



# U<sup>c</sup> a m p a i g n Update

BY WILLIAM PRESTON

## Brodskys Stay Connected

### New Digital Learning Center Is Devoted Alums' Latest Gift

The Eleanore and Marcus I. Breier Digital Learning Center at the School of Information Studies demonstrates the full integration of current technology into classroom instruction. For William and Joan Brodsky, it's one more example of how they demonstrate their devotion to Syracuse University by supporting a variety of initiatives.

Joan Brodsky, who graduated in 1967 from the School of Education and earned a master's degree in library science from the School of Library Science in 1968, named the renovated room in honor of her parents. The gift is a perfect balance to the Brodskys' recent funding of the Helen and Irwin Brodsky Scholarship in the College of Law. The scholarship honors the parents of Bill Brodsky, who graduated from the College of Law in 1968 and the College of Arts and Sciences in 1965.

The idea for the center came to Joan Brodsky at the time of her father's 85th birthday, several years ago. "My father's totally digital," she says. "He's very interested in technology." It took a few years for the plan to become reality, but Marcus Breier and other family members attended the room's June 3 dedication.

"I think Dean von Dran has given tremendous service to the University," says Joan Brodsky. "When we considered what the gift would support, we picked something that would enhance his work at the school and show our support for his leadership."

Joan Brodsky has long been committed to putting information services and libraries on the cutting edge. At H.W. Smith Elementary School in Syracuse, she established one of the nation's first media centers through a Title II grant to address the needs of the nation's schools. No high-speed Internet connections existed in those days: The center featured a tape recorder, record players with earphones, typewriters, and an area for quiet interaction.

Over the years, Joan Brodsky has worked as a substitute Latin teacher and librarian in public schools. Currently a conservator at Chicago's Spertus Museum, she also works in book preservation at the Newberry Library and serves on the board of visitors for the School of Information Studies.

Bill Brodsky, chair and CEO of the Chicago Board Options Exchange, is a University trustee, and all three of their children—Michael, Stephen, and Jonathan—received undergraduate degrees at Syracuse in the '90s.



Among those present for the dedication of the Eleanore and Marcus I. Breier Digital Learning Center were, left to right, William Brodsky '65, G'68, Marcus I. Breier, SU Board of Trustees Chairman Joseph O. Lampe '53, G'55, and Joan Brodsky '67, G'68.

"We've had a lifelong commitment to Syracuse ever since we graduated," says Bill Brodsky. The family has supported the renovation of the Hall of Languages, the constitutional law chair at Maxwell in honor of emeritus professor and family friend Michael O. Sawyer, and the construction of the Schine Student Center. "We dreamed of a student center when we were students," Bill Brodsky says. "We're glad our children could benefit from it."

For the current campaign, the Brodskys decided to support graduate schools. "In each case, we chose to fund specific projects in which we could play an active role," Bill Brodsky says. "Because we maintain relationships with these schools, we feel we're not just writing a check, but participating in the mission of the University."

"We really love Syracuse," says Joan Brodsky. "It's changed both our lives, and we're grateful. Everything we do is an attempt to repay the University for all it's meant to us."

## NEW SCHOLARSHIP HONORS ALUM'S CAREER

Retirement gifts tend to be something you can hang on the wall, wear on your wrist, or stand on the mantel. Recently, however, Roland Cook, a 1950 graduate of the College of Arts and Sciences, received a retirement gift of a different kind. An endowed Syracuse University scholarship was created in his name.

Funds for the Roland and Barbara Cook Scholarship for Teacher Education were raised by the National Association of Development Companies (NADCO) from its member organizations. NADCO is the trade association for a group of independent and nonprofit financing companies that make loans guaranteed by the U.S. Small Business Administration. For the past 13 years, Roland Cook was the fiscal agent for NADCO's government-supported sister organization, Development Company Funding Corporation (DCFC), where he managed a highly detailed process to provide borrowers with funds.

Cook says he hadn't thought much about his alma mater until retirement loomed. "The chair of the NADCO Past Presidents, Barbara Vohryzek, offered to do something charitable for my retirement," says Cook, who lives in Silver Spring, Maryland. "I suggested the scholarship at Syracuse, and Barbara looked into the

details with the School of Education's development director."

