Litvinove awarded $284,000 NSF grant for theoretical nuclear physics
College of Arts and Sciences
Dr. Elena Litvinova hopes to advance theoretical and computational methods to give reliable predictions for nuclear processes at the limits of the existence of atomic nuclei.

George Dales, professor emeritus of physical education inducted in 2015 MAC Hall of Fame
College of Education and Human Development
The Mid-American Conference introduced its 2015 MAC Hall of Fame Class as five new members were inducted into the MAC Hall of Fame on Wednesday, May 27 during the MAC Honor's Dinner at the Cleveland Renaissance Hotel.

College of Engineering names new dean
College of Engineering and Applied Sciences
Western Michigan University's College of Engineering and Applied Sciences has a new dean. Houssam A. Toutanji, professor and chairman of civil and environmental engineering at the University of Alabama-Huntsville, will become dean on July 1, the start of the 2015-16 academic year.

School of Music graduate competes in international trombone competition
College of Fine Arts
Evan Clifton, of Howell, Mich., has been named a finalist in the Donald Yaxley Bass Trombone Competition and will travel to Valencia, Spain, in July to compete for a 2,000 euro gift certificate toward a new trombone at the 2015 International Trombone Festival.

U.S. News names three WMU grad programs best in Michigan
College of Health and Human Services
The latest annual U.S. News & World Report rankings of the top graduate programs in the nation shows WMU with seven programs among the top 100 in their disciplines and three of those named the best in Michigan.

Enrollment Management news from spring 2015
Enrollment Management
Food service administration bachelor's degree comes to WMU-Grand Rapids

Extended University Programs
Beginning fall 2015, food service individuals looking to move their career into an industry leadership position will have that opportunity through WMU-Grand Rapids’ new bachelor’s completion program in food service administration.

New rankings put WMU supply chain program at No. 2 in nation

Haworth College of Business
WMU’s celebrated integrated supply management program recently added a new accolade, being named second in the nation for its emphasis on teaching technology, software and quantitative tools in its undergraduate program.

WMU student, alumnus invent respiratory device for critically ill infants

Lee Honors College
A WMU alumnus and WMU senior have been recognized for inventing a life-saving respiratory device to treat critically ill infants in developing countries.

Digital South Haven lighthouse logbooks shed light on 1800s coastal life

University Libraries
Whether an account of a body washed ashore, a shipwreck in rough waters or an inferno on the mainland, the life and times of lighthouse keepers in South Haven are being brought to a wider audience through the digitization of three carefully preserved logbooks by technicians at WMU Libraries.
Western Michigan University assistant professor of physics, Dr. Elena Litvinova was awarded a three year $284,000 grant from the National Science Foundation for research in the field of theoretical nuclear physics. Litvinova, along with graduate associate, Irina Egorova and research associate, Caroline Robin hope to advance theoretical and computational methods to give reliable predictions for nuclear processes at the limits of the existence of atomic nuclei. According to Litvinova, this project will help to answer three fundamental questions:

1. What is the origin of chemical elements around us?
2. Where are the limits of nuclear stability?
3. What is the mass of neutrino?

Having the answers to these three fundamental questions will advance nuclear theory and provide intensive training for graduate students preparing for careers in industry and academia.

While Litvinova's focus will be on theoretical physics, her work will include collaboration with experimental physicists. Physicists know that in atomic nuclei, protons and neutrons interact with
forces, but there is not a consistent mathematical theory for this interaction. Having precise calculations will not only help theoretical physicists, it will help astrophysicists get reaction rates in stars. In making this theory as fundamental as possible, precise predictions can be tested and developed using experimental physics.

Litvinova's grant is exciting news for WMU. In addition to attracting the talents of graduate associate, Egorova from Russia and scientist Robin from France to WMU, this project will provide a groundbreaking framework to train graduate students. There are also plans to develop software based on the mathematical methods, which will remain at WMU. Litvinova hopes to answer her three fundamental questions by developing the new mathematical and computational methods and have it tested at world-renowned physics facilities all over the world, including the National Superconducting Cyclotron Laboratory at Michigan State University and RIKEN, Japan's largest comprehensive research institution. In additional to discovering a successful theory, Litvinova, Egorova and Robin plan to publish their research, present at international conferences and provide post-doctorate training at WMU while advancing and getting a clearer understanding of nuclear theory and nuclear physics.
MAC INTRODUCES 2015 HALL OF FAME CLASS

MID-AMERICAN CONFERENCE ANNOUNCES 2015 HALL OF FAME CLASS
Five iconic names in MAC history—Casey Cunningham, Bob Parks, Ben Roethlisberger, Gary Pinkel, George Dales—inducted into the MAC Hall of Fame.

Hall of Fame VIDEO Links below (Video tribute; Inductee Interview; Induction Speech) for each inductee

Cleveland, Ohio – The Mid-American Conference introduced its 2015 MAC Hall of Fame Class as five new members were inducted into the MAC Hall of Fame on Wednesday, May 27 during the MAC Honor’s Dinner at the Cleveland Renaissance Hotel.
The five inductees are Casey Cunningham (Central Michigan, wrestling), Bob Parks (Eastern Michigan, men’s cross country, men’s track and field), Ben Roethlisberger (Miami, football), Gary Pinkel (Toledo/Kent State, football) and George Dales (Western Michigan, men’s cross country, men’s track and field).

“It is only appropriate for our Conference to honor and celebrate the accomplishments of our former student-athletes, coaches and administrators, specifically these five individuals, and their achievements during their time competing in the Mid-American Conference,” said Dr. Jon Steinbrecher, MAC Commissioner. “We are honored to welcome them to the Mid-American Conference Hall of Fame.”

“The Mid-American Conference Hall of Fame is a testament to the achievements of those that have competed and served in this great Conference,” added Steinbrecher.

The MAC Hall of Fame was approved by the MAC Council of Presidents in 1987. The charter class was inducted in 1988 and subsequent classes were added in 1989, 1990, 1991, 1992 and 1994. After six induction classes, the MAC Hall of Fame maintained 52 members until it was reinstated in May of 2012. This year’s class brings the number of MAC Hall of Fame inductees to 77 individuals from 10 classes.

Complete bios for the 2015 MAC Hall of Fame Class are listed below.

**Casey Cunningham- Central Michigan (wrestling):**

[Video: Casey Cunningham tribute](#)  
[Video: Casey Cunningham interview](#)  
[Video: Casey Cunningham induction speech](#)

Casey Cunningham’s achievements on the mat are unmatched at Central Michigan and his impact helped build the Chippewas into one of the top wrestling programs in MAC history.

Cunningham won the 1999 NCAA National Championship at 157 pounds and became Central Michigan’s first Division I National Champion. He was a two-time All-American and a three-time MAC individual champion and was named MAC Wrestler of the Year in 1999.

Cunningham was also the MAC Championships Most Outstanding Wrestler in 1999.
and MAC Freshman of the Year in 1996. His championship resume includes three Penn State Open titles and two Midlands Championships.

A four-time team MVP, Cunningham set school records with 134 career victories and ended his career with 31 pins. He twice competed in the NWCA All-Star Classic and led Central Michigan to two MAC Team Tournament Titles in 1998 and 1999.

Cunningham was Central Michigan’s first three-time Academic All-MAC selection and twice earned first-team NWCA Academic All-American honors.

Cunningham helped the Chippewas finish fifth as a team at the 1998 NCAA National Championships and seventh in 1999.

He had a successful post-collegiate career placing at the 2004 and 2008 USA Olympic Trials. Cunningham also served as an assistant coach for Central Michigan for seven seasons, helping the program win seven MAC Tournament titles.

Bob Parks- Eastern Michigan (men’s track and field/men’s cross country):

Video: Bob Parks tribute
Video: Bob Parks interview
Video: Bob Parks induction speech

Bob Parks was a collegiate runner at Eastern Michigan from 1951-55 and was the school’s Head Men’s Track and Field and Cross Country Coach for 34 years. He retired in 2001 having established a tradition of success within the Eagles cross country and track and field programs.

Under his guidance, his Eagles teams won a total of 31 MAC titles and he was named MAC Coach of the Year 22 times. His teams won six NAIA and NCAA team titles, and he was named NCAA National Coach of the Year once and regional Coach of the Year nine times.

Parks coached eight athletes who competed in 13 Olympic Games. He coached an athlete in every Olympic Games from 1960 to 2004 -- including such greats as Hasely Crawford, winner of the 1976 Olympic Gold Medal in the 100m; Earl Jones, winner of the 1984 Olympic Bronze Medal in the 800m; and Clement Chukwu (chook-woo), winner of the Silver Medal as part of a 4x400m relay team in the 2000 Games.
Parks coached 31 NAIA and NCAA national champions, and his dual meet record stands at 162-14-1 and coached more than 110 All-Americans.


Eastern Michigan joined the MAC and NCAA Division I status in 1972, where they won two district championships and qualified for the NCAA Championship meet seven times with the best finish coming in sixth place in 1974.

Parks and his wife Pat have two daughters, Sue and Sarah, and a son, Scott. His daughter Sue Parks is the current Eastern Michigan Women’s Head Track and Field and Cross Country Coach. The track inside Eastern Michigan’s Bowen Field House is also named in his honor.

**Ben Roethlisberger- Miami (football):**

*Video: Ben Roethlisberger tribute*
*Video: Ben Roethlisberger interview*
*Video: Ben Roethlisberger induction speech*

At the end of his collegiate career, Ben Roethlisberger held every major passing record in Miami University history.

Roethlisberger threw for 10,829 yards and 84 touchdowns in only three seasons from 2001-03. His junior campaign was one for the ages, throwing for 4,486 yards and 37 touchdowns, leading Miami to 12-consecutive wins, including a MAC Championship and GMAC Bowl victory.

A Third-Team Associated Press All-American in 2003 and Freshman All-American in 2001, Roethlisberger was named MAC Freshman of the Year in 2001 and MAC Offensive Player of the Year in 2003.

He was a three-time All-MAC selection, earning first-team honors in 2003 and second-team recognition twice.

