

## An inside look at the local mixed martial arts scene

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NICHOLE HOERNER/ THE STATE NEWS

MSU economics senior John Hubbarth wraps the hand of his student, Lansing resident Anthony Pitts, Hubbarth said, during a special meeting Wednesday at Big House Boxing and MMA, 1131 May St., in Lansing.

# The State News

## PROJECT

## BROAD ART MUSEUM TO FINISH LATER THAN PLANNED

By Justin Harris  
THE STATE NEWS

MSU painted a troublesome picture of the Eli and Edythe Broad Art Museum's future on Wednesday, saying it didn't expect to break ground on the project until March 2010, more than a year and a half later than originally planned.

According to a university press release, ground will be broken on the museum next spring, and the museum will open in 2012. When the project was announced last winter, plans called for breaking ground in fall 2008 and completing the museum by 2010.

The State News first reported March 30 the university's struggle to complete the project within its \$40 million budget and timetable.

Among the challenges the university faces is a costlier-than-expected design and struggle to raise funds in addition to an initial donation from billionaire MSU alumnus Eli Broad and his wife, Edythe.

When the project was announced in January 2008, the projected cost of the museum was \$40 million—\$26 million of which was donated by the Broad.

However, initial cost estimates for the project were about four times more than the original \$40 million, at about \$160 million.

In February, MSU's Associate Provost for Academic Services Linda Stanford said the project would still be completed in the \$40-million range.

"There were some issues with cost and making sure we had enough donations to make it happen," Stanford said in February. "We're still close to that. It'll be close to \$40 million."

Stanford declined further comment about the museum Wednesday.

The projected total cost of the museum now stands to be somewhere between \$40 million and \$45 million, according to the university release.

"Over the course of the last 14 months, we have been working to assure the architectural, programmatic and financial viability of the project," MSU President Lou Anna K. Simon said in a prepared statement. "With the timeline confirmed, we are pleased we are moving forward."

MSU announced Zaha Hadid, a Pritzker Prize-winning architect, and her London firm, Zaha Hadid Limited, would serve as architect of the museum in January 2008. Hadid's firm was chosen from five internationally recognized firms that submitted proposals.

Jed Dingsen, a teaching specialist in the MSU School of Planning, Design and Construction, said he wasn't surprised the ground breaking date was pushed back. Dingsen has examined the drawings of the art museum and uses them for senior projects in his classes.

"That's the right time frame. They will need that much time

## From green and white TO WHITE HOUSE



GERALD HERBERT/AP

President Barack Obama makes remarks on the American automotive industry on March 30 in the Grand Foyer of the White House in Washington. Ed Montgomery, far right, an MSU economics professor from 1986-90, will lead assistance efforts to cities and towns that depend on the auto industry. Also pictured, from left, are Budget Director Peter Orszag, Secretary of Transportation Ray LaHood and Secretary of the Treasury Timothy Geithner.

By Kayla Habermehl and  
Brittany Shammis  
THE STATE NEWS

Less than two decades, a former MSU economics assistant professor has gone from lecturing classrooms of students to briefing the president. Ed Montgomery, an MSU economics professor from 1986-90, was named director of recovery for auto communities and workers last week by the Obama administration.

During a March 30 presidential address, President Barack Obama explained the role Montgomery will

"The fact he can explain things so well to people — from students to the president of the United States — really commends his ability."

Paul Menchik, MSU economics professor, on former colleague Ed Montgomery

play in the economic recovery of areas battered by the struggles of the auto industry. In this new position, Montgomery will offer support to auto workers and their families, Obama said.

"They will have a strong advocate in Ed," he said. "He will direct a comprehensive effort that will help lift up the hardest hit areas by using the unprecedented levels of funding available in our Recovery Act and throughout our government to create new manufacturing

jobs and new businesses where they're needed most, in your communities."

Montgomery, who left MSU in 1990 to become an associate professor at the University of Maryland, will design policies focused on alleviating hardship created by the auto industry, Obama said.

Fourty-eight hours after being assigned to the position, Montgomery made Michigan his first visit.

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## ADVERTISING

## Tournament may lose Pontiac sponsorship

By Allison Bush  
THE STATE NEWS

CBS's infamous NCAA Tournament theme and "One Shining Moment" jingle likely aren't going anywhere, but at least one March Madness tradition could end when MSU students tune into the tournament next year.

