

{ UCLA LIBRARY DEVELOPMENT NEWS }

Nubo Huang: Entrepreneur, Philanthropist, Poet, Mountain Climber

Experiencing hardship, hunger, and poverty as a young boy in China, Nubo Huang realized early on that knowledge could change his life. With study, he achieved admission to the Chinese department of Peking University, and from there he gained access to the world of business. Today, as a businessman, he oversees the Beijing Zhongkun Group with its focus on tourism and real estate development.

Although a successful entrepreneur with leadership roles in the Chinese business community, Mr. Huang is passionate about other special interests. For one, he is closely involved with his alma mater and serves as executive director of the Peking University Education Foundation board and vice president of the Peking University Alumni Association, among others. In addition, he writes modern Chinese poetry under the pen name Luo Ying, which has been translated into English, Japanese, Mongolian, and French. In 2006 Mr. Huang helped establish the Chinese Poetry Institute of Peking University, where he serves as deputy director, to develop worldwide cultural exchanges

and promote the development of Chinese poetry. His interest in poetry stems from his days as a university student under the tutelage of Professor Xie Mian.

Even though Mr. Huang is occupied with business and academics, he makes time to seek out physical challenges. As of this fall, Huang has climbed the highest mountains on each of the seven continents, truly a mountaineer's challenge. He has reached the South Pole on foot and is planning a trip to the North Pole in the coming year to complete his "seven plus two" dream.

Through all this impressive activity, Mr. Huang has not forgotten his roots. He and his wife, Yun Hu, continue to help the underprivileged

in China, especially young students who have limited access to education. As a role model, he encourages them to study and pursue their dreams; as a philanthropist, he has provided funds for education, culture, and religion in his home country and in the United States.

Active in promoting cultural exchanges between China and the U.S., Mr. Huang established the Nubo Huang of Zhongkun Group Cultural Endowed Fund to introduce and promote Chinese culture to American students and scholars in the Richard C. Rudolph East Asian Library. Early in September, University Librarian Gary E. Strong met with Mr. Huang in the latter's Beijing office to thank him again for his support. Together they began to discuss a program for the UCLA Library that will explore common interests.



PRESERVING KNOWLEDGE . . .

PROVIDING ACCESS TO THE

UNIVERSE OF IDEAS



Nubo Huang at the South Pole

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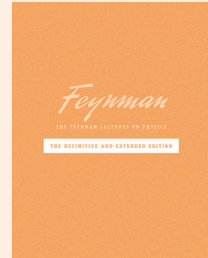
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Paying Tribute to Richard Feynman

Daniel Dean Gutierrez, UCLA Class of 1978, plated the first permanent reserve book in the UCLA Library. Gutierrez purchased a bookplate through the Honor with Books program for volume one of *The Feynman Lectures on Physics* because of the indelible impression it made on him. The UCLA Library holds special meaning for Gutierrez, who is currently writing a book on black holes and visits the Science and Engineering Library often.



Daniel Dean Gutierrez (left) holding the reserve book with science and engineering librarian Anita Colby

LIBRARY ASSOCIATES CORNER

dedicated supporters who recognize that the Library is at the heart of UCLA's entire academic enterprise. Each academic year, a series of activities and events are held to engage Library Associates members.

The UCLA Library Associates annual giving program is an association of



DISCOVERING LOST, FORGOTTEN, AND COVERED-UP STORIES

New York Times best-selling author Lisa See, author of *Peony in Love* and *Snow Flower and the Secret Fan*, discussed her most recent novel, *Shanghai Girls*, at the spring Library Associates event. In addition to

explaining her inspiration for the novel and its characters, See shared stories about her family and Chinese heritage.

See finds herself particularly drawn to stories that have been lost, forgotten, or deliberately covered up, such as the confession program detailed in *Shanghai Girls*. An avid researcher, she spends a great

deal of time in the Charles E. Young Research Library; known for her historical accuracy, she also confessed that she eats everything that her characters eat, for better or worse, to provide accurate descriptions!

WINNING A COSMIC WAR

Internationally acclaimed writer and scholar Reza Aslan opened the 2010-11 Library Associates programming with an author reading in September. Aslan, who has appeared on *The Daily Show with Jon Stewart* and *Meet the Press*, discussed his recent book *Beyond Fundamentalism: Confronting Religious Extremism in the Age of Globalization*.

Aslan contends that America's "war on terror" is a cosmic war, which he defines



(l-r) Russell Sherman and Reza Aslan at the book-signing following Aslan's talk

as a religious war, and he asserts that a nation can only win by refusing to engage in such a war. He also addressed the growth in anti-Islamic sentiment in America and discussed how the sentiment came to be and what factors are contributing to the rise.

LIBRARY ASSOCIATES GO GREEN

In an effort to reduce the environmental impact and the costs of print mailings, the UCLA Library is asking its friends and donors to provide their email address for e-communications about Library Associates events and news. If you would like to register your email address, please visit <http://www.library.ucla.edu/development/green.cfm>.

FROM THE UNIVERSITY LIBRARIAN

Dear Friends and Supporters of the UCLA Library:

We have started the fall quarter with some very good news regarding Library funding. The campus has provided a permanent allocation to allow the Library to restore hours at all libraries, including on Saturdays, and to maintain the Night Powell after-hours reading room.

