

PULSEPOINT



PRESIDENT'S
COUNCIL

THE NEWSLETTER OF PRESIDENT'S COUNCIL: THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY // Fall 2023



Fall is almost here!

We are excited to kick off another football season with our President's Council family.

Our game-day tailgates are back, filled with food, fun, and visits from Purdue Pete and the "All-American" Marching Band's drumline. President Mung Chiang will also attend and speak at select tailgates.

This year we are going to start pregaming even earlier. Join us for cocktail receptions at the Union Club Hotel from 3 to 6 p.m. the day before each football game. Come enjoy delicious drinks, mingle with fellow members, and soak up the buzzing energy that precedes game day.

So, mark your calendars, rally your Purdue spirit, and gear up for an unforgettable season. We can't wait to welcome you back to campus, soak in the electric atmosphere at the renovated Ross-Ade Stadium, and create lasting memories together.

Boiler Up!

A handwritten signature in black ink, reading 'April Headdy'.

April Headdy // Executive Director, President's Council

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PRESIDENT'S COUNCIL

The heart of private giving
at Purdue University

PULSEPOINT // Fall 2023

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ARE YOU **PURDUE CONNECT'D?**

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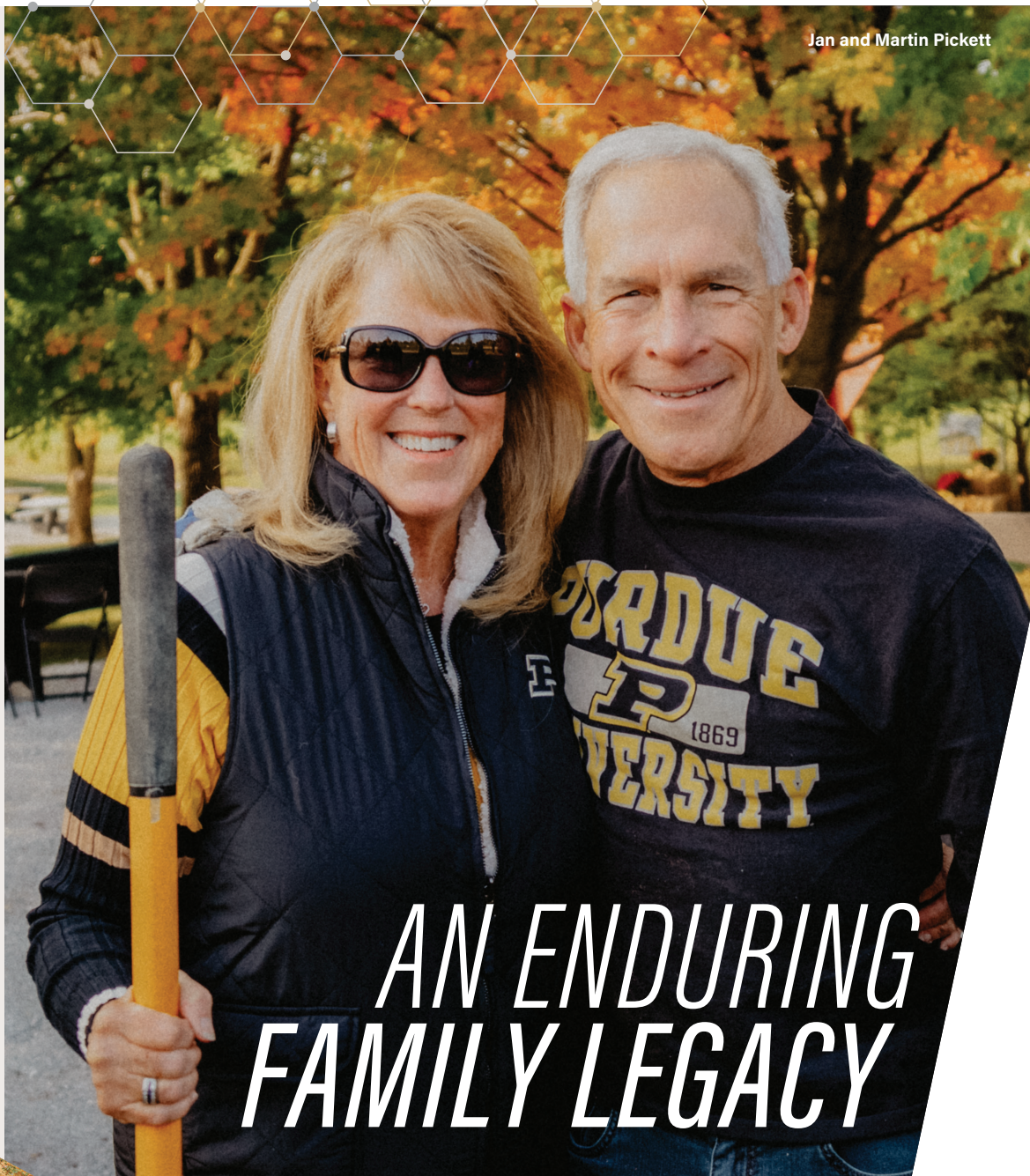
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Jan and Martin Pickett



