

## MSU Joins 50th Anniversary Celebration of Brazilian

September 2004 marked the fiftieth anniversary of the founding of one of Latin America's premier business colleges, the Escola de Administração de Empresas de São Paulo (EAESP) in Brazil. The anniversary was observed with great festivities that recognized not only the accomplishments of that institution over its first half century but also the part MSU played in its planning, founding, and early operation. The "Vargas Project," as it was known at MSU (because of the participation of the Brazilian Getúlio Vargas Foundation), was one of several examples of MSU's institution-building success during the post-World War II era. The success of this project led to later projects to found similar Brazilian business schools at the University of Rio Grande do Sul and the University of Bahia.

In 1953, Michigan State College accepted a grant from the U.S. International Cooperation Administration (forerunner of the U.S. Agency for International Development—USAID) to help establish a business school in Brazil. While business schools had been in existence since the 1920s in the United States, there were none in Latin America at that time. MSU's business school assembled a team

TOP: Among the earliest MSU faculty to be involved in the Vargas project were (left to right) Karl Boedecker, Leonard Rall, Fritz Harris, and Ole Johnson, shown in this photo from the mid 1950s.

BOTTOM: Fred Poston, MSU vice president for finance and operations, represented MSU in September at the 50th anniversary of the Escola de Administração de Empresas de São Paulo in Brazil. He is shown studying a historical display of the school's professors and students. Many MSU faculty members were involved in the creation and early operation of the school.

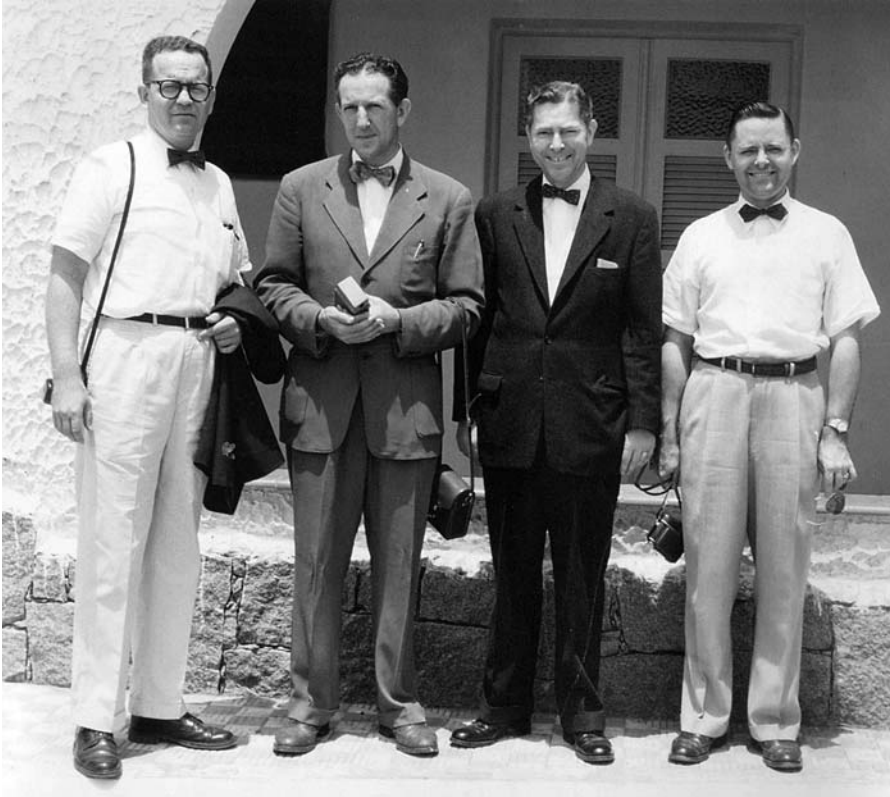


PHOTO COURTESY OF MARILYN RALL



PHOTO COURTESY OF EAESP

## Business School

from East Lansing that included Karl Boedecker (first chief of mission), Leonard Rall (second chief of mission), Fritz Harris, and Ole Johnson. These and other MSU faculty members moved to Brazil and helped lay out the basic structure of an undergraduate business program. Aware that such a school could not simply be a duplicate of schools in the United States, they worked with Brazilian faculty members to ensure that EAESP would meet the cultural realities of the region. Adapting the case-study method pioneered at Harvard University, the school was extremely successful.

MSU faculty involvement in the undergraduate phase of the project continued until 1958 and included teaching and administrative duties. Whole MSU families lived in Brazil for extended periods during the mid 1950s. During this time, many Brazilian business faculty members also came to East Lansing to earn advanced degrees at MSU.

A second phase of the EAESP project, begun in 1958, was the establishment of the graduate program in business administration. MSU professor Don Taylor was brought in as a consultant on this phase. MSU's work with EAESP, under USAID grants totaling nearly \$800,000, continued through the mid 1960s. One testament to the high regard EAESP has for its MSU connection is the naming of its library after Karl A. Boedecker.

Representing MSU formally in São Paulo at the September 2004 anniversary ceremonies was Vice President for Finance and Operations Fred L. Poston. Also attending by invitation were Professor Emeritus Don Taylor and his wife, Shirley, and members of two of the early participating MSU families, the Boedeckers and Ralls.

—John Bratzel

## Food Safety Training for Latin America Stepped Up

The MSU–Costa Rica partnership to improve Latin American food safety education moved to a second level in April 2005 when four faculty members of the MSU National Food Safety and Toxicology Center presented a four-day regional food safety short course with the University of Costa Rica. The training furthers the goal of building a Center of Excellence in Food Safety for Central America, said Karim Maredia of MSU's Institute for International Agriculture (IIA), who developed the program with the Costa Rica–USA Foundation for Cooperation. The short course built upon last year's half-day symposium in Costa Rica, "Emerging Issues in Food Safety" at the Third National Congress of Food Science and Technology.

"By organizing a regional course in Costa Rica, we can help design food safety curriculum that can be offered by universities and other educational institutions throughout Latin America and the Caribbean," said Maredia. "This is an important part of MSU's outreach and is a model we hope to replicate for other Centers of Excellence around the world."

Maredia emphasized that sending MSU experts abroad to implement a customized international program is a way to overcome the post-9/11 barriers to travel for people coming to the United States for scholarly purposes and helps countries build their capacity to address emerging issues in food safety.

This year's short course focused on a variety of topics, including public health and food safety surveillance systems; risk analysis concepts; microbial, chemical, and biotechnological risk assessment and risk management; international food laws and regulations; food safety and trade; food safety issues associated with genetically modified (GM) foods; and emerging issues in food safety.

Among those providing the training this year are Ewen C. D. Todd, director of the NFSTC, and Robert Hollingworth, NFSTC faculty member and former director.

The National Food Safety and Toxicology Center at Michigan State University is committed to reducing food-related disease on a global level through research, education, and service.

For more information about the NFSTC, visit the website at [www.foodsafe.msu.edu](http://www.foodsafe.msu.edu)

For more on short courses offered by the Institute of International Agriculture, visit [www.iiia.msu.edu](http://www.iiia.msu.edu)

—Kirsten Khire, NFSTC