



# Western NEWS

MARCH 26, 2009  
volume 35, number 13

For and about WMU faculty and staff

## Campus sustainability report available

After nearly a year of work, the President's Universitywide Sustainability Committee has published its long-awaited, 20-page "Strategic Sustainability Initiatives Report," which provides a baseline for campus greening efforts and identifies opportunities for new initiatives.

The report includes findings about WMU's current status and recommendations on which the University can focus its future course of environmental stewardship. It is available online at [www.wmich.edu/sustainability](http://www.wmich.edu/sustainability) as a PDF.

## Finals Finish volunteers needed

This year's Finals Finish is set for 6 to 11 p.m. Tuesday, April 21, in the Student Recreation Center as well as various other venues around campus. As a way to promote student success, members of the WMU and local communities are encouraged to help with both publicizing and staging the free event for students.

Volunteers are needed to work two-hour shifts from 6 to 8 p.m. or 8 to 10 p.m. and will receive a free Finals Finish T-shirt. Go to [www.finalsfinish.wmich.edu](http://www.finalsfinish.wmich.edu) to volunteer or obtain more information.

## Fidelity scheduling appointments

Personal consultations with Fidelity investment advisors are available in 207 Bernhard Center March 30 and April 8, 13 and 14. To schedule an appointment, visit Fidelity online at [www.fidelity.com/atwork/reservations](http://www.fidelity.com/atwork/reservations) or call (800) 642-7131, Monday through Friday, 8 a.m. to midnight.

## Student engagement survey starting

WMU is participating in the 2009 Faculty Survey of Student Engagement, a national research project that studies faculty perspectives on student engagement. The survey period will begin at the end of this month and run through June 1. All faculty members will receive detailed information about the survey from the company that is hosting this research project.

The survey collects information through anonymous online responses and takes only 15 minutes to complete. It will help identify areas of strength at WMU, as well as aspects of the undergraduate experience that may need attention. For more information, contact Eileen B. Evans, at [eileen.evans@wmich.edu](mailto:eileen.evans@wmich.edu) or 387-2314.

## Faculty grant applications due April 16

Applications for this year's Faculty Assessment Grants are due by Thursday, April 16. Grants are awarded for research projects that contribute to student learning and engagement and are worth up to \$5,000 each. Read the story at [www.wmich.edu/wmu/news/2009/02/069.html](http://www.wmich.edu/wmu/news/2009/02/069.html) for complete details.

## Public invited to participate in conference

The ethics of enhancing human capabilities with such technology as bionic limbs and neural chip implants will be the focus Saturday and Sunday, March 28-29, when the Nanoethics Group holds a long-awaited conference at WMU.

The event begins each day at 8:45 a.m. in WMU's Fetzer Center and concludes at noon on Sunday. In an unusual move for an academic conference, organizers are welcoming interested members of the public to attend without charge.

The conference will focus on the ethical and social impacts of human enhancement technologies that may give significant advantages to individuals in sports, the military, academia and other employment areas.

"Who wouldn't want to be stronger, smarter and healthier—which is what we strive for now through exercise, academics, diet and medicine?" asks Dr. Fritz Allhoff, philosophy. "But using new, powerful technologies to achieve the same result seems to push our bodies and minds beyond their natural limits, opening the possibility of unintended or unforeseen results and harms."

The conference is being organized by faculty from WMU, California Polytechnic State University, Dartmouth College and the University of Delaware. Allhoff, who co-founded the Nanoethics Group, is the event host and a co-organizer.

The conference caps off a three-year nanoethics initiative funded by the National Science Foundation. Allhoff and Dartmouth's James Moor were 2006 recipients of \$250,000 of foundation funding for a series of studies and events culminating in the WMU conference. They are expected to issue a report on their recommendations to the foundation this coming fall.

Go to the conference Web site at [www.humanenhance.com](http://www.humanenhance.com) for registration information and the full lineup of speakers.

