

B:8.25"

T:8"

S:7"



Search

Can one university better our world?



UNIVERSITY OF MINNESOTA
Driven to Discover

B:10.75"
 T:10.5"
 S:9.625"

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 1625 Hennepin Avenue Minneapolis, MN 55403
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6736_UMN_D2D_8PageInsert_v2.indd
 Client: UMN
 Ad Number: 6736
 InDesign: CS3
 Date: 3-4-2010 2:08 PM
 Page: 1 of 8


Live: 7" x 9.625"
 Trim: 8" x 10.5"
 Bleed: 8.25" x 10.75"
 Scale: 1"=1"
 Printed: None
 Final Output At: 100%

Project Manager: Beth Foster
 Studio Artist: freelance
 Account Manager: Ashley Vaness
 Art Director: Amanda Ward
 Copy Writer: Matt Burgess
 Previous User: Noah Miwa



Publication(s): Delta Sky
 Material Close Date: March 1
 Insertion Date: April
 Notes: None

Document Path: ...ve:\J of MN:2010 UMN:67368-Page Insert Execution:Studio-Final Production:6736_UMN_D2D_8PageInsert_v2.indd
 Used Fonts: NeutraTextPS (Demil), Times (Regular)
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Search Will plastic soup enrich millions? 



► U of M civil engineering student Brian Bell, working with Engineers Without Borders, is researching ways to alleviate trash problems in developing countries. Using the sun's energy, Bell and his team are experimenting with melting plastic garbage and then molding it into products people can use, turning waste into something worthwhile. So the search continues.

[More at umn.edu](http://umn.edu)

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Search Is a happy cow the key to a strong economy? 




► U of M Extension animal scientist Marcia Endres and her students are researching cow comfort. They work with local farmers to improve bedding and feeding bins, which adds to a cow's well-being. More comfort means more milk production for the state's \$2 billion dairy industry. Turns out a comfortable cow is a cash cow. So the search continues.

[More at umn.edu](http://umn.edu)

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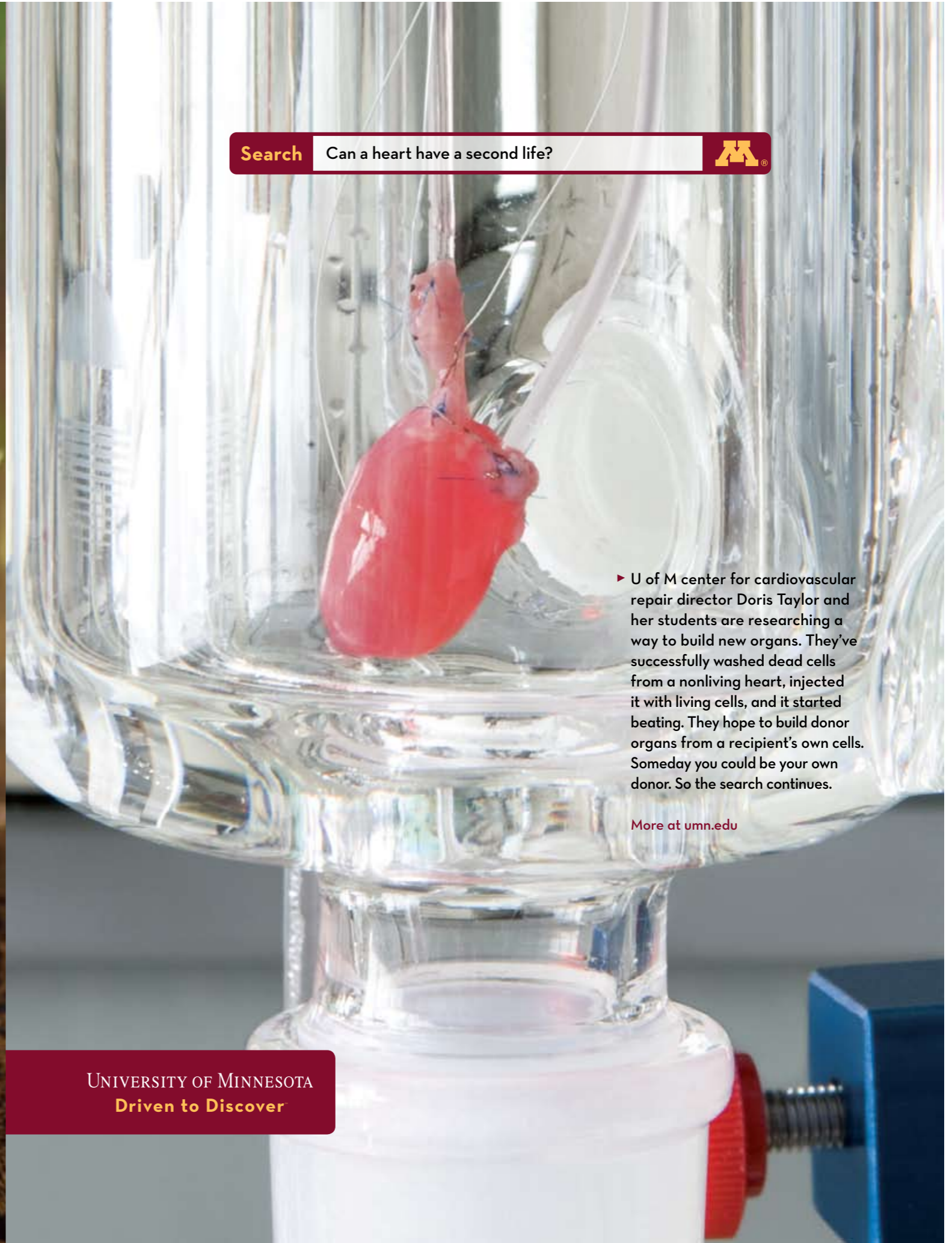