■ LUSH TREES, EYE-CATCHING SCULPTURES, WELCOMING

TABLES AND BENCHES, and serene surroundings have made Pickett Memorial Park the perfect campus escape since 1971. Now, by capitalizing on the park's proximity to the Intramural Gold Playing Fields, the university will further its focus on student health and wellness.

Growing up in West Lafayette, Martin Pickett (M'75) knew his way around Purdue, where his father, Robert, worked for 25 years. Martin used to sell sodas in Lambert Fieldhouse during home basketball games; he also worked out in the all-new Purdue University Arena (later named Mackey Arena) while attending high school in the 1960s. The youngest of four children, he followed in the footsteps of his siblings—Janet (E'69), Paula (LA'73, MS E'75), and Dean—by becoming a Boilermaker.

"Since I was 2, all I've known is Purdue," Martin says.

Following Dean's death in a 1969 hiking accident in Yosemite, Martin's parents established Pickett Park as a memorial to their older son. More than 50 years later, it remains a treasured family priority.

"My wife, Jan, and I decided to adopt the park several years ago by creating both a fund to fix it up and an endowment to support it in the longer term," Martin says. "We want to give back in a tangible way, and we're in a season to do so. Both of my sisters are Purdue grads who also love Pickett Park."



Phi Gamma Delta fraternity brothers from the Class of 1975

Martin and Jan met at Purdue as freshmen, married their senior year, and have a love for Purdue that inspires their continued involvement. Last fall, they joined 16 of Martin's Phi Gamma Delta (Fiji) fraternity brothers and their spouses to create Friendship Grove in Pickett Park. The group purchased benches, a picnic table, and several trees, including a mighty oak planted in honor of Mitch Daniels—a fellow Fiji who, at the time, was completing his tenure as Purdue's president.

The Picketts are now working with the university on a Recreation and Wellness Outdoor Master Plan. College students today spend considerable time indoors studying and staring at computer screens. By incorporating Pickett Park with the adjacent intramural fields, Purdue will provide more opportunities for students to venture outdoors, enjoy fresh air, and exercise.

"If we integrate the park and intramural fields in a strategic way, this area can become the Central Park of Purdue," says Martin. "Our encouragement to Purdue is to look bigger than just Pickett Park—to look at Purdue's recreation and think of this area as a central place anyone can walk to and enjoy."

By adding a large amount of turf space, the university will create more reliable, usable playing surfaces for intramural and club sports. Other amenities discussed include lighting, running and biking paths, pickleball courts, sand volleyball courts, an outdoor exercise area, bridges connecting the park and fields, and an amphitheater.

"These improvements are very much in line with the vision the Pickett family has to create spaces that can be discovered and used by students," says Bob Shriner, chief development officer for student life. "Since the two areas directly border one another, it makes sense to champion improvements to each one, especially as the Provenance neighborhood continues to grow and more residents live in close proximity to these spaces."