A three-year letterwinner, Roethlisberger forewent his final season of eligibility to enter the 2004 NFL Draft. He was the 11th overall selection by the Pittsburgh
Roethlisberger guided the Steelers to two Super Bowl titles and became the youngest quarterback in NFL history to win a Super Bowl during the 2005 season. A three-time Pro Bowl selection, Roethlisberger was tabbed the NFL Rookie of the Year in 2004. He has thrown for over 39,000 yards and 250 touchdowns in his NFL career, in fact in 2014 he set the NFL single-game passing record with 522 yards passing in a single-game and set another NFL record with 12 passing touchdowns combined in two games.

Roethlisberger to this day still ranks first in Miami history in completion percentage and touchdowns, and is second in pass attempts, completions, yards and total offense (11,075). Miami retired his jersey No. 7 in 2007 and he returned to Oxford and graduated with a bachelors degree in education in May of 2012.

**Gary Pinkel- Toledo/Kent State (football):**

Video: Gary Pinkel tribute  
Video: Gary Pinkel interview  
Video: Gary Pinkel induction speech

Gary Pinkel has a long association with the Mid-American Conference from his time as Toledo head football coach from 1991-2000, to his origins as a Kent State football player and graduate.

Pinkel’s 73 career wins is the most in Toledo school history and also ranks fifth in MAC history. His 53 Conference wins ranks fourth and his .659 winning percentage ranks eighth in league history. He was also named MAC Coach of the Year in 1995 and 1997.

He led Toledo to a MAC Championship in 1995, as the Rockets went 11-0-1, won the Las Vegas Bowl and ended the season ranked No. 22 in the final coaches’ poll. He also led his team to MAC West Division titles in 1997 and 1998. In his final season at Toledo in 2000, Pinkel’s Rockets went 10-1, including a 24-6 win at Penn State. Overall, his teams ranked in the Top 25 in three different seasons (1995, 1997 and 2000).

In Pinkel’s 10 seasons at Toledo, Rockets players were named to the Academic All-
MAC team or Honor Roll 61 times, more than any other league school over that time period.

Pinkel left Toledo to accept the head coaching position at Missouri, leading the Tigers into the top 10 in 2007 and 2008, as well as SEC East titles in 2013 and 2014. He is also Missouri’s all-time leader in wins, making him the career wins leader at two FBS schools.

Pinkel was a three-time letter winner as a tight end at Kent State from 1971-73. In his senior season, he earned All-MAC and honorable mention All-America honors. He has the unique distinction of being in the Hall of Fame at both Kent State and Toledo, and now the Mid-American Conference Hall of Fame.

**George Dales- Western Michigan (men’s cross country and men’s track and field):**

Video: George Dales tribute  
Video: George Dales interview  
Video: George Dales induction speech

During George Dales tenure as coach, Western Michigan won back-to-back NCAA Cross Country Championships in 1964 and 1965, and accumulated 12 MAC titles in track & field and another eight in cross country. His cross country teams finished in the top 10 nationally on 13 occasions. He was the 1970 NCAA Track Coach of the Year.

Dales never experienced a losing season at Western Michigan, compiling an impressive career 113-35 record in dual track meets and 79-13-1 in cross country. His athletes earned 25 All-American honors, producing 11 in track & field and another 14 in cross country.

Dales graduated from Miami University in 1942, earned his masters from Michigan and eventually joined the Western Michigan staff in 1953, where it did not take him long to build the Broncos into a national powerhouse.

Among the athletes he coached was Olympic Gold Medalist Ira Murchison, world record holder in the 100m and 1956 Olympic winner in the 4x100 meter. Murchison also captured the NCAA 100 yard dash title in 1958, while John Bork, won the 880 meter NCAA title three years later.
Dales was a charter member inducted into the U.S. Track & Field and Cross Country Coaches Association Hall of Fame in 1995. He is a member of the Western Michigan Athletics Hall of Fame, the Miami University Athletics Cradle of Coaches and the Drake Relays Hall of Fame.

The most prestigious honor a coach can receive from the U.S. Track & Field and Cross Country Coaches Association is the “George Dales Award”, named in honor of Dales for his relentless pursuit for the growth and development of the sports for more than half a century.

Dales retired as Western Michigan’s track and cross-country coach in 1970. He continued working at the university on the physical education staff until he retired as a professor in 1987.

Dales continued to serve and advance the sports for several years, holding positions as the commissioner of the Central Collegiate Conference, President of the International Track & Field Coaches Association, and leadership for the NCAA Division I Track & Field Coaches Association for 25 years.

University of Alabama professor named dean of WMU's College of Engineering

Updated Jan 15, 2015; Posted Jan 15, 2015

By Al Jones | ajones5@mlive.com

KALAMAZOO, MI -- Western Michigan University's College of Engineering and Applied Sciences has a new dean.
Houssam A. Toutanji, professor and chairman of civil and environmental engineering at the University of Alabama-Huntsville, will become dean on July 1, the start of the 2015-16 academic year.

The veteran academic leader and researcher was selected from three finalists following a nationwide search to fill the position vacated by Anthony Vizzini. Vizzini departed in June of 2013 to become provost and vice president for academic affairs at Wichita State University. Edmund Tsang, associate dean of the college, has been serving as interim dean.

Toutanji’s appointment was announced pending approval of the WMU Board of Trustees. The board is expected to act on the recommendation at its Jan. 22 meeting.

"Houssam Toutanji brings to the deanship a record of enormous accomplishment as an educator, researcher and academic leader," Timothy Greene, WMU provost and vice president for academic affairs, said in a press release. "He will be a wonderful asset to our engineering college, of course, but also a wonderful addition to our business community."

Toutanji, who has a doctorate in civil engineering, has been a faculty member at the U-A in Huntsville since 1997 and chairman of his department there since 2008. He has served as associate dean for graduate education and research since 2013.

According to information provided by WMU, he is an accomplished researcher in such areas as concrete and composite structures. He has served as principal or co-principal investigator on research projects that have received funding of more than $6 million from such organizations as the National Science Foundation, the Department of Transportation, the U.S. Army Corps of Engineers, the Department of Defense and NASA. His research focuses on fiber reinforced polymer composites, high-performance cementitious composites, smart materials and smart structures, and prestressed and reinforced concrete bridges.

Toutanji has a bachelor's degree and a master's degree in civil engineering, both from Northeastern University. Those were received in 1985 and 1987, respectively. He has a doctorate in civil engineering, received in 1992, from Worcester Polytechnic Institute in Massachusetts.
His previous academic appointments included a four-year faculty appointment at the University of Puerto Rico-Mayaguez and international visiting professor appointments at France's University of Cergy-Pontoise and Belgium's Ghent University. He also has served as a faculty fellow at NASA's Marshal Space Flight Center and a post-doctoral fellow at Worcester Polytechnic Institute.

"There are many excellent opportunities to grow the academic and research enterprise in the College of Engineering and Applied Sciences at WMU," Toutanji said in the release, "and I'm excited to be part of this endeavor. This will be an exciting time for the engineering college to partner with local companies for the benefit of both the college and industry."

During his years at UAH Toutanji won the U-A Alumni Association's Distinguished Faculty Award and the College of Engineering's Distinguished Faculty Award in 2001, the Distinguished Teaching Award in 2004 and the UAH Research and Creative Achievement Award in 2005.

He also served for four years as associate director of the University Transportation Center for Alabama. The primary focus of the center was to conduct transportation education, research and technology-transfer activities throughout the state of Alabama and region.
KALAMAZOO, Mich.—A Western Michigan University senior has been named a finalist in an elite international trombone competition and is headed to Spain.

**Evan Clifton**, of Howell, has been named a finalist in the Donald Yaxley Bass Trombone Competition and will travel to Valencia, Spain, in July to compete for a 2,000 euro gift certificate toward a new trombone at the 2015 International Trombone Festival.

**A NOTABLE HONOR**

The honor is especially notable for a several reasons.

The competition ranged to age 25, which means the 21-year-old Clifton will compete against students who are likely much older from the top conservatories in the world. Other finalists and honorable mentions are impressive, with the other two finalists coming from The Juilliard School in New York and the Rotterdam Conservatory in The Netherlands. The two alternates are from the University of North Texas and Northwestern University, and the honorable mention is also
from Northwestern. In addition, Clifton was named the honorable mention selection in the bass trombone orchestral excerpt competition.

"While it's exciting news for Evan, for the WMU trombone studio it also means that we have had students named finalists in the most important international competition for student trombonists in the world 18 times over the past 11 years, with winners named six of the past eight years," says Steve Wolfinbarger, a WMU professor of music and Clifton's instructor. "It's wonderful to see so many talented WMU students like Evan being showcased on an international stage."

U.S. News names three WMU grad programs best in Michigan

Contact: Cheryl Roland
March 10, 2015 | WMU News

The WMU Cooley Law School was also recognized by U.S. News & World Report for its diversity.

KALAMAZOO, Mich.—The latest annual U.S. News & World Report rankings of the top graduate programs in the nation shows Western Michigan University with seven programs among the top 100 in their disciplines and three of those named the best in Michigan.

In the latest round of rankings released March 10, WMU's two Occupational Therapy programs—one based in Kalamazoo and the other in Grand Rapids—and the University's
Speech-Language Pathology program captured the highest rankings in Michigan in those disciplines.

**TOP-100 PROGRAMS**

WMU graduate programs ranked among the nation's top 100 are:

- Occupational Therapy, Kalamazoo—No. 21.
- Speech-Language Pathology—No. 35.
- Occupational Therapy, Grand Rapids—No. 36.
- Rehabilitation Counseling—No. 37.
- Audiology—No. 45.
- Physician Assistant—No. 57.
- Social Work—No. 66.

All seven of WMU's top-100 programs are part of the University's celebrated College of Health and Human Services. Another eight WMU graduate programs also were highly ranked among graduate programs at the nation's more than 650 colleges and universities that confer master's and doctoral degrees. The additional ranked WMU programs are in: clinical psychology (114), earth sciences (113), English (125), history (125), education (136), psychology (141), art (146) and public affairs (149).

"We have a long history of graduate programs that have established a national reputation, particularly in the health and human service fields," says Dr. Susan Stapleton, dean of the WMU Graduate College. "That, of course, continues, but I'm also extraordinarily pleased at the breadth of academic disciplines represented by our other ranked graduate programs. Together, they reflect our commitment to outstanding graduate education."

