

THE SYRACUSE IMPACT

The Power of Giving @ Syracuse University



Alumni and friends rally—campaign crests \$900 million mark!

Just four years ago, The Campaign for Syracuse University launched with an ambitious goal—raise \$1 billion, more than the cumulative total of all other fundraising campaigns in the University's 137-year history, by December 31, 2012.

Since then, fundraising has been on an upward trajectory. In fact, the 2010-11 fiscal year ranked as the University's second largest, **contributing \$130 million to the campaign total**. It's clear that even in a difficult fundraising environment, SU alumni, parents,

November 16, 2011

The Campaign for Syracuse University

Total as of 10/31/11:
\$920,379,945

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A Week of Orange!

Orange Central 2011 was bursting with orange spirit and pride as thousands returned to campus for an abundance of events. Thanks for coming, and check out the latest photos on Facebook!

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friends, faculty, staff, and students have made a place in their hearts for Syracuse University.

Now, after raising more than \$920 million in vital support for scholarships, faculty, academic programs, facilities, and much more, we enter the campaign's final phase and our biggest challenge yet—the push to the finish.

When asked why she would give to SU at this time, Norwood, Massachusetts, donor **Gerri Slater '78** said, "There is no better place than SU to learn about yourself, grow up, and pursue academic excellence. Whether you call it giving back or investing in the future, we owe it to future students to provide those opportunities."

We couldn't have said it better ourselves.

[Ted Koppel '60 has given his collection of videotapes and other broadcast memorabilia to SU. The Ted Koppel Collection offers resources from one of the world's most accomplished journalists, including a complete video archive of ABC News's Nightline and The Ted Koppel Report.](#)

MORE 

[The College of Visual and Performing Arts Department of Drama and the Araca Group, one of New York City's leading entertainment production and merchandising companies, founded by Michael Rego '90, Hank Unger '90, and Matthew Rego, have created a groundbreaking partnership that allows emerging theater artists to take on the full artistic and fiscal responsibilities of producing their work off-Broadway, shaping their artistic destinies and engaging their entrepreneurial spirit.](#)

MORE 

SU's Alumni Network Mobilizes!

The Campaign for Syracuse University has been on the road in **[Boston](#)**, **[Los Angeles](#)**, and **[Washington, D.C.](#)** The result? Increased SU visibility, a marked uptick in overall giving and first-time donors, and record numbers of applications from prospective students in those regions.

The momentum continues in the **[New York](#)** metro area with a gift challenge from Trustee **Winston Fisher '96**. Up next—Chicago and San Francisco.



Wondering How to Support SU?

Support from all corners of our SU community at any level is important, and gifts can be structured in even more creative ways, thanks to changes in federal tax and estate laws.

MORE 

Take a moment to review some of the highlights of these last months, and consider the difference we can make.

Your campaign co-chairs,

Melanie Gray L'81
Howie Phanstiel '70, G'71
Deryck Palmer '78



Report of Donors and Campaign Report Available!

To see our 2010-11 online report of donors visit campaign.syr.edu/donors.

To request a copy of *The Syracuse Impact*, the 2010-11 campaign giving report, e-mail campaign@syr.edu.

STUDENT ACCESS AND SUPPORT



Students, family, and friends honor loved ones at the 2011 Remembrance Week Rose Laying Ceremony.

Scott Marsh Cory Scholarship Honors Pan Am Flight 103 Student's Memory

IMPACT UPDATE

As the world watched Libya's rebellion and liberation unfold, the news also focused our attention on the tragedy of Pan Am Flight 103 and the 35 SU students who left us far too soon. For the parents of victim Scott Marsh Cory, 2011 is significant for another reason—it's the first time they can honor their son's memory through a scholarship.

The Scott Marsh Cory Scholarship, established by **John M. Cory and Doris Marsh Cory**, provides assistance to sophomore students enrolled in the [Whitman School of Management](#), where their son had studied. **The inaugural recipient is James Tate '14**, a real estate student from Shelton, Connecticut.

L.A. Immersion Brings Students Face-to-Face with Star Athletes and Executives

IMPACT UPDATE

Jeffrey and Andrea Lomasky, parents of **Marc Lomasky '12**, provided a significant gift to create the Lomasky Scholar of Student Engagement Initiative at the [Falk College of Sport and Human Dynamics](#). The SUinLA immersion program raises awareness of sport professions and career possibilities, and **the first trip brought 16 sports management students to L.A.** for an intensive one-credit course during spring break. The students met nearly 30 industry executives and practitioners working in sports media and marketing, athlete representation, collegiate programs, and sport venue facilities.

Ghaleb and Rima Daouk Visiting Scientist Presents Lecture

IMPACT UPDATE

The Department of Biology in the [College of Arts and Sciences](#) presented two lectures by distinguished cell biologist **Thoru Pederson '63, G'68**—the inaugural Ghaleb and Rima Daouk Visiting Scientist. The Visiting Scientist lecture series was made possible by a **\$100,000 endowment from Drs. Ghaleb H. Daouk '79 and Rima Kaddurah-Daouk**, who reside in Massachusetts. Through their generosity, leading life sciences researchers and thinkers are brought to campus to engage in direct interaction with students and faculty, and provide public talks on topical life sciences subjects. [Read more...](#)

BUILDING FUTURES



Sports medicine staff and football players inside the Ted and Cheryl Lachowicz '72 Training Room.