While the gift itself was no surprise at his April retirement party in Hilton Head, South Carolina, the amount was: \$88,500. The Cooks contributed another \$2,000, matched by his former employer Fannie Mae (the Federal National Mortgage Association), making the gift the School of Education's second-largest endowed scholarship.

Cook belongs to the generation that came to Syracuse on the G.I. Bill, though his arrival here was circumstantial, as he tells it. Like many returning servicemen, Cook was assessed for his job potential. He drove from his hometown of Cortland, New York, to the Syracuse offices of the Veterans Administration for testing. "Afterward, they told me to walk over to the campus and see what I thought," says Cook, who hadn't considered attending college.

He spent the first two years of his enrollment at Endicott College, an extension of the University. As on main campus, servicemen and their families lived in Quonset huts, and a paucity of classrooms led to some makeshift arrangements. "We took over an abandoned skating rink, ran wire overhead, and hung canvas to sepa-



Barbara and Roland Cook '50 enjoy the sights at Yosemite National Park in California.

courtesy of Barbara and Roland Cook

rate the rooms," he says. "You could still hear what was going on in the neighboring rooms, so you got a wide education."

Cook spent 30 years with the U.S. Treasury Department, and then worked for Fannie Mae for a stint before joining DCFC. Cook helped design the funding process he managed, channeling \$10 billion in loans backed by the Small Business Administration to promote business expansion that contributed to the creation of more than a half-million U.S. jobs.

"By placing our names on this scholarship," Cook says, "NADCO gave us something enduring and alive, a charitable fund that will contribute to society, and a way and a reason to stay connected with an organization and people I've long admired."

## STUDENT ATHLETE FUND GROWS

Winning the marathon. Sinking a three-pointer. A hat trick. A hole in one. The superlatives of sports achievement all serve as perfect metaphors for the success of the Student Athlete Fund (SAF).

The fund was established to raise \$10 million to fund scholarships and academic support for student athletes. Since then, fund-raisers have continually raised the bar (see, another sports metaphor) to meet donor interest and University need, and the SAF has surpassed \$17 million. "Every penny goes to endowment," says Paul Norcross, senior director of development for athletics. "About 60 percent of our funding comes in gifts and pledges; the rest is from deferred gifts like life insurance and bequests."

While deferred gifts don't provide money now, they help the University plan ahead. "We can recognize people now for these major commitments, and those same people then become more involved in supporting us," Norcross says.

The latest scholarship for student athletes came from parent Robert Burton, whose son Joe is in his third year with the football team. Burton's \$300,000 gift funds the Robert G. Burton Endowed Football Scholarship, to be awarded each year to a School of Management student on the football team.

Now a successful businessman known for his skill at turning around ailing companies, Burton was a college football player who played briefly in the NFL for the San Francisco 49ers and Buffalo Bills before knee injuries ended his athletic career. Academics gave him skills and knowledge to launch his alternate career plan. "Our level of contribution to the football program is a direct reflection on what a terrific job the coach is doing," says Burton. "Universities need help supporting their student athletes, and I wanted to give to a program I believe in."

Other major donors to the Student Athlete Fund include: (\$1 million and above) Michael Bill '58, George R. Iocolano '47 with

the late William Petty '46, and SAF chair Joseph O. Lampe '53, G'55 and Shawn Lampe; (\$500,000 and above) John Echeandia Font '53, G'54, Ann Stevenson '52 and Milton Stevenson '53, Linda Eng '73 and Mark Winter '68, and an anonymous donor; and (\$300,000 and above) W. Carroll Coyne '54, G'57, Charles C. Heck '61, and Joseph E. Peter '69.

"When the campaign started, the consensus was that we would be fortunate to reach \$10 million by the end of 2000," says Lampe, who also chairs the SU Board of Trustees. "Thanks to Paul Norcross and Director of Athletics Jake Crouthamel, we passed that goal two-and-a-half years ago. As a result of adding vice-chairs David Flaum '75, Mark Winter, and Robert Street '54 to the effort, we raised our goal to a minimum of \$20 million. With the present staff and the continued generosity of our alumni and friends, I'm confident we will reach that plateau."