**LAW SCHOOL NOTED**

Included in U.S. News & World Report's annual graduate education edition are rankings for the nation's top medical and law schools. The magazine unveiled a new listing this year of the most diverse law schools in the nation. The listing, which was based on the total proportion of full- and part-time minority law students, includes the Western Michigan University Thomas M. Cooley Law School, which was listed as Michigan's most diverse law school. WMU-Cooley was
tied for 36th place nationally with law schools at such other universities as Harvard, Northwestern and Illinois, Urbana Champaign.

Strategic Enrollment Plan 2018-2025

ENROLLMENT OBJECTIVES

- Increase institutional enrollment at the undergraduate level to meet targeted net revenue projections.
- Implement institutional enrollment plan that produces annual growth and increases overall student quality into the top quartile as compared with institutional peers.
- Establish institutional wide commitment to “University First” by promoting the spirit of collaboration and eliminate silos.
- Identify, develop and establish clear and consistent institutional messages utilizing the full range of communication modalities.
- Initiate new processes by the Office of the Registrar that improves institutional communication, student registration, graduation attainment, and student persistence.
- Expand institutional knowledge and awareness of AAC&U High Impact Practices and their research proven value in improving student learning, retention and engagement.
- Invest and improve our regional relationships, partnerships and service.
- Continue to evolve role of the Office of Student Transitions to become the institutional leader in student transitions for traditional student populations and the initiator of responsive programs for adult learners.
- Increase the utilization of technology in the Office of the Registrar to improve graduation audit and classroom utilization.
- Identify, address and implement institutional practices and programs that increase student involvement in community activity, affiliation and student life.
- Expand our commitment to planning and resource allocations that are market driven and supported by data driven decision making.
- Establish baseline enrollment capacity levels for each college and academic discipline.
• Collaborate with Academic Deans on identifying and prioritizing the development of new enrollment targets in line with academic discipline development.

• Identify and incorporate best practices to increase student satisfaction, retention and graduation rates.

• Identify and expand prospecting and recruitment strategies in key out of state targets.

• Improve our visibility and recruitment practices in Michigan to increase our marketshare.

• Establish institutional commitment to the recognition of transfer student needs and value.

• Enhance partnerships with Michigan Community Colleges.

• Establish institutional commitment to resource allocation for improved availability of financial aid and scholarship awarding.

• Implement new practices and processes in the office of Financial Aid and Scholarships to improve yield, persistence and graduation outcomes.

• Increase institutional focus on financial literacy and outreach.

• Develop a Pre-College program that serves the local region and increases WMU’s reputation as a genuine partner.

• Utilize the Office of Pre-College Programs as a feeder for prospective students.
New rankings put WMU supply chain program at No. 2 in nation

Contact: Stacey Markin
February 17, 2015 | WMU News

KALAMAZOO, Mich.—Western Michigan University's celebrated integrated supply management program recently added a new accolade, being named second in the nation for its emphasis on teaching technology, software and quantitative tools in its undergraduate program.

The new ranking is by Software Advice, a company that does detailed research on thousands of supply chain software applications as well as system analysis.

The firm recently conducted a national study of supply chain programs, selecting that discipline because of the rising demand for supply chain professionals and the key role that information technology plays in this complex field. The goal of the study was to help students gain insight into the curricula of what are commonly regarded as the top programs in the United States.
According to the report, the unique, integrated nature of WMU's supply chain program contributed to its spot at the top of the list. WMU's program is second only to Pennsylvania State University and placed ahead of Michigan State University, University of Tennessee and Arizona State University.

'TRULY SPECIAL'

"Western Michigan University's integrated supply management program is truly special," says Forrest Burnson, research associate with Software Advice. "It ranked highly on our list due to the emphasis the program places on teaching software and technology in the classroom, in addition to its unique cross-discipline approach that requires students to take specialized engineering courses. WMU is well ahead of the curve in preparing a new generation of supply chain professionals, and other universities should look to the example it has set for what a truly modern supply chain management program looks like."

The program is part of WMU's Haworth College of Business. Faculty in the program, college officials say, work diligently to ensure its relevancy for students and for employers who will be seeking talent from the program. Many of the information technology courses have been developed by WMU faculty in close consultation with members of the program's advisory council, which includes representatives from the top supply chain employers in the country.

WMU also ranked seventh on the Software Advice list in terms of overall reputation and was one of only four schools possessing both a high technological emphasis and a high reputation rating on the list.

"The integration of business and engineering courses has provided a strong foundation for our program, and with our additional emphasis on technology, we are well positioned to prepare students for the future of the supply chain field," says Dr. Robert Reck, professor of marketing and co-founder of the program.

"Based on our research and also feedback from employers, we know that supply chain professionals who are fluent in relevant information technologies and their applications within the industry are poised to be the best employees and leaders in the field."

WMU’s program was also given special recognition for its courses in enterprise resource planning and geographic information systems. In particular, geographic information systems was noted for its value in risk management, a growing area of emphasis in the supply chain field.
INTEGRATED SUPPLY MANAGEMENT PROGRAM

Ranked No. 5 in undergraduate supply chain education by Gartner, WMU's ISM program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management. WMU's curriculum combines engineering, information technology, logistics, supply chain and business education. The program also includes Bronco Force consulting teams, which give students experience in business consulting with companies on their supply chain challenges. The WMU Center for Integrated Supply Management was established in 2014 by the Haworth College of Business.

WMU student, alumnus recognized for inventing respiratory device for critically ill infants in developing countries

Updated May 19, 2015; Posted May 19, 2015

Western Michigan University alumnus Stephen John of Portage and senior Joseph Barnett of Kalamazoo are among the winners of the Lemelson-MIT National Collegiate Student Prize Competition, a nationwide search for the most inventive team of undergraduate and individual graduate students. They invented NeoVent, a respiratory support device designed to treat critically ill infants in developing nations.

By Emily Monacelli | emonacel@mlive.com

KALAMAZOO, MI -- A Western Michigan University alumnus and a WMU senior have been recognized for inventing a life-saving respiratory device to treat critically ill infants. Alumnus Stephen John of Portage and senior Joseph Barnett of Kalamazoo are among the winners of the Lemelson-MIT National Collegiate Student Prize Competition.

The men invented NeoVent, a respiratory support device designed to treat critically ill infants in developing nations.
The prize came with $10,000 for the team. A total of $65,000 was awarded to teams whose inventions would improve healthcare, transportation, food and agriculture and consumer devices and tools. Students from 28 colleges and universities in the United States applied.

Both Barnett and John studied biomedical sciences at WMU and plan to pursue medical degrees.

They created NeoVent after a Respiratory Therapists Without Borders official told John about the need for a low-cost medical device that could help prevent lung collapse in premature babies in respiratory distress in hospitals that lack costly medical equipment that typically provides the therapy. Ventilation equipment commonly available in developed nations is not always readily available in medical centers in developing countries.

John, a Nepal native, returns to volunteer every summer at the United Mission Hospital in Tansen. He is in Nepal now helping to repair medical equipment and preparing for NeoVent clinical trials. He graduated summa cum laude from WMU with undergraduate degrees in biomedical studies and mechanical engineering, and will start medical school at the University of Michigan later this summer.

Barnett started working with students in Honduras after hearing of a teacher shortage there, and has been to Honduras six times in the past five years. There, he has driven school buses, led clothing donation efforts and volunteered in a local hospital. He plans to teach in Honduras for a year before attending medical school.

"During our time at these low-resource settings, we were able to see that in order for medical devices to have high impact they not only have to be simple, but they also have to be resilient," Barnett said.

Barnett and John started working on the device more than 18 months ago in John's home and refined it in an engineering lab on WMU's campus.

NeoVent will be priced at about $25, a fraction of the price of a ventilator.

"I am really excited," John said. "It's so fulfilling to see our device reach this point from its humble beginnings in my basement. We're really grateful for the support we've received from Western as well as other individuals in the Kalamazoo community. We couldn't have reached this point without them. Hopefully this brings us one step closer our ultimate goal of saving neonatal lives."

Screeners and judges for the Lemelson-MIT awards assessed candidates on the breadth and depth of inventiveness and creativity; potential for societal benefit and economic commercial success; community and environmental systems impact; and experience as a role model for youth.

The competition, supported by the Lemelson Foundation, builds on the legacy of the Lemelson-MIT Student Prize, which has served as a springboard for collegiate inventors for 20 years.
John and Barnett also have won a research and creative activities award from Lee Honors College. They were a part of WMU's student business accelerator, Starting Gate.

In the past year, several Starting Gate accelerator students have received patents, recognitions and financial awards for their entrepreneurial efforts. Emily Monacelli covers higher education and craft beer for the Kalamazoo Gazette. Contact her at emonacel@mlive.com or follow her on Twitter.

South Haven lighthouse logbooks shed light on 1800s coastal life

Contact: Mark Schwerin
April 15, 2015 | WMU News

KALAMAZOO, Mich.—Whether an account of a body washed ashore, a shipwreck in rough waters or an inferno on the mainland, the life and times of lighthouse keepers in South Haven are being brought to a wider audience through the digitization of three carefully preserved logbooks by technicians at Western Michigan University Libraries.

Called the South Haven Michigan Lighthouse Logs, the new digital collection is being created to give a lifelike representation of lighthouse journals spanning the years 1872 to 1880. The handwritten logbooks are being painstakingly digitized in high-resolution, tagged image file format—TIFF—images, giving as close a representation of the original logbooks as possible. The processed images are then made available in an onscreen, page-turning "BookReader" format.
The team of library science professionals also is adding complementary metadata to the three-book collection to aid in searching for or finding online resources to help fill in or complete data required for scholarly research.

The project represents one of the first comprehensive digital lighthouse logbook collections to be publicly available online anywhere. The images bring to scholars and history buffs alike the logbook entries of James Donahue, who served as the keeper of the South Haven station for most of the period the digitized logbooks cover. Donahue took over for an earlier keeper, Capt. William P. Bryan, who completed the first entries. The digital image capture is being conducted to illuminate the daily activities of the light keepers station on South Haven's Lake Michigan shoreline.

FROM MUNDANE TO HIGH DRAMA

The entries run the gamut from mundane observations about the weather or notations about schooners being unloaded to dramatic notations of danger, death or imminent peril.