Football Training Room Gets Makeover

Ted Lachowicz '72 played football as a student. So when the time came to renovate the training room at the Icolano-Petty Football Complex in Manley Field House, he and his wife, **Cheryl Lachowicz '72**, became

significant contributors to the project. Completed over the summer, the Ted and Cheryl Lachowicz '72 Training Room includes two ceramic hydro whirlpools and additional space, enhancing the sports medicine staff's ability to treat players.

Ted Lachowicz expects the improvements to assist in athlete recovery and lead to better recruiting. "Syracuse University has had a long-term winning tradition in football. For SU to better compete and recruit, all Syracuse University graduates should donate to improve facilities," he said.

CROSS-CONNECTIONS



Pictured (left to right) at the FNSSI dedication are George M. Langford, dean of the College of Arts and Sciences; Chris Hassell, assistant director, Laboratory Division, FBI; Nancy Cantor, Syracuse University Chancellor and President; Dr. Dov S. Zackheim, former undersecretary of defense and comptroller, Department of Defense; and James Spencer, executive director, FNSSI.

SU Celebrates Forensic and National Security Sciences Institute

On October 25, the [College of Arts and Sciences](#) dedicated its new Forensic and National Security Sciences Institute with presentations by some of the nation's foremost experts in the field. The institute will develop research-based forensic methods, tools, and protocols, and prepare highly trained professionals to meet national security needs through research, education, and professional outreach.

A multidisciplinary effort that includes SU's [College of Law](#) and [Maxwell School of Citizenship and Public Affairs](#), the institute houses the nation's first curricular programs that comprehensively focus on scholarship in forensic and national security sciences at both the undergraduate and graduate levels.

The institute is supported by a **founding gift of \$1 million** to the College of Arts and Sciences from **David Newstadt '51** and his wife, **Betty**. [Read more...](#)

Mellon Foundation Provides \$1 Million Grant for Next Phase of Humanities Corridor

The Central New York Humanities Corridor—an interdisciplinary partnership among Syracuse University, Cornell University, and the University of Rochester to enhance scholarship in the humanities—received a second award from the [Andrew W. Mellon Foundation](#) for **\$1 million over three years**.

An SU-based initiative, the Humanities Corridor began in 2006 with an original \$1 million, three-year grant from the Mellon Foundation, and is centered on the collective work of faculty groups from the three universities. Phase II of the corridor will create interdisciplinary “clusters” like digital humanities; literature, language and culture; and archives and media. Promoting new areas of inquiry, it will maximize each school’s access to new expertise and resources. Phase II will also increase the number of visiting research collaborators. [Read more...](#)

FACULTY EXCELLENCE



CNY Master of Public Health students Leah Braxton, Ian Grant, and Matthew MacDougall, and MPA graduate student Gabrielle Mirsaidi promote the center's Healthy Monday Syracuse initiative. Braxton, Grant, and MacDougall are the 2011-12 Lerner Fellows.

Sid Lerner '53 Uses Marketing Prowess to Create New Public Health Center and Chair

Thanks to the support of Syracuse University alumnus [Sid Lerner '53](#) and his wife, [Helaine](#), the [Lerner Center for Public Health Promotion](#) in the [Maxwell School of Citizenship and Public Affairs](#) has been created to serve as a substantial new academic resource in the fight against preventable disease.

A graduate of the [S.I. Newhouse School of Public Communications](#) and a longtime advertising executive, Lerner worked with the creative team behind the “Please don’t squeeze the Charmin” campaign. The Lerner Center will apply the best practices of social marketing and science to create public health programs that are motivating and sustainable. Lerner’s [Healthy Monday](#) campaign—a major initiative of the Lerner Center—is part of a national movement that uses weekly prompts to support people in starting or sustaining healthy behaviors.

In addition, the Lerner family generously provided [funding to support the Lerner Chair](#), who will offer academic oversight, guidance, and assessment for the center while advancing the study and promotion of health policy and initiatives. The gift was supplemented by the [Faculty Today Challenge](#) program, designed to accelerate the University’s recruitment and retention of world-class faculty. [Read more...](#)

Bishop Professor Inducted into the College of Arts and Sciences

IMPACT UPDATE

Beverly Petterson Bishop '44 was a nationally recognized neuroscientist who clearly loved teaching and research at SUNY Buffalo. Until a week before her death in 2008, the 86-year-old had never missed a single class.

To honor his wife's legacy, **Charles Bishop '42, G'44** established the Beverly Petterson Bishop Professorship in Neuroscience, and on October 12, Sandra J. Hewett was inducted into the [College of Arts and Sciences](#) Department of Biology as the inaugural Bishop Professor.

A world-class neuroscientist, Hewett came to SU from the University of Connecticut Health Center. Here, she will shepherd a joint Ph.D. program in neuroscience with Upstate Medical University. Her appointment was supplemented by the [Faculty Today](#) gift challenge program. [Read more...](#)

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