

Advancing Manhattan

THE SESQUICENTENNIAL CAMPAIGN

Volume 2, Number 2 Winter 2004-05

The Sesquicentennial Campaign Climbs Steadily Toward its \$150-Million Goal

Endowment – It is a revered word, built on the trust of those whose belief in an institution and its mission prompts gifts that strengthen its foundation and touch the future in ways that donors will only begin to see. Such virtue, both in fact and in spirit, is one of generosity's highest forms. At Manhattan College, the first "donors" to model this form of generosity were the founding Christian Brothers, who anchored Manhattan's promise in a living endowment through the gift of salaries donated back to the College.

On the fourth floor of De La Salle Hall, Michael McMorrow '64 and his associate Steve Laruccia '67 have been quietly accomplishing amazing feats, ably assisted by a team of hard-working volunteers. They have been reaching out to their fellow Jaspers to raise \$150 million, a figure symbolic of Manhattan's 150-year history and essential for the College's future well-being.

continued on page A3



Continued from pg. A1 – The Sesquicentennial Campaign Climbs Steadily Toward its \$150-Million Goal

The Sesquicentennial Capital Campaign's ambitious goal aims to strengthen Manhattan's financial stability primarily by increasing its endowment and then providing essential funds for projected requirements, such as an additional student residence and the ever-pressing need for scholarship funds and technology updates. Happily, these projections are based on the undeniable fact that the College's reputation is growing — attested to by its increased enrollment.

Currently, more than \$85 million in gifts, pledges and planned gifts have been raised for the Sesquicentennial Capital Campaign. Help has come from many sources, including not only those stalwart individuals who have consistently supported Manhattan College throughout the years but also from others who have renewed their interest in the College's mission and have made substantial contributions.

In commenting on the progress of the campaign, Executive Director Michael McMorrow says: "It is essential for us to make contact with those alumni who have been out of touch with the College. And it has been exciting to witness that so many have reconnected with Manhattan through the Sesquicentennial Capital Campaign. Their interests have grown to include specific areas and programs at the College. The volunteer-driven impetus of the campaign has opened many doors and helped us build more relationships.

"Recently, several faculty members and teams have been working closely with the campaign staff to maximize contacts and relationships in each of their areas. The result of this collaboration has been the cohesion of program knowledge and development resources that more effectively match donor interests with the College's funding priorities while creating a degree of involvement in campaign activity at all levels."

This midpoint in the campaign is the moment that the wider Manhattan College community must seize to lend its help in achieving our goal. We Jaspers must reinforce Manhattan's ability to pursue excellence in education while adhering to its Lasallian mission. A strong endowment helps make this possible.

Portrait of a Volunteer

"One volunteer is worth a hundred forced men," so runs an African proverb. Manhattan College is fortunate to have a corps of dedicated volunteer leaders who serve on its board of trustees, its advisory boards, its consultor groups, and, most recently, the committee for the Sesquicentennial Capital Campaign.



Arthur J. Martin '62

Sometimes, we encounter a volunteer whose leadership and service well exceed the norm. Such an individual is Arthur J. Martin, a graduate of Manhattan Prep and Manhattan College's school of business, class of 1962. A 30-year resident of Canonsburg, Pa., not far from Pittsburgh, Art is senior director of Crossmark Sales and Marketing, a national organization representing many clients primarily in the grocery industry, among them Chicken of the Sea, Pillsbury and Gerber.

Art is a busy man. But when Michael McMorrow, executive director of the campaign, recruited him for the committee in 2003, Art eagerly went about the task of securing pledges from his assigned alumni prospects, all of whom have made commitments. Not content with that, he requested a list of alumni in the Pittsburgh area whom he might approach. He selected a number to visit, and they have made major gifts to the campaign.

When asked why he is doing something many people find daunting, Art replies: "I enjoy volunteering. I've served as a baseball and basketball coach for the local high school and as a member of the planning council in my community. I feel I owe something to Manhattan, which provided me with discipline and encouragement, as well as the means to a successful life and career. I live in Pittsburgh and can't always attend Manhattan events. Volunteering is one way to give back to my alma mater."

Art reflected on the volunteer work he is doing. "Seeking gift support is akin to sales and marketing," he says. "You have to make a good case for the ask, and then move to close. The alumni I have approached thanked me for the opportunity to support Manhattan and said it was terrific I was doing this for the College. For me, it has been very satisfying work."