## Keep on truckin'—

Tall vehicles such as school buses and delivery trucks keep hitting and damaging the canopy structure in front of the Bernhard Center. Previous clearance-height signs failed to register for some drivers, so Eleonora Y. Philopoulos in physical plant-remodeling services says WMU is trying something new. March 17, workers installed a padded traffic control arm at the beginning of Archer Drive and a yellow flashing light on the southeast corner of the canopy. Walkers and people driving normal-size vehicles can easily pass under the traffic control arm. But those driving tall vehicles will be forced to slow down and proceed with caution, as their vehicles will push open the arm. Once these vehicles pass through, the arm will automatically swing back to its original position. (Photo by Jeanne Baron)



## Nobel Peace Prize winner slated to speak at WMU

Nobel Peace Prize winner Jody Williams is the featured guest at this year's Great Lakes PeaceJam Conference Friday, March 27, at WMU.



Williams

Williams, the 1997 co-recipient of the Nobel Peace Prize for her work in the banning and clearing of landmines, will give a public address at 7:30 p.m. in the South Ballroom of the Bernhard Center. Tickets to attend are \$10 at the door and \$5 for students.

Her talk, "Creating True Human Security," will kick off the conference, which continues with other events Saturday and Sunday, March 28-29, that are not open to the public.

Serving as the chief strategist for the International Campaign to Ban Landmines, Williams wrote and spoke exclusively on the need for a total international ban on landmines. In a little more than five years, she and the ICBL achieved their goal of raising public awareness about landmines and affecting a landmine ban. In recognition for their efforts, the Norwegian Nobel Committee named Williams and the ICBL as co-recipients of the 1997 Nobel Peace Prize.

Following her March 27 talk, hundreds of high school-aged children throughout Michigan, Illinois, Indiana and Ohio will spend two days with Williams during the PeaceJam conference.

# Around Campus

## Red Cross executive to give talk

Catherine McNulty, chief executive officer of the Greater Kalamazoo Area Chapter of the American Red Cross, will be the featured speaker Friday, March 27, as part of the Keystone Community Bank Breakfast Speaker Series. McNulty's talk on "Your American Red Cross Today" begins at 7:30 a.m. in the Dean's Conference Room of Schneider. Call 387-5050 to make reservations, which are required.

## Environmentalist slated to speak

Josh Dorfman, author of "The Lazy Environmentalist," will speak on "It's So Easy Being Green" from 6 to 8 p.m. Friday, March 27, in 2304 Sangren. "Not everyone can harvest rainwater and brew their own biofuels, but there is no reason each of us couldn't take a few small, easy steps to help the environment," says Joe Orchanian, chair of Students for a Sustainable Earth, which is sponsoring the program.

## Cool Special Olympics fund-raiser set

The WMU community is invited to take the plunge into the icy waters of a makeshift glacial pool in Lawson Ice Arena to raise money for Special Olympics Michigan. Participants in the Law Enforcement Torch Run Polar Plunge will plunge into a four-foot deep pool Saturday, March 28, to meet a fund-raising goal of \$10,000.

Registration begins at 11 a.m., and the plunge begins at noon along with a costume parade. Swimmers are encouraged to wear their favorite costume, with the winner of the best costume taking home the Golden Plunger Award. An award and post-plunge party will begin at 12:45 p.m.

A registration fee of \$50 is required to plunge, and plungers are encouraged to seek pledges from family and friends. WMU President John M. Dunn has issued a challenge this year for Broncos to raise \$5,000 and compel him to take his own plunge. A Web page has been set up for his challenge at [www.firstgiving.com/presidentdunn](http://www.firstgiving.com/presidentdunn). Go to [www.somi.org](http://www.somi.org) to register for the event.

## Talk to focus on banking industry

James H. Duncan Sr., retired chairman and CEO of First National Financial Corp., will discuss "Banking's changing face: A former CEO's insights on growth, credit cards and careers" at 5 p.m. Tuesday, March 31 in Schneider. Those planning to attend are encouraged to register by Friday, March 27, at [monique.haley@wmich.edu](mailto:monique.haley@wmich.edu) or 387-5050.