Take, for example, the first three entries by James Donahue (with the original spellings and punctuation uncorrected) starting in August 1874:

- Aug. 15: The wether plesent wind moderate very warm and smokey a grate many fires in the woods.
- Aug. 19: Woods is afire in all directions grate fears of the town beain burn dt up.
- Sept. 1: Steamer Gem Capt. Bryant sunk in the River this evening with sixty three barrels of lime. She was over loaded cargo all lost.
the logbooks on microfilm, but the microfilm copies did not lend themselves to thorough examination of the logbooks in all their complexity, says Dr. Sharon Carlson, director of WMU Archives and Regional History Collections and associate professor of University Libraries.

"We've tried to make the content available and have tried to be very responsible in preserving them," Carlson says. "And now the responsible thing is having a digital copy and making them more accessible to a broader audience."

The lighthouse logbook project comes on the heels of the libraries' recent digitization of Civil War diaries and letters. It also dovetails nicely with the 2015 Reading Together effort led by the Kalamazoo Public Library and this year's book, "The Living Great Lakes" by Jerry Dennis.

The Donahue family has also donated the logbook for wicks and oils used for the lighthouse lamp and donated it to the history collection. That historical record also may one day be digitized.

**DETAILED ENTRIES**

Throughout the logbooks, Donahue maintained detailed entries about his daily activities and tasks in the light station. In addition to weather observations, he noted the names of the owners of incoming vessels, lighthouse maintenance, accounts of the commerce and pleasure crafts passing in and out of the harbor and descriptions of shipwrecks, including the name of the ship and fate to the crew, such as this entry from May 11, 1875: "Thay is a report that the schooner D.G. Wright went ashore in the night and all hands lost twelve miles north of this placed the wind blowed fearfull from half past ten to twelve (midnight)."
Donahue also shared intimate details into the lives of his family and sometimes community members, noting deaths in the community and the occasional body washing ashore. He also mentions the lumber trade and other activities associated with commercial shipping.

"There are many treasures in the Regional History Collections," says Lou Ann Morgan, library communication coordinator. "This is one of those that floated to the top. For these to be publicly available in a comprehensive online collection is a key part of the delivery of this project. Essentially, it's not just being digitized. It's being published on the image database."

The project provides insight into Michigan and maritime history, historical weather observations and a historical record of commerce in what was then a fairly busy port. The logbooks also shine a light on life in general in the late 1800s in a Midwest coastal community.

Digitizing the logbooks has been an arduous process, says Paul Howell, University Libraries manager of digitization and systems. The number of man hours required is "in the hundreds for sure" and gave the students involved valuable experience in imaging, transcribing and quality control.

"This has been an interesting project," Howell says. "And it is somewhat complex."

**JAMES DONAHUE**

Donahue was born in Vermont in 1842 and enlisted as a private in the U.S. Army in 1861. Wounded at the Battle of James Island, he nearly died, but recovered and went on to fight again. He rose to the rank of captain and was wounded again in the Battle of the Wilderness, resulting in the loss of his leg. Though he only had one leg, he is credited with saving 15 lives, including two of his sons.

Donahue's lighthouse journals, succinct and to the point, give the impression of a sociable and courageous man dedicated to his duties.

As he writes on July 3, 1875: "Rain and cloudy, wind moderate, lake smooth, the night dark, the weather warm—my wife died this afternoon at 4 p.m., of lung disease." The following day he wrote, "Foggy, wind, the fog thick all day, the lake smooth, the night dark—I berried my wife to day at 4 p.m."

To view the collection, visit [wmich.edu/library/collections/digital/collections](wmich.edu/library/collections/digital/collections) and click on South Haven Michigan Lighthouse Logs.
WMU's nonprofit leadership program named best in nation

Contact: Cheryl Roland
January 8, 2015 | WMU News

KALAMAZOO, Mich.—Western Michigan University's undergraduate program in nonprofit leadership has been named the single program in the nation that exemplifies overall best practices in nonprofit career preparation and growth.
Two dozen WMU students were in attendance at a Salt Lake City, Utah, conference Jan. 7 when the Nonprofit Leadership Alliance announced that WMU’s nonprofit leadership program is this year's winner of the Sprint Program Excellence Award. The alliance is a national organization of more than 40 collaborating universities and nonprofit organizations.

Applications for the 2015 award were by invitation only and required creation of a video and PowerPoint as well as a live online presentation. Students in the WMU Nonprofit Leadership Student Association focused their application on recruitment, service learning, internships, the rigor of the WMU program, and involvement with the local community.

"The students did a great job with their video, presentation and responses to the questions from the award committee," noted Janice Maatman, WMU campus director for the nonprofit minor program in WMU’s School of Public Affairs and Administration. The video can be viewed at nlsawmu.org.

Among best practices championed by the WMU program, Maatman says, is the opportunity for students to actually award grants to meet community needs.

During the 2013-14 academic year, the School of Public Affairs and Administration allocated $18,000 and the students raised an additional $2,000 to re-grant $20,000 to local nonprofits. Students studied community needs, set priorities, issued requests for proposals, analyzed 23 proposals, completed site visits and held a Nonprofit Celebration. For this year, the students have another $13,000 from the school and have raised an additional $2,000 so they can award $15,000 to community organizations in spring 2015.

This is the second time the WMU program has been honored by its national professional organization for best practices in preparing the next generation of nonprofit sector leaders. In 2010, the program won the American Humanics Program Excellence Award, which is a forerunner to the Sprint Program Excellence Award.

ABOUT THE PROGRAM

WMU’s Nonprofit Leadership program is designed to prepare students for entry-level professional positions in nonprofit organizations. In addition to traditional course work, this minor requires service to the University and community. The minor requires 18 credit hours of course work in such areas as communication, marketing and public relations, cultural competency and diversity, financial resource development and management, leadership and
advocacy, legal and ethical decision making, program development, and volunteer and human resource management.

Successful completion of the minor means a student also earns a Certificate in Nonprofit Management and Leadership from the Nonprofit Leadership Alliance. WMU's undergraduate minor in nonprofit leadership can be taken with any major from any college. The University also offers a concentration in nonprofit leadership within the Master of Public Administration program.

For more information, contact Janice Maatman, WMU's director of nonprofit education programs in the School of Public Affairs and Administration, at janice.maatman@wmich.edu or (269) 387-8945.

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

Contact: Cheryl Roland
January 16, 2015 | WMU News

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

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

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

**DESIGNED TO MEET THE 'INDUSTRY'S GOLD STANDARD'**

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

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

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

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

HANDS-ON LEARNING THROUGH TEACHING BREWERY AND INTERNSHIPS

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

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

Craft brewing in Michigan has a $1 billion economic impact, making the state 10th in the country. Nationally, craft beer accounts for nearly 8 percent of beer sales. And entries into the industry continue, with West Michigan developing a strong reputation for the craft. In 2013, Grand Rapids was named Beer City USA, and Kalamazoo came in second in the international voting.
The KVCC certificate program and associate degree was approved by its board in December. The WMU board gave its approval for the bachelor's degree just days later, and the bachelor's degree was affirmed by a statewide higher education review panel Jan. 15. KVCC students can seamlessly transfer to the WMU bachelor's program, or WMU students may enroll in the KVCC program during their first two years on campus. Regardless of the student pathway, completing the major will require 96 credit hours, including the 30-hour KVCC certificate.

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

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

Economics, Chinese language profs snag Light Center research grants

Contact: Renita Bellmore
March 26, 2015 | WMU News
KALAMAZOO, Mich.—**Dr. C. James Hueng** and **Dr. Xiaojun Wang** are the recipients of the fourth annual Timothy Light Center for Chinese Studies Research grant. Each awardee will receive $3,000 to support a research project and publication.

## ABOUT THE PROJECTS

**Hueng,** a professor of economics, will undertake a project titled "Measuring Real Business Conditions in China." He plans to build a daily business-cycle index for China, with a possible extension to Taiwan. Using the index, he also will revisit Chinese economic issues, including the effects of monetary and fiscal policies on business conditions.

The project will broaden the international aspects of Hueng's research agenda to include Greater China. He plans to build academic connections with Chinese scholars and to showcase Chinese economic studies and research at WMU by submitting articles to China-related economics journals.

**Wang,** a professor of world languages and literatures who teaches Chinese, will work on a project titled "From a Career Map to Career Chinese—Bridging the Gaps Between Language Learning and Career Development." He plans to integrate language acquisition with career development by surveying current students about their career goals and identifying areas of need.

A major focus of Wang's project will be on developing core vocabulary to use in teaching. His goal is to provide Chinese-language teachers with an updated and expanded list of Chinese vocabulary related to career development. Additionally, Wang plans to develop teaching resources about culture and knowledge in the workplace and about how to balance language teaching with cultural awareness and career development.

## LIGHT CENTER GRANTS

Light Center Research grants are awarded annually and provide support to WMU faculty members for research and creative activities that support the study of Greater China.
WMU student team wins national Wege sustainability prize

Contact: Cheryl Roland
March 30, 2015 | WMU News

KALAMAZOO, Mich.—A team of five Western Michigan University students has won the 2015 Wege Prize, besting teams from around the nation in the eyes of an international panel of judges whose task was to assess the teams' ability to use design principles to tackle sustainability problems.

The WMU team captured first place and a $15,000 award March 28 in an event the Grand Rapids-based Wege Foundation calls a "gathering of the brightest collegiate minds in America to solve a truly wicked problem." The second annual transdisciplinary design contest asked teams of five to work collaboratively across institutional and disciplinary boundaries to create a circular economy—a tightly looped, restorative economic cycle where resources can be re-adapted for use without limiting the desirability of products or the loss of revenue.

WMU's team competed under the name Western Sustainers.
THE WMU TEAM

- Max Hornick, public relations major from Kalamazoo.
- Ramon Roberts-Perazza, a civil engineering major from Detroit.
- Kelsey Pitschel, a mechanical engineering major from Hartland.
- Elijah Lowry, a geography and environmental and sustainability studies major from Dearborn.
- Cara Givens, a biomedical science major from Detroit.

The WMU team designed The Local Loop Farm, an agricultural system that exists symbiotically with the surrounding community, using complementary systems to increase economic, environmental and biological effectiveness. Building on research done by WMU's Office for Sustainability, the team used current technology for its design, including hydroponic grow beds, fish cultivation and hot composting. The increased efficiencies achieved allow for the production of fresh, healthy fish and vegetables that are affordable to the community and eliminate many of the negative effects associated with current food production and consumption.