Art recalls his reaction when approached to work for the campaign. The goal of \$150 million seemed to him like a tremendous hurdle, and he felt the least he could do is to participate in what is a major step for the College. As he observes, "Building the College's endowment so that it exceeds \$100 million will have tremendous effects in the years to come."

Art has pleasant memories of Manhattan. He was a member of the Alpha Sigma Beta fraternity and enjoyed the relationships he developed at the College. He believes the College does a good job of preparing students for productive and fulfilling careers. He remembers fondly Brother Luke Salm and his Spanish professor, Rito Maldonado, who helped him through some difficult course work.

Art and his wife, Peggy, have been married 41 years. They have three sons and six grandchildren. Both of his brothers, Thomas and Robert, are Manhattan graduates as is his brother-in-law, Robert Van Etten, so there are close and longtime ties to the College.

Devoted family man, successful business executive, and campaign volunteer leader, Art does it all and so very well.

Endowment Established To Honor Brother Conrad Timothy Burris

It was an idea whose time had long since come, a way to honor a man who, for all intents and purposes, was the department of chemical engineering. Brother Conrad Timothy Burris gave selflessly of his time and talent to create the department of chemical engineering; serving as professor, department chairperson and eventually dean of the school of engineering. And the chemical engineering alumni have responded. A group of them, representing practically every year of graduation since 1961, have formed a committee to raise \$1 million to create the Brother Timothy Burris Endowment as part of the Sesquicentennial Capital Campaign. The endowment will provide both scholarship assistance to attract the brightest chemical engineering students, and research stipends to foster collaboration between chemical engineering faculty and students.

Daniel O'Shea, class of 1968, who is chairing the effort to raise funds for the endowment, says: "I feel a great debt of gratitude to Manhattan. The dedicated chemical engineering faculty, the Christian Brothers, and the camaraderie of my classmates prepared me well for the professional and personal challenges I have faced since graduation 35 years ago. For me, this is a way to help the department and honor a great Christian Brother, chemical engineer and professor." So far, almost \$360,000 has been raised in new pledges and gifts, and these commitments come from only 42 donors. "We are only just beginning to tap the vast potential our alumni represent," continued O'Shea. "I feel confident about the outcome."

For department chairperson Dr. Nada Marie Anid, the endowment couldn't come at a more opportune time. Anid says: "Our department is one of the best, recognized nationally by a recent ranking in *U.S. News & World Report*. For years we have competed for the best students with only limited financial resources. The endowment, when its goal is reached, will more importantly increase the amount of scholarship aid we can offer. It is also a way to recognize our faculty who has made an important sacrifice to stay in academia. A faculty fellow has the opportunity for support in his or her independent research during the school year and throughout the summer."

As members of the committee reach out to their fellow alumni, they experience not only wonderful generosity but also rekindle old ties and friendships. They are not only raising funds for scholarships and research stipends, but also they are creating something that will last for a lifetime and beyond.

The endowment affords alumni and friends the opportunity to participate through gifts of cash, appreciated securities, matching gifts from their companies and deferred gifts. Foundation and corporate support also is being sought, and many of our alumni are board members of corporations and foundations. For more information on how to participate in the Burris Endowment, please contact Dr. Stephen Laruccia, director of major gifts, in the campaign office at (718) 862-7582.



Brother Conrad Timothy Burris

Meet Marguerite Mohan



Marguerite Mohan '04

Marguerite Mohan, class of 2004, is Manhattan College's newest chemical engineering class agent. An honor student, Marguerite was the top chemical engineering student in her graduating class. Now she is working with other alumni class agents to raise funds for the Brother Conrad Timothy Burris Endowment. She has been actively reaching out to all her classmates and inviting them to support the endowment. As Marguerite expressed to her classmates: "We were always good at working together as students. As alumni, let us continue to work together to show our gratitude for the education we received at Manhattan."

Ensuring a Remarkable Faculty

Dennis '73 & Linda Fenton Establish a Chair in Biology

The writer William James once said, “The best use of life is to invest it in something which will outlast life.” Dr. Dennis '73 and Linda Fenton must have had those words in mind when they established the Catherine and Robert Fenton Chair in Biology in honor of his parents.

