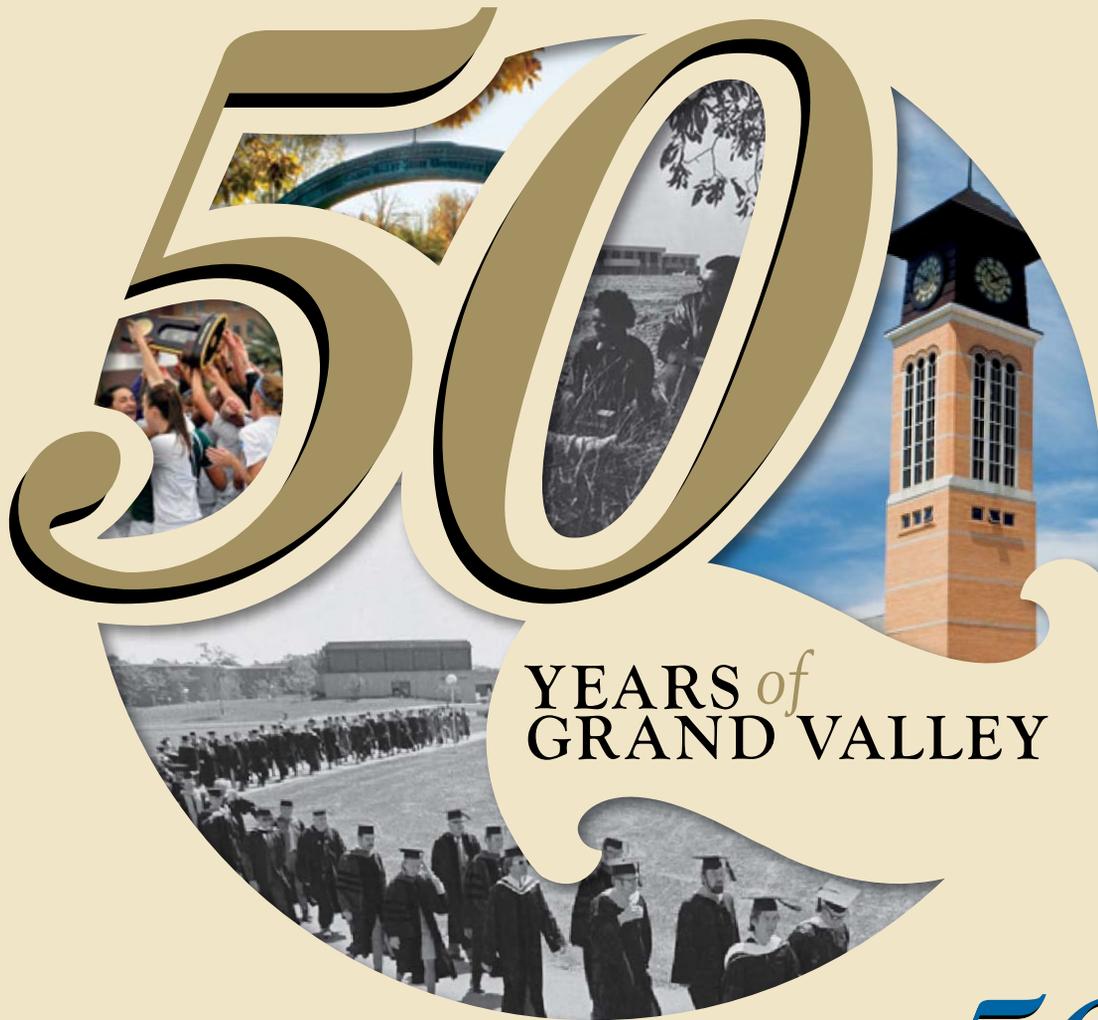


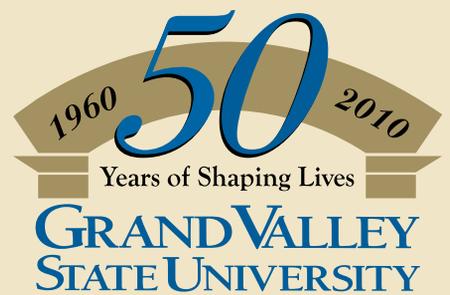
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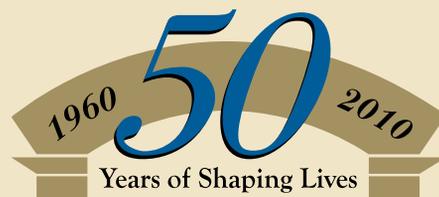
GRAND VALLEY

MAGAZINE



YEARS *of*
GRAND VALLEY





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Look for daily campus news updates at
gvsu.edu/gvnow.

GRAND VALLEY MAGAZINE

See the entire magazine online at
www.gvsu.edu/gvmagazine.

On these pages:

photo courtesy of University Archives
Phil Buchen, Grand Valley's first executive
officer, checks a barn on the Allendale Campus
in the early 1960s. The barn was later removed
and reconstructed at the Blandford Nature
Center.



The *Grand Valley Magazine* is printed on paper
manufactured with electricity in the form of
renewable energy (wind, hydro, and biogas), and includes a
minimum of 10% postconsumer recovered fiber. Trees used to
manufacture this paper are certified from sustainably managed
forests.

Dear Editor:

Thank you for recognizing the work of John McIntire in your summer 2010 issue of *Grand Valley Magazine*. While I was a student at Grand Valley I worked in the mailroom and had the honor of working with the individuals who are behind the scenes to ensure the campus runs smoothly.

Staff like Mr. McIntire deserve the admiration and gratitude of students, staff members and alumni.

Margaret Van Alstine, '03
Dexter, Michigan

LETTERS TO THE EDITOR CAN BE MAILED TO:

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or sent via e-mail to:
gvmagazine@gvsu.edu.

Please include your name, class year (if applicable), hometown and phone number (not for publication). Letters are subject to editing.

Editor's Note: The spring issue featured this photo of David Ihrman, which prompted a letter from Justin Adams who criticized the magazine staff for promoting trophy hunting. Here is Ihrman's response.



Dear Justin,

Having more than an arm-chair experience with big cats, I can tell you that in areas where they are sport-hunted lion populations are healthy or increasing. This is due to the high cost of hunting license fees, a large portion of which go to local communities making the game animal worth more alive than as nyama (meat) or predator, and for anti-poaching patrols.

Hunting dangerous big game is a magnificent adventure and not unrelated to reading Melville! Have an adventure!

David Ihrman
Associate Professor of English

Bookmarks

Looking for a good book? Check out these recommendations from Grand Valley staff members:

The Immortal Life of Henrietta Lacks
(Crown Publishing Group, 2010)
by Rebecca Skloot

Skloot captivates readers with the story of Henrietta Lacks, a poor African American woman who went to Johns Hopkins for treatment for cervical cancer. Her cancer cells, taken during treatment and without her knowledge, became the first immortal line of cells and the first commercialized cells used extensively in cancer research. "The power of the book isn't simply the narrative, but the complexity of research, ethics, medicine and humanity," said Susan Mendoza, director of Integrative Learning. It has been selected as the sixth annual Community Reading book at Grand Valley.

A Thousand Splendid Suns
(Penguin Group, 2007)
by Khaled Hosseini

Gisella Licari, affiliate professor of Modern Languages and Literatures, said this novel presents the female world through deep emotions and experiences. "It portrays daily life situations beyond the geographic boundaries of its setting in Afghanistan by engaging the reader with an enchanting journey from slavery to freedom," she said. The author magisterially gives voice to those who do not have a recognized role in their society. The importance of being a life-giver in a world entrapped in individualism and selfishness stands out throughout the pages, she said.

Dalva
(E.P. Dutton, 1988)
by Jim Harrison

Dale Schriemer, associate professor of music, highly recommends this early book by Michigan native Jim Harrison. He said he loved the historical aspects of the novel, including stories from the Civil War to Wounded Knee and Vietnam, and the seemingly effortless complexity of Harrison's writing. "The vividness of the writing takes me into the world of Dalva as if I were seeing the movie of her life," Schriemer said.



The University Bookstore is offering a 20 percent discount on these titles.

Officials break ground for ‘game-changing’ library

Grand Valley and community leaders symbolically broke ground September 21 for a new library that speakers called both a “game changer” and the “intellectual heart of campus.”

A crowd of about 400 gathered to watch President Thomas J. Haas, Provost Gayle R. Davis and others turn shovels of dirt and celebrate the start of construction on the new Mary Idema Pew Library Learning and Information Commons.

Davis said it may be surprising to some that in this information age college students still need a library. “The more information we’re exposed to, the more we need training to use it critically and use it well,” she said. “When it opens, this library will symbolize the intellectual heart of campus.”

Kate Pew Wolters, chair of Grand Valley’s Board of Trustees, spoke on behalf of her family. She engaged the audience with a story about Mary Idema Pew, who Wolters called a “rebel and a bit of a trailblazer.”

Wolters also said supporting the library was important to her family and she is proud to have it named for her mother. “My father said this day is not about us, it’s about Grand Valley. I agree with that, but it is also about my mom and the legacy she leaves,” Wolters said.

The Pew Library will provide approximately 1,500 seats for student study, 20 group study rooms, and offices and support areas for faculty and staff members. There will be room for 150,000 books on open shelves and 600,000 books in an automated storage/retrieval system.

Dan DeVos, a co-chair of the *Shaping Our Future* campaign, drew laughter from the audience when he said the Pew Library will be quite unlike his college library. He added that as an employer, he understands the investment behind such a technologically advanced library as it will help Grand Valley graduate top students who are prepared to help rebuild



photo by Amanda Pitts

From left, Kate Pew Wolters and President Thomas J. Haas lead others in breaking ground for the Mary Idema Pew Library Learning and Information Commons on September 21.

West Michigan and the state.

DeVos also read a note from his father, Richard M. DeVos, who apologized for his absence at the ceremony that kicked off the start of constructing a library that will be a “game changer” and unique among university libraries.

Jim Brooks, also a co-chair of the *Shaping Our Future* campaign, stressed that fundraising for the building is not complete as \$4.5

million is left to raise. “We’re counting on continuing the generosity of alumni and others who have supported this campaign,” he said.

Construction will begin in earnest this spring and the library is expected to be completed in 2013. Visit gvsu.edu/library/newbuilding to see design renderings, floor plans and to take a virtual tour of the library.

Alumnus earns Emmy for ‘Family Guy’

Add an Emmy to the list of achievements by Grand Valley alumnus Greg Colton.

Colton graduated in 1998 with a bachelor’s degree from the School of Communications in film and video production with an emphasis in animation. He received the 2010 Emmy Award for Best Individual Achievement in Animation.

The award is for Colton’s work on an episode of “Family Guy,”

specifically for storyboard work in the “Pie Song” sequence in “Road to the Multiverse” that aired on September 27, 2009. He also directed the episode, which is included on the series’ newest DVD collection.

