

PULSEPOINT



THE NEWSLETTER OF THE PRESIDENT'S COUNCIL: THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY // Spring 2020



Fanfare for Purdue Bands & Orchestras' announcement in Naples of the new Marc and Sharon Hagle Hall, with the namesakes center stage.

Greetings!

It's a whole new era at Purdue: We're midway into a new year, in a new decade, and despite some new and unprecedented challenges, we remain focused on making the next giant leaps possible.

And we're off to a good start. In February, we hosted the largest number of guests ever at our Naples annual dinner. The continuing excitement about our purpose and passion for Purdue has elevated our membership to almost 19,000—the highest number in our history as the heart of private giving at Purdue.

We are also excited to be a part of the new Purdue for Life Foundation, which unites the talents and resources of the Purdue Alumni Association, the John Purdue Club, the University Development Office, and the President's Council to better serve our alumni and friends.

We invite you to explore this website—PurdueforLife.org—to learn more. You'll also find links to online classes and other resources to illustrate that the Purdue experience lasts a lifetime.

Inside, read about some of the ways friends and alumni are inspiring all of us—together—to make Purdue's next giant leaps possible!

HAIL PURDUE!

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Traveling Companions
- + *Calendar:*
We're going places!
- + *Bigger Impact*
- + *Women for Purdue*



PRESIDENT'S COUNCIL

The heart of private giving at Purdue University.

PULSEPOINT // Spring 2020

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This group page is exclusive to President's Council members.

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CONTACT

Call 765-494-9290 // Email PC@PRF.ORG

Web PURDUE.EDU/PC



■ **IT'S BEEN SAID THAT TRAVELING** first leaves you speechless and then turns you into a storyteller.

That certainly holds true for members of the President's Council family who have booked passage on exclusive President's Council cruises or land excursions.

President's Council travelers may be all over the map when it comes to academic discipline, graduating class, profession, and place of residence around the country, but they have much in common, too: They give high praise for the select faculty and University leaders who offer their insights, delight in each destination's awe-inspiring natural scenery and historical sites, and offer first-class kudos to Global Tracks, the President's Council travel partners. And, of course, these loyal Boilermakers share the common bond of supporting Purdue.

Some travelers can't wait to embark on the next excursion. In addition to their missionary work in Ecuador and numerous trips in the States, Jim (BSCE '75) and Carol Cure are veteran travelers who have participated in multiple President's Council cruises: Istanbul to Venice, Rhine River, Panama Canal and Costa Rica, the Greek Isles, and most recently New Zealand/Australia.

They fondly recall the 2016 sunrise hot air balloon ride over lush Napa Valley.

"It was one of the most extraordinary travel experiences of our lives," says Carol, waxing poetic about the deep green hues of the landscape that came alive as the balloon rose in the azure sky.

Jim recalls bonding in the balloon basket with then-Purdue trustee John Hardin and his wife, Vicky, and developing their friendship—another benefit of the travel experience.

"We love it," Carol says. "It's so much more fun when you travel with people you know, make new friends, and get to know old friends better. We always make friends with non-Purdue people too. When we're wearing President's Council name tags and Purdue gear, curious strangers ask us questions, so it's an opportunity to promote Purdue. In effect, we become ambassadors for Purdue."

There's always an educational component to the trips. "We enjoy getting to know Purdue's top-notch professors and experts in their various fields," Jim says.

Dr. Kevin T. Campbell ('77 Pharmacy) met his wife Susan ('73 Science) at Purdue, where they began their journey through life together. The longtime President's Council members are avid travelers but never had the opportunity to combine the two interests until the 2020 January New Zealand/Australia cruise.

"We thought it would be nice to have fellow Purdue people on board—we like Purdue people—and we might luck out and recognize a few faces from the sporting events we still attend," says Sue. "The trip was far beyond our wildest expectations! Not only did we find people we already knew—sorority sisters and pharmacy classmates—but we made new friends that will last a lifetime. We can wholeheartedly recommend that

TRAVELS W PRESIDENT'S GET ON



Hot air balloons over Napa Valley

everyone should enjoy one of the future President's Council trips. We had a great time and hope to join another adventure someday!"

Joe ('76 Management) and Roxanne Gross embarked on their first cruise with the President's Council this year.

The New Zealand/Australia marketing materials piqued their interest, and they booked the bucket list adventure.

