

Mr. Swygert knew Howard wouldn't make its \$250 million goal without significant alumni participation, but he also knew that the university needed to do some work before it approached them for money. A previous capital campaign had been started in the 1980s with a goal of \$100 million but was never completed. At the start of Mr. Swygert's presidency, annual giving by alumni was at about 4 percent.

As one of only two federally chartered universities, Howard receives direct appropriations from the federal government each year. Congress had noted the low alumni giving rate, and one of the first things lawmakers asked Mr. Swygert to do as university president was to increase it. A higher giving rate would provide evidence that Howard graduates valued the education they received and that Congress should continue to maintain its level of financial support for the institution. This year Congress gave Howard University \$204.3 million and its hospital \$28.9 million, according to the Department of Education.

During the campaign, Howard's annual alumni-giving rate went as high as 20 percent, and it is now at 17 percent.

The key to getting more alumni to give, Mr. Swygert said, was to re-engage them with Howard by showing them the university's key asset: its students. Howard ran ads in local and national newspapers featuring students and sent postcards to alumni introducing them to Howard's Rhodes, Marshall, and Fulbright scholars, as well as distinguished alumni.

"People give to students, they give to ideas, they give to memory," Mr. Swygert said. "The idea of enabling a young person to go forth and do well is a very powerful notion."

Howard hired Virgil E. Ecton, who raised more than \$1.6 billion for UNCF in his 31-year career there, to run the campaign. As vice president for university advancement, Mr. Ecton oversaw upgrades to Howard's Web site, alumni magazine, and advancement office. Alumni records were improved, and the database of Howard graduates grew from 30,000 entries to more than 60,000.

BACKING A WINNER

Early on, trustees helped create momentum for the campaign with several large gifts. Frank Savage, an alumnus, chairman emeritus of the board, and chief executive of Savage Holdings LLC, an international financial-services company, announced he was giving \$5 million to the campaign. Richard D. Parsons, a trustee who led the campaign and is chairman of Time Warner, gave more than \$1 million. James E. Silcott, a Los Angeles architect, alumnus, and trustee, gave \$3 million. Mr. Swygert, an alumnus, donated more than \$2 million.

"That sent a clear signal to trustees, the giving community, and the community [at large] that we were serious about this campaign," Mr. Ecton said.

Mr. Ecton, Mr. Swygert, and trustees went on the road, appearing at a series of alumni events around the country. At the events, which drew up to 1,000 people in New York, Philadelphia, Chicago, Miami, Houston, and other cities, alumni would get up and pledge their support to the university, and the events began to take on a competitive spirit, Mr. Ecton said. One alumnus in Philadelphia pledged \$1 million, the Miami event raised \$8 million, and the New York event, held at the new headquarters of Time Warner, resulted in between \$25 million and \$30 million in pledges, he said.

"People like to be associated with a winner," Mr. Ecton said. "It was clear we were winning."

At the end of the campaign, 33 percent of the money raised was from Howard alumni.

Nationally, in 2007, alumni giving was 27.8 percent of total private giving, according to the Voluntary Support of Education survey.

One student who benefited directly from the money raised was Raquel SK Thompson, who graduated from Howard in May with a degree in architecture and received a trustees' scholarship during her last two years. The scholarship, which was backed by money raised during the campaign, covered half her tuition.

The money was a great help, said Ms. Thompson, who is from Barbados and wanted to attend a historically black college. The financial pressures of tuition, an unfavorable exchange rate, the cost of materials for her architecture classes, and restrictions on working off the campus were difficult for her and her parents, Ms. Thompson said, and without assistance she may have had to cut back on classes and work more on the campus in order to save money.

"It helped me finish school," said Ms. Thompson, who is now looking for a job in Washington or New York. Without the money, "I definitely think I would have been there another year," she said.

Both Mr. Swygert and Mr. Ecton say Howard should tap more alumni for larger donations in its next campaign. Fifty-one alumni gave more than \$1 million, and both officials think there is potential there to raise more. Mr. Swygert, who is retiring at the end of June, believes Howard's next campaign should have a goal of at least \$1 billion. The top institutions have campaigns that size, and Mr. Swygert says Howard should be in that group.

