

Dear Don,

It is an immense pleasure for me to have the opportunity to wish you a very happy 90th birthday, surrounded by family and friends. Minor problems prevent me from being among you during the celebrations. You will however be in my thoughts during this remarkable day.

Very present in my mind are the precious moments we spent together, first of all at Burgenstock in Switzerland where you had invited my husband, Pierre Tabatoni, to help you conceive a seminar for executive officers of major international companies, taking into account the fact that business was becoming more international with time. Your exchanges were also concerned with the ways of teaching management and business in the modern world!

With the development of our friendship with time, it became our pleasure to sail for one or two weeks each summer, on our sailboat anchored in the Bandol harbor. We were sometimes joined by your children Leesah, Annie and David or your nephew Arnie, and it was always quite a treat to share some cheese amenities. Pierre and you always used these opportunities to consider the evolution of business and the changes in companies and organizations.

You shared with Pierre an immense love of life, and the love of people that you favored. Two men of exception, two immensely intelligent men, two men with big hearts. Then after the end of Pierre's Paris University rector function, we had this opportunity to teach three months every year, for ten years, at the Kellogg School. A school that you raised to the top, creating an original concept with "bold and committed vision, personal style, energy and love for change". I still remember that in your presence, and to cater to Pierre's wishes, dinner was postponed by 15 minutes, 6h 15 instead of 6 p.m. And how could I ever forget that 40minutes drive we took to taste the best hamburger in the city of Chicago!

I send you my strong affection, my best wishes and my love and kisses.

Francine Roure-Tabatoni

Dear Dean Jacobs,

Congrats on your upcoming 90th birthday!

I still remember vividly the day I first met you in Beida for P&G's donation to the cooperation between Kellogg and Guanghai, and the day you interviewed me in Kellogg. I have been so grateful that you accepted me to Kellogg EMBA program by breaking the rules. I thank you for all the support you have given me after I graduated from Kellogg.

You have been my role model for serving the people in and graduated from Kellogg, and creating positive and long lasting impact for these Kelloggers.

I wish you health and longevity!

Guangfu "Percy" Cui

Dear Don,

Thank you for all you've done to support me at Kellogg. You welcomed me with a great bear hug, an infectious twinkle in your eye, and a huge benefit of the doubt for the new team in Executive Education.

With gratitude,
Holly Raider

Thank you for the invitation to attend the celebration of Don Jacobs 90th birthday. Unfortunately, I shall not be able to attend, but among your many guests it is doubtful that any knew him as long as I have, a span of 77 years. (Yes, we are the same age and he knew my fiance and soon wife as long ago as 1952 when he was a graduate student at Columbia University). Since age 13, I have watched him grow from an excellent basketball player, a fine outdoor speaker in public squares during the angry, but very patriotic, days of the 1940s to Kellogg's outstanding and internationally known Dean. His success as a scholar and dean was predictable

Bert Horwitz

Dear Don,

I want to be one of the many, who share the joy to congratulate you on your wonderful birthday. I wish you all the best and you really deserve this for your full life dedication to us.

We met first in September 1978 when I attended the 14th session of the North Western University Institute for International Management on the Bürgenstock, Switzerland, and since then I attended all Alumni meetings up there. We had always such an enjoyable time - particularly I remember your intentionally controversial dialogues with the late Pierre Tabatoni - as much enlightening as funny!

Over 30 years we kept our relationship - the great Alumni Meetings here at the Bürgenstock and the Corporate Governance meetings in Evanston.

I felt privileged when you appointed me as a member of the Dean's Advisory Board of Kellogg - I was one of the few international members then.

Throughout all those years I have admired your dedication to teaching and most of all, how you have been always such a generous and inspiring host for all of us at Kellogs.

Through you I got to know the Bürgenstock - well knowing, how much you like this beautiful part of the world. When I met you on our first evening in September 1978 - the evening of our introductory reception on the terrace of the Grand Hotel Bürgenstock - I told my colleagues, as I was spontaneously overwhelmed by the unreal beauty of the view: "one day I will live here..."

And I did - since a few years later I decided to choose this wonderful location as my prime residence - up to today and hopefully much longer!

For this discovery, I am also particularly grateful to you. Therefore, please accept my invitation to the Bürgenstock whenever your travels should be crossing Switzerland!

I wait for you and I wish you all the very best and most thankfully I remain

Prof. Dr. Rolf-Dieter Leister

Don,

You have been a most influential person in my life. You established a second-to-none environment for developing research, teaching and consulting career, and provided the most important help and encouragement at major turning points in my life: getting housing for my family, starting a journal, starting a society, holding major international conferences, and on and on. You are my role model of a dean, an entrepreneur, a father figure, and a "general mensch."

Thank you so much for everything.

Happy Birthday

Ehud Kalai

"As you look back on your life, the moments that stands out are the moments when you have done things for others." (Henry Drummond)

Dear Dean Jacobs,

Thanks to your visionary thinking and courage, the cooperation between Kellogg and WHU was established. The Kellogg-WHU EMBA team is proud and honored to continue what has started in 1997 with the objective to provide the best business knowledge in the world. Today close to 900 Kellogg-WHU EMBA alumni are proud to carry the degree, well-educated as global leaders.

The whole group of alumni as well as the team at WHU wishes you a happy birthday and thank you from our hearts for all you have done for us!

Warmest regards
Hanne Mai

Dear Don,

It has been an honor and a pleasure to work with you and to keep in touch through the years. Thanks for creating a wonderful Kellogg family and for bringing us together to create ours!

Many happy returns - with love, Dianne & Steve Loeb

Dear Don,

Don't be confused! Like all the others who know you, I've long been in love with you, your values and your "give it all, all the time" commitment to Kellogg. Time and again, you drafted me into doing things nobody would ever want to do until you asked and, in every case, after the doing, it was obviously the right thing to do if only because you had "asked" and seemed content that the doing was not too bad. What a lovable persuader!

Year after year, for more years than any other Director, you gave loyalty, wisdom, judgement, friendship, comfort, confidence, encouragement, and tough love to all the different groups of people that came together around the flag of Greenwich Associates, and this meant more to each of us than can ever be understood by anyone who wasn't there to see it for themselves. And our reward to you was adulation and missed planes, late arrivals home and other inconveniences about which you never complained or even noted. You always gave the best advice, the best good humor, the best you had and the best we could ever get. Not too bad, dear friend. Not too bad.

Love you,
Charley

Don,

I wish you to be in good shape and enjoy all the family and friends that will come and celebrate with you. All the best wishes. I will be with you in my mind, and my memories of our grand days will be as strong as ever.

Yours, Horst Albach

Dear Uncle Don:

I vividly remember when you made the announcement to your sister and brother-in-law (my parents) regarding enrollment at Columbia University in order to procure a Doctorate in Economics.

"I want to teach" you answered to my father, when he asked why you wanted this accomplishment.

"That's all I want" you answered when he asked whether you were aware of remuneration for a teacher's efforts. You got what you wanted, Teaching throughout your career, even though Administrative "distractions" and Corporate "side-jobs" often competed for your attention.

Your Students have benefited, Northwestern University has benefited and the fields of Education, Business and Government have benefited because of your dedication.

Your family is happy for you and proud of you.

Your devoted nephew,
Arnie Kominsky

Your support and encouragement were central to whatever success I enjoyed in my career. You were the dean of deans.

I was proud to ride with you as you led Kellogg to glory. Thank you!!! And happy birthday!!!

Lou Stern

You started as the Dean who hired me, then a mentor who guided me.

You introduced me to the best dim sum restaurant in Chinatown in Chicago, and I introduced you to the best Cantonese restaurant in the area - Chinatown on Dempster. We had so much fun taking Kellogg students to China and Japan, and you would teach me about corporate governance and the financial markets during our long plane and bus rides.

I still don't know how to manage money, but what you have taught me enriches my life, and the lives of all those I touch.

With much respect and affection,
Angela (Angela Y. Lee)

When Don Jacobs became the dean, his vision was to make Kellogg a leading institution of management. An important part of his legacy was how he empowered faculty to join him in achieving this goal. As a junior faculty in the mid-1970s, my focus was on publishing my research, teaching well, and being awarded tenure.

Don wanted more. On multiple occasions as I was walking into Leverone, Don would knock on his office window that overlooked the entry to the building beckoning me to come see him. He would ask how I was doing, and if there was something I needed, to help me with research and teaching. Or, he would show up in my office unannounced and chat. I was included on curriculum and personnel committees--really!

Being empowered in this way made it easy for me and my generation of faculty to become what Don referred to as patriots' individuals who were willing to work together in support of activities that benefitted Kellogg.

Also under Don's leadership, I witnessed the transformation of Kellogg into an institution where women could flourish. When I came to Northwestern, there were no women faculty in the marketing department.

Don created an environment where individuals were hired, promoted, and given leadership positions in the school on the basis of their performance. He established what he referred to as a meritocracy - a culture that many faculty members embraced to enhance the productivity and conviviality of the work environment for all faculty.

Thank you Don for creating a culture and a vision that had extraordinary impact on my academic journey.

