



Western News

For and about WMU faculty and staff

SEPTEMBER 8, 2011
Volume 38, Number 1

WMU on best Midwest colleges list

For the seventh year, *Princeton Review* has named WMU one of its "Best Midwestern Colleges." The list, featuring 153 schools in 12 states this year, is compiled using institutional data, school visits and opinions of students as well as college counselors and advisors.



Along with WMU, Michigan State University, the University of Michigan-Ann Arbor and Kalamazoo College numbered among the 13 public and private schools in Michigan that made the 2011 list.

Tenth anniversary of 9/11 observed

WMU News is observing the 10th anniversary of the Sept. 11, 2001, terrorist attacks through a series of 10 stories posted at www.wmich.edu/wmu/news. The stories are vignettes that recount how the attacks affected WMU, as well as various segments of the University community. Many include recollections from current employees.

Employee records updates due soon

All faculty and staff are asked to review their personal records and make changes as necessary by Monday, Sept. 12. Updates are needed to assist the University in providing an accurate campus directory, developing effective emergency plans and meeting federal reporting guidelines. Updates received after the deadline will not be reflected in the 2011-12 WMU Directory.

Areas to review focus on privacy wishes, emergency contacts, campus as well as home addresses and phone numbers, and ethnic group affiliations. To make changes to personal data, visit the My Self Service channel in GoWMU. Select Employee Self Service, then Personal Information Summary. Visit www.wmich.edu/hr/personal-data-updates.html for an explanation of WMU's privacy flag and other details.

Popular cafe closed for remodeling

Plaza Cafe in Sprau Tower is closed for remodeling but expected to reopen Monday, Sept. 19. The updated eatery will have a



fresh, modern decor, more efficient customer service and expanded seating options. Visit www.wmich.edu/dining/

cafes for menu, location and related information concerning all five of WMU's campus cafes.

Western News returns from hiatus

With today's issue, the *Western News* returns from its summer hiatus and will be published every other Thursday when classes are in session. Publication dates as well as when and how to submit material are posted in the masthead at the bottom of page 2.

Biosciences research, commercialization center attracts new round of state funding

In late July, the Michigan Strategic Fund announced its decision to make an additional investment of \$3.8 million in a successful University initiative that will use the money to launch a new fund aimed at further development of life science startups in Michigan.

The recipient of the award is WMU's Biosciences Research and Commercialization Center, or BRCC, a seven-year-old entity that has recently been placed under the auspices of the University's new School of Medicine. Governed by a separate board, but managed by the medical school's Office of Research, the new fund will further its support in commercializing novel technologies in the life sciences throughout the state of Michigan.

Established in 2003 with an initial cash infusion of \$10 million from the Michigan Economic Development Corp., the BRCC has played a critical role in the creation of 30 Michigan companies and more than 200 high-paying jobs. With every dollar of the original \$10 million invested in startup companies, new funding will allow the center to transition to a new fund, dubbed by BRCC organizers as BRCC-II.

The center's investment in new companies and program-related consulting has already generated nearly \$800,000 in income and has allowed the BRCC to honor its obligation to begin to repay the state's initial investment. By late July when the new funding was announced, companies that have secured BRCC investments had been able to leverage

that support into more than \$100 million in additional funding from investors, federal grants and other funding sources.

Shortly after the new BRCC funding was announced, two more BRCC-supported companies won major new external funding.

- CeeTox, a life sciences company housed in WMU's Business Technology and Research Park, was awarded a U.S. Environmental Protection Agency grant for as much as \$129.6 million to test chemicals



The BRCC is housed in the Southwest Michigan Innovation Center in WMU's Business Technology and Research Park. (Photo by Mike Lanka)

in everyday products for potential toxicity. CeeTox's new contract has a maximum value of \$25.9 million in the first year, with four additional one-year options.

- A second Kalamazoo-based company, Vestaron Corp., was awarded a \$1.4 million grant from the Foundation for the National Institutes

of Health to develop insecticides to control the spread of malaria by mosquitoes. The work will take place over three years.

The new \$3.8 million award to the BRCC enables a logical continuation of such success, according to Jack Luderer, associate dean for research with the WMU School of Medicine who served as the BRCC's executive director for its first six years.

"Our success is the result of talent and hard work on the part of those startup companies we've had the privilege to help," Luderer says. "Even more important than our economic development success is the fact that these companies are developing the new therapies, devices and diagnostics that will mean improved care for patients."

Academic convocation set for Sept. 16

WMU's 2011 Academic Convocation will take place from 2 to 4 p.m. Friday, Sept. 16, in the Dalton Center Recital Hall and include a concluding reception in the Richmond Center Atrium.

The convocation will feature President John M. Dunn's annual State of the University address, as well as the presentation of prestigious campuswide awards in five categories to 12 faculty and staff members (see related awards story on page 6).

A long-standing academic tradition, the convocation honors accomplishment and focuses on important University issues and initiatives. Since 2009, it has served as WMU's formal launch of a new academic year.

The event is free and open to the public. Detailed stories about all of the award recipients being highlighted will be posted at www.wmich.edu/news during the days leading up to the Academic Convocation.

Around campus and beyond

Employee mixer dates announced

Mark your calendar for two Fridays With Friends mixers from 4 to 6 p.m. Sept. 16 in the Richmond Center lobby (right after the Academic Convocation) and Oct. 14 in the Gilmore Theatre atrium. All faculty and staff members are invited to the mixers. Complimentary light hors d'oeuvres and cash bar will be available.

Free employee photo session set

All faculty and staff are eligible to have publicity photos taken Friday, Sept. 23, between 9 a.m. and 4 p.m. in Walwood Hall's Heinig Emeriti Lounge. Employees may have electronic copies for personal use at no charge. Contact Sue Beougher at sue.beougher@wmich.edu or (269) 387-8402 to have a photo taken or to receive your photo.

Event explores social responsibility

"Leadership and Social Responsibility" is the topic of a dinner with distinguished speakers at 6:30 p.m. Thursday, Sept. 29, in 157 Bernhard Center. Registration is required. Speakers include Bobby Hopewell, mayor of Kalamazoo; WMU's John Clark, political science; and Jaime

Grant, director of the Arcus Center for Social Justice Leadership. To register, contact rso-rtc@wmich.edu by Friday, Sept. 23.

