

- 2 Team House celebrates Green's legacy
- 3 Brooks' gift investment in Athletics' future
- 3 RowanSOM's NJISA receives grant
- 4 AT&T gift expands Aim High program
- 5 CMSRU exceeds Legacy Society goals
- 6 Special friendship helps beautify campus
- 7 Walmart Foundation funds Get FIT
- 7 Campaign encourages alumni involvement

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Rowan Advances

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ALI A. HOUSHMAND INAUGURATED AS UNIVERSITY'S SEVENTH PRESIDENT

To many, a college education represents dreams of a bright future, a way to distinguish oneself from the crowd, or an achievement thought unattainable.

Five decades ago, when he was growing up in Iran, Dr. Ali A. Houshmand says he couldn't envision the moment in September when he was inaugurated as the seventh president in the history of Rowan University in front of a full house in Wilson Hall's Pfleger Concert Hall.

As Houshmand, who came to Rowan as provost in 2006 after teaching and holding various administrative positions at the University of Cincinnati and Drexel University, explained during his inaugural

address, "Fifty years ago, as a boy in Iran, I could not imagine this moment. Standing on a stage in academic robes. Looking at an audience of hundreds of people whom I respect. Being officially installed as a university president.

"Indeed, I could not imagine being named a president of anything, let alone a university in the greatest country in the world," said Houshmand, who was named interim president in 2011 and president in June of last year. "What I did imagine was working hard to achieve a dream."

Acknowledging his wife Farah and their children, Layla and Kasra, for always inspiring him, he equated his formative

continued on page 2



Board of Trustees Chairman Linda Rohrer presents President Ali A. Houshmand with the presidential medallion during the investiture ceremony at the inauguration.

UNIVERSITY BREAKS GROUND ON SECOND ENGINEERING BUILDING

Dr. Anthony Lowman, the new Dean of the Rowan University College of Engineering, was ready for a high-paced challenge when he took the position less than a year ago.

The third dean in the College of Engineering's history, Lowman says his experience has been a "good chaos and there's nothing going on that I didn't expect in terms of growth... But, I didn't expect this to happen this quickly. This is a college-changing event."

This was what the crowd of about 700 people came to witness.

Lowman, Governor Chris Christie, benefactor Henry Rowan and Rowan President Dr. Ali Houshmand were among the dignitaries in attendance on the lawn adjacent to Rowan Hall for the groundbreaking ceremony that was held for the construction of the second building for the College of Engineering on October 2.

"It's going to give us a chance to grow and take this program to the next level," Lowman said of the new facility scheduled to open in the fall of 2016. "With the current facilities we can't take more than about 10 percent of the students that want to come

here and are qualified to come here. This allows us to expand our number of students, expand our offerings, add new programs like the program of biomedical engineering, and add new research programs including doctoral programs in engineering—things we couldn't do in our current space. This is a game-changer for Rowan."

Funding for the new facility, a 90,500 square-foot addition to the current 95,000 square foot Rowan Hall which opened in 1998, comes in large part from the Building Our Future Bond Act, a referendum approved by New Jersey voters in the fall of 2012. Lowman said that not only did the state's citizens give higher education a huge vote of confidence last year, the state's decision makers took it a step further by deciding that Rowan was the right place to invest this money.

"It affirms the high demand for science and technology and engineering education," Lowman said. "The fact that they voted in the state legislature to sign it and award it to us not only tells you what the need is but that they trust us and believe in the high-quality work we do here. We produce high-quality engineering students that can get out in the workforce."

Of the \$117 million the state awarded to Rowan, about \$46 million will be dedicated to the new engineering facility, which is estimated to cost \$71 million. The remaining

"Mr. Henry Rowan, I want to express my sincere appreciation for the enduring legacy you have created. The people of New Jersey are deeply indebted to you and your family."
Governor Chris Christie

(Left) New Jersey Governor Chris Christie spoke of the importance of the Building Our Future Bond Act.

(Below) The expansion of Rowan Hall, slated to open during the 2016-2017 academic year, will enable the College of Engineering to recruit and educate greater numbers of top-quality engineering students.



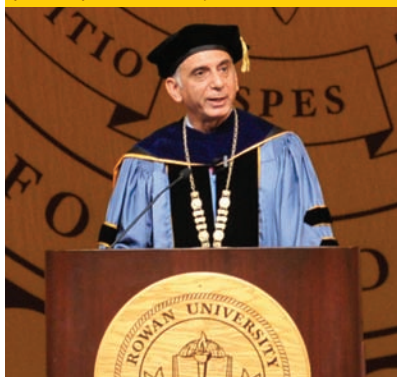
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continued from page 1



Above: Dr. Ali Houshmand acknowledged University benefactor Henry Rowan for his generosity and its enduring impact on the University and education.

Below: In his inaugural address, Dr. Houshmand outlined his vision for the future of the University.



years in Iran to the lifestyle portrayed in the Oscar-winning film *Slumdog Millionaire*. But he went on to explain the key role education could play in a person's life—especially in the United States.