Brain Sternthal

What you caused to happen at Kellogg is one of the great stories in the history of higher education in the United States.

James O'Connor

We are so sorry not be able to attend Don's 90th. Both Katie and I wish Don a Happy 90th Birthday and hope that he enjoys his day in the Global Hub.

Dan McCrudden

Uncle Donald,
Always my mentor.

Love
Randy Widen

Traveling with Don was always a joy! In every airport, there were alumni who greeted him with tremendous enthusiasm. One trip that stands out is our trip to Beijing to launch our partnership with the Guanghua School. We went to Beijing via Tel Aviv to attend the first graduation of the Recanati EMBA program and then continued on to Beijing. There was a mix up with the hotel on our second night in Beijing and Don was worried I would become the 'bag lady of Beijing' with our suitcases on the street since they had double booked our rooms. However, one phone call solved the problem and we both ended up with beautiful rooms -- Don's was the penthouse suite!

Liz Livingston-Howard

Don - You are the best! You put Kellogg and NU on the top of the charts. Have a great birthday.

Holly and John Madigan

Thank you Don for accepting me into your program and later giving me the opportunity to give back to Kellogg. I loved my Kellogg years. Thanks to you.

Isabel Juan Tel Aviv University and its American Friends join the Northwestern University community to celebrate Dean Emeritus Don Jacobs on his 90th birthday.

Moshe Zviran
Dean, Coller School of Management
Tel Aviv University

Gail Reiss
President and CEO
American Friends of Tel Aviv University

One of the many things I admire about Dean Jacobs is his ability to cultivate and maintain strong relationships with leaders around the globe.

One example that comes to mind is his special, decades long friendship with Toemsakdi Krishnamra, the former Dean of Sasin Graduate School of Business Administration at Bangkok's Chulalonghorm University, every year, Dean Jacobs makes a point to attend the opening dinner of the Sasin program at Kellogg so that he can give the students a warm welcome and through his vivid storytelling, shares the rich 35year history that he has built with the school. The strong partnerships that he has built and endured are a huge part of the history and success of Kellogg.

Gina Kuchii

One of the great things about my long tenure at Kellogg is that it started in the 'Jacobs era'. I am grateful to have had the opportunity to work in the dean's office during his last year as dean. It was early in my career and having the chance to see firsthand Dean Jacobs' approachable leadership style has left a lasting impression...and so did his drives downtown and to the airport!

Melinda Cervantes

On behalf of the Kellogg Club of Japan and its members, I would like to express our sincere appreciation for Don's leadership and dedication to our lifetime learning. He is definitely a significant part of Kellogg's brand in Japan and his frequent visit to the country has left us inspirations and insights on our own country and market. Thank you Don for the everlasting friendship and memories!

Yoko Mase – Kellogg Club of Japan

My memories of Uncle Donald go back to when I was a little girl. My grandmother, Mona –Red- Widen, and great aunt, Cele Kominsky, adored their little brother. Both of them, along with my grandfather, Leo, were so proud of Don's every accomplishment. They eagerly shared the latest news of where he visited, who he knew, what he did, and just about everything else to everyone they knew (strangers, too!). I know Uncle Donald loved them dearly and understood their excitement and desire to boast. He was a trooper!

Uncle Donald was so supportive when I enrolled at Kellogg. I loved stopping by his office to say hello, meeting him for a quick bite at the Allen Center and even pet sitting sometimes when he traveled. In 1991, he was the first to hug me after handing me my diploma.

Happy, happy birthday Uncle Donald! I hope this year is filled with love, laughter, and good health.
xoxo

Julie Widen Lewin

Happy 90th Birthday, Don! You're a great friend and an amazing person. Thank you for your friendship and enjoy every second of your special day. We're thrilled to be here celebrating with you!!

Butch, Julie, Quint, and Alexandra Darrow

Dear Don

What a wonderful treat to join in the celebration of your 90th birthday. While I'm a newer Kellogg convert, I've so enjoyed spending time with you and hearing your stories over the last few years. You built a magical institution and I'm grateful that I get to play a small part in continuing its legacy.

Wishing you a wonderful birthday,
Betsy Ziegler

Dear Prof. Don Jacobs,

On behalf of Asian Centre for Corporate Governance & Sustainability and my personal behalf, I would like to wish you a very Happy Birthday full of fun, frolic and joy!

Sir, you have been member of the Global Advisory Board of Asian Centre for Corporate Governance & Sustainability since its inception in March 2001. On this occasion of your 90th birthday, which is a Milestone by itself, I would like to place on record my deepest grateful thanks to you for your wise counsel and advise through these 17 years of evangelical journey of Asian Centre in promoting cause of Good Corporate Governance, which has been so close to your heart as well as mine! You have always been available for whatever advice I sought. I particularly remember my 'once a year' lunches with you at Allen Centre for quite a few years, some of them with Dipak Jain, the then Dean of Kellogg School of Management and a few other professors. I also had several occasions of meeting you in Mumbai, whenever you were on your way to Hyderabad for the meetings of Indian School of Business (ISB). I have always been touched by your kind gestures; you would always invite me for Kellogg's annual Corporate Governance Conferences and share with me the transcribed publications of those conferences. I have preserved all those publications and I still refer to them whenever Asian Centre conducts any research on Corporate Governance!

I must say Asian Centre has immensely benefitted from your vision & guidance and I have personally gained so much from your global experience & 'Pearls of wisdom' you always shared with me. What I admire most about you is the level of energy and enthusiasm that you display even at this age, which can leave behind even a young lad!

Mr. Mervyn King - Chairman of the Global Advisory Board of Asian Centre has particularly asked me to convey his best on your 90th Birthday and wishes you healthy and happy life ahead!

Once again our best wishes to you Sir. May I say long live Don Jacobs!

Best regards,

Prof. M.K.Chouhan (Mahendra)
Chairman Mahendra & Young Knowledge Foundation
Vice Chairman - Global Advisory Board, Asian Centre for Corporate Governance & Sustainability

Dear Don,

You are the BEST. I am grateful for your many kindnesses, including hiring me for weekend gigs after I moved to Princeton, which allowed me to visit Northwestern daughters! I am in awe of your leadership: magnificent hiring and an unwavering sense of what is important to the business world and the academic world. With you as my Dean I could have moved the world, but on the other hand, you were able to do this alone!

With respect and affection.

Hugo Sonnenschein, FOD (Friend of Don) and President Emeritus UChicago

Dear Don,

I am proud to be a Kellogg alum. Most importantly, my diploma was signed by you. 90 is the new 50 now and you still have many more years to go.

Bill Liu

Dear Don,

I always enjoyed your classes but my most vivid memory, and i believe it was my 25th reunion, I got my MBA in 1967 so it would have been 1992 when I was serving at the US Embassy in Germany, I did join the State Department Foreign Service despite Dean Barr's warning that I was making a mistake. In any event you were serving as Dean and you talked to my class about all your plans for the Kellogg School. One of my classmates said, "cut out the BS, how much do you need? We all have our check books." You responded, "No no, do not give me any more money. I am already being accused by the rest of the university of draining the pond."

That was the first and last time that I ever heard anything like that under those circumstances.

It made a lasting impression on me. HAPPY 90th. You gave me a great education which served me well in the Foreign Service where I had the privilege of serving in Stockholm, Paris, Brussels (the EU Mission, Bonn, and London. So it did not turn out so badly after all...

All the Best,

Dan Turnquist

It was definitely one of the most memorable and exciting experience in Kellogg that I could lead GIM Japan 2012 with you. Thank you very much for all your support and kindness and best wishes for your 90th!

Yoshi Fujita

It was a real pleasure to work with Dean Jacobs on the International Institute for Management in Burgenstock, Switzerland with Professors McNichols and Lavengood. I remember Nancy Hartigan encouraging Dean Jacobs to get his final updates in for class.

Frank Malec

It is a privilege and an honor for me to share a personal message to Don that will be included in a book of memories.

My two most important mentors, during the past 45 years have been Don Jacobs and the late Milton Friedman.

As I recall, I first met Don Jacobs in South Africa in the early 1970s. At that time I was Dean of the Graduate School of Business at the University of Cape Town. Don Jacobs was a giant in the Graduate Business School world. He first invited me to visit Northwestern Business School a year prior to the school being named the Kellogg Graduate School of Management. Don had so impressed the Kellogg Foundation, that they elected to award the Northwestern Business School with a large endowment that resulted in the school being renamed Kellogg. In 1979, Don invited me to join Kellogg as Director of the Executive Education Program, at the newly constructed Allen Center. Within a few years, under his extraordinary leadership, Don moved Kellogg up in the Business School rankings until it was ranked #1 in the nation. My three years at Kellogg, watching Don and learning from him, enabled me to move from Kellogg to Tulane and then to the Illinois Institute of Technology and finally to Columbia where I served as Dean for 15 years. Don, my wife Barbara and I, have maintained an extraordinarily close relationship for over 40 years. Some of the most memorable moments at Kellogg were when Don would walk over from Leverone Hall to the Allen Center in the late afternoon and the two of us would spend 45 minutes in the sauna. Two naked men chatting about nothing and everything.

