The Many Faces of Research
The Regents’ resolution: encourage the study of and research into the peaceful uses of nuclear energy. The Regents established the Phoenix Project, signaling hope from the ruins of war, and within a decade the University of Michigan was home to the world’s most prominent academic program in nuclear research. Researchers were exploring the role of the atom in chemistry, medicine, archaeology and preservation of food.

The research prowess of the Phoenix Project—which I’m pleased to say continues today as the Michigan Memorial Phoenix Project—would not have been achieved without donors who recognized the tremendous potential of the University’s faculty and students. Thirty thousand people, most of them U-M alumni and students, were joined by hundreds of businesses in providing the critical financial support for this groundbreaking venture.

The University has long been a leader in research, and donors have been essential in supporting the myriad projects carried out by our professors, research scientists, graduate students and undergraduates. This spirit of discovery has created a rich legacy at Michigan. We excel at finding treatments and cures for disease, uncovering ancient artifacts and lost worlds, and exploring languages and music.

The Phoenix Project holds significance in the University’s history for another reason: it marked our first formal fundraising campaign. Unlike most major public universities, Michigan has been raising money for a long time. We have always relied on private support—dating as far back as the 1850s. The Phoenix Project was our first large, organized effort to generate support, and the overwhelming response continues to have an impact. This fundraising program pioneered our building a base of donors and a tradition of philanthropy that have led to our modern-day campaigns.

At a time when most public universities are in their first or second formal campaign, we are on the brink of launching our fifth. This new campaign will be the largest in University history and formally kicks off May 14 with a campus celebration.

A major emphasis of our campaign is about what Michigan does best: developing great academic and research programs. The best researchers enrich the curriculum and the experiences of our students. Our research improves society’s quality of life: we create new knowledge to help understand and advance the human and natural world.

The promise in our research lies in our ability to connect disciplines—and no university offers more academic disciplines to its faculty and students than Michigan.

Please enjoy the wonderful research stories you will find in the following pages. They are a sampling of the many Michigan successes made possible by the generous support of donors like you.

Jerry A. May, Vice President for Development

About the Cover: Zebrafish may help Dr. Daniel Goldman discover how to revolutionize treatments for stroke, paralysis, eye diseases and even brain damage. Story page 14

DONORS SUPPORT RESEARCH THROUGH THE YEARS

Nearly 56 years ago, the University’s Board of Regents looked to memorialize the students and faculty killed in World War II, a global conflict that ended with the dropping of the atomic bomb.
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- **22** KISH FELLOWS MAKE A WORLD OF DIFFERENCE
University of Michigan President Mary Sue Coleman and her husband, Dr. Kenneth Coleman, have made a historic leadership gift to the University’s upcoming fund-raising campaign, The Michigan Difference.

Their $500,000 gift was announced by campaign co-chair Richard Rogel (BBA ’70) at a Nov. 21 meeting for volunteers who will guide the upcoming campaign. The University is scheduled to kick off the largest fund-raising campaign in its history in May 2004.

“This show of generosity by President Coleman and Ken Coleman demonstrates tremendous leadership and foresight on their part,” Mr. Rogel said. “The Michigan Difference is about preparing the leaders and best, and the Coleman’s gift supports so many of our aspirations.

“President Coleman often says that her job as president is to ensure that Michigan has a great future, and this magnificent gift underscores her commitment,” he added.

Announcement of the Coleman’s gift, the largest ever made by a U-M president, drew several enthusiastic standing ovations from the audience.

“Mary Sue’s and Ken’s gift will make an enormous difference in the life of the University, and we are deeply grateful for this tangible sign of their dedication,” said Vice President for Development Jerry A. May. “Their gift is a visible commitment to many important priorities that the two of them have identified since President Coleman joined the University in 2002.”

Half of the Coleman’s $500,000 gift will go toward creating two endowments to fund graduate student fellowships and undergraduate student scholarships. These will include the Mary Sue and Kenneth Coleman Endowed Rackham Graduate Fellowship Fund, to be launched with $150,000 and administered by the Horace H. Rackham School of Graduate Studies; and the Mary Sue and Kenneth Coleman Endowed Undergraduate Scholarship Fund, to receive a $100,000 gift and to be administered by the Office of Financial Aid.

Each of the following initiatives also will receive $50,000 from the Coleman’s gift:

• The renovation fund for William Monroe Trotter House, the University’s multicultural student center.

• The Leslie Kish International Fellows Fund, to permit international graduate students to attend the Institute for Social Research’s Sampling Program for Survey Statisticians. (Please see related story on Page 22.)

Kenneth Coleman is currently...
Regent Maynard makes a Social Work gift

Regent Olivia P. Maynard (MSW ’71) and her husband, S. Olof Karlstrom (AB ’58, JD ’64), are giving $2.25 million to the School of Social Work. Their gift endows the Olivia P. Maynard Professorship in Social Justice. The honoree will teach and conduct research in the field of social justice, poverty, diversity or social welfare policy. While holding the named professorship, the faculty member will teach and work with students in community-based research at both the Ann Arbor and Flint campuses. Involving faculty and students in the community is another component of this gift, which establishes the Olivia P. Maynard and S. Olof Karlstrom Faculty Award Fund for Community-Based Research. This fund will promote the work of an outstanding faculty member and students in communities in need throughout Michigan, including Detroit and Flint.

