



Western News

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For and about WMU faculty and staff

Broncos deserve praise for giving

WMU exceeded its \$275,000 United Way campaign goal by five percent this year and passed PNC to move up from sixth to fifth place among the county's top-10 giving organizations. The University is now behind Borgess Health. WMU also figured in the "Top 10 Number of Leadership Givers" in Greater Kalamazoo, that is, the total number of employees contributing \$1,000 or more to the campaign.

In addition, WMU exceeded its contributions to United Way in 2009 by more than \$21,000. That amount of giving put the University among the top-10 organizations having the greatest increase. The increase put WMU in third place, ahead of Eaton Corp. and behind the Bronson Healthcare Group by less than \$900.

Moreover, Joseph G. Reish, dean of University Libraries, was named an Extraordinary Leader for his work as campus chair of the 2010-11 WMU United Way Campaign.

Next employee mixer scheduled

All faculty and staff are invited to a casual Fridays with Friends mixer from 4 to 6 p.m. April 8 in the atrium of the Gilmore Theatre Complex. Complimentary light hors d'oeuvres and cash bar will be available.

Retirement-related program slated

Human Resources is offering a retirement-related program called "Asset Allocation and Market Update" Thursday, March 31, in the Bernhard Center. Reservations are required. The program will be presented at 9 a.m. and again at 4 p.m. Visit www.wmich.edu/wmu/news/2011/02/059.shtml for details.

New service learning staffer hired

Shawn Tenney has been named University coordinator for service learning, replacing Kathy Purnell. A native of Kalamazoo, Tenney has deep roots in the community and a passion for service learning.

She earned a master's degree in social work from WMU and also earned a bachelor's degree in human development and social relations from Kalamazoo College. There, she was deeply involved in the Mary Jane Underwood Stryker Center for Service Learning, both as a student leader and program evaluator after she graduated.

Tenney, who also has experience as a community organizer and social researcher in Kalamazoo, says she is looking forward to working to expand the availability of high-quality service learning opportunities for WMU students and to deepen their involvement in learning through civic engagement and service to community.

The Office of Service Learning is based in the Lewis Walker Institute for the Study of Race and Ethnic Relations in Welborn Hall. For more information, visit www.wmich.edu/servicelearning, call (269) 387-2139 or find WMU Service Learning on Facebook.

Medical school receives \$100 million gift

A \$100 million cash gift, the largest ever made to a Michigan college or university, will be used to give birth to a private medical school at a public institution—Western Michigan University.

Announced March 22 by WMU President John M. Dunn, the anonymous gift is among the 10 largest cash gifts ever made to an American public university and the 15th largest in the history of American higher education. The gift will serve as the foundation funding for a school of medicine that WMU is developing in partnership with Kalamazoo's two major hospitals, Borgess Health and Bronson Healthcare.



Among those participating in the news conference held to announce the historic medical school gift were, from left, Paul Spaude, CEO of Borgess Health; Frank Sardone, CEO of Bronson Healthcare; and John M. Dunn, WMU president. (Photo by Mike Lanka)

"Yesterday, I spoke with our donors to express the extreme gratitude of this University and this community," Dunn said at a morning news conference. "This is a historic gift and a historic moment. With their gift, these generous donors are endorsing the vision we've developed with our partners. It's a vision that will transform this community by leveraging its legacy and unique resources."

In making the announcement, Dunn mentioned key strengths upon which the new medical school

will build: the community's long commitment to higher education, its 125-year history in the life sciences and its 35-year track record of providing third- and fourth-year medical education through two world-class teaching hospitals.

"Education, public/private partnerships and donor commitment are working in Kalamazoo in a way that makes this community an economic development model not just for the state but for the nation," Dunn said. "I'm so pleased to be a part of a community with the kind of energy and vision that have become Kalamazoo's hallmarks."

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Med school donation ranks among nation's biggest gifts

The \$100 million donation announced Tuesday for the WMU School of Medicine is among the largest cash gifts in the history of American higher education.

The Chronicle of Higher Education maintains a list of major private gifts to higher education for gifts that exceed \$50 million. The list includes: the amount; use designated; donor name, if known; and the nature of the gift—cash, or more commonly, a combination of such items as cash, bequests, real estate, royalties, art or income from securities.

In terms of cash gifts to American universities, the Chronicle list reveals the donation puts WMU in a three-way tie for seventh place on the all-time list for public institutions (see chart below). When private institutions are added in, the WMU gift becomes the 15th largest gift in the history of American education.

The \$100 million gift also is the largest-ever cash gift to any Michigan college or university. In the 194-year history of higher education in the state, WMU is the only institution to receive a gift of \$50 million or more in cash.