Search Can corn feed energy independence? 

► U of M Regent's Professor Ronald Phillips is on to something big. Researchers have identified the genes in corn that relate to oil content. Through cross breeding, we've raised composition levels from 3.5% to 12%. In test fields, our hybrid corn is generating 1,000 lbs of oil per acre—great for making clean-burning biodiesel. With the potential for producing more oil per acre, a high-oil corn could move Minnesota closer to its goal of using 20% biodiesel blends by 2015. So the search continues.

[More at umn.edu](http://www.umn.edu)

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Search Can a heart have a second life? 

► U of M center for cardiovascular repair director Doris Taylor and her students are researching a way to build new organs. They've successfully washed dead cells from a nonliving heart, injected it with living cells, and it started beating. They hope to build donor organs from a recipient's own cells. Someday you could be your own donor. So the search continues.

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6736_UMN_D2D_8PageInsert_number3.indd

Client: UMN
Ad Number: 6736
InDesign: CS3
Date: 3-1-2010 3:14 PM
Page: 4-5 of 8

Live: 7" x 9.625"
Trim: 8" x 10.5"
Bleed: 8.25" x 10.75"
Scale: 1"=1"
Printed: 74.7%
Final Output At: 100%


Project Manager: Beth Foster
Studio Artist: Noah Miwa
Account Manager: Ashley Vaness
Art Director: Amanda Ward
Copy Writer: Matt Burgess
Previous User: Erin Julin



Publication(s): Delta Sky
Material Close Date: March 1
Insertion Date: April
Notes: Legal moved to final page only.

Document Path: ...of MN:2010 UMN:67368-Page Insert Execution:Studio-Final Production:6736_UMN_D2D_8PageInsert_number3.indd
Used Fonts: NeutraTextPS(DemiAlt, Demi)
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Search Could the top of the world be the ultimate classroom? 

► U of M learning technologies professor Aaron Doering and his team are taking steps to truly understand climate change in the arctic. Through his adventure learning program, GoNorth!, K-12 students around the world join with them via an online curriculum. By experiencing the natural world firsthand, students gain a real understanding of global climate change and collaborate on what we all can do to help. So the search continues.

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


Search Could birth registration protect children's rights? 

► U of M Human Rights Program Director Barbara Frey is filled with renewed optimism. Her students are committed to a cause she holds dear—the rights of children. They've dedicated themselves to securing birth registrations for kids in Sudan. One simple certificate could help put an end to abduction and enslavement. And bring us closer to a world where the rights of all children are protected. So the search continues.

[More at umn.edu](http://umn.edu)

