NAPERVILLE ALUM MAKES $20 MILLION GIFT TO NIU: MONEY FOR NEW COLLEGE OF BUSINESS AND SCHOLARSHIPS

DE KALB — Even as a student studying management in the Northern Illinois University College of Business, Dennis Barsema, 47, dreamed of coming back some day and doing something big for his alma mater.

That day has come. Today Barsema, along with his wife, Stacey, announced a gift of $20 million to the university. Most of that gift will be used to build Barsema Hall, which will be the new home to the NIU College of Business when it is completed in 2002. The gift also includes money for scholarships and program support (see summary, Page 3.)

“Northern gave me the foundation for what I have achieved in the business world, and I always hoped that someday I would be in a position to help the school and make a difference. Today is a dream come true,” Barsema said.

Barsema is currently vice chairman of Redback Networks, Inc., where he previously served as CEO. In 1999, he guided the company to the fifth most successful initial public offering in Wall Street history. Barsema also sits on the board of Docutek Information Systems, a California-based Internet company specializing in developing products and services for the educational market.

Also, on Sept. 14, he was named Chairman of Rolling Meadows-based Telenisus, which specializes in providing secure and reliable Internet infrastructure services for businesses.

When he and Stacey began looking for ways to share their success with others, one of the first beneficiaries to come to mind was NIU.

“Higher education is something we both feel very strongly about, and I don’t have to be an NIU alumnus to know what a huge impact Northern had on Dennis,” said Stacey Barsema. “He has a great passion for NIU, so when we began considering how to share our success, it was only natural that we turn here.”

— more —
ADD ONE — NAPERVILLE ALUM MAKES $20 MILLION GIFT TO NIU

“When I visited the business school last spring I saw that NIU had outstanding programs and an excellent faculty already in place,” Dennis Barsema said. “The only thing that seemed to be missing was a first-class facility, and I am delighted to be able to provide that.”

“Dennis Barsema is the type of person that any university would like to claim as an alumnus,” NIU President John Peters said. “We are extremely proud of Dennis’ accomplishments and grateful that he and Stacey have chosen to share his success and talents with us so generously. This building will provide a fitting home for the excellent programs in our College of Business and help us to educate more students who, like Dennis, will be leaders in the new digital economy.”

“The true beauty of what the Barsemas have done for NIU extends beyond the sheer magnitude of the gift,” said Chair of the NIU Board of Trustees George Moser. “Their generosity not only will provide us with one of the premier educational facilities in the nation, but also puts us in a position to contribute even more to the economic development of the region. It is an outstanding gesture by wonderful people.”

Barsema said that he hopes his gift to NIU will enable the university to be a major participant in attaining his next goal, which is to help turn Chicago into the next great technology center in the United States.

“This building is a concrete example of my commitment to that goal, and a demonstration of my belief that improving higher education in the Chicagoland area is key to making the vision of the ‘Silicon Prairie’ a reality,” Barsema said. “If you look at Silicon Valley, or Boston, or Austin, Texas, education was the foundation on which the technology boom was built in those towns. For that to happen here, we must refocus the education system on training people who will create or join high-tech companies. Stacey and I hope that this gift sets an example that others will follow to make that happen.”

The Barsemas’ generosity extends beyond brick and mortar. In addition to the gift of the building, the couple also gave $500,000 to establish the The Dennis and Stacey Barsema Endowed Scholarship in Business, and $224,000 to fund the Business Information Technology Transfer Center in the College of Business.

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Barsema Gifts to NIU

• **Barsema Hall** – When completed in the spring of 2002, this three-story, 130,000 square-foot building will be a state-of-the-art educational facility featuring the latest in teaching technology and high speed Internet access from practically any seat in the building.

• **The Dennis and Stacey Barsema Endowed Scholarship in Business** - **$500,000**

This gift will establish an endowed scholarship fund to cover full tuition and books for business majors. One-third of the annual expendable earnings from the endowment will be dedicated for scholarships based upon academic excellence (grade point of 3.5 or better) with the remainder designated for students with a demonstrated financial need and a grade point average of at least 2.75. First preference will be given to graduates of Naperville Central High School, Dennis Barsema’s alma mater.

“This creates a partnership with one of the top public high schools in the region, which is very exciting,” said David Graf, dean of the College of Business. “It will help us attract top students while making NIU accessible to some very good students who otherwise might not be able to enroll.”

An additional gift of $25,000 from the Barsemas will allow the first scholarships to be awarded this fall while earnings accrue on the original gift.

• **Business Information Technology Transfer Center** - **$224,000**

“The BITTC is one of the most exciting programs in the college today, and we are delighted that the Barsemas singled it out for support,” Graf said.

Unique in the nation, the 2-year-old center allows teams of students in the Operations Management Information Systems program to work on projects for major corporations. Clients to date have included Motorola, Follet Higher Education Group and Wallace Computer Services.

“The BITTC provides exactly the type of opportunities that I believe are critical to developing the educational infrastructure needed to turn Chicago into the next great high-tech center,” Dennis Barsema said. “It develops students and ideas that prepare them to go out and work in the new economy.”