"This is an inclusive country where any child with a dream and drive can grow up to become whatever he or she wants to be," Houshmand told the audience during the 90-minute ceremony. "This is a nation where—if you play by the rules and remain a good citizen—you can achieve anything. 'I'm grateful I got to be that citizen. Even more so, I am grateful that I lead a university where I see good citizenship in our students. We have an eclectic student body. Some of our students come from highly educated families. Some of our students are the first in their family to pursue a college degree. What we all have in common is this belief that education is the greatest equalizer.'

Houshmand, who earned bachelor's and master's degrees at the University of Essex in the United Kingdom and supported himself by frying chicken and washing dishes at a KFC franchise, explained his philosophy regarding Rowan's future by referencing four pillars, including access to education, quality of education, affordability and serving as an economic engine in the southern New Jersey region.

Leaving a Legacy

"Our goal is not only to succeed here in South Jersey but to also serve as a model for other schools in our backyard and across our country," he said. He then went on to remind his audience of Rowan's transformation from a teacher training school just nine decades ago, to the comprehensive university with two medical schools, graduate programs and a nationally ranked College of Engineering that it is today.

Rowan Board of Trustees Chairman Linda Rohrer, who placed the presidential medallion around Houshmand's neck, told the audience, "Today we inaugurate a great leader, a great visionary. [He has] shepherded Rowan University through a period of remarkable opportunity, growth and achievement. This is undoubtedly the most exciting period in our history since Henry and Betty Rowan donated \$100 million to this school in 1992."

Joining Rohrer at the ceremony were other dignitaries including University benefactor Henry Rowan, Secretary of Higher Education Rochelle Hendricks, State Senate President Steven Sweeney,

Alumni Association President David Burgin, University Senate President Bill Freind and the fourth president in the University's history, Dr. Mark Chamberlain.

"We couldn't have a stronger person at the right time, at the right place to recreate the economy of South Jersey," said Sweeney. "[Dr. Houshmand] sees things that aren't there yet...things that don't exist, but could. We're very fortunate to have a great leader in Dr. Houshmand."

Houshmand, who came to the United States to earn his second master's degree and a Ph.D. at the University of Michigan, took a moment during his speech to express his gratitude for Henry Rowan, whose historic gift more than 20 years ago set the University on its path to new heights.

"I'd like to take a minute to acknowledge Henry Rowan, whom I am delighted is with us today," Houshmand said. "I am convinced we can never say it enough: your generosity and that of your family not only built an engineering school, but also changed what this University is and what it means to education for all time. Your legacy will live forever."

Outlining his plans for the future of Rowan University throughout the remainder of his inaugural address, Dr. Houshmand discussed his ambitious goals and revealed his propensity to dream. Much as he told Henry Rowan during his inaugural speech, the new president of Rowan University now has the awe-inspiring opportunity to define a University and create a legacy that will endure forever.

TEAM HOUSE DEDICATION CELEBRATES GREEN'S LEGACY



Above: Jeff Green (second from right) was joined by Brown & Gold Gridiron Club member Rory Thomas '80, Coach Richard Wackar, Robert Green, John Green, Rowan Athletic Director Dan Gilmore and Vice President for Employee and Labor Relations/President's Chief of Staff Robert Zazzali '72, M'74.

Below: Antonio Cordova, the 2013 John Green Fellowship recipient, presented Jeff Green with a commemorative football signed by the Rowan University Profs football team.



Since the 1970s, the John Green Team House has served as the home for Rowan University's athletic teams. Now, thanks to a \$4.2 million renovation and expansion of the building on Carpenter Street, every team—and every student-athlete—has a space to call their own.

Officially opened on September 16, 2013, the expansion added 11,000 square feet to the building and features state-of-the-art training facilities and new locker rooms for each team.

Named for the late John Green, a Rowan student-athlete who was seriously injured in the final football game of the 1977 season and who later succumbed to complications from his injury, the building has honored his memory for over thirty years. When the Green family learned about the expansion and renovation of the Team House, they were eager to support a permanent tribute for John.

"Many of the athletes here don't have a real sense of the history of John," noted John's brother, Jeff Green. "So this is a great opportunity to tell [his] story and for us to see the success of Rowan."

Jeff and wife, Monica Green, pledged \$25,000 to the Rowan University Foundation to create the John Green Memorial within the new structure. Featuring a commemorative plaque depicting John Green and honoring his life, the memorial prominently hangs in the lobby of the new Team House.

The Green family joined Rowan Athletics and friends on September 27, 2013 to honor the legacy of the facility's namesake. The current football team presented the Green family with a football featuring their signatures and Coach Richard Wackar spoke about John Green and his family's generosity, kindness and enthusiasm for Rowan.

"John Green was the ultimate teammate," Wackar stated. "He was just one of those guys that you wish you had fifty of."

Known for his gregarious personality and inspiring nature, John Green was actively involved in school and community organizations while at the University. To honor his memory, the John Green Memorial Service Award was established in 1990. Awarded annually to an incoming freshman who possesses the traits John embraced, 23 recipients have benefited from the Green family's generosity.

