

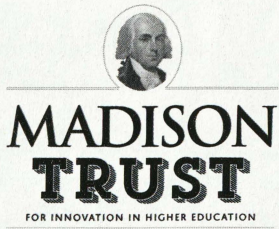
THE NEW SUCCESS



SHANIL VIRANI,
PHYSICS AND ASTRONOMY



LINDA CROSS
('77, '13P)

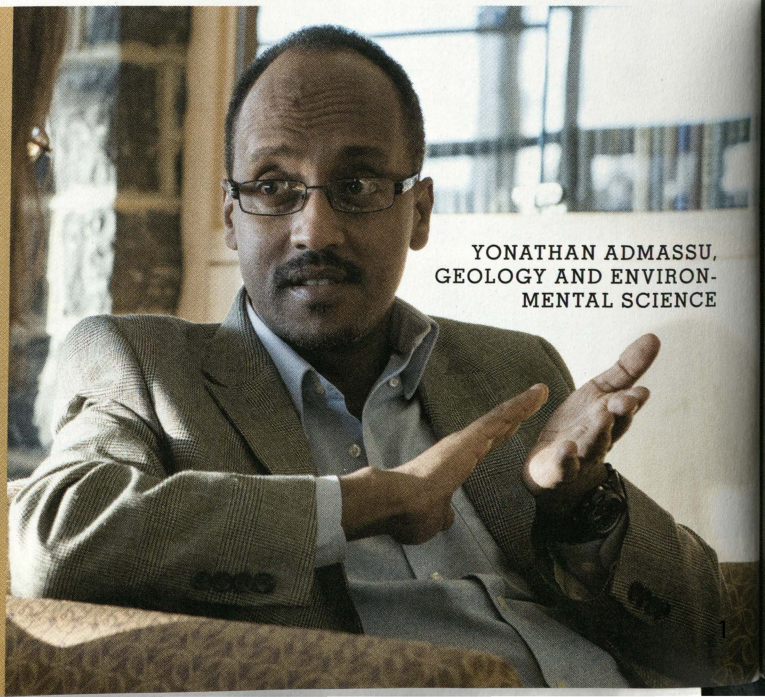


CAUSE A

The new Madison Trust pairs JMU innovation with potential investors,



GIOVANNA SCAREL,
PHYSICS AND
ASTRONOMY



YONATHAN ADMASSU,
GEOLOGY AND ENVIRON-
MENTAL SCIENCE



CAROL HAMILTON ('97M),
COLLEGE OF BUSINESS



BIBB FRAZIER ('17P)

COLLISION

including alumni and friends of the university, to effect real change BY PAM BROCK



DON RAINEY
'82, '17P)



SHERYL WATSON ('65)

THE NEW SUCCESS

Nerves were taut and the stakes high as restless JMU professors queued up in the Festival hallway preparing to take their turns during the inaugural event of the Madison Trust.

When they came face to face with potential investors in the next room, would their pitches be bullet proof? Would their ideas resonate? Would they win the funding to finally get that promising project off the ground? Or would they come away with nothing?

“You can judge these any way you want,” Madison Trust ring-leader, entrepreneur and Board of Visitors member Don Rainey ('82) instructed the 20 JMU donors. These experienced JMU philanthropists, business professionals and investors had volunteered to come to campus to consider the faculty proposals — with no strings attached.

MARK YOUR CALENDARS NEXT MADISON TRUST EVENTS

Nov. 13, 2015 AND May 19, 2016

To date, six projects have been fully funded. Other projects have received partial funding.

ALL OF THE PROJECTS HAVE THE POTENTIAL TO CREATE REAL CHANGE FOR A BETTER FUTURE.

In an all-day session in November, 12 teams of JMU faculty, staff and students presented innovative and engaging ideas that, if funded, would benefit not just JMU, but our broader communities and society as a whole. Faculty presenters had 15 minutes to make their pitches and then five minutes for Q&A with potential investors.



BUILDING A DIVERSE MATHEMATICAL THEATER:

Establishing a performance venue to enhance STEM comprehension and literacy

- Anthony Tongen, professor of mathematics and statistics
- Paul Warne, professor of mathematics and statistics

CONCRETE SPIT:

An innovative solution for oyster reef conservation and private aquaculture

- Patrice Ludwig ('96, '01M), biology lecturer
- Evelyn Tickle, industrial design instructor

CULTURALLY ANCHORED ECO-GAMES™ AND THE ERAMAT PROJECT:

Exploring solutions to sustainability through community-based games

- Michael Deaton, integrated science and technology professor
- Jennifer Coffman, international education associate executive director
- Jacob Mayiani Loorimirim ('11, '13M), JMU research analyst

DUKE'S VENTURE FUND:

Growing JMU's entrepreneurial ecosystem by giving students access to the necessary mentors, seed funding and other resources to develop sustainable and successful businesses.

- Andrew Carlone ('17), sophomore business major
- Carol Hamilton ('97M), lecturer of management

EMBRACING THE NEED FOR NEW ENERGY SOURCES:

Support for ongoing student research and future workshops on the potential for harnessing energy from infrared light.

