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## College of Arts and Sciences E-News Issue 22: February 2015

College of Arts and Sciences

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WESTERN MICHIGAN UNIVERSITY

# College of Arts and Sciences

e-News Issue 22: February 2015

## Upcoming CAS events



## Stay in touch!



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I am CAS contest winners announced



## CAS News

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# Kalamazoo to be home to nation's first sustainable brewing degree

by Cheryl Roland

January 16, 2015 | WMU News



The program will be available beginning fall 2015.

KALAMAZOO, Mich.—The Kalamazoo area closed out its 2015 Beer Week January celebration with news that the nation's first higher ed programs in sustainable brewing are being launched at Kalamazoo Valley Community College and Western Michigan University.

The brewing programs, which will be offered starting in fall 2015, were developed by the two schools working in close coordination with the industry. The resulting "two-plus-two" program in sustainable craft brewing will offer students the opportunity to earn a certificate or associate degree at KVCC, then move on to a Bachelor of Science degree that marries industry art and science with WMU's national reputation in sustainability.

The rigorous science curriculum, which addresses some of the industry's most pressing issues, has been developed with input from a growing external advisory board that already includes 10 of Michigan's top craft brewers. Many of them are in West Michigan, which has one of the country's highest per-capita densities of craft brewers.

## Designed to meet the 'industry's gold standard'



Science courses will make up a large part of the curriculum.

"Water use and water recovery are among the top issues among craft brewers around the nation," says, **Dr. Edwin A. Martini**, associate dean in WMU's College of Arts and Sciences. "WMU brings the resources of a research university and a national reputation in water research and sustainability to the table and KVCC's food science and culinary arts expertise is providing the entry point and first credentials for students. Knowing that the craft beer industry is key to our community and state's economic development, we enlisted the help of our industry advisors and designed a rigorous science-based degree program that will help craft brewers address big environmental issues as they use the very best of brewing art and science in a program that can only be described as meeting the industry's gold standard."

The science of brewing, Martini says, will be addressed through a curriculum that includes chemistry, biosciences, physics and environmental science. Mixed in with the science curriculum are a series of interdisciplinary courses that address sustainability, sales and marketing, and the relationship between food, beverages and culture throughout history.

The curriculum was developed with the help of master brewer **Mike Babb**, a former Coors brewer who now teaches the craft at the 130-year-old Siebel Institute of Technology in Chicago. He will continue to consult with Kalamazoo Valley on its certificate and associate degree programs.

## Hands-on learning through teaching brewery and internships

The brewing process for the programs will be taught on KVCC's new campus in a teaching brewery designed with the comprehensive functionality of industry equipment and facilities that incorporate sustainable brewing practices. The facility will be critical to both schools' efforts. Hands-on experience, internships and an opportunity to understand every part of the industry are part of the plan.

"The growth of the brewing industry has been accompanied by growth in ancillary and support industries such as distributors, hops farms and malting houses," says **Dean McCurdy**, associate vice president for Food and Community Sustainability at Kalamazoo Valley. "We plan to position Kalamazoo as an education destination for this rapidly growing employment and entrepreneurial phenomenon."

Craft brewing in Michigan has a \$1 billion economic impact, making the state 10th in the country. Nationally, craft beer accounts for nearly 8 percent of beer sales. And entries into the industry continue, with West Michigan developing a strong reputation for the craft. In 2013, Grand Rapids was named Beer City USA, and Kalamazoo came in second in the international voting.

## Programs result of year of planning, collaboration

The KVCC certificate program and associate degree was approved by its board in December. The WMU board gave its approval for the bachelor's degree just days later, and the bachelor's degree was affirmed by a statewide higher education review panel **Jan. 15**. KVCC students can seamlessly transfer to the WMU bachelor's program, or WMU students may enroll in the KVCC program during their first two years on campus. Regardless of the student pathway, completing the major will require 96 credit hours, including the 30-hour KVCC certificate.

The programs have been in the planning stage for almost a year following a year of faculty conversations about existing programs and industry needs. The University is involved in research with small brewing operations in the areas of general sustainability and yeast fermentation, and one faculty member is doing extensive hops analysis for the U.S. Department of Agriculture. At WMU, the interdisciplinary work will involve more than a dozen departments across three colleges. "The programs are consistent with the mission and vision of both institutions and draw on the unique strengths of both schools," says KVCC's McCurdy.

"There's a real spirit of collaboration in the brewing industry, and it's one we've built into both schools' efforts," says **Dr. Steven Bertman**, WMU professor of chemistry and one of the principals involved in developing the degree program. "We're learning how to sustainably grow an industry that is part of the overall health and sustainability of Michigan's economy."

# Tobacco whistleblower to highlight spring Ethics Center series

by Mark Schwerin

February 2, 2015 | WMU News

KALAMAZOO, Mich.—The former tobacco company researcher who went public with accusations that his company intentionally manipulated the blend of its products to make them more addictive will highlight the upcoming spring season of six lectures presented by the Western Michigan University Center for the Study of Ethics in Society.