When I left Kellogg for Tulane, I followed his guidance. I attracted a large donor and renamed the school the A.B. Freeman Graduate School of Business. In my first semester as Dean, the University organized an inauguration event for the newly named Freeman School. I now come back to Milton Friedman. I had invited Milton to be the guest speaker at the inauguration event. He and his wife Rose arrived in New Orleans for the big moment. Of course Don Jacobs was there at my side, together with my wife Barbara. What happened? The night before the inauguration, the Dean of the Tulane Medical School called to tell me that Milton Friedman had had a heart attack and was in intensive care. He did inform me that Milton would recover and which happily he did. I immediately called Don at the hotel and informed him that our mutual friend was in intensive care. I asked Don if he would be prepared to deliver the inauguration

speech the next day to a packed auditorium on the campus. Don's presentation received a standing ovation, as I knew it would.

Five years later, I was appointed President of the Illinois Institute of Technology, and my wife and two children returned to Chicago - guess who gave the two inauguration speeches - yes, Don and Milton.

Don, Barbara and I, Lewis and Ilana, love you and have never taken our extraordinary friendship for granted. Happy 90th Birthday.

Meyer Feldberg

In 1999, I told Don that I wasn't sure about my future at Kellogg. His response - 'we can't afford to lose you. Let me take care of it'. And he did by making an unprecedented move to give me a Chair and an unusual contract. When I thanked Don, he said 'A good institution is one that plays by the rules. A great institution is one that knows when to break the rules.' That is the essence of leadership.

I owe my career and success at Kellogg to Don.

Mohanbir Sawhney

I truly appreciate Prof. Jacobs leadership which led Kellogg to the world NO #1 management/business school.

Mitsu Shibata

I shall not forget your wonderful personal lessons on leadership. Happy Birthday, Dean Emeritus Jacobs.

Mas from Tokyo. (Masahito Kambe)

I remember when Don announced his retirement as Dean of Kellogg. It was the end of a faculty meeting in G40, in what is now the Jacobs Center. There was an audible gasp, as it came as a shock. It was hard to imagine that there could be any other Dean of the school; Don defined the role.

Happy birthday, Janice Eberly

I owe much of my career to Don, having (almost literally) grown up at Kellogg. I took a day job when I was a graduate student in music, and then a performer. My day job became a career, and I left Kellogg 14 years later as Associate Director of Executive Education. This was largely due to the opportunities and support that Don provided, including admittance to the EMBA program. I am proud to have had a great relationship with such a wonderful visionary. Thank you, Don, I am forever grateful! I wish you the happiest of birthdays, surrounded by your family and friends!

Meg McDonald

I have many fond memories of my time spent with dear Don, and particularly the extremely lively and humorous tales he used to tell me of his past students - naming no names!

I take this opportunity to extend my heartiest best wishes to Don for a very happy 90th birthday and many happy returns of the day! Penny, Adrian and I hope you will have a wonderful birthday, and may the years ahead be filled with Good Health, Great Happiness, Success and Prosperity for you.

David Li

I have many fond memories of Don, so it's hard to pin down just one or even a few. But I will never forget the support Don gave me when I was a young (< 40 years old) chair of the newly renamed Management & Strategy department in the early 1990s. I had no administrative experience, and it surely showed! Don gave me lots of good advice, but the best was just to relax and not take the job so personally. The job didn't necessarily become easier over the next months and years. But even when Don disagreed with things I'd say or did, I always sensed that he trusted my judgment and was behind me. He concluded, I think, that as inexperienced as I was, I had internalized the best interests of Kellogg, which for Don was huge. His support made an enormous difference for me at that stage in my career.

David Besanko

I give special thanks to you Don for your friendship over the past 40 plus years - and for bringing a neophyte prof on in 1988. It has been a wonderful journey and your support

throughout it has been very special. Sorry we will be away for this party but we will save the date for your 100th.

Wally Scott

I am very proud of a graduate student of Kellogg, NU in late 1970's.

Nobuo Makino

I am a former partner in McKinsey & Co. Don and I met in 1978. He was on the board of a major oil company. I personally observed Don take on a particularly difficult governance matter that other directors had ignored. He sorted this out with extreme commitment to the shareholders in the face of significant push back and reputational risk. Later, when I was leading McK's Korean Office, I invited Don to participate on a 'Blue Ribbon' panel along with key leaders from Oxford U, Harvard, U of Chicago, U of Tokyo and U of Cal] to develop a road map for Seoul National U to become a leading international university. Again, Don served with total commitment, energy and expertise in developing this plan. Lastly, I lead McK governance practice. In the early 1990's. During this period Don was one of the leading thinkers on how to improve the governance of US companies.

He and a few others put this important issue on business community's agenda where it remains to this day. In all of our interactions on such important issues, Don was always driven by what was right...and he did it with a smile. Lastly, McK hired many Kellogg grads and to a person they always had high praise for Dean Jacobs.

Happy Birthday my friend.

Robert Felton

I always recall Kellogg days with a smile. Those days were just wonderful. And, the all great memories come back to me with Don Jacobs. Thank you very much for your building the great school and for your having time with us.

Masahiro Ozaki

Homer was a great fan of yours and so am I.

Marge Livingston

Hi Don

I remember when you returned from your service in the Navy during WW2.

At that time I was 12 years old and was very impressed by all of your great stories. When my time came to serve my country, I had no doubt that I would join the Navy. By coincidence, I also served on a Destroyer in the Pacific. You never knew how you influenced one of the biggest decisions of my life. Happy 90th.

Warmest regards,

Bud Schwarzbach

He's my uncle, what can I say!

Richard Jacobs

HAPPY BIRTHDAY, Don!! It is our true pleasure to be here with you today...we would not miss this for the world! Most importantly, we wish you a wonderful birthday celebration amongst your family and friends today. Enjoy every second!

Take Care, Don. Butch, Julie, and Quint Darrow

Happy Birthday, Dean Jacobs!

Joe Pagnusat

Happy 90th Don!

I'll never forget how enjoyable it was to work with you at Kellogg. Thank you for the many lessons you taught me. I hope your birthday is filled with happiness and great memories.

Warm regards,
Chael Wright-Isak

Don, you were always such a terrific board member at Prologis. I wanted to thank you for all of the advice you gave me over the years, especially when the company was in the dredges of the recession. I will never forget your leadership, wisdom and most of all your friendship. Happy birthday Don! Sue and I look forward to spending the afternoon with you this weekend!!

Walt Rakowich

Every minute with Don is a memory I will always cherish. His smile never fails to brighten the room and his outlook on life and its challenges will never go forgotten. I love him as though he is my own grandfather and my children love him the same. He has spent these 90 years very well and am very happy to have been a part of them.

Valerie Merar

Donald's impact on my career, and therefore my life, has been pivotal, determinative and overarching. He brought me and my family from Appalachia, no place for a Jewish kid reared on the streets of New York, to the sophisticated environs of Northwestern. Though sometimes condescendingly referred to as that barber college on the north side, Northwestern enabled me to grow intellectually, to enjoy a very special brand of Kellogg camaraderie and to indulge in all the privileges of an academic in a city of note. In addition, I was a part, I will not attempt to calibrate, of the breathtaking ascent of the Kellogg Management School among its heady peers across a world in which MBAs were of growing recognition. I spent two decades honing my chops under the so-called dean of deans, an appellation I never much cared for, even as I readily concede, recognize, even applaud as nonpareil Donald's shrewdness as a managerial leader and entrepreneur. After 20 ever so fulfilling years at Kellogg, I departed to become dean of the Olin Business School at Washington University in St.Louis. This too I did with Donald's assistance and blessings. That was in 1995 and I've never forgotten my halcyon days at Kellogg or the very special role Donald Jacobs played in my life. I deem it a signal honor to participate in this celebration of his 90th birthday and wish him just as many more years as he wishes to have.

With much love,
Stuart Greenbaum

Don,

As I reflect on our relationship of almost 40 years (and longer with my family), there is no more profound friendship than with you, and most recently, having the pleasure to get to know your family. I look forward to many more years of the same.

Fondly,
Doug Gray

Don,

You have been so important in Leslie's and my lives. We are forever grateful. We came to you 38 years ago in your role as financial guru to ask if we could afford to buy a home and get married. You said we could not survive as a couple if we did not get a home. So you imposed on the bank to make me a personal loan for \$10,000 which you cosigned and for the bank to make Leslie a mortgage. The rest is history. You did so much to take Kellogg to the top - your clear vision, your leadership, your dedication. You and I didn't always get along with respect to day to day decisions but I always respected your wisdom and I learned from you. As did the corporate leaders who turned to you when there was trouble in organizations where you were a board member - Union Oil, Hart Schaffner, et al. You were the person they knew had the understanding, the fire, and the honesty necessary to right the ship. You could be less than helpful when it came to day to day minutiae ('now get out of here and get back to work') but if someone was in trouble of any kind you were the best friend a person could have.

I thank you for all the opportunities you gave me, for the lessons learned by watching you, and for your being a friend. I am truly sorry that we cannot be there to share this moment but I know that you will be surrounded by all the others to whom you gave so much.