In April 2000, the Green family established the John Green Fellowship to recognize a student contributing to the football program. This award, already received by 21 students, is given annually to graduates or fifth year students who help the football program under the direction of the head coach.

Scholarship recipients of the John Green Memorial Service Award and the John Green Memorial Fellowship will be listed below the plaque in the lobby of the new Team House.

Past athletes can also be a part of the new John Green Team House and help enhance the future of Rowan Athletics through the locker naming program. For \$1,000, past and present Rowan student-athletes can purchase a commemorative plaque that will be affixed to the locker of their choosing. Featuring the name, sport, and years played, the plaques will honor student-athletes throughout the history of Rowan Athletics and help enhance the future of Rowan Athletics.

BROOKS' GIFT TO ROWAN ATHLETICS TO HELP WEST CAMPUS EXPANSION

Robert and Susan Brooks are hoping that their gift to Rowan will help take the University's athletics program to the next level, which might just be construction of facilities on the University's West Campus.

South Jersey natives, Bob (Wenonah) and Sue Davenport Brooks (Woodbury Heights) presented their \$100,000 gift to the Rowan University Foundation through their Brooks Family Foundation.

"The Brooks' gift provides us seed money that will help us build athletic facilities on our West Campus," said Rowan President Dr. Ali Houshmand. "The future growth of our athletics program is significant to the continuing evolution of our institution and we want it to grow as our University grows. Athletics are an extension of the classroom and are very important to Rowan's future."

Sue Brooks, who earned her bachelor's degree in kindergarten education from the University in 1966, agrees that Rowan is a transforming campus and says that's exactly what attracted her and Bob to give to Rowan University Athletics.

"As an alumna, it has been incredible to watch the developments and changes at Rowan during the past few years. Bob and I are excited to support the University and its vision and look forward to being a part of Rowan's future," she said.

Athletic Director Dan Gilmore hopes to build indoor and outdoor training facilities on the West Campus within the next few years. Rowan's West Campus comprises 600 acres at the intersection of Rt. 322 and Rt. 55—approximately 1.5 miles from the University's main campus—and is home to the South Jersey Technology Park at Rowan University.

The University's long-range plan is to locate all of its athletic facilities on the West Campus, which will make room for additional academic buildings in Glassboro.

"The Brooks' gift will help with the planning of the facilities and also serves as a vote of confidence in Rowan and our athletics program," says Gilmore. "We fully expect that others will follow their lead."

The Brooks' support of Rowan began in 2007, when the couple established the Susan Davenport Brooks Scholarship to benefit students in the College of Education. To date, their support has assisted 10 students in pursuit of education degrees.

"Their dedication to providing the best opportunities and resources for Rowan's students, both on and off the field, reflects their commitment to the development of the University on all fronts," notes Development Director Brittany Petrella.

The Brooks' consider athletics to be a key component of the collegiate educational



Robert and Susan Brooks '66 visited Rowan's campus to celebrate the Inauguration of President Ali A. Houshmand. Their generosity will help take the University's athletics program to the next level.

experience. "Athletics equip students for success both in competition and in life. Student-athletes learn valuable lessons—in teamwork, self-discipline and time management—that benefit them long after they've earned their degree," says Bob Brooks.

About Robert and Susan Brooks

Heavily involved in professional and semi-professional athletics, Robert and Susan Brooks are investors in several sports teams, including the Pittsburgh Pirates, the Pittsburgh Penguins and the Texas Rangers. They and their children have/had ownership affiliation with the minor league baseball team the Altoona Curve (Pirates, Class AA) and the minor league ice hockey teams the Wheeling Nailers (Penguins, Class AA), Wilkes-

Barre Baby Pens (Penguins, Class AAA) and the Adirondack Phantoms (Flyers, Class AAA). They are also affiliated with the State College Spikes (the Class A team for the Pirates), the Myrtle Beach Pelicans (the Class A team for the Atlanta Braves), and the Pittsburgh Indoor Sports Arena.

Bob graduated from Franklin & Marshall with a B.S. in Mathematics and earned his M.B.A. from the Wharton School of Business at the University of Pennsylvania. Now retired, he was the Chief Financial Officer at Westinghouse Air Brake Technologies Corporation (Wabtec) and currently serves as Mayor of Murrysville, Pa. where the couple resides. Sue is active in her church as an Elder and in the Franklin Regional Adult School that offers classes to residents of Murrysville. She continues to work as a substitute teacher.

ROWAN SOM'S NJISA RECEIVES GRANT TO EXPAND GERIATRIC MEDICAL EDUCATION



RowanSOM's New Jersey Institute for Successful Aging was one of just 10 recipients nationally to receive a recent grant from the Donald W. Reynolds Foundation. The award will support the continued need to train physicians in the care of older patients.

