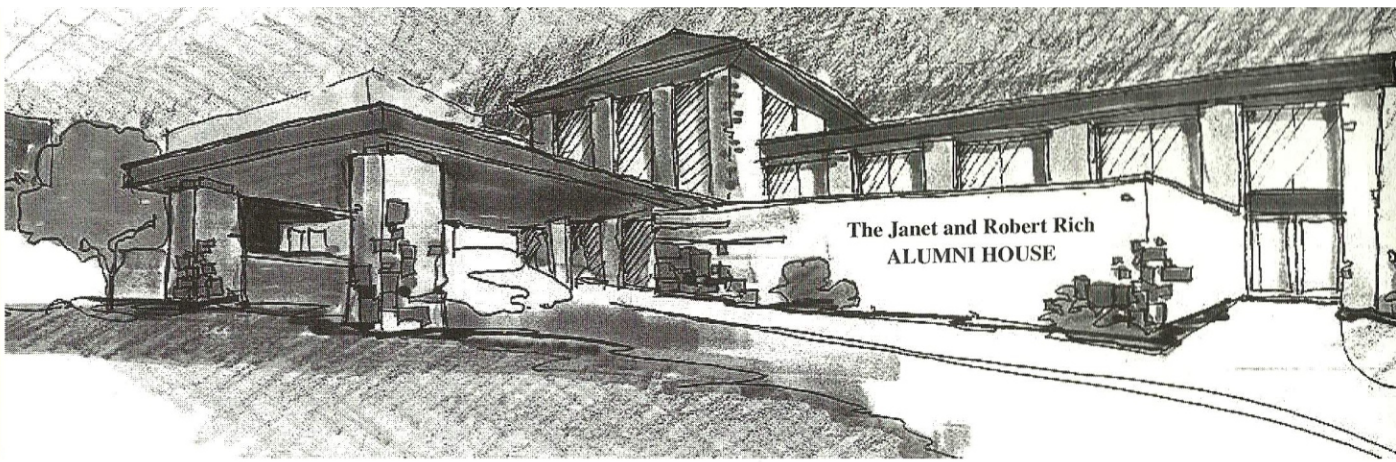


THE JANET AND ROBERT RICH ALUMNI HOUSE



The concept was created by the architectural design team of Foit-Albert Associates; Beverly Foit-Albert is a UB alum and a UB Alumni Association board member who empathizes with the university's need for a place to entertain each other as easily as we entertain ideas.

Inspired by the stone, timber and high vaulted ceilings of an Adirondack lodge, the structure will be a definitive signature on a campus that has historically been short on places where people can anchor their memories. The design reflects the untainted aesthetic virtue of Frank Lloyd Wright and echoes a nuance of Asian flair; it will emerge as the place where alumni can kick back with nostalgia by a warm fireplace, or share a long-forgotten secret in a summer breeze on the terrace.

The site for *The Janet and Robert Rich Alumni House* is the vacant land along the south shore of Lake LaSalle – west of Millersport Highway and immediately behind the Center for the Arts and the Alumni Arena, and near the new student housing at South Lake Village. Its proximity to other public-use spaces on the North Campus – the Commons, Student Union, Slee Hall, Center for the Arts, Alumni Arena and the Stadium – is important in linking events.

The 24,000 sq. ft. floor plan includes a great hall, a conference room, a terrace, a presidential suite, a library, an art gallery, a café, and a suite of administrative offices. With adequate space for parking, easy access to major roads, a scenic view of the lake, and high visibility, it will magnify all other campus initiatives – in academics, arts, athletics, community service, and philanthropic outreach.

The Janet and Robert Rich Alumni House will become the definitive place where alumni gather before events, come together after them, and plan their own agendas. It will stand as a physical symbol of UB's rising prominence as an internationally recognized public research university, and serve as a tremendous asset to both the university community and entire Western New York region.

It will entice students to become active, committed alumni, appropriately welcome visitors to campus, and send the message to alumni: "You are always connected here. You are always welcome home."

Realization of this goal, however, is entirely alumni-driven. Your generosity alone will enable us to create this marvelous facility and enhance the credibility and integrity of our emerging UB Alumni Relations program.

We invite you to follow the leadership of the Rich family by making the gift of a lifetime and supporting one of the following member organizations for *The Janet and Robert Rich Alumni House*.