With love,
Hervey and Leslie Juris

Don,

You will always be remembered as the world's BEST business school Dean. I appreciate your willingness to serve on the Board of Directors of EVEREN Capital Corporation when I was Chairman & CEO. I am indebted to you for the contribution you made to my career.

Jim Boris

Don,

I am so sorry to miss your 90th party. We are out of town but would have been there to celebrate with you. You were the inspiration that lead Kellogg to its heights and appreciate everything you did for me and the school.

Kind regards,
Cathy Jaros

Don,

Happy Birthday, so sorry I can't be there for it as we will be in Europe.

Cannot tell you how much an impact you have had on me and all others that have had the joy of getting to know you. Your advice and counsel has been invaluable over the years and i treasure our time together. Every person and institution that has had the privilege of knowing you is better off for it. You are truly an inspiration to all!

All the best for a superb 90th and fully expect to make it your 100th!

Thanks for all you have done,

Don DeFosset

Don,

Thanks for all of the wisdom the past few years -- I'll think of you every time I travel to Brazil!

My very best,
John Parker

Don, it has been a real privilege to work with and learn from you during my 10 years at Kellogg. I shall never forget the first time we visited the shirt market in Hong Kong or your annual research trips with GIM students to Europe, Asia and beyond. Thank you for your mentorship over the years, and HAPPY 90th BIRTHDAY!

Paul Christensen

Don,

I know of few persons who have made contributions to an organization that have had the kind of enduring impact that your contributions have had to the great benefit of Kellogg. I think of you as the strongest supporter of my work in executive education. Your unfailing trust in me to build the business was an inspiration. Thank you. This celebration of Don Jacobs is so very well deserved.

With gratitude and appreciation,
Joe Hannigan

Don,

I am not Able to be with you in this important Celebration of you 90th birthday. But I wanted to tell you that thru the years I have joined you in celebrating Many important events and in this occasion in the New Global Hub Your birthday must be one of the outstanding Celebrations.

Many more years of Joy, happiness with Your family is my wish to you.
Adolfo Autrey

Don,

Your lifetime achievements are truly extraordinary and numerous groups of people have benefited from your wisdom.

Rick Stern

Don,

Your support and encouragement enabled me to accomplish things that I never could have imagined.

You are the best, and Jean and I shall always be grateful. Thank you.

Don Haider

Don,

Best wishes on your 90th birthday and on the recognition of the changes that you were able to bring about that made Kellogg the world's leading business school. Leadership matters and you have always understood not only how to lead but also how to teach others to be strong leaders.

Dennis Chookaszian

Don started out as my dean (when I was a student) and then became my boss (as a faculty member). He was always interested in promoting and encouraging younger people through wise advice, connections and resources. I owe so much to his nurturing. But Don grew to be more than a boss, he became a friend, mentor and part of my family. As we shared happy family occasions and holidays, my children always asked: 'Is Don coming?'

Maybe my fondest memory was as his 'date' for Northwestern's Rose Bowl appearance. What a great time!

Joel Shalowitz

Don paid small kindnesses to everyone in the organization. He met me at a very early point in my career. He believed in me and encouraged me to pursue my MBA. I owe deep gratitude to Don for my career progression and my growth as a person and a leader.

Don always displayed grace in his leadership - you knew without being told that you were expected to innovate and provide smart solutions. You knew that your work was of great importance and you were given the autonomy to get it done right. There was always great pride in working under Don's guidance and leadership.

Steve Peavler

Don Jacobs is a teacher, mentor, colleague and friend. He welcomed dialogue with faculty, staff, students, alumni and donors, always reminding them that 'my door is always open.' He created a culture of collaboration within Kellogg that extended beyond the walls of classrooms or buildings.

The 'Kellogg Culture' created by Dean Jacobs will live on in the hearts and minds of all those he touched.

Rich Honack

Happy Birthday, Dean Jacobs. We love you.

Don Jacobs has been an inspiration to me and the class of 1967. He created the culture for team building and collaboration. Don Jacobs recruited premier Kellogg Faculty and enhanced the world's best Marketing Department.

Dean Jacobs created an engaged global Dean's Advisory Board with conferences and trips to Hong Kong, Brussels and Bangkok with Faculty and local leaders. Along with Don Perkins, the two Don's established the leading annual Corporate Governance Conferences. Many of Don's innovations continue today. He was consistently involved with Alumni and corporate and community leaders. We always appreciate his two day impactful trip to Tulsa. Personally, my wife Margee and I enjoyed the stories and her assistance in the feeding of Charlie the Cat.

Don Jacobs will always be the ' Dean of Deans'.

Scott H. Filstrup
MBA 1967

Dear Dean Jacobs,

We wish you have wonderful year with lots of smiles and loves! Very much looking forward to seeing you again!

With big love,

Hiroya, Yoko, Ayaka (from Tokyo) and Shimpei (from Kyoto)

Dear Don,

Happy birthday to you. I hope you have a great day and wonderful year from Japan.

Best regards,
Kuniyoshi Fujimoto

Don is the kindest, smartest, most humble man I have ever met. He is a gift to our world. He is always there to help, give advice, and guide you but most of all to be your friend. Anyone who knows Don Jacobs can only love him.

Flavia Milano

Don is by far the most impressive Dean I've had the pleasure of with. He is the wisest and kindest person I have had the pleasure of knowing. It is an honor to know him and I wouldn't miss the opportunity to wish him a happy birthday for anything!

Sonia Marciano

Don has had a major influence on my career by bringing me to Northwestern and counseling me on choosing to teach marketing instead of economics. Don has been a source of wisdom and guidance to me for many years. He was always willing to share his opinion without pulling punches. I will always be immensely grateful for his friendship and support.

Phil Kotler

Don -- Wishing you the happiest of birthdays! It's been a joy to get to know you these last several years and get to personally know the LEGEND who truly put Kellogg on the map! I'm grateful for our time in Shanghai in particular and the chance to listen to dozens of your spectacular stories.

Warmest wishes for a glorious celebration,
Shana Carroll

Don - thank you for the wonderful way you welcomed me to Kellogg, I will cherish the lunches in the Johnson Wax dining room where I learned the history of the Kellogg EMBA program and global partnerships.

Best,
Greg Haniffee

Dear Don,

There are so many memories over our more than forty years at Kellogg that it's difficult to pick out just a couple.

I will always remember your passion for Kellogg, your willingness to take risks, and your uncanny ability to know which were the right risks to take. You made the School feel like a family, with the beginning-of-year brunch, the Thanksgiving feast and the aptly named Oh-Be-Joyful. It's been a privilege to be a part of that family. Happy 90th birthday!

With very best wishes,
Bob Magee

Dear Don,

Happy birthday! Like so many others connected to Kellogg, my career owes so much to you. Thank you for your wisdom through the years. And I am so happy to be able to celebrate with you today.

All the best,
Mike Fishman

Dear Don,

I have fond memories of your role as a director of the First National Bank of Chicago, and of the many occasions when we were together. More importantly, however, congratulations on your leadership at Kellogg, which led to its impressive and international reputation.

You were willing to take informed judgments on important issues, and in so doing, you established the character and the soul of Kellogg.

With best wishes on your 90th,
Dick Thomas

Dear Don,

From one nonagenarian to another, I want to congratulate you on reaching this important and rare milestone. You're still much younger than I, but I'm pleased that you seem to be catching up with me.

I wish I could celebrate this special birthday with you in Chicago. However, I am no longer traveling. I hope you understand.

What a legacy you have created in the field of business education, Don! I am deeply grateful that the Bloch School at UMKC has been a beneficiary of your tremendous wisdom, experience and insight.

Many more happy and healthy birthdays, Don!

Sincerely,

Henry W. Bloch

Dear Don,

I recall when you became Dean of Northwestern's Graduate School of Business 42 years ago in 1975. Let's think of what you had to endure back in 1975 and what you have accomplished since then.

Back in 1975, Helen Kellogg owned 3 mansions in Chicago on Lake Shore Drive, overlooking the lake. She wanted to give the houses to Northwestern to support your career. But, the politicians in Chicago grabbed all 3 houses under the pretext that one house would be a residence for the mayor of Chicago, one house would be a residence for visiting dignitaries, and the third would house police for protection of the occupants of the other two houses. Leonard Spacek got involved on behalf of Northwestern and the battle was on. Northwestern won. The three houses were sold and the proceeds became an endowment in support of you and of what became known as 'Kellogg' in 1979.

From the beginning you assembled a brilliant faculty and established that faculty, students, and alumni would work in support of each other. Students quickly figured out that they wanted to be 'with you.' Think of what you have accomplished not only for Kellogg but for Northwestern University's entire academic reputation. No one else has done anything like what you have done for Kellogg and Northwestern.

We all hope that you are proud of yourself and we are very proud to be your friends. We all send to you our best wishes for many happy, healthy, and productive years to come.

Best wishes,
The Park Family
Dale and Rachel Park
Tom Park and Kathy Schuldt

Dear Don, How many risks you took with me - I know a lot of them and suspect there are more that I never even knew about.