In a prime example of what the Rowan University School of Osteopathic Medicine (RowanSOM) represents, the school's nationally recognized New Jersey Institute for Successful Aging (NJISA) has received a nearly \$1 million grant over two years from the Donald W. Reynolds Foundation. The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, Nevada, it has committed over \$245 million nationwide to its Aging and Quality of Life program.

The "Next Steps Grant" is the second grant the NJISA has received from the Reynolds Foundation—the first being a 4-year, \$2 million grant that was acquired in 2008 when the Stratford-based SOM was part of the University of Medicine & Dentistry of New Jersey—but it stands as the first grant RowanSOM has received since becoming part of Rowan University.

"I am thrilled and proud that the NJISA, one of RowanSOM's signature programs, has been chosen to receive such a significant grant," said Rowan President Dr. Ali Houshmand. "It is especially appropriate, too, because this grant will help support one of the core missions of our medical education programs—to prepare physicians and healthcare workers to meet the real-world needs of their patients."

RowanSOM was one of just 10 academic health centers nationally that successfully competed for one of these grants. Other awardees this year were Beth Israel Deaconess

Medical Center/Harvard University; Brown University Medical School; and the University of California, San Francisco.

According to Dr. Anita Chopra, director of the NJISA and principal investigator of the project, the grant will support the training of physicians to learn how to best work as members of an inter-professional team. And for the first time at RowanSOM, students from medicine, nursing, pharmacy and more will learn collaboratively.

"The purpose of this grant is that we need to improve the ability of physicians to communicate and work effectively with other healthcare providers so they can function better as members of the healthcare team," Dr. Chopra explained. "That means nurses, physical therapists, social workers and occupational therapists."

"We know that a lot of the important causes of medical errors and patient safety incidents are communication and teamwork. Physicians don't learn these generic skills—their focus is more on diagnosing problems and treating those conditions. Our goal is to teach the medical students and residents so they understand the roles and responsibilities of other healthcare providers and how they can use them effectively when they're making decisions for their patients."

The intermingling of all of these different individuals in healthcare is a prospect that truly excites Dr. Chopra, despite some of the corresponding challenges.

"There are schedules of medical schools, nursing schools and pharmacy schools, so

there is a challenge bringing them together, but it is exciting that we can so that they learn from each other and get a better understanding of each other's roles," Dr. Chopra said. "We find it exciting because a lot of time medical students don't know what their nurses can do or may not know the extent of the work physical therapists do. The thought is that if they learn from each other and are educated together, then we can break down some of those barriers."

For Dr. Chopra, it's basically taking a model that already works well within the NJISA and bringing it to the School of Osteopathic Medicine as a whole.

"Our Institute has been a great model for inter-professional collaboration because we have geriatricians, geriatric psychiatrists, neuropsychologists, social workers and nurse practitioners who've kind of been on the cutting-edge of where healthcare needs to go," said Dr. Chopra.

"We recognized a long time ago that with the aging of the population, older patients have unique needs and you need a team approach for taking care of those patients," she added. "We have a great model and the students are exposed to that. It's one thing to teach them how to work with other disciplines but they also need to see the team in action to show them how this collaborative model of care is really the best approach to taking care of patients."

Nearly 2,300 medical students along with 520 residents and another 135 faculty members at RowanSOM are expected to receive training through this program.



1. Manning Smith III, Virginia Rowan Smith, Dean Anthony Lowman, Lee Rowan, President Ali A. Houshmand and Henry M. Rowan.

2. Senior mechanical engineering student Phillip Eric Thompson with Henry M. Rowan.

3. Governor Chris Christie greets Rowan students.



continued from page 1

money will go toward new facilities for the Rohrer College of Business, renovations at Rowan's historic First Camden National Bank & Trust building, and other facility and technology enhancements.

The construction of this second facility will propel not only the College of Engineering, but also the University, in many ways.

"The first thing it will help us do is recruit top-notch engineering faculty," Lowman said. "In the first year alone, we've added five new faculty since I've been here. And once we've been in the building two or three years, the projection is that we'll probably have to double the faculty size from when I started. The new building will enable us to do innovative teaching, add state-of-the-art labs and classrooms, and grow our research programs. We will develop cutting-edge research technology and be recognized

by industry and federal sponsors as a top-notch research institute."

"Certainly, by growing the reputation and profile of the College of Engineering, it benefits the University as a whole because we'll be developing new innovative programs that cut across disciplines. One program we're developing is entrepreneurial engineering that could attract business students and/or a different breed of engineering students. There will be cross-cutting and opportunities to have synergy between engineering and education, engineering and the sciences, engineering and liberal arts, engineering and the humanities, engineering and communications, so all of those opportunities will exist."

Houshmand shared his enthusiasm for the prospects of the new facility. Calling it "the most auspicious event in recent history," at Rowan, the Rowan president,

like Lowman, focused on the increased opportunities the new facility will yield.

"Expansion of engineering will allow us to keep people here," Houshmand added in reference to the many qualified New Jersey students the program must turn away each year due to the limits of Rowan Hall.