"I think it's a necessity," Mr. Swygert said. "It's a stretch, but \$250 million was a stretch."

TRIBUTE TO DR. RENATE REIMSCHUESSEL

HON. C. A. DUTCH RUPPERSBERGER

OF MARYLAND

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 25, 2008

Mr. RUPPERSBERGER. Madam Speaker, I rise before you today to honor Dr. Renate Reimschuessel, recently nominated for the 2008 Service to America Homeland Security Medal. By honoring excellence in the Federal workforce, the Service to America Medal sends a compelling message to the American people about the importance of a strong civil service and inspires a new generation of Americans to public service.

The Homeland Security Medal recognizes a federal employee for a significant contribution to the nation in activities related to homeland security. Dr. Reimschuessel has been nominated for her scientific breakthrough that identified the cause of the largest pet food recall in history and is currently conducting critical research to guarantee the safety of imported foods.

In 2007, the FDA issued the largest pet food recall in history due to the significant number of pet fatalities. As a research biologist for the Food and Drug Administration's Center for Veterinary Medicine in Maryland, Dr. Reimschuessel was asked by the FDA to help investigate the cause of the hundreds of pet deaths and illnesses. Just weeks after she began her investigation, Dr. Reimschuessel discovered exactly why so many animals were getting sick, a discovery that is improving the safety of imported foods for both animals and humans.

Due to Dr. Reimschuessel's discovery, the United States has increased surveillance for melamine and related compounds in food ingredients. In an effort to identify potential risks to humans, she is continuing to test the effects of melamine in chickens, pigs, and fish. Dr. Reimschuessel's research helped improve the way our government preserves scientific specimens and identified the ability of nontoxic compounds to become toxic when combined. These discoveries helped resolve an immediate crisis, and her continued efforts are helping protect the U.S. food supply from tainted imports and toxic chemical combinations.

Madam Speaker, I ask that you join with me today to honor Dr. Renate Reimschuessel in her nomination for the 2008 Service to America Homeland Security Medal. Her tireless investigation into the cause of the mass illness of pets in 2007 not only resolved a nationwide crisis, but initiated a series of scientific improvements, both in the veterinary world and the in safety of our imported food supply. It is with great pride that I congratulate Dr. Reimschuessel on her exemplary efforts to help guard against ongoing threats to the safety of the U.S. food supply.

TRIBUTE TO FRED ZELLER

HON. TOM LATHAM

OF IOWA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 25, 2008

Mr. LATHAM. Madam Speaker, I rise today to recognize and congratulate West Marshall Iowa's girls' basketball head coach, Fred Zeller, for reaching the milestone of 500 career victories during this past 2008 season.

On January 22nd, the West Marshall Trojans defeated Woodward-Granger to give Coach Zeller his 500th career win during his 744th consecutive game coached. The road to this milestone began 37 years ago in Vinton, Iowa, where Coach Zeller began coaching junior high and freshman girls' basketball. He then moved on to coach LaPorte City for 14 years, Southeast Polk for two years, and in 1990 became head coach at West Marshall where he remains today.

Coach Zeller led four teams to the girls' state basketball tournament; LaPorte City in 1986 and West Marshall in 1998, 1999 and 2000. He was inducted into the Iowa Girls Coaches Association Hall of Fame in 2003. He also served as the West Marshall baseball coach until a couple of years ago.

I know that my colleagues in the United States Congress join me in congratulating Coach Fred Zeller on his coaching success and this milestone achievement. It is an honor to represent Coach Zeller in Congress, and I wish him the best as he continues to provide a positive impact as a role model and educator.

JELLYSTONE PARK 30TH ANNIVERSARY—

HON. PETER J. VISCLOSKY

OF INDIANA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 25, 2008

Mr. VISCLOSKY. Madam Speaker, it is with great honor and pleasure that I stand before