Thank you for everything you have done for me over the years. My warmest wishes on your 90th birthday!

Jeanne Brett

Dear Don,

What an honor to have the privilege of your example and support.

With gratitude,
Fred Harburg

Dear Don,

You are the most transformative force in the history of business schools worldwide. Your intellect, drive, prescience, and sense of risk and reward in being the first mover with major breakthroughs, changed the face of Kellogg, and ultimately all major business schools. Those attributes and accomplishments are simply remarkable.

Being able to consider you a friend has been one of the treasures of life.

Your friend,
John Fischer

Dear Don,

Happy 90th Birthday! What a great time to celebrate, and I hope it's a wonderful day for you!

You have had such a major influence on my life. I want to thank you so much for the opportunities you gave my mother Lucille, and also for the opportunities you gave me, which left such a meaningful impact on both of our lives.

So please accept my deepest gratitude, and my warm wishes for your best birthday ever! With much admiration and great appreciation,

Chris Mayne

Dear Dean Jacobs,

I remember that day when you made a visit to my residence in Evanston with Ms. Osaka. At that moment, I just started my life in Chicago as Consul General of Japan. My wife Kaoriko was delighted to make acquaintance with you, the renowned big boss of Kellogg, because she was a part of marketing mafia. Then, our very close friendship started.

You have shown a great interest in Japan. You brought your young students every year to my country to show them the taste of its culture, society, and especially Onsen (hot springs). It was my great honor that you gave me an opportunity to give a lecture to those students about how to understand the particular behavior of the Japanese people. Having you at my dinner table, once with Professor Philip Kotler, was also my great pleasure; Kaoriko was so happy to have a chance to have a talk with the marketing Saint thanks to you. All these events became a precious part of my memory during my days in Evanston and Chicago. Thank you so much for your friendship you kindly extended to me and Kaoriko. We wish all the happiness for you and your family. Happy Birthday!

Yoshifumi Okamura
Ambassador for Human Right Affairs, Ministry of Foreign Affairs, Japan
Former Consul General of Japan at Chicago (2011-2012)

Happy Birthday Dear Dean Jacobs,

It was my great honor to have a chance to teach the GIM 2013 class together with you (and the guardian angel, your daughter Ann.) Your trust meant a lot to me. During the class period, you taught me the concept of post-graduate education to create unique findings in each student's mind through a mutual experience. It was like a voyage on a same ship where both students and teachers tackle intellectual challenges happening continually. For me, it was an unprecedented good experience to know how to develop people. I would like to express many thanks for your explicit and implicit teaching to me. The GIM trip to Japan was a fun. We visited Toyota, Uniqlo and many other outstanding Japanese companies followed by the last fun evening at the Minakami Onsen hot spring!

It's also an unforgettable memory of my husband Yoshi and me when you and Ann kindly visited our residence in New York in 2015 together with your old friends in the corporate world. We had a wonderful evening together (The total income of the guests

at the same dinner table may have exceeded \$100mil!) Thank you so much for all these beautiful pieces of the memories that you and we enjoyed together.

Yoshi and I hope our friendship continues going forward. We hope to have you in Japan again in the near future.

Kaoriko Enjo Okamura
Consultant, International Marketing Strategies
Former visiting scholar of Kellogg, Faculty member of GIM 2013

Dear Dean Jacobs,

We'll forever cherish the long conversations at Kellogg and on the GIM trip to Korea/Japan in the Spring of 2013.

Thank you for your coaching and mentorship!

Yours sincerely,
Abhishek Mitra (Kellogg '14).

Dear Dean Jacobs,

It has been an honor to work on the Kellogg Corporate Governance Conference over the course of the last four years. I know how much the conference meant to you and the great vision you exercised in creating it. I am so grateful for the opportunity to work in Kellogg Executive Education and with the rest of our team carry on your rich legacy.

Best wishes on your 90th birthday!

With my utmost admiration and respect,
Diana Cordova

Dean Jacobs,

It was honor to have you as our Dean back in 1998 - 2000 when I was studying at Kellogg. Your leadership made a significant difference, and contributed to the success of this school we love from the bottom of our hearts!!!

Millions of thanks and respect,
Tak. Imada, buckethead, class of 2000

Dean Jacobs,

One of the great memories I have was the 1983 Special K Review. Since your presence across the Kellogg experience was larger than life, we created a 30' by 30' image of your head that covered the entire stage, and used a Wizard of Oz voice behind the curtain to have you speaking to the students/audience. The symbolism was very appropriate, as what you did to put Kellogg on the map of the top B schools in the country (number one in 1985 in Business Week!) truly was larger than life! Thanks for all you did to make Kellogg a great experience and a great B school!

Theodore B Martin, Jr '83

Dean Jacobs was always invigorating to be around. His intelligence and passion for Kellogg is evident in all he has done! His insights were extremely valuable during my writing of the Kellogg history book (Wide Awake in the Windy City), which could not have happened without him.

I will always remember his famous 'whistle' that called to order faculty meetings! Great person who has made a super difference for so many people.

Happy Birthday!
Matt Golosinski

Dean Jacobs taking the time, unrushed, to interview me with people streaming in and out of his office in the mid-90's is an indelible memory. He genuinely cared about each student. Happy Milestone Birthday to him!

Jim Staples

Dean Jacobs is known for his kindness and willingness to offer advice. I was fortunate to be the recipient of both. Thanks, Don!

Alex Mitrovic

Congratulations, Don, on this important milestone! I'm sorry that I cannot be there to help celebrate this big birthday. with your friends and family.

Many, many thanks for all you have done to assist the Bloch School at UMKC.

Tom Bloch

Congratulations on your ninetieth! As I think about my adult life unquestionably you are in the top tier of those who have made my life a joy. For over 40 years you have been a great friend and influence. Further, and equally important, you shaped Kellogg into an environment that for me could not have been better for personal satisfaction and professional contribution. It is wonderful to look back over these years without major regrets. You made the grass very green right here in Evanston. I am fortunate to have spent my professional life with you as a great colleague and leader.

Thank you for being you.
Mark Satterthwaite

Apart from being the Dean of Deans, Don has been a great mentor and a role model through his actions. He cared deeply about women faculty. I still remember him asking junior faculty during a lunch meeting in the 80's what he can do to help them -- and based on their response decided to give time off from the tenure clock to women faculty having children. Kellogg initiated this and other institutions followed.

Ravi Jagannathan

Although there is no reason for you to remember, Don, but my first meeting with you was when Roger Myerson arranged to introduce me to you in your office while I was being recruited to the Political Science department in 1995. You were very gracious but clearly puzzled by why I was there at all! Nevertheless, I did spend a great deal of time in the Math Center before I moved to Kellogg from WCAS and, whenever you saw me in the halls during this time, you invariably said hello as if I were faculty. Thank you for your unwavering support from the time I started in WCAS and the Math Center, Don, through the many years since when I have been privileged to be part of the Kellogg faculty. Happy Birthday!!

David Austen-Smith

Along with Don, and many other great faculty, I was there at the beginning of Kellogg greatness, from 1963 to 1977.

Stan Stasch

Carole,

Sorry this is so late. I *really* struggled to come up with something "safe for work". One of many examples in the NSFW category is the time Jacobs unexpectedly confronted me in the swimming pool locker room, naked as a bear, grilling me about the research value of 80287 math coprocessors and color monitors. Would these make faculty more productive, or were they toys? I assured him of their value. (If you think that's SFW, you can use it. :-)

But in the clearly SFW category:

I had the privilege of being a department chair under Don. I learned a great deal watching his responses to suggestions and problems. He always had a clear strategic vision of what he wanted Kellogg to be and what would be sustainable. Did faculty *really* want to be involved in the admissions process, with all the work that would entail? Did faculty really want to run CIM? To ask the question was to answer it.

And if someone wanted to try something, he often gave them the opportunity. He occasionally said no at the outset, but more often he took the chance. He would then prune where he perceived failure, and he would promote the successes. But he let people take a chance.

Bob MacDonald

Dear Don,

A very happy, healthy birthday wishes from Joan and me and our three sons, Michael, Stephen and Jonathan. You are an incredible guy and we have so many wonderful memories that involve you.

You served on the CME Board at my request and later on the CBOE Nominating Committee. In each case you were fantastic in the advice that you gave to both of these major global financial institutions. Most of all, in the wake of the 1987 stock market crash you were critical to both Leo Melamed and me introducing us to David Ruder the then Chairman at the SEC. You took us to his home in Highland Park the weekend following Black Monday during a very tense period for the U.S. equity markets.

Joan and I hope that you have a very enjoyable party surrounded by many of your friends! We are thrilled to be able to celebrate with you.

Fondly,

Joan and Bill Brodsky

Dear Dean Jacobs,

Happy 90th birthday!! WOW!! What an incredible milestone and what an incredible 90 years you have had. Arthur and I feel so fortunate to have known you and benefited from your visionary leadership as Kellogg students and Kellogg alums. You did an amazing job of redefining global business education and catapulting Kellogg from a scrappy, innovative, challenger business school to the #1 ranked school. You had the brilliance to recognize that success in business would not just be defined by knowledge and functional skills but by leadership and people skills. Under your direction, Kellogg became the first business school to interview all prospective students and to make teamwork and group projects a differentiating pillar of the Kellogg experience. You recognized how important Executive education would be to impacting business practices and led with the Allen Center and innovative Executive programs that were an important source of revenue for both the school and the professors. You had the foresight to understand how important globalization would be and you planted Kellogg's flag in key geographies creating a unique global footprint.