Fall reading program slated

The McGinnis Reading Center and Clinic is offering after-school literacy tutoring for students in kindergarten through 12th grade. Sessions will be held from 5:30 to 6:30 p.m. Thursdays, Sept. 29 through Dec. 8, in 3514 Sangren Hall. Visit www.wmich.edu/wmu/news/2011/08/021.html for costs, employee discounts and other details. To register, contact Teresa Valdez at teresa.valdez@wmich.edu or (269) 387-3534.

Service learning topic of program

Faculty and directors of area non-profit organizations are invited to explore service learning at a networking and brainstorming session from 8 to 10 a.m. Thursday, Sept. 29, in 208 Bernhard Center. A continental breakfast will be provided. To attend, RSVP to csl_info@wmich.edu or (269) 387-2155 by Monday, Sept. 19.

SRC, West Hills memberships available at low or no cost

Benefits-eligible employees have annual memberships waiting for them at the Student Recreation Center and West Hills Athletic Club. To activate these memberships, they only pay taxes on the \$270 value of each membership.

At the SRC, annual memberships start at the beginning of the semester or session employees become a member. This fall's membership year began Sept. 6 and will end Aug. 17, 2012. At West Hills, employees may join at anytime throughout the year.

Both the SRC and West Hills have other membership options, with variable payment plans, as well as offer free tours and orientation sessions. Emeriti and retirees, along with their spouses, may join the SRC and West Hills for free, but they must sign up in person. Non-benefits-eligible employees become members by paying monthly fees.

For details about SRC memberships, visit www.wmich.edu/rec and click Employee Wellness or call (269) 387-3115. For West Hills membership details, visit www.westhillsathletic.com and select WMU Employees under the Membership tab or call (269) 387-0410.

Exchange

For sale—2008 Buick Lucerne CX. Gold mist color, V6 engine, 35,000 miles. Clean, one owner (non-smoker), pet free. Blue Book value is \$15,900 to \$17,500. Asking \$15,500 or best offer. For pictures or to make an offer,

contact ram1067@hotmail.com.

Wanted—Looking for a home or apartment for two to five months between November and March. Housesitting arrangement would be ideal for this faculty member's older parent wishing to winter near WMU. Contact Ann Chapple at (269) 387-7242.

Free pet—Dwarf Netherland rabbit that's gentle with children. Cage and supplies included. Call (269) 321-1874 and leave a message.

Correction

The years of continuous service were incorrectly reported in the June 23 issue of the *Western News* for Charles E. Hines Jr., accountancy. Hines will retire effective Aug. 17, 2012, after 35 years of service to the University.

Jobs

Current job opportunities at WMU are announced daily on the Human Resources Web site at www.wmich.edu/hr/careers-at-wmu.html. Please note that applications must be submitted online by the stated deadline. Complete application procedures are included with each posting.

Governor appoints commissioners

George Fierro, director of outreach and special programs for Extended University Programs, and Patrick Munley, chair of counselor education and counseling psychology, have been named to state commissions by Michigan Gov. Rick Snyder.



Fierro



Munley

Fierro was selected to serve on the Hispanic/Latino Commission of Michigan, which is dedicated to developing a unified policy and plan of action to serve the needs of Michigan's Hispanic and Latino communities.

He was appointed to a three-year term that expires Dec. 10, 2013.

Munley was selected to serve on the Michigan Board of Counseling, which licenses and oversees the practice of counseling in Michigan.

He was appointed to a four-year term that expires June 30, 2015.

Staffer readying for 1,600-mile bike ride

Amy Mack, a master's level social worker in the Children's Trauma Assessment Center, will ride a bike from Portland, Maine, to Daytona Beach, Fla., from Sept. 21 through Oct. 16 to raise money to fight Huntington's disease.



Mack

Mack has a family member with the disease and has overcome terrible medical hurdles herself. She helped organize this summer's "Race for a Cure" fundraiser at the Kalamazoo Speedway.

An "enduro car race," it served as the kickoff for her upcoming 1,600-mile "Ride for the Cure" fundraiser. Visit www.firstgiving.com/hdsa-greatlakes/ridetocureHD to support Mack's ride.

Dean leading international group

Anthony J. Vizzini, dean of the College of Engineering and Applied Sciences, has been elected the 2011-12 president of the Society



Vizzini

for the Advancement of Material and Process Engineering.

SAMPE is the only technical society that encompasses all fields of endeavor in materials and processes. The group provides a unique and valuable forum for scientists, engineers and academicians. It focuses on new materials and processing technologies and has professional as well as student chapters around the world.

Vizzini will lead the organization's seven-member executive cabinet, which oversees yearly operations and long-term planning for SAMPE. Among the group's main events and activities for this year are holding two North American conferences as well as holding a major conference in Kuala Lumpur, Malaysia. In addition, the cabinet will be directing the implementation of new international policies and procedures for the society.



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DEADLINE: Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Summer I session publication dates are **Sept. 8 and 22, Oct. 6 and 20, and Nov. 3 and 17**. Items may be submitted to Jeanne Baron at jeanne.baron@wmich.edu, (269) 387-8422 or Campus Mail Stop 5433.

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WESTERN MICHIGAN UNIVERSITY

Summer News

School of Medicine announces staffing, design firm selections

Progress toward opening a medical school continued to be made last month with the announcement by the University of the appointments of two important staff members and selection of a firm to design a home for the new WMU School of Medicine.

Michele Serbenski was named director of planning and performance excellence and Kathy Morocco was named executive administrative assistant to the dean.

Serbenski, who is serving as a member of the medical school's senior leadership team, is responsible for strategy development and execution and overseeing the school's accreditation efforts as it prepares for a fall 2014 launch.



Serbenski



Morocco

She comes to the University from Kalamazoo's Bronson Healthcare Group, where she spent the past 17 years as a member of the executive team and was vice president of performance excellence and organizational learning.

