

MONDAY, NOVEMBER 24, 2014

# FORUM

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

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## President of local bank to address graduates

Students participating in the winter commencement ceremony December 6 will hear an address from Grand Valley alumna Laurie Finney Beard, president of Founders Bank and Trust in Grand Rapids.

The commencement ceremony will take place at 10 a.m. at Van Andel Arena; it will be available live at [www.gvsu.edu/commencement](http://www.gvsu.edu/commencement).

Finney began as an investment broker in 1991 when she and other business leaders formed a partnership to create the bank. Her first role was senior vice president and she has served as president and CEO since 2001. Founders' assets have tripled under her leadership.

Beard is an active community member, serving as trustee of the Grand Rapids Community Foundation, and board member of the Economic Club of Grand Rapids. At Grand Valley, she is a member of the Grand Valley University Foundation board, Seidman

College of Business Dean's Advisory Board and Vice Provost for Health Advisory Board. She earned a bachelor's degree from Millikin University and a master's of business administration degree from Grand Valley in 1981.

During the ceremony, the Alumni Association will present the Young Alumni Award to Ryan Slusarzyk, '08, global project manager for the Amway Corporation. He is a member of many organizations in the community and at Grand Valley, including the Seidman College of Business Alumni Association Board and



Laurie Finney Beard

Spectrum Health Foundation Council. He has been named one the "40 under Forty" by the *Grand Rapids Business Journal*.

Three individuals will receive an honorary degree during the ceremony: Laurie Finney Beard, James Kofi Annan and Thomas A. Wisner.

Annan is founder of Challenging Heights, an organization that promotes youth and family empowerment and children's rights to education and freedom from forced labor in Ghana. Students and faculty members have worked with and learned from him over the past five years.

Wisner is president of L.E.T., Inc., a land acquisition and development company. He and his wife, Joyce Wisner, created scholarships for first-generation and non-traditional engineering students and physical therapy doctoral students.

## Across Campus

### Grand Valley ranked in top 10 for study abroad participation

Grand Valley is ranked in the top 10 of institutions its size in the number of students who participate in study abroad programs.

The Institute of International Education released data from the 2012-2013 academic year, and Grand Valley was ranked 10th among master's degree institutions for study abroad, with 721 students. During the 2011-2012 reporting year, Grand Valley was ranked fifth, with 825 students.

Mark Schaub, chief international officer, said Grand Valley is third in Michigan behind Michigan State University and the University of Michigan in terms of participation.

### Program preps health professions students for college

Kyra Hull arrived at Grand Valley with a full resume that highlighted her experience in health professions.

For example, the sophomore biomedical sciences major had already earned certifications in phlebotomy and CPR; completed a summer internship in the labs and product development areas of Ranir, a manufacturer of health care products; and completed a FEMA disaster training exercise.

Most of those highlights came through Hull's participation in Kent Career Tech Center's Health Sciences Early College Academy. As a high school junior and senior at Forest Hills Eastern, Hull took health professions courses at Grand Valley's Cook-DeVos Center for Health Sciences and through Ferris State University.

"Having that hands-on experience makes me different from other

students and helps me to stand out," said Hull, who is also a member of the Laker track and field team. "Having that knowledge through interactive learning really prepared me for college."

Instructor Russell Wallsteadt recalled one of Hull's research projects, a family history

to track the possibility of diabetes among her relatives and identify those at a greater risk for developing the disease. "It was amazing work that impressed some Grand Valley faculty members," he said.

About 40 high school students attend the Early College Academy each year; the partnership between Grand Valley and the Career Tech Center dates back a decade. Of that total, Wallsteadt said about 20 students matriculate to Grand Valley. The program's college placement rate overall is 98 percent.



Photo by Amanda Pitts

Sophomore Kyra Hull attended the Health Sciences Early College Academy during high school and said she enjoyed the hands-on approach to the curriculum.

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# Across Campus

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Hull said during her senior year, she took respiratory therapy classes through the Career Tech Center's partnership with Ferris State.

