Norman Switzer was good at fixing things. Early in his career, he built benches for Norman Bench Advertising, his company specializing in bus bench ads. And he worked with his hands right up until his death in 2011 at 84, personally making repairs at rental properties he owned. His wife, Irma, who passed away in 2013 at the age of 93, was also good with her hands. She was an accomplished weaver and built three homes. So when the Switzers encountered doctors at UCLA, they were quick to recognize them as fellow fix-it men and women. Says Norman Kumai, Mr. Switzer’s longtime friend and dentist, “He understood that the heart of medicine was repairing people and making discoveries.”

That understanding led the Switzers to include in their estate plans an unrestricted gift of $50 million to the David Geffen School of Medicine at UCLA. The gift will enable UCLA physicians and scientists to make even greater gains in improving other people’s lives.

In the Switzers’ memory, the UCLA Center for Health Sciences Plaza recently was renamed the Irma and Norman Switzer Plaza. Thousands of people pass through the plaza every year, making the naming a fitting tribute to a couple whose generosity will touch untold patients, physicians, scientists and students in the coming years.

To support Health Sciences, please contact Kathryn Carrico at (310) 825-2558.
Meyer Luskin ’49

Renee and I were at UCLA recently for the exciting occasion of the Meyer and Renee Luskin Conference Center topping out, which marks the completion of the tallest point in the project. That event on the construction site, where people who have been working on the building were invited to sign the beam along with guests, underscored for me how integral UCLA is to building a better Los Angeles and a better world. Far from being an ivory tower, UCLA is a place where faculty, students and — now more than ever — global leaders come together to develop ideas and technologies to improve people’s lives. Having given to UCLA for many years, I can attest that it is a sound and meaningful investment. I believe that supporting a public university is the best way to improve lives because receiving an education helps people flourish.

The Centennial Campaign for UCLA is not just for UCLA; it’s for everyone. It is a construct, so to speak, meant to bring people together and to remind us that we need each other: UCLA needs philanthropic support to continue to carry out its mission of education, research and service, which will lift us all.

Progress Report

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<thead>
<tr>
<th>UNIT</th>
<th>Amount Achieved</th>
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<tr>
<td>The College</td>
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<tr>
<td>Health Sciences</td>
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<th>PURPOSE</th>
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<td>Campuswide Initiatives</td>
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A Gateway to UCLA

UCLA leaders past and present joined Meyer and Renee Luskin and family and friends at the corner of Westwood Plaza and Strathmore Place, November 17, 2014. They were there to watch the ceremonial final beam of the Meyer and Renee Luskin Conference Center hoisted into the sky and placed atop the seven-story building. Called a “central gateway to our campus” by Chancellor Gene Block, the conference center is part of UCLA’s evolution as a premier, problem-solving public university. Slated to open in 2016, the center’s 25,000 square feet of meeting space and 250 guest rooms promise to boost L.A.’s economy and serve as a destination for world leaders and major conferences and summits. “This will be a place where thought leaders and civic leaders gather and engage,” says Meyer Luskin, “a space that fosters conversations to inspire a more socially just and better world.”

To support Public Affairs, please contact Kate O’Neal at (310) 206-3059.

To support UCLA College, please contact Megan Kissinger at (310) 206-0687.
Choose your passion.
Lan Sing Wu ’56, MPH ’72 found her passion in coastal Nha Trang. She worked there during the Vietnam War as a physician volunteer and began to recognize the power of public health. “I saw patients with avoidable conditions such as tetanus, cholera and tuberculosis,” recalls the now-retired Wu. “I realized the impact that could be made with a focus on vaccination, clean water, better housing and other public health concerns.”

Donnalisa Barnum, MBA ’86 saw her passion evolve in a different way. As the senior vice president and portfolio manager at Capital World Investors tells it, “I was studying for my MBA when I started to understand, more clearly than I had before, the power of capital investments to grow businesses and create jobs. That was when I started to get really excited about using a business degree to invigorate economic growth.”

Learn from the very best and put it into practice.
For Wu, that meant enrolling at the UCLA Fielding School of Public Health, where professors doing cutting-edge publishing, research and field work gave her a foundation for a career promoting public health principles. She has worked as an administrator reviewing quality of care in clinics for low-income people, as a public health officer for Humboldt County and as a public health volunteer in Guatemala and Mexico. Barnum studied with UCLA Anderson School of Management’s award-winning faculty, earning her MBA and gaining acute skills and insights about the nature of markets. She applied those skills toward an extraordinary track record supporting a strong, positive corporate culture.

Invest in future generations.
As if their careers weren’t consequential enough, Wu and Barnum each chose to complement her life’s work by investing in the university that helped launch their careers. Wu, together with her wife, Catherine Cheshire, recently established an endowment at the Fielding School to support partial scholarships for top students demonstrating financial need. Barnum and her husband, Bill, gave $1.5 million to establish the Donnalisa and William M. Barnum Jr. Endowed Chair in Management, which will invigorate the teaching and research efforts of distinguished faculty at the Anderson School.

“Bill and I feel privileged to be able to give back to Anderson and further strengthen the caliber of research and instruction at the school,” says Barnum, who also serves as chair of UCLA Anderson’s Campaign Committee and on the UCLA Investment Company Board. “We want to make a UCLA education as strong as it can be so that future generations are able to pick up the mantle to make their positive marks on the world.”

To support Public Health, please contact Carla Wohl at (310) 267-0447.
To support Business Management, please contact Tara Sakraida at (310) 825-1561.
What do entertainment, risk sciences and UCLA have in common? All three have the power to solve problems and effect broad positive change. Two donors have given gifts to the university that will bolster that power.

Film producer, former eBay president and founder of Participant Media Jeff Skoll believes in the power of the performing arts and entertainment to ignite positive social change. His recent $10 million gift to the UCLA School of Theater, Film and Television will endow and name the new Skoll Center for Social Impact Entertainment, which will be organized around three pillars: research, education and special initiatives, and public programming and exhibitions.

“A key goal of the center,” Skoll explains, “is to bring together groups that don’t often connect around the topic of storytelling, serving as a hub for foundations, social entrepreneurs, nonprofits, philanthropists, corporations and even the creative community, who need a resource to create new ways to connect and tell stories.”

In another example of forward-thinking philanthropy, John Garrick, MS ’62, PhD ’68, a leader in developing tools for risk analysis, probability theory and related fields, and his wife, Amelia, have given $9 million to launch the B. John Garrick Institute for the Risk Sciences at the UCLA Henry Samueli School of Engineering and Applied Science. The institute’s focus is to provide new knowledge and technology to assess and manage risks in order to save lives, protect the environment and protect property from large-scale threats.

“The complexity of risks to society and the environment has increased dramatically in the 20th and 21st centuries,” says Garrick. “We must meet the challenge of managing these threats with new thinking, methods, tools and applications.”

Why is UCLA the right place for such big investments? UCLA and UCLA Engineering’s “world-class faculty and commitment to public service make it the perfect home for the institute,” says Garrick.

Or, as Skoll said in a 2007 TED talk, “If you see good people doing good things, invest in them.”

To support Social Impact Entertainment, please contact Frederick Bush at (310) 206-5999.

To support the Risk Sciences, please contact Brandon Baker at (310) 206-5303.