Morocco has an extensive background as an executive assistant to several leading Midwest business and medical leaders. She comes to WMU from Ohio, where she most recently served as executive assistant to the CFO of AkzoNobel Deco Paints of Strongsville, Ohio. Prior to that, she was an



assistant to the chairman of the Pediatric Institute of the Cleveland Clinic.

The medical school will be designed by the S/L/A/M Collaborative, or SLAM, has been chosen to design the medical school. It is a nationally known, Connecticut-based architectural and engineering firm with an extensive portfolio in medical and health science facilities. SLAM will partner with Kalamazoo's Diekema Hamann Architecture and Engineering.

SLAM designs new medical and educational facilities and repurposes existing buildings, both options being considered by WMU. The firm's projects include Duke and Emory universities' medical schools and Georgia's Health Sciences University.

NHL coach leading hockey team

NHL coaching veteran Andy Murray signed a five-year contract with WMU in July to become the sixth head coach in the hockey program's 38-year history.

Murray has 10 years of NHL head coaching experience, six seasons from 1999 to 2006 with the Los Angeles Kings and four seasons from 2006 to 2010 with the St. Louis Blues.



Murray

STUDENTS EARN RAVE REVIEWS—

A University Theatre troupe has been earning rave reviews after staging its original production of "Good Death: A Community Conversation" in August at Scotland's prestigious Edinburgh Fringe Festival, the world's largest arts festival.

Reviewer Benet Catty with Whatsonstage.com, which covers all UK theatre, called the documentary-style play's student cast a terrific ensemble of stars. "This is a masterpiece," Catty wrote, "performed to perfection by 14 students from Western Michigan University (on whose research it is based) and directed with understatement, precision and flair by Joan Herrington."

Another reviewer, Alex Eades with EdinburghGuide.com, reported that he saw near-absolute perfection. "The cast are absolutely beyond words," he wrote. "They are so unbelievably good at what they do, which apparently is everything. They have traveled so far to be here (Michigan to be exact), but they are all going to go so much further."

"Good Death," which premiered in Kalamazoo in fall 2009, was created through a unique collaboration between WMU theatre students and the acclaimed Tectonic Theater Project. It confronts the decisions that govern the end of life and debates topics such as euthanasia.



Trustees approve six faculty, staff retirements in July

The retirements of three faculty members and three staff members were approved by the WMU Board of Trustees at its July 22 meeting. Trustees also signed off on three faculty and staff member resignations as well as leaves for two faculty members.

All of the faculty members who are retiring are doing so with emeritus status. Their names, positions, years of continuous service and effective dates of retirement are: Elizabeth P. Amidon, English, 24 years, effective April 30, 2012; Curtis Curtis-Smith, music, 43 years, effective July 31, 2011; Jaimy Gordon (change in retirement date only), English, 34 years, effective April 14, 2015; and Dennis J. VandenBrink, mechanical and

aeronautical engineering, 31 years, effective Dec. 31, 2015.

The staff members retiring are: Lester F. Baird, Facilities Management-maintenance services, 24 years, effective Sept. 30; Rose A. Hartung, Facilities Management-building custodial and support services, 13 years, effective June 26; and Hans J. Kruissel, Facilities Management-maintenance services, 23 years, effective Aug. 31.

The faculty members resigning are: John Austin, psychology, effective Aug. 19, and Liang Dong, electrical and computer engineering, effective June 30.

The staff member resigning is: Jeff Blashill, head hockey coach, effective July 8.

Teachers-in-training show off summer research work

The University's inaugural group of Howard Hughes Medical Institute Fellows showed off the science skills they will bring to their future roles as high school teachers during a poster presentation Aug. 10 in Haenicke Hall.

The 13 students presented work they did this summer in WMU research labs under faculty mentors. A similar group of HHMI Fellows will be selected in each of the next four years.

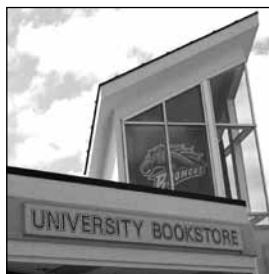
WMU recruited students for its fellowship program last fall after being awarded \$1 million for the program by HHMI, the nation's largest private funder of science education, for its fellowship program. That program puts prospective high school science teachers to work in the laboratory as scientists to help them learn how to translate science into practical experiences for their future students.

WMU was one of only 50 universities funded out of the nearly 200 national research universities in the United States invited in 2010 to submit proposals for fellowship funding. Its HHMI grant project director is Susan Stapleton, associate dean of the College of Arts and Sciences and a professor of chemistry and biological sciences.

WMU purchases privately owned, off-campus bookstore

Acting at its July 22 meeting, the WMU Board of Trustees approved the purchase of the University Bookstore, located near the intersection of West Michigan and Howard Street.

The move is consistent with the University's commitment to acquiring property that is contiguous to the campus when such parcels become available.



Trustees approved the purchase for \$1 million of the land and building that houses the privately owned bookstore, which is surrounded by the main campus.

The business operation itself will be purchased for an additional \$980,000, and the University plans to operate it at its present location through fall 2011 and possibly for a longer period.

Visit www.wmich.edu/wmu/news/2011/07/034.html for more information.

Summer News

Service—August

The following faculty and staff members were recognized for 45, 40, 35, 30, 25, 20, 15, 10 and five years of service during August.

45 years—David G. Dickason, geography; Richard W. Malott, psychology; and James VanDePolder, industrial and manufacturing engineering.

40 years—Suhashni Datta-Sandhu, political science, and Robert W. Felkel, Spanish.



ECO-FRIENDLY FACADE—The Campus Fountain got a new facade this summer that will provide an extremely durable and attractive exterior while reducing maintenance and material costs. The 43-year-old fountain, located in Fountain Plaza next to Miller Auditorium, was originally built with a brick-and-mortar facade that required frequent maintenance. That facade was removed and replaced with large granite slabs donated from the former Upjohn Co. world headquarters in Portage, Mich. (Photo by Mike Lanka)

35 years—Brenda L. Case-Parris, Career and Student Employment Services; R. Wayne Fuqua, psychology; and Leo J. Stevenson, finance and commercial law.