The Western Sustainers were advised by two recent WMU grads Kyle Simpson from Novi and Carlos Daniels from Detroit, as well as Josh Shultz, who is the permaculture coordinator in the Office for Sustainability. The WMU team's design presentation can be viewed at wegeprize.org/western-sustainers.

ABOUT THE COMPETITION

The 2015 competition featured 13 teams of five students, representing a total of 12 different colleges and universities and 45 academic disciplines. Five international sustainability and design professionals returned as judges. In addition to WMU, participating colleges and universities included: Alma College, George Washington University, University of California Berkeley, Ferris State University, Grand Valley State University (four teams), Kendall School of Art and Design, Hope College, University of Michigan, Michigan State University, University of Wisconsin-Madison, Savannah College of Art and Design and Pennsylvania State University.

Second place went to a team from Kendall and Savannah College. Third place was awarded to a team made up of students from Savannah College, Kendall and Penn State.

Judges for the competition were:
The Wege Foundation focuses on local good works that enhance the lives of people and preserve the health of the environment. The five branches of its mission are education, environment, arts and culture, health care and human services.

For more information, visit wegefoundation.com.

College of Education and Human Development

- Department explores studying abroad in Malaysia
- Making a difference in 3-D

Department Explores Studying Abroad in Malaysia

At the University of Malaya.
Dr. Donna Talbot, professor and chair of the Department of Educational Leadership, Research and Technology (ELRT) and Dr. D. Eric Archer, assistant professor of higher education leadership recently traveled to Malaysia to explore study abroad opportunities for masters and doctoral students in ELRT. While in Malaysia, Drs. Talbot and Archer met with many WMU alumni in the country as well as visited several public and private universities including the University of Malaya, Universiti Teknologi Malaysia, Sunway University, Heriot Watt University Malaysia, and IPG Campus Melaka. During this visit, both Dr. Talbot and Dr. Archer participated in a WMU Malaysia alumni association event in Kuala Lumpur. The WMU Malaysia alumni association has over 450 active members and WMU has approximately 2500 alumni from Malaysia.

Drs. Talbot and Archer visited a number of educational and cultural sites including the Kalamazoo Cafe in Kuala Lumpur, Malaysia, cultural sites in Melaka, Malaysia, and the city of Johor Bahru. In addition to exploring a number of cultural highlights in Malaysia, Drs. Talbot and Archer met with university administrators to discuss potential exchange opportunities between WMU and Malaysian universities. The ELRT department plans to take 10 to 15 graduate students to study abroad in Malaysia during the summer I 2016 term.

College of Engineering and Applied Sciences

- [Professor's discovery may one day prevent heart attacks](#)
- [Students develop football helmet that measures impact](#)
WMU Professor's discovery may one day prevent heart attacks

Sunday, March 22, 2015 6:42 a.m. EDT by John McNeill

Engineering Professor James Springstead. (photo supplied by WMU)

KALAMAZOO (WKZO) -- An engineering professor at WMU he has just won a grant from the National Institutes of health to continue pioneering research on a discovery that could lead to the prevention of many heart attacks.

Dr. James Springstead has been studying what happens in the arteries that leads to blockages caused by LDL, the bad cholesterol.

He says he may have discovered a substance that can keep the LDL’s from clinging and accumulating along artery walls.

The $418-thousand N.I.H. grant will help him continue that research and perhaps come up with a drug that can prevent the underlying causes that lead to heart attacks.

Springstead has also bought a significant amount of surplus equipment, much of it from pharmaceutical giant Pfizer, refurbished it and added it to his lab to carry out experiments.

"The medical school is already connected with industry and hospitals," he says. "By starting off on the right foot, by starting off with engineering and medicine with a nice bridge between them, I think we can have something really special here and really unique."

College of Fine Arts

- College of Fine Arts releases new videos, hires new associate dean
- Dancer receives grant to study dance in Panama
Kalamazoo Arts Council grant takes WMU dancer to Panama

Contact: Sandra Hillring
May 20, 2015 | WMU News

KALAMAZOO, Mich.—A passion for dance, a commitment to serve and an idea that began as a class assignment have taken one Western Michigan University dance major to Panama to explore the joy of movement with children in that nation's orphanages and centers for at-risk youth.

Junior Sarah Mills is in Panama City this summer with an organization called Movement Exchange to teach dance. She also has the opportunity to learn about culture, dance and life in that Central American capital city. Upon her return she wants to start a chapter of Movement Exchange at WMU.

CLASS PROJECT BECOMES REAL-WORLD EXPERIENCE

The trip, the chance to work with Panamanian children and an opportunity to start a new chapter of Movement Exchange grew out of a class project in Mills’ dance management course. In that class, she learned to write a grant proposal—something dancers and others in the arts and nonprofit sector depend on to help fund projects.
Her professor, Megan Slayter, later encouraged her to turn the proposal she wrote in class into a realized project, so she officially applied for funding through the Kalamazoo Artistic Development Initiative—KADI—of the Arts Council of Greater Kalamazoo.

"With all the work I put into our class assignment grant, it was really quite simple to turn it in for real," says Mills. "Because of my enthusiasm to make this project a reality, I quickly jumped on the opportunity to apply for the KADI grant, and I could not be more grateful to have received full funding."

The chance to work with Movement Exchange added to her excitement.

"I've always loved entertaining the idea of combining my passions of dance and service," she says. "I love the service aspect of the nonprofit sector, and when I learned about Movement Exchange, I was immediately pulled in."

Mills gained experience teaching children to dance in her hometown of Warsaw, Indiana.

"I love dancing with children because of their natural energy, curiosity and vivaciousness, and I especially love working with children who may not be as privileged as other children," Mills says. "The way their eyes light up getting to do something that they have never done is incredibly rewarding."

Mills, who is pursuing a Bachelor of Fine Arts degree in dance, says that she is getting so much more than she ever imagined out of that dance degree. From learning how many different paths are available in the dance world to gaining a rich knowledge of dance history and getting hands-on technical experience in lighting and staging, as Mills puts it, "We have the privilege of learning it all."

**ABOUT MOVEMENT EXCHANGE**

Movement Exchange was founded in 2011 to create a global community of dancers passionate about local and international outreach. The organization finds success working with university students, who are empowered to have a positive impact on youth through dance—both in their own communities and around the world.

College of Health and Human Services

- [Lecture and conference stress collaboration for health equity](#)
- [Award will study innovative Parkinson’s treatment](#)
• Grad student selected for addictions counselor fellowship
• WMU among grant winners recognized at 'Americas' summit
• Social work professor wins lifetime award from state association
• Social work faculty member awarded for teaching excellence

Lecture and conference stress collaboration for health equity
This past Feb. 11 and 12, over 150 students, faculty, staff and community members gathered at the College of Health and Human Services to learn and share ways to collaborate to build health equity in the community. On those days the college’s Bill Burian University-Community Lecture Series was presented in coordination with the Committee on Diversity and Inclusion’s second biennial conference "Collaboration for Equity: Building a Community that Supports Health Care for All."

Dr. LaQuandra S. Nesbitt presented the Burian lecture and the conference keynote, both on the topic of "Successful Strategies for Interdisciplinary Collaboratives to Achieve Health Equity." Nesbitt, who recently took the position of director of the District of Columbia Department of Health, has considerable experience as a public health administrator, primary care provider, teacher, scholar and researcher. Using statistics, theories, models and real-life examples of successful health equity collaborations, her presentations were informative and inspiring.

After the 8 a.m. keynote, the Feb. 12 conference also included three sessions of concurrent workshops between 9:15 a.m. and 3:15 p.m., with lunch and a student poster presentation at the noon hour.
Awards will study innovative Parkinson's treatment

WMU College of Health and Human Services Director of Research JoAnne McFarland O'Rourke has recently received the 2015 Raymond Bauer M.D. Research Award from the Michigan Parkinson's Foundation. Bauer was a neurology professor at Wayne State University School of Medicine and the founding president of the Michigan Parkinson Foundation. The aim of the award is to help support research and to foster the study of Parkinson's disease among individuals with career interests in neurological disorders.

In addition to her role at WMU, O'Rourke maintains a private neurofeedback and counseling practice and is a student in the WMU interdisciplinary health sciences Ph.D. program. A chief aim of her research is to delineate treatment methods that address comorbid conditions that accompany Parkinson's disease. Those conditions involve physical health, such as gait, balance and fatigue; mental health, such as depression and anxiety; and cognition, such as memory, word-finding and attention. As the conditions combine, it is often difficult for patients and practitioners to sort out comorbidities, including which symptoms take priority and which may be contributing to others.

According to O'Rourke, "The gradually progressive nature of Parkinson's disease, the multiple facets of life affected by the disease, and the proven benefit of early diagnosis and treatment create an urgent need for finding ways to alleviate and delay symptoms for as long as possible."
Her research will include a randomized, controlled study evaluating two neurofeedback treatment protocols; one will address physical symptoms of Parkinson’s disease, while the other will target both physical and mental health aspects of the disease. The study is intended to address the comprehensive nature of the disease and lead to more effective, holistic approaches to treatment, in addition to delineating symptoms that can best be addressed without medication.

Grad student selected for addictions counselor fellowship

Graduate student Princilla Ursery is majoring in clinical mental health counseling and is enrolled in the specialty program in alcohol and drug addiction graduate certification program. Recently, she was selected for the National Board for Certified Counselors Minority Fellowship Program-Addictions Counselors. Her selection from among many qualified applicants demonstrates her impressive experience, commitment, hard work and service to transition-age youth from underserved minority populations.

Ursery currently works full-time as a residential care provider and crisis specialist, providing group therapy, medication management and treatment plans for clients who struggle with suicidal ideation, mental impairment, and/or substance use. She also volunteers as a court appointed special advocate with the Kalamazoo Family Court. In that role, she investigates, assesses and identifies resources for children assigned to her, and reports their needs, wishes and outcomes to the court. In addition, she is an active member and volunteer with the Michigan Association for Infant Mental Health and the National Alliance of Mental Illness, with which she works with families who have a loved one with a diagnosed mental illness.

