

Uniting the old with the new, the brick exterior of Rosenau Hall makes up the northern wall of the Michael Hooker Research Center's atrium. The new center connects to McGavran-Greenberg via a second-floor indoor walkway. Giving opportunities to fund the new Center include naming a research wing, a conference room, a laboratory or office, or purchasing space for a name or message on one of the building's glass panels.

PHOTO BY DANN SEARS / CAROLINA ALUMNI REVIEW

7:15 **EARLY MORNING:** Students and their professor begin experiments that today may result in a new approach to prevent disease.

12:06 **MID-DAY:** Couches, chairs and tables in the atrium are crowded with students, faculty and staff. Some are eating lunch; some are studying; some are talking. A few are catching up on their rest after a late night of studying.

4:37 **LATE AFTERNOON:** A study group sits around one of the coffee tables, notes spread out and books open. A lively discussion ensues.

9:12 **EVENING:** Moonlight filters in. A lone student sits on the couch, softly playing her violin. A professor pauses on the way to a second floor lab, enjoys the music, then hurries on to his waiting experiment. It's a day in the life of the Michael Hooker Research Center.

Take this chance to ¹ make your mark:

New heart of the School
full of activity, *but not fully funded*

The parking lot is gone. So is the old biostatistics trailer, long a School icon for collegiality, innovation and dedication.

In its place is the high-tech, sleek, functional and friendly Michael Hooker Research Center, which is fast becoming the heart and crossroads of the Carolina School of Public Health. The laboratories and conference facilities are state-of-the-art. The sun-lit atrium is warm and bright. The furniture invites conversation and collaboration.

The modern laboratories and high-tech systems give researchers, teachers and students tools necessary to conduct their public health work using the highest standards and most cutting-edge methods.

“These new laboratories rival any in the country and enable our faculty and students to discover important breakthroughs that will make a difference in people’s lives,” says Dr. Steven Zeisel, associate dean for research at the School. “People in North Carolina and across the world will benefit from our work in these labs and our ability to apply it to change behaviors.”

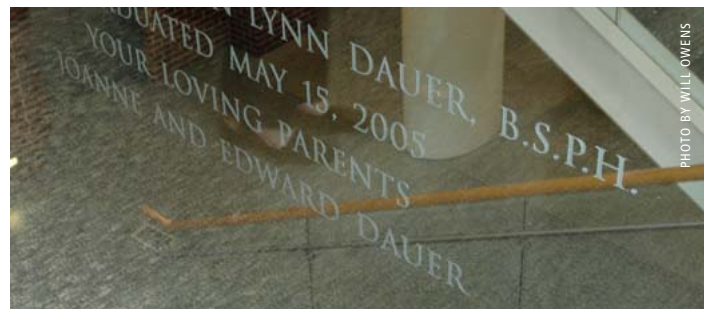


PHOTO BY WILL OWENS

Make your mark by purchasing space for a name or message on one of the Center’s glass panels.

The Michael Hooker Research Center is designed to create interactions that facilitate cross-disciplinary collaborations. “This interaction is the essence of the university. It is also an example of how the built environment influences those within it,” says Dr. Barbara K. Rimer, dean of the UNC School of Public Health. “Our faculty members, staff and students are thrilled to be working in this modern research facility, and I keep hearing how wonderful it is to have a place for interactions outside of class. It’s almost hard to believe we existed without this space!” ►►



PHOTO BY EMILY SMITH



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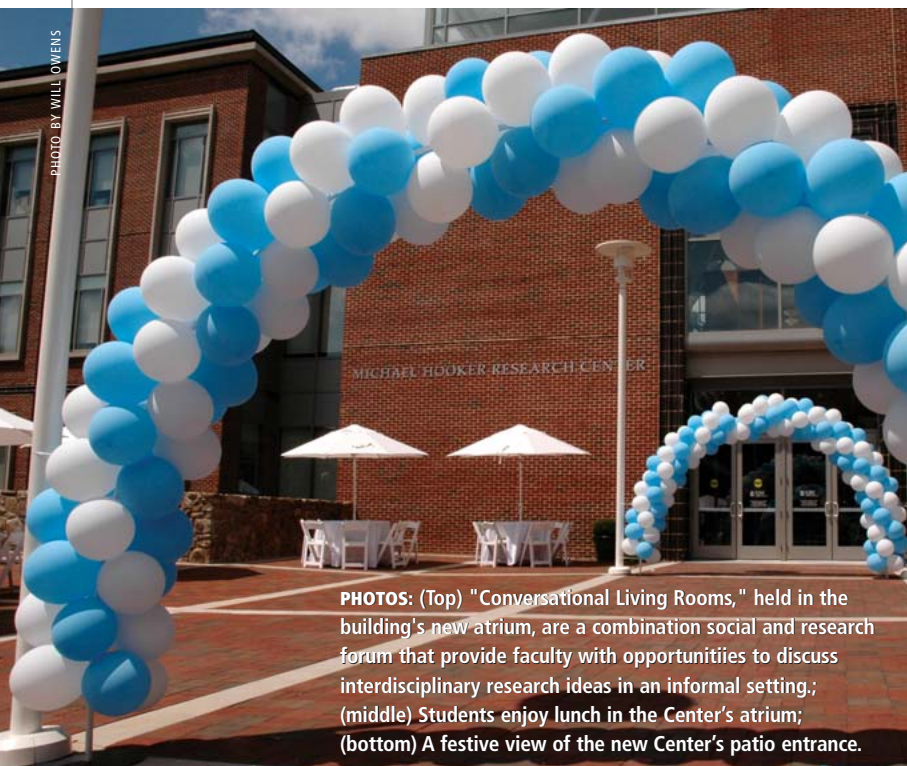