"Roxie and I had a great time on the trip," says Joe. "Overall, it exceeded our expectations!" Roxie added: "Sailing into Sydney Harbor was a beautiful experience, and one that we will never forget. We made some good friends and exchanged phone numbers and emails with fellow travelers who we hope to meet up with when we get back to campus—

hopefully, more often than we've been able to lately. We're certainly interested in future trips."

And it's not just couples who join the President's Council adventures. "Traveling as a single person has reinforced the value of my Purdue connections. This group of friends and family makes traveling fun and so worthwhile," says Joanne Troutner, recent past President's Council chair who currently serves as the volunteer chair of Women for Purdue.

Rest assured, there are more President's Council travel adventures on the horizon. We invite you to join us. "Boiler Up," and get on board! //

WITH THE S COUNCIL: BOARD



Travel advisory: This story was written before the widespread outbreak of COVID-19. The health and safety of the Purdue community and the President's Council family of alumni and friends are always a top priority. We look forward to traveling with you again when it is safe and appropriate. Please call us with your questions and concerns.

Snorkeling in the Great Barrier Reef in Australia, January // 2020



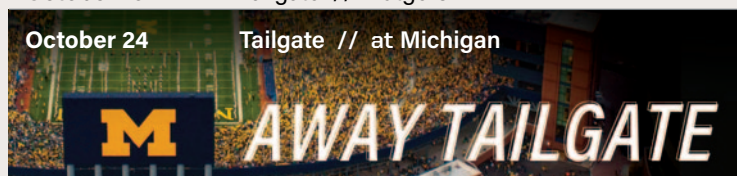
CALENDAR OF EVENTS

To learn about future trips, events, and experiences, visit PURDUE.EDU/PC

2020

September 12	Tailgate // Memphis
September 19	Tailgate // Air Force
October 10	Tailgate // Rutgers

October 24 Tailgate // at Michigan



ANNUAL WEEKEND

October 29	Three Minute Thesis // Campus Tour
October 30	Back to Class // Women for Purdue // Annual Dinner
October 31	Homecoming & Tailgate // Northwestern