Though he lives in Los Angeles, Colton has returned to Grand Valley several times to describe his work as a storyboard and layout artist to students.

Deanna Morse, professor of

communications, often shows Colton’s demo animation reel to her students. “He had a quirky sense of humor, great energy for his work, and is a very talented cartoonist,” she said. “As a student, he already had a cadre of characters that he designed. I’m not surprised at his successes.”

Colton earned a 2005 Emmy nomination as assistant director for a “Family Guy” episode.



Greg Colton, ‘98, holds an Emmy he earned for his work on ‘Family Guy.’



photo courtesy of Marcia Haas



photo by Adam Renault

President Thomas J. Haas and Marcia Haas wave to crowds at the National Cherry Festival Parade in Traverse City in July. They met in that city 40 years ago.

Traverse City holds special memories for Haases

This year Grand Valley also celebrates an anniversary at the Traverse City Regional Center. The university began offering courses at the University Center in 1995.

Traverse City is quite special for President Thomas J. Haas and his wife, Marcia Knapp Haas. The couple met in Traverse City 40 years ago when Marcia was a member of the National Cherry Festival queen's court and Tom served as her

escort for the week's activities.

Marcia served as Miss Branch County in 1970, the year she graduated from Union City High School, and was invited to participate in the Cherry Festival. Escorts for the young women were arranged through the U.S. Coast Guard, as the cutter *Mackinaw* was docked in town for the week and full of young Coast Guard Academy cadets.

"It turned out to be one of the

luckiest moments of my life," Marcia said.

Marcia added that she knew Tom was quite special when he talked to the first-grade students who served as princes and princesses of the court. "He got down on his knee and talked to each one of them, and I thought, well, I'm going to school to be a first-grade teacher, so this might be special," she said.

Marcia used her scholarship money from the pageant to

attend Albion College and continued seeing Tom, who graduated with honors from the Coast Guard Academy in 1973. They married the following year. "One can only hope that you meet your mate who becomes your best friend," Tom said.

"We absolutely think of Traverse City as very special to us and have been to that wonderful city several times," Marcia said.

Grand Valley, MSU announce health care partnerships

Grand Valley President Thomas J. Haas and Michigan State University President Lou Anna K. Simon announced two new initiatives that will support clinical research and patient safety.

The two universities have agreed in concept to offer a joint graduate certificate in clinical research trials management. Simon spoke about the developments during a speech to the Economic Club of Grand Rapids on September 13.

Simon and Haas emphasized that the agreements foster collaboration, something that is mandatory given the state's economic climate.

"The location of MSU's College of Human Medicine in Grand Rapids provides an opportunity for Grand Valley and MSU to work together on behalf of the region," Haas said. "We're obligated to the taxpayers of Michigan not to duplicate academic programs."

Hear Laker Lore, view online campus memorabilia on exhibit

As 50th anniversary events continue throughout the year, the website www.gvsu.edu/anniversary offers ways to celebrate virtually.

• Laker Lore is a collection of audio stories about Grand Valley by campus community members. Hear from longtime professor David Rathbun, former Student Senate President Autumn Trombka and Alumni Association President Jefferey Weatherall, among many others.

• The Memorabilia Exhibit is an online treasure of Grand Valley trinkets, including clothing, posters and photographs. While the items appear only online, visiting this exhibit will trigger memories.

Find the exhibit on the anniversary website by clicking on "History" then "Memorabilia Exhibit." The exhibit remains open for people who have items for submission; click on the exhibit gallery to submit an item.

Survey will help gauge campus climate

Grand Valley's campus community will be invited to take an anonymous survey in February and give their answers to questions about what it's like to learn, live and work at the university.

The myGVSU Survey is the fourth campus climate study since 1994. Internally driven, co-chairs of the study Neal Rogness and Jeanne Arnold said they would like 100 percent participation from students, faculty and staff members. They also said great strides in Grand Valley's inclusion efforts have been generated by the

results of prior studies.

"People may not know that establishing the Women's Center, hiring more international faculty, adding the Children's Enrichment Center and many more successes have resulted from past studies," said Rogness, professor of statistics.

The survey will be administered online from February 1-14. Sue Rankin, senior research associate at the Center for the Study of Higher Education at Penn State University, was hired as a consultant to help guide the survey's formation and to tabulate results.

myGVSU survey

learning, living, and working on campus
gvsu.edu/mygvsu

Rankin is a noted expert on campus climate studies.

Arnold, vice president for Inclusion and Equity, said results of the survey will be reported to the campus community next spring. "We want everyone to know that this is a very transparent study," she said.

For more information about the survey, visit www.gvsu.edu/mygvsu.

ENROLLMENT HITS RECORD

Grand Valley officials announced another record enrollment for fall 2010. Total enrollment stands at 24,541. This marks the 28th year in a row in which Grand Valley enrolled more students than the year before. Last year's enrollment was 24,408.

The fall 2010 freshman class has an average GPA of 3.51 and an average ACT score of 24, which keeps Grand Valley's freshman class in the upper quartile of Michigan's public universities.

Noonday sculpture adds to campus artwork

The newest sculpture for philanthropist Peter Secchia's Community Legends Project was unveiled on the Pew Grand Rapids Campus in early August.

The Noahquageshik (also known as Chief Noonday) statue was installed at the Eberhard Center, just west of the Blue Pedestrian Bridge, and belongs to Grand Valley. It is the second of 25 sculptures being donated to the city, or a nonprofit, as part of the project's goal to commission one sculpture every two years for the next 50 years.

Created by Maryland artist Antonio Tobias Mendez, the 7-foot bronze figure weighs 800 pounds and sits on a 3-foot square base. A plaque informs viewers that Noahquageshik (circa 1770-1840) was an influential leader of the Grand River Ottawa Anishinabe (Original People) who led bands of the Ottawa throughout the

Grand River basin.

Mendez has created more than 20 public monuments. For the Chief Noonday figure, the artist reviewed historical documents and consulted with experts from the Native American community, Grand Rapids Public Museum, Ziibiwing Center of Anishinabe Culture and Lifeways in Mount Pleasant and the National Museum of American History in Washington, D.C.

"It was very important for me to be historically accurate in every detail of this sculpture, from the type of ceremonial pipe he holds, to the 'split feather' headdress of this region," said Mendez.

photo by Elizabeth Lienau

Peter Secchia and President Thomas J. Haas admire the Noahquageshik sculpture.





LipDub video goes viral

Grand Valley's Lipdub video continues to garner local and international attention from journalists and popular online social networks. More than 54,000 people viewed it on one site in the first two days after the video was posted online October 12 at www.gvsu.edu/lipdub.

The song "Come Sail Away,"

by Styx, was selected for the project. It included more than a dozen locations and celebrated the university's 50th anniversary. The performers included President Thomas J. Haas and Marcia Knapp Haas, Louie the Laker, rowing team members, ballroom dancers and student organizations, deans and others.

"Nothing of this magnitude has been attempted by any other university so far," said Kim Roberts, associate professor of communications and project supervisor.

The international LipDub project began at Hochschule Furtwangen, a university in Germany, with a challenge to

other schools. The idea is to choose a song that participants can lip sync and then shoot an entertaining video of the performance in one, continuous take, without cuts or editing. Grand Valley students Chris Coleman and Greg Kort took up the challenge and worked out the details with Roberts.



top photos by Amanda Pitts; bottom photo by Bernadine Carey-Tucker

Pictured are location shots from the LipDub video, shot September 29 on the Allendale Campus.

PAS program earns federal grants

Grand Valley received two federal grants totaling more than \$2 million to expand its Physician Assistant Studies program.

Wallace Boeve, director and associate professor of physician assistant studies, said a \$1.79 million grant from the U.S. Department of Health and Human Services allows the program to grow from 35 students to 39 students next year, gradually increasing to 48 students by 2014. Boeve said the grant was part of the federal health care reform act to increase the number of health care workers.

Boeve said students who receive a scholarship under this program will agree to go into primary care, working in family practice, internal medicine and pediatrics, among other specialties. The grant also allows for eventual hiring of additional

faculty and staff members to support the increase in students.

Roy H. Olsson Jr., dean of the College of Health Professions, said that one component of the grant will be to study the effects of increasing PAS student numbers on the practice of urban and rural physician assistant primary care. "This grant will help ensure that the PAS program continues to attract the best and brightest students," said Olsson, who wrote the grant with Boeve and PAS faculty members Andrew Booth and Charles DuBose.

The grant was part of the \$320 million package from Health and Human Services distributed to universities and hospitals across the country at the end of September.

The PAS program received a second grant of \$300,000 from Health and Human Services to enhance technology for



photo by Amanda Pitts

A federal grant will help enhance technology in the Simulation Center at the Cook-DeVos Center for Health Sciences. A larger grant will help increase enrollment by offering scholarships to PAS students who want to go into primary care.

the Simulation Center at the Cook-DeVos Center for Health Sciences. The grant came from the federal recovery act.

Boeve said while his department applied for the grant with Jean Nagelkerk, vice provost for Health, all health

programs will benefit. "The Simulation Center is designed to be a very interdisciplinary program, so all health professions and nursing students will be able to take advantage of this supportive technology," he said.

Clerical, Office, Technical union approves wage freeze

In an historic vote, the support staff at Grand Valley voted overwhelmingly to join the rest of the university's employees in a wage freeze, giving up a raise scheduled for October 1, the last year of a three-year contract.

The university's Clerical, Office, and Technical Association, represented by the MEA, voted to ratify the tentative agreement union leaders had reached with Grand Valley's administration. The COTA represents 353 employees at Grand Valley; the vote was 240-22 with one abstention.

"I have never been more proud to be a member of COTA," said

Coreen Pelton, chair of the bargaining committee for the union. "I think this vote showed such a generosity of spirit, and people looking beyond their immediate needs to support our students. This vote was an honorable moment."

COTA was the only bargaining unit on campus in the position of being in the middle of a contract when the pay freeze for other employees was implemented. Had they not voted to open the contract and make this change, the university would have been obligated to pay the 3 percent raise.

"I've been doing this for 12



photo by Amanda Pitts

Coreen Pelton, left, and Michele Golightly are part of the Clerical, Office, and Technical Association's leadership team. The union's members approved a wage freeze in the middle of a contract.

years and I've never asked a unit to open its contract before it expired," Maggie McCrystal, director of Staff Relations, said.

"Not only did these members vote to open it, they gave back a raise and accepted a freeze."

A culture of giving: Lubbers reflects on giving to Grand Valley

To mark Grand Valley's 50th anniversary, President Emeritus Arend D. Lubbers looked back at the university's growth and shared his views on its deeply rooted culture of giving and his vision for the future of philanthropy at the institution.