• **Joined NIU Foundation Board**

On Sept. 15, Dennis Barsema was elected to the Northern Illinois University Foundation Board of Directors, and Stacey Barsema was named an associate member. The couple has pledged to be very active members of the NIU community. “I am sure that our love and our passion for the things going on at NIU will keep us well occupied,” Dennis said. “We don’t want to just give money, we want to contribute our skills. We hope to be active supporters of NIU for many, many years.”
BARSEMA HALL TO OPEN 2002:
WILL BRING NIU COLLEGE OF BUSINESS TO THE CUTTING EDGE

DE KALB — When it is completed in the spring of 2002, Barsema Hall will provide the Northern Illinois University College of Business with the premier business school facility in the nation.

The three-story, 130,000-square-foot structure, filled with state-of-the-art technology, is the centerpiece of the $20 million gift from Dennis and Stacey Barsema.

“State-of-the-art is a phrase that gets abused an awful lot, but when Barsema Hall is opened it will truly set the standard for modern business schools,” College of Business Dean David Graf said. “It will meet our needs not only for the present, but for the foreseeable future and it will help us educate business leaders for years to come.”

The building will be built on Garden Road, just north of the Engineering Building on the university’s DeKalb campus. It will house the entire College of Business, bringing all functions under one roof for the first time in decades. It will replace 41-year-old Wirtz Hall and 96-year-old McMurray Hall.

Barsema Hall will look more like a modern corporate headquarters than a college building, said architect Mark Hopkins of HKM Architects + Planners. “This is the way that office buildings are being designed today. This will be right on the edge of corporate thinking,” he said.

The centerpiece of the new building will be a soaring three-story atrium that the architect believes will help foster a sense of community for students, faculty and staff — one of the primary goals identified in the design process. On the main floor, the atrium features a central café with a coffee bar, tables and booths where students can meet, study or relax. Surrounding the café will be seating areas suitable for small groups, quiet study and socializing. The main level will also have direct access to a terrace overlooking a small pond on the east side of the building.
The need for communal space was also addressed through the creation of small formal and informal meeting areas throughout the building where teams and groups can gather to work. “That was important to us since we have our students involved in more team projects than any other college on the campus,” Graf said.

While the design of the building is impressive, perhaps its most spectacular aspect is the technology that it will incorporate. It will be wired throughout with the fastest Internet connections available. Plans call for every desk in every classroom, the seats in the auditorium — even the couches in the lounge areas — to be wired for power and the Internet. There will be more than 650 connections in all, a stark contrast to the college’s current quarters, which do not offer a single Internet connection for laptop users.

“There will be no technological or power constraints of any kind. The most complex charts, diagrams or streaming video will be available at the touch of a button,” said Walter Czerniak, NIU associate vice president for information technology. “Technologically speaking, just about anything a professor or student can imagine, they will be able to do.”

The Barsema gift, and interest earned by the NIU Foundation’s investment of that money, will cover the cost of constructing the building. Current plans call for the building to be completed in 19 months, with project design to begin in September 2000 and construction to be completed by the spring of 2002.

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<th><strong>Barsema Hall by the Numbers</strong></th>
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<tr>
<td>• 130,000 square feet</td>
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<tr>
<td>• 22 classrooms</td>
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<td>• two 100-seat tiered classrooms</td>
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<tr>
<td>• one 350-seat auditorium</td>
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<tr>
<td>• four computer labs (140 workstations)</td>
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<td>• 650 Internet connections</td>
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<tr>
<td>• Atrium – 3 stories, with access to terrace overlooking pond. Includes lounges, meeting spaces, Internet kiosks, a café and a catering kitchen</td>
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DE KALB — In the spring of 1999, Dennis Barsema set out to convince Wall Street investors that his company was the next big thing in Internet technology.

For three grueling weeks he talked up the technology and defended the company’s business plan to the shrewdest financial minds in the industry. When he finally brought Redback Networks, Inc. to market, it had the fifth most successful initial public offering in Wall Street history up until that time.

Not bad for a guy who had to work hard to earn Bs while enrolled in the NIU College of Business, and who spent his college years struggling to overcome a lifelong stuttering problem.

His success amazes even Barsema, who graduated in 1977 with a degree in management, and began his career earning $11,500 a year selling calculators.

“Dennis Barsema’s career should stand as an example for every NIU student,” said President John G. Peters. “His roots and his background are the same as so many of our students today; they should see themselves reflected in him. His example of determination and drive should inspire them to find their own path to success in life.”

Despite his many accomplishments and such accolades, Barsema remains the friendly, outgoing guy who served as social chairman and president of the Sigma Alpha Epsilon fraternity in the mid 1970s, days he recalls fondly.

