

Putting \$105 Million to Good Use

Already, the campaign has made headway toward fulfilling the goals of recruiting faculty and students, building an integrated campus, and encouraging the development of research centers. Below are some examples of areas which have been or are being further enhanced during the life of the campaign.

Improving the quality of support for the GSB faculty

Campaign goal: \$24,000,000

Faculty

New endowed professorships:

Willard J. Graham Professorship

New endowed professorships targeted for the campaign:

9. This would bring the total number of endowed professorships to fifty.

Inaugural appointments to new professorships:

James H. Lorie Professorship

John C. Heaton

Merton H. Miller Distinguished

Service Professorship

Douglas W. Diamond

Fred G. Steingraber—

A.T. Kearney Professorship

Toby E. Stuart

Pledges for new professorships:

Donald J. Kempf Jr., Professorship

Jerry W. and Carol L. Levin

Professorship

Robert C. McCormack

Professorship

Improving the quality of support for the GSB student body

Campaign goal: \$21,000,000

M.B.A. Students

Siebel Scholarships:

Chicago GSB received a gift last spring as part of a new program sponsored by Siebel Systems Inc., which provides scholarships to the best students in the GSB's campus program after their first year of study. This year's recipients are Heather Harris, Mark James, Rajesh Krishnan, Meha Patel, and Neal Shah.

A new home for the GSB

Campaign goal: \$80,000,000

The integrated campus

Architect hired: Raphael Viñoly, of Raphael Viñoly Architects

Building update:

Designing the building is a sixteen-month process. Currently, the architects are in the first phase of design, reviewing space requirements for individual departments. This schematic design phase was completed November 30.

Technology in the classroom: A sub-committee of the Council on the Graduate School of Business is meeting regularly to develop a technology plan for the building. A first draft of the plan has been completed.

Improving the competitive advantage of the GSB

Campaign goal: \$47,000,000

Research Centers

New research center: The Kilts Center for Marketing. The mission of the Kilts Center is to provide fundamental research in marketing and disseminating that research to marketing leaders. The Kilts Center is unique in that no other school has a center for basic research in marketing.

Number of faculty affiliated with the Kilts

Center for Marketing: 11

Start-up date: Summer 2000

Associates Program

To date, \$563,000 has been received for the Associates Program. Associate donors are companies that provide unrestricted gifts to Chicago GSB. While the GSB works with all companies interested in a relationship with the school, the school works most closely with our Associates to ensure that they are informed about developments at the GSB and have the opportunity to participate in various activities.

InsideFeatures

page 2 Cover Story

\$105,303,843 and Counting

The numbers behind the names

page 3 Campaign News

The Pursuit of Research

Chicago GSB leads the way

page 4/5 Feature Story

Capital Campaign Kickoff

in New York

Alumni and friends gather to celebrate

page 6 Donor Profiles

David G. Booth, '71

Paul Y. Feng, '91

Clayton Rose, A.B. '80,

M.B.A. '81

Roger Vasey, '70

The GSB



Campaign