Generation to Generation

"Jones, Get in There!"

BY LEELAND N. JONES, JR.

My son Leeland III (Tony) played football for UB. As a matter of fact, both of us are in the Hall of Fame at the University at Buffalo. After graduating from UB and becoming the nation's leading touchdown scorer, he went on to medical school at UB; he's now a psychiatrist in town here. In the Army he practiced in North Carolina and set up there for a while – raised a large family and brought them all back here. He was a fullback, an offensive running back.

In my day we played both ways. In a big game against Johns Hopkins in Baltimore, the coach, Jim Peele, was reluctant to start me. But finally the score was tied and Coach Peele said, "Jones, get in there!" And I went running in on defense.

The first play they threw a pass out into their left flat, and the guy caught it; he must have made seven or eight yards. I was in the secondary. And the dumb fool threw it again. So I intercepted it and ran sixty yards for a touchdown. They called it back, said it was clipping, or whatever – but we won by a large score, UB did. And that was the last real taste of any discrimination that I can recall while at the university.

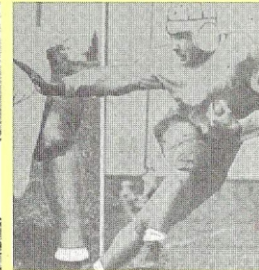
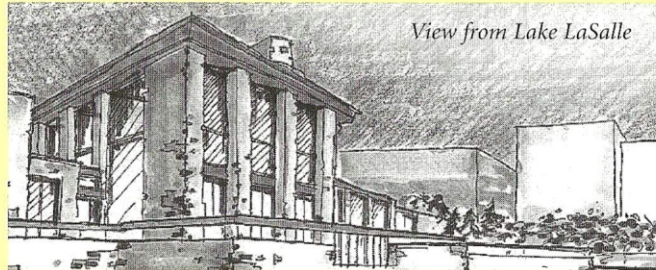
UB has always been my heart. I have served on both the University Council and the Alumni Council, and I still carry in my pocket a little card that they gave me – I'm allowed free entrance to all UB football games and UB sports activities for the rest of my life. I've tried to be a live member of everything that goes on out there.

Leeland N. Jones, Jr. (Lee) received his B.A.
in sociology and anthropology from UB in 1948.

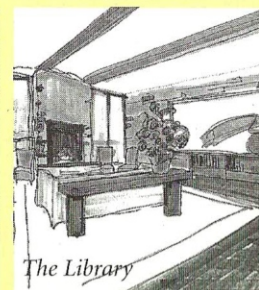
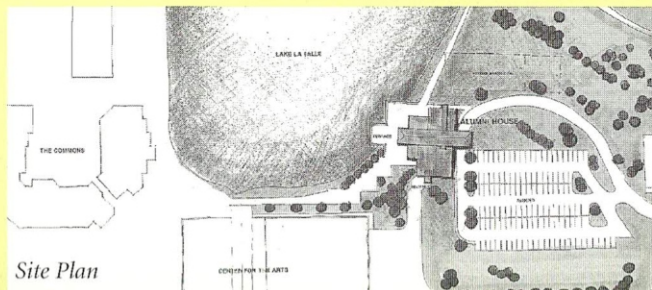
In 1987, he was inducted into the
UB Athletic Hall of Fame.

"UB has always
been my heart."

Leeland N. Jones, Jr. '48



THE JANET AND ROBERT RICH
ALUMNI HOUSE WILL BE LOCATED
ON THE SOUTHEAST EDGE OF
LAKE LASALLE, WHERE THE
SHORELINE CURVES FROM THE
CENTER FOR THE ARTS TO BAIRD POINT.



UB'S MOST DISTINGUISHED AND
COMMITTED ALUMNI FAMILIES HAS
MADE IT POSSIBLE FOR US TO TAKE
A GIANT LEAP TOWARD THE GOAL
OF AN ALUMNI HOUSE.

UB ALUMNI HOUSE – CASE FOR SUPPORT

There is a matchless wonder about your college years. They unleash potential, enlighten perspective, and generate lifelong memories and kinship.

As UB alumni, unlike any other constituent of the university, you have a certified lifetime investment in your alma mater. No matter what else changes in your life, you will always be a graduate of UB and its most valued stockholder. You fill a critical role – as an advocate of UB and sterling example of its world-class status as a public research institution, as a recruiter of new and exciting academic talent, and as a boundless source of personal and professional inspiration for UB graduates from one generation to the next.