Regent Maynard has long been a champion of the School of Social Work, which is ranked the best in the country and is led by Dean Paula Allen-Meares.

Rieckers support new Ford School building

Margaret Ann (Ranny) Riecker and a $1.5 million gift from the Herbert H. and Grace A. Dow Foundation, of which Mrs. Riecker is president, are important leadership commitments to the Gerald R. Ford School of Public Policy’s new home. The Riecker and Dow Foundation gifts will be used toward construction of a new building for the Ford School that will mark the southern entrance to Central Campus. In recognition of the Dow Foundation’s generosity, the School’s new reading room/library will be named for Mrs. Riecker’s mother, Margaret Dow Towsley.

Mrs. Riecker is a member of the Committee for the Ford School and is co-chairing the School’s campaign. In addition, the Harry A. and Margaret D. Towsley Foundation, of which Mrs. Riecker is chairwoman, has committed $2 million to endow the Ford School’s Policymakers-in-Residence Program.
The co-chairs of the College of Engineering’s 150th Anniversary Campaign, Kevin O’Connor (BSE EE ’83) and Jerry W. Levin (BSE EE ’66, BSE M ’67), are each contributing $5 million to the College.

Mr. O’Connor’s gift is for the new Computer Science and Engineering Building. This building will be designed to give Engineering students the most sophisticated technology in computer science. Mr. O’Connor co-founded DoubleClick, an online advertising firm that has grown from two people in a basement to a global corporation.

Mr. Levin’s gift includes $1.5 million for the Levin Challenge, designed to encourage Engineering alumni and friends to support the Michigan Engineering Fund that provides unrestricted support for the College’s students and programs. He has served as chairman and CEO of The Coleman Company; Revlon, Inc.; and Burger King Corporation. Presently he is chairman and CEO of American Household, Inc.

The U-M Museum of Art has received two major gifts toward a major expansion and renovation of its facility.

Robert and Lillian Montalto Bohlen are contributing $1 million toward the project, while an anonymous donor is giving $5 million.

The $35 million project will include a 55,000-square-foot addition, as well as a complete renovation of the existing facility. The expansion will increase the overall size of the Museum from 41,676 square feet to 95,396 square feet and will more than double the Museum’s existing space. Allied Works Architecture has been selected to oversee the project.

Peter (AB ’61) and Elaine Schweitzer are making a $500,000 commitment to establish the first Collegiate Scholarship Fund in the College of Literature, Science, and the Arts.

This fund will provide scholarship support to in-state Honors students from outside metropolitan Detroit, and will foster a community known as the Schweitzer Scholars. Freshman Mandy Somero of Traverse City is attending the University as the first-ever recipient of the Schweitzer Collegiate Scholarship Fund.

The Schweitzers served as co-chairs of the 2003 Presidential Societies weekend.

Stephen M. Ross (BBA ’62) is making a lead campaign gift of $4 million to the new Academic Center.

This Center will be built on the Athletic Campus and will provide U-M student-athletes with the resources they need to excel in the classroom.

Mr. Ross has been a longtime supporter of the Business School and has advised U-M deans and presidents. His gift to the Academic Center is the latest of his many shows of generosity.
Best & 5 Leaders Winter 2004

Michael (BBA '72) and Susan Jandernoa are supporting the Business School and the Department of Intercollegiate Athletics with a $1.1 million gift.

At the Business School, the Jandernoas have established the Michael J. and Susan M. Jandernoa Life Sciences Initiative Fund. This fund will be used to seed life science business opportunities generated by University research. It will also support internships for business students working at life science companies created because of research at Michigan. Mr. Jandernoa is the former CEO of Perrigo and is a member of the company’s Board of Directors. Perrigo is also supporting gifts to benefit the life sciences.

The Jandernoas are also supporting the Business School’s Innovation Initiative Endowment Fund, which honors former dean and interim University President B. Joseph White and his wife, Mary. This fund enhances the spirit of innovation that is Dr. White’s legacy at the Business School.

In Athletics, the Jandernoas are contributing to the Athletic Scholarship Fund, which allows the University to attract the finest student-athletes.

Dr. Ronnie M. Cresswell, retired senior vice president and chief scientific officer of Parke-Davis Pharmaceutical Division of Warner Lambert Co., is giving $750,000 to the College of Pharmacy.

Dr. Cresswell, who has served as a professor of medicinal chemistry in the College of Pharmacy, established the Sheila B. Cresswell Fellowship in Medicinal Chemistry in honor of his wife.

Both Ronnie and Sheila Cresswell have given time and gifts to schools and programs throughout the University. Dr. Cresswell currently chairs the Life Sciences Institute External Advisory Board and serves on the University Musical Society Senate, the Pharmacy Dean’s Advisory Committee, and the MED Heart Care Program. Mrs. Cresswell has been a MED Heart Care Program Ambassador and previously served on the Matthaei Botanical Gardens’ Ann Arbor Flower Show Council.

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At the locker room dedication, Coach Lloyd Carr (right) congratulates the Harris family: Ira Harris (2nd from right), Nicki Harris (2nd from left), their daughter, Jackie and new baby, Harrison Maxwell, and her husband, Robert Hochberg.