The origins of giving at Grand Valley

Since opening its doors to students a half a century ago, Grand Valley has made a dramatic transformation to become one of the top regional universities in the Midwest, as often cited by national publications like *U.S. News and World Report* or companies like Princeton Review. Its success has been demonstrated by the rapid expansion of campus facilities, acreage and student population. Incoming freshmen have academic profiles that are among the best in the state.

When Lubbers arrived on campus in 1969, there were 1,900 students; when he retired in 2001, there were nearly 20,000. Grand Valley's second and longest-serving president said he attributes this progression to the commitment and generous support of the West Michigan community.

"The community around Grand Valley has always been so helpful," he said. "Whenever we needed any kind of support, they were there for us."

Giving back has always been a West Michigan value. Today, the region is the second most philanthropic area in the country, according to

the *Chronicle of Philanthropy*. Lubbers' late friend and colleague, university founder L. William Seidman, counted on this generosity.

In the late 1950s, Seidman saw the need for West Michigan to have a four-year, public college and began to petition state lawmakers to create one. However, he was met with a challenge from the Michigan Legislature: raise \$1 million and find a suitable location for the

campus before the college could open.

A successful and determined businessman, Seidman knew exactly what he needed to do, go out to the community and ask for support. Any small support was welcomed including money generated from the "Buck-a-Brick" campaign in which patrons purchased a brick for \$1 and became an "honorary builder of Grand Valley College." "The people of West

Michigan really responded when we asked for their help," Lubbers said.

Lubbers said he believes that the example set by the community in the early days of the university has positively impacted Grand Valley's current students and alumni.

"This idea of giving is so ingrained into the nature of Grand Valley," he said. "It has become a part of our culture and is now passed down from



photo by Amanda Pitts

President Emeritus Arend D. Lubbers discusses the history of giving at Grand Valley during an interview in the Cook-DeVos Center for Health Sciences.

one generation to the next. Philanthropy is in the DNA of a Laker.”

The future of giving

With Michigan’s economy in flux and state funding to universities being cut, Grand Valley is increasingly looking to private gifts to fill the gap. Lubbers said the early success of Grand Valley’s fundraising was based on people in West Michigan claiming Grand Valley as their own university, even if they never attended as a student. He said the next 50 years will be dependent on expanding that base.

“I am hoping that the next stage of the university’s history will see more alumni coming in with large gifts,” he said. “When you have the number of alumni we have at Grand Valley, there are going to be many highly successful people. I am hoping that they will step up and give back to their alma mater with significant gifts.”

To the former president, the act of giving back to Grand Valley is a way to link one’s legacy to the university’s future.

“By donating to Grand Valley, alumni have the opportunity to provide future generations of Lakers with the same quality education that they received,” he said. “They can assist these students, just as they were once students.”

There are many ways that donors and alumni can give to the university but Lubbers said giving to Grand Valley’s endowment is key.

An endowed fund is a donation with the stipulation that the gift is never spent. Instead, it is invested for the longterm to produce an endless

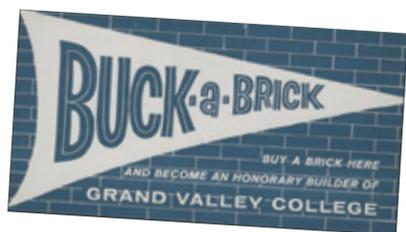
source of income that will support professorships, student scholarships and other learning opportunities in the future.

“Giving in the future will have to be more heavily devoted to Grand Valley’s endowment because the university no longer has a large amount of support from the state,” he said. “Investing in the university’s endowment will help it succeed in the long run because it ensures a level of stability.

“We have always focused on our students first,” Lubbers continued. “I wanted this institution to provide quality education in an environment that was conducive for high academic achievement. I think that we give this to our students.”

With Grand Valley graduating some of the best young leaders in the state, Lubbers cannot help but feel a sense of pride for all that the university has accomplished. “All of my hopes for Grand Valley have been fulfilled,” he said. “We are on the right track and going in the right direction. That gives me a lot of satisfaction.”

For more information on giving to Grand Valley, contact the University Development office at (616) 331-6000 or send an e-mail to universitydevelopment@gvsu.edu.



Giving matters

New scholarships to benefit students

At the 2010 Scholarship Dinner, Grand Valley celebrated the announcement of 11 new scholarship opportunities for students.

These scholarships, which are supported by university friends, alumni, faculty, and staff and parents, keep education accessible for those who need financial assistance. The annual event honors donors who have named or endowed scholarships and allows student recipients the opportunity to personally thank donors.

The Alumni Challenge: every dollar matched

In honor of Grand Valley’s 50th anniversary, the university is presenting its alumni with a unique and exciting opportunity: the Alumni Challenge. Through the Challenge, every dollar given by alumni to the Mary Idema Pew Library Learning and Information Commons, regardless of its size, will be matched. In addition, all gifts will be recognized on the donor wall in the library’s main entrance and alumni gifts of \$1,000 or more will receive special recognition in the Alumni Leaders Area on its concourse level.

Ground was broken in September (see page 7) for the Pew Library, which will be the academic heart of Grand Valley’s campus and one of the most innovative learning environments in the country. It will provide students with three times the seating of the current Zumberge Library, 20 rooms for group collaboration, and a knowledge market with experts to give research, technology and presentation coaching.

Learn more at www.gvsu.edu/campaign/alumnichallenge.

\$20 million raised for the L. William Seidman Building campaign

Grand Valley supporters and alumni gathered on October 6 at the site of the new L. William Seidman Building to celebrate the success of the *Shares in a Common Future* campaign, which will fund the building.

University leaders announced that \$20 million has been raised and committed toward the necessary \$25 million needed to fund the expansion of the Seidman College of Business. President Thomas J. Haas told guests that the new building will be a new front door for the college. Among those in attendance were *Shaping Our Future* campaign honorary chairs Rich and Helen DeVos, Seidman Campaign co-chairs David Frey and Doug DeVos, and Tom Seidman.



Shaping the student experience

LONGTIME STUDENT SERVICES LEADERS
HAVE SEEN CAMPUS CHANGE, GROW — BY BRIAN J. BOWE

When current Housing Director Andy Beachnau applied for a job at Grand Valley in 1982, he didn't even know where Allendale was. He was hired to be the director of Robinson Hall and arrived on campus on Independence Day.

"I didn't know Allendale had a Fourth of July parade, and literally ended up moving in as part of their parade celebration," Beachnau remembered. "So that was my first introduction to Ottawa County, and I've been here ever since."

Bob Stoll, Grand Valley's director of Student Life, remembers his first day on the job very well. He came to

Grand Valley after working in housing at Northern Michigan University. It was Valentine's Day, 1983.

"It was one of those days where I had to do a luncheon and meet all the student organizations. Then that afternoon I jumped in a van with a bunch of students I didn't even know and drove all the way to Baltimore through a snow storm to go to a national conference. I slept on a box spring in the room," Stoll remembered. "It's kind of been that way for the last 20-something years."

Vice Provost and Dean of Students Bart Merkle came to Grand Valley in 1984 after

serving as the acting dean of students at Tulane University. He and his wife, who hails from Muskegon, wanted to relocate to Michigan.

"I really was looking to make a move, I just never expected to be very interested in Grand Valley," Merkle said. "I had always worked at private institutions. I spent two-and-a-half days on campus interviewing and was fascinated by what Provost Glenn Niemeyer and President Don Lubbers were talking about trying to create at Grand Valley."

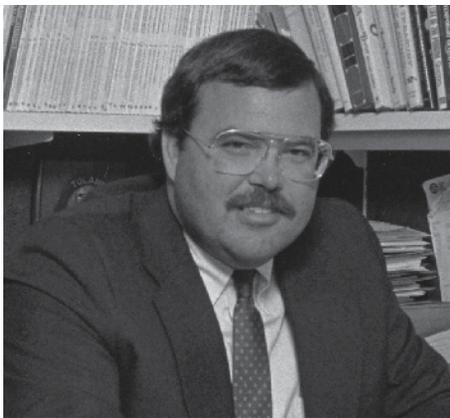
These three men all arrived at Grand Valley in the early 1980s. Since then they have formed a triumvirate that has had a

tremendous positive impact on the student experience.

VISION FOR THE FUTURE

The early 1980s were not particularly kind to Grand Valley — or Michigan in general. The state economy was limping through a brutal recession, and Grand Valley had just gone through a traumatic period that saw staff layoffs, declining enrollment and the end of the cluster college system. This was the climate that greeted all three men when they arrived on campus.

"I didn't realize the downturn in enrollment and some of the



Bart Merkle



Bob Stoll



Andy Beachnau

major cuts that had occurred in the year or two prior to 1984,” Merkle said. “We were coming out of some major retrenchment in the late ’70s, early ’80s.”

Merkle said he was intrigued by what Lubbers and Niemeyer described as their vision for the institution — a small-college atmosphere with the style of a private institution. Many of those characteristics hold true today.

“As they were describing the kind of atmosphere and the way they hoped that students and faculty would interact — plus campus life — I could really identify with it and I could see pieces of what would be

necessary here,” he said.

Building enrollment was a key part of making that vision a reality, Beachnau said. When he arrived, there were 1,200 students living on campus, one-fifth of today’s on-campus population of 6,000. Also, Copeland Living Center and the Ravines were at half-occupancy.

“There were some strategic decisions to enhance the quality of life. The bottom line is when you get students from more diverse areas, the campus culture starts to reflect those changes. So we went from an Ottawa County college to more of a regional and state institution,” Beachnau said.

To get there, Grand Valley

leaders took to Michigan’s highways, which was a strategy developed by the late vice provost Bob Fletcher.

“Bob was very strategic in believing that academic deans and the provost need to go out to help recruit, and that was going to make a difference in the way people would perceive Grand Valley,” Merkle said.

So administrators traveled to Detroit, Ann Arbor, Lansing, Kalamazoo and Chicago, plus points between. Merkle joked that he thought he was working for Admissions. He said: “That sort of experience helped me understand that we’re an institution that is taking

enrollment seriously and for good reason. We did that for quite a number of years, and it worked. We started growing.”

Fall enrollment during the 1979-1980 academic year was 7,142. It fell each year to a low of 6,300 in 1982-1983, then began climbing. In the 1989-1990 academic year, enrollment surpassed 10,000 for the first time.

Beachnau said those roadtrips had other benefits for the institution. “The residual effect of putting all these decision-makers on these trips is they had to talk to each other, and I think a lot of institutional decisions were made on



photo by Bernadine Carey-Tucker

From left, Bart Merkle, Bob Stoll and Andy Beachnau arrived at Grand Valley in the early 1980s and have played key roles in enhancing student experiences, especially for students who live on-campus.

I-94, I-96 and at the local fast food places,” he said.

BUILDING CAMPUS EXPERIENCES

Once more students arrived at Grand Valley, Stoll said

his challenge was to build an inviting campus experience.