"My overall goal in working in the mental health field is to help transform the lives of individuals that are disenfranchised and marginalized, especially people of color, through advocacy," says Ursery, "and I firmly believe my role…will be to help provide transitional youth and vulnerable populations with a firm sense of empowerment over their life."
As an NBCC MFP-AC Fellow, Ms. Ursery will receive a tuition stipend of $11,000. Also, all of her costs will be covered for the May 2015 MFP orientation meeting, where she will be recognized and receive a plaque. In accepting the fellowship, she also commits to a minimum of two years of working with adolescents in transition after her graduation.

WMU among grant winners recognized at ‘Americas’ summit

Contact: Jeanne Baron
April 15, 2015 | WMU News

Both Sides of the Fence students and faculty members gather for a group photo with migrant farm workers in Van Buren County, Michigan.

KALAMAZOO, Mich.—Western Michigan University's Both Sides of the Fence study abroad program is one of 10 U.S. university programs that have won the latest round in a grant funding competition aimed at new innovative partnerships that will increase student mobility to and from Latin America, the Caribbean and the United States.

U.S. Secretary of State John Kerry announced the winners of the 100,000 Strong in the Americas Innovation Fund competition April 9. The universities awarded grants were celebrated the following day at a reception during the Summit of the Americas, held April 10 and 11 in Panama City, Panama.
ABOUT 100,000 STRONG IN THE AMERICAS

The 100,000 Strong in the Americas initiative is President Barack Obama's signature education effort in the Western Hemisphere. Its goal is to increase the number of U.S. students studying in the Western Hemisphere to 100,000, and the number of students from Latin America and the Caribbean studying in the United States to 100,000 by 2020.

Funding was granted to only 10 percent of the proposals submitted to the competition, which was open to higher education institutions in all countries throughout the Western Hemisphere and to all fields of study. In a news release about the 10 winners, Steve Vetter, president and CEO of Partners of the Americas said, "100,000 Strong in the Americas continues to demonstrate the desire of institutions to overcome their barriers and work together to build the globally and culturally competent workforce companies increasingly demand."

WMU's Both Sides of the Fence course received a $25,000 grant funded by the Coca-Cola Foundation. Through Santander Universities, Santander Bank, N.A. funded grants to the other competition winners: California State University, Los Angeles; Northeastern Illinois University; Northern Arizona University; Northwestern University; Texas State University; the University of California, San Diego; the University of New Mexico; Virginia Commonwealth University; and West Virginia University.

BOTH SIDES OF THE FENCE

Women in Toreadores, Guanajuato, attend a 2014 Both Sides of the Fence workshop on stress reduction. The 100,000 Strong in the Americas Innovation Fund grant will allow for significant expansion of the Both Sides of the Fence study abroad program piloted last summer by the College of Health and Human Services and funded by the Fetzer Institute in Kalamazoo.
The four-credit course exposes college students from the United States and Mexico to the challenges of migration and its impact on personal and community health. Both Mexican and U.S. students will learn, live and work together in migrant communities in Michigan and rural villages in Guanajuato, Mexico, gaining insight into the immigrant experience, particularly as it relates to nutrition.

Both Sides of the Fence is offered through WMU Study Abroad in the Haenicke Institute for Global Education. To learn more, visit wmich.edu/studyabroad. To apply, contact WMU Study Abroad at (269) 387-5890 or complete the online application available on this office's website.

**THIS SUMMER'S COURSE**

** Bowen**

This summer's course will begin at WMU June 29 and finish in Mexico Aug. 1. The **deadline to apply is Thursday, April 30.** For 2015, the program will involve students from WMU and the Universidad DeLaSalle Bajio in Leon, Mexico. The Community Foundation of the Bajio, a Mexican nonprofit organization working in rural communities affected by migration, will play a supporting role in the project.

"The purpose of this program is to better understand the challenges of Mexican migration from both sides of the fence," says Dr. **Maureen Mickus**, WMU associate professor of occupational therapy and the program's co-director. "We're excited about offering this unique cultural exchange with an important service-learning opportunity, with Mexican and U.S. students learning from each other and working together toward a common goal."

** Mickus**
Students accepted into the course will take part in field visits to Michigan migrant camps and hear presentations from a range of professionals working in migrant services. During their time in Guanajuato, the Mexican and U.S. students will engage in community-service activities in two small, impoverished communities. These activities will include an intergenerational day camp focusing on traditional cooking, healthy eating and exercise.

Questions about the course may be directed to Denise Bowen at denise.bowen@wmich.edu or (269) 387-5316 or to Maureen Mickus at maureen.mickus@wmich.edu or (269) 387-7326.

CRITICAL EDUCATIONAL NEED

WMU student Alma Rosales chats with women in Toreadores, Guanajuato, after conducting a stress reduction workshop.

The growth in America's Latino population continues to outpace the growth in all other minority groups, reports Denise Bowen, WMU assistant professor of physician assistant and the other co-director of Both Sides of the Fence. Moreover, she says, the vast majority of immigrants to the United States are Mexican, with the highest percentage coming from the Mexican state of Guanajuato.

"That's one of the most important U.S. demographic trends, so there's a critical need to educate students, particularly future health care professionals, about the cultural, economic and social impact of migration. Health disparities among Latinos, coupled with a lack of trained, culturally sensitive, Spanish-speaking professionals, already present serious problems in the United States," Bowen says.
"Both Sides of the Fence tries to bridge the gap by preparing students to be informed, compassionate leaders in this complex societal arena. It offers students a two-pronged approach to learning about the challenges of migration, both from people living in Mexico and those who have already migrated to the United States. And, at the heart of this program is the opportunity for U.S. students to develop cultural humility."

**ABOUT THE COMPETITION**

The 100,000 Strong in the Americas Innovation Fund is a public-private collaboration of the White House, U.S. Department of State, Partners of the Americas, and the organization known as NAFSA: The Association of International Educators.

Since launching the Innovation Fund in January 2014, the Innovation Network has grown to 1,300 higher education institutions. Of those institutions, 490 universities from 28 countries have applied for Innovation Fund grants. To date, 48 grants have been awarded to teams of 110 higher education institutions from 16 countries in the Western Hemisphere region.

NAFSA executive director and CEO Marlene M. Johnson said the Innovation Fund offers the most sustainable method to exponentially grow study abroad.

"By challenging institutions to expand and develop their bold ideas to make study abroad the norm, not the exception," Johnson says, "this initiative is building tomorrow's generation of global leaders more effectively than ever before."

**For more information** about 100,000 Strong in the Americas, visit [100kstrongamericas.org](http://100kstrongamericas.org).
KALAMAZOO, Mich.—The Michigan chapter of the National Association of Social Workers is awarding a Western Michigan University professor a Lifetime Achievement Award.

Dr. Linda Reeser will be presented the award during the National Association of Social Workers-Michigan annual conference April 9-10 in Kalamazoo's Radisson Plaza Hotel and Suites. The award is the most prestigious award given annually by the organization to social workers who have spent a career advocating for the profession and their clients. Nominees must demonstrate a continued commitment to the principles of social justice through leadership, education and advocacy.

**COMMITMENT TO SOCIAL JUSTICE**

One nominator wrote that Reeser's career matches the criteria of continued commitment to social justice principles.

"I have been a colleague of Dr. Reeser's for the past 18 years," the nominator wrote. "I have intimate awareness of her important service work within and outside the University, have witnessed her in various leadership roles and observed her teaching and training. She is very hard
working, driven even, to give her very best in all that she does, and social justice is the central focus of her teaching, research and service."

The nominator added that Reeser teaches critical thinking, maintains exceptionally high standards and knows her subjects extremely well and is passionate about them.

"She is masterful at engaging students to think critically by generating compelling question after question to take students from where they are at to two steps beyond what they say," the colleague wrote, adding that Reeser's activities extend far beyond the classroom. Those activities have included serving as director of field education for 18 years and coordinator of the bachelor of social work program. In the community, Reeser is credited with helping to found a massive, coordinated effort to register voters, particularly those living in poverty. She also has a long history of supporting recipient rights and has represented WMU on the Recipient Rights Committee of Kalamazoo County Community Mental Health and Substance Abuse Services Board.

"Dr. Reeser has been an exceptional teacher, advisor and mentor of social work students," the nominator wrote. "Her leadership, service and scholarship have contributed to the competent and ethical delivery of services and enhanced education of social work practitioners and the stature of our profession."

PROFESSIONAL CONTRIBUTIONS

Another nominator noted Reeser's "extensive professional contributions through her teaching, research and service work to the University and greater community."

Reeser received the 2011-12 College of Health and Human Services Teaching Excellence Award, the nominator continued, adding, "she demonstrates exemplary and excellent teaching through her classroom teaching, guidance of students in their field placements, advisory activities and collaborative mentoring activities."

Current and former students and colleagues universally acknowledge Reeser's passion for her courses and her dynamic teaching style, the nominator continued.

"They know her to be a tough, challenging teacher who helps students learn valuable information that will benefit them as professionals," the nominator wrote. "… Her research, teaching and administrative abilities extend beyond the school, college and University to the social work profession and its outreach and impact."
School of Social Work Faculty Specialist II and Coordinator of Field Education Jennifer Harrison has been selected to receive the 2014-15 College of Health and Human Services Teaching Excellence Award based on her teaching skills in all three areas of the award criteria: classroom teaching; creative/innovative work as regards teaching, fieldwork, or supervision; and teaching that involves interdisciplinary or collaborative activity. Support for Harrison’s nomination came from a number of students and colleagues.

As a classroom teacher, Harrison creates an engaging, open and stimulating learning environment, sharing her own challenging experiences with the class in a way that makes her approachable. She is known to bring out the best in students, helping them realize their potential. According to one student nominator, this award recipient is “hands down one of the most influential and inspiring teachers I have been lucky enough to have.”

In her role as field placement coordinator, Harrison has used her creativity and skills to improve the field education curriculum and process, including implementing a new online system that saves a great deal of time and paper, while providing real-time updates to students’ learning activities and progress in the field. She also developed a platform for webinars, document downloads and online chats to help students prepare for and navigate their field experiences.
Harrison is also committed to interdisciplinary, inter-professional and international education, combining these in a study abroad trip which she implemented in partnership with the non-profit Transformational Connections earlier this year. Through the trip to Guatemala’s Lake Atitlan region, participants studied community health and permaculture in Guatemala. In nominating Harrison for the award, a student said of the trip, “While health is the topic, I should make it clear that there were nurses on this trip, a reconstructive surgeon, along with a historian. There was a rich exchange of ideas throughout our days which made me think from a new perspective each time someone lifted an idea.”