J. Ira (BBA '59) and Nicki Harris are contributing $4.5 million to the University to support the Department of Intercollegiate Athletics and the Gerald R. Ford School of Public Policy.

The Harrises have contributed $2.5 million toward renovations at Michigan Stadium, and Athletics has dedicated the J. Ira and Nicki Harris Family Football Locker Room in their honor.

The Harrises also have endowed a professorship at the Ford School. This professorship played a key role in helping the Ford School retain a valued faculty member who was considering a move to the Ivy League. Because of the Harrises’ gift, this faculty member committed to Michigan and demonstrated how endowed professorships help the University recruit and retain the best teachers.

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What may sound like Indiana Jones’s latest adventure is the true tale of the Middle Cemetery Project at Abydos, Egypt, where a U-M archaeological team searched for a long-lost grave more than four millennia old.

The Middle Cemetery Project studies the role personal histories play in the writing of Egyptian cultural history. One such history comes from Weni the Elder, a government official in Egypt’s Old Kingdom (about 2407-2260 B.C.). Weni’s public inscription, an autobiographical statement found at Abydos in 1860, was well known to Egyptologists, but his gravesite had never been found, says Dr. Janet Richards, the project director and an assistant professor of Egyptology.

“The watchword for the project that season,” says Dr. Richards, “was, ‘Where’s Weni? Could we locate and excavate his grave?’ ”

They did, with fascinating results. Uncovering Weni’s grave and evidence of thousands of private graves surrounding the tomb in 1999, the U-M team determined that the cemetery was an affirmation of political strength by the disintegrating Old Kingdom government. Team members also exploded the scholarly myth, based on Weni’s inscription, that “the Old Kingdom was an era of
self-made men in the government, all of which could pull themselves up by their sandal straps,” says Dr. Richards, who is also assistant curator for dynastic Egypt at the Kelsey Museum of Archaeology. In fact, Weni belonged to a high-ranking political family.

In 2001 Terry Rakolta joined the dig for three weeks, separating pottery and bones in the field. Mrs. Rakolta, who had been fascinated by ancient Egypt since her teens, had contributed financial support to the dig and was eager to be part of the work. “I would do it again and again and again,” she says. “This was a great passion I had, and I was able to be hooked up with people who had the same passion.”

Mrs. Rakolta was deeply affected by the team’s dedication, its painstaking work, and the simplicity of life at the dig. “What I saw was the idealism they have. They’re not looking for treasure—they’re trying to see how these people lived, how they died. I was very impressed by the quality of ethics and professionalism.”

At the project Mrs. Rakolta also began to learn epigraphy—the copying and translating of inscriptions and reliefs—from Dr. Marjorie M. Fisher (PhD ‘98), adjunct assistant professor of Egyptology at U-M and a highly skilled epigrapher who donates her talents to the dig as coordinator of epigraphy.

Dr. Fisher donates her talents in another form to the Department of Near Eastern Studies, of which Egyptology is a part. She is founder of Friends of Near Eastern Studies, a group that supports ancient studies in the Department of Near Eastern Studies (NES)—specifically, graduate students—through membership dues and donations.

“In ancient studies at Michigan, we haven’t been able to compete with other institutions when it comes to funding (Top) Donor Terry Rakolta on site at U-M’s Middle Cemetery Project in Abydos, Egypt; (lower left) Project Director Dr. Janet Richards, center, with Reis Ibrahim Mohammed, excavation foreman, at left, and Adel Makery Zeckery, an inspector with Egypt’s Supreme Council for Antiquities; (center) Inside the grave chamber of two Egyptian government officials, buried at Abydos in different eras; (lower right) Dr. Marjorie Fisher donates her epigraphic skills to copy and translate inscriptions at the project.
A Priceless Gift

Eugene M. Grant (AB ’38) took the long way around to become a benefactor of the Kelsey Museum of Archaeology—via the Mediterranean Sea.

As an undergraduate, Mr. Grant had admired but never entered the Kelsey building, a stately 1887 Richardsonian Romanesque structure located across the street from Angell Hall. His interest in archaeology was ignited years later when he met Dr. Cyrus Gordon, a world-famous archaeologist, then head of the Department of Mediterranean Studies at Brandeis University.

Under Dr. Gordon’s guidance Mr. Grant and his wife, Emily, traveled extensively to digs and historic sites in Europe, the Middle East, Central Asia, Egypt, Libya and Tunisia.

“It is intriguing to think you can reconstruct the way people conducted their lives 2,000 to 3,000 years ago,” says Mr. Grant. Inspired to tour the Kelsey on a campus visit in 1992, Mr. Grant heard of the Museum’s great concern about the disintegration of Egyptian textiles and other fragile objects owned by the Museum. The Grants responded with a leadership gift for a climate-controlled storage unit to save the collection.

“We all feel that understanding the past helps us to comprehend the present,” says Dr. Richards. “And training people who are both skilled in ancient studies and sensitive to modern issues only helps us all.”

— Rebecca Freligh

Eugene M. Grant (left) with Dean Terrence McDonald of the College of Literature, Science, and the Arts.
For infants with Down syndrome, their first steps can make a profound and lifelong difference.