November 13 Distinguished and Named Professorship Ceremony

November 14 Tailgate // Wisconsin

November 21 Tailgate // Iowa

2021

February 11-14 Naples Back to Class & Annual Dinner

May 20-23 Greenbrier

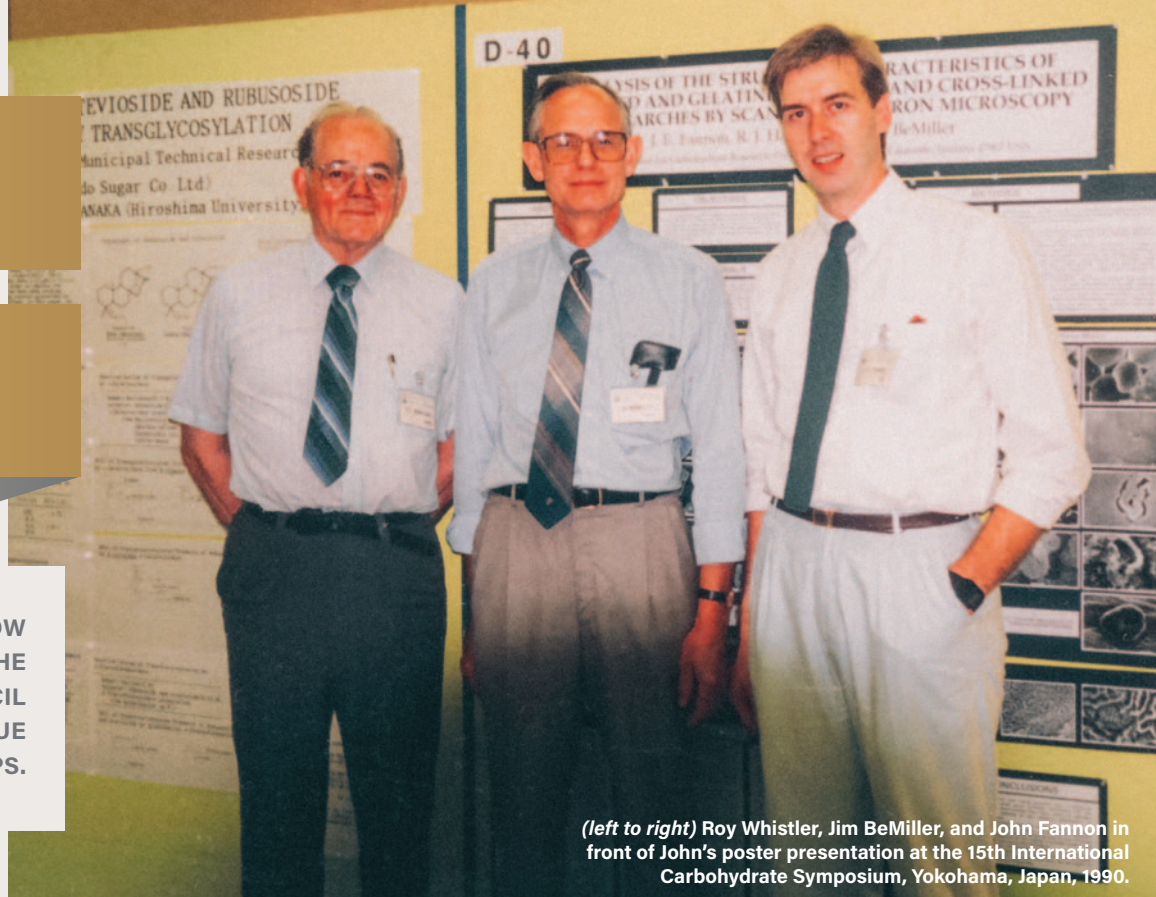
July 18-25 Southern France River Cruise

September 17-20 Jackson Hole, Wyoming

BIGGER

IMPACT

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



(left to right) Roy Whistler, Jim BeMiller, and John Fannon in front of John's poster presentation at the 15th International Carbohydrate Symposium, Yokohama, Japan, 1990.

FACULTY

CARB CHEMIST LEAVING A LEGACY

■ **AS A FIRST-SEMESTER PH.D. STUDENT** at Louisiana State University, future Boilermaker and President's Council member John Fannon was seeking a change.

The missing ingredient: a Purdue flyer tacked to an LSU bulletin board.

He didn't know much about the University when he first visited, though he was impressed by the Whistler Center for Carbohydrate Research and the faculty he met—particularly James BeMiller and Roy Whistler—and promptly transferred to West Lafayette.

"I learned so much from Jim and Roy," says Fannon, who recently retired from a seasoned career as a starch chemist. "They're the founders of carbohydrate research, and everywhere I go, I meet their former students, who are now leading research around the world."

Fannon is honoring his former professor by establishing the Dr. James BeMiller Chair in Carbohydrate Research in Food Science. His \$1.5 million will provision was matched with an additional \$1 million by an anonymous donor through the College of Agriculture Endowed Chair Challenge Match. His generosity establishes a \$2.5 million chair that ensures the continued study of carbohydrates.

"This gift will make a tremendous impact," says BeMiller, Purdue alumnus and professor emeritus. "Other than water, starch is the most used ingredient in food science. It's important, complex, and mysterious, yet there is no federal funding supporting its research. John's gift will allow Purdue to meet industry demand by training students—and industry will gobble them up."

Starch, which is found in thousands of everyday foods, forms a primary source of nutritional energy in the human diet. There are many different kinds, with more on the way through genetic modifications. Fannon's planned gift will

STUDENT SUPPORT

A FIRST-CLASS FOUNDATION FOR SUPPORT

■ **THE FIRST CLASS OF STEM-CENTRIC** Purdue Polytechnic High School students will graduate in spring of 2021 with a firm foundation of support.

A \$400,000 gift from the Henry E. Haller, Jr. Foundation will fund an endowment to support primarily low-income, under-represented, high-merit, high-need graduates of Purdue Polytechnic High School (PPHS) who want to attend Purdue.

The endowment fund, known as the Kevin D. Boyce Scholarship, will support and maintain one or more annual scholarships for PPHS students who choose to attend the University's West Lafayette campus and meet Purdue's admissions eligibility criteria. Currently, there are 32 students in the inaugural junior-year class who are on track to meet the admissions criteria when they graduate in 2021.