## IT Forum registration deadline nears

The registration deadline is approaching for the eighth annual Information Technology Forum. The forum will run from 7:30 a.m. to 3:50 p.m. Friday, April 3, in the Fetzer Center, and the registration deadline is Tuesday, March 31.

This year's forum will explore the next generation of IT education and student career opportunities for the 21st century. Go to [www.wmich.edu/business/itforum](http://www.wmich.edu/business/itforum) to register or obtain more information.

## Emeritus to give presentation

Frank Wolf, emeritus in industrial and manufacturing Engineering, will present "Personal Thoughts on the Past and the Future of the College of Engineering" at 2 p.m. Wednesday, April 8, in Walwood Hall's Heinig Emeriti Lounge.

## Artist's work selected for exhibition

Indrani Gall, art, is one of about 30 artists worldwide to have her work accepted for inclusion in the sixth annual exhibition "Erasing Borders: Passport to Contemporary Indian Art of the Diaspora."



Gall

The exhibition, which is organized by the Indo-American Arts Council, explores the contributions of artists whose origins can be traced to the Indian Subcontinent. It began touring New York City's boroughs, New York State and other parts of the country in February and will be on tour through October.

She is a printmaking expert who now engages in diverse art practices while serving as a part-time instructor for WMU's Frostic School of Art as well as an instructor for the Kalamazoo Institute of Arts' Newman Art School. A native of India, Gall currently focuses her art on forced migration, genocide and ethnic cleansing issues.

Marketing prof receives service award

Frank M. Gambino, marketing, has received the Distinguished Service Award from the Michigan Food and Beverage Association, an organization that represents more than 21,000 businesses employing more than 160,000 people.



Gambino

The award was presented during WMU's 44th annual Food Marketing Conference held March 23-24 in Kalamazoo. Gambino was cited for the distinguished service he has provided to Michigan's food industry and to WMU and its Food and Consumer Package Goods Program, which he directs.

Gambino also organizes and leads the annual food marketing conference. Prior to joining the faculty in 1984, he accrued more than 15 years of experience in the retail food industry. He received a Teaching Excellence Award from WMU in 1999.

## Researchers tackle 'orphan disease'

Charles Ide, biological sciences and environmental studies, is working with colleagues at Vanderbilt University to



Ide

help those suffering from multiple system atrophy or MSA, a rare degenerative neurological disorder.

The research has been promising enough to prompt WMU and Vanderbilt to join forces to launch a pilot study that they hope will provide the basis for an early MSA diagnosis tool. To generate awareness and raise funds for that research, Fernando Bryant of the Super Bowl champion Pittsburgh Steelers hosted a charity event March 20 in Nashville, Tenn.

Ide, the Gwen Frostic Professor of Environmental Biology, has been using gene expression techniques to study MSA and is leading WMU's work on the disease. He came to the University in 1999 and directs the Environmental Institute as well as the Environmental Research Center.

## Exchange

**For sale**—Enjoy privacy and nature out every window in this unique setting with only seven other condos. Seven minutes from WMU and two miles from Meijer on West Main. This 4-year-old condo features an open floor plan, two bedrooms, three full baths, a den, four Velux skylights, three-sided Ventilator fireplace, ceramic floors, two-car

attached garage, walkout basement already studded and insulated, and large deck. Priced to sell at \$195,000 with low monthly maintenance fees. Call 267-7855.

**For sale**—One story, two-bedroom home located at 530 Commonwealth two miles from main campus. Finished basement, 1.75 baths, 1,200 finished square feet, newly finished hardwood floors, 1.5-car garage, fenced back yard with new deck, high-efficiency gas heat and hot water, new windows. All appliances stay; recently inspected. \$90,000. Call Thom Myers at 349-4576.

**For rent**—Relax for a week in South Haven at the great rate of \$1,100 per week. Rent an additional week and save even more money! This Lake Michigan beachfront condo will sleep up to five, has a pool, and is within walking distance to downtown. Call 323-3198.