30 years—Lillie B. Cotton, admissions; Laurie Foster, Registrar's Office; Jaimy Gordon, English; Dean W. Halderson, physics; Lasena Jennings, Human Resources; John A. Kapenga, computer science; Steven N. Lipkin, communication; Judy L. Moonert, music; Nickola W. Nelson, speech pathology and audiology; Linda Reeser, social work; Rameshwar P. Sharma, mechanical and aeronautical engineering; Robert A. Wertkin, social work; and James G. Wiseman, Dining Services.

25 years—Ariel L. H. Anderson, teaching, learning, and educational studies; Raja G. Aravamuthan, paper engineering, chemical engineering and imaging; David A. Barnes, geosciences; Ellen H. Brinkley, English; Sung G. Chung, physics; Paul Farber, teaching, learning, and educational studies; Alan Kehew, geosciences; Judith A. Kirk, University Libraries; Hanjoon Lee, marketing; James A. Leja, blindness and low vision studies; Frederick F. MacDonald, social work; Parviz Merati, mechanical and aeronautical engineering; Robert F. Reck, marketing; Cynthia Running-Johnson, foreign languages; Paul T. Wilson, special education and literacy studies; and Steve M. Wolfenbarger, music.

20 years—Donald L. Alexander, economics; Lisa E. Baker, psychology; Nora Berrah, physics; Linda J. Borish, history; Jody A. Brylinsky, human performance and health education; Janet L. Coryell, history; Douglas V. Davidson, sociology; George J. Haus, special education and literacy studies; R. V. Krishnamurthy, geosciences; Stephen B. Mal-

colm, biological sciences; Donald J. Meyer, economics; Galen E. Rike, University Libraries; Dennis K. Strasser, University Libraries; and Mercedes Tasende, Spanish.

15 years—Osama Abudayyeh, College of Engineering and Applied Sciences; Johnson A. Asumadu, electrical and computer engineering; John Austin, psychology; Blair S. Balden, College of Aviation; Bruce E. Bejcek, biological sciences; Peter Blickle, foreign languages; Sandra L. Borden, communication; Christine A. Byrd-Jacobs, biological sciences; John H. Cameron, paper engineering, chemical engineering and imaging; Paul Clements, political science; Lee Allen Cliffman, Facilities Management-maintenance services; William W. Cobern, Mallinson Institute; Van Edwin Cooley, educational leadership, research and technology; Cat L. Crotchett, art; Paul D. Fleming, III, paper engineering, chemical engineering and imaging; Lauren Freedman, special education and literacy studies; Kathryn Marie Gilbert, Children's Place; Theresa J. Grant, mathematics; David J. Hartmann, sociology; Emily Hauptmann, political science; Keith M. Hearit, Office of the Vice Provost for Enrollment Management; Willem J. Homan, College of Aviation; Antonio M. Isea, Spanish; Daniel C. Jacobson, music; Richard Junger, communication; David N. Karowe, biological sciences; Vyacheslav G. Karpov, sociology; Mitchel J. Keil, industrial and manufacturing engineering; Allison Jon Kelaher-Young, teaching, learning, and educational studies; Daniel Kujawski, mechanical and aeronautical engineering; Conn L. Macomber, Facilities Management-construction; John F. Nielsen, social work; Betty J. Parker, marketing; Jorge Rodriguez, industrial and manufacturing engineering; Arezoo Rojhani, family and consumer sciences; Jianping Shen, educational leadership, research and technology; John M. Spitsbergen, biological sciences; Kristin Sylvian, history; Robert E. Vann, Spanish; Jo Wiley, business information systems; Brian Wilson, comparative religion;

and Ping Zhang, mathematics.

10 years—Said M. Abubakr, paper engineering, chemical engineering and imaging; Amos O. Aduroja, human performance and health education; Betsy M. Aller, industrial and manufacturing engineering; Marc Alspector-Kelly, philosophy; Julie Apker, communication; Robert F. Berkhofer, III, history; Amos J. Beyan, history; Jonathan Bush, English; Kuanchin Chen, business information systems; Scott Cowan, music; Lisa M. DeChano-Cook, geography; Marcia K. Fetters, teaching, learning, and educational studies; Scott T. Gaynor, psychology; Barry Goetz, sociology; Esther N. Gray, special education and literacy studies; Bradley Horstman, University relations; David Huffman, chemistry; Sue Ellen Isaksen, communication; Phillip Johnson, counselor education and counseling psychology; Mitch Kachun, history; Jean Kimmel, economics; Andrew A. Kline, paper engineering, chemical engineering and imaging; David Kutzko, foreign languages; Kelly Lycan, intercollegiate athletics; Christopher C. MacLean Nagle, English; Robin Earl McKinney, social work; Mustafa K. Mirzeler, English; Frances N. Morrow, Sindecuse Health Center; Magdalena Niewiadomska-Bugaj, statistics; Kathleen Onderlinde, biological sciences; Sue Poppink, educational leadership, research and technology; Kevin Duane Porter, WMU Bookstore; Bernard S. Proeschl, family and consumer sciences; Carl Ratner, music; Christina Stamper, management; Mary Ann Stark, nursing; Brian C. Tripp, biological sciences; Bret Wagner, management; and John E. Weitzel, marketing.

Five years—Julia E. Copper, diversity and inclusion; Edward Eckel, III, University Libraries; Nancy J. Kibler, physician assistant; Matthew Kulik, intercollegiate athletics; Amy Jane-Bolt Mack, social work; Onaiwu W. Ogbomo, Africana studies; Susan M.B. Steuer, University Libraries; and Jeremy C. Ynclan, Residence Life.

Service-July

The following faculty and staff members were recognized for 30, 20, 15, 10 and five years of service during July.

30 years—Linda L. Dannison, family and consumer sciences, and John S. Stanford, College of Health and Human Services.

20 years—Arthur Ward, Facilities Management-maintenance services.