"We look at this new scholarship endowment as a partnership, and we are excited for the opportunity to help this first class of graduates," says Boyce, a 1993 College of Liberal Arts alumnus, a Haller Foundation trustee, and steward of the scholarship that will bear his name. His mother, Linda Boyce Haller, is the Haller Foundation's co-founder and

reinforce the now globally recognized Whistler Center, which BeMiller built from scratch, as a leader in research and graduate education related to food carbohydrates. //

To learn more about or to support this research, visit ag.purdue.edu/foodsci

FACILITIES

PULLING TOGETHER TO GIVE BACK IN GRATITUDE



Susan Noyes

■ **SHE'S NOT A BOILERMAKER**, but Purdue holds a special place in Susan Noyes' heart.

It's where, in the 1950s, her parents met, fell in love, and got launched into adulthood. Her father, John Bauerle, was in the Navy ROTC studying engineering, as was his best friend and fraternity brother, Loren Graham. Turns out, the young men's sweethearts—Virginia and Patricia—were themselves Purdue students, best friends, and sorority sisters.

"My parents literally graduated on a Saturday in the summer and got married the next day," Susan says. Soon after her birth, her father, a test pilot, died in a crash, and her mother, Virginia, moved with her infant daughter from San Diego to Indiana, where she would marry again and set out on the path toward a high-achieving career in education, finance, and state politics.

Loren and Patricia married, became Susan's godparents, and earned distinction as academics—he as a pioneer in the field of science history and she in education, becoming Harvard's first female dean.

So when Susan learned that her mother was to be inducted into Purdue's Cheerleading Hall of Fame in 2019, she seized the opportunity to consider how to further honor her mother and, in addition, recognize her beloved godparents and her father. Her decision to contribute in their names to Purdue's Chaney-Hale Hall of Science with her husband, Nick, came at the perfect time, she says, for a facility that's at the perfect place.

A stone's throw from the Purdue Armory, in the heart of campus, the building will open this fall, integrating STEM lab instruction in biological sciences and chemistry for up to 15,000 students a year across all disciplines.

Susan and Nick funded a collaboration space on the facility's third floor.

In the building's collaboration areas, form follows function. These areas create transitional spaces alongside lab classrooms, where students can move their discussions after class, reinforcing and extending the knowledge gained in the lab environment. It's a setup carefully designed to facilitate team-based learning and strengthen communication skills.

Says Susan, a publishing executive with Make It Better Media Group whose work amplifies collaboration and innovation: "We wish for these students to experience problem-solving through a 'humanities meets technology' collaborative lens, then carry those sensibilities forward through impactful careers and lives."

When students return to campus and begin learning hands-on in the Noyes-sponsored collaboration space, they'll be equipped to do just that. //

president. Boyce's wife, Jennifer Hanley Boyce, is a 1991 College of Liberal Arts graduate.

Boyce says the new endowment is perfectly in keeping with his stepfather's legacy of philanthropy toward institutions of higher education and the Haller Foundation's goals of promoting personal and economic freedom.

"We have found one of the most reliable ways of ensuring those goals is through a quality education," Boyce says. "And I can testify that is what you get in West Lafayette based on my experience at Purdue."

Boyce will serve as the point person on behalf of the foundation to help student scholarship recipients succeed with assistance, resources, and future employment opportunities.

"That's the best part for us, helping the kids—these first Purdue Polytechnic High School seniors—making contact, and watching them benefit," he says. "That's remarkably rewarding from our end."

Boyce said the Haller Foundation began giving to Purdue's general scholarship fund in 2012 and has increased contributions over the years, most recently last year, to support President Mitch Daniels' goal to better align education with workforce needs by creating a free charter school with a focus on STEM education for underrepresented minority students.

"It was a perfect fit for us," Boyce says.

Purdue opened the first Purdue Polytechnic High School in Indianapolis in 2017. Since then, a second Indianapolis location opened in 2019, and a third location is planned for South Bend, Indiana. //



PROGRAMS

SALUTE TO SERVICE

■ **THANKS TO A NEW GRANT** to Purdue from Lilly Endowment Inc., the Military Family Research Institute (MFRI) will continue to fight another day—and for years to come—to improve the overall quality of life for members of the armed services, veterans, and their families on the home front.

As it celebrates its 20th anniversary, MFRI is also recognizing the long-standing support of Lilly Endowment. Since 2007, Lilly Endowment has made grants totaling more than \$30 million to Purdue to help MFRI.

Today, MFRI is the nation's leading university-based organization conducting rigorous research to apply and design data-driven solutions to real-world issues facing the families of more than two million service members and 18 million veterans.