Importantly, you fostered the special Kellogg culture that is bold, entrepreneurial, and confident yet humble. You encouraged innovation and initiative from students, faculty and administrators and you challenged all of us to be the best that we could be. Kellogg has been so blessed to have had you as its leader at such a critical point in its history. All of us in the Kellogg family have benefited from your vision, foresight and ability to translate that vision into reality. It has been such a privilege to have known you. I have such fond memories of working with Don Cahill and you to put together Kellogg's first 5 year pledge program for graduating students and jump starting the alumni clubs in NYC and Chicago. Thank you so much for all that you have done for Kellogg!! You have done truly an amazing job!! We wish you a joyful celebration and many more happy years!!

Warmest regards,

Betsy '82 and Arthur '81 Holden

To the greatest at 90 and always.

The Alan Petersons (Alan, Milly, Mark and Patrick)

Dear Dean Jacobs:

Happy birthday!

You're not going to like this and the other notes people are writing to you. In fact, I can hear you dismissing me as I write this note.

Thank you so much for taking a chance on me back in 1978 and again in 1985. Up to that point, Kellogg had not hired someone out of industry into the CMC. As with so many other things you did during your time as Dean, you saw something which would eventually change across all business schools. You saw the need to bring in some people who had experience on the “other side of the fence (business).”

Working at Kellogg during those early years in my time there, was exhilarating. Your willingness to give all of us a lot of rope and none of us actually hanging ourselves is a testament to our passion for the School. That passion was due in part to your vision for Kellogg and the culture you developed. I have never lost sight of that, in particular the culture.

Your vision, leadership and belief in the people made Kellogg a very special place and you a very special person with whom to work.

Thank you so much for all you have given to the School and all of us who have had the privilege of being influenced and touched by you. I am so pleased to be able to join with so many others in celebrating this milestone birthday.

Fondly,

Roxanne Hori

DEAR DON,

HAPPY BIRTHDAY TO A GREAT GUY

WHO GAVE ME A GREAT DAUGHTER-IN-LAW.

ELLIE (MERAR)

Dear Don,

Thank you for making Kellogg such a special place. As you may recall, I joined the faculty the same year that you became dean. At the time, I believe Nancy Schwartz was the only other female faculty member. However, under your leadership the number of female faculty grew significantly. You created collaborative, collegial atmosphere that felt gender-neutral and made me the envy of my female colleagues at other institutions. That environment allowed me to thrive at each stage in my career. I am deeply grateful to you.

You also were a pioneer in executive education. I and some of my colleagues reluctantly and fearfully ventured into teaching at the Allen Center soon after it opened. Our doctoral training had provided little exposure to or understanding of business practice and we wondered what we might teach that seasoned executives wanted or needed to learn. However, your vision paid off and our understanding of business

practice increased as the result of our experiences at the Allen Center. We became both students and better teachers.

On a more personal note, I've enjoyed our interactions over the nearly 42 years we've known each other. I remember fondly and with humor working with you and Ronnie Offer on the AT&T vs. MCI case in which you were to be an expert witness. I was disappointed when the case settled without need for your testimony after we had worked so hard to find a way of making the economic argument for the estimated damages accessible to a jury of lay people!

Happy 90th birthday Don. And, thanks for memories and all your support over the years!

Alice (Tybout)

Dear Don,

I am proud to be a Kellogg alum. Most importantly, my diploma was signed by you. 90 is the new 50 now and you still have many more years to go.

Bill Liu

Dear Don,

I always enjoyed your classes but my most vivid memory, and i believe it was my 25th reunion, I got my MBA in 1967 so it would have been 1992 when I was serving at the US Embassy in Germany, I did join the State Department Foreign Service despite Dean Barr's warning that I was making a mistake. In any event you were serving as Dean and you talked to my class about all your plans for the Kellogg School. One of my classmates, was it Scott? said, "cit out the BS, how much do you need? We all have our check books." You responded, "No no, do not give me any more money. I am already being accused by the rest of the university of draining the pond." That was the first and last time that I ever heard anything like that under those circumstances. It made a lasting impression on me. HAPPY 90th. You gave me a great education which served me well in the Foreign Service where I had the privalage of serving in Stockholm, Paris, Brussels (the EU Mission, Bonn, and London. So it did not turn out so badly after all...

All the Best,

Dan Turnquist

Happy 90th Birthday, Don! You're a great friend and an amazing person. Thank you for your friendship and enjoy every second of your special day. We're thrilled to be here celebrating with you!!

Butch, Julie, Quint, and Alexandra Darrow

Dear Don

What a wonderful treat to join in the celebration of your 90th birthday. While I'm a newer Kellogg convert, I've so enjoyed spending time with you and hearing your stories over the last few years. You built a magical institution and I'm grateful that I get to play a small part in continuing it's legacy.

Wishing you a wonderful birthday,

Betsy Ziegler

Don, you were always such a terrific board member at Prologis. I wanted to thank you for all of the advise you gave me over the years, especially when the company was in the dredges of the recession. I will never forget your leadership, wisdom and most of all your friendship. Happy birthday Don! Sue and I look forward to spending the afternoon with you this weekend!!

Walt Rakowich

Knowing Donald P. Jacobs

By, Steven J. Dekrey

It is a great honor for me to join Don in celebrating his 90th Birthday. When I think back on our first meeting I realize I have known Don, or whom I first called DPJ, for 38% of his 90 years.

We met in an interview at the Allen Center which was then newly opened. I was a full time to night time MBA transfer student and Don was as for most of the time I knew him, the DEAN. I was also an aspiring admissions officer candidate in 1983 who needed an income to finish the MM program part time.

Don listened to the story of how I had depleted my savings of \$10,000 on the first year of the program (Tuition \$9,400) and needed to work to complete the degree. He then asked me two questions "Did I enjoy my time as a full time student and did I have enthusiasm for the school?" He liked my answer and the enthusiasm I conveyed at that time we have held in common all these past 37 years.

As Don became Don to me and not DPJ or Dean Jacobs our relationship grew. I left Kellogg admissions in 1989 with what he called in his recommendation letter "tremendous amounts of good will". I was able to leverage that good will into several

future recommendation letters until I landed in Hong Kong as an associate Dean for Masters programs.

Don heartily supported the Kellogg HKUST EMBA initiative and was as proud as I was when the Financial Times rankings confirmed our success. As I conveyed to one of Don's associate deans, the Kellogg HKUST EMBA Program should not be a hobby for Kellogg but should be part of its future. Don knew agreed with this belief and spent a lot of his time developing Kellogg's reputation in Asia.

After he stepped down as dean, former Kellogg faculty and HKUST Dean the late Yuk Shee Chan and myself flew to Evanston to honor Don's 26 years as dean. Thankfully, despite his Deanship retirement Don continued to help his creation, the Kellogg school, full time.

We saw him frequently in the EMBA classroom at HKUST. Don's class was a very popular one in Hong Kong especially after they heard my introduction at the beginning of class. As Dean of Deans and the person most responsible for Kellogg's rise, joint degree students in Hong Kong were proud to call him their professor after he taught them so much about corporate governance.

Over the years Don and I grew closer and I became to rely on his wisdom and friendship whenever I faced a big issue or job change decision. I always factored his advice into my decisions and found his insights increasingly helpful. Recently I made a move which Don paternally argued against but which I recently corrected by returning to HKUST. Don was very pleased about that but never said he had warned me.

Don has taught me the essence of Wisdom as his 90 years have been ones of constantly striving and learning. His concept of lifelong learning he himself has practiced for now over 90 years.

Happy Birthday Don! It is an honor for Veronica and I to help you celebrate your impressive 90 years on this earth. I share your passion for Kellogg and lifelong learning. I will continue to rely on your teachings and what I learned at Kellogg as my career takes even now, unique turns. To you and Kellogg I give my thanks. Not only did I receive a tremendous educational experience but I learned academic leadership and befriended the master himself. Thank you for everything as we toast you on your 90 years.

Mabuhay and Spasiba.

Warmly,

Steve Dekrey '85

P.S. Veronica and I owe you a Boat ride in Hong Kong!

DON JACOBS

“THE ARTIST” ON THE OCCASION OF YOUR 90TH BIRTHDAY

You have been called a visionary, a legendary leader and the Dean of Deans. All are true, but I believe you can also be called an “ARTIST”. Think back to when you became dean and picture the landscape of management education at that time. It was pretty drab. Paint it dull and unattractive to our nation’s brightest students. You picked up the brush and with daring strokes and bright colors you painted a new landscape. You worked on every quarter of the canvas and when you were done the landscape had changed to of brighter colors—one that is not only exciting and invigorating, but also one that is attractive to the best students from around the world. It is your signature in the lower right hand corner of the canvas. Your work is a masterpiece, one that will be admired and praised forever. Is management education an art or a science? In my opinion you, personally, have made it an art form of the highest order.