For more information about the Health Sciences Early College Academy, visit [www.thetechcenter.org](http://www.thetechcenter.org).

## Wesorick Center establishes institute

Part of the work in transforming the health care system, according to experts, rests in polarity thinking, the skill set required to avoid wasting time, money and energy.

The Bonnie Wesorick Center for Health Care Transformation has established an Interprofessional Institute for Polarity Thinking in Health Care.

Housed in the Kirkhof College of Nursing, the institute will offer diverse educational and networking opportunities for leaders who are interested in growing their knowledge of polarity thinking and their ability to leverage polarities.

Evelyn Clingerman, executive director of the Wesorick Center, said the legacy of today's health care leaders relies on polarity thinking. Polarities are two or more values or views that may appear as opposites but are interdependent and need each other to reach a goal that neither can achieve alone.

"Knowledge and use of polarity thinking will lead to sustainable, quality, cost-effective systems that will serve humanity from pre-birth to death," she said. "The major issues haunting health care are a combination of problems to be solved and polarities to be managed. Both skills are essential."

Clingerman explained that polarities are common in health care organizations, businesses and society, and that they are ongoing and



Thomas Viggiano, professor of medical education and medicine at the Mayo Clinic, gives an address as the Distinguished Wesorick Lectureship on November 12 in the DeVos Center.

cannot be problem-solved away. One common polarity in health care is mission and margin; both are important, so learning to leverage the tension between the two poles can ensure sustainable quality performance.

She said future continuing education opportunities at this institute would be appropriate for clinicians, managers, executives, consultants, educators and researchers.

For more information about the Wesorick Center, visit [www.gvsu.edu/wesorick](http://www.gvsu.edu/wesorick).

## Students collaborate with Ford to share inspiring stories

Students from the School of Communications are getting hands-on advertising and public relations experience working with Ford Motor Company through a storytelling competition.

The project is a competition between Grand Valley, Calvin College and Compass College for Cinematic Arts in which students must develop and produce online videos showcasing inspirational stories about people or organizations in Michigan.

Lindsey VanDenBoom, advertising and public relations major, said that while the different groups have free range to explore stories in any area of Michigan, Grand Valley's team members wanted to keep their stories as local as possible.

"One of the stories is about Archangel Ancient Tree Archive founded by David Milarch," said VanDenBoom. "It's an organization dedicated to cloning the world's largest and most iconic trees in order to replace the natural filter system of our water and air to fight global warming caused by climate change. Today, AATA has established living archives containing hundreds of vital trees in Michigan."

As a student, VanDenBoom said she didn't hesitate to agree to work with her fellow students and Ford on this project.

"I am a huge supporter of getting involved outside of course work and applying your knowledge to external activities," said VanDenBoom. "From the beginning I was prepared to work hard, give my personal best and, in the end, walk away with a better understanding of the advertising and communications process."

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Faculty and staff members can find an online "Sketches" submission form on the Web at [www.gvsu.edu/forum](http://www.gvsu.edu/forum).

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Other publications by University Communications include:

*Grand Valley Magazine*, which is published quarterly for the university community. Visit its website at [www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine).

Visit Grand Valley's online publication, GVNow, at [www.gvsu.edu/gvnow](http://www.gvsu.edu/gvnow), for daily news updates and video features.

Grand Valley State University is an affirmative action/equal opportunity institution.

## GVFaces

### Melanie Rabine Writing Center Coordinator

Melanie Rabine has been working for Grand Valley's Writing Center since 2011, and took on the newly created administrative position of writing center coordinator in July.

After working as a writing consultant during her undergraduate years, Rabine worked at the center as a graduate student consultant for students who needed English as a Second Language (ESL) support.

She now works closely with writing consultants. "I have office responsibilities, but I'm mostly on the ground as being a mentor to consultants and continuing the professional development they get while being student employees here," Rabine said.

