PULSEPOINT

THE NEWSLETTER OF THE PRESIDENT'S COUNCIL: **THE HEART OF PRIVATE GIVING AT PURDUE UNIVERSITY**

"That's one small step for man, one giant leap for mankind."

This month marks the 50th anniversary of the Apollo 11 moon landing, when Purdue alumnus Neil Armstrong became the first person to set foot on the moon. His giant leap has inspired the theme for Purdue's Giant Leaps Sesquicentennial Campaign and will serve as our polestar going forward.

Our 150th anniversary celebrations will conclude during President's Council Annual Weekend, October 11–12, which coincides with Homecoming and the 2019 Purdue Astronaut Reunion.

This year's Annual Dinner is also a time to celebrate *you* and the grand success of *Ever True: The Campaign for Purdue University*. In a year already packed with Purdue milestones, we have so many more reasons for which to be "ever grateful." Together, we made Purdue fundraising history—and that will help make a bigger, brighter, bolder, and better future.

You may have received your invitation in the mail, or it will arrive shortly, so be sure to RSVP—ASAP! You won't want to miss this fall's fun and fellowship with the President's Council family.

Hail Purdue!

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PRESIDENT'S COUNCIL

The heart of private giving at Purdue University.

PULSEPOINT // Summer 2019

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

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ARE YOU *PURDUECONNECT'D*?
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PURDUE UNIVERSITY

IT'S ALL AB CONN

YOU COULD CALL THEM THE NEW DYNAMIC DUO of the President's Council—and social media influencers extraordinaire. Cell phones at the ready to capture life's magical moments with the Purdue family, twin sisters Almira ("Sugar") Yllana *(above right)* and Giovanna ("Spice") Krozel *(above left)* radiate an enthusiasm for the University that spurs them to leadership roles with the Purdue Alumni Association (PAA) and financial generosity that's helping ease the path for the next generation of Boilermakers.

"We're not competitive," says Sugar, who works for the global IT company Accenture in risk management and analytics and serves as president of the Purdue Alumni Club of Chicago and Central Region Director on the PAA board. "We're more collaborative. We get much more accomplished together." Spice is the director of global procurement at Takeda Pharmaceuticals, the president of the Purdue Alumni Club of North/Northwest Chicago, and a selfie-taking phenom to boot. Her motto: "Get stuff done with lots of fun."

Selfie-taking in Naples // 2019

What these two chemical engineering grads have gotten done, together, is impressive. Along with Spice's husband, Ken (also a chemical engineering grad), they are fixtures in Chicago's Purdue alumni scene, gaining visibility for the University and creating programming (#FunSquad) that keeps Purdue grads connected. For Purdue Day of Giving each year, they implement a social media full-court press for the alumni clubs challenge. They participate in the John Purdue Club. They are Founders Circle members of the International Council of Purdue Women and are on the Diversity, Inclusion, and Global Preparedness Task Force. They support the R. Neal Houze Foundation for Chemical Engineering Scholarships. And as newer members of the President's Council, they participated in the inaugural "active track" during the February 2019 Naples

weekend, which included a swamp buggy ride through the Everglades and an outing to a posh cigar lounge.

Why the zeal for Purdue?

"Purdue changed our lives," says Spice.

"And continues to," Sugar adds. "As a scholarship recipient and graduate from this venerated institution, I was presented with opportunities, relationships, and positions of a lifetime. I'm proud to be a Boilermaker, so why wouldn't I be involved?"

The Purdue family has provided the sisters authentic connections and authentic relationships that simply make them want to give back. Born in the Philippines, they moved to the U.S. as youngsters and, as students in their new home in Cincinnati, started hearing of Purdue's engineering reputation. Once enrolled, they encountered inspiring faculty members, like Professor Houze, and made lifelong friends—and more. (Spice met Ken in MA165, "Analytic Geometry and Calculus 1," on their third day of classes, freshman year.) A world traveler through her job, Spice boards each flight with a Purdue Hello Kitty plush toy. "It's a conversation starter," she says, that gets folks curious about her alma mater.

And why the desire to fund scholarships?

Says Sugar, "I picture it as my 43-year-old self giving to my 18-year-old self: here it is!"

