

# THE SYRACUSE IMPACT

HIGHLIGHTS OF SCHOLARSHIP IN ACTION

October 31, 2007

## A CULMINATION OF HIGH EXPECTATIONS

After months of planning and high expectations, the public phase of **The Campaign for Syracuse University** kicks off on November 2! Of course, the driving force behind the campaign is **Scholarship in Action**—our vision of education as the living expression of insights that incite change, and a true reflection of Syracuse University's values.



Already, the campaign has made great strides. In fact, a new leadership gift was announced just today. This \$1 million planned gift from **SU Chancellor Nancy Cantor and her husband, Steven R. Brechin**, is one of the largest ever made to the University by an SU chancellor.

Chancellor Cantor and Dr. Brechin have displayed remarkable commitment with the generosity and magnitude of their gift to the University, which includes a combination of outright, lifetime, and deferred gift components that will help sustain programs of importance to them in the years ahead. Their gift will support their areas of academic appointments, programs they have a longstanding personal or professional connection to, or initiatives that have been a significant part of their family life during their time at SU. To read more, [click here](#).



Cantor and Brechin's gift—along with numerous others—will be celebrated at our campaign launch on November 2. The event will also showcase the creative work of VPA graduate Adrienne Weiss '71 at its best.

Weiss, CEO of the Chicago-based Adrienne Weiss Corporation, was the creative force behind the campaign's graphic identity, components of which have already begun to appear on campus. Timelines highlight change-inciting moments in Syracuse University history. Murals reflect the individual missions of our schools, colleges, and units. And the "Insights Incite Change" logo is a graphically treated slogan representing Scholarship in Action—the vision for Syracuse University—in a powerful, engaging way. [Read about the campaign's graphic identity](#).

**You can learn more about Weiss and the plans for our exciting launch below.** And take a look at some other recent examples of change-inciting support that have jump-started our success.

Melanie Gray  
Deryck Palmer



## In This Edition

[Faculty Excellence](#)

[Student Access and Support](#)

[Engagement with the World](#)

## Adrienne Weiss '71, CEO, Adrienne Weiss Corporation

In 1986, Adrienne Weiss saw a void in corporate America's brand thinking.



She decided to fill it with the Adrienne Weiss Corporation, a think tank that develops food and beverage concepts and branding for the sports, retail, real estate, consumer products, and entertainment industries.

Since the think tank's founding, Weiss has helped create brands and identities for a who's who of clients, including Steven Spielberg, Taco Bell, Hyatt Hotels, Wal-Mart, and the Milwaukee Brewers.

Weiss's specialty is concept development—taking an idea and giving it depth, meaning, and the ability to connect with customers. As a result, her company has won numerous retail concept design awards for such clients as Build-a-Bear Workshops and Dayton Hudson Corporation.

Weiss earned a B.F.A. degree in 1971 from Syracuse University's College of Visual and Performing Arts and did

Howie Phanstiel  
Campaign Co-Chairs

---

graduate work at American University. She currently serves on the boards of the School of the Art Institute and the Gene Siskel Film Center.

## FACULTY EXCELLENCE

### Endowed Chair Strengthens Scholarship in Action Initiatives

Syracuse University Trustee Thomas Wilmot '70 and his wife, Colleen, have made a significant gift to the L.C. Smith College of Engineering and Computer Science. Half of the **\$6 million** gift will be used to establish an endowed chair that will strengthen two Scholarship in Action initiatives at the intersection of entrepreneurship and built environments. The first is the Syracuse Center of Excellence in Environmental and Energy Systems. The second is Enitiative, a coalition of academic and community partners who are joining together to incorporate entrepreneurship throughout Central New York.



A bequest of \$2 million will be used in the future to advance an engineering program deemed vital by the college's dean at that time. The remaining \$1 million will be used to double the principal of the Thomas C. and Colleen M. Wilmot Scholarship endowment fund, which was established in 1989 to provide scholarship awards to undergraduate students majoring in civil engineering. [Read more.](#)

---

## STUDENT ACCESS AND SUPPORT

### Grant Advances Ph.D. in Library Science Education

The School of Information Studies (iSchool) has received a grant from the Laura Bush 21st Century Library Program, funded by the Institute of Museum and Library Services, to support the next generation of library science faculty members. The **\$885,000** grant will be used to provide full tuition and stipends for five Ph.D. students interested in pursuing academic careers in library and information science. The grant will also enable the school to create a model for library Ph.D. education and generate publicity for library doctoral studies in general.

---

## ENGAGEMENT WITH THE WORLD

### The Connective Corridor Receives State Support

Governor Eliot Spitzer announced that he and the state Assembly—led by support from Assemblyman William Magnarelli—are committing \$20 million in new state funding for the Connective Corridor. SU and the City of Syracuse are lead partners in the project, which is a 1.5-mile signature strip of urban landscape connecting the creative assets of the University with downtown Syracuse.



Spitzer announced the multimillion-dollar commitment last week during a public address at the Whitman School of Management, where he unveiled his "City-by-City" economic development plan for Syracuse and the Central New York region. [View the news release](#) on the Governor's Office web site.

---

## **DON'T MISS OUR CAMPAIGN LAUNCH!**

**November 2** promises to be an exciting, enlightening day for everyone who is a part of the Syracuse University family.

The day will get off to an early start with meetings of SU's volunteer leadership, including Board of Trustee committees and school and college advisory boards.

The afternoon will feature **Insights Conversations**—a series of thoughtful, small-group discussions examining such timely topics as the nation's safety following 9/11, the crisis in American urban education, and the crucial role creativity plays in America's scientific and technological competitiveness.

Then, **at 5 p.m.**, we're promised a treat of great proportions, as the campaign is officially kicked off with a fast-paced multimedia celebration at the **Schine Student Center**. It's there that we'll announce our campaign goal—and status to date—and recognize all of the supporters who've helped get us where we are today.

If you plan to attend, [please R.S.V.P. here](#). **We look forward to seeing you!**

You are receiving *The Syracuse Impact* as a member of the Syracuse University community. [Click here](#) if you would like to be removed from our e-mail list.

**Syracuse University**  
**820 Comstock Avenue**  
**Syracuse, New York 13244-5040**