

CAROLINA



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

FISCAL YEAR 2012

DEVELOPMENT ANNUAL REPORT




TABLE OF CONTENTS

*Carolina Development Annual Report:
Fiscal Year 2012* was produced
by the UNC Office of University
Development, PO Box 309,
Chapel Hill, NC 27514-0309.
Comments or questions:
development@unc.edu
919.962.0027.

All photography by Dan Sears unless
otherwise noted. Design by UNC Creative.



- 
- 2 **Board of Trustees**
 - 3 **Chancellor's Message**
 - 4 **Highlights**
 - 6 **Financials**

Profiles in Giving

- 12 **DON AND JENNIFER HOLZWORTH**
Dedicated difference makers
- 18 **JONATHAN AND VERONICA FLASPOEHLER**
Staying connected
- 20 **YVONNE LEWIS HOLLEY**
Sharing a family's heritage
- 22 **JOHN T. MOORE**
Making it real
- 26 **BILL AND DANA STARLING**
Trusting in the future

Impact of Giving

- 14 *New dental school facility just latest mark of Maurice Koury's generosity*
- 16 *Saying 'yes,' permanently*
- 24 *Simply a confidence issue*

Snapshot

- 28 *'A Toast to Woody'*

BOARD OF TRUSTEES

The following is a list of UNC Board of Trustees members who served during fiscal year 2012.

Wade Hampton Hargrove (Chair)
Barbara Rosser Hyde (Vice Chair)
W. Lowry Caudill
Phillip L. Clay
Mary Cooper (Student Body President)
Donald Williams Curtis
Alston Gardner

Peter T. Grauer
H. Kel Landis III
Steven Lerner
Sallie Shuping-Russell
Eddie Smith
John L. Townsend III
Felicia A. Washington



Dear Carolina Supporters,

Your commitment to Carolina is so important to us. We have faced challenges this past year, but in many ways, our university has never been stronger. We have engaged students and faculty who want to change the world for the better, and who are acting on their aspirations. We have researchers who are working to discover cures for diseases, and clinicians who are already treating patients with the most advanced care available. We have scholars who are developing new bodies of knowledge and bringing fresh insights to the old.

The signs of our strength are everywhere. Student applications are up by 24 percent. We've climbed into the top 10 in research funding. We've successfully steered the campus through state budget cuts, protecting the classroom experience and making our operations more efficient.

And we have you.

Despite continued economic doldrums, you gave Carolina \$287.4 million in gifts in fiscal year 2012. That marked our second-best year ever. We also received \$331.4 million in commitments. Both topped the prior year's totals of \$277 million and \$305.6 million, respectively.

We've achieved all of these things because of your support. Much more important, our students, faculty and programs have benefitted from your generosity.

UNC and public universities across the country face questions and challenges in the next few years. As the nation's first public university, we have a responsibility and an opportunity to imagine and implement creative ways to ensure that our mission continues to meet society's needs. It's a big challenge, but we're going to be the model for getting it right.

Meantime, thanks in large part to your support, we'll continue to move forward doing what we've always done: provide students a great education and contribute to the health and welfare of the world.

Thank you, and Hark the Sound.



HOLDEN THORP

“As the nation’s first public university, we have a responsibility and an opportunity to imagine and implement creative ways to ensure that our mission continues to meet society’s needs.”



DEVELOPMENT FISCAL YEAR 2012: JULY 1, 2011 – JUNE 30, 2012

- Carolina's fund-raising efforts brought in \$287.4 million in private gifts, marking the second-highest year in history for this type of support, which is immediately available to the University.
- In commitments, Carolina secured \$331.4 million from more than 78,000 donors. Commitments include pledges as well as gifts.
- Both totals were up from the previous fiscal year. Gifts rose 4 percent, from \$277 million, and commitments increased 8 percent, from \$305.6 million.
- Commitments in fiscal year 2012 helped the University create nine endowed professorships, as well as a total of 95 undergraduate scholarships and graduate fellowships.

Highlights from the year—

■ A **\$2.5 million** gift from **Fred Eshelman** will expand the Eshelman School of Pharmacy's research programs and help transform the classroom experience for pharmacy students. The gift brings Eshelman's total support for the school to more than \$35 million. Eshelman is the founder of Pharmaceutical Product Development Inc. and a 1972 graduate of the pharmacy school. The school was named for Eshelman in 2008.

■ A **\$1 million** commitment from alumnus **Nelson Schwab III**, successful business executive and former chair of UNC's Board of Trustees, endowed the Nelson Schwab "Say Yes" Fund in the Institute for the Arts and Humanities and will initially provide \$50,000 a year to benefit faculty in fine arts, humanities and humanistic social sciences departments within the College of Arts and Sciences. The funds will support teaching and scholarly activities, build morale, enable strategic planning or realize other goals or initiatives envisioned by department chairs. (See story on page 29.)

■ An **\$850,000**, three-year grant from **The Duke Endowment** will allow the UNC Center for Excellence in Community Mental Health in the School of Medicine to integrate primary care into its mental health-care programs for persons in Orange, Person and Chatham counties, creating a "health home" for those patients. A health and wellness-programming component will support health lifestyle change and prevent chronic disease.

■ A **\$1.39 million** grant from the **Andrew W. Mellon Foundation** will expand digital humanities in a transformative way at UNC, including the hiring of new faculty and the support of graduate students in this emerging field. The grant will help UNC create the Carolina Digital Humanities Initiative, a \$5 million effort that will explore the application of cutting-edge digital technologies to humanities research, teaching, graduate training and public engagement. Digital humanities is an area of research, teaching and knowledge creation at the intersection of computing and humanities. It is interdisciplinary

and embraces a variety of topics, ranging from curating online collections to mining information from large data sets.

■ Two contributions totaling **\$2.7 million** from the **Kathrine R. Everett Charitable Trust** will support the School of Law.

The first gift of \$2.4 million will create an endowment to fund at least six full-tuition Everett Chancellors' Scholarships for highly promising law students from North Carolina. A second complementary gift of \$300,000 will endow the Everett Enrichment Fund, which will provide program support of all students awarded Chancellors' Scholarships at the law school.

■ A **\$666,000** gift from **Don and Jennifer Holzworth** created the Don and Jennifer Holzworth Distinguished Professorship Fund in the Gillings School of Global Public Health. The professorship supports a professor who is a global leader in research and policies for improving the world's access to clean water and sanitation. Don Holzworth founded Constella Group and Expression Analysis Inc. Jennifer Holzworth was Constella's chief financial officer during its start-up phase and has focused on volunteer work, most recently with emergency and other medical services in Vail, Colo. (See story on page 16.)

■ A **\$270,000** grant from the **Japan Foundation** in Tokyo enabled UNC, N.C. State University and Duke University to launch a Triangle Center for Japanese Studies that will support fellowships, research, seminars, travel, guest speakers and library development. The center will serve as an umbrella over the activities related to Japan that are already happening at the three schools, and call attention to the strength and depth of those activities collectively. Faculty collaborating in the center are from fields including history, anthropology and art history, as well as Asian studies, language and literature.

■ A three-year, **\$900,000** grant from the **W.K. Kellogg Foundation** will enable the Carolina Global Breastfeeding

Institute in the Gillings School of Global Public Health to translate action-oriented research and program theory into practice and develop an environment in which more women can decide to breastfeed and achieve their breastfeeding goals. The institute, based in the public health school's Department of Maternal and Child Health, carries out innovative efforts to improve breastfeeding support for underserved populations in North Carolina and beyond.

