

THE SECOND CENTURY FUND

SECOND CENTURY FUND CAMPAIGN BEGINS

The Second Century Fund Campaign, a five-year campaign to raise \$41.5 million for the School of Veterinary Medicine, University of Pennsylvania, was officially inaugurated October 13, 1984.

"The hundredth birthday of the School is almost on hand," said Dean Robert R. Marshak. "And as we enter our second century of service in 1984, we must provide a more secure financial base. This is essential if the School is to hold tuition within reasonable bounds while sustaining its distinction as a great center for teaching, patient care and biomedical research."

The campaign, under the leadership of Vincent B. Murphy, Jr., President of Merrill Lynch Capital Resources, Inc. and of the United States Equestrian Team and general chairman of the campaign, and Dr. Mark Allam, former dean of the School, and co-chairman of the campaign, has already raised a nucleus fund of \$9 million. Included in this amount is the endowment of the Marion Dillely and David George Jones Professorship, and a gift of \$1.456 million for an intensive care unit at New Bolton Center.

Of the \$41.5 million the School hopes to raise, over \$28 million will be used to endow scholarships, professorships, the deanship, clinical services, and research. More than \$13 million will fund capital projects which include the improvement of laboratories, the construction of units for intensive care and contagious disease isolation at New Bolton Center, and an expanded library at the Philadelphia campus.

"While scholarship funds provide direct financial aid to students, endowment for professorships and operations, by relieving the School's overall fiscal problems, will also have a favorable effect on student tuition," said Dr. Marshak.

In addition to the quality of its training programs for students, the reputation of a veterinary school, according to the dean, is largely dependent on the caliber and scope of its research. "In the field of genetics, for instance, there is great potential for applying basic knowledge about the arrangement, structure and function of genes in animals to the control and correction of genetic disease and the improvement of livestock production," he said.

One goal of the campaign is to endow both a professorship in Veterinary Medical Genetics and a Laboratory of Veterinary Medical Genetics. "The frontiers of veterinary medicine are virtually without limit," said Dr. Marshak. "Our faculty have the ability to make extraordinary contributions in the area of food supply, disease prevention, both animal and human, detection of environmental toxins, and the care of agricultural, companion, laboratory, exotic, sporting, and zoo animals."

To help the School attain the goals established by the Second Century Fund Campaign, a number of volunteer committees have been put in place to represent the

different constituencies of the School of Veterinary Medicine.

The honorary chairman of the alumni committee is Dr. Mark Allam and the co-chairmen are Loy C. Awkerman, V.M.D. and Clifford F. Wright, V.M.D. The agriculture committee is co-chaired by Richard W. Newpher, administrative secretary of the Pennsylvania Farmers Association, and Mrs. David Rockefeller, an overseer from New York, N.Y. Ms. Christine Connelly, the manager of Bright View Farm, Columbus, N.J., co-chairs the equine committee with Max C. Hempt, a well-known Pennsylvania breeder of Standardbreds.

The parents committee is chaired by C. Taylor Marshall, chairman of the Edgewater Corporation, Oakmont, Pa. The VHUP committee is co-chaired by The Hon. John A. Lafore, Jr., former United States Congressman from Montgomery County, PA, and former president of the American Kennel Club, and by Mrs. Gwynne G. McDevitt, an overseer from Newtown Square, Pa.

There are a number of other committees addressing themselves to the University administration and development. The entire campaign is overseen by Dr. Robert R. Marshak, dean of the School, and Charles S. Wolf, chairman of the Board of Overseers of the School of Veterinary Medicine.

THE MARION DILLEY AND DAVID GEORGE JONES PROFESSORSHIP

David George Jones of Moorestown, N.J., a 1924 graduate of the Wharton School, endowed a chair in animal reproduction at the University of Pennsylvania's School of Veterinary Medicine.

The Marion Dillely and David George Jones Professorship is endowed with a \$1.3 million charitable trust and is named in honor of Mr. Jones and his late wife, Marion Dillely Jones. The generous gift enables the School to continue to enhance teaching and research activities in large animal reproduction at New Bolton Center.

The professorship is in the Department of Clinical Studies at New Bolton Center. "The chair will be held by a senior staff member," said Dean Robert Marshak. "It will be in the Section of Reproduction and will be affiliated with the Georgia and Philip Hofmann Research Center for Animal Reproduction."

Mr. Jones has long been interested in the health maintenance of food producing animals. He feels that more research is needed to maintain optimum health and reproductive capabilities of food producing animals and that such work may help to reduce the food shortages, particularly those endured by Third World countries.

Mr. Jones, a former advertising executive and district manager for McGraw-Hill, maintained dairy cattle on his two farms in

Marlton, New Jersey. Through this interest he became a member of the Quaker City Farmers and the Philadelphia Society for Promoting Agriculture. It was at meetings of these two agriculture societies that he met Dr. Mark Allam, then dean of the Veterinary School. A close friendship developed and Mr. Jones took a keen interest in the growth of New Bolton Center. In 1977 he established the David G. Jones and Marion Dillely Jones Fund for the maintenance of Allam House, the historic farmhouse at New Bolton Center which now functions as a conference center.

The Marion Dillely and David George Jones Professorship for animal reproduction is the tenth endowed chair at the Veterinary School. "The Veterinary School has the greatest number of endowed chairs in the University in proportion to standing faculty," said Sheldon Hackney, president of the University of Pennsylvania. "An endowed chair makes it possible to achieve and maintain the highest quality of research and teaching. It permits us to attract the very best teachers and scholars to our faculty."

The School of Veterinary Medicine, in 1966, became the first veterinary school in the nation to have an endowed chair. It was the Lawrence Baker Sheppard Professorship in Surgery, currently held by Charles Raker, V.M.D. at New Bolton Center.

Mr. Jones has always had a keen interest in University affairs. "The University of Pennsylvania has had a profound influence in my life and I have long planned to show my appreciation for this contribution in some meaningful way," he said.

"He has concerned himself with the historical status of Penn's venerable School of Veterinary Medicine as it reaches its hundredth anniversary and he has understood the many ways in which his philanthropy at the School contributes in a global way to animal health economies," said President Hackney. "This endowed chair will be a fitting reminder of his long-standing interest and support."



David George Jones and Dr. Sheldon Hackney