In making the announcement of the gift, President John M. Dunn noted the rare nature of the news he was sharing.

"Many universities identified in national rankings as the very best of the best—places such as Harvard, Yale or Princeton," he said, "have never been able to share news of this magnitude with their constituents."

Top 10 public university cash gifts

- Oklahoma State**
\$165 million, T. Boone Pickens, 2006
- University of Utah**
\$125 million, Jon M. Huntsman, 2000
- University of Nebraska**
125 million, Mildred Topp Othmer, 1998
- University of California at Berkeley**
\$113 million, William and Flora Hewlett Foundation, 2007
- University of Washington**
\$105 million, Bill and Melinda Gates, 2007
- Indiana University at Bloomington**
\$105 million, Lilly Endowment, 2000
- WMU (tie)** \$100 million, anonymous donors, 2011
- Oklahoma State (tie)**
\$100 million, T. Boone Pickens, 2006
- University of Virginia (tie)**
\$100 million, Frank Batten, Sr., 2007
- University of Utah**
\$90 million, Jon M. Huntsman, 1995

Around campus and beyond

Tsunami-relief dinner is tonight

Enjoy Japanese cuisine and culture while supporting Pacific relief efforts by attending Sushi for Tsunami Relief from 7 to 9 p.m. tonight in the Siedschlag residence hall lounge. Admission is a \$3 minimum donation, and includes food and entertainment. All proceeds will go to the American Red Cross to help people in Japan and the Pacific affected by this month's earthquake and tsunami.

OUTspoken schedules fundraiser

The undergraduate organization for lesbian, gay, bisexual and transgender students and their allies, OUTspoken, will present its sixth annual Drag Show at 7 p.m. Friday, March 25, in the Bernhard Center's East Ballroom. The show costs \$5 and will feature performers from numerous student organizations, special half-time performances by Hip Hop ConnXion and No Strings Attached, and a judged competition.

Annual food conference slated

Talks by a Feeding America executive and the chair of the Walt Disney Co. will highlight the WMU Food Marketing Conference, Monday and Tuesday, March 28-29, at the Radisson Plaza Hotel in Kalamazoo. The conference annually draws more than 400 food industry executives from around the nation to town.

Event focuses on life science careers

This year's 2011 Life Sciences Opportunities Day is set for 1 to 4 p.m. Wednesday, March 30, in 209 Bernhard Center. For more information and a list of participat-

ing employers, visit www.wmich.edu/career and click Events Calendar.

Show benefits Komen Foundation

"The Venetian Carnival," a runway fashion show featuring more than 20 WMU student designers, takes place Friday and Saturday, April 1-2, at the Radisson Plaza Hotel and Suites in Kalamazoo. A portion of the proceeds benefits the Southwest Michigan affiliate of the Susan G. Komen Breast Cancer Foundation to eradicate breast cancer as a life-threatening disease. Visit www.wmich.edu/wmu/news/2011/03/048.shtml for ticket costs and other details.

Aviation careers to be highlighted

This year's Aviation Outlook Day will take place from noon to 5 p.m. Thursday, April 7, in the Aviation Education Center at the aviation campus in Battle Creek, Mich. Employers will meet with students and discuss career paths. From 6 to 7 p.m., a panel of students and employers also will talk about internships and careers. For information, contact Tom Thinnies at tom.thinnies@wmich.edu or Carl Lawrence at carl.lawrence@wmich.edu.

April Emeriti Council program set

The Emeriti Council's next Wednesdays II program will be held at 2 p.m. Wednesday, April 13, in Walwood Hall's Heinig Emeriti Lounge. It will feature Harold L. "Hal" Bate, emeritus in speech pathology and audiology, talking on "Antique Hearing Aids: A Historic Look and Listen." Hearing aids will be on display at the meeting.

Ground-breaking study results in book

Marlene Breu, emerita in family and consumer sciences, has co-written a book with Ronald Marchese from the University of Minnesota at Duluth. Breu retired at the rank of professor in 2008 after 12-1/2 years on the faculty.



Breu

The new book is the result of a ground-breaking study of textile and non-textile artifacts in Istanbul churches that the authors conducted over the span of eight years. It is titled "Splendor & Pageantry: Textile Treasures from the Armenian Orthodox Churches of Istanbul."

The book contains more than 170 plates of textile items in the church collections and presents historical artifacts that have never before been published. It also contains substantial dialogue about the context within the social, cultural, political and economic parameters that the objects were produced.