In addition to being an excellent, innovative teacher, Harrison is a member of several School of Social Work and College of Health and Human Services committees, a board member with the Martin Michigan public school system, an out-patient counselor, a mother, and a student in the Interdisciplinary Health Sciences doctoral program. Even with all of this, a nominator wrote that she “has a lot of life, vitality and energy to give…She obviously loves her job and takes it very seriously.” Another nominator added that she “is a role model for me. She is really an excellent teacher in my opinion. I look forward to learning so much more from Jennifer Harrison!”

Selected from among four nominees, Ms. Harrison will receive a monetary award and will be honored at a faculty/staff recognition celebration on December 4, 2015.

Extended University Programs

- **WMU-Muskegon to offer interdisciplinary health services degree starting fall 2015**
- **WMU-Grand Rapids students move downtown during Beltline renovation**

Haworth College of Business

- **Sharing Perspectives of Business**
- **WMU sales students take third at national sales competition**
- **WMU and APICS to offer supply chain management lunch workshops**
- **WMU sales program nationally recognized for excellence**
- **WMU's Food Marketing Conference celebrates 50th anniversary**
Sharing Perspectives of Business

Last year, India launched an ambitious mandate requiring companies to give two percent of their net profits to charitable causes as a means to share the cost of development in support of India’s growing economy. Businesses and non-governmental organizations are now establishing how this law will be implemented locally.

Seizing an opportunity to investigate the evolving role of business in society in India, a group of WMU business students led by Dr. Tim Palmer, professor of management, toured parts of India with business and social work students and faculty from Christ University in India and Griffith University in Australia, who teamed up on not only the logistics of the trip but also the curriculum.

“Our goal was to expose students to the spectrum of social stratification across India, giving them the opportunity to critically analyze the role of business in society,” says Palmer.

The trip was purposefully designed to focus on corporate social responsibility by integrating social work with business perspectives. “The insights of these two diverse groups were invaluable to helping understand the depth of the social challenges in India that business can help address,” adds Palmer.

During this short-term study abroad course, students toured one of India’s largest and fastest growing cities, Bangalore (officially known at Bengaluru); attended and participated in cultural
events; and visited non-governmental organizations as well as businesses to learn the many forces at work in this expanding economy.

“India has the opportunity to make change on a very large scale, and businesses are poised to do that,” says Audrey Frank, who graduated with a B.B.A. in accountancy in December.

That change is taking place in many ways. “Whether we were visiting schools and programs trying to ensure that children made their way through school and on to higher education or work, or companies such as Infosys with a state-of-the-art global education center, we saw a strong focus on the development and long-term success of individuals,” says Joseph Williams, a WMU electronic business marketing major.

During the trip, students toured a mix of large and small companies that are conducting business while remaining mindful of the world around them. “From the microenterprise, Anuspandhana, that uses recycled materials to create and sell products from a small room to Akshaya Patra, which mass-produces healthy meals for 1.3 million school children daily, we saw a wide range of roles that business can play,” says Williams.

Students were also exposed to societal issues and learned about their influence on the business environment in India. According to Palmer, it was an important challenge for the group to see, firsthand, the living conditions experienced by segments of the global population, often referred to as those at the “bottom of the pyramid.”

“Seeing people live in harsh conditions was eye opening but really sad,” says Ryan Bird, who studied management and interdisciplinary health sciences, and also graduated in December. “With that said, the people that we crossed paths with were hopeful and positive about India’s corporate social responsibility initiatives.”

Students also noted social issues impacting operations. They learned how in Bangalore women are barred from manufacturing jobs after 6 p.m. due to safety concerns and how this impacts the human resources practices of manufacturers in India that require 24-hour production.

The key challenge of the trip was the pace. The two-week trip was filled with opportunities to examine both corporate structures and social issues in India. Highlights included visits and tours of the following:

- Parikrama Humanity Foundation (non-governmental organization)
- Sustainable Development and Green Building
• Visit to BOSCO Mane (non-governmental organization)
• Visit to Janakiramnagar Community (non-governmental organization)
• Visit to Anuspandana- A Microenterprise setup
• Visit to Hosekote Village
• Tour of the colonial city of Mysore
• Visit to Infosys Limited
• Visit to Company Himalaya Drug Ltd.
• Visit to Toyota Manufacturing
• Visit to Dell Call Center
• Cultural Program by Christ University students
• Presentations by participating faculty and students from all three universities

WMU sales students take third at national sales competition

Contact: Mark Schwerin
April 22, 2015 | WMU News

From left: Kirk, Eckert and Kobliska
KALAMAZOO, Mich.—A team of sales students from Western Michigan University has captured third place out of 67 teams competing in a prestigious national sales competition, with one WMU student finishing second overall.

This marks the eighth top-10 finish and the sixth top-five finish in the 11 years WMU students have competed in the National Collegiate Sales Competition. The annual competition is hosted by Kennesaw State University in Kennesaw, Georgia, and is widely regarded as the nation's largest and most competitive university sales competition.

Ted Kirk of Walled Lake, a senior graduating in May, was awarded $1,500 for coming in second on the individual level out of 134 students. Fellow WMU senior Steve Kobliska of West Bloomfield, who also is graduating in May, finished in the top 25.

ABOUT THE COMPETITION

The event consists of a tournament where students compete to move on to the next round. Kobliska made it to the quarterfinals and finished as one of the top 24 students. Kirk moved all the way to the final four before finishing second. The students were coached by Dr. James Eckert, associate professor of marketing.

"The National Collegiate Sales Competition is a great way for the Sales and Business Marketing Program to go toe to toe with the other top university sales programs and see how we stack up," Eckert says. "Once again this year, we were able to show we are an elite national program."

Each round has a different scenario so the students must be highly prepared and adaptive to move successfully through the rounds. Judges are industry professionals and sales faculty.

PRACTICE AND MORE PRACTICE

Since mid-January, Kirk and Kobliska have been meeting twice a week with Eckert, oftentimes more, for practice, Eckert says. They also have put countless hours in on their own.

"Ted and Steve could not have represented what selling the WMU way is all about any better," Eckert says. "They were adaptive, relationship focused and smartly persistent. Throw in calm under fire and actually fun to be with and it was no surprise they did so well."
WMU and APICS to offer supply chain management lunch workshops

KALAMAZOO, Mich.—Organizations of all sizes and industries will receive much-needed operational help thanks to two leaders in supply chain management who will join forces to offer focused, best-practice training in a series of lunch and learn workshops.

Western Michigan University's Center for Integrated Supply Management and the APICS Southwest Michigan Chapter will offer a series of supply chain workshops that target supply chain management topics such as operations management, demand forecasting, inventory management, sales and operations planning, warehousing, logistics and many other related topics.

The coursework will provide organizations with an opportunity to enhance the expertise of their supply chain professionals, specifically, and improve overall supply chain performance in the process. The courses will provide practical knowledge and take-away tools that will enable participants to implement supply chain best practices immediately.
ABOUT THE WORKSHOPS

The three-hour workshops will take place every other Thursday from 11 a.m. to 2 p.m., starting May 21 and will continue throughout the year. All workshops will be held at WMU’s Fetzer Center. Affordably priced at $99 per participant, each workshop includes instruction, course materials and lunch. These workshops will count toward three hours of continuing education for APICS certifications as well as many other industry certifications.

The courses are being taught by Ken Jones, director of executive education and instructor of integrated supply management at WMU's Haworth College of Business, and Mike Manchester, vice president of education for APICS Southwest Michigan Chapter and supply chain manager at Pfizer. Together, they have more than 45 years of supply chain leadership experience with such companies as Hewlett-Packard, Ford Motor Co., Rolls-Royce and Pfizer. Other WMU integrated supply management faculty and APICS-certified instructors, each with multiple APICS certifications and many years of experience, will teach workshops in their areas of expertise alongside Jones and Manchester.

“We are very excited to have this opportunity to work with our long-time partners at Southwest Michigan APICS and to launch this affordable and accessible suite of supply chain management workshops,” Jones says. “Both organizations see a real need in industry for continual education around operations and supply chain best practices in a format that doesn’t drain the corporate wallet or take an inordinate amount of time away from the office. We have developed the perfect blend of both with these lunch and learn workshops.”

For more information on dates and location, please contact Jones at (269) 387-4143 or visit APICS Southwest Michigan Chapter's website at apicsswmi.com/index.php.

ABOUT WMU'S ISM PROGRAM

Ranked No. 5 in undergraduate supply chain education by Gartner, a leading information technology research and advisory company, and No. 2 in the nation for emphasis on teaching technology, software and quantitative tools by Software Advice, WMU's ISM program has been recognized nationally by several organizations and publications for its leadership in preparing students for careers in supply chain management. WMU's curriculum combines engineering, information technology, logistics, supply chain and business education. The program also includes Bronco Force Solutions Teams, which give students experience in business consulting with companies on their supply chain challenges. The WMU Center for Integrated Supply Management was established in 2014 by the Haworth College of Business.
ABOUT APICS

APICS is a not-for-profit international educational organization respected throughout the world for its education and professional certification programs. With more than 70,000 individual and corporate members in 20,000 companies worldwide, APICS is dedicated to using education to improve the business bottom line.

ABOUT APICS SOUTHWEST MICHIGAN CHAPTER

Established in 1962 as the Kalamazoo Valley Chapter of APICS, the chapter provided a forum for manufacturing professionals to learn from one another and overcome industrial challenges.

Currently, the chapter serves several hundred professionals across the nine counties in southwestern Michigan by providing monthly professional development meetings, educational courses, plant tours, employment resources, problem solving and professional networking. The local chapter also has an Affiliate Student Chapter with WMU and collaborates with Glen Oaks Community College and Southwestern Michigan College to deliver APICS education.

WMU sales program nationally recognized for excellence

Contact: Alyssa Benson
May 7, 2015 | WMU News

KALAMAZOO—The Western Michigan University sales and business marketing program has once again been identified by the Sales Education Foundation as a top sales program among universities.

