of particular assets, such as shares of stock in a corporation; or a gift of the remainder of an estate after distribution to loved ones. They can also be carried out through other vehicles that become effective at the time of death: a trust, a life insurance policy, an IRA, or a deferred compensation or 401(k) plan. The manner in which the university is to use a bequest gift can be as specific or as broad as the donor wishes.

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



"We wanted to 'pay ahead to pay back.' As first-generation doctors, we remain very much aware of the expenses of medical school."

~ Beth Sersig, M.D (MED '84)



ABOUT Turning Point

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In this issue of



Turning *point*

This issue of *Turning Point* focuses on the mutually beneficial relationships Case Western Reserve University shares with its corporate partners. By working collaboratively to recruit and hire top talent; share opportunities for scholarships, internships, experiential learning and research; bring breakthrough technology to market; and support key faculty-industry collaborations, the university and its alumni and friends in the business world continuously propel discovery forward.

On the cover: Upper facade of the Kent Hale Smith Building on Adelbert Road, which honors one of the founders of Lubrizol Corporation. See page 11 to read more about Lubrizol's long-standing connections with Case Western Reserve.