

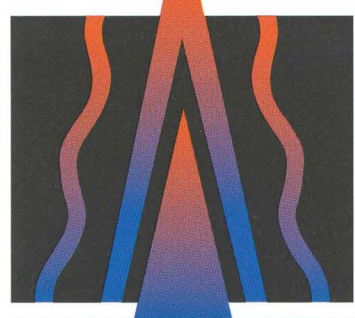


# Millions and Millions

*A galaxy of gifts large and small fires the campaign*

SYRACUSE UNIVERSITY

COMMITMENT



TO LEARNING

C A M P A I G N

## DR. JULES AND ROSE SETNOR NAME MUSIC SCHOOL AND AUDITORIUM



STEVE SARTORI

The Setnors' gift is music to the ears of all who support Syracuse University.

Dr. Jules and Rose Setnor remember how they met at a Syracuse University dinner dance in 1929. And the University will forever remember their generosity—with the naming of the Rose and Jules R. Setnor Auditorium in Crouse College and the Rose, Jules R., and Stanford S. Setnor School of Music in the College of Visual and Performing Arts.

The Setnors' gift of \$3.2 million, providing scholarships for undergraduates in the School of Music, is the largest gift ever for the 120-year-old school. It's also among the five leading gifts from living individuals in the University's history. "Music, theater, and art have always attracted us," Dr. Setnor says. "By this endeavor we hope to open up avenues for students to give expression to the spirit within them and be of joy to others."

The gift represents the Setnors' belief in the strength and integrity of the University. After carefully reviewing their giving options, they found that Syracuse is a worthy recipient of their wise investments, an institution well positioned for the 21st century. They plan an addition-

al, generous bequest to the University.

Dr. Setnor graduated from The College of Arts and Sciences in 1932 and from the University's medical school in 1935. Until his retirement, he worked as a senior physician on the staff of the Baystate Medical Center in Springfield, Massachusetts. Mrs. Setnor attended The College of Arts and Sciences in 1929 and 1930. They live in Longmeadow, Massachusetts.

Late sibling Stanford Setnor, memorialized in the naming gift, also received bachelor's and medical degrees from Syracuse.

"One reason a gift like this is so satisfying—apart from the significant benefit to the University—is that someone has given in a way that honors a time and place of great importance to them," says Chancellor Kenneth A. Shaw. "We now have the opportunity to pay tribute to two fine people who, like the Lubins, Newhouses, Crowns, Shaffers, Goldsteins, and others, have helped build a wonderful institution."

"It is an opportunity to commemorate a milestone in the University's history," Shaw says.



## SOM VISITOR'S CENTER HONORS LUBIN



Joseph I. Lubin

A major gift from SU Trustee Alfred R. Goldstein has given the School of Management a way to roll out the welcome mat.

The Joseph I. Lubin Visitor's Center "is how we welcome people to the school," says Assistant Dean Tom Foley. "We bring potential students, alumni, and people from the corporate community through the visitor's center. It's how we make a strong first impression."

The center is named for Goldstein's father-in-law (father of Ann '48), who served on SU's Board of Trustees from 1953 until his death in 1983. Chancellor Melvin A. Eggers once called Lubin "a wise and generous friend who recognized very early the special role Syracuse University could fill in the world of education."

Lubin's gifts led to the creation of Lubin House, SU's New York outreach center, and to Lubin Hall, a home to the management school's finance and marketing departments that once stood on the site of the Center for Science and Technology. The Goldsteins—with daughter Wendy Cohen '70, an SU trustee and Commitment to Learning Campaign Executive Committee member—have continued the Lubin tradition of support, as seen in the naming of the Goldstein Center on South Campus, Goldstein Auditorium in the Schine Center, and the Goldstein Alumni and Faculty Center.

"During the two years we've been in this visitor's center, we've seen enrollments climb," says Assistant Dean Russ Hamilton, whose office is in the center. "Enrollments increased 1 percent last year, 11 percent this year. People are impressed by the facilities."

STEVE SARTORI



The School of Management's Joseph I. Lubin Visitor's Center welcomes potential students and all guests.



## THE DOGGED PURSUIT OF EXCELLENCE

Brad Anderson '51, 1997-98 chair of the Society of Fellows (SOF), is the creator of Marmaduke, the cartoon Great Dane. So naturally, when the College of Visual and Performing Arts graduate sent out a letter thanking contributors for their support of the University and encouraging renewed support, he included a little something extra with the letter. All SOF donors received a suitable-for-framing ink drawing of Marmaduke and friends watching money fall like autumn leaves into SU's coffers.

The Society of Fellows, a 12-year-old distinction for donors to SU, is composed of nearly 1,000 alumni and friends who have given at least \$2,000 during the previous fiscal year (recent graduates must give at least \$500 to become members). Ninety-one new members were added in fiscal year 1996-97. A fall luncheon for SOF members attracted nearly 300 donors.