## Jobs

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



volume 35  
number 13

EDITOR: Jeanne Baron. CONTRIBUTORS: Tonya R. Durlach, Deanne Molinari, Thomas A. Myers, Cheryl P. Roland and Mark E. Schwerin. GRAPHIC DESIGN: Tammy M. Boneburg.

WESTERN NEWS (USPS 362-210) is published by the Office of University Relations, Walwood Hall, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433, every other week during the fall and spring semesters and Summer I session. Periodicals postage paid at Kalamazoo, MI 49008-5165.

POSTMASTER: Send address changes to *Western News*, Office of University Relations, Western Michigan University, 1903 W. Michigan Ave., Kalamazoo, MI 49008-5433.

**DEADLINE:** Items to be considered for publication should be submitted to the Office of University Relations by 5 p.m. Friday the week preceding publication. Spring session publication dates are **Jan. 8 and 22, Feb. 5 and 19, March 12 and 26, and April 9**. Items may be submitted by mail, fax (387-8422) or e-mail [jeanne.baron@wmich.edu](mailto:jeanne.baron@wmich.edu).

WMU is an equal opportunity/affirmative action employer consistent with applicable state and federal laws.



WESTERN MICHIGAN UNIVERSITY



## Faculty, staff encouraged to attend diversity lecture

Issues related to Asian stereotypes in Hollywood, Asian-American parental pressure and the “model-minority myth” will be addressed during Kalamazoo’s 11th annual “Respecting Differences” program Tuesday and Wednesday, March 31-April 1.

This year’s program is a lecture titled “Exclusion to Inclusion” and features BD Wong, who is known to millions of TV viewers as Dr. George Huang, the forensic psychiatrist on NBC’s “Law and Order: Special Victims Unit.” The lessons Wong has learned in order to survive and excel in a vocation filled with racism and rejection give him a keen perspective on diversity.



Wong

All WMU employees are encouraged to attend his free talk, which will be presented from 1:30 to 3 p.m. Tuesday, March 31, and repeated from 9:30 to 11 a.m. Wednesday, April 1. Both presentations will include on-stage American Sign Language translators and be held in Chenery Auditorium, 714 S. Westnedge Ave. in Kalamazoo.

A shuttle will provide transportation to and from Chenery. The shuttle will be in front of the Seibert Administration Building and picking up riders at about 12:45 and 1 p.m. on Tuesday and 8:45 and 9 a.m. on Wednesday. For those who will be driving, ample parking is available behind Chenery and on adjacent streets.

## WMU launches campuswide Girl Scouting initiative

Students as well as faculty and staff members with current or former connections to Girl Scouting are being asked to lend their insights and consider becoming involved in a campuswide initiative to strengthen the ties between WMU and Michigan’s Girl Scouts.

To learn more about the initiative, those with Girl Scouting connections are invited to an information session and pizza party from 5 to 6:30 p.m. Tuesday, March 31, in 208 Bernhard Center.

According to Bob Miller, community outreach, the University is in conversations with the Heart of Michigan Council in Kalamazoo, which oversees the activities for all of Michigan’s nearly 40,000 Girl Scouts.

“There’s a growing realization that as a University, we can offer resources that will allow the council to experiment with some ideas that could become best practices for the development of young women in the scouting movement nationwide,” Miller says.

## Fierro tapped to direct WMU-Southwest campus

An experienced academic and admissions counselor with a strong track record of working with community colleges has been named director of WMU’s Extended University Programs campus in Benton Harbor.



Fierro

George E. Fierro, director of academic advising for the College of Aviation, was tapped to head the WMU-Southwest Campus, effective Feb.

23. He replaces Leonard Seawood, who is now dean of academic outreach at the University of Central Arkansas.

Fierro came to WMU in 1990 as an admissions counselor and was promoted to director of academic advising for the aviation college nine years later. Since 2006, he also has been a part-time instructor in the Department of Family and Consumer Sciences.