15 years—Susan Dame, disability services center; Steven DeVall, Facilities Management-building custodial and support services; Hardy Figueroa, alumni relations; Liana T. Fox, cashiering; Randle J. Gedeon, University Libraries; Thomas Wayne Joyce, paper engineering, chemical engineering and imaging; Thomas J. McLaughlin, College of Aviation; Mark H. Naesset, University Libraries; and Kidada Patterson, Facilities Management-building custodial and support services.

10 years—Michele D. Behr, University Libraries; Amy M. Boven, West Hills Athletic Club; Laura R. Ciccantell, College of Education and Human Development; Thomas M. Dreier, public safety; John J. Greenhoe, development; Janice Wassenaar

Maatman, public affairs and administration; Steven C. Palmer, residence life; Eric Martin Sauer, counselor education and counseling psychology; and Jodi L. Ward, admissions.

Five years—Gary L. Blackmer, chemistry; Brian P. Boyer, theatre; Lori J. Brown, College of Aviation; Penny D. Bundy, admissions; Daniel P. Cassidy, geosciences; William J. Charland, art; Carla Chase, occupational therapy; Jennifer L. Coyle, special education and literacy studies; Dyanne Lynne Foskey, Center for English Language and Culture; John L. Franklin, College of Aviation; Elena Gapova, sociology; Tamela Sue Heydenberk, Extended University Programs-Grand Rapids; Brian S. Horvitz, educational leadership, research and technology; Helen Lee, blindness and low vision studies; D. Steven Mackey, mathematics; Jeanine B. Michael, Human Resources; Maureen Mickus, occupational therapy; Christine VanNess Pepin Pasztor, Center for English Language and Culture; Kenneth Prewitt, music; Carolyn K. Robertson, Sindecuse Health Center; Megan Slayter, dance; and Mary E.B. Stahl, nursing.

Fall News

Thousands expected to attend Bronco Bash, CommUniverCity

Two of WMU's biggest events of the year take place this week: Bronco Bash and the CommUniverCity football game.



Innovative booths, games and music are all part of Bronco Bash. (Photo by Mike Lanka)

An estimated crowd of 25,000 students and community members is expected to turn out for the 31st Bronco Bash from 3 to 7 p.m. Friday, Sept. 9, at Fountain Plaza by Miller Auditorium. The event welcomes students back to campus and Kalamazoo for each new school year.

It features games, live music, and 450 booths where students can peruse the wares of area merchants, pick up free stuff, and learn about WMU departments and student organizations as well as local businesses and volunteer opportunities.

Five bands have been booked for this year's bash, with headliner Parachute to

take the stage at 6 p.m.

Some 30,000 fans are expected to be in Waldo Stadium Saturday, Sept. 10, for the annual CommUniverCity game.

This year's contest pits WMU against Nicholls State University at 7 p.m. For tickets, visit www.wmubroncos.com or call (888) 496-8849.

CommUniverCity started in 1988 and has grown into a fun-filled day of tailgating for families, area businesses and the University community. The event marks the Broncos' first home game of the season and includes a corporate village filled with some 50 tents.

Center for humanities plans lecture series, grand opening

The University Center for the Humanities is set to officially open Wednesday, Oct. 5, in 2500 Knauss Hall, pending approval of the WMU Board of Trustees during its Sept. 28 meeting.

Called "an incubator for ideas and projects" by its founding director Katherine Joslin, English, the center will mark its grand opening with a "Barbecue and Books" reception from 4 to 6 p.m. Wednesday, Oct. 5, in 2500 Knauss.

WMU humanities scholars and writers are asked to donate signed copies of their books and articles for the center's collection.

Prior to the grand opening, though, the center will kick off a 2011-12 lecture series based on the theme "Convergence of Cultures." First up will be a talk by Amanda K. Rath of Goethe University in Frankfurt, Germany.

Rath will speak on "Improvisation Within Scenes of Constraint: Contemporary Art of Yogyakarta, Java, Indonesia" at 5:30 p.m. Thursday, Sept. 22, in 2008 Richmond Center.

Her presentation coordinates with an installation exhibition featuring three of Indonesia's most prominent contemporary artists that is running through Saturday, Oct. 8, at the Richmond Center.

Visit www.wmich.edu/humanities for details about the other lectures in the "Convergence of Cultures" series.

Corral, ArtPrize headline new engagement events

An entertainment village preceding the Central Michigan University football game and a skyscraping ArtPrize event in Grand Rapids, Mich., highlight upcoming activities created by the Office of Development and Alumni Relations.

The Corral entertainment village will make its debut Saturday, Sept. 17, in Bobb Stadium, which is home to WMU's baseball team and situated near the football team's Waldo Stadium.

The venue will feature a performance stage, food, a mechanical bull and a Kid's Village complete with a playground and pony rides. It will operate from 8 to 11:15 a.m. and is free to those with a football game ticket or valid student ID. An encore version of the Corral will replace the Alumni PepFest for this year's Homecoming game.

Friday, Sept. 23, WMU will unveil a four-story-tall, 170-foot-wide work of art honoring the WMU mascot, Buster Bronco. The artwork is the latest in a series of pieces created by award-winning artist Revere La Noue that depict the nation's most beloved collegiate icons.

Called the Epic Broncos, WMU's piece will be unveiled during an ArtPrize in Grand Rapids after party from 7 to 9 p.m. in the WMU Graduate Center, 200 Ionia Avenue SW, Grand Rapids. Tickets are \$15 per person and may be ordered by calling (269) 387-8746. Visit www.mywmu.com for more information.



The WMU Cheer Team helped lead the Stampede Pep Rally in Grand Rapids, Mich. The rally, an Aug. 31 engagement event, included a downtown march to excite fans about the football game with the University of Michigan. (Photo by John Greenhoe)

2011 Homecoming festivities just around the corner

An exciting mix of public activities are being planned for Homecoming week, Monday through Sunday, Oct. 3-9.

This year's celebration revolves around the theme "Go Big or Go Home."



(Photo by Mike Lanka)

It features numerous events on campus and in the Kalamazoo area throughout the week, culminating in the football game against Bowling Green State University at 2 p.m. Saturday, Oct. 8, in Waldo Stadium.