Previous SOF chairs include trustee and *60 Minutes* correspondent Steve Kroft '67; trustee and Commitment to Learning Executive Committee member Jack Kreischer '65; and Roger Berkowitz '74, co-owner of Legal Sea Foods.

## EMERITUS PROFESSOR FUNDS POSITION

OK alumni, let's see a show of hands. How many of you have a copy of *Arts and Ideas* on a shelf at home?

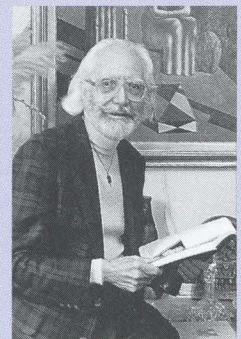
Just about anyone who has taken an introductory art history course in the past few decades still has a copy of that seminal tome. Now in its ninth edition, the book brought national recognition to author William Fleming, an emeritus professor of fine arts at SU.

Now, royalties from the book benefit the University through the William Fleming Educational Unitrust: More than \$1 million from the trust funds a tenure-track position in the Department of Fine Arts in The College of Arts and Sciences.

Fleming, 88, who retired from teaching in 1975, continues to update his 1955 book, which, he says, has sold more than two million copies worldwide in various translations, including Spanish, Romanian, and Chinese. A fourth-generation Californian, Fleming stayed in Syracuse after retirement, and his gift is meant to support the department about which he cares so much.

The fine arts department hired Professor John Johnson last fall under terms of the Fleming Unitrust. The Harvard graduate, who specializes in American music, taught world music and the history of American music last semester.

In *Arts and Ideas*, Fleming wrote: "Through the study of the arts in relation to the life and time out of which they spring, a richer, broader, deeper humanistic understanding can be achieved." His gift to the University helps ensure that students will continue to be engaged and transformed by the role of the arts in history.



William Fleming



## NEW TRUSTEE FUNDS CAMPAIGN'S 33RD ENDOWED SCHOLARSHIP

The newest Chancellor's Scholarship—the 33rd endowed scholarship in the course of the campaign—is the gift of Joyce Hergenhan '63, classmate and friend of Campaign Chair Marvin Lender '63. Vice president for corporate and public relations for General Electric and director of the GE Fund, Hergenhan serves on the National Campaign Council, the Newhouse Advisory Council, the Public Relations Council, and, as of this year, the University's Board of Trustees.

"I was on full scholarship when I attended SU. I received a great education, and obviously it was paid for by somebody else's generosity," Hergenhan says. "Now I'm delighted to be in a position to help others the way someone helped me. I know that's not a unique or unusual statement, but it's a sincere statement of how I feel."

When fully funded, the Hergenhan Chancellor's Scholarship will provide \$6,000 annually to four deserving students, one from each class year.



University Trustee Joyce Hergenhan

STEVE SARTORI



The Campbell team of graduate students includes, clockwise from bottom center, Matthew Beekman, Michael Burfield, William Kittredge, Amy Kneeder, Amy Schmit, and Susan Sieg.

## PEW GRANT IN ACTION

If you build it, they will come. OK, maybe it's more like this: If they come, they will build it—which is pretty much the case for the Government Performance Project's (GPP) library of data. Under the auspices of the Alan K. Campbell Public Affairs Institute and funded by a \$2.49 million grant from The Pew Charitable Trusts, a team of graduate students is engaged in a multiyear project to investigate government management practices at the state, city, and federal levels. In the process, they're building a small library.

A room of shelves gives the students a tangible sense of how much work lies ahead. Each shelf is marked with the name of a city, state, or federal agency. When the study is completed in 2000, those shelves will be crammed with material reviewing the various bureaucracies in six areas: financial management, managing for results, capital management, human resource management, information technology, and leadership.

"This is a great team," says

Pat Ingraham, director of the Campbell Institute, which is housed in the Maxwell School of Citizenship and Public Affairs. "It offers a tremendous experience and opportunity for all of them, and is a rare situation in which people can work together over several years, almost like a family."

These exhaustive studies won't just molder on shelves. Two highly respected magazines in the field of government coverage, *Governing* (focusing on states and localities) and *Government Executive* (focusing on federal governing), will publish the research results. The project goal, Ingraham says, is twofold: first, to understand what makes good government and second, to communicate that understanding.

"This grant will let us think through how government functions and educate the citizenry," says Ingraham. "We are grateful that such a noteworthy funding agency has put its name on the line publicly for this project."

Meanwhile, a timeline that consumes two walls of a workroom measures out the days to come. Doctoral student William Kittredge points to the far right end of the timeline. "That's when I graduate," he says. Then he laughs, knowing a tremendous amount of work has to be done before that side of the wall is reached.