Babies with Down syndrome, a genetic condition that results in mental retardation, typically learn to walk at age 2, about a year later than normally developing children. This delay in mobility triggers numerous other problems. Babies become overweight because they’re not moving about. They develop speech more slowly because they lack face-to-face contact with their walking peers and siblings. And babies fall behind in their movement and play skills, stunting their ability to socialize with—and learn from—playmates. Parents experience their own problems, wrestling with the frustration and stress of babies slow to walk and talk.

With support from the Steelcase Foundation, researchers in the University’s Division of Kinesiology are helping Down syndrome babies and their parents get on their
feet. Using tiny motorized treadmills customized to accommodate infants, researchers and therapists are teaching babies to walk significantly earlier than usual.

The results are munificent: Down syndrome babies are walking, talking and playing months sooner than expected, a developmental jumpstart that makes for active, happy and healthier infants.

“That’s what motivates me in research: you really get to see the child changing,” says Dr. Dale Ulrich, director of the U-M Center for Motor Behavior in Down Syndrome and a professor of movement science and physical education.

The Steelcase Foundation is providing a $150,000 grant for three years, allowing Dr. Ulrich to expand his team and build more of the specialized infant treadmills to leave at the homes of families with babies in the U-M study. A key element of the research is sending therapists—graduate students in the Division of Kinesiology—into families’ homes to teach parents how to develop their child’s mobility skills using the tiny treadmills on a daily basis. Involving parents helps them take part—and pride—in their child’s progress.

“That grant from Steelcase allows us to provide families with a lot more of the education they need to promote the development of their children,” Dr. Ulrich says. “It really allows us to enroll more infants from the western side of the state.”

When Dr. Ulrich first began his research, it involved one baby from Grand Rapids. News of his work spread through the local network of Down syndrome families, creating an important, and involved, community of volunteer parents and babies. Today, 17 babies from western Michigan are using the treadmills; when one “graduates,” typically after upward of 16 months, an infant on a waiting list begins the training. Dr Ulrich also works with families in southeastern Michigan.

Dr. Ulrich and his graduate students are on the road a lot, regularly traversing the state to see each baby every two weeks. Long after babies begin walking and depart the study, their parents stay in touch, supplying Dr. Ulrich with photographs, letters and news of their children’s accomplishments.

“We develop a very strong relationship because we’re with them every two weeks,” Dr. Ulrich says.

The Steelcase Foundation is committed to serving the greater Grand Rapids community, and officials were impressed with the strong feedback from parents reporting positive results with their babies. “Who could ask for more?” says Susan Broman, executive director of the Steelcase Foundation. “Although this is a research project, there was a strong component of consumer demand.”

Ms. Broman calls the research compelling. “The initial results of using the treadmill were very intriguing,” she says.

Treadmill training is expected to become standard physical therapy for Down syndrome youngsters, and researchers believe similar therapies can help babies born with cerebral palsy and spina bifida. Dr. Ulrich’s work has received attention from several medical journals, and he provides training to pediatricians and physical therapists across the country.

“All of this work has allowed us to learn a lot about Down syndrome. This grant facilitates all of that,” he says. “The generating of scientific knowledge has an impact in multiple ways.”

Infants born with Down syndrome are fully capable of becoming active, engaged members of a community, both as children and adults. The University, Steelcase Foundation and the families of Grand Rapids are helping them take that first important step.

— Kim Clarke
Julie Craves cradles a 5-inch, orange-throated blackburnian warbler in her hand. She peers through a jeweler’s loop positioned millimeters from the songbird’s head. The magnifying lens lets her see the underlying structure of the bird’s skull and, based on the extent of ossification, estimate its age.

Craves and three volunteers will record the warbler’s age, weight, gender, wing length, level of body fat and other data. Then they will secure a tiny aluminum band with a nine-digit identification number to the bird’s lower leg and release it to resume its migratory journey.

Ms. Craves supervises the nation’s only full-time research program studying birds in an urban setting, the River Rouge Bird Observatory, on the University of Michigan-Dearborn campus. The project, supported predominantly by donors, explores the importance of urban natural habitats to avian species’ abundance, migration patterns, breeding, geographic dispersal and territorial behavior.
Ms. Craves and a cadre of volunteers have banded more than 20,000 birds...

A cornerstone of this research is the bird-banding program conducted in a 300-acre natural area adjacent to UM-Dearborn’s Environmental Interpretive Center, headquarters for the bird observatory. The site, rich with forest, fields, a small lake and a section of the Rouge River, is a “stopover” for more than 100 migratory species and home to numerous resident species.

Ms. Craves and a cadre of volunteers have banded more than 20,000 birds representing 118 species since the program began in 1992. About 5,000 have been recaptured, providing insights into species’ longevity, faithfulness to breeding and wintering areas, population trends, migration routes and cycles, and range expansions and retractions. This information is particularly valuable because, unlike most bird research, the River Rouge Bird Observatory documents avian activity over a long period of time. As a result, it offers clues to the effects of global warming and the loss of natural habitats in urbanizing areas. It also helps researchers understand the natural features needed in a “high-quality” stopover site for migratory birds.

“I’ve held birds that migrated from the Amazon wilderness to Detroit,” says volunteer Greg Norwood, who is studying biology at UM-Dearborn. “They’re one of the best indicators we have of environmental change. There’s real historical value to the data we collect.”