We have also received a significant permanent increase in our allocation to support the Library's central role in both undergraduate and graduate instruction. This will enable us to focus on teaching and learning in collaboration with academic departments and centers across campus and will, with the Charles E. Young Research Library renovation, provide new spaces and technology to fulfill those instructional goals.

This accomplishment is due in no small part to your steadfast, continuing support of the UCLA Library. Through your gifts, you indicate the importance of the Library to you and to the UCLA community, and your powerful voices have been heard by campus leaders. You have my sincere thanks for your faith in the UCLA Library and for continuing to support the University Librarian's discretionary fund for critical needs.



I am also delighted to report on another collection landmark – the acquisition of our nine-millionth and nine-million-and-first volumes, both of which are extraordinary, yet quite different, items. As part of our Ahmanson-Murphy Collection of Early Italian Printing, we purchased *Inamoramento de Rinaldo di Montealbano*, printed in Venice in 1533. This anonymous adaptation of a well-known Carolingian epic features Rinaldo di Montealbano as its protagonist and rewrites the source material to add content suited to its sixteenth-century urban Italian audience. A romance of chivalry, the story features blood feuds, sorcerers defying kings, animals

performing supernatural feats, enchantments, superstitions, bed-hopping sex, and the victory of arms, love, and faith. The title vignette features a portrait of Rinaldo astride his magical horse Bajardo, wearing armor, with his sword unsheathed.

Speeding forward some five hundred years, the nine-million-and-first volume is artist Ed Ruscha's version of *On the Road* by Jack Kerouac. Published in a limited edition of 350 in 2009, the book is signed by Ruscha and enhances our collection of Beat literature.

We plan to highlight both volumes at our annual champagne reception to recognize our donors, which will be held in the spring. Watch for your invitation.

That's just one of the series of events we have planned for this academic year. We started with a fascinating talk by Reza Aslan, author of *Beyond Fundamentalism* and *No god but God*. In the spring we plan to bring back local author Greg Critser, reading from his soon-to-be-published *Eternity Soup: Inside the Quest to End Aging*. We will be announcing another author reading and a discovery workshop in the coming months.

Thank you again for your generous support of the UCLA Library; I hope to see you at one of our upcoming events and thank you in person.

A handwritten signature in black ink that reads "Gary E. Strong". The signature is written in a cursive, slightly slanted style.

Gary E. Strong
University Librarian

Giving Opportunities

THE UCLA LIBRARY ASSOCIATES

Support from the UCLA Library Associates ensures that critical needs, from special-opportunity acquisitions to information literacy programs, are addressed. Discretionary funds available to the university librarian will make a significant impact on the quality, innovative resources and services that the UCLA Library is able to offer.

HONOR WITH BOOKS

Honor with Books allows donors to pay tribute to a special person by placing a bookplate in his or her honor in a newly purchased book in the subject area of the donor's choice. This \$100 gift supports a critical acquisitions need while honoring a loved one, friend, special teacher, or colleague in perpetuity.

COLLECTION ENDOWMENT INITIATIVE

The Collection Endowment Initiative provides critically needed funds to acquire, preserve, and make accessible library materials in a particular subject area of interest. Collection endowments begin at \$50,000, and the Library invites donors to make a single gift or to build an endowed fund over several years. Special bookplates reflecting the interests of the philanthropist are designed in consultation with the donor and affixed to each item added to Library collections that was made possible by his or her generosity.

MAKING A BEQUEST

In writing a will or living trust, donors can specify that they would like their estate to benefit the UCLA Library. In recognition of alumni, friends, faculty, and staff who have chosen to benefit the university through planned giving, they are welcomed as members of the prestigious First Century Society. Planned gifts include gifts through wills, living trusts, charitable trusts, charitable gift annuities, retirement plans, or other estate planning arrangements.

If you would like to receive more information about these or other options to support the UCLA Library, please contact Amy Smith, executive director of UCLA Library Development, by telephone at 310.206.8551 or by email at <amys@library.ucla.edu>. Or visit the Web site at <<http://www.library.ucla.edu/development>>.

UCLA Library

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Nubo Huang on top of
Mt. McKinley in Alaska

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Gift Annuities

The UCLA Library is delighted to have a number of donors who have established gift annuities as a philanthropic tool to support the Library. A charitable gift annuity is among the oldest, simplest, and most popular charitable life-income plans. In exchange for a transfer of cash, marketable securities, or, in some cases, real estate, UCLA will contractually guarantee to make specified annuity payments to you and/or another beneficiary for life. The payout rate depends on your age and the number of beneficiaries.

You can claim a current charitable deduction for the portion of the transfer that represents the charitable gift element, which is the amount by which the present value of the property transferred to UCLA exceeds the present value of the annuity received.

Payments can begin immediately or, with a deferred-payment gift annuity, at a set time in the future. A deferred gift annuity is particularly attractive if you are in the forty-to-sixty age bracket, have a high current income, can benefit from a current tax deduction, and are interested in augmenting potential retirement income on a tax-favored basis.

Please contact the Library Development Office at 310.206.8526 if you have questions or would like to receive further details about this gift planning opportunity.