Rabine earned a bachelor's degree in English from Grand Valley in 2012. She is pursuing a master's degree in education from Grand Valley that would include an emphasis in Teachers of English to Speakers of Other Languages (TESOL).

One thing that prompted her to stay at Grand Valley was the amazing undergraduate experience she had here. "I enjoyed the dynamic experience I had in my academic life," she said. "And after being hired into the Writing Center, I fell into a job that I love."

She said working in the Writing Center helped

her grow a passion for exercising skills she has had her entire life as well as learning different ways of using those talents in an academic setting.



Melanie Rabine

After a study abroad trip to the Netherlands where she worked in the secondary school setting, Rabine said she realized she wanted to help people but in a different way. "That's why I like the Writing Center, because it's like teaching but more flexible," she said. "I get to talk to people one-on-one or affect people in a small group setting."

In her free time, Rabine enjoys playing the cello and piano, as well as writing, drawing and traveling.

"It's been really engaging and intellectually stimulating, but also personally satisfying to know that I'm helping people," she said.

# What's Ahead

## Educators honored at College of Education Convocation

The College of Education will honor two outstanding educators during its convocation ceremony Tuesday, December 2, at 7 p.m. at DeVos Performance Hall in Grand Rapids. About 100 graduates are expected to participate. The ceremony is a precursor to Grand Valley's commencement ceremonies on December 6 at Van Andel Arena in Grand Rapids.

During convocation, Mike Pascoe, principal at City Middle-High School in Grand Rapids, and Lisa Minella, principal at Mulick Park Elementary School in Grand Rapids, will receive Outstanding Alumni Administrator Awards.

Three students will serve as keynote speakers: Karen Malloue, Caitlin Smith and Melinda (Minna) Woodward.

## CCPS sabbatical series continues

Richard Jelier, professor and director of the School of Public, Nonprofit and Health Administration, will showcase his research from Moscow State University during the next CCPS Sabbatical Lunch and Learn Series.

Faculty members from the College of Community and Public Service are showcasing their research during a series of meetings in celebration of the college's 10th anniversary.

Jelier's presentation, "View from one of Stalin's Seven Sisters: Moscow's Transition from Communism to 'Dollarocracy' and the return of Holy

Russia," will take place December 3, from 11:45 a.m.-1:15 p.m. in the Bicycle Factory, room 340.

In his presentation Jelier will challenge many of the American stereotypes of Russians and Muscovites that were formed during decades of Cold War relations and the collapse of the Soviet Empire. Jelier taught an undergraduate course, conducted a seminar series for public administration doctoral students and presented a number of public lectures and conference presentations to and with Russians.

## Committee seeks questions for MLK speaker

The planning committee for the 2015 Dr. Martin Luther King Jr. Commemoration Week is seeking questions from the campus community to pose to Sybrina Fulton during her January 19 presentation.

Fulton is the mother of Trayvon Martin, the Florida teenager who was the victim of a shooting death in 2012. Fulton's presentation is set for 1:30 p.m. in the Fieldhouse, and due to the anticipated large audience, there will not be a formal question-and-answer session.

Questions for Fulton can be submitted ahead of time by sending an email to oma@gvsu.edu by December 15. The committee will review questions prior to Fulton's visit.

For more information about Fulton or the week's activities, visit [www.gvsu.edu/mlk](http://www.gvsu.edu/mlk).

# Across Campus

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Frank Blossom, affiliate professor of advertising and public relations at Grand Valley, is guiding students throughout the creation and distribution of these videos.

Grand Valley's videos will be posted on YouTube where "public voting" will take place through December 17. The winner will be determined by the total number of video views.

## Business leaders looking for employees with drive, desire to win

People who are willing to work hard, are reliable and have the desire to win are what leaders from Universal Forest Products in Grand Rapids are looking for in employees, according to three leaders of the company.

William G. Currie, chairman of the board; Matthew J. Missad, chief executive officer; and Peter F. Secchia, retired chairman of the board, shared "Business Lessons Learned" during the Peter F. Secchia Breakfast Lecture, November 19 at the L. William Seidman Center.