The observatory and its research are financially threatened, however. The University can no longer contribute support from its discretionary fund, as it has in past years, because of cuts in state funding. Other funding sources have withered, as well. As a result, the bird research program is facing a significant shortfall in its 2004-05 budget and needs about $50,000 to continue operating.

“It’s a difficult economic climate for the University, for donors, and for grant-making organizations,” says Ms. Craves, who is the only full-time staffer at the observatory. Volunteers contribute more than 1,000 hours a year. “There’s a real possibility that our work will come to an end after all these years.”

Meanwhile, the research continues. Ms. Craves and volunteers erect loose mesh nets—6 or 12 meters long and up to 3 meters high—early each morning for two to three months every spring and fall to catch birds for banding. In addition, bird surveys are conducted each summer and winter to monitor resident species’ nesting, breeding and survival. More than 250 bird species have been observed here, representing more than 60 percent of the species ever recorded in Michigan.

Data gathered by the bird observatory have helped researchers better understand the deadly West Nile virus, and baseline data on woodpecker populations have the potential to help researchers understand the ecological effects of the emerald ash borer, an insect decimating ash trees in southeast Michigan. Data also have been shared with investigators at the Cornell University Ornithology Laboratory, the Michigan chapter of the Nature Conservancy, the American Bird Conservancy, the authors of Birds of North America and researchers attempting to link species’ wintering and nesting grounds. In addition, Ms. Craves regularly publishes the observatory’s findings in popular and academic journals.

“We need this information to understand environmental threats and the effects of urbanization. We need it to make sound conservation decisions,” Ms. Craves says. “And no one else is collecting it.”

— David Wilkins
When businessman and longtime philanthropist Ralph C. Wilson Jr. decided to begin supporting biomedical research, he convened experts from six of the country’s top medical institutions to suggest the most effective way he could help. Together, the institutions—including the University of Michigan—identified a problem in research funding: because so many scientists are competing for limited grant dollars, most grants go to “safe” research projects, where success is almost certain. Researchers who come up with creative ideas and new ways of thinking often have trouble finding support.

So Wilson established his Ralph C. Wilson Sr. and Ralph C. Wilson Jr. Medical Foundation with a mission of funding innovative research by the nation’s top biomedical scientists. Though they have only been in existence since 2001, Wilson Foundation grants carry enormous weight and prestige. Only six institutions are even eligible to apply, with the U-M among this select group. What’s more, only the top researchers and most creative projects at those institutions pass the rigorous peer review process. At each institution, only one to three projects receive funding annually.

One of the U-M’s four researchers receiving funding is Dr. Daniel Goldman, a professor of biological chemistry and senior research professor, who is “almost bursting” with excitement over his Wilson-funded research. Dr. Goldman explores ways of repairing damage to the central nervous system, such as from strokes or spinal cord injuries. Fish, unlike humans, can recover from similar injuries and regenerate their nervous systems. Studying a lab full of zebrafish, Dr. Goldman hopes he is on the trail of information that could revolutionize treatments for stroke, paralysis, eye diseases, and even brain damage.

It’s just the sort of wide-eyed research that wouldn’t have been funded in the past. “I had the idea in my head, but no idea how to fund it,” says Dr. Goldman. “Without the Wilson Foundation’s support, it would not have happened.”
The same is true for another U-M project, this one headed by Dr. David Fox, a professor of internal medicine in rheumatology. For years, Dr. Fox has been treating patients with severe rheumatoid arthritis, a disease that is much worse than a painful inconvenience. “There are treatments now,” he says, “but these require taking medication every day for life, and they often have unpleasant side effects.”

Rheumatoid arthritis results from an “imbalance,” as Dr. Fox puts it, of the immune system. He hopes to find a way to “rebalance” the system. In his research, Dr. Fox inserts a genetically modified protein into the immune system cells of arthritic mice. The result: vast improvements in the mice’s health.

But even more compelling, the procedure seems to “reset” the mice’s entire immune systems, putting them back into “balance” with a single treatment. The procedure is a long way from being tested in humans, but like Dr. Goldman’s research, it has the potential to transform treatment for a host of immune-system diseases. Despite the potentially huge dividends, traditional funding for Dr. Fox’s research remained hard to come by. The Wilson grant, he says, “appeared at the ideal time” to make the research possible.

What’s more, both doctors’ work has shown such early promise that they have received additional funding to expand their work. Dr. Goldman received a substantial grant from the Michigan Life Sciences Corridor Fund, and Dr. Fox from the Arthritis Foundation.

Jump-starting this kind of success is exactly what Ralph Wilson Jr. is aiming for.

“My hope,” he says, “is that research funded by the Wilson Foundation will produce medical solutions in high-risk, high-impact areas, thereby increasing the longevity and quality of life in the future.”

In the long run, the Wilson Foundation’s support of creative, top-tier scientists may even begin to change the way research is funded and conducted in this country. It will certainly improve the lives of countless patients who suffer from what we now think of as intractable diseases.

— John Lofy
Yaffe Center explores the Power of Persuasion

Fred Yaffe (right) talks with Yaffe Center director Dr. Rajeev Batra at last fall’s conference “Restoring America’s Image Abroad,” organized by the Yaffe Center.
His father helped start the Superman DC Comics, he spent high school summers as a comic in the Catskills, and he’s now president of a highly successful advertising agency.