"I'm thinking, make us proud" says Spice. "Now that we're patrons for Purdue, we're going to give a child a chance to go. Wouldn't you want to be part of that legacy?" //

2019–2020 CALENDAR

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

September 7	Tailgate // Vanderbilt
September 14	Tailgate // Texas Christian University
September 28	Tailgate // Minnesota
ANNUAL WEEKEND	
October 10–13	Astronaut Reunion
October 11	Back to Class // Annual Dinner // Ever True Campaign Finale
October 12	Homecoming & Tailgate // Maryland
October 26	Tailgate // Illinois
November 1	Distinguished and Named Professorship Ceremony
November 2	Tailgate // Nebraska
November 30	Tailgate // Indiana

2020

January 10–24	New Zealand & Australia Cruise
February 13–16	Naples Back to Class & Annual Dinner
April 18–25	Peru Immersion Excursion
July 19–26	Southern France River Cruise

BIGGER IMPACT

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

Sam and Marsha Allen

Artist rendering of Agricultural

Faculty

INVESTING IN THE KRANNERT SCHOOL

AS A STUDENT IN KRANNERT'S Executives in the Classroom program in the 1970s, Sam Allen had the opportunity to escort John Deere senior vice president Bud Lundahl around campus. Little did Allen know that the experience would propel him to the company's executive suite himself.

Now, as chairman and CEO of John Deere, Allen has made a $5 million gift to name the deanship of the business school.

"The Krannert School was very important in giving me a foundation for my career, as well as introducing me to a wonderful organization," says Allen, who is the ninth person to lead the 182-year-old manufacturing company. "I'm happy to give back to a school and university that have meant so much to me through the years."

After initially studying aeronautical engineering at Purdue, Allen graduated in 1975 with a bachelor's degree in industrial management. Purdue awarded him an honorary doctorate in management in 2017.

He is in his tenth year leading John Deere, which has nearly $40 billion in sales, over 70,000 employees, and operates in more than 140 countries. After making that initial connection with the company through Executives in the Classroom, known today as Krannert Executive Forum, Allen joined John Deere upon graduation. He worked his way up before assuming the role of president and CEO in 2009, and chairman and CEO one year later.

"We're honored that Sam has made an investment that will help push Krannert to a higher level and allow us to compete for the very best students and faculty," says David Hummels, the Dr. Samuel R. Allen Dean of the Krannert School of Management. "The business world is evolving at a rapid pace. This gift allows us the flexibility to be more responsive to changing needs in the way we recruit and educate top students."

Allen, who played golf at Purdue and previously gave a $2 million gift to help renovate the Ackerman-Allen Course, is one of three current Fortune 500 CEOs to graduate from the Krannert School. //

Student Support

LIBERAL ARTS INTERNSHIPS

PURDUE COLLEGE OF LIBERAL ARTS ALUMNI Chris and Michelle White are giving back to the college that played such a transformative role in their busy, successful lives together. Based in Minnesota, Chris is the Vice President of Manufacturing for Sleep Number Corporation, and Michelle has worked in the financial industry for more than 20 years, in compliance roles for several registered investment advisers and broker dealers. She is also active in the Daughters of the American Revolution and recently became a founding member of the reconstituted Women for Purdue giving society.

In 2017, they made their first-ever gift to Purdue in support of a then-new Job-Ready Internship Program Gift Fund. Liberal arts students who receive internship offers can apply for awards that currently provide up to $2,000 per student for lodging, travel, and other expenses as they pursue meaningful internships where they can utilize their communication, problem-solving, and analytical skills in real-world situations.

Chris and Michelle grew up in working-class families and had to rely on loans, scholarships, and work to pay for tuition and living expenses. "At times, it was a struggle, so we appreciated all the assistance we received," says Chris. "With the Job-Ready program, we were surprised that some students could not accept internships because they were either unpaid or did not cover housing. We decided to help students have the opportunity to pursue internships that they would have otherwise not been able to accept."

Thanks to the program, more than 90 Purdue students have been able to accept career-launching internships with organizations and institutions

and Biological Engineering Building

S ALUMNI EMPOWER
, POLITICAL SCIENCE STUDENTS

such as the Republic of the Marshall Islands, the United Nations, the Office of U.S. Senator Todd Young, the U.S. House of Representatives, the Guggenheim Museum, and the Museum of Contemporary Art-Chicago.