Founded in 1955, Universal Forest Products is the nation's leading manufacturer and distributor of wood and wood-alternative products.

Secchia, who retired in 2003 as chairman of board, said he learned how to run a business from the discipline he learned while in the Marine Corps. He said he also learned a lot from his mentors, Rich DeVos and President Gerald Ford. "Gerald Ford was all about integrity; integrity at the helm," said Secchia. "His ideas weren't always supported by everyone, but he had the respect of both Republicans and Democrats because he had integrity."

Secchia talked about the early years of the company and how he took classes to figure out parts of the businesses he didn't know,



Photo by Bernadine Carey-Tucker

Diana Lawson, dean of the Seidman College of Business, thanks Matthew Missad, Peter Secchia, and William Currie after a lecture November 19 at the Seidman Center.

like accounting and working with balance sheets. He talked about a "no nepotism rule" he implemented at the company. "Many family-owned businesses are successful, especially in our area and there is nothing wrong with that," said Secchia. "We have children who are talented enough to run the company, but that wasn't what was best for our company. It wouldn't have been good for our families or for our longtime employees."

Currie said when the company was growing, they looked to hire students who were willing to work hard and were willing to win. "We looked for athletes or those who were in a fraternity or sorority," said Currie. "We wanted students who were highly competitive and understood the team concept."

Currie said he loves the sales part of the job. "I can sell," he explained. "I could sell lumber to someone building a manufactured home and I could sell the company to those looking to work for us."

Missad, who worked his way up from doing maintenance work in the company at age 16 to CEO of the company, told students to find someone they admire and respect and follow

them. He called Secchia and Currie terrific mentors. Missad said their goal is to hit \$3 billion in sales by the end of 2017.

## Johnson Center report shows in Kent County giving increases

A new report from the Johnson Center for Philanthropy shows that charitable giving in Kent County increased by more than \$100 million in 2012, the last year in which comprehensive data is available, and may pass the \$1 billion mark in 2013 or 2014.

The Estimate of Charitable Giving in Kent County report indicates that in 2012 donors of all types in Kent County gave a total of \$947.25 million, which is a substantial increase of more than \$100 million from the 2011 total.

Of the total, Johnson Center researchers determined that almost 65 percent of donations came from individuals, while foundations contributed about 26 percent. In fact, the data shows that Kent County is exceptionally generous compared to the rest of the state. While only 6 percent of all Michigan households are located in Kent County, individuals in the county contributed 10 percent of Michigan's total estimated individual giving in 2012. Foundations in Kent County follow the same trend, contributing a much higher percentage of total giving (26 percent) than foundations nationwide (14 percent).

"Kent County continues to give almost twice as much through foundations as the national average, and individual giving rebounded after a decline in 2011, but is still not quite back to pre-recession levels," said Michael Moody, the Johnson Center's Frey Foundation Chair for Family Philanthropy.

To see a full copy of the report, visit [JohnsonCenter.org](http://JohnsonCenter.org).

# FACULTY AND STAFF SKETCHES

## In the News

**Kim Kenward**, instructional designer, **Justin Melick**, digital media developer, and **Rosemary Cleveland**, affiliate instructor of education, were interviewed by *University Business Magazine* for a story about the Blackboard system.

## Sketches

**Elizabeth Psyck**, liaison librarian, gave a presentation, "Data for Librarians. Conversation Starter," at the American Library Association annual conference in Las Vegas, Nevada.

**Mary O'Kelly**, head of instructional services for University Libraries, gave presentations, "A Reflective Process for Communicating the Value of Academic Library Instruction," at the Northwoods Library Symposium in Marquette, and "Instruction Program Evaluation: A Refined Process for Gathering Data and Communicating Value," at the Michigan Library Association Academic Libraries Conference in East Lansing.