Fred Yaffe (BBA ’54, MBA ’58) has lived his life understanding the power of words and images to captivate an audience. Now, at the University of Michigan, he’s helping a new generation of researchers and students gain an even deeper knowledge of the persuasive tools and techniques that are central to both Mr. Yaffe and our culture as a whole.

In 1996, Mr. Yaffe teamed with the School of Art & Design and the Business School to found the Yaffe Center for Persuasive Communication. As its name implies, the Center is dedicated to advancing knowledge in the theories and practices of persuasion in all its forms—from the media messages that surround us, to the negotiating strategies that advance our political causes, and the images that capture our imaginations.

It’s a revolutionary idea, and one that has brought together scholars and practitioners from fields as diverse as psychology, art, law, linguistics, web design and communication studies.

“The Center’s learning environment is unique,” says Mr. Yaffe. “By bringing different communities closer together it will help us understand our new ways to work together.”

When Mr. Yaffe talks about the importance of persuasion to a new generation of students and professionals, his words are backed by a lifetime of experience.

Mr. Yaffe learned early from his father the power of words and images to tell a story. Summers in the Catskills waiting tables and doing stand-up comedy enhanced his talents. But one of the most sustaining influences in his life began simply, on a Saturday in 1949, when he heard a radio broadcast of an Army-Michigan football game. Right then he decided U-M was the school for him. From the excitement of his first trip to campus, to the quality of the classes and the diversity of his classmates, he found the University to be everything and more than he had imagined that fall Saturday listening to the cheering crowds.

Mr. Yaffe now heads one of the country’s top retail advertising agencies. The Yaffe Group, acknowledged by Adweek magazine in the ’90s as the “hottest agency” in the Midwest, is based in Southfield, Michigan, with offices in Houston and Phoenix. The Yaffe Group has a presence in nearly every market—retail, banking, hospitals, universities and restaurants.

Mr. Yaffe is also involved with Leader Dogs for the Blind and the J.P. McCarthy Foundation. This emphasis on community involvement was part of his motivation for founding the Yaffe Center, a commitment he recently reaffirmed with a $1 million campaign commitment to the School of Art & Design and the Business School to support the Center for the next decade.

“I see an opportunity for the U-M to be preeminent in this area of research and teaching,” says Dr. Rajeev Batra, director of the Yaffe Center and the Sebastian S. Kresge professor of marketing.

It’s obvious other major companies agree. The Yaffe Center draws support from the likes of Ford Motor Company, General Mills, Kraft Foods Inc., Leo Burnett Worldwide and J. Walter Thompson.

“Everyone, regardless of their area of study, needs to understand the role that images, sounds, words and statistics can play in shaping our perceptions and our actions,” says Mr. Yaffe. “These are the tools that will help make our next generation of leaders.”

— Kate West
A Healthy Approach

NURSING RESEARCH IMPROVES QUALITY OF CARE

Never mind the myriad career options for women. If Janet Gatherer Boyles had it to do over again, she would choose exactly the same profession: nursing.

A firm believer in the unique contribution of nurses to healthcare, Mrs. Boyles (BSN ’58) has long been concerned that her profession does not receive the respect it deserves. That feeling led her to establish the Janet Gatherer Boyles Fund at the School of Nursing to provide research grants to faculty and graduate students.

“I want people to treat nursing as a serious profession,” says Mrs. Boyles. “One way is to prove that what we do is valuable, and this value can be proved scientifically through clinical research.”

Nursing research is a young field, having received significant federal funding only since 1986, says Dr. Ada Sue Hinshaw, dean of the School of Nursing. With the help of donors like Mrs. Boyles, Michigan has since built one of the nation’s top-funded nursing research programs.

Medical and nursing research are complementary, says Dean Hinshaw. Where medical researchers focus on causes and treatment of disease, nursing researchers investigate complementary questions such as how people cope with disease or how to intervene to promote better health. Research data help nurses improve care of patients, families and even communities.

“We’re very holistic in nature,” Dean Hinshaw says. “We focus more on the person than the condition, and on the patient’s family as well as the patient.”

For example, one School of Nursing study examines temporary attention deficit disorders in patients and families at the time of a cancer diagnosis, an affliction similar to the loss of cognitive function associated with Alzheimer’s disease.
functioning seen in early Alzheimer’s patients. Understanding this phenomenon will enable nurses to provide appropriate care at such stressful times.

Appropriate care is the emphasis of pilot funding from the Boyles Fund for Dr. Jane Lukacs, a post-doctoral fellow and assistant research scientist who is investigating a hot topic in women’s health: when is the right time to start bone loss therapy?

“Clinical practice has been to start women on bone loss therapy earlier and earlier,” says Dr. Lukacs. “The question is, is it appropriate or not?”

As women approach menopause, they typically experience an accelerated rate of bone turnover—the rate at which the body replaces old bone material with new. By studying groups of pre- and post-menopausal women aged 40-52 and a control group of younger women, Dr. Lukacs found that menopause, not age, determined accelerated bone loss. For premenopausal women whose bone cells are replacing at a normal rate, most current drug therapies are inappropriate. Dr. Lukacs presented her findings last year at the annual meeting of the Endocrine Society.

Dr. Lukacs, who received funding from Pfizer Inc. to conduct a full research study, emphasizes the significance of early support like the pilot funding she received from the Boyles Fund.