Major activities slated include the student-staged Western Games and soap box derby the afternoon of Friday, Oct. 7, the new Paint the Town Brown Pep Rally at 7:30 p.m. that evening at the Arcadia Creek Festival Place in downtown Kalamazoo, and the 13th Campus Classic 5K and 1K run/walk early Homecoming day.

Waldo Stadium hosts K College

Kalamazoo College will play its five home football games this season in WMU's Waldo Stadium while the college's athletic fields undergo a \$16 million upgrade.

K Colleges' games will be played at 7 p.m. Saturday, Sept. 17, and Friday, Oct. 28, and at 1 p.m. Saturday, Sept. 24, Oct. 1 and (K Homecoming) Oct. 22.

WMU opening its doors this fall as top-25 gay friendly school

Just before the start of the 2011-12 academic year, *Newsweek Magazine* and the *Daily Beast* published their list of the country's most gay friendly colleges and universities.

WMU ranks 21st on the top-25 list of schools that have a diverse and accepting student body, as well as strong lesbian, bisexual, gay and transgender awareness programs.

Eastern Michigan University, No. 18, and the University of Michigan-Ann Arbor, No. 25, are the only other Michigan schools on the list.

The top three institutions in the ranking were the Massachusetts Institute

of Technology and Stanford and Tufts universities, in that order.

The rankings were based on Campus Pride's Campus Climate Index, a leading metric of how inclusive college campuses are of LGBT students and their allies, as well as on surveys designed to reveal student perceptions regarding the extent of diversity and degree of acceptance on each campus.

Visit the Office of LGBT Student Services at www.wmich.edu/lgbt for more information about lesbian, bisexual, gay and transgender services at WMU, or send questions to lgbt-coordinator@wmich.edu.

Dozen faculty, staff members to receive awards at convocation

Distinguished Faculty Scholar Award

This award is the highest honor WMU bestows to faculty members. It recognizes those whose work is widely known beyond campus and constitutes a significant body of achievement, most of which has been accomplished while a WMU faculty member.

The 2011-12 recipient is **Katherine Joslin**.



Joslin

Joslin, professor of English, joined the faculty in 1986. She is founding director of the newly established University Center for the Humanities and is well known for her 2004 biography "Jane Addams, a Writer's Life"

and 2009's "Edith Wharton and the Making of Fashion," which *Choice* magazine of the American Library Association selected as an Outstanding Academic Title in 2010.

Distinguished Service Award

This award recognizes exceptional service to the University through innovative and effective programs, service in areas and organizations that contribute to WMU's growth and stature, or service that broadly extends WMU's impact and presence.

The 2011-12 recipients are **Thomas C. Bailey**, **Tony O. Dennis** and **Robert A. Wertkin**.



Bailey

Bailey, professor of English, has been a faculty member since 1970. He has served as associate vice president for academic affairs and in a variety of other administrative roles. A leader on numerous boards, he has been president of the University and College Ombuds Association and been active in the local arts community and WMU's American Association of University Professors chapter.

Dennis, director of recruitment and retention in the Graduate College, has been a staff member since 1993. He has been a leader in professional organizations such as the Alliance for Graduate Education and the Profes-



Dennis

soriate and Organization of Black Airline Pilots as well as been active in several local organizations, including the citywide MLK Celebration Week and Boy Scouts.



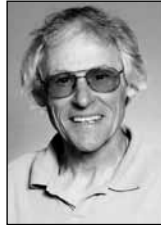
Wertkin

Wertkin, professor of social work, has been a faculty member since 1981. He has accepted several administrative appointments during his career and been active in local social-welfare and community organizations. He also led the consortium for the International Bill of Rights for Children and served as the evaluator for the U.S. Office of Child Development.

Distinguished Teaching Award

This award is the University's highest teaching honor. It goes to exceptional educators and mentors who demonstrate outstanding dedication.

The 2011-12 recipients are **Donald F. Cooney**, **Karen M. Lancendorfer** and **Maureen Mickus**.



Cooney

Cooney, associate professor of social work, joined the WMU faculty in 1977 and is the embodiment of community involvement. A member of the Kalamazoo City Commission since 1997, he is well known for his vocal advocacy for quality-of-life issues in the community. In the classroom, he is noted for having an accessible, empowering teaching style that fosters student interaction and engagement.



Lancendorfer

Lancendorfer, associate professor of marketing and advertising, joined the WMU faculty in 2005 and previously spent nearly two decades in the business sector. She is praised for her boundless enthusiasm and is respected and complimented for the "contagiously high" academic performance standards she establishes for her students.



Mickus

Mickus, associate professor of occupational therapy, has been a faculty member since 2006. A gerontologist, she is lauded for her zest for the study of geriatrics and for initiating both an occupational therapy study abroad trip to Ireland and a group for students preparing to enter health care fields who wish to learn Spanish.

Emerging Scholar Award

This award celebrates the accomplishments of faculty members who are among the rising stars in U.S. higher education. It honors faculty members in the first decade of their WMU careers who have gained national recognition and demonstrate outstanding promise to achieve renown in their continuing work.

The 2011-12 recipient is **Eli Rubin**.



Rubin

Rubin, associate professor of history, has been a WMU faculty member since 2004. He is a specialist in modern European history and Germany, and spent 2007 to 2009 in Berlin on a postdoctoral fellowship supported by the Alexander-von-Humboldt Foundation. His research resulted in the internationally hailed book, "Synthetic Socialism: Plastics and Dictatorship in the German Democratic Republic." Rubin is working on two related book projects.

Annual Make a Difference Award

This award is the highest honor the University bestows specifically to non-faculty employees for their service. It recognizes the year's four most outstanding employees—those who reach far beyond their assigned responsibilities to give generously and creatively of their time and talents, making the University an even finer place to work and study.

The 2011-12 recipients are **Kathleen Cain-Babbitt**, **Kai M. Chapman**, **Connie Volenski** and **Tiffany B. White**.