In 2018, the couple also made a five-year pledge commitment to establish the Chris and Michelle White Scholarship in Political Science Endowment, which will be matched 1:1 by the Mary Findling Liberal Arts Scholarship Challenge Match. The scholarship is need-based for out-of-state students enrolled in CLA's Department of Political Science.

"Thanks to Purdue, I gained the confidence to explore the world and never stop questioning," says Chris. For Michelle, the liberal arts motto rings true: "Thanks to Purdue, I learned to 'think broadly and lead boldly.'"

Through their giving, the Whites hope to provide real-world opportunities that prepare Purdue liberal arts students for their own inspired careers and bold leadership. //

Chris, Andrew, Forrest, and Michelle White

photo by Trevor Mahlman

Facilities

PULLING TOGETHER TO GIVE BACK IN GRATITUDE

MEMBERS OF PURDUE'S AMERICAN SOCIETY of Agricultural and Biological Engineers (ASABE) Quarter Scale Tractor Student Design Competition team know what it means to pull together. After multiple top-five finishes since 1998, the Purdue team pulled off the top prize in 2017—its first championship in school history.

Now, young alumni members of the team have pulled together to successfully raise more than $100,000 to name the new resource room in the $80 million Agricultural and Biological Engineering Building renovation and addition project in West Lafayette.

President's Council members Michael Holland and J.T. Welte spearheaded the alumni group outreach as leaders for the fundraising efforts shortly after the team victory in 2017.

Holland, now a Large and Utility Tractor Steering and Brake Systems team leader for the John Deere Product Engineering Center in Waterloo, Iowa, earned his bachelor of science in mechanical engineering in 2005, a master's in engineering in 2007, and his Ph.D. in engineering in 2012. He joined the Purdue tractor design team his sophomore year.

"I am proud of my connection to Purdue ABE, and I am glad to support the building renovation," Holland says. "The resource room, welcoming to all undergraduate and grad students alike, has always felt like the heart of ABE. I am grateful that students in the new building can continue to use and enjoy the resource room much like I did during my time at Purdue."

Like Holland, Welte considered the resource room "a centerpiece" of the ABE culture—a space equipped with computers and comfortable furniture that filled many needs: space for class projects, homework, studying, club meetings, and meetings with fellow students and friends. Many Quarter Scale tractor design decisions took place in that room, too.

"The ABE department provides so much for the team, and we felt like this was a perfect opportunity to give back," says Welte, a design engineer at the 360 Yield Center in Illinois who earned a bachelor's degree in ABE in 2012, a master's in ABE in 2014, and was a tractor team member from 2010 to 2014.

With the ability to contribute over a five-year period, good alumni participation, and corporate matching programs, the tractor team alumni met their goal, and a plaque outside the new room will read: *Through the generosity of "Friends of Purdue Quarter Scale" Resource Room.*

Occupancy is scheduled for December 2020.

Design team members and others who want to contribute to the resource room and ABE project, visit ag.purdue.edu/ABEbuilding. //

BIGGER IMPACT

Programs

JOIN THE PRESIDENT'S COUNCIL ON OUR 2020 IMMERSION EXCURSION IN PERU

CHART A COURSE FOR AN EPIC EDUCATIONAL adventure in South America with the President's Council as we travel to Peru, April 18–25, 2020!

This totally unique opportunity is much more than a mere tourist trip. This immersion excursion into Peru and its rich culture is also a chance to actively support and experience a scientific expedition with the Arequipa Nexus Institute, a partnership between Purdue University and the Universidad National de San Agustin (UNSA) in Arequipa, Peru. The partnership is working together on key challenges to create a sustainable future in the areas of food, water, energy, and the environment.

The Purdue Nexus team is led by Timothy Filley, professor in the departments of Earth, Atmospheric, and Planetary Sciences, and Agronomy, and director of Discovery Park's Center for the Environment (C4E). He serves as co-director of the Nexus Institute's scientific programs and partnerships. The team includes 100 faculty and staff from Purdue and UNSA, with 23 Purdue post-doctoral researchers and 25 Purdue undergraduate students, along with visiting UNSA scholars. Through interdisciplinary research, education, and technology transfer, the Nexus Institute will serve as the reference point for Latin American research in sustainability and resilience thinking.