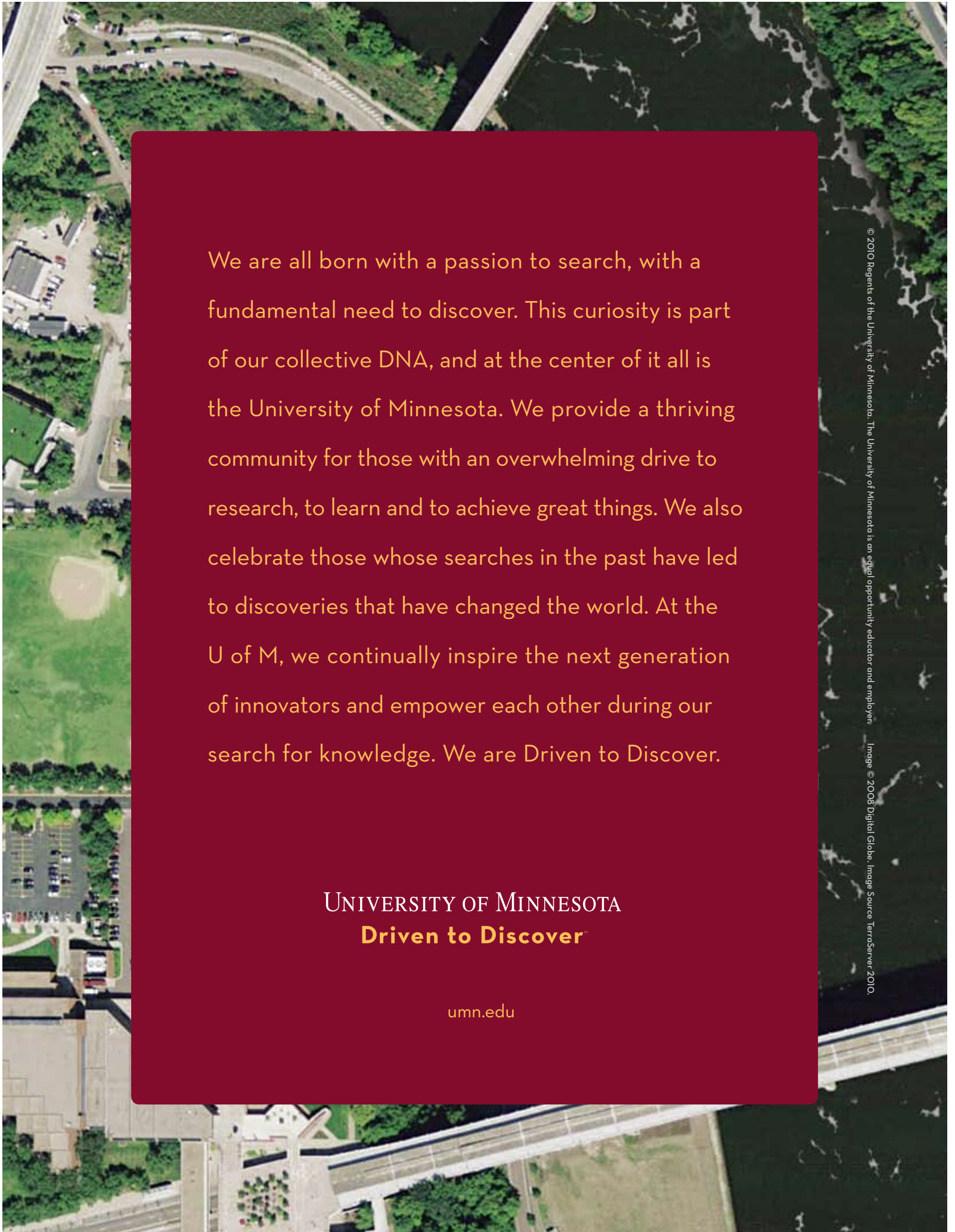
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 1625 Hennepin Avenue Minneapolis, MN 55403 P612-215-9800 F612-215-9801 www.olson.com	6736_UMN_D2D_8PageInsert_number3.indd Client: UMN Ad Number: 6736 InDesign: CS3 Date: 3-1-2010 3:14 PM Page: 6 of 8	Live: 7" x 9.625" Trim: 8" x 10.5" Bleed: 8.25" x 10.75" Scale: 1"=1" Printed: 74.7% Final Output At: 100%	Project Manager: Beth Foster Studio Artist: Noah Miwa Account Manager: Ashley Vaness Art Director: Amanda Ward Copy Writer: Matt Burgess Previous User: Erin Julin	
	Publication(s): Delta Sky Material Close Date: March 1 Insertion Date: April Notes: Legal moved to final page only.	Document Path: ...of MN:2010 UMN:67368-Page Insert Execution:Studio-Final Production:6736_UMN_D2D_8PageInsert_number3.indd Used Fonts: NeutraTextPS (DemiAlt, Demi) Linked Content: 73976704_20_cmyk.tif (313 ppi, 311 ppi, 95.57%, 96.34%), driven to discover white and gold-4C3.ai (94.28%), Final Searchbar_clean-4CWhole_r13.ai (117.25%), IMG_1125_comp.tif (240 ppi, 125%), Final Searchbar_clean-4CWhole_r1.ai (117.25%), driven to discover white and gold-4C.ai (94.28%)		

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We are all born with a passion to search, with a fundamental need to discover. This curiosity is part of our collective DNA, and at the center of it all is the University of Minnesota. We provide a thriving community for those with an overwhelming drive to research, to learn and to achieve great things. We also celebrate those whose searches in the past have led to discoveries that have changed the world. At the U of M, we continually inspire the next generation of innovators and empower each other during our search for knowledge. We are Driven to Discover.

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