

## Powerful Ingredients

MCCORMICK'S LINKS TO TU BENEFIT STUDENTS AND ALUMNI

Since 1889, McCormick & Company has been a fixture in the Baltimore area, producing spices, flavorings and other products that are sold in more than 100 countries worldwide. But the company, now headquartered in Sparks, Md., is also a seasoned veteran of philanthropy, giving back to its neighbor, Towson University.

Most recently, McCormick partnered with TU's College of Business and Economics with a leadership gift to support the Business Writing Assistance Lab. The lab enhances

the communication and critical thinking skills of TU's business students.

In addition to improving student's writing skills, McCormick has offered

internships to TU students for years. Being an intern not only fulfills a graduation requirement but also gives students the opportunity to gain real-world experience and build their resumes. Many of these internships have turned into full-time positions after graduation.

TU alumni who have found employment at McCormick include F. James McGrath '79, vice president of human relations and a member of the CBE Advisory Board. "Towson has changed dramatically since the '70s when I attended," he says. "I was a non-traditional student, and experienced the campus differently than most. Since I've been on the CBE Board, I've been involved at Towson in ways

I could never have been when I attended. I'm so happy to be reconnecting with TU."

Even TU's President, Robert L. Caret has ties to the spice company, working there as a chemist early in his career.

Now McCormick's Chairman, President and CEO Alan Wilson has begun forging a connection with the university. He volunteered for CBE's "The Associate," based on the popular television show, "The Apprentice." Now in its sixth year, TU's version of the competition allows business majors to show-

case their skills for Baltimore's business elite.

Wilson served as "Donald Trump," and is part of a panel that critiques the research and presentations of each team of business students, ultimately deciding who is fired and who comes

back the following week. "It's a little... different, to actually look at somebody and say, 'You're fired,'" Wilson says. "But being exposed to the students and their energy and strengths has been really rewarding."

The winner of this year's Associate competition will receive a position with McCormick & Company, a boon in difficult economic times.

"We are fortunate to have a truly engaged partner in McCormick & Company," says CBE Dean Shohreh Kaynama. "The time, leadership, energy and insight McCormick's representatives provide has a positive impact on the entire CBE family of students, faculty and staff."



A group of Associate competitors

### WAYS OF GIVING

**Contribute to an existing scholarship.** Help make a Towson University education possible for a current student. From a financial aid award, such as the Towson Promise Scholarship, to a scholarship designed for specific majors or interests, there are many ways to support students who are studying at Towson.

**Make an unrestricted gift.**

The University Enhancement Fund at Towson is used to support the priorities of the university.

**Create a named fund in your area of interest, or take advantage of our many naming opportunities.**

Honor a loved one by naming a classroom, lab or any one of many options on TU's campus.

**Plan for Towson's future by making an estate gift to the Towson University Foundation.**

Bequests, beneficiary designations and gift annuities are popular gift options. Start your planning at [www.towson.edu/giftplanning](http://www.towson.edu/giftplanning).

**For more information on ways you can make a difference, visit [www.towson.edu/supportTU](http://www.towson.edu/supportTU)**

**or contact the Development Office toll-free at 1-866-301-3375 or [towsonfund.edu](http://towsonfund.edu).**