Cain-Babbitt

Cain-Babbitt, a groundskeeper in Facilities Management-landscape services, joined the staff in 1993. She began her career in WMU Dining Services then worked for a number of years in building custodial and support services. In addition to providing top-notch service on the job, she has developed computer training classes for union colleagues, is heavily involved in the United Way and helps provide food for area pantries.



Chapman

Chapman, director of advancement services in development and alumni relations, joined the full-time staff in 1970. She started in alumni relations then moved into the development area, where she currently maintains mission-critical information databases. She has gained a reputation as an excellent boss and incredibly diligent worker who has a caring personality and is committed customer service.



Volenski

Volenski, office coordinator in the Department of Economics, joined WMU's full-time staff in 2001. Initially a process associate in Human Resources, she accepted her current post in 2007. Volenski has become her department's go-to person for both large and small issues. She is lauded for her exceptional efficiency, creativity and friendliness; proactive style; and consummate professionalism and customer service.



White

White, director of operations for the Office of Diversity and Inclusion, joined the staff in 2005. She came to the University as a contract and grant specialist in the grants and contracts office and until late last month, she had been serving as a budget officer in university budgets and financial planning. She is frequently cited as being an amazingly focused, organized, proactive and helpful employee who regularly volunteers for office projects and campuswide committees.

Development, alumni office focusing on service, engagement

Placing greater emphasis on telling the WMU story and more actively engaging the WMU family, the University has reorganized its Office of Development and Alumni Relations.

James S. Thomas, who was appointed vice president for development and alumni relations last fall, spearheaded the restructuring. Thomas also serves as executive director of the WMU Foundation.

Thomas' vision is to create, over the next three years, a development and alumni relations program that is distinctive nationally. The program's success will be measured by substantially increased fundraising production and by an enhanced reputation and image among donors and alumni.

Success will be founded on values that include service, engagement, congeniality, communication and professionalism, Thomas says.

"At the core of these values is a shared purpose of serving and engaging members of the WMU family who want to help make WMU great," he notes. In keeping with the results-oriented focus of the new organiza-

tion, Thomas adds that the office's fundraising goal is to raise \$100 million annually from all donor sources by fiscal year 2013-14.

"The character of our new organization is to be unafraid of failure," Thomas says. "As a nationally noted fundraising consultant commented regarding the recent announcement of a \$100 million gift to WMU, in fundraising, success begets even greater success."

Colleen Lewis, formerly WMU director of internal audit, serves the development and alumni relations office in her new role as executive director of administration. Lewis is responsible for all administrative functions of the office as well as the WMU Foundation.

M. Jamie Jeremy, who has served as chief alumni relations officer since 1984, will remain executive director of the WMU Alumni Association Board. Reporting directly to Thomas, Jeremy in addition will serve as the University's chief relationship officer, nurturing and strengthening the many relationships she has developed over



Lewis



Jeremy



Small

the years as well as working closely with development colleagues and donors.

Overseeing the engagement function is James C. Small, who was named associate vice president for engagement May 18. Small is leading a team of engagement managers as well as a marketing and communication effort whose goal is to engage, inspire and increase members of the WMU family.

Workshops slated for students

WMU is again holding a fall series of free on-campus workshops to help new students with their transition to college.

All WMU students are welcome and encouraged to attend these Western Success Series workshops. They are part of WMU's ongoing efforts to foster students' academic and personal success.

The series begins with a comprehensive half-day workshop from 12:30 to 4:20 p.m. Friday, Sept. 23, in the Bernhard Center Ballroom.

It will feature a keynote speaker; a student panel session; 13 workshop sessions, which participants can select from based on their individual needs; and a chance to win prizes, including an Apple iPad.

Christopher Sell, Career and Student Employment Services, will give the keynote talk. The half-day event will be followed by more than a dozen hour-long workshops to be held in the evenings Tuesday through Thursday, Oct. 25-27, on everything from the key steps to deciding a major to balancing academic and social activities.

Although not required, students are encouraged to pre-register for all Western Success workshops by emailing fye-info@wmich.edu. Visit www.wmich.edu/fye/success.html for more information.

State grant to improve Asylum Lake water quality

Restoration efforts at the Asylum Lake Preserve in Kalamazoo received a big boost recently, when the Michigan Department of Environmental Quality awarded WMU a \$393,845 grant over three years to implement a stormwater treatment project that will



improve water quality in Asylum and Little Asylum lakes.

The University is providing an additional \$153,876 in in-kind matching funds for smaller projects on its main campus that will improve water quality in Arcadia Creek.

Cari Delong, Facilities Management, says water quality in both of the

preserve's lakes is a concern due to heavy stormwater loads and eutrophication, a process in which water bodies receive so many nutrients that plants grow excessively. This can decrease the dissolved oxygen in the water, causing fish kills and other problems.

A 2008 study characterized both Asylum and Little Asylum lakes as eutrophic. Following a recommendation in the study, WMU will focus its DEQ grant project on managing stormwater runoff from the West Towne Mall, a 17.5-acre commercial shopping area north of the preserve that discharges the single largest amount of runoff into Asylum Lake. The treatment system will be built on a former trailer park property near Stadium Drive and Drake Road that is now controlled by the WMU Foundation.

With its matching funds, WMU will work to reduce stormwater runoff reaching Arcadia Creek, which passes through the main campus as it flows along Stadium Drive.

Obituaries

Visit www.wmich.edu/news and click Obituaries for details about the following members of the WMU community who passed away or had services finalized while the *Western News* was on summer hiatus.

Ralph W. Allen of Kalamazoo died Aug. 3, at age 76. He joined the staff in 1964 and retired in 1994 as manager of what is now Facilities Management-maintenance services.

John Chateaufneuf of Kalamazoo died June 17 of complications from a stroke at age 54. He joined the faculty in 1996 and was an associate professor of chemistry.

Dean W. Cooke of Stillwater, Okla., died Aug. 10 at age 80. He joined the faculty in 1966 and retired in 1996 as a professor of chemistry.

Wallace "Wally" F. Fillingham of Portage, Mich., died Aug. 14 at age 84. He joined the faculty in 1964 and retired in 1986 as an associate professor of engineering technology.