Those of us who have had the pleasure of working with you side by side are aware of your significant contributions to graduate management education, to Kellogg and to Northwestern.

You have changed the playing field on which Graduate Management Education is practiced and played and for your contribution to the profession, you are on everyone’s ballot for the Graduate Management Hall of Fame. Congratulations! Thanks! Happy 90th Birthday! May you have many more!

Sincerely,

ED WILSON '84

Dear Don,

You are the BEST. I am grateful for your many kindnesses, including hiring me for weekend gigs after I moved to Princeton, which allowed me to visit Northwestern daughters! I am in awe of your leadership: magnificent hiring and an unwavering sense of what is important to the business world and the academic world. With you as my Dean I could have moved the world, but on the other hand, you were able to do this alone!

With respect and affection.

Hugo Sonnenschein, FOD(Friend of Don) and President Emeritus UChicago

Dear Don,

I recall when you became Dean of Northwestern’s “Graduate School of Management” 42 years ago in 1975. Back then there was no “Kellogg” and the graduate school of

management was not the model of success that it is today. You arrived with a vision and with your leadership Kellogg became the top graduate business school in the United States.

You may recall how the graduate school of management became the Kellogg School of Management. Back in 1975, Helen Kellogg owned 3 mansions in Chicago on Lake Shore Drive, overlooking the lake. She wanted to give the houses to Northwestern to support your career and to advance the graduate business school program. But, the politicians in Chicago grabbed all 3 houses under the pretext that one house would be a residence for the mayor of Chicago, one house would be a residence for visiting dignitaries, and the third would house police for protection of the occupants of the other two houses. Leonard Spacek, I, and many others got involved on behalf of Northwestern and the battle was on. Northwestern won. The three houses were sold and the proceeds became an endowment in support of you and of what became known as "Kellogg" in 1979.

From the beginning, you assembled a brilliant faculty and established that the faculty, the students, and the alumni would work not in competition but in support of each other. Your students quickly figured out that they wanted to be "with you".

In addition, you recognized that the faculty would benefit from working with business leaders through the Kellogg's continuing management education program. With Jim Allen, you planned and developed the Allen Center, which quickly became the envy of business schools around the country.

Think of what you have accomplished not only for Kellogg but for Northwestern University's entire academic reputation. No one else has done anything like what you have done for Kellogg and Northwestern. We all hope that you are proud of yourself and we are very proud to be your friends.

We all send to you our best wishes for many happy, healthy, and productive years to come.

Best wishes,

The Park Family:

Dale and Rachel Park

Tom Park and Kathy Schuldt

Prof. Don Jacobs has been member of our Global Advisory Board for last 17 years and I have some lovely memories of this long partnership. Therefore, I am attaching a personal message for Don Jacobs, which please include in the book of memories. I did insert the text message in RSVP also but this is a scanned message on the letterhead, which could not be uploaded in RSVP form.

Once again best wishes,

Prof. M.K.Chouhan (Mahendra)

Thank you for the invitation to attend the celebration of Don Jacobs 90th birthday. Unfortunately, I shall not be able to attend, but among your many guests it is doubtful that any knew him as long as I have, a span of 77 years. (Yes, we are the same age and he knew my fiance and soon wife as long ago as 1952 when he was a graduate student at Columbia University). Since age 13, I have watched him grow from an excellent basketball player, a fine outdoor speaker in public squares during the angry, but very patriotic, days of the 1940s to Kellogg's outstanding and internationally known Dean. His success as a scholar and dean was predictable

Bert Horwitz

Dear Don,

I want to be one of the many, who share the joy to congratulate you on your wonderful birthday. I wish you all the best and you really deserve this for your full life dedication to us.

We met first in September 1978 when I attended the 14th session of the North Western University Institute for International Management on the Bürgenstock, Switzerland, and since then I attended all Alumni meetings up there. We had always such an enjoyable time - particularly I remember your intentionally controversial dialogues with the late Pierre Tabatoni - as much enlightening as funny!

Over 30 years we kept our relationship - the great Alumni Meetings here at the Bürgenstock and the Corporate Governance meetings in Evanston.

I felt privileged when you appointed me as a member of the Dean's Advisory Board of Kellogs - I was one of the few international members then.

Throughout all those years I have admired your dedication to teaching and most of all, how you have been always such a generous and inspiring host for all of us at Kellogs.

Through you I got to know the Bürgenstock - well knowing, how much you like this beautiful part of the world. When I met you on our first evening in September 1978 - the evening of our introductory reception on the terrace of the Grand Hotel Bürgenstock - I told my colleagues, as I was spontaneously overwhelmed by the unreal beauty of the view: "one day I will live here..."

And I did - since a few years later I decided to choose this wonderful location as my prime residence - up to today and hopefully much longer!

For this discovery I am also particularly grateful to you. Therefore please accept my invitation to the Bürgenstock whenever your travels should be crossing Switzerland!

I wait for you and I wish you all the very best and most thankfully I remain

Prof. Dr. Rolf-Dieter Leister

Don,

You have been a most influential person in my life. You established a second to none environment for developing research, teaching and consulting career, and provided the most important help and encouragement at major turning points in my life: getting housing for my family, starting a journal, starting a society, holding major international conferences, and on and on. You are my role model of a dean, an entrepreneur, a father figure, and a "general mensch."

Thank you so much for everything.

Happy Birthday

Ehud

Dear Don, it has been an honor and a pleasure to work with you and to keep in touch through the years. Thanks for creating a wonderful Kellogg family and for bringing us together to create ours!

Many happy returns - with love, Dianne & Steve (Loeb)

For over 50 years Don Jacobs has been a very close personal friend.

What can I say about him on this wonderful day when we implicitly honor him for converting a very ordinary undergraduate business school into the finest graduate school of management in the country?

The contributors to this program will write and say many wonderful things about Don. I would only like to add that implementing his vision of what Kellogg could become was a lifetime commitment on his part.

Don served on the board of several different corporations, consulted with various government agencies, and taught popular courses on finance and business policy. However, none of these activities captured his imagination and energy as much as his

vision of what Kellogg could become. In practice this meant that Don has always been willing to help individuals who need assistance and support.

Let me expand upon this attribute of Don's with a personal anecdote. After I finished my PhD, I spent three years teaching at Elmhurst College and the University of Idaho, did some economic research at the National Bureau of Economic Research, and then spent a year as an economist at the Federal Reserve Bank of Chicago. At that time, Don was an Assistant Professor of Finance at Northwestern and he was helpful in getting me a one year appointment teaching beginning finance.

Near the end of the academic year, when, it was time for a discussion about reappointment, I was asked to come to a meeting with the Department's hiring committee.

At the meeting, it was explained to me that while I was a good teacher, I had one small problem. I did not know any finance. Therefore I was not going to be reappointed, but I should not worry.

Don used to teach at City College of New York, and he still had friends there. He had called them and upon his recommendation, they hired me. Then, once I was at CCNY, I could talk to the students and learn something about finance from them. Northwestern would stay in touch with me, and once I was ready, they would call me back and I could rejoin the department again. I went home, told my wife and three kids about this conversation. They packed some clothes and off we went to CCNY.

A few years later, after talking to the students at both CCNY and NYU, I wrote a book called A Theory of Financial Analysis. Shortly thereafter, Don called me again and invited me to come back to Northwestern. I asked my wife to pack again. However, by this time, she had a job teaching reading and was starting a career of her own.

Fortunately for me, she rejected the advice of her colleagues and did not divorce me. She did, however, get me to promise that if the family moved, we would not leave Northwestern again.

Don became Dean Jacobs shortly thereafter. He cut back the undergraduate teaching program, changed the school's name to Kellogg, built the Allen Center and watched the school become the Number One graduate school of management in the country. Kellogg expanded its student body, Executive Training programs, class offerings, and began its international programs, working with universities in different countries.

All of these developments occurred, and Northwestern developed the national and international reputation in management training it so richly deserved, because Don was able to implement his life time vision of what a school of management could be.

Gene Lerner

It is great to see the DEAN of DEANS Don Jacobs celebrating his 90th. Just 10 years are needed to

Hit the Glorious Century. Many more happy returns of the Day and Let the Light of Education shine

high on all the Kellogg Community for ever: God Bless You Don: With love and affection: Bala and family

Bala V Balachandran



To,
Prof. Donald Jacobs,
Dean Emeritus
Kellogg School of Management
2001 Sheridan Rd, Evanston, IL 60208, USA

May 12, 2017

ASEAN Australia China Hongkong India
Indonesia Japan Malaysia Philippines
SAARC Singapore Thailand

Dear Prof. Don Jacobs,

On behalf of Asian Centre for Corporate Governance & Sustainability and my personal behalf I would like to wish you a very Happy Birthday full of fun, frolic and joy!