"We call it research with impact," says Shelley MacDermid Wadsworth, director of MFRI and the Center for Families in the College of Health and Human Sciences. "With support from Lilly Endowment, the U.S. Department of Defense, and others, our initial research mission has expanded to help shape policies, programs, and practices unique to millions of military and veteran families who serve, sacrifice, and often struggle during and after their military service."

The new grant is for three years, for a total of \$4.5 million, which includes up to \$1 million that Purdue can earn to support MFRI by receiving qualifying matching contributions from nongovernmental sources—including individuals, commercial businesses, and efforts like Purdue Day of Giving.

The new grant will fund MFRI's strategic goals, including supporting existing programs, developing new innovations, and furthering the development of signature programs such as Star Behavioral Health Providers (SBHP). "SBHP provides training, referrals, and information dissemination to help military families to locate civilian behavioral health professionals with specialized training who better understand service-related challenges," says MacDermid Wadsworth, who is also a professor and social scientist studying risk and resilience in military families in the Department of Human Development and Family Studies.

"Lilly Endowment's support has elevated MFRI by making it possible for us to develop and deliver innovations that have changed the landscape for military and veteran families," says the director. "We are grateful that Lilly Endowment has chosen to continue to support and sustain our work."

Lilly Endowment Inc. is an Indianapolis-based, private philanthropic foundation that supports the causes of community development, education, and religion. //

To learn more, contact Shelley MacDermid Wadsworth, director of MFRI, at shelley@purdue.edu, or Aaron Kosdrosky, College of Health and Human Sciences chief development officer, at 817-894-1623 or arkosdrosky@prf.org.

"We are grateful that Lilly Endowment has chosen to continue to support and sustain our work."

BIGGER

IMPACT



Military, higher education, and behavioral health providers are working together to address behavioral health issues facing active-duty military, veterans, and their families.

Women for Purdue

A FORCE FOR FUTURE GIANT LEAPS

■ ACCORDING TO THE IUPUI Women's Philanthropy Institute at the Lilly Family School of Philanthropy, giving by women philanthropists is surging because of the increase in wealth among women and an accompanying need and desire for involvement and change.

And so it is at Purdue. The original Women for Purdue organization was founded in 2003 to encourage and celebrate women's leadership in giving to the University. During the past 17 years, meetings have served as an opportunity for fellowship with other Boilermaker women and to learn more about female faculty and research occurring on campus that affects women.

Recognizing the increasingly important role that women are taking in philanthropic efforts, there was an interest in evolving the role of the group to make an even bigger impact collectively.

In early 2019, President's Council members were invited to become founding members of the reinvigorated Women for Purdue. The more than 80 women who answered the call were tasked with developing a mission and focus, and asked to serve as ambassadors for women's giving at Purdue. A portion of the money raised from the founding member drive helped fund a renowned expert in women's philanthropy to help guide the group through a process of discovery. And through a series of meetings and phone calls, a plan was developed.