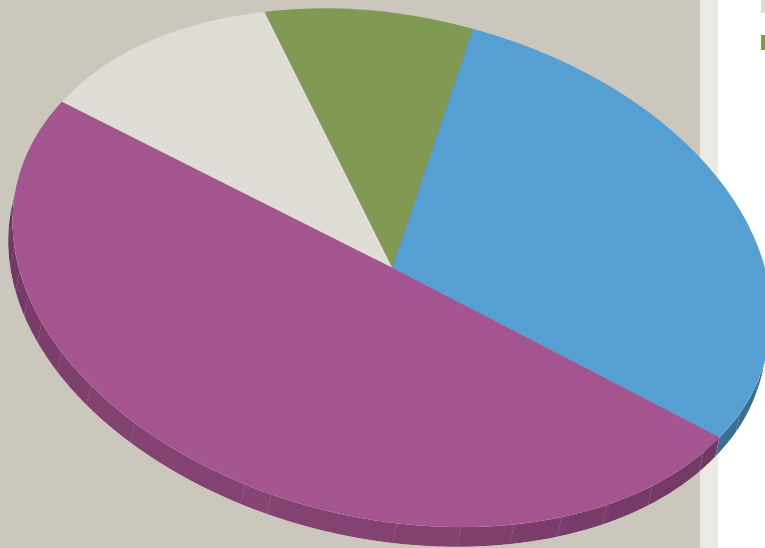
■ The **Jarrahi Family Library Fund** for Persian Studies will provide sustained library support for one of the most rapidly growing programs at the University. Established with a **\$25,000** contribution from **Dr. Ali Jarrahi** of Winston-Salem, N.C., the fund will be the cornerstone of an endowment to pay for the purchase of books, journals, films and language-learning resources to enrich Middle East and African Studies. Jarrahi is an Iranian-born psychiatrist who completed his training at UNC in 1967 and earned a master of public health degree from the University in 1969.

■ A gift of more than **\$1 million** from **Jay and Babette Tanenbaum** established a new distinguished professorship in Jewish studies, providing an endowment that will support a tenure track faculty member who specializes in Jewish history and culture. The professorship is based in the Carolina Center for Jewish Studies, an interdisciplinary academic program in the College of Arts and Sciences that promotes a deeper understanding of Jewish history, culture and thought through its teaching, research and community outreach initiatives. Jay Tanenbaum, founder and president of Primus Capital LLC, a structured finance and investment company based in Atlanta, Ga., is former chair and current executive committee member of The Goldring/Woldenberg Institute of Southern Jewish Life.

FINANCIALS



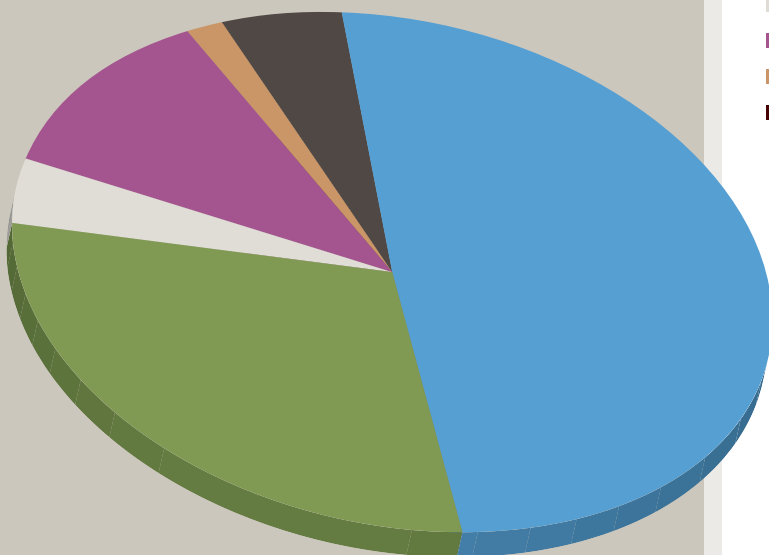
Gifts by area for FY 2012*



- ACADEMIC AFFAIRS: \$86.8 MILLION
- HEALTH AFFAIRS: \$144.5 MILLION
- ATHLETICS: \$32.6 MILLION
- OTHER: \$25.4 MILLION

*Rounded to nearest \$100,000

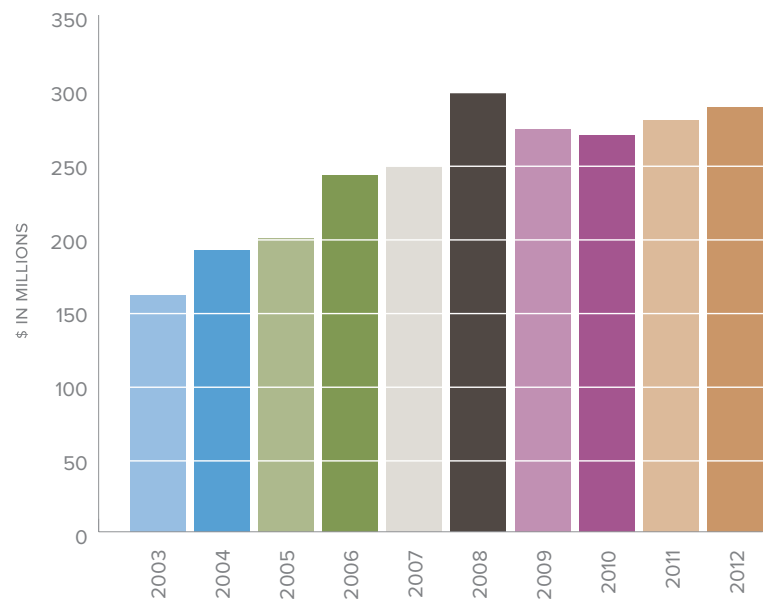
FY 2012 gifts by purpose*



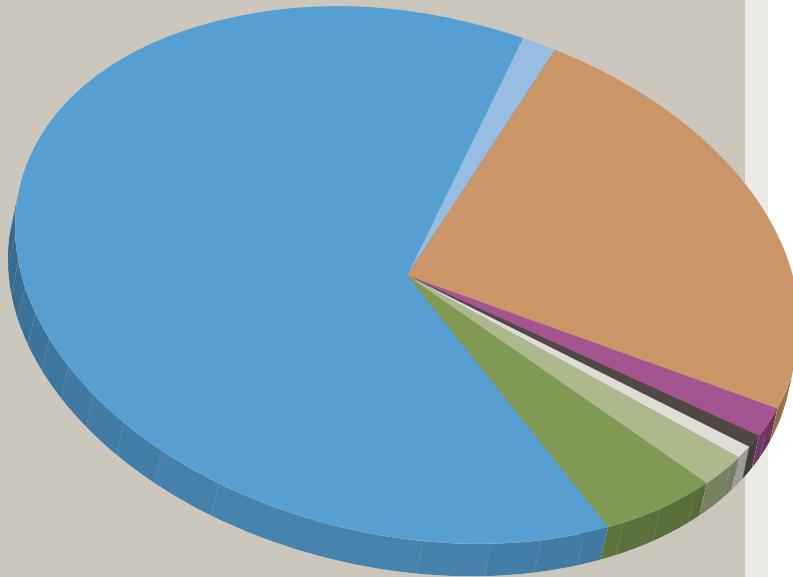
- RESEARCH: \$142.5 MILLION
- STRATEGIC INITIATIVES: \$81.4 MILLION
- FACULTY SUPPORT: \$12.3 MILLION
- STUDENT SUPPORT: \$33.3 MILLION
- CAPITAL: \$4.6 MILLION
- OTHER: \$15.2 MILLION

*Rounded to nearest \$100,000

University-wide gift totals,
FY 2003 – FY 2012



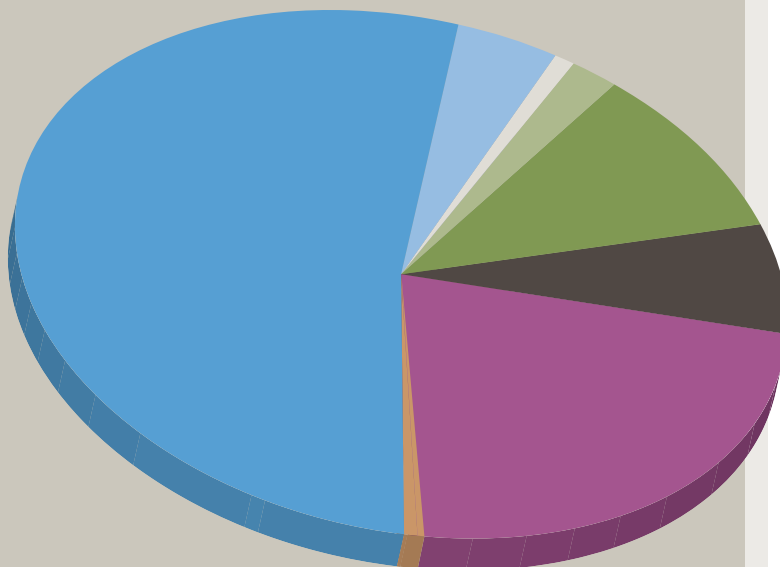
Donors in FY 2012*



- ALUMNI: 50,101 (63.5% OF TOTAL)
- FACULTY/STAFF: 1,082 (1.4%)
- FRIENDS: 19,052 (24.2%)
- CORPORATIONS: 1,586 (2%)
- FOUNDATIONS AND TRUSTS: 607 (.8%)
- OTHER ORGANIZATIONS: 711 (.9%)
- STUDENTS: 1,768 (2.2%)
- PARENTS: 3,963 (5%)