Myrl J. Helwig of Kalamazoo died July 31



Chateaufneuf



Cooke



Fillingham



O'Shaughnessy



Sheridan

at age 83. She joined the staff in 1981 and retired in 1993 as a secretary II in electrical and computer engineering.

Catherine Julien, professor emerita of history, will be honored during a memorial service from 2 to 4 p.m. Sunday, Sept. 25, in the atrium of the Gilmore Theatre Complex. She died May 27 in Turlock, Calif.

Kenneth "K.C." O'Shaughnessy of Ada, Mich., died Aug. 1 at age 50 due to injuries from a biking accident. He joined the faculty in 1994 and was a professor of management.

Gregory G. Roseboom of Portage, Mich.,

died June 27 at age 58 while awaiting a lung transplant. He joined the staff in 1983 and retired in 2010 as manager of utility administration in Facilities Management-maintenance services.

Gregory R. Sheridan of Kalamazoo died Aug. 16 at age 76. He joined the faculty in 1965 and retired in 1992 as a professor of philosophy.

Erika Zadins of Amherst, Mass., died July 21 at age 95. She joined the staff in 1956 and retired in 1976 as assistant director of registration.

On Campus with Les and Linda Baird



MULTIPLE COMMON DENOMINATORS
(Photo by Jeanne Baron)

Husband and wife Lester and Linda Baird may have markedly different jobs, but they share an affinity for WMU and a deep passion for their respective hobbies.

Les, a staff member since 1987, is a welder and pipefitter in Facilities Management-maintenance services who plans to retire this fall. Linda, a staff member since 1991, is a finance assistant in the Development Office. The couple lives near Parchment, Mich., and has three "great" sons and a daughter-in-law who graduated from WMU.

Les used to race cars locally and ride a motorcycle, then painstakingly built a 1948 GMC pickup street rod that he takes to shows, some of which have been fundraisers for charity or held at WMU. A former boilermaker who built nuclear and conventional power plants, he helps maintain WMU's steam pipes and does welding as assigned.

"We do a lot of trouble shooting and try to serve the customer by getting things fixed correctly and done quickly," says Les, adding that he works on pipes in buildings as well as underground pipes up to 12 inches in diameter. "Many times it takes two people for that to happen. We're dealing with steam and condensate and working with huge valves as well as on ladders and in trenches and tunnels."

In the past, his welding skills haven't just been used on pipes. He's also battened down the hatches to prevent students from sneaking into the steam tunnels to play Dungeons and Dragons and helped seal shut the vacant building known as the Kalamazoo Psychiatric Hospital's Northwest Unit, in which trespassers would set up housekeeping.

Linda, a former elementary school volunteer turned part-time school clerk, is an avid reader and quilter and loves to put together digital jigsaw puzzles. She keeps "a library" in her office and especially enjoys creating commemorative family quilts. Linda processes an average of 100 gifts a day for the WMU Foundation and tracks about \$19 million in donations a year. Primarily, she handles record keeping for donor receipts and daily audits, and assists with annual audits and semiannual funds transfers.

"We're the only ones on campus who can provide tax receipts. So all gifts have to come through the WMU Foundation in some way, including checks and in-kind donations given to departments," Linda says. "Gifts come in daily, with the peak periods revolving around key accounting deadlines and end-of-the-year giving, as well as regular fund drives such as those for WMUK and the Gary Fund."

Linda notes that she's repurposed some interesting in-kind gifts. Among them are an uncut diamond the geology department uses as a teaching tool and a loom the Center for Disability Services uses to help clients improve eye/hand coordination.

Training series for employees to focus on benefits behind the 'W'

Human Resource's training series for employees will focus on the "Benefits behind the 'W'" when it returns this fall.

Instead of emphasizing the way Western works, as it did last year, the series will highlight key benefits and services in addition to regular pay that are available to WMU benefits-eligible employees. And, it will allow employees to hear more about their benefits directly from the service providers.

Six fall sessions have been scheduled from 11 a.m. to noon in the Fetzer Center between September and December. They are free and open to all employees. Pre-registration for each session is required, and refreshments will be provided.

The first session is set for Tuesday, Sept. 20, and will be facilitated by Holtyn & Associates. It is designed to provide an overview of

Holtyn's One-to-One program and other wellness initiatives.

Future session dates, along with the topics to be covered are: Thursday, Oct. 6, retirement services; Wednesday, Oct. 19, Unified Clinics; Tuesday, Nov. 8, Blue Cross Blue Shield; Friday, Nov. 18, the Sindecuse Health Center; and Thursday, Dec. 1, the HelpNet employee assistance program.

"Benefits behind the W" gives new and seasoned employees an opportunity to ask questions, obtain additional information, and learn how to take full advantage of the benefits and services WMU currently provides.

Visit www.wmich.edu/hr/development/series for more details or to register. Seating is limited. Questions should be directed to Nichele Moses at nichele.moses@wmich.edu or (269) 387-3650.

Business college makes two administrative moves

The Haworth College of Business moved two management professors into administrative positions, effective July 1.



Deshpande

Satish Deshpande was named associate dean for operations and graduate programs while Christina Stamper was named associate dean for undergraduate programs.

Deshpande assumes responsibility and oversight of all graduate programs and several operational activities in the college, including faculty and staff development, research

support and grants, accreditation, and global programs. He also oversees the college's three academic-related centers.



Stamper

Stamper assumes responsibility and oversight of all undergraduate programs as well as the college's academic advising office and Career Center. In addition, she oversees assurance of learning activities and is responsible

for undergraduate enrollment management, including recruitment, retention and community college partnerships.

WMU writing guide expanded

The University's style guide, Writing for and About WMU, has been expanded to include many of the popular writing tips that have been sent weekly since 2005 to faculty, staff, emeriti and retirees in WMU Today emails.

The guide brings consistency to correspondence and print and electronic publications.

It addresses common writing errors and style questions as well as features useful appendices, such as a guide for how to pronounce unusual building names and links to institutional documents that have been approved for publication.

Go to www.wmich.edu/writing to access Writing for and About WMU.



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