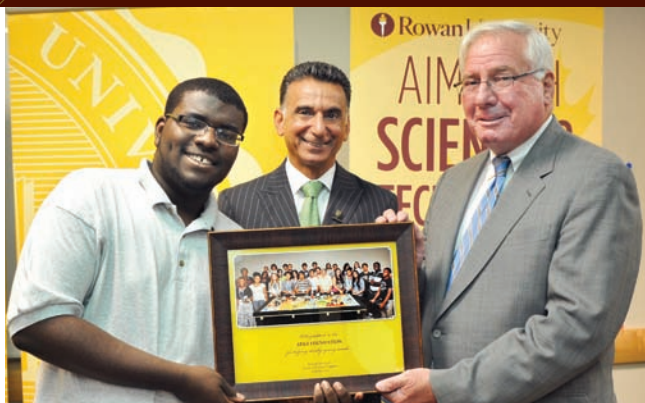
The man who started it all, Henry Rowan, was on hand and espoused his awe of what has happened in 21 years since his original gift of \$100 million was announced.

"I think it's remarkable," Rowan said. "It's only been a few years and you're already doubling the size of the Engineering school. It's a lot of progress."

Indeed it is.

To watch video footage, view a slide-show or read media coverage of the event, visit <http://www.rowan.edu/today/news/index/FS/383>

AT&T GIFT HELPS HIGH SCHOOL JUNIORS AIM HIGH AT ROWAN



Junior Aim High participant De'Kwan Griffin and President Ali A. Houshmand present a commemorative gift to J. Michael Schweder, president of AT&T Mid Atlantic during the program's closing session in July.

The summer of 2013 saw Rowan's College of Education partner with the College of Science & Mathematics to conduct its Aim High program for the fourth straight year, primarily funded through the state's Commission of Higher Education.

But for the first time, thanks to a generous \$50,000 contribution from AT&T, the College of Education expanded Aim High from a program that was just for rising high school seniors from underserved communities who will be first-generation college students to include another level of the program for rising juniors called the Junior Aim High program.

Dr. Kara Ieva, an assistant professor in the College of Education, is the program director and developed the extensive three-week program for 21 juniors from underserved school districts in Camden and Gloucester Counties.

The high school juniors-to-be, who represented 11 different districts, got to experience life on a college campus and participate in a variety of science, technology, engineering and mathematics (STEM) lessons and courses.

"In the program, it's not just about access to STEM and exposure to a college campus," Ieva said. "We have three areas of focus, one is academics, in which they worked in robotics, but they also have courses in career and leadership development. We develop what we call 'scholar leaders.'"

J. Michael Schweder, president, AT&T Mid Atlantic, joined Rowan President Dr. Ali Houshmand during the award session concluding the program on the Rowan campus on July 25.

"The Aim High program is a great example of what happens when great universities like Rowan and the private sector work together to help underserved students learn about a path to succeed in school and in life," said Schweder. "Our commitment to education and STEM is as much a part of our legacy as our future, and we are thrilled to team up with Rowan to inspire these students to work hard, stay in school and, ultimately, excel in STEM disciplines. We want to help create the next generation of New Jersey's STEM leaders right here in Glassboro."

Students who participated were profoundly affected. Just ask Kaitlynn Nieves who is a junior at Pennsauken Technical High School.

"As a result of this program, I've become more outspoken. I've learned to never second guess myself. I know what I want for my future and I know I have to work hard to get there," Nieves said. "I have always made going to college a priority. It's always been my dream to be the first one to go to college in my family, but this program has clarified this for me and I know the college I want to go to is Rowan University."

Ieva says that this opportunity really opens the students' eyes to their potential.

"What the students have walked away with most is a belief in themselves. First generation students tend to feel like they're not capable," Ieva said. "Therefore the program gives them a sense of accomplishment and an understanding that college is within reach and that anything is possible."

Fortunately, the contribution from AT&T helped Rowan expand this program from one that was able to touch about 30 students a year in each of its first three years to nearly doubling that in 2013. And Ieva hopes to expand that to more grade levels and reach out to more students in the future.

"My hope is to build programs that reach back into middle schools and elementary schools," said Ieva. "For the seniors, we get about 400 applications for 40 spots and we only opened (the junior program) to two counties and we got over 150 for 20 spots, so our hope is to grow in population and extend services and not be just a one-year experience for these students."

CMSRU EXCEEDS LEGACY SOCIETY GOALS —LOOKS AHEAD TO PROMISE CAMPAIGN

Right: Dr. Michael and Kim Renzi stand in front of the Legacy Society Wall in the Deans' Suite at CMSRU.

Below: CMSRU Dean Paul Katz and Dr. Joel Marmar.



Jonathan Kolbe

The daunting challenge of starting from nothing can oftentimes prove just too much to even attempt, but it is those insurmountable odds that can make tackling such a challenge so satisfying in the end.

Such is the case for Cooper Medical School of Rowan University (CMSRU) as it wraps up its Legacy Society Campaign and looks ahead to its Promise Campaign.