*Percentages rounded to nearest 10th

New donors in FY 2012*



- ALUMNI: 3,585 (23.7% OF TOTAL)
- FACULTY/STAFF: 90 (.6%)
- FRIENDS: 7,946 (52.4%)
- CORPORATIONS: 671 (4.4%)
- FOUNDATIONS AND TRUSTS: 113 (.8%)
- OTHER ORGANIZATIONS: 303 (2%)
- STUDENTS: 1,447 (9.5%)
- PARENTS: 1,002 (6.6%)

*Percentages rounded to nearest 10th

Endowed professorships

9 professorships created in FY 2012

482 professorships total (as of June 30, 2012)

Distribution of professorships created by FY 2012 gifts

- 4 College of Arts and Sciences
- 2 School of Medicine
- 1 Eshelman School of Pharmacy
- 1 Gillings School of Global Public Health
- 1 School of Education

In fiscal year 2012, the State of North Carolina Distinguished Professors Endowment Trust Fund provided a total of **\$1.3 million** in matching funds to boost the value of Carolina donors' contributions. The state fund, established in 1985 by the N.C. General Assembly, helps UNC system schools recruit and retain outstanding faculty.

Scholarships/fellowships

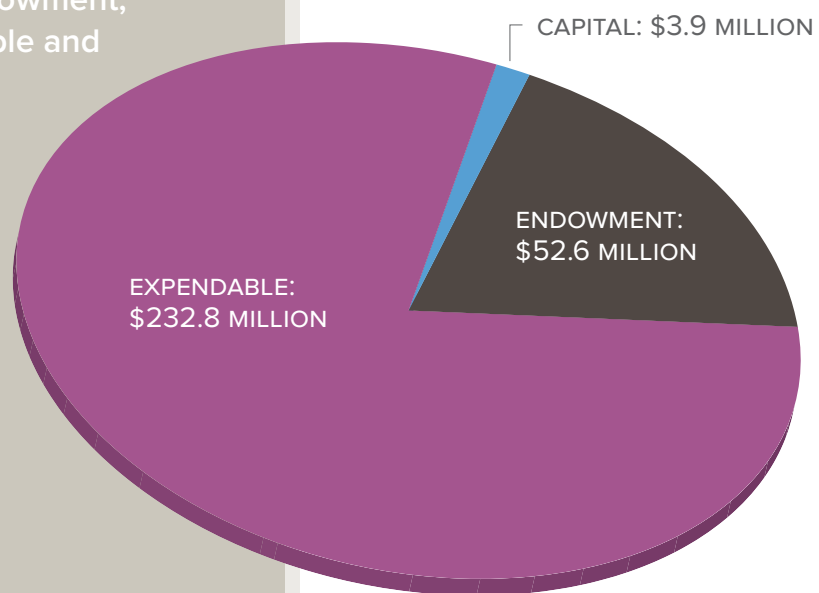
62 scholarship funds created in FY 2012

1,477 scholarship funds total (as of June 30, 2012)

33 fellowship funds created in FY 2012

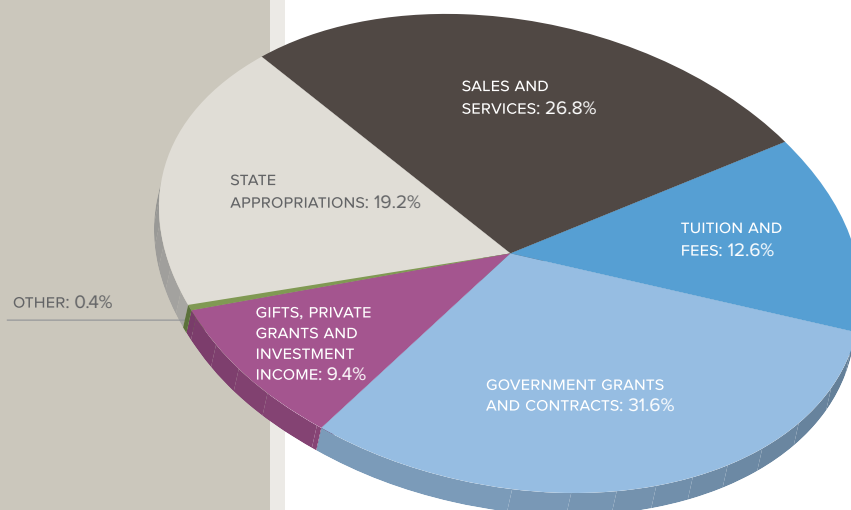
749 fellowship funds total (as of June 30, 2012)

Total FY 2012
gifts: endowment,
expendable and
capital*



*Rounded to nearest \$100,000

Carolina's sources of
revenue for FY 2012*



*Unaudited; percentages rounded to nearest 10th



Don and Jennifer Holzworth

Don and Jennifer Holzworth

DEDICATED DIFFERENCE MAKERS

BY HOPE BAPTISTE

Often, the most significant rewards stem from doing something simply because it is the right thing to do.

For Don and Jennifer Holzworth, that is precisely why they support Carolina and its Gillings School of Global Public Health so fervently. Though they don't have specific ties to the University as alumni (son David is a Class of 2010 graduate), they are deeply committed

to advancing its work to tackle some of the world's most pressing problems.

"We were first introduced to the University's work when Bill Roper, dean of the School of Public Health at the time, invited me to join the Dean's Advisory Council," Don said. "Since my business focused on global health consulting, I welcomed the opportunity to

support emerging technologies, scholarship, research, policy development and grass-roots efforts in improving the health and welfare of people around the globe.”

They’ve been involved—and invested—ever since. The couple established a popular and innovative online executive doctoral program in health leadership, created the Arthur B. Holzworth Scholarship in Health Leadership, the Charles A. Veatch Scholarship in Health Leadership and the Don and Jennifer Holzworth Merit Scholarship in Public Health. They also support the Triangle Global Health Case Competition.

The Holzworths’ latest gift to UNC’s public health school centers around the University’s academic theme, “Water In Our World,” and aims to support a global leader in research and policies for improving the world’s access to clean water and sanitation. Their commitment of \$666,000, combined with matching funds from the North Carolina Distinguished Professors Endowment Trust Fund, is creating the \$1 million Don and Jennifer Holzworth Distinguished Professorship Fund. James “Jamie” Kniveton Bartram, professor of environmental sciences and engineering and director of UNC’s Water Institute, was named the inaugural Holzworth Distinguished Professor in April 2012. The institute is based in the public health school.

“We are delighted to be in a position to support the University’s work, particularly in the area of global water and sanitation,” Don said. “Through the Water Institute at UNC and other exciting initiatives, we have the opportunity to make a meaningful difference in the world by leading efforts that leverage ideas coming from universities, governments and the private sector.”

Don, who serves as the school’s first Gillings Executive-in-Residence, is chair of the School of Public Health Advisory Council and an adjunct professor of health policy and management. He is a member of the Chancellor’s Innovation Circle and has been instrumental in helping to lead innovation at the school

and in launching the Water Institute.

Global public health, particularly accessible clean water and sanitation, has been a priority for the Holzworths throughout their lives both professionally and personally. Contributing significantly to work already under way at the school engaged their expertise and their passion to make the world a better place for all its citizens.