“You almost had this part-time experience in which students would come to campus as commuters then leave. Those on-campus had to find their

own opportunities to engage with each other,” Stoll said.

The increase in the volume and quality of activities occurring at Grand Valley has been phenomenal. There are now 300 registered student



“THE TREND IS BACK TO AN INTEGRATION OF LEARNING AND RESIDENTIAL LIVING. WE’VE BECOME A LEADER IN THIS JUST BY OUR DESIRE TO DO BETTER.”

— ANDY BEACHNAU

organizations, ranging from fraternities and sororities to academic clubs to club sports. Campus Recreation lists 19 intramural sports that run during the fall semester alone.

“When I first arrived, we were very careful to never schedule events that would compete at the same time or on the same day because, my goodness, nobody would come,” Merkle said. “There wasn’t that much going on; we had to spread things out. If you tried to operate with that philosophy now, it would be absolutely impossible.”

With burgeoning student activities came a strategic shift in student housing in the mid-1990s that led to the creation of a residential campus.

“We had some very honest feedback from students that our housing facilities were not attractive or desired,” Beachnau said. “When we were recruiting students, we were finding that our housing was woefully inadequate. So it became an enrollment decision to create this new dynamic campus.”

Beachnau was working on his doctoral degree at Michigan State University at the time

and used that experience to study the best practices of other institutions. Also, Grand Valley was adding housing so quickly that it was able to learn from successes.

“As we did a housing project, we would finish and say, ‘What did we like about the last housing project?’ and took the stuff we liked and moved it forward in the design,” Beachnau said.

Beachnau cited The Connection, a new dining facility with four classrooms on the south end of the Allendale Campus, as an example of Grand Valley’s continual forward-thinking design.

“The trend is back to an integration of learning and residential living. We’ve become a leader in this just by our desire to do better,” Beachnau said. “I don’t know of anybody building a dining-learning environment that has a city bus pulling up next to it, allowing students access 24/7 — with wireless access, of course — with a view of the Cook Carillon Tower.

“Maybe they will sit at The Connection and text their friends and buddies and tell them why they’re at the best campus in the state.”

THE MORE THINGS CHANGE...

In their time at Grand Valley, these three men have seen many changes, but perhaps none as dramatic as communications.

Stoll said that in his early days, if he needed to talk with a student he would call a roommate, leave a message, “and hope somebody got that message and maybe in a day or two they would stop by and see you.”

That’s not the case today. “Now it’s a matter of either a cell phone call, text message or quick e-mail. The speed of

that makes relationships with students so much more beneficial on so many fronts,” Stoll said.

Many of the issues today’s students face — relationships, uncertainty about careers, homesickness — are the same as what their peers struggled with decades ago. But students who are living in today’s challenging economy and facing uncertain futures have potential for more stress.

“They wrestle with, ‘OK, what am I going to be? And how am I going to get to be that? And what’s the world going to look like around me?’” Stoll said. “It’s not so automatic as years ago that you graduate and someone has a job ready for you.” He added that long gone are the days in which people stay at one job for 15, 20 or 25 years. “That’s a difference I think students are challenged with,” he said.

Beachnau said the biggest change in housing is more parental involvement. “When I first got here, you would rarely get a parent call or question, and now, if the parent doesn’t get an immediate call back, they’re calling multiple people to handle everything from vacuum cleaners to roommates to class procurement,” he said.

The Grand Valley of today certainly looks and operates differently from the Grand Valley of 25 or 50 years ago. Beachnau, Stoll and Merkle said their roles in the process of helping build this institution have been gratifying. And they and others remain focused on Grand Valley’s top priority — its students.

“We have so many talented students who are doing so many interesting things. It’s exciting to watch them grow and develop,” Merkle said.



photo courtesy of Georgia Rhodes/State News

Former Grand Valley Dean of Students Louis Stamatakos salutes U.S. Sen. Carl Levin after being presented with a Silver Star during a ceremony in December in Lansing.

FIRST DEAN OF STUDENTS AWARDED BELATED WWII HONORS

— BY BRIAN J. BOWE

It took 65 years, but in February, Louis Stamatakos, Grand Valley’s first dean of students was awarded a Silver Star by the U.S. Air Force for valor during World War II.

Stamatakos was a tailgunner on a B-17 bomber in Europe. His 27th mission was a bombing run targeting the marshaling yards in Kassel, Germany. It was discovered that two bombs had failed to drop — and one was live and swinging from a shackle. Landing with the bombs attached to the plane would have been suicide.

“I took a look and thought, ‘My God, what do you do?’” Stamatakos remembered.

With the bomb bay doors open and 45-degree below zero air pouring in, Stamatakos grabbed a fire ax. He straddled the open bomb bay doors with 25,000 feet of open German skies below him and started whacking the shackles with the ax until they released.

Thanks to the work of his sons, Stamatakos received notification of the award from the Department of

Defense on Christmas Eve 2009. “I was literally flabbergasted,” he said. A ceremony was held at the State Capitol in Lansing, and U.S. Sen. Carl Levin presented him with the medal.

EARLY LEADER

Stamatakos arrived at Grand Valley in 1964 from University of Wisconsin-Milwaukee, where he served as a dean. He remembered visiting Allendale for the first time when he came out for his job interview.

“I was almost appalled — not really appalled but I was rather surprised — that we had so little there,” Stamatakos said.

Stamatakos worked closely with first President James H. Zumberge, who he described as “a jewel of a man, a real gentleman.” Stamatakos left Grand Valley in 1967 when presented with the opportunity to teach at Michigan State University.

Still, he remembers his time at Grand Valley fondly. “It was a great experience that I really enjoyed and treasure,” he said.

Laker wrestlers set early example of athletic excellence

— BY MICHELE COFFILL

Considering the success of Laker athletics in the 2000s — seven national championships, seven consecutive Directors’ Cups for best overall program — one would think that only recently has Grand Valley become a sports powerhouse.

When wrestling was established as a varsity sport in 1969, probably few thought that it would produce eight national champions, 55 All-Americans and that Grand Valley would host Olympic trials for the sport.

It was eliminated as a varsity sport in the 1990s, a result of federal Title IX compliance, but continues to be a popular and successful club sport today. Grand Valley wrestlers have won five National Collegiate Wrestling Association championships since 2001.

Jim Scott, retired associate professor of movement science, was recruited to establish an intramural wrestling team in 1968, with plans that it would gain varsity status in a year. “Wrestling was new at that time and a lot of high schools were expressing interest in having teams,” Scott said.

Scott, who retired in April after 40 years of teaching and coaching, said he started with 10 wrestlers and found interest was high. “All of them had wrestled in high school and I started going to the junior college (now Grand Rapids Community College) to recruit,” he said.

At that time Grand Valley was a member of the National Association of Intercollegiate Athletics but Scott said meets were scheduled with many colleges that are current GLIAC members including Northern Michigan, Michigan Tech,

Ferris and Saginaw Valley. “We would often travel with the basketball team,” he said.

It didn’t take long to see success. In 1972, Rick Vaughn was the first Grand Valley wrestler to earn NAIA All-America honors. He wrestled at 118 pounds and finished fourth in the NAIA Tournament that year.

Success began to breed success. Mark Mangianti won a national championship in the 118-pound class in 1974, followed by others including Jamie Hosford, Mike Abrams and Ron Essink, who also played football for Grand Valley.

When Grand Valley joined NCAA Division II ranks in the mid-’70s, Scott said wrestlers who advanced to the national tournament could also compete against Division I opponents.

By the early 1980s, Grand Valley had become a hotbed for wrestling. Scott’s connections established the college as a training camp for international wrestlers who were headed to Toledo, Ohio, for the World Cup Wrestling Championships. “We had kids from Korea, Japan, all over the world staying on campus before they went to Toledo. That brought national attention and we talked about making a bid to host the Olympic trials here,” Scott said. In 1984, Grand Valley hosted the Olympic team trials for wrestling.

In the early 1990s, university administrators decided to drop wrestling as a varsity sport. Scott said that decision was heartbreaking for him and the student-athletes. As heartaches healed, he and a core group of wrestling alumni realized



Wrestler Mark Mangianti holds an certificate for being named to the 1974 NAIA All-America Team. He is standing with then President Arend D. Lubbers, left, and wrestling coach Jim Scott.

that bridges can be mended and many continue to support the club team today.

Three-time All-American wrestler Scott Marvin spoke about that decision when he was inducted into Grand Valley’s Athletic Hall of Fame in 2006. Now a teacher and wrestling coach at Saline High School, Marvin wrestled for Grand Valley from 1986-1991. “Title IX has had many positive impacts for women athletes but it also led to many negative impacts for male athletics teams at many universities and colleges,” Marvin said.

Marvin added that he is pleased with the success of the Laker club team; he hosted a quad meet with GVSU, Mott Community College, Oakland Community College and

University of Michigan last year at Saline High School.

Alongside his coaching successes, Scott was also involved in researching the darker side of wrestling: the practice of wrestlers rapidly losing weight to make a lower weight class. Scott and colleagues found that in 1996 the average rapid weight loss for a collegiate wrestler was 11.5 pounds. He worked with experts in Wisconsin who had developed the first high school weight management assessment program, which the Michigan High School Athletic Association adopted in 1994. The NCAA asked for Scott’s assistance when it develop a weight management assessment program that led to rule changes in 1997.

50TH ANNIVERSARY BOOK ON SALE

Read how coaches and leaders transformed Grand Valley into a sports powerhouse in the 50th anniversary commemorative book, *Grand Valley Celebrates 50 Years of Shaping Lives*, on sale at www.ubs.gvsu.edu.

THE FIRST 50 YEARS

Highlights of Grand Valley history



1960 Michigan Legislature establishes Grand Valley State College; West Michigan committee, led by L. William Seidman, selects Allendale and purchases land.



1963 James H. Zumberge serves as first president.



1972 WGVC Channel 35 goes live. Since that time, Grand Valley has been committed to maintaining public broadcast radio and television stations.



1977 First foreign university partnership is established in Krakow, Poland.



1967 Students participate in the first commencement ceremonies.

1960s



1970s



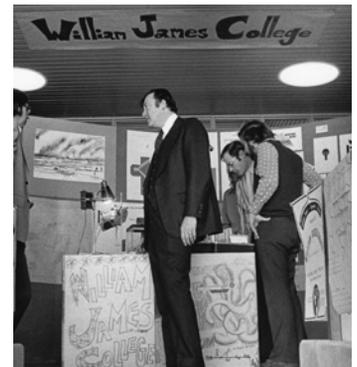
1966 Copeland Living Center opens, first residential housing on the Allendale Campus.