- Giovanna Scarel, professor of physics and astronomy

EVALUATION OF POLYMER APPLICATIONS THAT AFFECT THE STABILITY OF HIGHWAY CUT SLOPES:

A feasibility study of liquid polymers that could be applied to cut slopes along rural highways to protect motorists from rockfalls

- Yonathan Admassu, professor of geology and environmental science
- Kyle Gipson, professor of engineering

INNOVATION-COLLABORATION-ENTREPRENEURSHIP ECOSYSTEM:

Strengthening JMU's entrepreneurial ecosystem by providing resources to help launch viable early-stage companies

- Mary Lou Bourne, director of technology transfer, ICE

MADISON CONNECT HUB:

A web-based platform for matching community partners' real-world challenges with JMU expertise, resulting in innovative solutions

- Kurt Paterson, professor and head of engineering
- Olga Pierrakos, professor of engineering
- Jacquelyn Nagel, professor of engineering
- Robert Nagel, professor of engineering
- Elise Barrella, professor of engineering
- Kyle Gipson, professor of engineering
- Heather McLeod, visiting professor of engineering

THE RIVERSIDE INITIATIVE:

Implementing placed-based learning at the JMU Farm, to include ecological and cultural studies as well as community outreach efforts

- Carole Nash, professor of integrated science and technology

STARRY NIGHTS JMU:

A campaign to make JMU a leader in energy-efficient campus lighting and help reduce light pollution in the Shenandoah Valley

- Shanil Virani, professor of physics and astronomy
- Paul Bogard, professor of English

TRAUMATIC BRAIN INJURY/NEW HEARING TEST:

Avoiding distractibility due to normal background sounds: Training our military service members diagnosed with traumatic brain injury, developing a new hearing test and training for central auditory processing disorders

- Lincoln Gray, professor of communication sciences and disorders
- Jacquelyn and Robert Nagel, professors of engineering
- David Bernstein, professor of computer science
- Kathleen Margaret Burns, professor of communication sciences and disorders and doctoral assistant
- Sofia Antonov Ganey, doctoral assistant in communication sciences and disorders

THE NEW SUCCESS

'THIS EVENT IS TRULY A PILOT, WE HOPE THESE DISCUSSIONS AND ORIGINATIONS WILL DRIVE THOSE COLLISIONS AND BRING PEOPLE TOGETHER.'

— DON RAINEY ('82), *Board of Visitors member*

In this era of tight budgetary constraints in higher education, a lot was riding on Rainey's strategy for Madison Trust: "You start with innovation, you layer in density and you cause collision." Was this moment the start of an ongoing Madison Trust revenue stream for JMU innovations?

"This event is truly a pilot," Rainey said. "We hope these discussions and originations will drive those collisions and bring people together."

It worked. Investors were so impressed with the expertise and innovation waiting to launch that they stepped up to fund more than \$170,000 across 12 proposals.

COMPLETED PROJECT FULLY FUNDED

WINNING WITH MONEY:

- Teaching financial literacy
- Geared toward students and young alumni as they start their careers
- Four educational and motivational speakers
- 15-minute presentations on budgeting, debt repayment, credit and retirement
- Presented by Michael Rebibo ('88), Emily Govel ('11), Cathy Snyder ('97M), Craig Brimhall
- Live event and simulcast held at Court Square Theater April 1
- Recorded for ongoing education opportunities for students and alumni

INVESTORS:

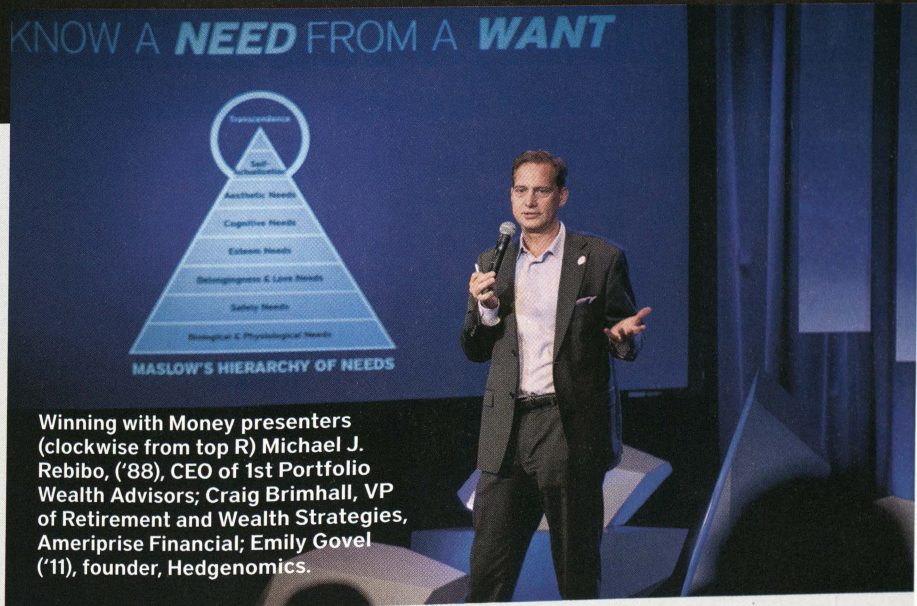
Richard Banziger ('81), Rick Kushel ('87), Greg and Christine Parseghian ('17P), Michael Rebibo ('88), Robin & John Reifsnider ('16P)

SPONSORS:

JMU Office of Financial Aid and Office of Alumni Relations

WATCH THE EVENT

To learn more about Winning with Money and the see event video, go to <http://tiny.cc/winningwithmoney>



Winning with Money presenters (clockwise from top R) Michael J. Rebibo, ('88), CEO of 1st Portfolio Wealth Advisors; Craig Brimhall, VP of Retirement and Wealth Strategies, Ameriprise Financial; Emily Govel ('11), founder, Hedgenomics.

