Staff awards deadline approaching

Members of the campus community have until Thursday, May 31, to submit their nominations and supporting information to help select the four winners of this year’s Make a Difference annual awards. In the running are the 23 winners of this year’s semiannual Make a Difference awards.

All 23 are now eligible to win one of the four annual awards, each of which comes with a $1,200 pre-tax prize. Visit wmich.edu/hr/make-a-difference to find the candidates’ names and instructions for submitting supporting information.

University common read launched

WMU has launched a campuswide common read program that starts this summer for all employees as well as all incoming and current students. The book chosen for University Common Read 2012-13 is “The Immortal Life of Henrietta Lacks,” by Rebecca Skloot.

The award-winning, 384-page book has garnered attention from ethicists and the public at large. WMU students and faculty and staff members are invited to join in reading Skloot’s book this summer or fall, individually or in groups.

A 90-minute session on the basics of leading a group book discussion has been scheduled for 1:30 to 3 p.m. Wednesdays, June 6 and Sept. 5, in Waldo Library’s Meader Rare Book Room. To register for one of the training sessions, call (269) 387-5166.

New name approved for program

The WMU Board of Trustees has approved a new name for the holistic health care program in the College of Health and Human Services. The new name, integrative health and wellness, better reflects the mission of the program as health care services. The new name, integrative health and wellness, better reflects the mission of the program as health care services. The new name for the holistic health care program in the College of Health and Human Services is the Integrative Health and Wellness program.

The program, which offers a graduate certificate as well as a minor, is celebrating its 30th anniversary this year and was one of the first programs of its kind in the nation. The program is coordinated by Gay Walker.

Dates set for Fall Welcome events

Faculty and staff are asked to sign up to participate in a variety of Fall Welcome events. Online registration is open at wmich.edu/fye/fallwelcome/register for all events. Questions should be directed to adrienne.fraaza@wmich.edu or (269) 387-2332.

Deans, faculty and administrators are asked to save the morning of Wednesday, Aug. 29, for the fall Matriculation Ceremony and Pizza With the Prof. The 10:30 a.m. ceremony in Miller Auditorium will be immediately followed by Pizza With the Prof in Fountain Plaza.

Staff members are also encouraged to get involved during Welcome Week. Sign up to participate in the Western Success Series or Campus Resource Fair, or to volunteer at one of several student events.

U.S. News ranks seven health programs offered by WMU among best in nation

U.S. News & World Report’s recently published rankings of graduate programs puts six WMU health programs among the best in the nation, with three of them—occupational therapy, physician assistant and speech-language pathology—rated both the highest in Michigan and among the top 50 nationwide.

The 2013 edition of U.S. News & World Report’s Best Grad Schools includes new rankings in seven health fields, including occupational therapy, speech-language pathology, audiology and social work. Rankings of other health fields, including physician assistant and rehabilitation counseling, are based on earlier surveys conducted in 2011.

In all, six of WMU’s programs in the health disciplines garnered top-50 ratings, while a seventh was included in the top-100 of such programs.

Faculty Senate announces 2012-14 leadership roster

WMU’s Faculty Senate has elected its 2012-14 Executive Board.

Except for the immediate past president, members of the board will serve two-year terms beginning this month. The new officers are:

• President, William G. Rantz, aviation science
• Vice president, C. Dennis Simpson, communication and media science
• Director, Osama Abudayeh, civil and construction engineering and the engineering college’s associate dean for research and graduate programs
• Director, Suzan F. Ayers, human performance and sport science

The latest rankings put both of WMU’s programs in occupational therapy—one in Kalamazoo and one in Grand Rapids, Mich.—in the top 50, along with WMU’s programs in speech-language pathology and audiology.

The occupational therapy program in Kalamazoo, which is 90 years old this year, came in at No. 21 in the nation out of 151 programs ranked, while the OT program in Grand Rapids, which was established in 2009, was ranked No. 36.

The speech-language pathology program came in at No. 35 out of 229 ranked programs, while the doctoral program in audiology was No. 45 out of 64 programs. Social work finished in the top 100, landing at No. 66 out of 200 ranked programs.

Other WMU health programs are in fields last surveyed in 2011. Results of those earlier surveys were included in the 2013 edition as well.

The physician assistant program was ranked No. 38 out of 123 programs nationally—the highest ranking among PA programs in Michigan. The rehabilitation counseling/teaching program established in 1963 as the first program of its kind in the nation, was No. 45 out of 96 ranked programs.

The new leadership roster is as follows:

• Director, Delores D. Walcott, interdisciplinary studies
• Director, Richard A. Gershon, communication and media science
• Director, Suzy F. Ayers, human performance and sport science
• Director, Osama Abudayeh, civil and construction engineering
• Director, Suzan F. Ayers, human performance and sport science
• Director, Susan F. Ayers, human performance and health education
• Director, Richard A. Gershon, communication and media science
• Director, Alan Rea, business information systems
• Director, Delores D. Walcott, interdisciplinary health programs

The Faculty Senate shares in governing WMU by formulating, reviewing and providing advice on policies and other matters of institutional concern. In addition to its governing members on the Executive Board, the organization’s membership includes faculty senators and representatives from departments across campus as well as some administrators.
Ohio family gives WMU newly raised funds to support finding cure for rare disorder

Former Fairborn, Ohio, city councilman Frank Cervone knows he’s dying from multiple system atrophy—MSA—but before he goes, Cervone wants to do all he can to make sure the disease’s days are numbered.

Cervone and his family traveled to WMU May 11 to present a check to a University research team that has spent much of the past decade focusing its efforts on finding a cure for the rare neurological degenerative disorder. The $3,350 check they presented was raised in March in what is believed to be the first-ever MSA awareness race, which drew more than 200 runners to Fairborn.

Race organizer Doug Brandt of the Dayton Barefoot Runners group accompanied the Cervone family to Michigan. Brandt says he and others expect the race to grow yearly, so in future years, they can bring a larger check to support the work being done at WMU.

Charles Ide, biological sciences, is leading the work, which uses gene expression techniques to study MSA and is being done in collaboration with researchers at Vanderbilt University’s medical school and the New York Brain Bank at Columbia University. Ide and other members of his team met with the Cervone family and previewed for them information in three papers on MSA that they will present at the annual meeting of the Society for Neuroscience later this year in New Orleans.

“MSA afflicts about 100,000 people and is called an ‘orphan disease’ because only a small percentage of the population suffers from the extremely debilitating condition and its treatment is not a high priority for either federal agencies or pharmaceutical companies,” Ide says. “MSA’s cause is unknown and no specific risk factors have yet been identified.

Ide says his team’s current research is focused on some similarities found in the brain cells of both multiple sclerosis patients and MSA patients.

“We’re trying to rush this for MSA patients,” Ide says. “There could be a drug that is already in use for MS that will be effective on MSA.”

Cervone’s wife, Susan, says they did their homework before selecting WMU as the recipient of this year’s race funds.

“We narrowed it down to two universities, and the response we got from WMU was just so much more personal,” she says.

LGSI Student Services appoints new coordinator

Jennifer Hsu has been appointed coordinator for Lesbian, Bisexual, Gay and Transgender Student Services in the Office of Diversity and Inclusion. Effective April 9, Hsu replaced Sarah Stangl, who is now an advisor in the College of Education and Human Development. Previously, Hsu was executive director of thegamze Center of Bennett Harbor, Mich. She comes to WMU with a strong professional background in social justice advocacy with a focus on the intersections of race, gender, faith, sexual orientation and sexual identity. She also has a background in fundraising and budget development.

WMUK offers program guide

It’s now easier than ever to stay up to date on local program offerings by WMUK 102.1 FM, the University’s public radio station.

The station’s “Next Week on WMUK” weekly email guide to upcoming features in news, arts, music and other programming is available free of charge.

To request being added to the guide’s email list, visit the station’s website at wmu.k.org and click the envelope located near the upper left corner of the page.

Dean tapped to serve Michiganders

Anthony J. Vizzini, dean of the College of Engineering and Applied Sciences, has been named to the State Board of Professional Engineers by Gov. Rick Snyder. Vizzini will serve a four-year term as one of the five professional engineers on the board.

Michigan’s Professional Board of Engineers is housed in the Department of Licensing and Regulatory Affairs, which is charged with promoting business growth and job creation in Michigan by streamlining and eliminating unnecessary or burdensome regulations. The board regulates the practice of the state’s more than 20,000 professional engineers.

Vizzini, WMU’s engineering dean since 2009, is a fellow of the American Society for Composites, and is serving this year as president of the Society for the Advancement of Material and Process Engineering.

Emeritus appointed to state council

Ronald J. Winter, emeritus in human performance and health education, has been appointed to the Governor’s Council on Physical Fitness, Health and Sports by Gov. Rick Snyder. Winter will serve a two-year term that expires in 2014.

He is among four appointments and four re-appointments to the 15-member council, which is designed to increase physical activity and health improvements in Michigan.

Winter, of Kalamazoo, retired in 2008 after 38 years of service to the University. He served as the director of campus recreational activities at the American Legion Post.

Zegree, the WMU Bob & Dover Foundation professor of vocal jazz, was recognized for his music and the award-winning vocal jazz ensemble Gold Company, was lauded in a feature article as a pianist and choral director who “seems to run in five directions at once.”

A professor of music, he has announced that he will join the faculty of the Jacobs School of Music at Indiana University this coming fall as the Pam and Jack Burns professor of music and director of the Singing Hoosiers. Internationally known as a vocal jazz conductor and educator, Zegree is also active as a pianist, composer, clinician, repertory and adjudicator. His students are among today’s leaders on Broadway and in jazz and pop performance, recording studio production, education and many other fields.

Hsu
Giving members of the campus community the confidence to step forward and help when they see bad behavior is the goal of a new initiative at WMU.

The program is being launched by the Division of Student Affairs’ Bystander Initiative Committee to counteract the Bystander Effect, which holds that the greater the number of people present during an emergency, the less likely it is that any of them will actually intervene.

Faculty, staff and administrators who would be interested in participating in the Bystander Initiative are invited to learn more by contacting Christine Iaderosa, commit-
tee co-chair and coordinator of Theatre for Community Health in the Sincicuse Health Center’s Office of Health Promotion and Education.

“People often see someone in need of as-
sistance, yet don’t get involved. They believe they can’t make a difference or that someone else will intervene,” she says. “We hope to educate our community about when and how to intervene safely. If we can galvanize the campus population to stand up and help in varied situations, from dangerous drinking to dehumanizing behaviors, we can make WMU a safer and more secure place for all.”

The Bystander Initiative campaign, dubbed Western HEROES, gets its name from what it calls on people to do:
- Notice when something is happening;
- Evaluate the situation to see if assistance is needed;
- Assume responsibility to step in and help;
- Obtain the education necessary to know what to do; and
- Step up and make a difference.

The program will kick off this summer with posters and a video depicting vari-
ous members of the campus community as everyday heroes. The posters will be put up around campus in mid-August as student leaders return to campus, and the film will be shown to students in late August during Fall Welcome.

Campaign organizers are seeking addi-
tional people who are willing to be featured on the posters and in the video, as well as people willing to facilitate workshops that are being planned this fall to educate the campus community about effective inter-
vention techniques.

Some of the WMU employees featured in the initial part of the campaign include Diane K. Anderson, vice president of student affairs; Carol Eddy, director of the Sincicuse Health Center; Carolyn “Cani” K. Robertson, director of the Office of Health Promotion and Education; Laura Dannal, assistant director of residence life; Jeremy C. Ynclan, assistant director of student conduct; Nicole C. Mills, assistant director of Student Activities and Leadership Programs; and Jennifer L. Bailey, University Recreation’s coordinator of fitness programs.

For more information about participating in the Bystander Initiative, contact Chris-
tine Iaderosa at christine.iaderosa@wmich.
edu or (269) 387-3126.

### College of Aviation to induct third class of honorees

Three aviation professionals who have made a lasting impact in their fields will be inducted into the College of Aviation Hall of Honor for 2011.

This third class of Hall of Honor inductees will be celebrated during an induction ceremony and dinner Friday, June 15. The deadline for the required advance registra-
tion has been extended to Friday, June 8. The event costs $25 and starts with a social hour at 6 p.m. in the Aviation Maintenance Education Hangar on the College of Aviation campus at the W.K. Kellogg Airport in Battle Creek, Mich. For a registration form or more information, visit wmich.edu.

### Obituaries

Ida Mae Cutshaw, a retired staff member, died May 10. She was 75. Cutshaw was a finance clerk in accounting. She joined the staff in 1979 and retired in 1995 after 16 years of service.

Memorial gifts may be made to Karios Dwelling or a charity of choice. Visit language.com to make a memorial guestbook entry.

Charles H. Ludlow, trustee emeritus, died May 8 in Kalamazoo. He was 89. Ludlow retired as vice president and treasurer of the Upjohn Co. in 1984 after 34 years. He and his wife, Marion, funded one of the University’s prestigious Medallion Scholarships.

Ludlow was a member of the WMU Board of Trustees from 1967 to 1987, serving as chair twice and vice chairman five times.

He also supported the University in a variety of other leadership roles, including chairing the 1985 presidential search committee and serving as executive director of the 1997 presidential search. A former member of the WMU Foundation, he was named 1991 Volunteer of the Year.

Memorial donations may be directed to the charity of choice. Visit langelands.com to make a memorial guestbook entry.
University relations promotes one, hires two

Tonya R. Durlach, university relations director, has been promoted to director of electronic communication.

In addition, two people with longtime WMU ties have been hired to help expand the University’s editorial and marketing functions. Paula M. Davis was named editor of WMU Magazine, effective May 21, and Christopher A. Hunt was named marketing communication manager, effective June 4.

Durlach, assistant director of electronic communication since 2008, is responsible for content on WMU’s website, mass email, social media and other forms of electronic communication. She replaces Thom Myers, who is set to retire in December and will devote his remaining time at the University to implementing WMU’s new Web content management system.

Davis, a longtime Kalamazoo resident, previously spent 13 years at the Kalamazoo Gazette. For seven of those years, she covered higher education and wrote extensively about WMU. She will edit the University’s recently reprised quarterly magazine and do editorial work on University publications.

Hunt, a Kalamazoo native, earned a bachelor’s degree in advertising and promotion from WMU in 2003. He has worked at several advertising companies in Michigan and Florida. He will become an integral part of the University’s overall marketing efforts, charged with overseeing market research and helping to guide the creation and production of print, electronic and Web-based marketing materials for recruitment and raising the institutional profile.

BRCC invests $250,000 in breakthrough research

The Biosciences Research and Commercialization Center has invested $250,000 in a Kalamazoo company that is doing early-stage work on a revolutionary approach to treat and restore function to people who have suffered major damage to their peripheral or central nervous systems.

The BRCC award to Axonia Medical is part of $2 million in seed financing the company assembled to advance technology its founders believe can transform medical care for people who suffer a debilitating nervous system injury, such as stroke, and spinal cord, traumatic brain and peripheral nerve injuries.

“The technology Axonia is developing is precisely the kind of innovative, early-stage work our center is designed to support,” says Stephen J. Haakenson, BRCC executive director. “This is technology developed in a university setting that has great potential in the marketplace to address unmet medical needs.”

Axonia is a Kalamazoo startup that is leveraging groundbreaking discoveries on nervous system growth and repair by Douglas H. Smith at the University of Pennsylvania. Smith is scientific co-founder of Axonia.

The company’s products are expected to bridge lost nervous tissues and jump-start regenerative mechanisms that will allow levels of functional recovery not now possible. The company was an early participant in a Penn program called UPrestart that focuses on the transfer of technology from higher education to the commercial arena.