“It’s important in building a research track record,” says Dr. Lukacs. “It gives you the first piece. With funding, every step builds on the last.”

For this reason, Dean Hinshaw considers Mrs. Boyles a visionary donor.

“Like any other profession, nursing does research for a purpose,” says Dean Hinshaw. “Janet understands and relates to that vision.”

That’s hardly surprising, considering Mrs. Boyles’s creative, distinguished nursing career. For 17 years she was a principal in a consulting company that administered the Myers-Briggs Type Indicator, a personality inventory, to organizational clients. “I saw this as mental health,” she says. She lends her nursing and management expertise to volunteer health care work in Albania. She was the lone nurse on the board of directors of Spectrum Health, western Michigan’s largest health system.

Mrs. Boyles loves nursing for its caring as well as its intellectual component, and is pleased to see the increasing validation of intuitive techniques nurses have always used.

“We’re beginning to see the mind-body connection,” she says. “That aspect of caring is so important. Now we’re getting research that will back it up.”

— Rebecca Freligh

Centers of Excellence

Research carried out by the U-M School of Nursing impacts nursing science, nursing practice, and the public’s health. Research at the School of Nursing is clustered into three Centers of Excellence:

The Center for Enhancement and Restoration of Cognitive Function, which studies how to help patients with brain disorders that result from disease, injury or stress.

The Center for Health Promotion, which is committed to expanding knowledge of health promotion and disease prevention across the lifespan. MESA Center for Health Disparities, a collaboration between the School of Nursing and the University of Texas Health Science Center at San Antonio School of Nursing, studies how to reduce health disparities in specific populations through health promotion and health restoration.

The Center on Frail and Vulnerable Elders, established to advance quality of care provided to the most fragile people aged 85 and older and their caregivers.

The School of Nursing Centers work in partnership with U-M’s Schools of Medicine, Public Health and Social Work and are also linked to the University’s Life Sciences Initiative.
Much of the Thompkins’ support goes to education, particularly to impoverished school districts in and around Detroit, but they’ve also given a sizable portion of their fortune to medical researchers at the University of Michigan.

The Thompkins made gifts, for instance, to the Department of Urology after receiving expert care there and to the Kellogg Eye Center to advance research in macular degeneration through new space for research. But one of their most significant donations was a $1.16 million gift to the University’s Division of Cardiology—specifically the electrophysiology program headed by Dr. Fred Morady.

Dr. Morady is one of the world’s preeminent researchers into the heart’s electrical systems. These systems regulate heartbeats, and when they are disrupted, patients suffer from arrhythmias—irregular beats that can seriously limit people’s physical capabilities or even kill them suddenly.

For more than 20 years, Dr. Morady has been conducting cutting-edge research into arrhythmia and has developed several revolutionary treatments. Now, thanks to the Thompkins’ support, Dr. Morady says he has been able to perform research that “we could not have otherwise done.”

Specifically, Dr. Morady has been developing treatments for atrial fibrillation, a type of arrhythmia that prevents the heart from beating properly. Atrial fibrillation, which puts a drag on patients’ energy and can lead to strokes and heart attacks, is one of the most difficult arrhythmias to treat.

A December 2003 report in *U.S. News & World Report* hailed Dr. Morady’s success in treating atrial fibrillation through catheter ablation as one of the powerful new discoveries changing the face of cardiovascular medicine.

As it happened, Mr. Thompson was suffering from atrial fibrillation and searching for a physician to treat him.
Consulting with several physicians, he learned of Dr. Morady’s stellar reputation. As Dr. Kim Eagle, U-M’s chief of clinical cardiology and the clinical director of the Cardiovascular Center, puts it, “No American cardiologist has had a greater impact on advancing the treatment of arrhythmias in the past 20 years than Dr. Morady.”

Mr. Thompson notes that even Dr. Morady’s “competitors” at other hospitals said to him, “If you were my dad, I’d send you to Fred.”

The Thompsons weren’t disappointed. Mr. Thompson saw a dramatic improvement in his condition—and was so impressed by Dr. Morady that he and his wife decided to contribute to developing and promoting the doctor’s research.

Dr. Morady is grateful for the Thompsons’ contribution and is determined to see their hopes realized. “The unique aspect of their gift was its size,” he says, “and the fact that the Thompsons want to see tangible results over the short term, not five to ten years down the line.”

What do the Thompsons hope those results will be? “That there will be smiles on the faces of a lot of people who are helped—people who are blessed with results” that might not otherwise have come about, says Mr. Thompson.

Already those results are pouring in. Dr. Morady’s technique, he says, “improves quality of life to a dramatic degree” in atrial fibrillation patients. And there’s more to come. Dr. Morady’s recent breakthroughs will help “literally tens of thousands of patients suffering atrial fibrillation around the world” as knowledge of these new techniques spreads throughout the medical community, says Dr. Eagle.

That’s the kind of return on investment that can’t be measured in dollars and cents. It’s also testimony to the powerful impact of teamwork between donors and researchers. With their gift, the Thompsons have become partners in a project that will improve the lives of countless strangers—and that is, literally, close to their hearts.