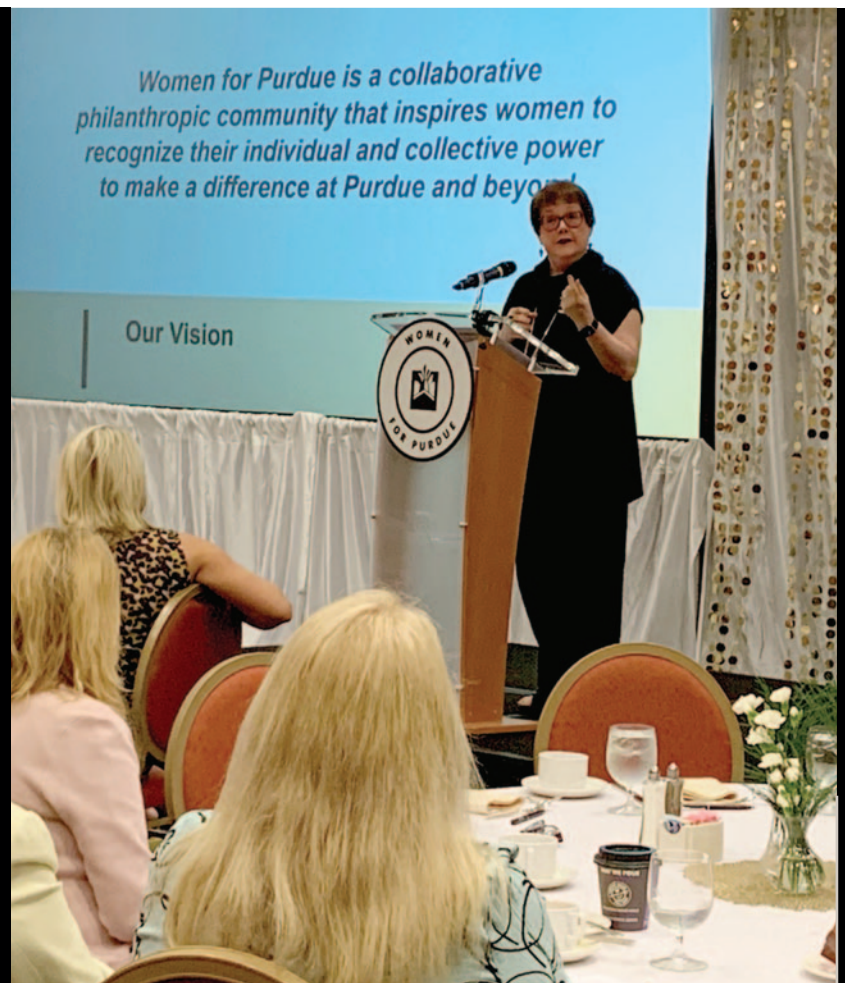
During the Naples Annual Weekend in February of this year, 80 President's Council and Women for Purdue founding members met to plan a course for progress and possibilities for a collaborative philanthropic community of women eager to use their individual and collective power to make a difference at Purdue for the foreseeable future.

"The excitement in the room was undeniable," says April Headdy, assistant vice president for donor relations with Purdue's University Development Office. "We received a lot of great ideas and affirmation that we were on the right track."

A subcommittee will spend the next six months preparing for the official launch of the Women for Purdue's inaugural initiative, which will happen during the President's Council Annual Weekend, October 29-31. Stay tuned!

There are still opportunities to get involved prior to the official launch. //

Call President's Council at 765-494-9290 or email adheaddy@prf.org for more information.



Women for Purdue Volunteer Chair Joanne Troutner addresses a record number of Purdue women in attendance at February's Naples Annual Weekend.

TRENDS IN WOMEN'S PHILANTHROPY

Around the world, women's wealth and influence are rising.

Women are more likely to give and more likely to give more.

Women give differently, based on empathy for others, and they tend to specifically give more to causes that affect women and girls.

Women also like to give collectively.

Source: IUPUI Women's Philanthropy Institute at the Lilly Family School of Philanthropy.

84

FOUNDING MEMBERS

REPRESENTING ALL COLLEGES ON THE WEST LAFAYETTE CAMPUS AND REGIONAL CAMPUSES



PURDUE UNIVERSITY
Dick and Sandy Dauch Alumni Center
403 West Wood Street
West Lafayette, IN 47907-2007

CHANGE SERVICE REQUESTED

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President's Council by the Numbers

18,916

PRESIDENT'S COUNCIL MEMBERS AT THE END OF 2019

1,777

FIRST-TIME MEMBERS IN 2019

\$218.1M

2019 PRESIDENT'S COUNCIL SUPPORT
GIVEN TO PURDUE UNIVERSITY

\$90.9M

GIVEN FOR STUDENT SUPPORT

2019 GIFTS BY PRESIDENT'S
COUNCIL MEMBERS ARE:

40%

OF ALL GIFTS TO
RESEARCH

79%

OF ALL GIFTS TO
SCHOLARSHIPS &
FELLOWSHIPS

87%

OF ALL GIFTS TO
PROFESSORSHIPS
& CHAIRS

Until next time...

AS WE HAVE ADAPTED AND IMPROVISED on the side of safety and health during the COVID-19 global pandemic, we want to thank all Purdue President's Council family members for your continued loyalty and generosity. We have been taking appropriate and necessary precautions with the safety and wellbeing of our students, faculty, and staff at the forefront of all of our decisions.

You will receive communication from us soon about plans for the fall, and we look forward to when our campus springs back to life, full once again, with students, Boilermaker spirit, and you. In the meantime, please know Purdue University plans, projects, and investments are moving forward, and Purdue's persistent pursuit of the next giant leap goes on with vigor and resolve. We look forward to seeing you and serving you soon.

We remain ever grateful,