Breu's book will be an excellent reference for art historians, textile historians, Armenian scholars, religious historians and others interested in minority populations within the Ottoman Empire. It is available at amazon.com and Barnes & Noble.

Professor awarded \$400,000 grant

Karim Essani, biological sciences, has been awarded a three-year \$400,000 grant to develop a new, cutting-edge treatment for colorectal cancer using viruses to attack



Essani

cancer cells without harming normal cells.

The grant was awarded by the National Cancer Institute within the National Institutes of Health and will fund the Experimental Oncolytic Virotherapy Project.

The new virotherapy holds great promise for being more effective in treating colon cancer. And because it doesn't harm healthy cells, it may not produce the nausea and other undesirable side effects common with chemotherapy and other conventional cancer treatments.

Viruses are very specific in the cells they attack. They often differentiate between species of animals and even the type of cells within that species. So theoretically, a virus could be developed to attack specific cancer cells and leave other cells untouched.

"This is not a new idea, but it has generated new interest in the last 10 years. What we're doing is really in the beginning, experimental stage," Essani says. "Unfortunately, it has been very difficult to find such targets in cancer. The reason for this is because it's very difficult to differentiate between a normal cell and a cancer cell at the molecular level."

For their project, Essani and his team of three students will initially transplant human colorectal cancer cells onto mice. Then they will see if mutants they have genetically designed from a particular virus can kill the human cancer cells.

The viral cancer therapy would work something like penicillin, which targets bacterial cells, but does not harm normal human cells. An oncolytic virus, in a similar manner, only infects and destroys cancer cells.

NFL official, former WMU prof to give Keystone talk

National Football League official and WMU professor emeritus Ron Winter will return to WMU Friday, March 25, to talk about the business of officiating football.



Winter

Winter will speak as

part of the Keystone Community Bank Breakfast Speaker Series at 8 a.m. in the Dean's Conference Room of Schneider Hall. His talk is titled "Inside the NFL's Third Team on the Field."

The event is free and open to the public. It begins with a continental breakfast at 7:30 a.m. Reservations are required by calling (269) 387-6059.

Winter began his career at WMU in 1969 as director of campus recreational activities, where he worked until 1992. He was an associate professor of health, physical education and recreation from 1992 until his retirement in 2008.

Retirement receptions

Gwen Raaberg, English and gender and women's studies, will be honored for her 22 years of service to the University during a retirement reception from 4 to 6 p.m. Thursday, April 14, in the Oaklands.

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.



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WESTERN MICHIGAN UNIVERSITY

Parkview, main campuses get electric vehicle charging stations

WMU opened four electric-vehicle charging stations to the public during a brief ceremony March 21 at the charging station in front of the Engineering and Applied Sciences Building on the Parkview Campus in Kalamazoo.

U.S. Sen. Debbie Stabenow drove President John M. Dunn up to the charging station in the first Chevrolet Volt to be bought in southwest Michigan. Before addressing the crowd, the two received a quick tutorial on how easy it is to use the new stations.

WMU is the first Michigan university to place a public charging station on its main campus. In addition to the Parkview Campus station, there are three others on the main campus. One is located in front of the Seibert Administration Building and two are situated off of Stadium Drive by the Physical Plant building.

The University received its four electric-vehicle charging stations at no cost from their manufacturer, Coulomb Technologies, through an equipment grant from the company's ChargePoint America program. The program is part of a federal government demonstration project to encourage adoption of plug-in hybrids and electric vehicles.

All four WMU stations can support two vehicles each. While one



Left photo: WMU's electric-vehicle charging stations mimic the look of conventional gas pumps. **Right photo:** Sen. Debbie Stabenow, foreground, shows off the Chevy Volt Todd Bannon, background, loaned out for the March 21 event. Stabenow has introduced the Charging America Forward Act, which provides consumers with a rebate up to \$7,500 to help spur the sale of plug-in electric vehicles as well as extends and expands a current tax credit for investments in plug-in electric vehicle charging stations. (Photos by Mike Lanka)

car charges at the traditional 120-volt rate, the other can plug in for a 240-volt quick charge. Anyone who goes to the ChargePoint America website at www.chargepointamerica.com and obtains a special swipe card may use the chargers for free.

WMU had several vehicles on hand at the unveiling event. The Volt was borrowed from Todd Bannon of Kalamazoo, who pre-ordered the car last October and picked it up March 19 from De-

Nooyer Chevrolet. Also on display were plug-in vehicles owned by John Patten, manufacturing engineering, and WMU.

The University's growing fleet of energy-efficient vehicles includes two that are all electric and about 50 that are flex fuel-capable. They are used by the public safety, maintenance and custodial units.