**Kelly James Clark**, visiting professor of religious studies, wrote chapters, "Knowledge and the Objection to Religious Belief from Cognitive Science," in *The Roots of Religion: Exploring the Cognitive Science of Religion*, published by Ashgate, and "Atheism and Analytic Thinking," in *The Science and Religion Dialogue: Past and Future*, published by Lang, and a number of blogs for the Huffington Post, including "Islamophobia Ripped From the Headlines."

**Debbie Morrow**, liaison librarian, gave a presentation, "Anatomy of an Instruction Plan: Information Literacy, ABET Lifelong Learning and the Engineering Curriculum," at the American Society for Engineering Education Annual Conference in Indianapolis, Indiana.

**Elizabeth Martin**, head of professional programs for University Libraries, gave a presentation, "Impostor Phenomenon Alive and Well in Library Managers," at the Michigan Library Association Academic Libraries Conference in East Lansing.

**Cindy Laug**, administrative assistant for CLAS Dean's Office, gave presentations, "Extinction of the Passenger Pigeon," at the Holland Historical Society, Owashtanong Islands Audubon Society, and the Great Lakes Avicultural Society.

**Takeelia Garrett-Lynn**, assistant director for housing, and **Eric Klingensmith**, assistant director of the Counseling Center, gave a webinar, "24/7 Emergencies: Risk Management After Hours," for Paperclip Communications.

**Rita Kohrman**, liaison librarian, gave a presentation, "Current State of CMCs in the State of Michigan," at the Education and Curriculum Interest Group Annual Workshop in Rochester.

**Richard Hiskes**, professor of political science, honors, gave a keynote address, "Human Dignity and the Intergenerational Promise of Environmental Human Rights," at a European Science Foundation Conference in the Netherlands.

**Marlen Vavrikova**, associate professor of music and dance, and **Karen Gipson**, professor of physics, gave a presentation with a student, "A Harmonic Analysis of Oboe Reeds," at the Acoustical Society of America conference in Indianapolis, Indiana.

**Matt Reidsma**, web services librarian, gave a presentation, "Holistic UX: Harness Your Library's Data Fetish to Solve the Right Problems," at the Library Technology Conference in St. Paul, Minnesota; and "Responsive Web Design for Libraries," at the American Library Association Techsource in Chicago, Illinois.

## Dr. Haas in London



Photo courtesy of Mark Schaub

President Thomas J. Haas, right, is pictured with Julius Weinberg, vice chancellor of Kingston University in London. The university awarded Haas a doctor of science degree and Haas addressed Kingston graduates at their ceremony on November 14.

**Jason Crouthamel**, associate professor of history, gave an invited talk, "'Wir brauchen ganze Männer': Sexualität im Deutschen Heer während des Ersten Weltkriegs," at a symposium on gender and the First World War at the University of Berlin/Humboldt University.

**Grace Coolidge**, professor of history, served as editor of a collected volume, *The Formation of the Child in Early Modern Spain*, published by Ashgate.

Social work faculty members **Elaine Schott** and **Robin Smith Colton** gave a presentation, "Social Stressors, Cultures, and Assessment Strategies with Culturally Diverse Students," at the Michigan Association of School Social Workers Conference in Acme.

**Steven Lipnicki**, assistant dean of students, gave a presentation, "Partnering Between Student Affairs, Career Services and Employers for Student Growth, Mentoring, and Motivation," at the NASPA Regional Conference in Columbus, Ohio.

**Dawn De Vries**, assistant professor of therapeutic recreation, received a grant from the Recreational Therapy Foundation for a project, "Kick and Cook-a-Palooza."

**Hermann Kurthen**, professor of sociology, wrote an article, "What Influences College Classroom Interaction?" published in the *International Journal of Assessment and Evaluation*.

**Karen Zivi**, associate professor of political science, was selected to attend the Global School on Socio-Economic Rights Course: Sexual and Reproductive Rights Litigation at Harvard University. She wrote an article, "Performing the Nation: Contesting Same-Sex Marriage Rights in the United States," published in the *Journal of Human Rights*.