

Anne and I feel very honored by this action, and we want to thank the Regents and President Coleman for this recognition.

Of course this building once carried our name in less informal sense. It was first known as “Duderstadt’s folly”, before I coined the legislatively correct, Integrated Technology Instructional Center. Later the far more creative name, Media Union, was suggested by the “dream team” that really designed this place: Paul Boylan, Dan Atkins, Peter Banks, Bob Beckley, Allan Samuels, Maurita Holland, Lynn Conway, and, of course, the real midwife to the facility, Randy Frank.

Actually, I suspect the students will rapidly coin their own name: “the Dude Dome” or perhaps “the Temple of Dude”, noting its resemblance to the Temple of Karnak in Luxor! Whatever. In the end, the names given by students are the ones that usually stick!

This is a special event for another reason, this 2004 marks our 35th year at the University of Michigan. Over these many years it has been our great privilege to serve this remarkable institution in many ways—on its faculty, as a members of the University community, and through leadership assignments as dean, provost, and president.

Although some may view us as “mobility-impaired”, our long attachment to Michigan has been due as much to the remarkable nature of this university, due primarily to the remarkable people who have served it...as regents, faculty, students, and staff...and, of course, as presidents. We have valued greatly the friendship, encouragement, support, and, of course, role models provided by our predecessors

Harold and Vivian Shapiro

Alene and Allen Smith

Robben and Sally Fleming

Harlan and Ann Hatcher

We also appreciate the accomplishments of that long line of presidents who served this institution in earlier times regard it as quite an honor to join them as a campus name!

But let me suggest that this particular event today represents more than a long-standing tradition of naming buildings after former university presidents. As you have heard and will see in the tours, this facility, rather the activities in it, represent the University’s efforts to create the future. Michigan has always been a pathfinder for higher education in America, launching the experiments, taking the risks, sometimes succeeding, sometimes crashing in flames, but always blazing trails that others will follow.

The Media Union—or, rather, the Duderstadt Center—represents just such a path to the future. Who knows, someday our grandchildren will benefit from the innovation and creativity demonstrated by the thousands of students, faculty, and staff who make this such an exciting place, right kids?

Thanks again!