“Getting to know people here as the executive-in-residence and experiencing firsthand this amazing collection of talented faculty gives you every reason to believe that what was once impossible is now very possible,” Don said. “The goal is to have a global impact and, in turn, position the University as a worldwide leader in developing strategies, policies, best practices and scholarship across the spectrum of public health issues. Jennifer and I are honored to be a part of that.”

The Holzworths also support UNC athletics, and Don serves on the Executive Committee of the Educational Foundation.

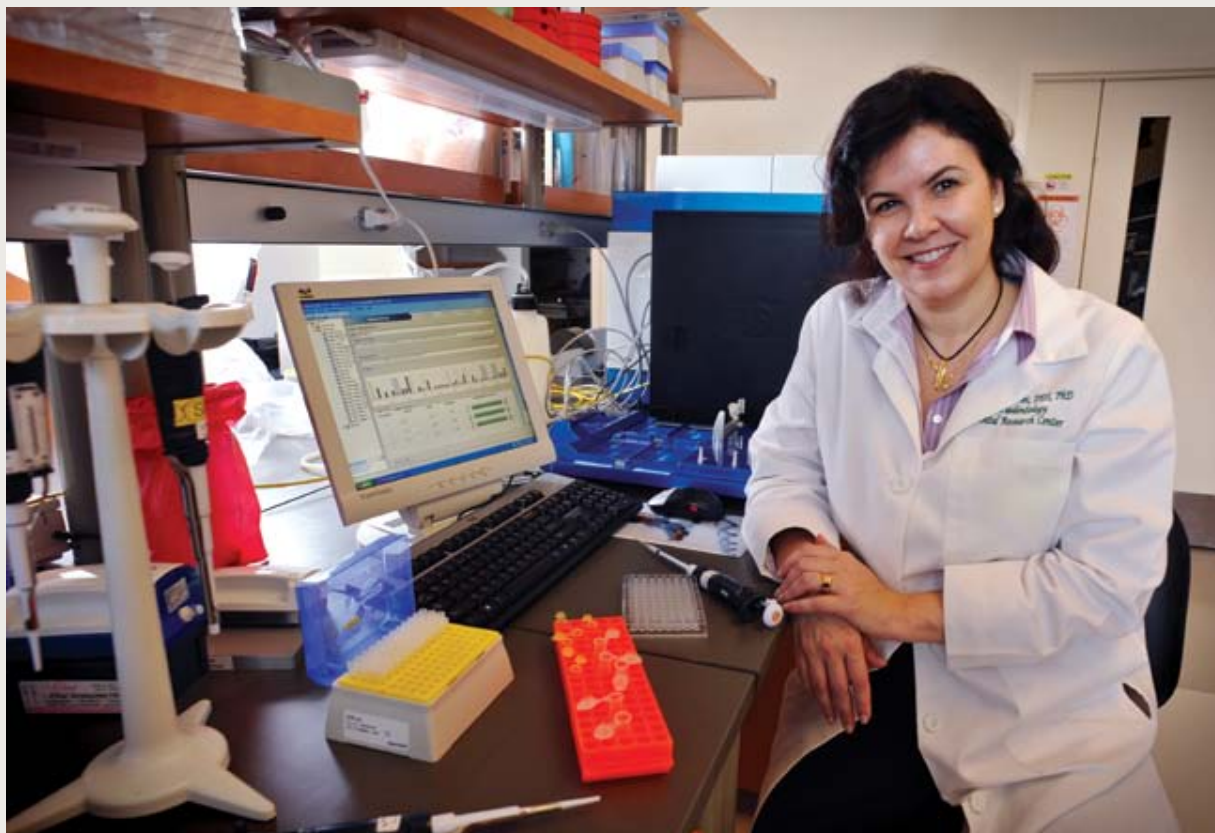
In 1983, Don founded Constella Group, a human health services company that employed innovative science, technology and management solutions to solve pressing health problems in more than 60 countries.

In 2001, he founded Expression Analysis Inc., a genomic services company that unravels the genetic basis of disease. He served on the President’s Advisory Council for HIV/AIDS under the Bush administration.

He is a member of the Executive Committee and Board of Directors for the Accordia Global Health Foundation, which builds centers of excellence in Sub-Saharan Africa focused on reducing the burden of infectious diseases.

Jennifer was Constella’s chief financial officer during its start-up phase and has focused on volunteer work, most recently with emergency and other medical services in Vail, Colo. ■

NEW DENTAL SCHOOL FACILITY JUST LATEST MARK OF MAURICE KOURY'S GENEROSITY



The UNC School of Dentistry opened the doors to a new education and research facility and honored a generous alumnus and friend, Burlington businessman Maurice J. Koury, in April 2012.

The Koury Oral Health Sciences Building, which adds 216,500 square feet of space, adjoins the school's existing structures—Tarrson Hall, Brauer Hall and Old Dental Building—at the corner of Manning Drive and South Columbia Street.

"This is an exciting time for the UNC School of Dentistry," said Dean Jane A. Weintraub. "The Koury Oral Health Sciences Building will allow us to continue being a leader in dental education and research for many years to come. We're grateful beyond words for the investment the General Assembly, our University and our private donors, especially Mr. Koury, made in our school to make this facility a reality."

Dr. Silvana P. Barros at work in the Koury Oral Health Sciences Building

The Koury Oral Health Sciences Building provides improved technology for teaching and collaborative research across UNC and other campuses, larger lecture rooms and meeting spaces for inter-class collaboration, and an expanded 105-seat patient simulation laboratory.

"This is a space designed to foster the exchange of ideas and personal interactions," said Silvana P. Barros, a research associate professor in the dental school's Department of Periodontology who is working in the new facility. "The state-of-the-art labs are open with well-placed common areas. We envision that our facility will attract new collaborators and expand our cutting-edge research. For rising and



“This is an exciting time for the UNC School of Dentistry. The Koury Oral Health Sciences Building will allow us to continue being a leader in dental education and research for many years to come.”

—Dean Jane A. Weintraub

From left, Chancellor Holden Thorp, School of Dentistry Dean Jane Weintraub, Board of Trustees Chair Wade Hargrove Jr., Ann Koury and Maurice Koury cut the ribbon at the dedication of the Koury Oral Health Sciences Building.

established star researchers, this is the place to be.”

Koury is president of Carolina Hosiery Mills Inc. and over the years his business interests have also expanded to the development of hotels and commercial properties.

The Koury Oral Health Sciences Building is the latest example of Koury’s generosity and impact across the Carolina campus. Others include the Kenan-Flagler Business School’s Koury Auditorium; Koury Residence Hall; the Koury Library in the George Watts Hill Alumni Center; and the Koury Natatorium.

Koury, who enrolled at UNC as an undergraduate in 1945, began his relationship with the School of Dentistry nearly 30 years ago as a patient and through patient referrals he made to the school.

Koury’s undergraduate years at Carolina were the beginning of a lifelong commitment to public higher

education and Carolina in particular. Koury served two terms on the University’s Board of Trustees, and he chaired the student affairs and development committees. He also served two terms as president of the Educational Foundation Inc. and was the longtime chair of the foundation’s endowment trust. The Burlington native played a major role in securing funding for the Dean E. Smith Center and made a generous leadership gift to the George Watts Hill Alumni Center. His contributions to the College of Arts and Sciences include the establishment of the Edna J. Koury Distinguished Professorship, which honors his mother.

Koury’s University honors include the William Richardson Davie Award, the highest recognition given by the trustees, an honorary degree and the General Alumni Association’s Distinguished Service Medal. ■

SAYING ‘YES,’ PERMANENTLY

BY CLAIRE CUSICK



Nelson Schwab III

When Nelson Schwab III committed \$1 million in 2011 to endow the “Say Yes” Fund in the Institute for the Arts and Humanities (IAH), it was the second part of a two-part process. The first part came years earlier, when Schwab was the largest donor in a pool that funded a pilot project. The success of that pilot let Schwab and the fund’s administrators know that it would work ongoing.

In 2005, Schwab gave an expendable gift of \$100,000, and other donors added to it, making about \$150,000 available, said John McGowan, director of the IAH. Fifteen departments in the fine arts, humanities and humanistic social sciences within the College of Arts and Sciences each received \$10,000 to spend during 2006 to 2009. The money was given to the department chairs, who distributed it at their discretion.