**Jeffrey Wigand** will speak at **7 p.m. Tuesday, April 7**, in Fetzer Center's Kirsch Auditorium five days after the film "The Insider" is screened at **5 p.m. Thursday, April 2**, in 1028 Brown Hall. Starring Russell Crowe as Wigand and co-starring Al Pacino, "The Insider" retells the chain of events that pitted an ordinary man against the tobacco industry and dragged two people into the fight of their lives after Wigand's admission on the CBS news program 60 Minutes that Brown & Williamson intentionally increased the amount of nicotine in its cigarettes.

The ethics center's spring series of lectures began last month with a new look at Dr. Martin Luther King's speech at WMU. The presentation, titled "Social Justice and the Emerging New Age: A 21st Century Look at Martin Luther King's WMU Speech," featured a panel discussion with philosophy graduate assistants **Dustin Van Pelt**, **Dustin Sigsbee** and **Michael Lindquist**.

## Other presentations

The dates, presenter, time, locations and titles of other upcoming ethics center events include:

- **Feb. 10:** Winnie Veenstra Peace Lecture featuring Dr. Hope May, professor of philosophy at Central Michigan University, 7 p.m., 2028 Brown Hall, "Peace Education and the U.S. Public School: Embracing Global Citizenship Prior to World War I."
- **Feb. 25:** Panel discussion featuring Dr. Norman Hawker, WMU professor of finance and commercial law, Dr. Michael Pritchard, WMU professor of philosophy, and Victoria Vuletich, professor of law at the WMU Cooley Law School, 7 p.m., President's Dining Room, Bernhard Center, "Professional Ethics in Challenging Times."
- **March 17:** Dr. Dan Wueste, director of the Robert J. Rutland Institute for Ethics at Clemson University, 4 p.m., 159 Bernhard Center, "Vulnerability, Preventability and Responsibility: Exploring Some Normative Implications of the Human Condition."
- **April 16:** Janelle DeWitt, WMU assistant professor of philosophy, 4 p.m., Brown and Gold Room, Bernhard Center.

**For more information**, contact Dr. Sandra Borden at [sandra.borden@wmich.edu](mailto:sandra.borden@wmich.edu), Dr. Michael Pritchard at [michael.pritchard@wmich.edu](mailto:michael.pritchard@wmich.edu) or visit [wmich.edu/ethics](http://wmich.edu/ethics).

# Biology professor, Dr. Marteen Vonhof speaks with WMUK about White Noise Syndrome

<http://wmuk.org/term/white-nose-syndrome>

## Helping Girls Build Confidence



After graduating from Western Michigan University, Shayne Wheeler (BA '03, Sociology) knew she wanted to start a career in non-profits, but wasn't sure of the capacity in which she wanted to work. She returned to WMU, studying public administration, to narrow her focus. While working on her Master's, Wheeler heard about an open position at Girl Scouts Heart of Michigan.

"I was initially hired as a fund development executive and found that what I enjoyed most about my job was writing and special event promotions. So, when a communications position opened up at Girl Scouts in 2008, I applied for it. Even though, I didn't hold a degree in marketing or public relations, I had proven my abilities, good judgment, and work ethic—landing me the open position."

"Eventually, I was promoted to communications team leader, and then to manager of the department." As manager of communications, Wheeler is responsible for the organization's communications and marketing plan, and leads a team of five to achieve these goals.

In an interview with KzooConnect, Wheeler said of her career, "I've been very fortunate to do something I love every day in support of a mission I personally believe in—helping girls build courage, confidence and character to make the world a better place—with a group of really smart, caring, and fun people."

For students interested in non-profit communication, Wheeler had some advice. "Start making connections in the non-profit community as soon as possible through volunteer opportunities or internships. In fact, when my department was expanding, we hired a former intern as a communications assistant. When the position came up, I even called and asked her to apply because I already knew she'd be effective on our team. It's an excellent way to get your foot in the door and prove your abilities."

For more information about Shayne Wheeler and Girl Scouts Heart of Michigan, check out the KzooConnect article about her by [clicking here](#).

Posted by Samantha Macy

# Merze Tate: The WMU, Oxford Alum Who Broke Barriers

<http://wmuk.org/post/merze-tate-wmu-oxford-alum-who-broke-barriers>

## Gilman Scholarship allows criminal justice major to study abroad

by Margaret von Steinen

January 26, 2015 | WMU News



Costa Rica

KALAMAZOO, Mich.—A Western Michigan University student recently received a prestigious scholarship to study foreign languages overseas during the 2014-15 academic year through the Benjamin A. Gilman International Scholarship Program.

**Deanna Dudley** of Matteson, Illinois, is among the 800 American undergraduate awardees from 356 colleges and universities across the United States selected to receive the Gilman Scholarship. It provides up to \$5,000 for American students to pursue overseas study for college credit. Sixteen WMU students and more than 14,000 students nationwide have received the award since the program's inception in 2001.

The scholarship program helps diversify the kinds of students who study abroad and the countries and regions where they go. It is administered by the Institute of International Education and sponsored by the U.S. Department of State Bureau of Educational and Cultural Affairs.