Prior to joining WMU’s staff, Fierro served for a year as an assistant director of admissions at Hope College and for four years as a sheriff’s deputy in Allegan County Michigan, where he spent much of his time developing and implementing educational adolescent crime prevention programs for schools, communities and families.

## Staffers to be recognized

Eleven staff members have been selected to receive WMU’s 2008-09 Make a Difference award for spring, along with \$250 and a commemorative certificate.

The semiannual awards are given out each fall and spring. The latest round of recipients will be honored during an awards reception at 2 p.m. Monday, April 20, in the President’s Dining Room of the Bernhard Center.

Members of the University community are invited to attend the reception and help recognize these exceptional staffers.

The employees being honored for spring are: William Arbogast, Sindecuse Health Center; Douglas Carney, Division of Student Affairs; Linda Comrie, Graduate College; Marilyn Duke, Center for Academic Support Programs; Cheri Edgar, business information systems; Deveta Gardner, Career and Student Employment Services; Deborah Goostrey, College of Health and Human Services; Wayne Pushie, physical plant-maintenance services; Penelope Schellenberg, University Ombuds Office; Kristi Schutter, university budgets and financial planning; and Kevin Wesel, College of Fine Arts.

The Make a Difference awards program is a campuswide, peer-to-peer program that recognizes University staff members for their outstanding accomplishments and daily investment of energy and creativity.

## Summer camp enrollment open

Students, employees and the public are invited to enroll children in the 2009 Campus Kids Summer Theme Camp offered by WMU’s Children’s Place Learning Center.

The camp will run from June 15-Sept. 4. To register or obtain more information, go to [www.wmich.edu/childrensplace](http://www.wmich.edu/childrensplace) or call 387-2277.

## Green with envy at the St. Patrick’s Day Parade



Many people watching the St. Patrick’s Day Parade in downtown Kalamazoo March 14 would have loved to change places with John M. Dunn. That’s because WMU’s president served as grand marshal for the event, which was sponsored by the Irish American Club of Kalamazoo. (Photo by Mike Lanka)

## Obituary



Ashley

Joan E. Ashley, retired manager of Campus Apartments and of the Children’s Learning Place Center, died March 22 in Kalamazoo. She was 60.

Ashley joined the WMU staff in 1981 and retired in 2005 after 23-1/2 years of service. She returned to campus in 2006, serving as a temporary employee until February of this year.

During her career, Ashley worked in several different areas of the University and worked her way up to become one of the institution’s first women to hold a management position in facilities maintenance.

Memorial services will be held at 11 a.m. Friday, March 27, in the Unity Church of Kalamazoo, 1204 Whites Road. In lieu of flowers, memorial gifts may be made to the American Cancer Society.



Lindbeck

John R. Lindbeck, professor emeritus of engineering technology, died March 2 in Kalamazoo. He was 80.

Lindbeck joined the WMU faculty in 1957 and served the University for 34 years, retiring as professor in 1991. He was a frequent visitor in WMU engineering labs after his retirement until recent years.

In 2003, Lindbeck helped and advised a senior project team involved in building the full-scale replica of a Western State Normal Railroad trolley that is on display in front of the Bernhard Center.

Lindbeck had a noteworthy career at WMU. He developed and taught several courses, wrote many papers and textbooks in his field, and received the Distinguished Service Award from the National Metric Council.

## On Campus with Gail Kurtz



HEAVILY INVESTED IN WMU  
(Photo by Deanne Molinari)

This year marks several 30-year milestones for Gail Kurtz, investments and endowment management.

For the past three decades, she's been married to her husband, Jim; lived in Michigan; served WMU in the investments office; and even worked in the same campus building.

As the University's investment officer, Kurtz has weathered numerous ups and downs in the financial markets during her career. Her office monitors and manages the bank and investment accounts for everything from the University's operating cash, to donors' gifts to the foundations' endowments.

It's a job that keeps her and co-worker Nancy Johnson busy throughout the year in their two-person office on the first floor of the Siebert Administration Building. Besides keeping track of WMU's operating balances, Kurtz maintains 720 endowments and 53 investment portfolios.