## A TOUCHDOWN FOR SCHOLARSHIPS

The academic wing of Manley Field House, where SU student-athletes receive academic support, is now officially named the Ann and Milton Stevenson Educational Center. And the College of Nursing has a new scholarship, thanks to the same couple.

Milton '53 and Ann '52 Stevenson, two ardent Orange fans, feel the University has enhanced the quality of their lives so much that they're "giving back" \$600,000.

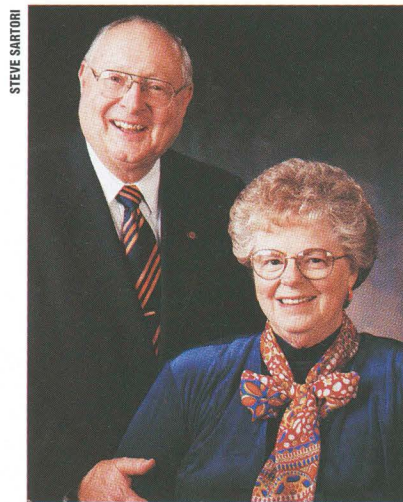
A \$500,000 gift will finance athletic scholarships and academic support. In recognition of the Stevensons' generosity, the University named Manley's academic wing for the couple.

The Stevensons are now retired from running Anoplate Engineering, the Syracuse-based business they founded. The firm has a tradition of hiring management interns from the ranks of the sports teams during the summers.

Another \$100,000 will support undergraduate and graduate scholarships in the College of Nursing, where Ann studied. The first Ann and Milton Stevenson Scholar will be named this year.

The College of Nursing has raised \$1.5 million for scholarships during the course of the campaign.

"It's a thrill to provide these opportunities," Milton Stevenson says. "We love the University. It's given so much to our family, and it's what brought us together."



Milton and Ann Stevenson

## IT'S 'GO' FOR LAW STUDENTS

Want to give a law student a great summer? If you contribute to the College of Law's Grant Opportunity program (GO), you not only support law students' summer work, you ensure that their skills are serving those in need.

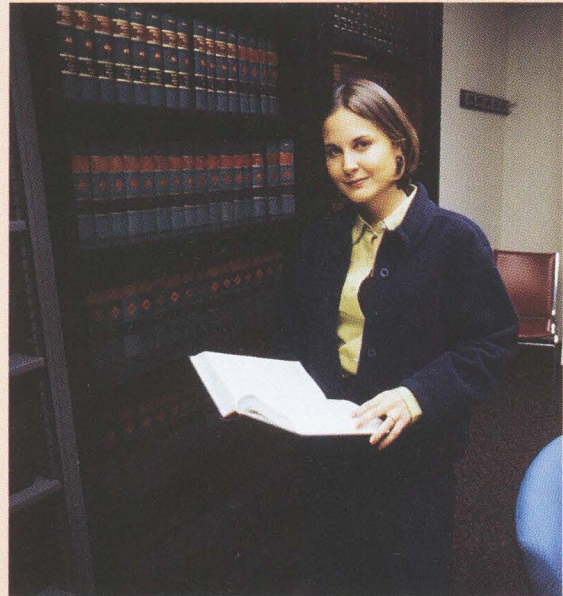
It's not too soon to look ahead to summer, when law students go hunting for work.

Given the costs of education, it is not surprising most of them seek jobs in well-paying private firms, rather than in public-interest organizations that offer comparatively lower pay. That is where the GO

program comes in. Each year, students hold an auction to raise money, and alumni and friends contribute to subsidize students who choose public service work. Begun in 1989 by law school alumnus David Goldstein G'91, the program is a campaign priority for the school.

"The phenomenal success of this program is a testament to student enthusiasm and empowerment and the faithful support of our many alumni and friends," says Alexandra Epsilanti, director of career services for the school and advisor for the GO program.

The most recent donors include the



College of Law student Annie Toro worked last summer at Hiscock Legal Aid with assistance from the Grant Opportunity program.

Canajoharie, New York-based Arkell Hall Foundation, which funds students every year; Bar/Bri, a bar exam preparation firm; and Robert Rosenberg G'80, who established the Rosenberg Fellowship, which has given three students a chance to work for the Urban League in Washington, D.C. Rosenberg and David Doran also created the Herman Doran Fellowship to fund three students working for the Washington-based Children's Defense Fund.

"This program is a perfect example of the campaign's direct impact on the lives of students," says Assistant Dean Richard Ingles.

*To receive a free copy of Commitments, Syracuse University's newsletter about the Commitment to Learning campaign, please write or call Cheri Johnson at 820 Comstock Avenue, Room 100, Syracuse, NY 13244-5040. Telephone: 315-445-2865. Those interested in making a gift should contact Sid Micek, vice president for development and director of the campaign, at the same address and phone number.*