You are fundamental to nurturing the university's long-term growth and ensuring the highest return on your investment from generation to generation.

In a hectic transition from private institution to public, however, the infrastructure necessary for a solid relationship with our alumni was overlooked. Some of the elements critical to sustained institutional growth were overlooked. But focusing ahead, we are now on a clear track to a dynamic alumni relations program that appropriately recognizes and meets the needs of UB graduates around the world.

Part of this program is already in place. The UB Alumni Association (UBAA) is thriving with new regional and international chapters. It has been

fortified and is growing steadily. The University Student Alumni Board (USAB) is achieving national recognition for its creative programming. We have redesigned our alumni magazine and created a cable TV program and a Web page that keep alumni informed.

What we are missing is a physical space that celebrates the vital importance of alumni in helping UB meet its mission objectives. The University at Buffalo needs a symbolic and practical reification of the spirit and commitment of its illustrious alumni.

Now, with an alumni body of more than 160,000, UB needs an Alumni House.

The benevolence of one of UB's most distinguished and committed alumni families has made it possible for us to take a giant leap toward that goal. The Rich family has generously given the lead gift to begin construction of *The Janet and Robert Rich Alumni House* on the southeast edge of Lake LaSalle, where the shoreline curves from the Center for the Arts to Baird Point.

NAMING OPPORTUNITIES

The Great Hall

With its vaulted ceiling, large fireplace and windows onto the lakeside patio, this is the centerpiece of Alumni House – the university's living room, a gathering spot capable of accommodating 300 for a stand-up event.

\$1.2 million

The Terrace

The terrace, or patio, is a large, brick or stone terrace extending from the building out over Lake LaSalle – not just to the shoreline but thrusting into the water itself, above a wall. It will provide a spectacular view of the lake, the Center for the Arts, Baird Point, the Commons, and Ellicott Complex. Holding 200-300 standing patrons, it can be adapted to sit-down functions under a tent or awning, and it will be the preferred spot for viewing Amherst's Independence Day fireworks.

\$1 million

The Library

The library is a small gathering spot for conversations, solitary reading, or a meeting of up to 25 persons. It will be fitted with comfortable furniture and bookcases for holding the work of faculty and alumni authors. Long windows with a view of Lake LaSalle will flank the stone fireplace.

\$100,000

Small Conference Room

The small conference room is designed for more intimate meetings of up to 25 around a conference table.

Large Conference Room

The large conference room is a functional but classy meeting space capable of holding a gathering for 100 persons, and will be the site of all UBAA board of directors meetings, among others.

\$400,000

The Presidential Suite

is a special entertaining space dedicated to the use of the university's president. It will serve to entertain international, national and local leaders in a small, intimate dining setting.

\$375,000

The Café

The café is a small, informal gathering place adjacent to the Great Hall and served by a catering kitchen. Clusters of tables stand in front of a counter/bar service station and look out on the lakeside patio.

\$175,000

The Kitchen

A flexible, multifunctional facility capable of supporting a wide range of special events from intimate parties to large, catered affairs.

\$200,000

Offices

The Assistant Vice President's Office is a large office with a conference area and an adjoining rest room.

\$50,000

The USAB Office and conference room is the headquarters for the Alumni Association's highly effective student affiliate, the University Student Alumni Board.

\$50,000

The Alumni Relations Office Suite is the setting for the professional and support staff of the Office of Alumni Relations. Individual offices within the complex can also be dedicated.

\$350,000

Assistant Directors' Offices
(8 x \$25,000)

\$200,000

Porte-cochere

This is an elegant covered entrance to the Alumni House, a welcome feature on this wintry campus which will protect individuals from the elements as they attend functions there, and provide an ideal setting for valet parking service.

\$250,000

The Vestibule Gallery

This is the grand entry to the building – and home to items from the university collections and a revolving exhibit of art by alumni, faculty, and students. It will also be used to display historic or nostalgic photos, and to highlight special occasions (e.g., Reunions, Homecoming).