Visit www.wmich.edu/wmu/news/2011/03/064.shtml for more information.

Annual communitywide talk focuses on perseverance, optimism, overcoming adversity

The first physically challenged athlete to receive full certification by the United States Professional Tennis Association as a tennis professional will be the featured speaker during Kalamazoo County's 13th annual Respecting Differences talk Tuesday and Wednesday, March 29 and 30.

This year's talk, "Challenges Are Inevitable. Defeat Is Optional," will be presented by Roger Crawford, a physically challenged athlete who became an NCAA Division I tennis champion and the subject of the Emmy Award-winning movie, "In a New Light."

The program will be presented at 1:30 p.m.

Tuesday, March 29, and repeated at 9:30 a.m. Wednesday, March 30, in Kalamazoo Public School's Chenery Auditorium, 714 S. Westnedge Ave.

WMU employees should bring with them the ticket they received in campus mail earlier this month. Both sessions are open to the public free of charge on a first-come, first-seated basis and will include on-stage American Sign Language translators.

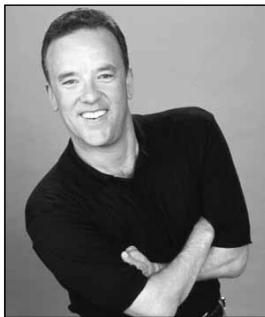
Crawford, who was born with a rare genetic disorder that affected all four of his limbs, has been recognized by *Sports Illustrated* as "one of the most accomplished physically challenged athletes in history."

During his Respecting Differences presentation, he will share his personal story

and how he has lived out the principles of perseverance, optimism and overcoming adversity. He also will demonstrate how to maintain a positive attitude, create possibilities and cultivate courage when dealing with change in life and in the workplace.

Crawford is a bestselling author whose work has been translated into 17 languages. During his Kalamazoo presentations, he will have three of his books available for purchase and signing.

The annual Respecting Differences program is a collaboration between six area employers to heighten awareness of diversity issues in the workplace. Partnering in the annual event along with WMU and the city of Kalamazoo are Kalamazoo County, the city of Portage, Kalamazoo College, and Kalamazoo Community Mental Health and Substance Abuse Services.



Crawford

Spring semiannual staff award winners selected

Eight staff members have been selected to receive Make a Difference awards for spring 2010-11.

The awards will be presented during a reception at 2 p.m. Monday, April 11, in 157-159 Bernhard Center to:

- Sara Anderson, Human Resources
- John Boss, Facilities Management-maintenance services
- Kai Chapman, Development-advancement services
- Tracy Pattok, Institutional Research
- Timothy Strunk, student affairs-information systems
- Connie Volenski, economics
- Kevin West, music
- Tiffany White, university budgets

The University community is invited to attend the reception, during which each award recipient will receive a before-tax prize of \$300 and a commemorative certificate. Visit www.wmich.edu/hr/make-a-difference for more information.

Obituaries



Boven

Donald E. Boven died March 10 in Kalamazoo. He was 86.

Boven joined the faculty in 1953 and retired in 1985 after 32 years of service to the University. He served as head basketball coach from 1958 to 1966. Prior to

that, he taught sports and physical education classes while also serving as an assistant coach for football, basketball and baseball.

Boven earned bachelor's and master's degrees from WMU and was a standout member of the football, basketball and baseball teams. He went on to play professional basketball for four years.

Rollin G. Douma died March 12 in Kalamazoo. He was 70.

Douma of Kalamazoo came to WMU in 1970 and retired in 2006 as associate vice president for academic affairs and associate professor emeritus of English after 36 years of service to the University.



Douma

He was undergraduate English advisor for five years and active in the Michigan Council of Teachers of English, for which he served as president in 1976-77.

Douma served the Graduate College as associate dean from

1979 to 1992, interim dean from 1992 to 1994 and dean from 1995 to 1997. He was appointed associate vice president in 2003 and for a year before that, was interim dean of the College of Education and Human Development.

A celebration of Douma's life will be held in Port Sheldon, Mich., July 1.

Kathryn I. Mazurek died March 11. She was 92.

Mazurek of Kalamazoo joined the WMU staff in 1968 and retired in 1982 after 14 years of service to the University. She worked in custodial and dining services and was fondly known as "Ma Maz" by many students.

On Campus with Ed Maring



THE FIX IS IN
(Photo by Jeanne Baron)

It's an understatement to say that Ed Maring covers a lot of territory. An appliance repairperson in Facilities Management-maintenance services, he and a co-worker are charged with fixing all WMU-owned appliances except those used by custodial staffers.