PHOTO BY WILL OWENS

PHOTOS: (Top) "Conversational Living Rooms," held in the building's new atrium, are a combination social and research forum that provide faculty with opportunities to discuss interdisciplinary research ideas in an informal setting.; (middle) Students enjoy lunch in the Center's atrium; (bottom) A festive view of the new Center's patio entrance.

▶ The building's beautiful, but the debt's still there

Even though our new building is in full use, we have not finished paying for it. We are working hard to raise the remaining \$5 million needed to complete the \$38.5 million project. Like any homeowner with a mortgage, we will be charged hefty interest fees every year in which debt remains. These payments will impair our ability to start new initiatives and even could threaten established programs.

Invest in this transformational building and leave your mark on the School by adding your name or someone's you wish to honor to a research wing, laboratory or other area of the new building. Your investment is a share in improved health, a powerful, lasting legacy—and that, after all, is what we are about. Following is a partial list of the many naming opportunities within the Michael Hooker Research Center. We hope there is one with your name on it – or the name of someone you wish to honor.

\$1.5 million – Research wing

You can make a difference by investing in a research area that excites you or that you care about. Maybe you are concerned with restoring contaminated environments, finding new genes that increase the chances of getting cancer, or discovering the connection between a person's diet and viral infections. Add your name or a name of your choice to the laboratories and offices dedicated to that particular area. We will give you regular updates on what the laboratory is doing, and we could also arrange lunch and a tour by the research team.

\$1 million – Patio and Entrance to UNC School of Public Health

Leading to the new main entrance of the School, the bricked area in front of the Michael Hooker Research Center greets all who enter and provides an attractive area for informal and formal gatherings. The prominence and attractiveness of the area make it an ideal place to remember or celebrate someone by naming it.

The special benefits of naming include:

- Knowing that you're making a difference in improving the public's health
- For named laboratories and faculty offices, opportunities for regular reports and briefings from the research team
- Mention of the laboratory name in publications and reports
- Special invitation-only events on the state of the School and public health
- Individualized reports on your investment
- Other opportunities for involvement, based on your particular interests and concerns

To explore naming opportunities, to tell us more about where you would like to make an impact, or to tour the new building, contact Charlotte Parks (919) 966-7612 or charlotte_parks@unc.edu or visit www.sph.unc.edu/philanthropy.

\$200,000 and \$100,000 – Conference rooms

The building's seven wonderful conference rooms are designed to promote discussion and stimulate thinking. Many of the ideas that are born in these rooms will blossom into exciting new programs, research or collaborations to address the most urgent public health issues. Imagine your name or the name of someone you wish to honor on one of these conference rooms, and soon we'll hear, "Meet me in the *'your name here'* room and we'll work on that together."

\$150,000 – Research laboratory

Promote research in a particular area by supporting and naming a laboratory in the Michael Hooker Research Center. That's what Professors Emeriti Drs. Charles and Shirley Weiss did when they created the "Weiss-Kuenzler-Wetzel Environmental Sciences Laboratory." "I thought it would be nice to identify the University's lineage of limnology," said Dr. Charles Weiss who was the first aquatic biologist (now limnologist) on the UNC faculty. The late Dr. Edward Kuenzler was the second aquatic biologist to join the faculty and the late Dr. Robert Wetzel became the third.

\$25,000 – Faculty offices

Faculty offices provide space where professors and researchers write grants and manuscripts, analyze research data and mentor students. You could name one of these important spaces.

\$2,500 – Glass panel

Purchase an entire 3' x 5' glass panel in the atrium to inscribe a name and a message. Look at the panels already inscribed, and you will see tributes to parents, children, mentors, colleagues and others who have contributed to or supported public health. And the location is ideal for reminding all who come to our School of the lasting impact these individuals have had in our state, nation and world.

\$500 – Portion of a panel

Purchase space for a name and brief message totaling up to 65 characters on a portion of a 3' x 5' glass panel.



PHOTO BY EMILY SMITH