The response varied widely, McGowan said. “Some departments used it for team-building exercises, such as starting a strategic plan or holding a department retreat. Others spent it on basic equipment needs, such as software. And some used it to hire research assistants,” he said.

It was a huge success. “The chairs were so enthusiastic,” he said. “Our next thought was how to endow it.”

At any campus, but especially during the current difficult budget times, instructional needs take up all the money, McGowan said. This means department chairs have a really tough job. “They have to say no a lot. A faculty member comes to them and asks for something, and the money just isn’t there, so they have to say no.”

But this program finally allowed them to say yes. “That’s where the name came from,” McGowan said.

From the department chair’s perspective, being able to say “yes” is a huge thing, said McKay Coble, chair of the Department of Dramatic Art.

“What happens when you’re able to say ‘yes,’ you’re able to create an atmosphere of hope,” Coble said. “It’s just small things, but they build up and change the atmosphere. Because we were able to say yes to somebody, we surprised people.”

With Schwab’s \$1 million endowment gift, “yes” will become a permanent refrain.

The Nelson Schwab “Say Yes” Fund in the IAH will provide up to \$50,000 a year to continue benefiting faculty in fine arts, humanities and humanistic social sciences departments.

“In my long association with the IAH, I have come to understand the critical role department chairs play in retaining good faculty

and maintaining the overall quality of the University,” Schwab said.

“In these difficult financial times their resources have been stretched very thin. The ‘Say Yes’ Fund has proved that with some strategically placed funds, even in smaller amounts, good things can happen. So I am delighted to help endow this effort so that department chairs will have access to discretionary funds that can be used for academic excellence.”

Departmental chairs submitted proposals for funds to support teaching and scholarly activities, build morale, enable strategic planning or realize other goals or initiatives envisioned by chairs to improve their departments.

And the funded projects show that some of those gaps will be filled. The Department of Art will be able to buy high-definition video-recorders; the Department of Dramatic Art will purchase a lighting board and other equipment for Kenan Theater. Both the Department of Classics and the Department of Germanic and Slavic Languages and Literatures will use their grants to hold a lecture series; the departments of communications studies and history will each hold a departmental colloquium. The Department of Music’s windfall will allow its wind ensemble to travel, and the Department of Linguistics will be able to pay consultants for a fieldwork course.

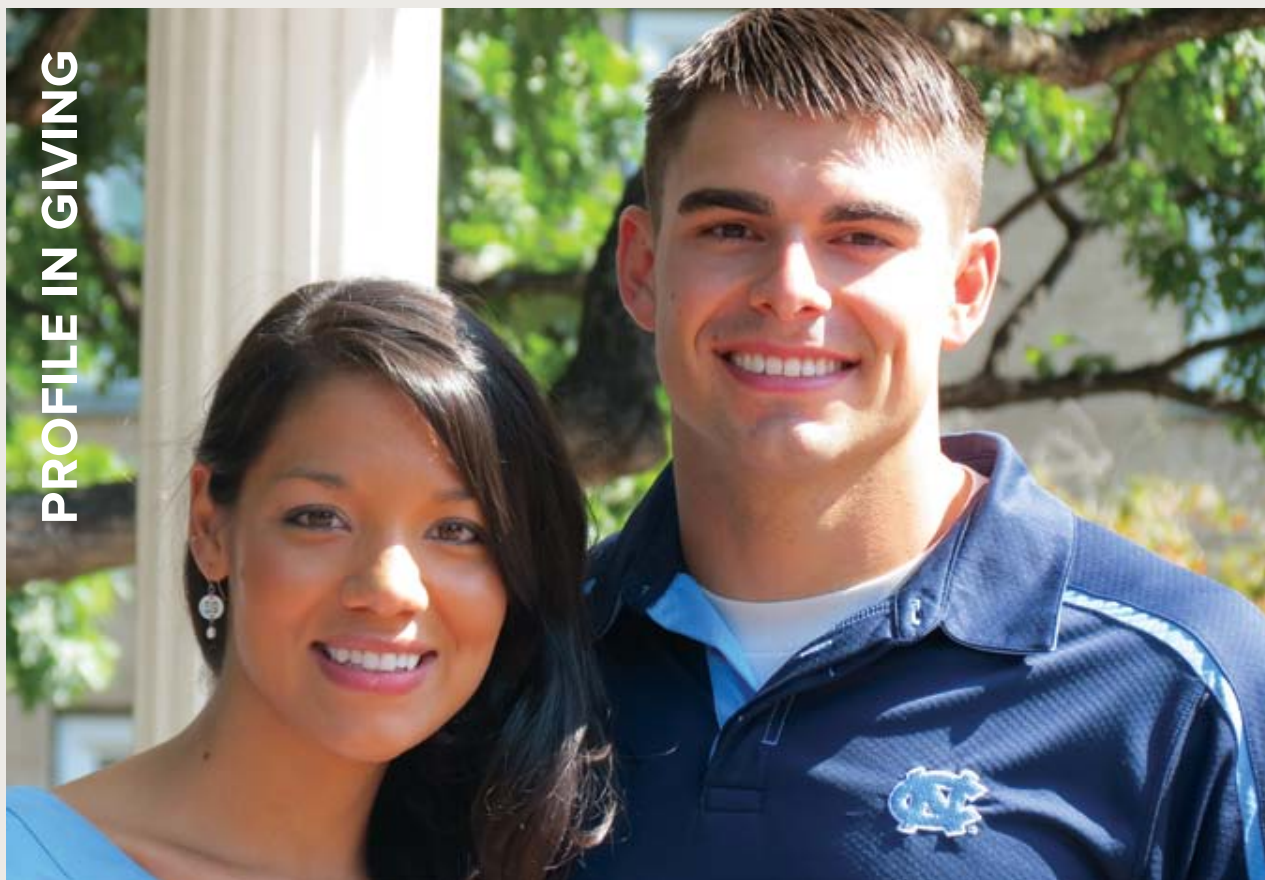
Schwab ’67, a member of the IAH Advisory Board, is a managing partner and co-founder of merchant banking firm Carousel Capital in Charlotte, N.C., and has given generously in time and service to UNC over the years. He served on the boards of visitors both for the University and UNC’s Kenan-Flagler Business School. A member of the Board of Trustees from 2001 to 2009, he led the board as chair from 2005 to 2007. Schwab also was a member of the Carolina First Campaign Steering Committee. ■

**“What happens
when you’re
able to say ‘yes,’
you’re able to
create an
atmosphere
of hope.”**

—McKay Coble

McKay Coble, chair of the
Department of Dramatic Art, can
now say “yes” more often.





Contributed

Veronica and Jonathan Flaspoeehler

Jonathan and Veronica Flaspoeehler

STAYING CONNECTED

BY HOPE BAPTISTE

Veronica and Jonathan Flaspoeehler, currently of Raeford, N.C., just outside of Fort Bragg, are like most 20-something couples—they're busy building their careers and lives both individually and jointly.

They're also building their legacy at Carolina and helping ensure the future of the University's excellence over time with their annual support.

Just four years post-graduation, the couple has committed to a lifetime of support to their alma mater.

"We had always planned on giving back to the University because we believe strongly that education changes lives and communities," Veronica said. "By themselves, our gifts are modest, but knowing that they are combined with many others

makes the impact tremendous, and that's really powerful for us."

More so, they say, given that each came to UNC with the help of scholarships. Jonathan chose UNC over his home state's flagship, the University of Kentucky, because he wanted to take advantage of UNC's prestigious Army ROTC program, which he said far exceeded oth-

ers he had considered. The ROTC academic scholarship he earned made his decision that much easier. For Veronica, a Costa Rican native whose family relocated to North Carolina when she was a child, Carolina was the best fit among the terrific in-state schools she looked at because it had the academics she was looking for and the college experience she wanted.

Carolina's commitment to meet 100 percent of its students' demonstrated financial need was also significant. "I come from a working family, and I had always worked myself as well," Veronica said. "My opportunity to come to UNC and earn a degree was made possible in part because of the generosity of others. Our hard work was rewarded, and we want to ensure that remains a reality for future generations."