1969 Arend D. Lubbers begins serving as second president.



1971 Calder Fine Arts Center opens, creating a permanent home for student and faculty performances.



1972 Five cluster colleges form; name changes to Grand Valley State Colleges.



1988 L.V. Eberhard Center opens in downtown Grand Rapids.



1996 Annis Water Resources Institute launches a second research vessel, the W.G. Jackson.



1979 Board of Control names football stadium after Lubbers.



1989 Enrollment climbs to more than 10,000 for the first time.



1993 Grand Valley hosts Shakespeare Festival; event grows to Michigan's oldest and largest celebration of the Bard's works.

1970s



1980s

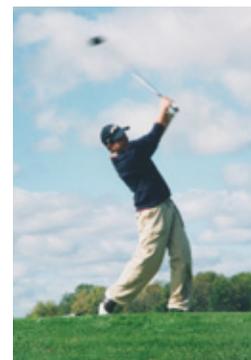


1982 The cluster colleges disband. Reorganization moves toward professional schools.



1985 Grand Valley celebrates its silver anniversary.

1987 Grand Valley receives university status from Michigan lawmakers.



1994 The Meadows Golf Course opens. It has since hosted six NCAA national golf championships.

2000 Richard M. DeVos Center opens in Grand Rapids, with its distinctive Beckering Family Carillon tower.



1997 Grand Valley breaks ground for the Meijer Campus in Holland, continuing its community outreach efforts.



2002 Football wins the first of four national championships. Women's soccer, basketball and volleyball would later win national crowns.



2001 New President Mark A. Murray addresses an impromptu crowd on September 11; he asks campus community members to show support and compassion for each other.



2006 Thomas J. Haas begins service as the university's fourth president. At left is Marcia Haas.

1990s



2000s



1998 Grand Valley hosts Science Olympiad National Tournament.



2003 Cook-DeVos Center for Health Sciences opens on Grand Rapids' "Medical Mile," housing nursing and health professions programs.

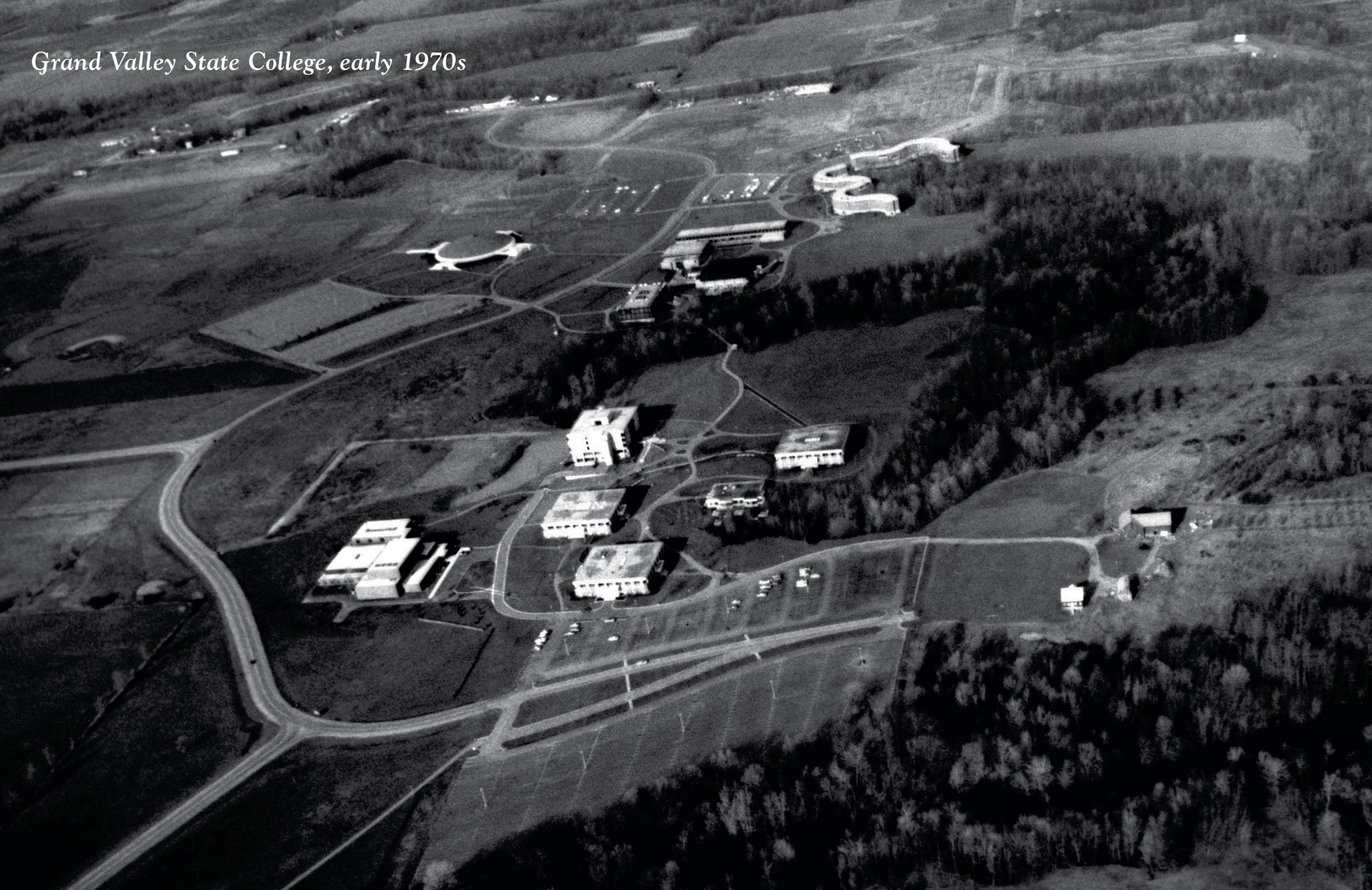


2008 Grand Valley launches first comprehensive campaign, Shaping Our Future, with first priority to raise funds for new library.



2010 University celebrates 50 years; Kate Pew Wolters (pictured) leads groundbreaking ceremonies for Mary Idema Pew Library Learning and Information Commons.

Grand Valley State College, early 1970s



Grand Valley State University, 2010



The Allendale Campus with the Cook Carillon Tower at the center is pictured. At left: the Pew Grand Rapids Campus is pictured with the Eberhard Center, Keller Engineering Laboratories and Kennedy Hall of Engineering at top; below is the DeVos Center. At right: the Cook-DeVos Center for Health Sciences in Grand Rapids is at top; below is the Meijer Campus in Holland.



photos by Adam Bird

bottom photo by Amanda Pitts

‘The great experiment’

Cluster colleges offered alternative education

— BY DOTTIE BARNES

When the Michigan Legislature approved the establishment of Grand Valley State College in August 1960, the founders had a vision for a new kind of institution. This new venture would eventually bring about alternative ideas for learning but one philosophical approach would hold true — liberal education.

Grand Valley would become a

proving ground for innovations in education that attracted faculty members and students from across the country and, while sometimes controversial, set a stage for discussions of teaching and learning that still resonate at the university today.

Part of the original vision, cluster colleges were five individual schools, each with its own identity and

educational philosophy.

“The plan was to organize the college around kind of a European cluster college society with 1,500 students in each of the colleges,” said Glenn A. Niemeyer, former provost. The idea would become known as the great experiment.

The great experiment

The College of Arts and Sciences was a traditional liberal arts college with various departments built around five-credit classes. The F.E. Seidman College of Business, named for Frank Seidman (father of Grand Valley founder L. William Seidman), offered upper-division and graduate business courses. In 1973, the college offered the first graduate program, the Master of Business Administration, in response to the region’s business and industry need for advanced employee development.

The other three — William James College, Kirkhof College

and Thomas Jefferson College — offered a different type of learning experience. In 1972, Grand Valley changed its name to Grand Valley State Colleges in recognition of the separate colleges.

President Emeritus Arend D. Lubbers helped establish the colleges. “There was considerable success with these colleges because many students wanted alternative education,” said Lubbers. “They attracted excellent students who wanted something different.”

William James College

William James College, originally called College III, offered individualized academic programs with theoretical and practical emphasis. The curriculum was designed to lead students into the workforce and evolved into a place where older adults could get their degrees in a vocational setting.

In the fall of 1971, 160 students



The College IV (Kirkhof College) Module Mobile classroom is pictured. It used to travel with a self-paced curriculum to factories, businesses and shopping malls during the 1975-76 academic year. The van eventually became the press box for the Grand Valley football team.



photos courtesy of University Archives

Thomas Jefferson College students engage in discussion in Lake Huron Hall.

and six faculty members met in their new headquarters, Lake Superior Hall, for the first of what would become a hallmark of the college, the Synoptic Lectures.

Dan Hartlieb, owner of Midwest Printing & Promotions LLC in Schoolcraft, earned a degree in arts and media from William James in 1979.

“William James took liberal arts education to a whole new level,” said Hartlieb. “Learning was more hands-on, less structured, and I was very comfortable with my professors. The college stressed internships and I am still utilizing the design and technology skills I learned back then.”

Kirkhof College

Kirkhof College, originally called College IV, was named for Ottawa County businessman and entrepreneur Russel Kirkhof. Kirkhof gave the first \$1 million donation to Grand

Valley in 1978. The college was designed for more independent study and began with a self-paced learning module and evolved into a college of liberal and professional studies.

Niemeyer said College IV was established with the idea that students do not all have convenient calendars. “Many had jobs and wanted to keep on working so a curriculum was developed around modules,” he said. “There were about 10 modules and students could work on them at their convenience. Students could take an exam whenever they were ready.”

Thomas Jefferson College

Thomas Jefferson College offered a curriculum that encouraged individual study and interdisciplinary learning. The college attracted students who wanted something different.

Mary Ellen McNaughton, along with a small group of

friends, moved from New Jersey to Allendale in 1971 just to attend Thomas Jefferson. They heard about it from a local professor who was relocating to teach at TJC.

“Learning was fun, an adventure,” said McNaughton. “We learned skills to help us live life fully and develop a love of learning that would continue throughout our lives.”

Graduates from Thomas Jefferson received a general degree in philosophy, but could choose a specific focus. Max Bush, who graduated from Thomas Jefferson in 1972, majored in English. Bush is a professional playwright and theater director from Holland.

“The philosophy at the college was so progressive and exciting,” Bush said. “It isn’t for everyone, but the set-up allowed students to own their education, as it should be.”

The philosophy and curriculum attracted excellent

students, but it also attracted criticism. The curriculum proved to be too far from the mainstream and the college closed in 1978.

“The academic climate across the country had changed. Things were moving much more in the direction of what was traditional,” Lubbers said.

Reorganization

The late 1970s brought a change in social attitudes, and a decline in enrollment and state appropriations. The great experiment was coming to an end.

In 1982, the cluster colleges were dissolved for a more traditional organizational structure and were consolidated back under the name Grand Valley State College. For a complete online history of Grand Valley’s first 50 years, visit www.gvsu.edu/anniversary and click on “History.”



photo by Amanda Pitts

Having a laugh during auditions for 'Founding' roles are student directors, left to right, Miriam Wisnewski, Arielle Leverett, Jessica Alverson and Sean Francis with Karen Libman, theater professor.