That means he takes care of the University's residence halls, apartments and food service facilities, including dining halls, satellite cafes and self-service food courts. But the job doesn't stop there. Maring also handles the president's house and meeting places like the Fetzer Center, as well as various break rooms, classrooms and laboratories.

"Our biggest focus is on food services. Making sure that 500 or 1,000 students get fed takes precedence over fixing one oven in an apartment or a University coffee maker," he says. "There's a lot to fix in a kitchen—ovens, grills, dishwashers, French fryers, toasters, choppers, mixers—you name it."

In truth, though, Maring never knows what work order might come his way. Along with occasional requests to fix microwaves, garbage disposals and other common household appliances, he's tapped when people don't know who else to call. That was true for his most unusual request to date—repair a large animal-cage washer.

Before coming to WMU, Maring repaired residential appliances. He joined the staff in 1996 because the local retailer that he had been working at for 21 years was struggling due to a depressed economy. Now, he mostly works on commercial equipment.

"The commercial side is very different and can be challenging. We're the first responders even when warranties are involved. But appliances are similar, so you adjust. The job to get it done as quickly as possible is still the same. That's why we have an inside repair shop," Maring says. "I look at it as coming up with solutions for people. Sometimes we have to get creative. The University, like everyone else, is struggling to save money. A food service dishwasher can cost \$75,000 so we don't buy a lot of new equipment. We do our best to keep old equipment running."

Maring and his wife Linda, a WMU alumna, have a daughter age 13 and sons age 16 and 27. He stays involved with his children's activities, including helping coach his daughter's basketball team, and has served on his school board and church council. Maring also does some repair work on the side and enjoys attending Bronco athletic events.

The Kalamazoo resident likes most sports and has been an avid triathlete since the early 1980s. "When you mix running, swimming and bicycling, you work different muscles so it keeps your overall health up," he says, admitting that "when I'm working in the dining halls, I have to resist the invitations to sample."

Medical school receives \$100 million gift

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For the past three years, WMU, Borgess and Bronson have been working together to develop the new WMU School of Medicine. Dunn was joined at the March 22 news conference by the CEOs of the two hospitals, Paul Spaude of Borgess and Frank Sardone of Bronson, and by the founding dean of the school of medicine, Dr. Hal B. Jenson, whose appointment was announced Jan. 25.

Since the beginning of discussions about establishing a medical school, the University and its community partners have said the school would be privately funded.

"We've known for some time that this is the right time and place to launch a medical school for the 21st century, and this gift signals the kind of donor confidence in this University and community that will make this initiative a reality," Dunn said. "This community has a tremendous history of attracting the confidence and support of donors. The Kalamazoo Promise, which offers free college tuition to our young people, is another great example. Our donors know this medical school will continue the vision of transformation and economic development through higher education. This is not just a gift to Western Michigan University, it is a gift to our entire com-

munity and region."

Dunn said that while the donors have indicated they wish to make the gift anonymously at this point, it is possible that they will agree to be identified at some point in the future.

"Of course we will honor their wishes, but we hope some day to be able to acknowledge them by name and thank them again for their generosity," he said. "Theirs is the kind of support we will need on many fronts as we continue to move forward and grow as a research university. Such donor support is more important than ever in these challenging economic times."

Private fundraising for the WMU School of Medicine, Dunn noted, is part of an overall capital campaign for the University that will be formally announced later this year.

"This gift was made specifically for the medical school initiative. But it serves as an example of the type of historic work we will continue to do at Western Michigan University with the help of our donors," Dunn said. "There are more opportunities and a need for donors who want to be



part of this initiative or who want to help make history by supporting work in other disciplines. This gift marks a seminal moment, but we are not finished."

The WMU School of Medicine will open in fall 2013 or 2014. Visit www.wmich.edu/medicine for more information.

HISTORY HAPPENS HERE
3.22.11 @ 9:15AM EST

"Operation Historic Moment" kept people guessing until the historic medical school gift was announced. The campaign included strategically placing a countdown clock on and off campus and having futuristic-looking Broncos turn up at various public events. (Photo by Mike Lanka)

Bronco Transit goes live with mobile GPS feature

Bronco Transit, WMU's on-campus bus system, has launched a mobile GPS application allowing people to track bus locations in real-time online via their computer or mobile devices.

Riders can access the site at www.broncotransit.com/mobile or by clicking the "Mobile GPS" link from the Bronco Transit home page. Once on the mobile site, riders can view the schedule as well as access the GPS site to see the exact location of the bus they're awaiting.

Anyone with a valid Bronco identification card can ride the Bronco Transit bus system for free and also hitch a free ride on several community routes operated by Metro Transit.