"Pickett Park is a family legacy," Martin says. "Our vision and hope is that it will be an enriching part of the Purdue student experience and will contribute to the mental, physical, and spiritual health of students." //



CALENDAR OF EVENTS

To learn about future trips, events, and experiences, visit PURDUEFORLIFE.ORG/PC

2023

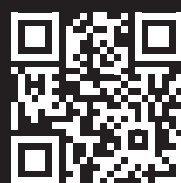
August 24-27	Monterey (<i>Sold out!</i>)
August 29	<i>Virtual Event: "Welcome (Back), Boilermakers!"</i>
September 1	Cocktail Reception at Purdue Memorial Union, 3-6PM
September 2	Pregame Tailgate // Fresno State
September 15	Cocktail Reception at Purdue Memorial Union, 3-6PM
September 16	Pregame Tailgate // Syracuse
September 21	Cocktail Reception at Purdue Memorial Union, 3-6PM
September 22	Pregame Tailgate // Wisconsin

ANNUAL WEEKEND

September 28	Cocktail Reception at Purdue Memorial Union, 3-6PM
September 29	Back to Class and Annual Dinner
September 30	Homecoming and Pregame Tailgate // Illinois
October 13	Cocktail Reception at Purdue Memorial Union, 3-6PM
October 14	Pregame Tailgate // Ohio State
October 24	<i>Virtual Event: Purdue in Indianapolis</i>
November 10	Cocktail Reception at Purdue Memorial Union, 3-6PM
November 11	Pregame Tailgate // Minnesota
November 24	Cocktail Reception at Purdue Memorial Union, 3-6PM
November 25	Pregame Tailgate // Indiana
December 8-10	PC/JPC in Toronto

2024

January 15-25	South Africa and Victoria Falls (<i>Sold out!</i>)
February 7-11	Annual Weekend in Naples
July 13-23	Norway Cruise
Summer 2024	Traverse City



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Email pc@purdueforlife.org or scan this QR code and share your email with us.

BIGGER

IMPACT

A LOOK AT HOW
YOUR SUPPORT AT THE
PRESIDENT'S COUNCIL
LEVEL EMPOWERS PURDUE
TO MAKE GIANT LEAPS.

FACILITIES

A GATE OF OPPORTUNITY

■ **WHEN THE PURDUE BOILERMAKERS PULLED** off an upset against the No. 5 Notre Dame Fighting Irish on September 22, 1979, hundreds of students rushed the Ross-Ade Stadium field.

Watching from the stands was a high school student from Dayton, Ohio. At that moment, Robert "Bob" Swortzel (ECE'85) told himself, "I'm coming here!" He would later attend Purdue University, where he studied engineering and prepared to become a U.S. Air Force pilot.

The result of his decision was an extraordinary legacy. His brothers, Rich (ECE'87) and Tim (T'96), and many friends followed him to Purdue thereafter. His nephew Michael enrolled in 2021.

Only 18 months older, Bob was Rich's best friend. Like many brothers, they were highly competitive, but it was also evident to everyone how close they were.

"I came to Purdue because it was the best place for me—plus my brother was there, too," Rich says. "I thought I wanted to be an Air Force engineer like my dad. However, I chose a different path and studied electrical engineering and worked at General Motors through a co-op program.

"A few years after graduation, I was able to move into technical sales and use my God-given gifts. I got the entrepreneur 'itch' and later connected with another Purdue alum in Columbus, Indiana, to create a state-of-the-art software tool."

While the brothers chose different career paths, their love of Boilermaker athletics always brought them back together—either in front of a television or somewhere in the stands. In fact, one of the last pictures of the two of them together was at a Purdue football game.

Bob passed away in a tragic airplane accident in November 2021. To honor him and support the school their family loves, Rich and his wife, Mickey, decided to make a unique gift to the university.

Once the Ross-Ade renovation is complete, the Swortzel Family Gate will stand proudly on the north end of the stadium, representing the world of opportunities that opened for the family—and so many other Boilermakers—because Bob decided upon Purdue first.

"When our son, Michael, chose Purdue, we saw the university through new eyes," says Mickey. "Seeing Purdue had stayed true to its values while accelerating opportunities for students made us excited. This gift allows us to celebrate what Purdue has meant to our family: a place to pursue our faith, meet lifelong friends, and learn skills for successful personal and professional growth."

"Purdue enabled my brothers and I to do incredible things in our professional careers and helped lead us to where we are in our personal lives," Rich says. "Bob led us here, but Purdue allowed us to dream. Now it is our turn—our responsibility—to encourage future students to follow their dreams." //



From left:
Rich, Mickey,
Michael, Tim, and
Bob Swortzel

FACULTY

THE REWARDS OF INNOVATION

■ **DONALD “DON” COATES (MS ME’66, PHD ME’70) DIDN’T ORIGINALLY PLAN ON ATTENDING PURDUE.** He changed his mind, however, while working at the Grumman Aerospace Corporation. His boss, Bernard “Bernie” Zapotowski (AAE’54), was a proud Boilermaker who embodied the university’s innovative spirit.

Coates never regretted his decision to pursue both his master’s and doctorate degrees on the West Lafayette campus. Not only does he credit Purdue as the “launchpad” of his career, but he also met his late wife, Pat (BS M’70), on campus. “Meeting my wife was the best thing that happened in my life besides attending Purdue,” Coates says. “I have great memories of the university.”

Coates’s successful career in engineering has included serving in key roles at Maytag and Electrolux as well as receiving Purdue’s Distinguished Engineering Alumni Award in 1990. He has also taught courses, including inventive problem-solving, as an assistant professor at Kent State University.

Until he and Pat joined the President’s Council Advisory Board in 2017, Coates didn’t fully appreciate the hard behind-the-scenes work that ensures Purdue’s success. “On the advisory board, we got to know Mitch Daniels and Mung Chiang, and we gained insight into Purdue,” Coates says. “It made me want to contribute to the university.”

He made a pledge to establish the Donald and Patricia Coates Professorship in Mechanical Engineering. “I think the linchpin of innovation is problem-solving,” Coates says. “I want this professor to teach the methodologies that students and other professors can use to solve problems.” He hopes creating innovative solutions will also lead to higher-paying jobs in the United States.

Not only is Coates supporting Purdue, but he has also been on the receiving end of the university’s care. When Pat died earlier this year, members of the Purdue family reached out to him. Purdue and Coates have what he calls “a special cycle of mutual support.”

Coates gained a lot of knowledge at Purdue but says one lesson stands out: “Purdue always showed that if you worked hard, you could do well, and they would reward you.” In the near future, he hopes the Coates professorship will help a faculty member—along with their students and colleagues—reap the rewards of problem-solving and innovation. //

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Pat and Don Coates

BIGGER

IMPACT



Tom and Mary Howatt

"What I learned growing up was a strong work ethic—something that has served me well my entire life."

PROGRAMS

EQUIPPING FUTURE BUSINESS LEADERS

■ **THE CHILD OF A SCOTTISH IMMIGRANT**, Tom Howatt (M'72, MS M'73) was the first in his family to attend college. "What I learned growing up was a strong work ethic—something that has served me well my entire life," he says.



Howatt started out studying aeronautical and astronautical engineering before discovering his true passion in Purdue's management school. After earning bachelor's and master's degrees, he went on to become president and CEO of Wausau Paper.

In 2015, Howatt and his wife, Mary, committed \$1.5 million to fund the Thomas J. Howatt Chair in Management. A few years later, on Purdue Day of Giving, they made a \$2.2 million commitment to establish the Howatt Scholars program, which

provides 12 merit-based full-tuition scholarships in the Mitchell E. Daniels, Jr. School of Business.

"Each year when we come back for Homecoming, we continue to be impressed with the students we have the

chance to meet," says Howatt, who hopes to inspire others to give back as well.

In addition to the above gifts, his estate plan includes a \$20 million provision to support the business school. "What was accomplished over the last decade at the university level under Mitch Daniels's leadership—and at the business school under Dean David Hummels—was very meaningful to me," Howatt says. "Those advances—coupled with the recent renaming of the school and the strategy to position it as a preeminent business school in the U.S.—seemed to make this the right time to publicly acknowledge the inclusion of Purdue in my estate plan."

Howatt believes effective business leadership will impact the nation's future and that the university will play a significant role. "The recently announced integrated business and engineering degree in the business school is consistent with the path I followed at Purdue," he says. "I believe the university's strategy is destined to position Purdue as a top source of business leaders."