That philosophy was reinforced when Veronica served as vice

president of her senior class and became involved with the Class of 2008 Senior Campaign. That year, she and her fellow officers were charged with raising awareness among her classmates about the importance of private giving and encouraging them to support their class's chosen initiative, Carolina for Kibera, by donating \$20.08.

"That effort really showed us just how powerful seemingly small donations can be when combined with others for a common cause. Jon even sold his DVD collection to make his class gift contribution and he's never regretted it."

Both earned degrees in 2008—Jonathan in peace, war and defense, and Veronica in public policy and economics with a minor in entrepreneurship.

Jonathan recently completed his four-year commitment to the armed forces, re-enlisted and is an Army captain stationed at Fort Bragg.

He is now training at the John F. Kennedy Special Warfare School and learning Arabic. Veronica is an implementation consultant with Wells Fargo.

"It is not our birthright that UNC will always remain among the nation's top research universities; it's up to us to make sure Carolina remains on top for our children and theirs," Jonathan said. "Service, whether to community, country or even college, is a value that was instilled in us at UNC and has been reinforced by our time in the military. Giving at this point in our lives is a tangible way for us to give back, to serve our university, which gave us so many opportunities. Like many young alumni, we were geographically separated from Chapel Hill after graduation, but giving allows us to stay connected to a place that is very special to us." ■

Yvonne Lewis Holley

SHARING A FAMILY'S HERITAGE

BY CLAIRE CUSICK

Yvonne Lewis Holley knew that the boxes in her Raleigh basement contained important items, but she thought that importance was limited to her family.

Turns out, those items—now called the Lewis Family Collection, fully documented and archived in the Southern Historical Collection at UNC Libraries—hold a much wider value.

Holley's father, J.D. Lewis, was North Carolina's first African-American radio announcer. He was hired at Raleigh's WRAL in 1947, and for the next five decades was a leading local figure on radio and television. In 1958, he hosted *Teenage Frolic*, a live dance show that pre-dated *American Bandstand*.

Lewis and his wife, Louise, reared five children in Raleigh, and his editorials, videotapes and props from the show—which Yvonne inherited—were stored in his basement.

It wasn't until Holley attended an event honoring the 40th anniversary of the Department of African and African American Studies as a guest of her sister, Evelyn Lewis, that she realized her father's papers could be of scholarly importance. She got to talking with faculty while there, and they helped her see how many stories lay within those boxes: a history of journalism, a real-life look at African Americans in 20th century North Carolina, a peek at popular music. So, in consultation with her siblings, Holley decided to donate the whole lot.

"The boxes in our basement were filled with news clippings, letters, photographs and recordings, many from the 1950s and 1960s," Holley said. "We wanted to make sure that these materials would go to an institution and actually be used by students, scholars and the general public, and not just sit in boxes."



Yvonne Lewis Holley

“We wanted to make sure that these materials would go to an institution and actually be used by students, scholars and the general public, and not just sit in boxes.”

—Yvonne Lewis Holley

The Lewis items were the centerpiece of an exhibit, *Southern Roots, Enduring Bonds: African American Families in North Carolina*, held in the Southern Historical Collection (4th floor) in Spring 2012. The purpose of the exhibit was to encourage African-American families to partner with the Library in preserving their family history, and marked the launch of the African American Family Documentation Initiative in the Southern Historical Collection (SHC).

SHC archivist Holly Smith coordinates the initiative. She said she hopes North Carolina’s African-American families will recognize the depth of the Library’s com-

mitment to caring for family treasures and making them available for students and scholars to learn from.

“The University has a duty and obligation to the surrounding community to preserve the history of the people who worked, slaved and labored in this area,” she said.

Holley hopes to continue her involvement with the SHC and the new initiative by introducing her friends to the idea of cleaning out their basements, so to speak.

“The people here have all been wonderful,” she said. “I hope that more families decide to participate, and that their family legacies will be preserved just like ours.” ■



John T. Moore

John T. Moore

MAKING IT REAL

BY CLAIRE CUSICK

John T. Moore '88 wants to give Carolina students real-world experiences even before they graduate. He does this in two ways: He and his business partners at the Marwood Group, a health-care and financial services firm with offices in New York City and Washington, D.C., host 10 to 15 college students—many of them from UNC—every summer. And he directly supports Carolina students who are majoring in communication studies by offering them a stipend for any internship they undertake.

"It's been great," Moore said of the Marwood interns. "For the most part, the students really

enjoy them. Of course, it impacts some more than others. Each summer's group is different. We enjoy doing it."

The program is specifically designed to expose the interns to different aspects of Marwood's business. The students are assigned to one of the groups within Marwood, but attend "lunch and learn" sessions each week to hear from leaders from other aspects of Marwood's businesses.

"We do a lot of Q&A sessions," Moore said. "We tell them the internship program is more for them than for us. In college, you're paying somebody to

teach you, but in the real world, someone is paying you to work. A company doesn't owe it to you to train you. We want them to realize that college is a different dynamic than the real world, and hopefully give them an advantage by telling them that."

To add to the in-office experience, Moore and his partners also schedule social events: tours of New York City, visits to the D.C. office and an end-of-summer party. "We try and keep it a mix of work and fun so they enjoy themselves," he said.

In addition, Moore and his wife continue to support the John and Tatiana Moore Student Internship Fund in the UNC Department of Communication Studies. The fund, which they created in 2005, gives a stipend to communication studies majors who secure an internship in a major city.

The goal, again, is that real-world experience.

"I enjoy just offering an experience that many students don't have a chance to get before they graduate," Moore said. "I certainly didn't have it, but I did benefit from people who went before me at UNC. I always tell the students: look at the buildings on campus. Those buildings weren't just there. People have gone through the University and chosen to give back. Students now are the recipients of that largesse. I hope I can make students cognizant of the people coming behind them."

The Moore Student Internship Fund got a big boost in the past couple of years because of some of those very students. In 2009, some of Marwood's Carolina interns told Moore about the 2010-2011 Senior Campaign in the Carolina Annual Fund, which has a participation goal each academic year. Moore agreed to provide a challenge grant of \$20,000 if the class met its goal. They did, and he made good on his word. He did the same for the Class of 2012 and has pledged the same amount for the Class of 2013. His challenges have helped boost senior participation to great numbers: 47 percent in 2011 and 43 percent in 2012.

"The money goes to perpetuate the fund and provide more resources for it," he said. "Internships go hand in hand with the learning and academics that are being taught." ■

"I always tell the students: look at the buildings on campus. Those buildings weren't just there. People have gone through the University and chosen to give back. Students now are the recipients of that largesse. I hope I can make students cognizant of the people coming behind them."

—John T. Moore

SIMPLY A CONFIDENCE ISSUE

BY BRENDA DENZLER

When UNC plastic surgeon John van Aalst went to Palestine seven years ago, he wasn't sure whether he would wind up doing any useful surgery or simply learning what local surgeons needed. Today he is a major player in the effort to repair clefts in Palestine—both physiological and social.

Van Aalst's mother was born in Palestine, and he still has family in Jerusalem and Bethlehem. Thanks to a series of fortuitous connections, he was able to go back in 2005 for a two-week professional tour that received widespread regional publicity. In addition to delivering multiple lectures, van Aalst saw 10 patients and operated on five of them. One of those was a young boy who, according to the father, had been turned away from Hadassah Medical Center as too complex a case.

"Now, of course, they certainly could have done something," recalled van Aalst. "But for whatever reason, it was not handled there, so we did the surgery.

"The next day it was big news in the Palestinian press: 'Surgery that couldn't be done in Hadassah was done by Palestinian surgeon!' There was a newspaper article about my lectures and our clinical work almost every day after that for the rest of my visit.

"That was when I realized what was actually at the heart of some of the problems that the Palestinian people have. It's simply a confidence issue. 'Can you do it?'"