Students, alumni and faculty collaborate, create and celebrate Grand Valley's 50th

— BY MARY ISCA PIRKOLA

Grand Valley's 50th anniversary year is the focus of many creative endeavors that feature the talent of students, alumni and faculty members. While several are showcased below, readers can view all anniversary events occurring throughout the year at www.gvsu.edu/anniversary.

Grand Valley history brought to stage in 'Founding'

When Grand Valley students tried to write a play about the founding of the university, they discovered their futures were strangely and surprisingly connected to the past. "Founding," a Grand Valley 50th anniversary play

performed during November, was sponsored by the School of Communications.

The play was a collaborative project created by the Writing Department, under the direction of assistant professor Austin Bunn, and the School of Communications, under the direction of theater professor Karen Libman. Bunn said that the students didn't want to do

a play that merely presented historical facts, so they used their creativity to include history throughout the scenes that depicted students struggling with how to produce an historic play. Libman noted that this was truly a collaborative effort, and the first time a Mainstage Production has been directed by students.

Visiting guest artists Jennifer

Fawcett and Sean Lewis, from the Iowa-based Working Group Theatre Company, came in September to work with a group of students to finalize the script. They also offered suggestions on how to stage the show to effectively move from past to present throughout the production.

Some of the marketing materials for the production reflected the work of graphic design student Chelsea Chandler, from Grand Haven, who is a double major in writing and art and design. She is also one of dozens of undergraduates who participated in writing, performing and directing the play, which examines the work of history, the comedy of the classroom and the challenge of becoming yourself.

Stage manager Hannah Nicholson, a senior from Vestaburg with experience in productions at Grand Valley and Heritage Theatre, said it was a great opportunity to work in collaboration with the writers, as is done in the professional world. "I also learned a lot about the history of Grand Valley," she said.

Alli Klosner, from Saugatuck, participated in the playwriting class last spring and interviewed, among others, President Emeritus Arend D. Lubbers and Joan Burch, a member of the Pioneer Class of 1967.

"The biggest rule for writers is to write what you know," said Klosner, who admits some of the original scene ideas were pretty vague and took a lot of research to refine. "It is incredible what can happen when a diverse group of people work together on a project. Each of us left our personal stamp on this production, which will now

become a part of Grand Valley's legacy."

Student-produced animation portrays Grand Valley's growth

"Shaping a Landscape" is another project created specifically for the 50th anniversary. The short animation was developed and executed over the past year by School of Communications student Jake Wellever, '10, under the direction of Deanna Morse, professor in the Film and Video Program. View the animation at www.gvsu.edu/anniversary/student-animation-32.htm.

"Jake did outstanding projects in classes and was a teaching assistant with me on several occasions," said Morse. "For this project, we worked together on visual sketches and ideas that celebrated what we thought was unique about Grand Valley and how the campus landscape has changed over the past 50 years."

The pair researched the architecture and history of Grand Valley, and toured the campus with an eye for common visual elements to include in the film, which runs nearly three-and-a-half minutes. Wellever, from Allegan, said he spent at least 400 hours researching, drawing, filming and editing the animation.

"One of the reasons I decided to come to Grand Valley was the nice-looking campus," said Wellever. "I'm glad the Anniversary Steering Committee felt it was important that the animation include the natural and architectural elements of the campus, over time and through the seasons."

They also drew in the talents of others, including alumnus Dan Rickabus, '10, a Film and Video Production graduate whose emphasis was music and sound design. The video ends with a carillon performance of Grand Valley's Alma Mater by Julianne Vanden Wyngaard, professor of music and university carillonneur. It was recorded for the film by Joe

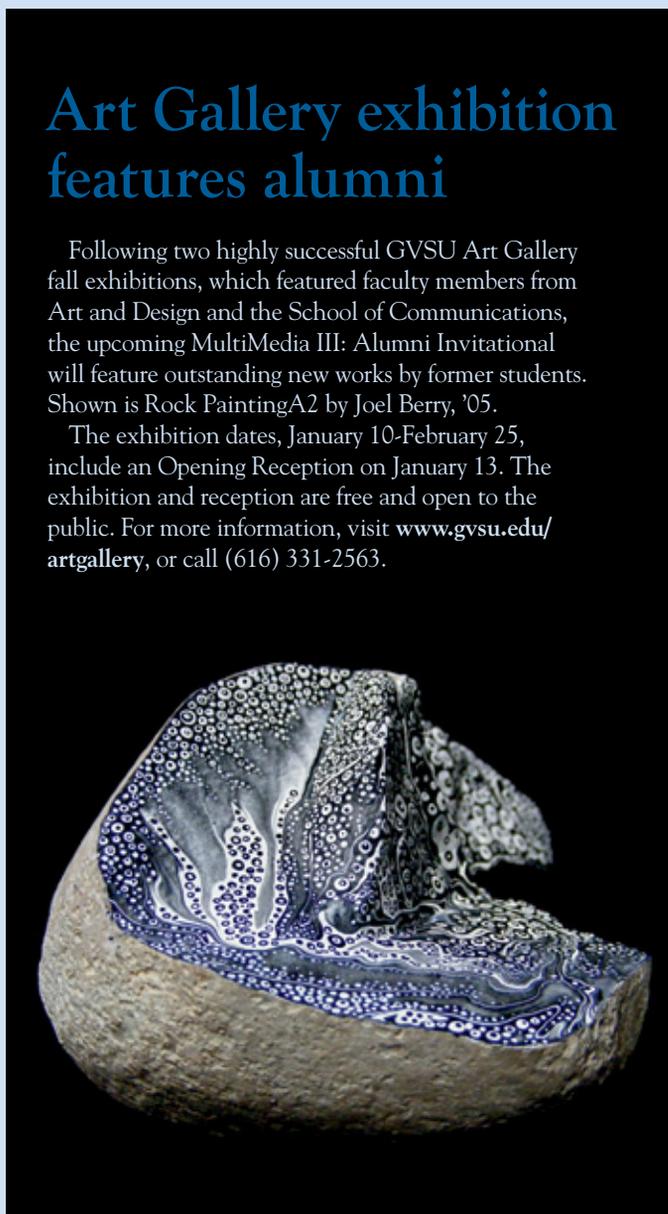
McCargar, affiliate professor of communications.

Vanden Wyngaard also performed the music on a special 50th anniversary two-CD set, featuring both the Cook Carillon and Beckering Family Carillon. It is available at University Bookstores or online at www.ubs.gvsu.edu, by clicking on the link to 50th anniversary gift items.

Art Gallery exhibition features alumni

Following two highly successful GVSU Art Gallery fall exhibitions, which featured faculty members from Art and Design and the School of Communications, the upcoming MultiMedia III: Alumni Invitational will feature outstanding new works by former students. Shown is Rock PaintingA2 by Joel Berry, '05.

The exhibition dates, January 10-February 25, include an Opening Reception on January 13. The exhibition and reception are free and open to the public. For more information, visit www.gvsu.edu/artgallery, or call (616) 331-2563.



50 favorites about Grand Valley

We asked and you told us. To celebrate Grand Valley's anniversary, we asked *Grand Valley Magazine* readers to send us their top Laker favorites. What follows are 50 heartwarming, fun and, um, unique items that make Grand Valley special. Enjoy!



1 On the day of my World History final exam, I woke up in my Robinson House room because the telephone rang. It was the unforgettable contrabass voice of Professor John Tevebaugh who said, "Now Mr. Bredigkeit, are you not coming for the final exam? We've started already."

— HELMUT BREDIGKEIT, '70

2 Checking out cassette tapes from the music library in College Landing (now the Commons).



3 Crew teams. In the spring of 1967, Grand Valley had men's crew, but women were not yet rowing. A girlfriend and I decided to inquire if it were possible to start women's crew, so we went to the athletic director and asked him. He said, "Sure, just get some girls together and we'll start a team!" We did this and were the first women to row at Grand Valley.

— ANNE McAULEY LOGAN, '69

Pictured are 1996 Dad Vail Regatta medalists Michelle Nielson Frye, Suzan Daoust Quick, Elizabeth Berens McCabe, Jill Napiwocki and Diana Waluk Bushman.

4 Sand volleyball tournament at Robinson Field.

With more than 300 registered student organizations, there is something for everyone.

5

6 Hanging with friends in the Kirkhof Center.



7 My favorite memory from my years at Grand Valley was in December 2003 when I traveled with my friends down to Alabama to watch the football team win the national championship!

— CASSIE TROMP, '07

8 Established in 1987, the gospel choir Voices of GVSU performs at campus and regional events throughout the year.



9 The Laker Marching Band

was established in 1977 and is known to brave all weather elements to provide pump and pep during football games.



10 Watching author and poet Maya Angelou speak on campus in 2004.

11 In 2006 I was a contestant on my all-time favorite show, "The Price is Right." On the show I actually got called to be a contestant, got on stage, kissed Bob Barker, and won a car. When I returned to campus, the Robinson Living Center staff let me throw a "Robinson Price is Right Viewing Party."

— LAURA STINAR, '10



12

The ravines! There's nothing like bundling up, traipsing up and down steep cliffs, and dodging the freezing cold stream of the ravines, with nothing but moonlight to guide you. At what other college are you able to completely disappear into nature without even leaving campus?

— LAURIE (CENKNER) BLACK, '06

photo courtesy Jenna Brackett

Being close to Eastown in Grand Rapids, home to Yesterdog and Kava House.

13



14

I love the original Great Lakes Group buildings. I remember lining up in the hallways waiting for a class to start, or stopping by a professor's office to pick up a graded assignment. I still get a sense of wonder and tradition when I spend time there, even though the use of the facilities changed.

— HEATHER ZEOLI, '97 AND '08



15

Working on research with faculty members as an undergraduate.



16

The name "Lakers"

was a write-in selection submitted by Annie Kate (McDonald) Comor-Jacobs, '67, during a contest for a college nickname held in the mid-1960s. Other choices were Bruisers, Warriors, Bluejays, Ottawas, Archers and Voyagers. The "Great Laker" represented the Lakers until 1996 when the athletic department remade the mascot into Louie the Laker, now one of Grand Valley's most visible identities.

17 Being so close to Lake Michigan. What other university sits on a road that ends at the lake?

18

The pageantry of faculty members processing in their academic regalia at convocation.



19 Working at Grand Valley for many years and being able to watch students learn and grow to become professionals who have made positive impacts on their communities.