\$150,000

"The Tentacles of UB"

BY JIM MILITELLO

There are two reasons I got involved with the Alumni Association. First, I felt a sense of obligation. Despite the fact that most of my education was done at the University of Guelph, my degree says University at Buffalo. It's hanging on the wall in my office. It's the material representation of my accumulated experiences in college and university life. It has opened doors for me. It's enabled me, to a certain degree, to get the job I currently have. So there's a sense of obligation from what I derived out of the University at Buffalo in my brief time there, and if I can help other people get that in some way, shape or form, then that's my way of paying the university back.

The other reason for joining is that it's very practical in any kind of work environment. It's a great networking opportunity. I think that anybody who is involved in UB – either in Buffalo or out of town – cannot undervalue the worth of the contacts that one could potentially make.

I have found from being involved with the D.C. alumni chapter that the tentacles of UB extend into some of the most prominent professions, particularly here in D.C. Jack Quinn, congressman from Western New York, is a UB grad. Wolf Blitzer, with CNN, has a UB background. Pam Benson, who is on the alumni board, also works at CNN; she's a producer.

You cannot undervalue the worth of the networking that you're able to do through the Alumni Association.

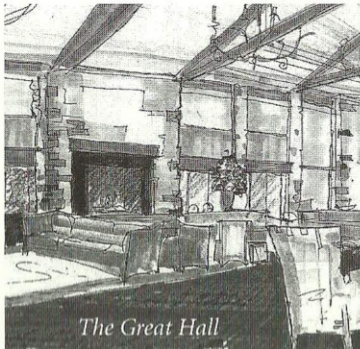
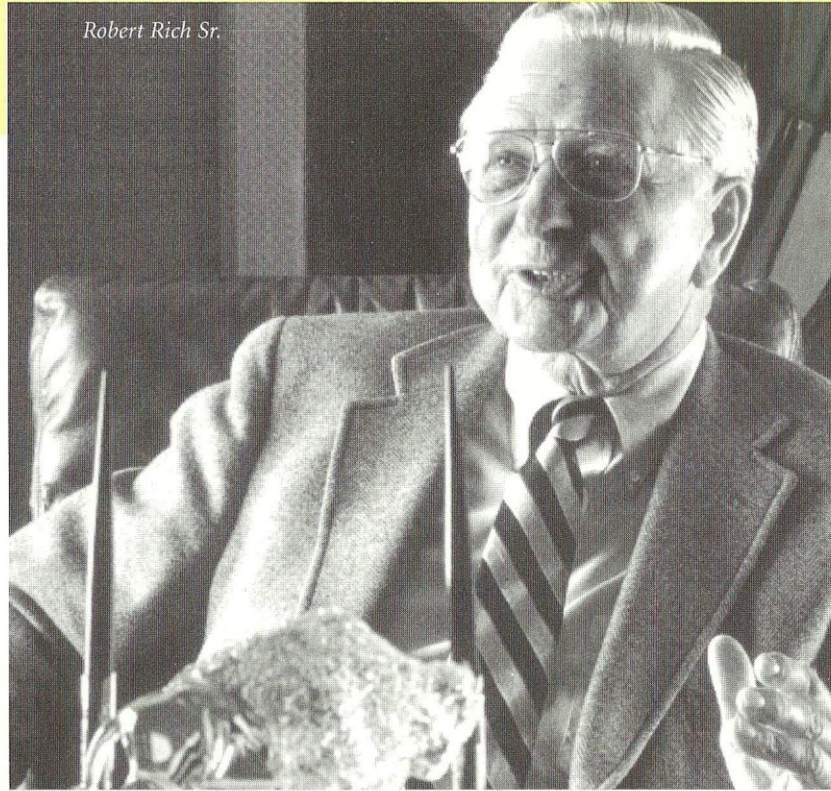
James Militello received his B.A. in psychology from UB in 1979, and is a sportscaster for Associated Press Radio Network and vice-president of the UB Washington, D.C. Alumni Association chapter.

"You cannot undervalue the worth of the networking that you're able to do through the Alumni Association."

Jim Militello '79

NO MATTER WHAT ELSE
CHANGES IN YOUR LIFE,
YOU WILL ALWAYS BE A
GRADUATE OF UB AND
ITS MOST VALUED
STOCKHOLDER.

Robert Rich Sr.



The Great Hall



The Cafe

THERE IS A MATCHLESS
WONDER ABOUT YOUR
COLLEGE YEARS.
THEY UNLEASH POTENTIAL,
ENLIGHTEN PERSPECTIVE
AND GENERATE LIFELONG
MEMORIES AND KINSHIP.

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