The President's Council travel party will visit an agricultural research center in Majes, the future site of the Purdue-UNSA NEXUS Institute for Sustainable Food, Energy, Water, and the Environment in Arequipa. Together we will explore how novel digital soil mapping and data visualization techniques developed at Purdue will help modernize and expand commercial winegrape production in times of climate change and other environmental challenges facing the people of southern Peru. We'll learn hands-on about ancient and modern Peruvian wine and brandy-making techniques—including guided tastings of local wines and Pisco spirits followed by a traditional lunch.

We will work side by side, with researchers digging soil samples, discussing wine production improvements, and assessing the influence of climate on harvesting quinoa.

We'll join in with students and faculty members from Purdue's colleges of Agriculture, Engineering, Health and Human Sciences, Liberal Arts, Science, and Purdue Polytechnic Institute, and Purdue Libraries, as they investigate ways to make a real difference in the region for today and tomorrow.

Make no mistake: In addition to participating in real scientific research, this excursion also includes a complete immersion into Peruvian culture, history, and geography—from the rugged coastline to vast mountain scenery, with an abundance of cultural adventures in between.

Last but not least, we will marvel at the magical, mystical Machu Picchu, aptly named one of the new Seven Wonders of the World. In less than a week, we'll see the beach, the desert, and the rainforest—all in the same country. We'll visit beautiful cities with rich histories. We'll learn about the conquistadors and the Spanish conquest of the Incan Empire.

To learn more about supporting Purdue's research efforts in Peru or joining us on the trip, visit purdue.edu/pc or call 765-494-9290. //

THANKS FOR THE MEMORIES!

THE ANSWER COMES TO MIND QUICKLY when Jeff Salay is asked about his favorite memory from his time on the Purdue Foundation Student Board (PFSB).

"For one of our initiatives, PFSB set up at various places on campus to give out free compliments to random people," explains Salay. "We got to make people smile, blush, throw compliments back at us, and even learn a few stories about the people we complimented!"

This is just one of many initiatives Salay took part in during his three years with the student board. The mission of PFSB is to educate other students about the importance of philanthropy at Purdue. Perhaps their most successful way of doing this is through the "Why Give? Initiative." For an entire week, the students sponsor engaging activities and table talks all over campus to demonstrate the impact of private giving.

The President's Council and University Development Office keep these students busy throughout the rest of the year too. For instance, President's Council members might recognize some of the students at our tailgates, Back to Class, and Annual Dinner. They help set up, tear down, and drive golf carts—all while getting to mingle with alumni.

Members of PFSB are also very active during Purdue Day of Giving. Students make thank you videos to post to social media and assist with campus activities for the University Development Office. Some students worked in the "war room" to help secure gifts from countries around the world.

The pride and passion these students have for Purdue is evident through their hard work and commitment to PFSB. Many members graduate with long-lasting friendships and unforgettable memories. Jeff Salay is simply one example of when students describe their experiences with PFSB as life-changing.

He graduated from the College of Health and Human Sciences in May. His time with PFSB was so meaningful, he decided to change his career path. "I have come to realize I can turn something I truly enjoy doing into a career," he said. "This summer I will be working as an intern in the University Development Office. Afterward, I plan to pursue a career in Development." //

CONGRATULATIONS TO OUR RECENT GRADUATES!

DEREK BERKSHIRE // Agribusiness Marketing & Agricultural Communication
JEFF SALAY // Health Sciences/Pre-PA
KHYAATI BALAJI // Supply Chain Management
LAURA BOODT // Communication
TIFFANY CHEN // Computer Engineering
KRISTEN FROHNING // Accounting and Finance
SARAH RODENBECK // Computer Science

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ANNUAL WEEKEND

BACK TO CLASS: FEATURING SPECIAL ASTRONAUT REUNION LUNCH // PRESIDENT'S COUNCIL ANNUAL DINNER

CELEBRATING THE SUCCESS OF *EVER TRUE: THE CAMPAIGN FOR PURDUE UNIVERSITY* // HOMECOMING

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