— LIZ EUBANKS, '95, INFORMATION TECHNOLOGY

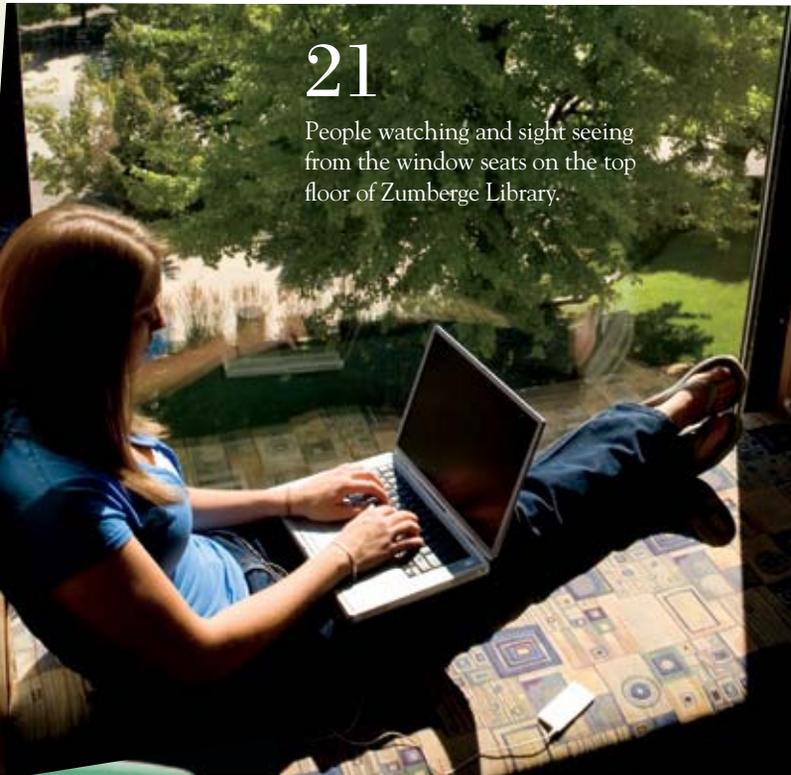


20

Campus Life Night is a one-stop shop set up in the Fieldhouse in early September, allowing students to browse and learn about campus resources or join one (or more) of the 300 registered student organizations.

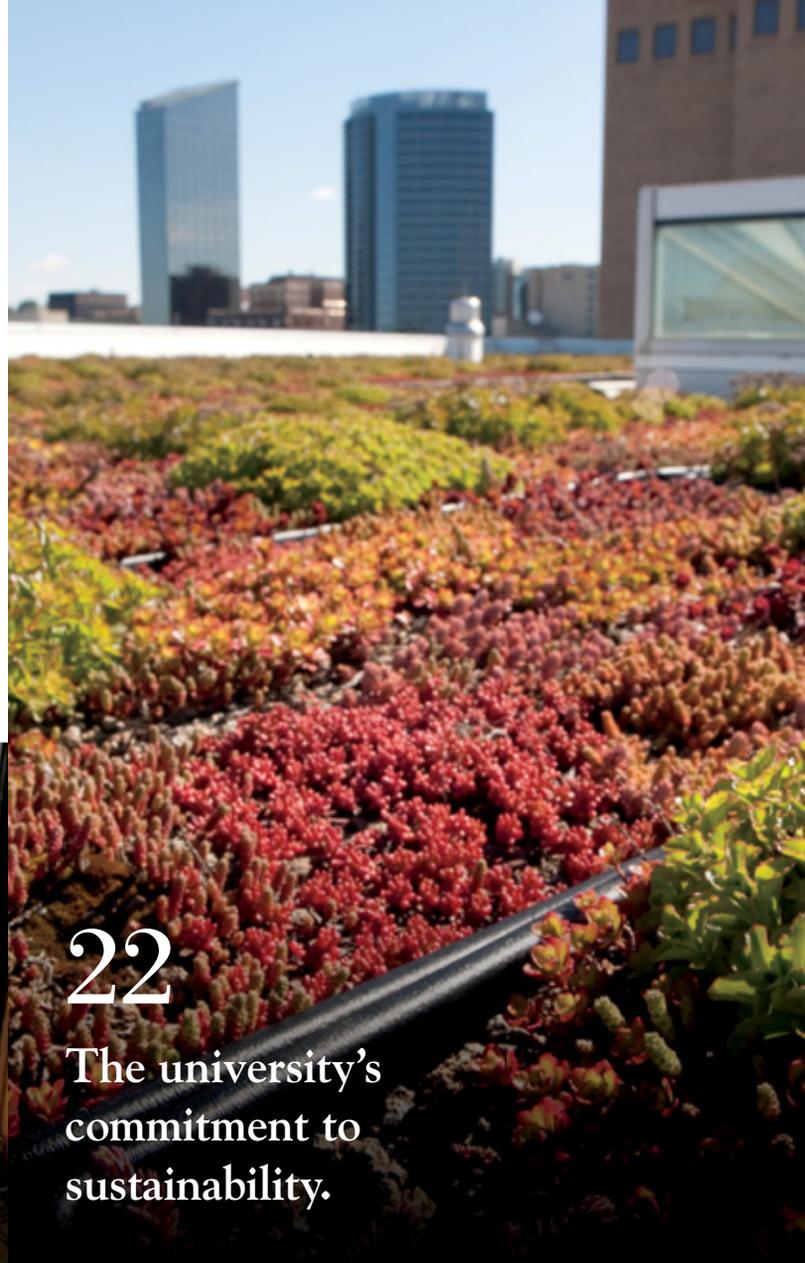
21

People watching and sight seeing from the window seats on the top floor of Zumberge Library.



22

The university's commitment to sustainability.



24

Thanks to the efforts of (retired) Financial Aid Director Ken Fridsma and others in his office, I was able to graduate from Grand Valley without an ounce of debt. Ken took the time, as he did with everyone, to point out scholarships and resources that I would otherwise not have known about.

— ARIE P. NOORDSIJ, '80

23

Riding the Rapid between Allendale and Grand Rapids.



25 University Promotions is a student-run communications shop operated out of the Kirkhof Center; it offers professional graphic design, advertising and marketing services to all campus departments, students and organizations. It was founded, in part, by Stevan Veldkamp, '88 & '99.



26

The annual Spring Fling oarless race across Zumberge Pond



29

Men's lacrosse and the other successful club sports.

30

Learning human anatomy in the lab with cadavers.



33

“I am Grand Valley”

was initiated by Student Life in 2002 to recognize student leaders who play key roles in the campus community.

27 Painting the rock in Robinson Field.

31 Downhill skiing at the ski hill and riding down the hill on food trays from the cafeteria.



32

As a walk-on to the 2001

track and field team, most of my teammates knew that I had begun my collegiate running career at Alma College. During one invitational at the Fieldhouse, I was running stride-for-stride in the 3,000-meter race with a former Alma teammate. At the halfway point, the Laker track teams lined the inside of the track to cheer me on; it worked and I beat him. I never felt like part of a team more than I did on that day.

— RYAN N. McCALLUM, '04

28



I was a Transitions Leader in 2006 when President Thomas J. Haas was new and touring campus. He stopped to meet a group of us. After chatting for a while, he asked if we had any questions. Another student said, “Can we call you T-Haas?” He smiled and agreed.

— RACHEL JACKSON, '08

It's the perfect size:

small enough to know that while walking to class on the opposite side of campus, there is a good chance you'll see a familiar face, but large enough to be a credible and well-respected university.

34

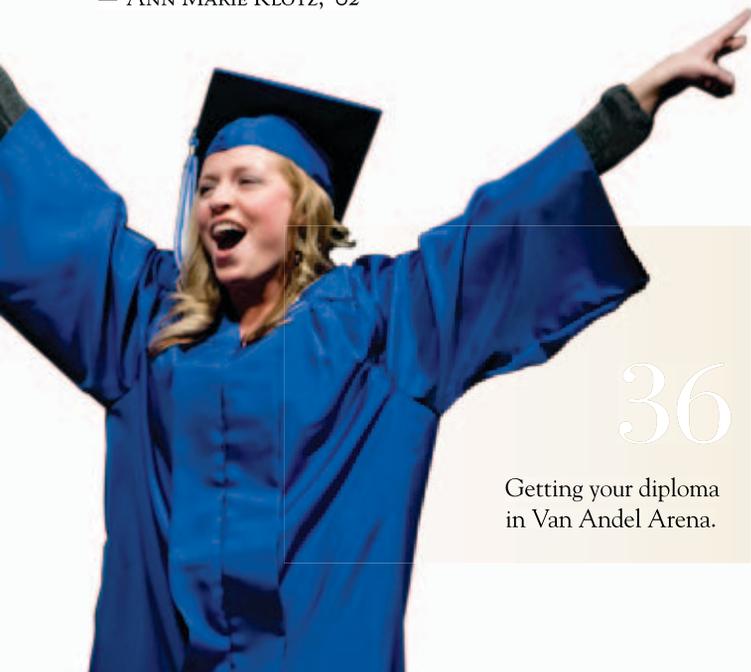


37

Campus marches to celebrate the lives of Martin Luther King Jr. and Cesar Chavez.

35 I was a student senator on September 11, 2001, and we huddled together in the senate office as friends, and political lines vanished as we spent that day together, supporting each other. My collegiate experience would have been totally different without that special space on campus.

— ANN MARIE KLOTZ, '02



36

Getting your diploma in Van Andel Arena.



38

Members of the Pioneer Class

and other early classes took a chance on Grand Valley and helped make significant decisions about their new college. People like Galene, '67, and Peter, '68, DeWitt (pictured) lay claim to a lot of firsts at Grand Valley. Galene was a member of the first graduating class, and she served as the first president of the GVSU Alumni Association, which she helped establish during her senior year.

Peter was the first in his family to go to college. As a member of Grand Valley's second graduating class, he served as Alumni Association president from 1974-1979. The DeWitts are the first husband and wife to both serve as association president. During Peter's tenure he led the association's first fundraising campaign to build the campus' original entrance and fieldstone.

The DeWitts tell people they received a "first-class education" at Grand Valley. Peter has also served on the Grand Valley University Foundation board and as a trustee.

39

The Cook and Beckering Family carillon towers.



40 My favorite memory was helping to organize the Airband Competitions in the early 1980s. The winning bands competed at Grand Valley against groups from other universities. I still remember the Madonna entry; MTV was new and she wasn't yet a household name. We had so much fun as performers and fans, and it was a great way to meet students from other places.

— KAREN LANG, '86



Student Scholarship Day was established 15 years ago and has grown to more than 600 presenters who show their research throughout the Allendale Campus.

42

There are 4,000 study abroad programs.

Grand Valley is consistently listed in the top 10 for student participation in international education.



44

Coming back to campus for Homecoming and being amazed at all the changes.

Beautiful campus artwork in classrooms, living centers and public areas.

45

Helping Hands is a Grand Valley tradition during student move-in. From the president to faculty and staff members, football team players and alumni, hundreds of people pitch in and carry luggage, computers, books and clothes from the family car to a student's living center room.



46

Family Weekend is a time to show off the campus to parents, younger siblings.



