



MICHIGAN STATE UNIVERSITY IS PROUD TO SUPPORT *Mr. Mark Rey* as the inaugural William A. Demmer Endowed Scholar in Natural Resource Enterprise and Conservation Leadership

Mark E. Rey was sworn in as the Undersecretary for Natural Resources and Environment by Agriculture Secretary Ann M. Veneman on October 2, 2001. Mr. Rey served in this important resource position until January 20, 2009. In this position, Mr. Rey oversaw the U.S. Department of Agriculture's Forest Service and Natural Resources Conservation Service.

From January of 1995, Mark Rey served as a senior staff member with the U.S. Senate Committee on energy and Natural Resources. He was the committee's lead staff person on National Forest policy and US Forest Service administration. In this capacity, Mr. Rey was involved in all forestry and conservation legislation before Congress. Mr. Rey also worked on the historic Herger / Feinstein Quincy Library Act of 1988 as well as the Secure Rural Schools and Community Self Determination Act of 2000, considered to be the most extensive public forestry legislation passed by Congress in 20 years.

From 1992-94, Mr. Rey served as vice president of the American Forest & Paper Association where he worked on a host of regulatory and legislative issues impacting the forest products industry nationally. Mark Rey is a native of Canton, Ohio and holds a Bachelor of Science Degree in wildlife management; a Bachelor of Science Degree in Forestry; and a Master of Science Degree in natural resource policy and administration from the University of Michigan in Ann Arbor.

HOW TO SUPPORT THIS IMPORTANT SCHOLAR AND PROGRAM

The William A. Demmer Endowed Scholar in Natural Resource Enterprise and Conservation Leadership at Michigan State University is a non-profit, tax-deductible 501©__ organization. Your generous contribution is vitally important and will have a direct impact on the lives and futures of America's future conservation leaders.

Please make checks payable to Michigan State University. Donations are tax deductible.

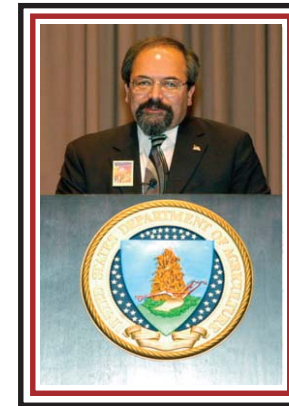
To schedule a personalized session on what you can do to help support the establishment of this position, please contact

_____ at (_____) _____ -
 _____ or e-mail at _____

Please cut along dotted line and return to:
 William W. Taylor, Ph.D., University Distinguished Professor in Global Fisheries Systems
 Michigan State University
 Department of Fisheries and Wildlife, Center for Systems Integration and Sustainability
 13-D Natural Resources Building, East Lansing, MI 48824-1222

Thank you for your generous support

MARK REY – AN OUTSTANDING CHOICE



THE WILLIAM A. DEMMER ENDOWED SCHOLAR IN NATURAL RESOURCE ENTERPRISE AND CONSERVATION LEADERSHIP

The William A. Demmer Endowed Scholar in Natural Resource Enterprise and Conservation Leadership at Michigan State University will serve as a catalyst to bridge science with policy, providing leadership to public and private organizations on the conservation of our nation's wildlife, fish and related natural resources for the enhancement of the quality of life and economic well-being of local, state, national and global communities. This scholar will be housed in MSU's Executive in Residence Program, which is designed to attract experienced leaders who will connect MSU students and faculty to the most pressing problems facing society.

The William A. Demmer scholar will develop and promote the principles and practices of entrepreneurship within the context of the business of ecosystem goods, governance and services. In particular, this scholar will work with policy makers, natural resource managers, faculty colleagues, natural resource industries and their constituents to develop knowledge, tools and methods required to make decisions, shape policies, configure organizational structures, design responsive systems, and resolve operational problems in response to changes in the supply chain related to fish, wildlife and related natural resource productivity at the local, regional, national and global levels.

In addition to contributing to MSU's Executive in Residence Program, this scholar will collaborate with the university's Boone and Crockett Club Program, which includes an Endowed Chair in Wildlife Conservation and Leadership, a wildlife extension specialist, and a professional member. The scholar will also work closely with the Boone and Crockett membership throughout the United States.

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OUR VISION

This scholar will be nationally and internationally recognized for his/her contributions to the development and dissemination of scientific information advancing conservation decision-making that enhances the value of fish, wildlife and related resources worldwide, and for his/her promotion of principles and practices of understanding natural resources supply chains, entrepreneurship and management in enhancing the prosperity of local, regional, national and global communities.



The scholar serving in this position will develop and promote principles and practices of entrepreneurship within the context of the business of ecosystem goods, governance and services.

OUR STRATEGY

- **Research** – Develop and integrate science-based information to foster informed decision-making about the value of wildlife, fish and natural resources conservation, and conduct research to better understand and strengthen the role of entrepreneurship within natural resources supply chains and organizations. This scholar will also promote and complement ongoing public-private research ventures related to the sustainability and prosperity of fish, wildlife and related natural resource enterprise systems.
- **Teaching** – The William A. Demmer Endowed Scholar in Natural Resource Enterprise and Conservation Leadership will teach a minimum of two courses annually, at least one of which at the graduate level. Courses will focus on environmental advocacy, American conservation movements and policy internships with federal and state natural resource agencies.
- **Outreach** – Provide advice to state, tribal, federal and international agencies and to private landowners. Actively participate in public dialogue about the role of timely, active management in wildlife, fish and related natural resource conservation; collate relevant information for public consumption. This scholar will also promote and complement ongoing programming by MSU, the Eli Broad College of Business, and the Department of Fisheries and Wildlife in natural resource conservation understanding and leadership development at the undergraduate, graduate and post-graduate level.

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PROGRAM INITIATION AND FUND GOAL

The scholar will begin in 2009 with a total funding goal for the endowment of \$5 million. Expendable amounts derived from this fund shall be used only to support the William A. Demmer Endowed Scholar's salary, concomitant fringe benefits, or research and outreach education programs of the Natural Resource Enterprise and Conservation Leadership Program. Annual proceeds made available from the initial endowment will be used to support faculty salaries, graduate students, internships, program publications, and outreach events in furtherance of the program's vision and strategy. The endowed scholar will regularly consult with on-campus and off-campus partners related to the business of fish, wildlife and related natural resources goods and services to ensure relevancy and responsiveness of the programs, which will increase the usefulness of their activities to the academic, public and private sectors on local, regional, state, national and global scales.

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Michigan State University, founded in 1855, was the first Land Grant College in the U.S. The university now offers more than 200 programs of study, many of them nationally ranked, which attract top scholars worldwide interested in combining practical problem-oriented research with education.

WILLIAM A. DEMMER

William A. Demmer, a 1970 graduate of Michigan State University in mechanical engineering, is the CEO of Demmer Corporation, which serves the automotive, aerospace and defense industries and is based in Lansing, Michigan. Mr. Demmer continues his strong dedication and commitment to MSU since graduation, and has made numerous intellectual and financial contributions to MSU that have significantly shaped and advanced MSU in many different aspects of the university's mission.