Meeting the challenge

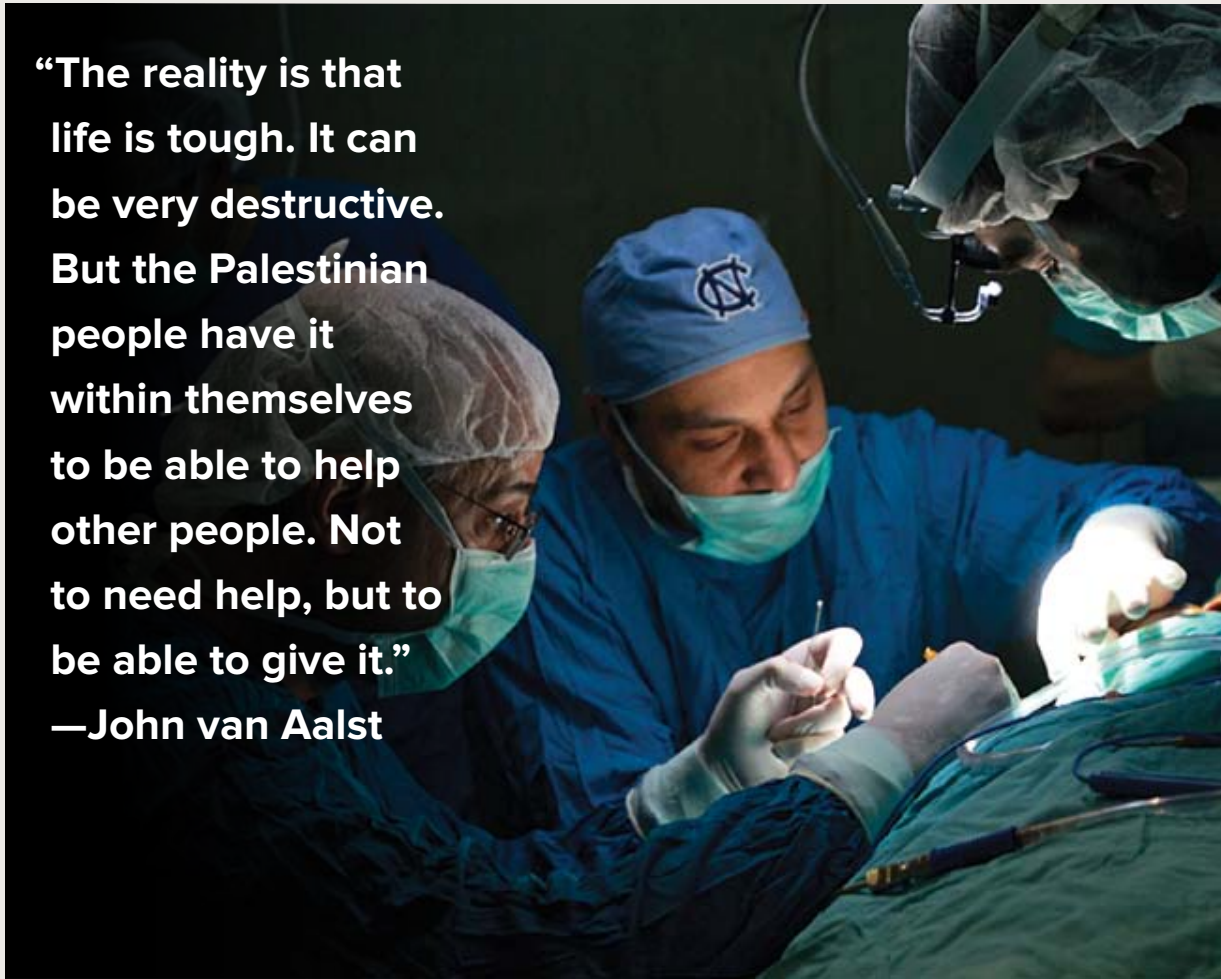
Van Aalst and other Palestinian physicians were convinced that they could. Two years later, the Palestinian Cleft Society (PCS) was formed to provide comprehensive medical, dental and surgical care for children with clefts on the West Bank and in Gaza.

In May 2012, van Aalst and a team of health-care professionals joined forces with PCS colleagues for the 18th time to conduct cleft clinics and provide instruction to a range of health-care workers. In a little more than two weeks, the group performed 107 surgeries, bringing its total to more than 950.

Securing funding for these medical missions has been an on-going challenge, with companies in the health-care industry and UNC Health Care donating surgical instruments and supplies. To help with the other costs, the PCS has partnered with the Furlow Fund in a campaign to raise awareness of, and money for, its work. The Furlow Fund, a nonprofit housed at the UNC Medical Foundation,

**“The reality is that life is tough. It can be very destructive. But the Palestinian people have it within themselves to be able to help other people. Not to need help, but to be able to give it.”
—John van Aalst**

Maria A. van Aalst



Surgeons with the Palestinian Cleft Society perform a cleft repair on the West Bank, Palestine.

supports the PCS’s work. Support has also come from private international cleft organizations such as Operation Smile and Smile Train, which in 2011-2012 awarded PCS a \$95,000 grant.

Repairing the hidden clefts

Van Aalst’s vision for the people of Palestine now goes far beyond increasing their ability to identify and treat Palestinian children with clefts. The long-term goal, he says, is

to help repair the crisis of confidence that prevents Palestinians from seeing themselves and their society in strong, positive, empowered ways.

“The problem with Palestine,” mused van Aalst, “is that it’s a troubled area. The reality is that life is tough. It can be very destructive. But the Palestinian people have it within themselves to be able to help other people. Not to need help, but to be able to give it.

“The irony is that here we are

trying to repair the clefts in the physical, so that they’re not seen,” he observed. “But all the work really is to try to make the other clefts visible and repair them.

“I think people are buying into it. That’s been a tremendous joy, seeing people say, ‘You know, we can get through this. We will accomplish this.’” ■

Bill and Dana Starling

TRUSTING IN THE FUTURE

BY HOPE BAPTISTE

William “Bill” Noble Starling Jr. ’75 and his wife, Dana, know a thing or two about both living for today and planning for tomorrow. UNC has been a part of their philanthropic and estate plans for nearly two decades, and now the Starlings have built significantly on a charitable remainder trust they created in 1993 to benefit several areas at Carolina.

“We have been very pleased with the trust’s funds over its lifetime, and we have seen it multiply nearly fourfold,” Bill said. “Seeing our investment grow like this not only benefits Dana and me during our lifetimes, but will hopefully stand Carolina in good stead in the future as well.”

Indeed. The trust will benefit five areas on campus that are especially important to the Starlings:

- Kenan-Flagler Business School;
- Lineberger Comprehensive Cancer Center;
- the Chancellor’s Unrestricted Fund;
- the UNC Center for Heart and Vascular Care; and
- the Morehead Planetarium and Science Center.

But the Starlings don’t just give generously of their resources, they also contribute their time and talent as ambassadors of the University to friends and colleagues. Their ongoing support of UNC made Bill a perfect fit for UNC’s National Development Council and the Carolina First Western U.S. Regional Campaign Steering Committee that convened during UNC’s most recent major fund-raising drive, the Carolina First Campaign. Bill said that was one of the easiest and most rewarding roles he played.

“Carolina has a fantastic development team, and Dana and I were very aware of the impact that such an effort would have on the futures of so many,” he said. “I still take pride in sharing my experience with folks and inviting them to join me in one of the best experiences I’ve had with any organization.”

Bill also brought his business acumen to bear on the University. He has worked with the Chancellor’s

Innovation Circle and the UNC Business Accelerator for Sustainable Entrepreneurship Advisory Board. He serves on several boards of visitors for UNC, including for Kenan-Flagler Business School (as chair), the Lineberger Comprehensive Cancer Center, the Center for Heart & Vascular Care, and the Morehead Planetarium and Science Center. He also served on Kenan-Flagler’s Center for Entrepreneurship and Technology Venturing External Advisory Committee.

Bill’s Carolina roots run deep. He came to UNC after graduating from Needham B. Broughton High School in his hometown of Raleigh, N.C. He was no stranger to the place, as his father, the late William Noble Starling ’51, had also been a Tar Heel. And he’d grown up close by. But that wasn’t the deciding factor in his decision. “Carolina has always been a great place to get an education and to explore your interests and discover new ones,” Bill said. “We North Carolinians are fortunate to have so many great schools right here at home, it didn’t occur to me at the time to look elsewhere, and I sure wasn’t going to the ‘Red’ school or the ‘Dark Blue’ school!”