Purdue invited Howatt to join the Dean's Advisory Council in 2001, and he continues to serve today. "Over the last eight or so years, terrific things have been achieved," Howatt says. "I'm pleased to be a part of the advisory council during these exciting times." //

STUDENT SUPPORT

A CENTER OF SUPPORT

■ **"I ARRIVED IN WEST LAFAYETTE ON A COLD AND QUIET WINTER DAY,"** says Ryan Tedjasukmana (AAE'13, MS'15). "When classes started, Purdue turned into this melting pot of people from different backgrounds and unique upbringings. Some of them became my very best friends."

When Tedjasukmana attended Purdue, the Asian American and Asian Resource and Cultural Center (AAARCC) was just starting to make an impact. "I followed the news about it a little bit during its formation, starting at the Stewart Center location," Tedjasukmana says. "During the COVID-19 pandemic, I attended some online events and realized the importance of Asian American and Asian resources on campus. The AAARCC is a support system for students of Asian descent, which is very personal to me."

A longtime supporter of the center with a passion for helping others, Tedjasukmana has established a scholarship endowment to support students involved with the AAARCC. The scholarship will help recipients further their professional development while encouraging academic excellence.

"Giving has long been a part of my identity," Tedjasukmana says. "I believe it started with seeing my father involved in various nonprofit organizations in addition to his professional and family obligations. I've been following in his footsteps in many ways. It's satisfying to lead not just in your workplace or your home but also in your community."

"The AAARCC opened in the spring of 2015 to weave the experiences of Asian and Asian American communities into Purdue's campus," notes Pamela Sari, the center's director. "Asians and Asian Americans are the fastest-growing minorities in the United States."

Like all cultural centers at Purdue, the AAARCC serves the entire campus. "For those who identify as Asian or Asian American, our hope is that the AAARCC

will help them learn more about their heritage and find a sense of belonging on campus," Sari says.

"For those who don't identify as Asian or Asian American, the AAARCC is a place of learning where they can enhance their intercultural competencies and skills."

Sari has known Tedjasukmana since he was a student and appreciates his continued engagement. Tedjasukmana was recently honored as a champion of the center at the AAARCC's annual keynote event for Asian Pacific American Heritage Month. He now also serves on the leadership board of the recently launched Purdue Asian Alumni Network as events cochair. A proud Boilermaker, he plans to stay connected with Purdue and its students, encouraging them to "have fun, make connections, and continue learning after graduation." //

Ryan Tedjasukmana



**"IT'S SATISFYING
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COMMUNITY."**



**PRESIDENT'S
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Greetings, Boilermakers. On the heels of celebrating President's Council's 50th anniversary, a new strategic plan was approved in January. Implementation of the plan is underway as we seek opportunities to recognize and engage the donors who share their time, talents, and treasure with the university we all love. One longstanding tradition has been our travel program, and we're adding more trips, internationally and domestically. It's during these experiences that friendships are made, new ways to support Purdue are discovered, and affinity for President's Council develops.

Each month during the past year, we welcomed new members into the President's Council family. Together, we set another record year of philanthropic support helping the university raise over \$600 million to help Purdue take its next giant leap.

As I celebrate my first year as chair of the President's Council Advisory Board, I am enthused by the ideas, energy, and leadership demonstrated by our board members. I encourage you to connect with the advisory board (listed on the inside front cover) at our fall tailgates, during Annual Weekend, or on a trip. The advisory board is your link to information about President's Council and a conduit for new ideas.

HAIL PURDUE!

Patsy Mellott

Chair, President's Council Advisory Board

BY THE NUMBERS: **FISCAL YEAR 2023**

DOLLARS
RAISED

TOTAL RAISED BY PURDUE: \$610.3 MILLION

TOTAL RAISED BY PRESIDENT'S COUNCIL: \$326.8 MILLION (53.6% OF TOTAL)

TOTAL
DONORS

TOTAL PURDUE DONORS: 83,836

TOTAL PRESIDENT'S COUNCIL DONORS: 15,875 (18.9% OF TOTAL)

**THANK
YOU!**