After 25 years of ties with the tournament, General Motors Corp. is considering cutting its Pontiac brand's sponsorship, GM spokesman Peter Ternese said.

"GM has had an awful lot of issues and we've done significant cost cutting," Ternese said. "Part of the cost-cutting effort is looking at every one of our advertising and sponsorship relationships and deciding whether we need to change, reduce or cancel them."

While the MSU Athletic Department has a sponsorship deal with GM, Athletics director Mark Hollis said he is not concerned about its im-

mediate future.

MSU athletics reported a \$1.5 million loss in 2007-08, its fourth-straight year with a budget deficit. Still, Hollis said the university has a good relationship with GM and receives sponsorship both from corporate partnerships and local dealerships.

Hollis said corporations such as GM are going through the process of determining where their limited dollars should be spent, and MSU will have to monitor its relationship with the automaker.

"In the short term, it's going to be very different because of the financial limitations they currently have," Hollis said. "But hopefully, (the sponsorships) will continue into the future."

Rick Cole, chairman of MSU's Department of Advertising, Public Relations and Retailing, said although nobody likes to lose sponsors, he doesn't believe the tournament and MSU would be badly affected if Pontiac withdraws its sponsorship.

"When you have as wholesome and exciting an activity as NCAA

athletics, with teams ... that are known all across the planet, sponsors will step in and gladly fill these voids," Cole said.

The bigger issue is that the Pontiac brand itself could be in jeopardy, he said.

"The Pontiac brand appears to be one of those that could go the way of Oldsmobile, and other brands that have been a part of the American automobile tradition," he said.

Despite the possibility of cutting Pontiac's partnership with the NCAA Tournament, GM isn't looking to lose all ties, Ternese said. The company has vowed to cut all of its advertising spending by 20 percent, and that figure will apply to the NCAA Tournament as well, Ternese said. He said other GM brands, such as Chevrolet, are not expected to withdraw their sponsorships.

"We think it's a great way to reach the youth market," he said. "With new buyers coming into the market — these college students — it's a place where any car company should be."

## Ad cuts

General Motors Corp. is considering cutting its Pontiac brand's sponsorship of the NCAA Tournament beginning next year.

GM spent \$5.3 billion on worldwide advertising in 2008, an 8.6 percent decline from a high of \$5.8 billion in 2005.

GM is looking to cut 20 percent of its advertising expenditures.

The Detroit automaker's tournament sponsorships include the Pontiac Game Changing Performance, the Chevrolet Player of the Game, and commercials featuring different GM brands.

SOURCE: ADVERTISING AGE. GM SPOKESMAN PETER TERNESE

## MEETING

## Former COGS president calls for re-do of earlier election

By Kayla Habermehl  
THE STATE NEWS

The former president of the Council of Graduate Students, or COGS, called for a reelection during a special meeting Wednesday night to discuss the charges leveled against him.

Former COGS President Manish Madan was given a chance to respond Wednesday to a report presented by Paul Curran, the group's former vice president for internal affairs, minutes before the group's election proceedings in mid-March. The presentation of the report left many members frustrated and angry that they had not had a chance to read the report earlier. Madan said he had seen the report minutes before the meeting began.

At the March 18 meeting, Curran said he had only just gotten the report together.

Madan eventually lost the election to current President Rachel Naegele.

"After reading all the complaints that had been delivered to me about presidential actions, I knew I couldn't leave the meeting with a clear conscience without delivering them to the full council," Curran said in an e-mail. "The timing was less than perfect, but couldn't be helped given the constraints of the way our organization works."

The council's meeting Wednesday began at about 5:45 p.m., but questions of protocol delayed the beginning of Madan's presentation until about 30 minutes later.

Many representatives and attendees of the meeting wanted to ask not only ask Madan questions, but also Curran and other current or former executive board members, which was not allowed. However, further scrutiny of the meeting's operating procedures allowed members to enter the floor after Madan's presentation in order to pose questions to other members.

Madan presented his responses point by point from the original report, and provided correspondences and sections from COGS bylaws to support his stance that the charges in the report were false.

He said he hopes the COGS executive board will allow for a new election, since the report was presented minutes before the election was to take place.

"I am challenging not just the leadership but the election process," Madan said after the meeting. "I want to make sure COGS

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**MADNESS MONEY**  
Area businesses were boosted by MSU's deep NCAA Tournament run, page 3A

**Weather**  
Mostly sunny  
High 54° | Low 29°  
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