He says his time at Carolina was the first leg on the road to the rest of his life.

In 1975, Bill earned his bachelor’s degree in business administration from what would become Kenan-Flagler Business School, then packed his car with all he owned and headed west to pursue an M.B.A. at the University of Southern California’s Marshall School of Business.

Bill credits his professors and the experience he gained from his time at Kenan-Flagler for helping launch him from the comfortable nest of his home state out into the great unknown. “I don’t think I would have ever pursued a graduate degree outside the state, much less on the West Coast, if I hadn’t had such good relationships with my professors as well as the folks in the placement office here,” he said. “Cal Atwood, the director of admissions for the business



Contributed

Bill and Dana Starling

school at the time, introduced me to the folks at USC, and encouraged me to significantly broaden the scope of my education, to look beyond the familiar and try something new. I did.”

From USC, Bill launched a successful career as an executive/entrepreneur in the medical device industry, particularly high technology cardiovascular devices as well as technology devoted to other medical specialties such as obesity and less invasive surgery technologies.

His work took him from Los Angeles, Calif., to Milwaukee, Wis., Europe, Asia and finally to Silicon Valley. He’s now the chief executive officer of Synecor, LLC, a privately held business accelerator with offices on both U.S. coasts that focuses on creating highly proprietary, disruptive technologies in the medical device and combination drug/device markets. He’s also managing director of Synergy Life Science Partners, a venture capital firm that focuses on investing in private, early stage medical device companies. So Bill has come full circle so to speak.

“My time at Carolina prepared me well for whatever path I chose and gave me the tools I needed to follow that path,” Bill said. “Dana and I hope that our gift will help tomorrow’s UNC students do the same.” ■



Brian Strickland

Woody and Jean Durham with UNC Chancellor Holden Thorp and his wife Patti

'A Toast to Woody'

DURHAMS HONORED FOR THEIR VOLUNTEER SERVICE TO UNC LINEBERGER

Woody and Jean Durham were honored in October 2011 in Chapel Hill for their volunteer service to UNC Lineberger Comprehensive Cancer Center at a dinner called "A Toast to Woody."

The dinner raised \$25,000 for the N.C. Cancer Hospital Clinical Endowment Fund and in recognition of these gifts, a consultation room in the Patient and Family Resource Center will be named in their honor.

The event recognized recently retired Hall of Fame broadcaster Woody Durham for his remarkable contributions to Carolina Athletics over a distinguished 40-year career.

The event included speakers Eric Montross, former UNC basketball star and now radio analyst; Rick Steinbacher, UNC associate athletic director; Dick Baddour, former UNC Athletic Director; Mick Mixon, a former colleague of Durham's and current play-by-play announcer for the Carolina Panthers; Phil Ford,

retired UNC and professional basketball player; UNC Chancellor Holden Thorp; and Dr. Shelley Earp, UNC Lineberger director.

The morning after the event, Woody Durham served as emcee for the UNC Lineberger signature event: Fast Break with Roy Williams, a yearly breakfast held on the floor of the Dean E. Smith Center. Durham's skills as an auctioneer has helped the event to raise \$1.2 million over an eight-year period.

The toast also honored Jean Durham for her tireless leadership of the signature UNC Lineberger event, Tickled Pink, for many years. She organized a committed cadre of volunteers, leading the decorating of the event site, and producing very successful and fun events.

The Durhams were honored in 2010 by UNC Lineberger with the Outstanding Service Award, an annual award given to volunteers who provide dedicated service and outstanding leadership to UNC Lineberger. ■

YOUR GENEROUS GIFT TO CAROLINA is already at work.
Please continue your support of the University by renewing your gift now. Whether to the University or a school or unit, to one area or many, your support is greatly appreciated. Thank you!

Name _____

Address _____

Telephone Number (home) _____

(business) _____

(cell) _____

Email address _____

My gift to the University of North Carolina at Chapel Hill is:

\$ _____ + \$ _____ = \$ _____
Personal Gift Company Match Total*

This is a joint gift with my spouse.

Name _____

Graduation Year (if applicable) _____

**Matching gifts can double or triple your gift. If you or your spouse works for a matching gift company please contact the personnel officer to learn more about your company's program.*

METHOD OF PAYMENT

CHECK

Enclosed is my contribution, payable to UNC-Chapel Hill

STOCK

(Call our stock coordinator at 919.962.8189 for transfer instructions)

BANK DRAFT

(Please attach voided check and indicate amount you would like to be drafted each month or call 919.962.8189 with any questions)

CHARGE

Please charge my contribution of \$ _____

MasterCard ____ Visa ____ American Express ____

one-time gift ____ monthly ____

Card Number _____

Expiration Date _____

Signature _____

Date _____

(Call 919.962.1020 to charge by phone or go to giving.unc.edu/gift to make an online gift by credit card)

CHANCELLOR'S CLUBS

Cornerstone Society—annual support of \$25,000 or more.

Chancellor's Circle—annual support of \$10,000–\$24,999.

Carolina Society—annual support of \$5,000–\$9,999.

1793 Society—annual support of \$2,000–\$4,999.

*Students and undergraduate alumni who graduated in the last 10 years are granted 1793 Society membership at the following levels:
 6 to 10 years since graduation—annual support of \$1,000
 Most recent 5 classes—annual support of \$500
 Undergraduate students—annual support of \$250*

PLEASE MAIL THIS FORM TO:

UNC-Chapel Hill, PO Box 309, Chapel Hill, NC 27514-0309. Thank you!

You may give an unrestricted gift to the University or any of its schools or units as listed below. You may also designate a specific fund. A gift to the University or one of its units may be held in one of the foundations that supports the University unless you indicate otherwise.

MY/OUR GIFT WILL BENEFIT:

- \$ _____ Chancellor's Unrestricted Fund (0001)
- \$ _____ Academic Affairs Library (5701)
- \$ _____ Ackland Art Museum (5001)
- \$ _____ Botanical Garden (5201)
- \$ _____ Carolina Center for Public Service (0780)
- \$ _____ Carolina Performing Arts Society (6270)
- \$ _____ Carolina Women's Center (6052)
- \$ _____ Center for the Study of the American South (0735)
- \$ _____ College of Arts and Sciences (1501)
- \$ _____ Eshelman School of Pharmacy (4810)
- \$ _____ Gillings School of Global Public Health (4401)
- \$ _____ Global Education Fund (7331)
- \$ _____ Graduate School (2303)
- \$ _____ Health Sciences Library (4002)
- \$ _____ Institute for the Environment (0749)
- \$ _____ Kenan-Flagler Business School (1730)
- \$ _____ Morehead Planetarium and Science Center (0702)
- \$ _____ Morehead-Cain Scholarship Foundation (7532)
- \$ _____ PlayMakers Repertory Company (1181)
- \$ _____ Scholarships and Student Aid (6870)
- \$ _____ School of Dentistry (2022)
- \$ _____ School of Education (2201)
- \$ _____ School of Government (0585)
- \$ _____ School of Information and Library Science (2901)
- \$ _____ School of Journalism and Mass Communication (2401)
- \$ _____ School of Law (2501)
- \$ _____ School of Medicine (3564/9686)
- \$ _____ School of Nursing (4201)
- \$ _____ School of Social Work (4901)
- \$ _____ Sonja Haynes Stone Center for Black Culture and History (6013)
- \$ _____ Student Affairs (6201)
- \$ _____ WUNC-FM (7101)
- \$ _____ Other

If applicable, please designate specific fund: _____

GERRARD LEGACY SOCIETY

Members have made a documented planned gift to benefit Carolina.

- ____ I have included Carolina in my will and would like information on the Gerrard Legacy Society
- ____ Please send information on including Carolina in my will or living trust
- ____ Please send information on how I can increase my income, cut taxes and make a gift to Carolina

Gifts are credited to the University of North Carolina at Chapel Hill or foundations affiliated with UNC-Chapel Hill as designated by the donor. These gifts are used solely for the benefit of UNC-Chapel Hill. The Educational Foundation Inc. solicits and receives funds separately and the General Alumni Association collects membership dues.



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL