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## College of Arts and Sciences E-News Issue 29: September 2015

College of Arts and Sciences

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WESTERN MICHIGAN UNIVERSITY

# College of Arts and Sciences

e-News Issue 29: September 2015

## Upcoming CAS events



## Stay in touch!



## Update your information



Fall 2015 Welcome  
a success for  
College of Arts  
and Sciences



## CAS News

- ▶ Department of Economics announces 52nd Werner Sichel Lecture Series
- ▶ The College of Arts and Sciences welcomes new faculty members

## FACULTY Features

- ▶ Dr. Hedy Habra publishes collection of poetry, *Under Brushstrokes*, inspired by visual art
- ▶ NSF awards Dr. Kathryn Docherty grant to enable creative, collaborative use of ecological data
- ▶ Dr. Brian Wilson wins a 2015 independent publisher award

## ALUMNI Profiles

- ▶ Karen Behnke's idea turns out to be a real beauty
- ▶ School of Communication alumnus Keith Gladhill '94 named president for Verizon Wireless, Houston/Gulf region
- ▶ School of Communication alumnus Kyle Caldwell '91, '93 named executive director for the Johnson Center at GVSU



# Events

The Department of Economics at Western Michigan University hosts speakers and other events during the fall and winter semesters.

## *WERNER SICHEL LECTURE SERIES*

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**noon to 1:15 p.m. in 2028 Brown Hall (except Nov. 11 will be held in Knauss 3502)**

- Sept. 23: "**The U.S. and the China Challenge**" presented by Dr. Murray Scot Tanner, Senior Research Scientist, China Studies Division CNS Corporation.
- Oct. 7: "**An Assessment of Napoleon's Prediction that an Awakened China Would Shake the World**" presented by Professor Wing Thye Woo, Department of Economics, University of California at Davis.
- Nov. 11: "**Is there a Xi Jinping Model of Economic Reform?**" presented by Professor Barry J. Naughton, Sokwanlok Chair of Chinese International Affairs Graduate School of International Relations Pacific Studies, University of California, San Diego.
- Feb. 24, 2016 "**China's Evolving State Enterprises**" presented by Professor Mary E. Lovely, Melvin A. Eggers Economics Faculty Scholar and Professor of Economics, Maxwell School of Citizenship and Public Affairs, Syracuse University.
- Mar. 30, 2016 "**Why is the Exit Right the Key to The Birth of China's Land Market?**" presented by Professor James G. Wen Department of Economics, Trinity College.
- Apr. 13, 2016: "**Trade, Migration and Growth: Evidence from China**" presented by Professor Xiaodong Zhu Department of Economics, University of Toronto.

[2015-16 Sichel Series printable schedule.](#)

See the [series history](#) for past speakers and topics.

## *RESEARCH SEMINAR*

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**Fridays at 3 p.m. until 4:30 p.m. in 2212 Dunbar Hall**

**Seminar Coordinator:** [Dr. Carson Reeling](#), Assistant Professor of Economics and Environmental and Sustainability Studies

- Sept. 11: "**Was Sandmo Right? Experimental Evidence on Attitudes to Price Uncertainty**" presented by Marc Bellemare, Applied Economics, University of Minnesota. [View paper](#)
- Sept. 18: "**A Theory on Borrowing Capacity and Foreign Direct Investment**" presented by Todd Sarnstrom, Department of Economics, WMU.
- Oct. 2: "**Formal (Official) and Informal (Bribes and Gifts) Payments in the Medical Care Sector in Russia**" presented by Alexandra Polovinka, Department of Economics, WMU.

- Oct. 9: "**Does Diet Intervention Lower Students' Anemia Rate in Rural China? Evidence from a Random Control Trial in Shaanxi Province**" presented by Rong Shi, Department of Economics, WMU.
- Nov. 6: "**Sustainable Intensification and Farmer Preferences for Crop System Attributes: Evidence from Malawi's Central and Southern Regions**" presented by David L. Ortega, Department of Agricultural, Food and Resource Economics, Michigan State University.
- Nov. 20 "**Searching for Hidden Costs: A Technology-Based Approach to the Energy Efficiency Gap in Light-Duty Vehicles**" presented by Gloria Helfand, U.S. Environmental Protection Agency.

[Printable schedule](#)

## *PUBLIC LECTURE*

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"The Age of the Pill" by [Dr. Martha Bailey](#), University of Michigan. Thursday, Oct. 8, 12:15 to 1:30 p.m., Lee Honors College Lounge.