Sir, you have been member of the Global Advisory Board of Asian Centre for Corporate Governance & Sustainability since its inception in March 2001. On this occasion of your 90th birthday, which is a Milestone by itself, I would like to place on record my deepest grateful thanks to you for your wise counsel and advise through these 17 years of evangelical journey of Asian Centre in promoting cause of Good Corporate Governance, which has been so close to your heart as well as mine! You have always been available for whatever advice I sought. I particularly remember my 'once a year' lunches with you at Allen Centre for quite a few years, some of them with Deepak Jain, the then Dean of Kellogg School of Management and a few other professors. I also had several occasions of meeting you in Mumbai, whenever you were on your way to Hyderabad for the meetings of Indian School of Business (ISB). I have always been touched by your kind gestures, you would always invite me for Kellogg's annual Corporate Governance Conferences and share with me the transcribed publications of those conferences. I have preserved all those publications and I still refer to them whenever Asian Centre conducts any research on Corporate Governance!

I must say Asian Centre has immensely benefitted from your vision & guidance and I have personally gained so much from your global experience & 'Pearls of wisdom' you always shared with me. *What I admire most about you is the level of energy and enthusiasm that you display even at this age, which can leave behind even a young lad!*

Mr. Mervyn King – Chairman of the Global Advisory Board of Asian Centre has particularly asked me to convey his best on your 90th Birthday and wishes you healthy and happy life ahead!

Once again our best wishes to you Sir. May I say long live Don Jacobs!

Best regards,

Prof. M.K.Chouhan (Mahendra)
Chairman Mahendra & Young Knowledge Foundation
Vice Chairman - Global Advisory Board, Asian Centre for Corporate Governance & Sustainability

Global Advisory Board

Chairman

Judge Merwyn King
Author King's Committee Report
on Corporate Governance &
Chairman
Global Reporting Initiative UN

Vice Chairman

Mr. M. K. Chouhan
Chairman, Mahendra & Young
Knowledge Foundation
Mumbai, India

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Dean-Emeritus, Kellogg Graduate
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Mr. Moses Cheng

Founder Chairman,
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Dr. Jamshed J. Irani

Director - TATA Sons Ltd., India

Mr. Naseer Munjee

Chairman - DCB Bank, India

Mr. Humayun Dhanrajgir

Former MD, Kodak (India) Ltd.

Mr. Minoo Shroff

Noted Business Economist, India

Mr. Chris Pierce

CEO - Global Governance Service,
London

Dr. Ram Tarneja

Former MD,
Bennett Coleman India Ltd.
(Times of India Group)

Mission of ACCG

"To promote Global Corporate
Governance Principles of
Transparency, Accountability
Equanimity & Sustainability"

Co-Promoted by

mahendra & young
knowledge foundation

June 24, 2017

Dear Don,

Happy, Happy Birthday on this very special occasion—a wonderful milestone in your life! Have a terrific time celebrating in the Global Hub with your Kellogg family and friends. You are a remarkable person, and we are all indebted to you for your many years of leadership. Your dedication sets a high standard for all of us.

Warmest regards,



**Morton Schapiro
President and Professor**



Eisai Co., Ltd.

Koishikawa 4-6-10, Bunkyo-ku, Tokyo 112-8088, Japan
Tel 03 3817-5157 Fax 03 3811-6593

Haruo Naito
Representative Corporate Officer and CEO

10th May 2017

Dear Don,

Wishing you a very happy 90th birthday, and I am very honored to be your student for such a long time.

I remember the day I first met you at Kellogg in 1972. I have appreciated your continued mentorship and tremendous support for Japanese students as well as alumni club in Japan. Globalization of Kellogg to Europe, Asia, and Latin America would not be able to be implemented without your vigorous leadership.

I remember so many unforgettable memories with you in Japan. Surprising your sudden hospitalization, enjoying sushi with plenty of wasabi, and meeting with students at the GIM Trips are always on my mind.

I am really sorry my business commitment prevents me from attending your celebration on June 24th. However, I am proud that the plate with the name of "Kellogg Club of Japan" will be on the wall at the Donald P. Jacobs Wing.

Once again, Happy birthday, and I look forward to your continued leadership and seeing you soon.

Yours sincerely,

A handwritten signature in blue ink that reads "Haruo Naito".

Haruo Naito
Class of 1974

INDEPENDENCE TUBE CORPORATION

6226 West 74th St.
Chicago, Illinois 60638

Dr. Jacobs,

In 1959 you were my professor of Business Finance. Our final "thesis" was a case problem of determining the most desirable investment option for an operating business. I recommended the then unorthodox choice of repurchasing the company's own common stock and, after some discussion, you agreed.

Following graduation and a number of years of work experience, I started Independence Tube Corporation in 1972 which grew to 4 manufacturing plants, 300 plus employees and sales in excess of \$500,000,000. Due to my advancing age, I sold the company last year generating a return of \$1750 for every \$1 initially invested.

Over the years, on more than one occasion, I have told various associates of mine that I learned more from Don Jacobs than all the rest put together.

Thanks for all you've done for me to stimulate and develop my analytical ability.



Dave Grohne

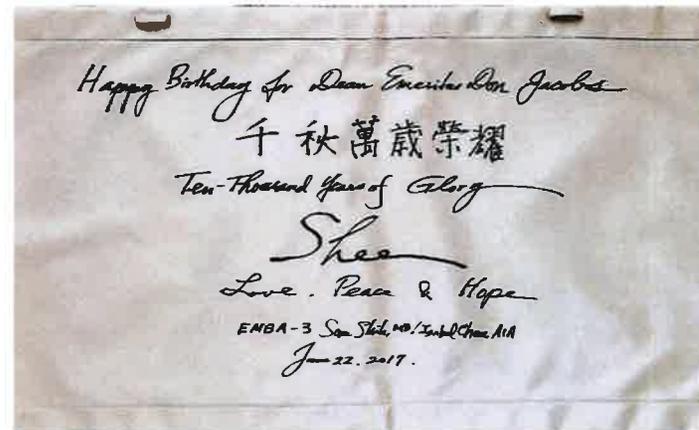


Dean Emeritus Donald Jacobs
Happy 90th Birthday
Celebration

Tapestry by Shee
6/22/2017



Dean Emeritus Donald Jacobs
at Shee Highland Musée
Rotary International and BPW
International
lit up the World for Love,
Peace and Hope
10/1/2014



Dean Donald Jacobs



at Shee Highland Musée

To Donald – a role model and a valued friend, a truly transformational leader, and a strong supporter of the Schulich School of Business over the years!

As Dean of the Kellogg School of Management for more than a quarter century, you made a tremendous impact globally on management education and were admired and respected by your peers, who would affectionately refer to you as the “Dean of Deans”. You put Northwestern on the global map with the creation of the first ever Executive Management Program and the opening of the James L. Allen Centre for executive education in 1976, as well as the naming of the Kellogg School in 1979. Under your leadership, Kellogg became the top-ranked MBA program in America and a pioneer in global management education through the establishment the Kellogg EMBA network, one of the world’s first transnational degree programs.

Beyond Kellogg, you made a significant impact by exporting the importance of management education to the world, whether serving as a director of corporate boards or as Chair of International Advisory Councils at leading global educational institutions. Within that context, I would like to add that it has been a great pleasure to serve with you on the advisory boards of the Guanghua School of Management at Peking University in China and the Fundação Dom Cabral (FDC) in Brazil.

You were a forward-looking thinker and a true visionary whose success and strategy inspired us at Schulich. Our two schools shared a number of qualities and attributes, particularly with regard to our global orientation, and you recognized our potential early on when you selected us as one of your partners within the Kellogg family of EMBA Programs. You also shared a passion for teaching Corporate Governance with our founding Dean, James Gillies, who would become a close friend. We at Schulich were extremely fortunate to have had you teaching jointly with James Gillies in our classrooms over a number of years and I know our students valued the real-world experiences that both of you shared in your lectures.

I am most grateful to have had the opportunity to work with you and to learn from such an inspirational colleague. I wish you the very best on your 90th birthday celebration!

Sincerely,

Dezsö

Dezsö J. Horváth, PhD, CM
Dean & Tanna H. Schulich Chair in Strategic Management
Schulich School of Business, York University
Toronto, Canada



Dennis H. Chookaszian
1100 Michigan Avenue
Wilmette, IL 60091
847-778-2971

June 20, 2017

Dear Don,

It is wonderful to be able to congratulate you on your 90th birthday. You have set a standard of leadership that moved Northwestern from an also-ran to the clear leader in business education.

The impact that you have had, not only on the institution, but on the lives of so many people is incalculable. Your strong messages, extensive networking throughout the business community, insistence on the highest quality in all things from the food service to the curriculum, and brand building have had a long-lasting impact on Northwestern that will long be remembered.

There are not very many people that have been able to have such an important impact on an organization and you did it with the highest levels of integrity. In today's era of CEO's who bend the rules, you set a standard to be admired and emulated.

I have enjoyed teaching the Audit Committee and Enterprise Risk Management classes with you and it was very helpful to see your style in action. You have exemplified the principle of leading by example and I was fortunate to experience it first hand.

Best wishes for a grand celebration with your many friends, colleagues and admirers.

Dennis Chookaszian