— John Lofy
Dr. Leslie Kish, co-founder of the U-M Institute for Social Research, in 2000.
That affection emanates from faculty and alumni for the legacy of Dr. Leslie Kish, a founder of U-M’s renowned Institute for Social Research (ISR) and an academic giant in survey sampling.

When Dr. Kish died in 2000 at the age of 90, he had to his credit a 34-year career at ISR, master’s and doctoral degrees from the University, authorship of Survey Sampling, a book long considered the gold standard on the topic, and scores of former students around the globe carrying out the lessons he imparted.

“Leslie Kish was an intellectual giant who was fundamentally a good and kind individual. He taught me that one could be brilliant and humble at the same time. He made me recognize that the tools of survey sampling and statistics he passed along to me and others could be used to improve the condition of mankind,” says Dr. Martin Frankel (AM ’67, PhD ’71), a statistics professor at Baruch College of the City University of New York.

A universal sentiment—“to recognize the educational leadership our mentor provided”—compelled ISR alumni to establish and fund the Leslie Kish International Fellows, says Dr. Jim Lepkowski, a research professor at ISR and an associate professor of biostatistics. The Fellows program was founded to coincide with Dr. Kish’s 90th birthday, just months before his death.

Kish Fellows participate in ISR’s Sampling Program for Survey Statisticians, an international program founded by Dr. Kish in 1961 to offer graduate coursework to statisticians in developing countries. The program is a highly regarded, intensive eight-week course of study that attracts applicants from around the world to U-M.

“There is not another program like this in the country or the world. There really isn’t anything comparable,” says Dr. Lepkowski (MPH ’76, PhD ’80), who currently directs the program.

To date, the Sampling Program has alumni from 104 nations ranging from Abu Dhabi to Zimbabwe. A Kish fellowship provides a student’s fees and assists with living expenses and travel. In a given year, ISR offers up to five fellowships; alumni are looking to endow the Kish fund

The world of survey methodology is based on statistics, but is filled with warmth at the University of Michigan.
and increase the number of annual awards.

Among those supporting the fund are President Mary Sue Coleman and her husband, Dr. Kenneth Coleman, who included the Kish Fellows in their $500,000 leadership gift to the University.

To know the nature of the Leslie Kish International Fellows, one first must know Leslie Kish. From a young age, he traveled the world, and he made a career of educating people around the globe.

He was born in 1910 at the foot of Europe’s High Tatras mountains in what today is Slovakia; over the years, five different nations laid claim to his hometown of Poprad. He and his family emigrated to New York City when he was 14. Within a year, his father died and he went to work to support his mother and siblings. Young Leslie worked during the day and attended school at night, earning his high school diploma and taking courses at City College. One year prior to receiving his degree, he joined the International Brigade and made his way to the front lines of the Spanish Civil War, joining a Hungarian outfit to fight fascists. He later joked that he joined that battalion because it had the best food.

He again volunteered for duty in World War II, enlisting with the U.S. Army Air Corps as a meteorologist.

Dr. Kish came to U-M in 1947 armed with a degree in mathematics and a passion for social science. The philosophy of Dr. Kish and his fellow founders of ISR was simple yet profound: surveys are the most important tools in democratic and other societies for citizens to communicate to their leaders.

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Dr. Kish came to U-M in 1947 armed with a degree in mathematics and a passion for social science. The philosophy of Dr. Kish and his fellow founders of ISR was simple yet profound: surveys are the most important tools in democratic and other societies for citizens to communicate to their leaders. A representative survey sample can convey a great deal of information, from a population’s attitudes to detailed descriptions of its social conditions.

“It was Leslie’s belief that advancing the field of survey research would have dramatic payoffs in terms of the human condition,” says Dr. Frankel, a co-chair of the Kish Fellows development committee. “When quality of life can be measured and reported via surveys, these measures become part of the overall political and social landscape. They then enter the public and political debate as facts, not anecdotes.

“Leslie’s mission was not only to advance the field of surveys but also to train people to carry out surveys both in the U.S. and around the world. This is what the Fellows program tries to do,” he says.

For many Kish Fellows, their time in Ann Arbor is their first visit outside of their homeland. They range in age from their mid-20s to early 50s, and spend as much time in Ann Arbor immersing themselves in American culture as they do in coursework. “A lot of the students retain their experience here as a very memorable one,” says Dr. Lepkowski. “The Michigan name in this arena is known throughout the world.”

Fellows typically return to their native countries to work in government agencies, such as census bureaus, or at universities. Kish alumni can be found from Statistics South Africa to Hong Kong’s Census and Statistical Department, Statistics Canada, the Department of Statistics of the Bahamas, and the United Nations. “Leslie felt very proud about sending students out all over the world to do good sample design,” says Dr. Lepkowski. “A program like this survives on reputation. This is his legacy.”

— Kim Clarke
The Sampling Program for Survey Statisticians, an international program of the Institute for Social Research, has alumni in 104 nations ranging from Abu Dhabi to Zimbabwe.

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CORRECTION
In the summer 2003 Leaders & Best, the name of Maurice S. Binkow was spelled incorrectly. Binkow is the correct spelling. In addition to being the trustee of the Charles H. Gershenson Trust, Mr. Binkow, with his wife, Linda, are donors to the U-M, having made generous gifts to fund scholarships in the School of Music, and gifts to Camp Michigania, Athletics, the Law School and LS&A.
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