This is the ninth consecutive year that WMU’s sales program has been recognized by the foundation for preparing students for careers in professional selling and helping elevate the sales profession. With 280 students and more than 1,500 alumni, the program is one of the largest in the country.

Consistent with the average reported by the Sales Education Foundation, more than 90 percent of WMU sales and business marketing graduates find full-time careers in their field within six months of graduation. The WMU sales program is regularly lauded for its achievements in a number of areas.
PROGRAM HIGHLIGHTS

- **Student competition successes**—Teams from WMU have placed in the top 10 at national sales competitions more than 17 times, and recently placed third at the 2015 National Collegiate Sales Competition with one student finishing second overall.

- **Harold Zeigler Interactive Sales Lab**—The program includes role-plays in the state-of-the-art Harold Zeigler Interactive Sales Lab.

- **Sales and Business Marketing Association**—The association is one of the largest and most active student organizations in the college with more than 125 members. The SBMA engages with industry by hosting an employer at each weekly meeting.

- **Study abroad**—Sales students are one of the largest groups at WMU to study abroad, gaining a global perspective on business.

- **National recognition**—The program is listed as No. 1 on the list of Top U.S. Sales Schools by study.com.

"We are very proud of the continued recognition of our sales and business marketing program being named one of the best in the country according to the Sales Education Foundation," says Dr. Steve Newell, professor of marketing and a member of the sales faculty. "Our excellent reputation is achieved through our most rigorous curriculum, excellent facilities, top faculty, and some of the best and highly motivated students in the country. We will continue to work hard to maintain our status as the best sales and marketing program in the country."

**For more information** about the major, visit wmixh.edu/marketing/academics/sbm or contact Newell at steve.newell@wmich.edu or (269) 387-6166.
WMU's Food Marketing Conference celebrates 50th anniversary

Contact: Stacey Markin
February 25, 2015 | WMU News

Hundreds attend the Food Marketing Conference each year.

KALAMAZOO, Mich.—Western Michigan University’s highly respected Food Marketing Conference will celebrate its 50th anniversary Monday and Tuesday, March 16 and 17, with a conference program that "rivals any in the history of the event," according to Dr. Frank Gambino, professor of marketing and director of the food and consumer package goods marketing program.
The two-day conference will be held at the Radisson Plaza Hotel in Kalamazoo and will feature presentations and sessions on current hot topics in the food and consumer package goods industries. Registration is ongoing at foodmarketingconference.com.

An industry standard, the conference annually attracts more than 600 industry leaders to the Kalamazoo area from across the United States. Continuing that tradition, this year's conference will feature Al Carey, chief executive officer of PepsiCo Americas Beverages, as a keynote speaker. Few business leaders have seen more than Carey who has had a 30-year career, spanning the industry across brands and through various functions. He became CEO of PepsiCo Americas Beverages in 2011 and will speak about his unique vantage point on leadership and the industry.

CONFERENCE PRESENTATIONS

- **Yolanda Conyers**, bestselling author, speaker, and vice president of global human resources operations and chief diversity officer at Lenovo, will speak on "Managing Culture and Diversity to Drive New Business Growth."

- **Leslie Sarasin**, president and chief executive officer of the Food Marketing Institute, will give a presentation titled "State of the Food Industry: What is Keeping Retailers Up at Night."

- A conference favorite, the "Executive Forum" moderated by **Paul Madura**, former senior vice president and general manager, H-E-B Food-Drugs, features executives from Procter & Gamble, Jewel, Bi-Lo, Meijer, Kraft and J.M. Smucker and will address industry concerns on the economy, changing retail landscape, the consumer and technology.

- Following the executive forum, **Dr. Fred Johnson**, founder and chief executive officer of InitiativeOne, will speak about "Developing the Next Generation of Leaders."

Following Carey’s Tuesday morning featured presentation, two executives from Emerge, **Mark Dickinson**, managing partner; and **Perry Seelert**, strategic partner; will present a mid-morning session on "Being Remarkable," followed by entrepreneur, chief executive officer, author and speaker **Josh Linkner**.

Ten breakout sessions on Tuesday cover topics such as reimagining the center store, marketing to millennials, promotions in the mobile age and the transforming shopper.

**Dennis Eidson**, president and chief executive officer of SpartanNash, will be the closing speaker following a luncheon on Tuesday.
ABOUT THE CONFERENCE

Now in its 50th year, the WMU Food Marketing Conference brings leading industry speakers from around the country to Kalamazoo to share the latest developments in the industry. The conference is a nonprofit event that supports scholarships and programs for unique educational experiences for WMU food marketing students.

For more information about the event, visit the conference website or call the conference hotline, (269) 387-2132. To arrange media coverage, contact Stacey Markin at (269) 387-6936.

Lee Honors College

- Medallion Alumna, Medallion Student
- WMU students trace Disney's path to fame

WMU Students Trace Disney's Path to Fame

By SEHVILLA MANN - MAY 28, 2015

Western Michigan University students with a piece of the set from "The Gnome-Mobile" at the Gilmore Car Museum
CREDIT SEHVILLA MANN / WMUK
The name Disney means more than just entertainment to a group of Western Michigan University students. This summer they’ll trace Disney Company founder Walt Disney’s life and career in a trip that will take them across the country. And they’ve made one stop in advance near Kalamazoo.

A report on WMU students traveling in Walt Disney's footsteps

At the Gilmore Car Museum in Hickory Corners, tour guide Fred Colgren stands what appears to be the backseat of a giant car. It’s a set piece from the 1967 Disney movie “The Gnome-Mobile.” Colgren explains how it got there.

"Donald Gilmore had a home out in Palm Springs California and one of his neighbors was Walt Disney. And they became really good friends and Disney came to the museum a number of times," Colgren says.

The back seat is a rare gift, as Disney usually keeps or re-uses its sets. Disney group leader Chris Tremblay says that while everyone knows Walt Disney name, few realize how he struggled to establish a successful movie company.

"He only has one year of high school education, did not go on to college, and so it was really his passion that drove him but he also had a lot of ideas," Tremblay says.

The group will make stops everywhere from Disney’s birthplace in Chicago to Kansas City, Missouri, where Disney launched his career. The tour concludes in Los Angeles. Along the way, junior Elizabeth Blasko says each student gets a turn teaching.

"My day is the last day in Los Angeles, that I get to be the expert, when we’re going to the Walt Disney studios and the archives. And I’m really excited to dig deeper into the research on that," she says.

The group departs in July.
University Libraries

- WMU Libraries celebrate National Poetry Month

WMU celebrates poetry in April

Contact: Deanne Puca

April 2, 2015 | WMU News

KALAMAZOO, Mich.—Western Michigan University is celebrating National Poetry Month with more than 25 events in April. All are free and open to the public.

EVENTS

Ongoing in April

- Historic poetry display from Archives and Regional History Collections at Zhang Legacy Collection Center.

- International poets posters presented by WMU international students of poets from their home country. Display is rotated between Waldo Library, Swain Education Library, and Maybee Music and Dance Library.
- Study abroad poster display, WMU students present their experience with study abroad, and posters are displayed and rotated between Waldo Library, Swain Education Library, and the Maybee Music and Dance Library.

- Poetry table games, poetry composing, snap it, post it with #WMUlibNPM2015. Each of the four libraries will have tables with different themes where visitors can create poetry or see what others have written.

- Poetry broadsides displays, poetry art pieces on display from the Kalamazoo Book Arts Center in the Waldo Library Atrium and Maybee Music and Dance Library.

    **Wednesday, April 1**

- Kick-off poetry and music, graduate wind quintet and six poetry readers and writers, 1 p.m., third floor, Waldo Library Meader Room.

- Beat poetry, poetry of Allen Ginsberg and Gary Synder, 3:30 p.m., Music and Dance Library, third floor, Dalton Center.

    **Thursday, April 2**

- Collegiate Singers, the poetry of song, 2 p.m., Waldo Library Atrium.

    **Monday, April 6**

- Poetry study break, surrealist poetry activities, 2 to 4 p.m., first floor, Waldo Library.

- Woodwind poetry, woodwind quintet, 4 p.m., Swain Education Library, Sangren Hall.

- Poetry of Piano, Michael Zutis, piano, 10 a.m., Lee Honors College Lounge.

    **Tuesday, April 7**

- University Chorale, multi song pop-up sing, 11 a.m., Waldo Library Atrium.

- Poetry study break, dadaist poetry, cut up poetry, 2 to 4 p.m., first floor, Waldo Library.

    **Wednesday, April 8**

- Poetry study break, poetry open microphone, reading of original work, 3 to 5 p.m., first floor, Waldo Library.

- Poetry pop up, Danielle Snow reading, 11 a.m., Maybee Music and Dance Library.

    **Thursday, April 9**

- Poetry study break, structured poetry activities, 2 to 4 p.m., first floor, Waldo Library.
• Woodwind poetry, woodwind quartet, Vizcarra, 3:30 p.m., Maybee Music and Dance Library.

**Friday, April 10**

• Poetry of piano, Somi Yoon, piano, 2 p.m., Lee Honors College Lounge.

• Poetry of horn, Lin Foulk, associate professor of horn, and students, 2:30 p.m., Education Library, Sangren Hall.

**Tuesday, April 14**

• Spanish poetry readings, 11 a.m. to 12:15 p.m., first floor, Waldo Learning Commons.

• Hyakunin Isshu poetry game, noon to 1 p.m., Maybee Music and Dance Library.

**Wednesday, April 15**

• Spanish poetry readings, 11 to 11:50 a.m., Music and Dance Library.

• **Canceled:** CELCIS poetry readings, international poetry in its native language read by WMU Center for English Language and Culture for International Students. Translations provided. 1:30 to 2:30 p.m., lower level, Waldo Library.

• Poetic closing reception, readings by World Languages and Literature, Jeff Abshear of Kalamazoo Book Arts Center, 3 p.m., third floor, Waldo Library Meader Room.

**Thursday, April 16**

• Poetry of piano, Michael Zutis, piano, 10 a.m., Lee Honors College Lounge.

**Friday, April 17**

• Poetry of tuba, Chance Trotman-Huiet, 11 a.m., Education Library, Sangren Hall.

*For more information, visit [wmulibraries.blogspot.com](http://wmulibraries.blogspot.com) or call (269) 387-5202.*