Dennis and Linda notified the College earlier this year of their intention to contribute 1.5 million dollars to endow a chair that would enhance the academic strength and vitality of the department of biology at Manhattan. In making the gift, Dennis said: “Manhattan College provided me with a value-based education that has served as an excellent foundation for both my scientific and business pursuits. Linda and I are happy to be able to present this gift to help the College provide the same high quality education to its current students. We hope this chair serves as a catalyst to grow the stature of Manhattan College as a preeminent educator of undergraduate scientists.”



Linda and Dennis '73 Fenton

The Fentons of the Bronx have a long family association with Manhattan College. Brothers Robert and John graduated in 1965 and 1968, respectively, and were followed soon after by brother Dennis, class of 1973. During his own college career, Dennis was a student of Robert Beardsley, whom he credits with inspiring his love of biology. They reside in Woodland Hills, Calif., and their son Douglas follows in his father's footsteps and studies biology at San Diego State.

Dennis serves as executive vice president of operations for Amgen, the pharmaceutical company that is now a leading producer of drugs to treat chronic hepatitis C and the side effects of cancer chemotherapy and kidney failure. He obtained a doctorate degree in microbiology in 1977 from

Rutgers University and worked for several years thereafter for Pfizer Central Research before coming to Amgen in 1982. He also is a member of several professional organizations.

The endowed chair represents one of the finest forms of recognition a college can give to its teacher-scholars, while also honoring the person for whom it is named. It is the exceptional achievements of two groups that together establish endowed chairs at Manhattan College: the generous donors of these chairs, and the outstanding educators who hold them. Endowed chairs embody a felicitous partnership, as the contribution of each group benefits the other while those who benefit ultimately are our students and the greater society served through these thoughtful investments in the future.

Michael McMorrow '64, executive director of the capital campaign, expressed his deep gratitude when learning of the Fentons' generosity. “In today's increasingly competitive environment, a chair of this worth is a necessity if Manhattan is to recruit and retain the best possible teachers and scholars,” he says. “The College plans to continue strengthening its faculty — and its reputation — through the establishment of additional endowed chairs in other departments as part of the Sesquicentennial Capital Campaign.”

Ensuring the Future ...

A Gift of Life Insurance

Manhattan College recently has received the good news that several significant life insurance gifts totaling more than \$1.5 million dollars have been made to the Sesquicentennial Capital Campaign.

There are a number of ways to consider how life insurance might benefit Manhattan College. Many people have policies that have outlived their original purpose. Perhaps you bought life insurance for a particular reason, such as providing a college education for your child or to settle a mortgage or other large loan. Now your situation has changed. Your kids have finished college. The mortgage is paid off. Since that policy is no longer needed for its original purpose, you could still reap substantial benefits by contributing it to your alma mater.

Purchasing a policy and naming Manhattan as beneficiary makes a significant future gift feasible and affordable, especially for younger donors. Often, they feel they must put aside their desire to support the school financially in order to preserve their assets for their families. Life insurance allows them to keep those assets intact while still making a significant contribution to their alma mater. A gift of life insurance is simple to make and fulfills your role as “breadwinner” and “philanthropist.”

Two of our young alumni, Michael Paliotta and Trish Flynn, both class of '87, decided that at this time in their lives, such a commitment was the best vehicle for helping Manhattan while protecting their own family's financial security. They have generously given the College a \$100,000 insurance policy. Both Mike and Trish have fond memories of Manhattan and a strong desire to support their alma mater. Michael says, “Life insurance enabled us to give something back to the school without impacting our own family and their needs.” He is a member of the Financial Services Advisory Board and is active in the mentoring program.

The Paliotta family has strong family ties to Manhattan College. Frank Paliotta '68 thought so highly of his College that he sent his three sons there. Frank Jr. is class of '86, Michael followed one year later, and Christopher was in the class of '91. Michael married his Manhattan classmate Trish Flynn, and the couple live in Westport, Conn., with children Michael Jr. (11), Daniel (9), Kate (5) and Will (20 months). Michael works in Manhattan as managing director for Credit Suisse First Boston. Right now, Trish has her work cut out for her at home.

The Sesquicentennial Capital Campaign staff is deeply grateful to the couple and to the other generous benefactors who have made contributions of life insurance. These gifts will serve as strong foundations for Manhattan College and future generations of talented young people. If you wish to have more information on life insurance gifts, you may contact Michael McMorrow, campaign director, at (718) 862-7542 or Mary Ellen Malone, director of planned giving, at (718) 862-7976.