Without the built-in audience of a pool of medical school graduates to draw upon, the 2012 Legacy Society Campaign amazingly closed by exceeding its goals, both in terms of funds raised and number of members.

"We had two goals," said Patricia Vanston, Associate Dean for Program and Business Development at CMSRU, when discussing the initial hopes for the Legacy Society when it ramped up in 2012. "First, we wanted to get more than 200 members and we surpassed that goal. Our second goal was to hit \$5 million and we weren't 100 percent sure that was going to happen, but we got a large anonymous gift—a pledge of over \$1 million—early this year and that put us nicely over the top at \$5.5 million.

"We didn't have alumni, per se, because we were a brand new school to Rowan University, so we had to think about ways to reach out to physicians in the South Jersey community, other potential donors,

the extensive clinical faculty we have. And despite not having any graduates [directly from the Medical School], we had a nice response from Rowan alumni, faculty members, staff and administrators."

There were 290 total donors during the Legacy Society Campaign whose generosity rang to the tune of \$5,551,944.58 to be exact. The 2012 Legacy Society was the inaugural philanthropic initiative of Cooper Medical School of Rowan University. These charter philanthropists advanced CMSRU's mission, preparing the medical school for the future and setting the tone for CMSRU's life-changing impact on healthcare and medicine.

This past October, members of the 2012 Legacy Society gathered at CMSRU in Camden to celebrate the unveiling of the 2012 Legacy Society Donor Wall, a permanent structure that inspires CMSRU faculty, staff, and students on a daily basis and is located on the third floor. Anyone who donated \$1,000 or more has been immortalized on the Donor Wall and of the 290 total donors, over 200 were there that evening to find their listing.

At the unveiling, Paul Katz, MD, Dean of CMSRU, told the guests, "I extend my sincere personal thanks to you, the members of the 2012 Legacy Society. Thank you for inspiring us, for becoming our partners, and for building this most important legacy at CMSRU. I know that with your partnership, the future will bring great things and together we will fulfill the promise of CMSRU's mission."

According to Vanston, the success of the Legacy Society was an amazing accomplishment, but now Cooper Medical School must look to the future—which is where the Promise Campaign will pick up.

"We definitely exceeded our expectations with the Legacy Campaign and toward the end of it, we were thinking about where do we go from here," said Vanston. "In thinking about that, we came up with the Promise

Campaign because one promise had been realized—getting the Medical School, putting the building up, completing our first philanthropic effort, bringing the first class in....

"So now we want to fulfill another promise—the promise to educate a special kind of physician. One who is really passionate about patient care, to really change things here in Camden, and do what we can to help the community."

Thus the Promise Campaign was born and it will be up and running in January 2014. Scheduled to conclude on June 30, 2016, the Promise Campaign focuses on three primary areas of growth:

- Scholarships—CMSRU's ability to attract and successfully admit top students that are mission-matched (who represent New Jersey and underserved communities, and have more than 200 volunteer hours) often relies on the amount of scholarship funding available.
- Programs—Start-up as well as sustainable funding for programs that serve students and the community is a critical part of fulfilling the school's promise.
- Innovations—The innovation fund allows CMSRU to stay nimble; to have resources available when important opportunities are presented.

"Our mission is about volunteerism and service so we want to go a step further and bring in the kind of students that we talk about in our mission," Katz added. "To do that, we need additional scholarships and additional funding to help us realize some of the other opportunities that are available to us, things like adding another ambulatory clinic in Camden.... There are a lot of ideas that we have and our goals are even bigger. We haven't set a specific number target yet, but it will be bigger than the Legacy Society Campaign and we're excited for the future of Cooper Medical School."



For more information

To learn about opportunities to support CMSRU and for more information about the Promise Campaign, please call 856-361-7884 or visit www.rowan.edu/coopermed/giving.

ROHRER COLLEGE OF BUSINESS CELEBRATES AT GALA



Gerald Shreiber (left), President and CEO of J&J Snack Foods Corp. and recipient of the 2012 William G. Rohrer Business Leader of the Year Award presents the 2013 award to Keith Campbell, Chairman of the Board of Mannington Mills and member of the Rowan Board of Trustees.



Rohrer College of Business Dean Robert Beatty with this year's Distinguished Business Alumnus Anthony Galvin '89, Secretary of the Rowan University Foundation Board and member of the Rohrer College of Business Executive Advisory Council.



Emmy-nominated actor and star of Arrested Development and The Larry Sanders Show Jeffrey Tambor was the keynote speaker at the RCB Fall Gala. From left: Rowan President Ali A. Houshmand, Jeffrey Tambor, Kasra Houshmand '11 and Farah Houshmand.

DOCTOR-PATIENT TEAM PLANTS SEEDS FOR CAMPUS BEAUTIFICATION

Campus beautification effort grows from the bond between a retired psychology professor and his doctor.



If you're interested in assisting the Campus Beautification Committee with either your time or a donation, please contact the Alumni Engagement Office at alumni@rowan.edu or visit giving.rufoundation.org and select "Campus Beautification Fund" as the account designation.

A doctor-patient relationship and a mutual desire to beautify the Rowan University campus has cultivated an idea that's beginning to take root on the Glassboro grounds.

Dr. Gene Elliott, retired professor of psychology (1962-2000), and his family physician, Dr. Jeanne Spinosi who works at a practice based in Glassboro, have teamed up to begin the process of bringing some color to the Rowan campus. And the link to the inspiration is Dr. Elliott's late wife, Connie, who passed away from breast cancer in 2009.

"I came to the campus with my daughter for orientation in the summer of 2011," said Dr. Spinosi, whose daughter Julie '15 is a junior theater major. "I thought the buildings were nice but there were no flowers and it lacked color. It was just very green and nothing else. It brought me back to the summer before I started college. My mother suggested I take a college course at Glassboro before I went away to school, just to get a feel for what college will be like and I remembered thinking back then, it wasn't very colorful then either."

Spinosi happened to share her thoughts with the right man. Elliott is a patient of hers as was his late wife; and when the former Rowan professor came in for his annual

checkup, his doctor broached the topic.

"She was chatting with me about it and said she'd like to do something about it," Elliott said of Spinosi. "I asked her if she was serious about it and she said yes, she was, so I arranged an appointment with Dr. Thomas Gallia in the president's office. He said, yes, he was interested in this and we toured the campus and we told them what we'd like to do and got the necessary approvals and the go-ahead. We financed it ourselves."

Thus the Campus Beautification Committee was born. Planters along Route 322 in front of Savitz Hall—in the vicinity of the Henry Rowan statue—were the first order of business and the pair change the flowers seasonally. But they'd like to get more planters as well as some fountains and statues all around the campus. The committee will begin fundraising in earnest beginning in early 2014 by reaching out to the business community in Gloucester County and beyond.

More than 50 years prior, when Dr. Elliott first came to live and teach in Glassboro in 1962, from Bethesda, Md., his wife, along with three other women, started a committee to beautify downtown Glassboro. This project with Dr. Spinosi was a natural way for him to pay tribute to

Connie while giving him another way to stay involved with the campus. Elliott, 83, who recently moved to Newtown Square, Pa., still comes to the University's tennis courts every Saturday, regardless of the temperature, to play his weekly tennis matches with three other octogenarians.

"She really didn't have any background in (landscape design)," Dr. Elliott said of his late wife. "She was a music teacher, she taught in Glassboro, Washington Township and Franklinville schools. Having come from Bethesda, which was sort of like a Haddonfield (in its look), it was a big shock to come to Glassboro back in those days. She just did it because she was interested in it."

Spinosi, who lives in Haddonfield, was excited to have a partner in crime and is inspired by Elliott.

"He explained what they did downtown back in the 1960s and that he always wanted to do something like that on campus but never really came across anyone who was interested in doing it," Spinosi said. "His heart is definitely at Rowan and he would like to see it thrive and look beautiful. I think that because his wife started that beautification project in the downtown area, this is a little bit of a tribute to her."

FOUNDATION TO WELCOME MARTIN LUTHER KING III

Please join the Rowan University community as we welcome human rights advocate and community activist Martin Luther King III to honor the life and ideals of his father, Martin Luther King Jr.

28th Annual Martin Luther King Jr. Scholarship Breakfast Featuring Keynote Speaker Martin Luther King III

Monday, January 20, 2014

9:30 a.m.

Eynon Ballroom, Chamberlain Student Center

Ticket options:

\$75 for breakfast only or \$100 for breakfast and post-breakfast meet-and-greet with Martin Luther King III (limited number).

Tables of Eight:

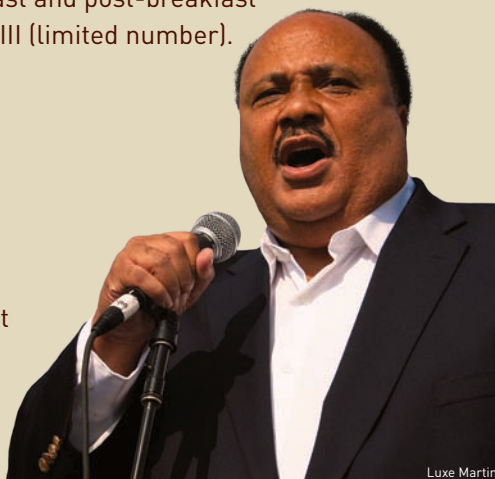
\$600/Breakfast only

\$800/Breakfast and Meet & Greet

To purchase, please call **856-256-5400**.

For information regarding corporate sponsorship opportunities, please contact Kathy Rozanski at rozanski@rowan.edu.

Proceeds support the William H. Myers Scholarship program.



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AGE	RATE
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70	5.1%
75	5.8%
80	6.8%
85	7.8%
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WALMART FOUNDATION FUNDS NUTRITION EDUCATION PROGRAM

On September 24, 2013, participants from the Out-N-About program and the Adult Lifestyle Planning Services Program at St. John of God Community Services gathered in the produce section of the Deptford Walmart to kick off the nutritional education program and learn about healthy snacking.



Above (from left): Health and Exercise Science professors Dr. Leslie Spencer and Dr. Laurie DiRosa, creator of the Nutrition M.I. Way program, with the Family Resource Network's Jenna Berrios '13 and Carrie Ruffin, along with clients Amy Berg and Barbara Ksiazek. Berrios, a current graduate student in Rowan's wellness and lifestyle management program, was a student manager with Get FIT. She has been trained as a Nutrition M.I. Way counselor and leads the Out-N-About group with the Family Resource Network.

A \$25,000 gift from the Walmart Foundation will help Rowan students and faculty spread the word about good nutrition to a key audience—adults with intellectual and developmental disabilities and their caregivers.

The company's gift to the Rowan University Foundation for Get FIT (Fitness Integration Training), will allow 175 individuals with disabilities and their caregivers to participate in nutrition workshops and/or one-on-one counseling sessions through the new Nutrition M.I. Way program funded by Walmart. The program is designed to help clients make better food choices, reduce their levels of obesity and diabetes, and live healthier lives.

Since 2008, students and faculty in the Health Promotion and Fitness Management Program in Rowan's College of Education have provided the Get FIT program—in partnership with the Family Resource Network—to South Jersey-area clients and their

caregivers. Through the gift from the Walmart Foundation, Get FIT will now be able to help clients complement the physical activity done in the training room with an expanded nutritional education and individualized counseling program.

On September 24, participants from the Out-N-About program and the Adult Lifestyle Planning Services Program at St. John of God Community Services gathered in the produce section of the Deptford Walmart to kick off the nutritional education program and learn about healthy snacking. Rowan Health and Exercise Science professors Dr. Leslie Spencer and Dr. Laurie DiRosa invited 10 participants to select items they thought were the healthiest from a cart of choices. The clients, who range in age from 25-50, learned how to read food labels and make healthier snack choices.

"This is a population with higher-than-average levels of obesity, diabetes, high blood pressure, high cholesterol and stress," says Spencer. "We've learned that it's not enough to get them to exercise. They also need to make changes in their diets in order to see changes in their health status."

According to Bill Wertz, Walmart's director of communications, Get FIT is aligned with the commitment of Walmart and the Walmart Foundation to address the needs of the communities they serve and make a social impact within their core areas of giving—hunger relief and healthy eating, sustainability, career opportunities and women's economic empowerment. Walmart and the Walmart Foundation are leading the fight against hunger in the United States with a \$2 billion cash-in-kind commitment through 2015.

"Walmart is committed to giving back locally and enriching the lives of the people in the communities we serve," Wertz says. "Through our support of Get FIT, we're confident we can help adults with intellectual and developmental disabilities and their caregivers improve their nutrition and overall health."

"RU IN?" GIVING CAMPAIGN AIMS TO GET ALUMNI "IN"

The "RU in?" annual giving campaign, now in its second year, highlights the importance of alumni support in sustaining excellence and making a difference in the lives of Rowan University students. Through a combination of email, direct mail, phonathon and social media outreach initiatives, the campaign encourages alumni to get "in"—informed, inspired, involved and invested—and allows the Office of Alumni Engagement to tell the stories of our alumni donors and volunteers.

Thanks to the generosity of our loyal alumni donors, the Rowan Future Fund supports scholarships, student activities and organizations, classroom renovations and enhancements, instructional technology, course development and other academic initiatives. As we head into the New Year, the Office of Alumni Engagement and the Rowan University Foundation are calling on the nearly 75,000 proud Rowan Alumni across the country to "Get In" and help support future generations of PROFS!

To learn more about ways you can contribute to the "RU in?" campaign, please contact:

Chris D'Angelo
Associate Director of Alumni Engagement
856-256-5407
dangeloc@rowan.edu



RU informed >> RU inspired >> RU involved >> RU invested ?
alumni.rowan.edu/GetIn



I'm in, RU?

COLLEGE OF ENGINEERING IS BUILDING ON EXCELLENCE



“The new building and the commitment by Dr. Houshmand and the University ... will allow us to build on our excellence and become one of the top engineering colleges in the country.”

Dean Anthony Lowman,
College of Engineering

See cover story for more.

October 2, 2013 marked a significant milestone for Rowan University and its College of Engineering as ground was officially broken on the lawn adjacent to Henry M. Rowan Hall for the construction of a second building for the College.

Above: University and State officials break ground during the ceremony for the expansion of Rowan Hall—(from left) College of Engineering Dean Dr. Anthony Lowman, University benefactor Henry M. Rowan, New Jersey Governor Chris Christie, State Senate President Steve Sweeney, Rowan President Dr. Ali Houshmand and Rowan Board of Trustees Chairman Linda Rohrer.

ROWAN ADVANCES

Rowan Advances is published twice a year by the Division of University Advancement to highlight the involvement and generosity of Rowan's alumni, friends and corporate partners.

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