Dudley received a \$4,000 Gilman Scholarship. A graduate of Rich Central High School in Olympia Fields, Illinois, she is a junior majoring in criminal justice and sociology. She will study Spanish language and international law in Costa Rica during the 2015 spring semester and plans to graduate from WMU at the end of that semester.

### Benefits of overseas study

Living and learning in a vastly different environment of another nation is a special experience for every student who participates, says retired U.S. Rep. Benjamin A. Gilman of New York, who sponsored the legislation creating the scholarship program that now bears his name.

"(It) not only exposes our students to alternate views, but also adds an enriching social and cultural experience," Gilman says. "It also provides our students with the opportunity to return home with a deeper understanding of their place in the world, encouraging them to be a contributor, rather than a spectator in the international community."

Allan Goodman, president of the Institute of International Education, adds that the returning students are better prepared to assume leadership roles within government and the private sector.

"It is critical to the success of American diplomacy and business," Goodman says, "and the lasting ties that Americans make during their international studies are important to our country in times of conflict as well as times of peace."

## Assistance provided by WMU

Dudley was advised and supported in applying for the Gilman Scholarship by **Ann Ganz**, WMU study abroad specialist senior, and **Dr. Michelle Metro-Roland**, WMU advisor for the Gilman program and director of faculty and global program development in the University's Haenicke Institute for Global Education.

Students receiving a federal Pell Grant who are planning to study abroad are encouraged to visit [ije.org/gilman](http://ije.org/gilman) to learn more about the scholarship. Eligible students interested in applying should first contact the WMU Gilman advisor at [michelle.metro-roland@wmich.edu](mailto:michelle.metro-roland@wmich.edu) or (269) 387-5890.

**For more information** about WMU's study abroad programs and scholarships, visit [wmich.edu/studyabroad](http://wmich.edu/studyabroad) or call (269) 387-5890.

# Alternative Bronco Breaks

DJ DeLong  
Creative writing and history major  
College of Arts and Sciences, Marketing and Communication student employee

Community service and volunteering has always been a large part of what makes Western Michigan University so involved with Kalamazoo. However, efforts to make a difference aren't limited to the city of Kalamazoo, nor the state of Michigan. One of the University's Registered Student Organizations, Alternative Bronco Breaks, stands out among the nearly 375 because of the distances students are willing to go to make a change.



Alternative Bronco Breaks (ABB) is dedicated to creating an environment that empowers individuals through volunteering. ABB travels nationwide to change one community at a time by teaching, learning and growing. ABB offers three different service trips per year that include Alternative Winter Experience, Alternative Spring Break and Alternative Summer Experience.

The most recent trip, Alternative Winter Experience, took place the week after

final exams and students volunteered in multiple different states for a variety of volunteer opportunities. The trips for AWE '14 included:

- Children/Poverty with Operation Breakthrough in Kansas City, MO
- Hunger/Terminal Illness with Metropolitan Area Neighborhood Nutrition Alliance (MANNA) in Philadelphia, PA
- AIDs/Terminal Illness with San Antonio Aids Foundation (SAAF House) in San Antonio, TX
- Poverty/Construction with Habitat for Humanity in Queens, NY
- Animals/Environment with the Loggerhead Marine Life Center/Blowing Rocks Preserve in Juno Beach/Hobe Sound, FL
- Veterans/Homeless with the Milwaukee Homeless Veterans Center in Milwaukee, WI

Excursions like AWE '14 influence more than those that are being served; the volunteers return to WMU with an experience that they will never forget. Katelyn McNerney, a sophomore majoring in public relations and minoring in nonprofit leadership and event management, took part in volunteering with the Loggerhead Marine Life Center and Blowing Rocks Preserve in Florida. McNerney said, "ABB is incredibly special because you leave for a week to volunteer and that's what you think you're going for. You think you're going to meet new people and help an organization out. But when you leave, you leave changed. You left a piece of your heart with that trip. Strangers become friends and no one but those people have those memories with you."

Maurice Washington, a senior majoring in social work and minoring in political science and communication volunteered with Habitat for Humanity in New York. RSO's are designed to get students involved, to give students new experiences and foster friendships, and to have academic, social and philanthropic foundations in which every student could benefit from. According to Washington, "What achieves this more than randomly pairing students up with strangers, sending them out to a faraway place to commit to some service under an organization and its leaders that have some interest that matches the students and so on and so forth? To my knowledge, an RSO doesn't exist that does all of that simultaneously and as well as ABB does."



Both McNerney and Washington recommend ABB to students interested in a life-changing experience. Washington says, "What ABB provides is unforgettable. There is nothing that comes close to what ABB does except study abroad programs, but this is much more feasible, convenient and safe." McNerney says, "If you want to volunteer, go somewhere new, come back changed, meet fellow passionate volunteering broncos, and love exploring, sign up for ABB and never turn back."

ABB brings students of different areas of study together for one cause: volunteering. For anyone looking to create the memory of a lifetime, ABB is definitely an opportunity to consider. ABB helps develop bonds and experiences that shape the lives of WMU students. For more information on ABB, please visit [Alternative Bronco Breaks online](#).