“My NIU education gave me a solid foundation for my career and for life,” Barsema recalls. “I had some excellent professors and classes, but more than anything, it taught me never to give up.”
ADD ONE — DENNIS BARSEMA: AN NIU SUCCESS STORY

Barsema grew up in what was then rural Naperville, as the son Harold and Linda Barsema. His parents helped shape Dennis’ future by giving him a solid set of values and always supporting him throughout his life. They taught him the value of hard work, and he took to it early, finding a job as a stable hand at the Oak Brook Polo Club when he was just 13-years old. He held that job through his days as a student athlete (basketball) at the College of DuPage, and gave it up only when he enrolled at NIU as a junior in management.

At NIU, Barsema sheepishly admits, he sometimes devoted as much energy to fraternity duties as to studies. In his spare time, the 6’ 4” Barsema played basketball at the field house and worked as a bouncer at the Red Lion Inn. His life plan didn’t extend beyond pursuing a career in sales, an unlikely choice for someone who stuttered.

“I am a big believer that you have to get outside of your comfort zone,” he says, adding that he took speech classes his senior year to control the condition.

He began his career at Burroughs Corp., selling calculators door-to-door. His salary was modest but he was thrilled for the experience. He learned the ropes and quickly moved up the sales ranks at Burroughs and elsewhere.

His career took off in the 80s as he moved from sales to management, taking on increasingly important roles at ever larger companies. In the early 1990s he became intrigued as friends left the corporate world for start-up companies. “I noticed that the people who were successful weren’t any different than me,” he says.

In 1996 Barsema became senior vice president of worldwide sales for Centigram Corp., and after just more than a year with the company he was named co-acting CEO. He was encouraged to apply for the job on a permanent basis, but declined because the company was 16 years old, ancient by Silicon Valley standards.

“I told them I wanted my first CEO experience to come at a true start-up company,” Barsema said. “My definition of success is that at the end of the day you are living out your dreams, and that was mine.”

That opportunity came in a matter of months when Redback called. He joined the company in November 1997 as its CEO and 32nd employee.
From the start he wanted to take Redback public, but the prospect was daunting and old insecurities about his speech resurfaced. “I questioned my ability to handle the road show,” he says of the weeks-long series of presentations to analysts.

Stacey convinced him to make the leap. “She said, ‘If you don’t do this, you’ll always regret it. You’re right at the door. All you have to do is walk through,’” he recalls. Following that advice, he says, made the company successful beyond his - or anyone else’s - wildest dreams.

This past summer, Barsema stepped down from his position as CEO of Redback, assuming the role of vice chairman of the board. He still remains extremely active in the business world, however. He sits on the board of Docutek Information Systems, a California-based Internet company specializing in developing products and services for the educational market. Also, on Sept. 14, he was named Chairman of Rolling Meadows-based Telenisus, which specializes in providing secure and reliable Internet infrastructure services for businesses.

His success, Barsema said, created the opportunity for him to fulfill other dreams - like making significant gifts to his alma mater.

“I don’t have to be an NIU alumus to know what a huge impact Northern had on Dennis’ life,” said Stacey, who oversees their family foundation. “We could have given money to Stanford or Cal, or another university with close ties to Silicon Valley, but we have no emotional ties to any of those schools. We know that by giving to NIU we can make a real impact, and hopefully we’ll encourage others to follow our example.”

“We’ve been blessed, and since we both come from humble backgrounds, I think we appreciate it more than some people,” Dennis said. “We get a tremendous thrill out of being able to support worthwhile causes. To think that my success can make an NIU education available to some deserving students and enhance the experience for thousands of others, is very gratifying.”
Dennis Barsema

Date of Birth: 02/17/54

Place of Birth: Aurora, Ill.

Parents: Harold (deceased) and Linda Barsema

Hometown: Wheaton/Naperville area

Currently Resides: Monte Sereno, California

Schools Attended: Naperville Central High School
                  College of DuPage
                  Northern Illinois University

Career History: Burroughs - Sales
                Storage Technology Corporation - Sales
                Paradyne Corporation – Sales Branch Manager, Regional Director of Sales,
                Vice President of Sales
                Primary Access - Sales
                SoftSwitch – Senior Vice President for North American Operations
                Centigram Corporation, - Senior Vice President of Worldwide Sales
                Redback Networks, President and CEO

Children: Jason, 16
          Eric, 21
          Matt, 23

Dennis and Stacey Barsema Foundation:

Stacey Barsema, president

The foundation supports numerous causes, including:

The LinHowe Charity in Rockford, which assists the homeless.
Contributed toward the construction of Catholic churches
in Morgan Hill CA., and Lake Tahoe, CA.

Positions Currently Held:

Vice Chairman, Redback Networks
Chairman, Telenisus Corporation
Director, Docutek Inc.
Stacey Barsema devotes most of her time to her duties as president of the Dennis and Stacey Barsema Foundation. The foundation to date has concentrated on assisting higher education, Catholic churches, organizations that aid the homeless and many other worthy causes.

She also acts as mother to Dennis’ three sons Matthew, 23, who last year graduated from Rockhurst College in Kansas City; Eric 21, who is a junior at Loyola University in Chicago, and Jason, 16, who attends Bellarmine High School in San Jose, Calif.