A native of a small town north of Indianapolis, Kurtz grew up on her parent's farm. Her dad is still farming about 1,000 acres, growing soybeans and corn.

"I love farming, the planting, the harvesting and taking care of the livestock. It's a great life," she says.

Her love for the land was the reason she and Jim bought a house in Oshtemo that sits on 10 acres, including eight acres of woods.

The couple has two grown children. Amanda is a graduate assistant at WMU, and Christopher will be studying through the Frostic School of Art this coming fall.

"I like being at a point in my life where I have more free time now that our children are raised. I'm very comfortable with growing older," she says. "I have loved every phase because you get so much out of each one. Sometimes there are different challenges, but it all works out."

Kurtz is an avid softball player who enjoys traveling. She has been active with WMU's Administrative Professional Association the past 28 years, serving on the executive board as secretary, treasurer and vice president.

"The APA is a great way to meet people, make new relationships and support colleagues and the University," she says.

## Psychology association president visiting campus

The president of the American Psychological Association will be on campus Monday and Tuesday, April 6-7, for a series of events open to members of the public.

James H. Bray, who became APA president this past January, will be presenting a communitywide lecture as well as two clinical training programs and two colloquia. His visit is part of WMU's Visiting Scholars and Artists Program.

The events featuring Bray are free, but seating may be limited, so those interested in hearing Bray are asked to go to [www.wmich.edu/coe/cecp](http://www.wmich.edu/coe/cecp) and preregister for each event they plan to attend.

An internationally acclaimed researcher, author and lecturer, Bray is an expert in stepfamily therapy as well as in treating and preventing adolescent alcohol and drug abuse. He has extensive experience addressing the needs of at-risk children and families. His role as president of the 140,000-member APA

gives him a unique opportunity to continue advocating for families from his position as one of America's most influential mental health public policy leaders.

Bray's communitywide lecture, titled "Adolescent and Young Adult Drug and Alcohol Abuse: Parents, Teens and Propaganda," will take place from 3 to 4:30 p.m. Monday, April 6, in the Fetzer Center.

He also will lead two three-hour clinical training programs that start at 9 a.m. The program on "Screening and Brief Interventions for Substance Abuse" will take place April 6 while the program on "Love, Marriage and Parenting in Stepfamilies" will take place April 7.

In addition, Bray will present a colloquium from 1:30 to 2:30 p.m. April 6 on "The Future of Psychology Practice" and a research colloquium from 3 to 4:15 p.m. April 7 on "Developmental, Family and Peer Influences on Adolescent Alcohol Use."

## More help available for students in trouble

WMU is continuing to build on its ability to identify and assist students who exhibit persistent troubling behavior.



McFadden

Nancy McFadden, a veteran medical social worker, was recently added to the staff in the office of the associate dean of students as a case manager.

McFadden is among the trained staffers who are evaluating and responding to concerns submitted through a new confidential online service. The service allows students and employees to report concerns about students with troubling behavior that persists despite efforts to intervene.

The service's reporting form can be found at [www.studentworld.wmich.edu/health.html](http://www.studentworld.wmich.edu/health.html) in the upper right portion of the page.

## Government mandate necessitates new ethnicity survey of WMU students, employees

This coming fall, WMU employees will be asked to take part in an ethnicity survey that students registering for the fall 2009 semester are already being asked to complete.

As they register through GoWMU, students are being asked to complete an ethnicity survey to comply with a U.S. Department of Education mandate that colleges and universities all use the same specific language and categories to report ethnicity.

Surveys of faculty and staff members will take place in the fall, allowing WMU to meet the 2010-11 federal requirement for col-

lecting and reporting ethnicity using the new format.

The survey consists of just two basic questions, and each person taking the survey has the opportunity to answer both questions.

The first question asks if the respondent is Hispanic or Latino. The second question asks respondents to identify all of the following categories that they fit into: American Indian or Alaska native, Asian, black or African American, native Hawaiian or other Pacific Islander, and white. Students are urged to take the short amount of time needed to answer the survey questions.