# New Faculty

<http://wmich.edu/sites/default/files/attachments/u58/2015/New%20Faculty%20Hires%20Brochure%20pdf%202015.pdf>

*Under Brushstrokes*, [Hedy Habra's](#) second poetry collection with [Press 53](#)

<http://press53.tumblr.com/post/122010001062/under-brushstrokes-hedy-habras-second-poetry>

**NSF awards \$4.8 million to enable creative, collaborative use of ecological data**

[http://www.nsf.gov/news/news\\_summ.jsp?cntn\\_id=135979&WT.mc\\_id=USNSF\\_51&WT.mc\\_ev=click](http://www.nsf.gov/news/news_summ.jsp?cntn_id=135979&WT.mc_id=USNSF_51&WT.mc_ev=click)

Prof wins a 2015 Independent Publisher Book Award



BY MARK SCHWERIN  
SEPTEMBER 3, 2015 | WMU NEWS

Wilson

KALAMAZOO, Mich.—A book by a Western Michigan University professor about Battle Creek's health and wellness past and its central figure, **Dr. John Harvey Kellogg**, has won an Independent Publisher Book Award, known as the "IPPY."

"Dr. John Harvey Kellogg and the Religion of Biologic Living" by **Dr. Brian C. Wilson**, professor of comparative religion, won an IPPY Silver Medal in the biography category. Conducted annually, the Independent Publisher Book Awards honor the year's best independently published titles from around the world. The awards are intended to bring increased recognition to the thousands of exemplary independent, university and self-published titles published

each year. This was the 19th year for the annual contest.

## HOW IT CAME ABOUT

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Wilson didn't start off writing a book about Kellogg, the older brother of cereal magnate **W.K. Kellogg**. He was interested in writing about the religious history of Battle Creek, which was founded as a Quaker town and became a hotbed for spiritualism, attracting other, radical religious groups. He started reading about the Seventh-day Adventists, who showed up in 1855, and from there he ran into John Harvey Kellogg. He was intrigued.

The book was published by Indiana University Press in September 2014. To a large extent, Wilson wanted to correct misperceptions about Kellogg perpetuated in works of popular culture, such as "The Road to Wellville," a novel by T. Coraghessan Boyle, and subsequent film by the same name.

Kellogg grew up in what essentially was then a small, semi-frontier town, yet created what became the most famous health-and-wellness center in the United States and possibly the world. From 1876 to 1943, Kellogg presided over the Battle Creek Sanitarium, which one observer described as a "combination 19th-century European health spa and 20th-century Mayo Clinic." The "San," as it came to be known, was founded in 1866 under the auspices of the Seventh-day Adventist Church as the Western Health Reform Institute and grew under Kellogg's guiding and charismatic hand into a massive health resort encompassing a hospital, research facilities, medical and nursing schools and more.

Even the breakfast cereal industry is a spinoff of the Kellogg brothers' quest for more healthy dietary alternatives. J.H. Kellogg was a huge proponent of a vegetarian diet and, along with his younger brother, Will Keith, discovered the flaking process and invented the cornflake.



W.K. Kellogg started Kellogg Co., his own cereal company, while J.H. Kellogg concentrated on his beloved sanitarium. The sanitarium flourished through the early 1900s and was rebuilt in high style after a catastrophic fire in 1902. Its guests included a who's-who in American and international social circles, including movie stars, writers, artists, rich industrialists and even U.S. presidents.

Then came the Great Depression, and the sanitarium went bankrupt in 1933. Its spectacular buildings were eventually sold to the federal government, becoming Percy Jones Hospital, which treated soldiers injured in World War II. Today it houses several government agencies as the Battle Creek Federal Center.

## *HOW TO ORDER*

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The book is available at [amazon.com](http://amazon.com) or from the Indiana University Press at [iupress.indiana.edu](http://iupress.indiana.edu).

## **Karen Behnke's idea turns out to be a real beauty**

<http://www.battlecreekenquirer.com/story/news/local/2015/08/13/karen-behnkes-idea-turns-real-beauty/31651491/>

## Verizon Wireless Names New Region President

<http://www.prnewswire.com/news-releases/verizon-wireless-names-new-region-president-300134331.html>

## Johnson Center at Grand Valley names Caldwell as next executive director

<http://www.crainsdetroit.com/article/20150513/BLOG009/150519930/johnson-center-at-grand-valley-names-caldwell-as-next-executive>