47

Dome concerts in the 1970s brought national acts like Sly and the Family Stone, Ted Nugent, Aerosmith and Bob Seger. The behind-the-scenes action was just as exciting for students who worked for Dome Productions, which later became Spotlight Productions.



48

The Presidents' Ball.

I remember organizing the first one with Ann Inman and Bob Stoll in the Student Life office. It was held in the lower level of Kirkhof Center then. Now the ball is held in downtown Grand Rapids and draws 4,000 participants. When I see photos of the event in its current form it gives me a deep sense of satisfaction and pride.

— BETHANY RIGG, '91

49 Fresh Food Company

made me feel spoiled as a student because the food was so much better than what college food is usually like.

— ALISIA MINASIAN, '07



50

The Arboretum and beautiful campus gardens.



Q&A

Stephen Rowe

photo by Bernadine Carey-Tucker

From its earliest days, Grand Valley has been grounded in the tradition of liberal education, which has survived several reorganizations, yet may still be misunderstood. Professor of philosophy and liberal studies Stephen Rowe, who has a nearly 40-year history with Grand Valley, sat down with *Grand Valley Magazine's* Mary Eilleen Lyon to discuss how the tradition of being liberally educated and teaching students

to think critically remains at the center of the university's mission.

Grand Valley Magazine:

How did the emphasis on liberal education begin at Grand Valley?

Stephen Rowe: The focus started with the founders and was pretty distinctive in public higher education at the time, and it has continued to be distinctive through many

decades of national over-emphasis on career education and confusion about the meaning and value of liberal education. Our General Education Program, what is now called the Liberal Studies Department, our Faculty Teaching and Learning Center, and the ongoing commitment of the faculty and administration have maintained this emphasis.

GVM: Many don't understand

the term liberal education, how it prepares students to be lifelong learners and how it is related to General Education.

Rowe: It's essential that all undergraduate students take General Education courses, and that we engage general education in the mode of liberal education. What that means in practice is that we keep classes small enough so that meaningful discussions take place; we have students writing papers rather than using No. 2 pencils on bubble sheets. We use primary texts, and real faculty rather than graduate students — and our faculty is informed about and committed to liberal education.

GVM: Didn't the Liberal Studies Department come out of one of the earlier cluster colleges?

Rowe: Yes. In Grand Valley's early years, one of the cluster colleges was William James College, which was distinguished in terms of its attempt to integrate liberal and career education in the tradition of progressive education, following John Dewey and others.

GVM: What happened once the cluster colleges were eliminated?

Rowe: In 1983, when Grand Valley was reorganized to a standard state college divisional organization, it was thought the values of William James College should be preserved. So the Liberal Studies program, beginning in 1983, was essentially the William James College approach. In principle it was an all-university program, so the committee had faculty members from all areas of the university, and the students came from all parts of the university, and the coordinator, who was me at that point, was responsible to the university

as a whole. And that went on until there was yet another reorganization in 2004, when we moved to the present structure. At that point Liberal Studies moved from the Arts and Humanities division to the College of Interdisciplinary Studies, now Brooks College of Interdisciplinary Studies.

GVM: Why do you think it has survived for so long?

Rowe: The Liberal Studies program has served and continues to serve three very important functions that are right at the heart of Grand Valley. One, it provides an alternative to the so-called traditional disciplines. I say so-called because those were not created by God on the eighth day, but rather by the Germans in the 19th century. Many people think, especially in progressive education, that that's not a very good way to organize a liberal education. It's been very important that Grand Valley provide an option for students to do interdisciplinary work, and also to be able to organize their program around an issue, topic, or theme that contains elements of a variety of disciplines.

Second, Liberal Studies has been, in effect, Grand Valley's degree completion option, and has been that without apology, without any sense that compromises the value or the significance of Liberal Studies. It has been part of the joy of the program. We get people who frequently show up simply wanting to complete a degree, but somewhere along the line they catch on to the vision of a liberal education, receive much more than they had anticipated and develop amazingly.

Third, Liberal Studies has served an important function, in terms of what we can call a

Socratic function — of being a kind of gadfly to the city, a constant reminder in relation to our core mission, that all of Grand Valley is grounded in the tradition of liberal education.

GVM: So when a student goes into this area, what kind of support can they expect from the university at large in terms of the way we have it housed now and how people are intersecting?

Rowe: You can't do Liberal Studies by just getting on the escalator and following what comes next in the catalogue. You need to think and make choices and give reasons for your choices along the way. Often in initial discussions with students, we talk about being able to make the distinction between their education and their schooling. It is an orientation to education that is predicated on being conscious of one's education, owning one's education. So it is more ambitious.

GVM: Can you address that element you brought up about nontraditional students coming to Liberal Studies for their degree completion?

Rowe: Well because it's individualized, we're able to be creative about taking pieces from here and there. The returning student frequently has several transcripts that aren't necessarily continuous one with the other. Through the individualized study plan and the continuous conversation with an advisor who is responsive to the individual student and what her real sense of vocation is, they develop a clear sense of what they really want to do. So it very often becomes much more than just degree completion.

GVM: Some have described liberal education as marrying

the best of education with the practically that we all have to make a living. Is that an accurate description?

Rowe: There's a reason why the U.S. Office of Education identified Grand Valley's William James College in 1977 as one of two demonstration projects in the country integrating liberal and career education. Students in the Liberal Studies program have the flexibility to cultivate the person, develop maturity, critical thinking skills and

adaptability, and the ability to evaluate and relate, but at the same time to build in elements of career preparation, so that they're more likely to actually find employment when they graduate. There's kind of an irony in which the current economic situation makes liberal education more visible as an effective option for students today — as society rediscovers the value of "critical thinking" and that narrow career training is not the best preparation for life and work.

WHAT CAN YOU DO WITH A DEGREE IN LIBERAL STUDIES?

Graduates with a degree in liberal studies have a wide world open to them. Here are a few of their thoughts:

Judy Whipps, '92, professor of liberal studies and philosophy

As a returning adult student with a full-time job, the Liberal Studies program was perfect. I was able to craft a major that specifically addressed my interests, allowed exploration of new interests, and challenged me to think about contemporary issues with great thinkers of the past. (Whipps went on to serve as chair of the department from 1999-2009.)

Tim Cusack, '86, speaker, trainer and corporate entertainer

I remember as a new student being asked by Professor Rowe if I was here to earn a degree, or get an education that taught me how to learn, think and participate. I chose the latter and it opened the door to possibilities I had never before imagined.

Lisa Bol, philosophy major with a biology and religious studies minor

I strongly believe in liberal education and have benefited from taking classes with students from a variety of fields, interests and backgrounds, which has deepened my ability to learn, share and interact.



From left are Judy Whipps, Tim Cusack and Lisa Bol.

United Stage theater roots help alumni spread their crafts

– BY SUSAN PROCTOR



Editor's Note: In honor of the university's 50th anniversary, this is the second in a four-part series featuring graduates from throughout Grand Valley's history.

Visual and performance art has always played a significant role in the growth and development of Grand Valley; these endeavors have also emerged into enduring community resources that contribute to the diverse artistic mix of West Michigan.

The roots of this community arts collaboration began in early 1973 when an improvisational theater group sent student-actors to public school classrooms. The troupe was developed at Grand Valley's Thomas Jefferson College, one of the five cluster colleges. (For more on the cluster colleges, see page 28.) Led by former faculty member

Bob Moyer, the troupe would become United Stage.

United Stage secured grant funding from the National Endowment for the Arts to perform theater workshops and games in parks and classrooms throughout Grand Rapids. "We did a performance or workshop in every classroom in every school in the Grand Rapids Public Schools system for 10 years," Moyer said.

United Stage was a traveling troupe of performers dedicated to the true improvisational experience. They used group-centered activities under the structure of "game play" as a medium for producing change in participants, Moyer said. The student-actors were grounded in the teachings of Viola Spolin, an internationally recognized originator of theater games and improvisational theater. Her son, the late Paul Sills, used Spolin's techniques to later establish the original Second City and Story Theater in Chicago. Moyer worked directly with Spolin and



Bob Moyer

Sills and passed their ideas and techniques to his United Stage students, many who have gone on to illustrious careers.

Max Schafer performed with United Stage until 1980, when he graduated from Grand Valley with a bachelor's degree in philosophy. He now owns Underdog Educational Software and works as a full-time teacher, actor and computer programmer. He studied and worked with Spolin in the 1980s, and with Sills for nearly 20 years. He continues to collaborate with Moyer, traveling around the country giving workshops to theater teachers for Sills' Wisconsin Theater Game Company. Schafer most recently

worked with movie actor Alan Arkin.

Through his software company, Schafer has published an interactive CD-ROM, "Viola Spolin's Theater Games for the Classroom," as well as "Math Gadgets," and "Young Authors," a computer program that allows children to write and illustrate their own books.

Carey Goldenberg performed with United Stage from 1975-1979. He earned a bachelor's degree in philosophy in 1979 with a specialization in story theater. After graduation, he returned to his native Chicago and was hired by Second City, performing with that troupe from 1981-85. Goldenberg

"Performing in United Stage was a coming of age ... I didn't realize at the time how unique the exposure was or how much it was helping me."

– CAREY GOLDENBERG



taught at Second City from 1985-2000 when some of the most recognizable comedic talents of our time passed through the cast, including Chris Farley and Tina Fey. He also appeared in the 1986 Martin Scorsese film, "The Color of Money." Goldenberg is now a case manager and guidance counselor at Thurogood Marshall Middle School in Chicago.

For the past two years, United Stage alumni have gathered at Grand Valley in August for a series of workshops re-creating their theater experiences. They also perform for friends and former classmates during reunions for Thomas Jefferson and William James colleges. Goldenberg helped spearhead the reunions.

"Performing in United Stage was a coming of age,"

Goldenberg said. "I didn't realize at the time how unique the exposure was or how much it was helping me. I learned true improvisation that teaches people to really know themselves. It's an experience that I've been passing along to others and I wanted to get back to the origins. Plus, the ability for us to gather and publicly thank Bob for what he has given us has been priceless."

photos by Adam Bird

Alumni members of United Stage return to campus to perform at the reunions of Thomas Jefferson and William James colleges. Founder Bob Moyer is in the middle and on page 42. Carey Goldenberg is in the second row, far right; Max Schafer is in the bottom row, right.



photo by Amanda Pitts

Elijah Brumback, arts and entertainment editor, and Lauren Fitch, editor-in-chief, review an article in the Lanthorn office in the Kirkhof Center.

Grand Valley's fourth estate

Student journalists tell campus stories,
learn lifelong skills

— BY MICHELE COFFILL

Nearly as long as Grand Valley has been around, student reporters, editors, columnists and cartoonists have been tracking the successes and miscues of the campus community.

Of the three student-run newspapers in Grand Valley's history, the *Lanthorn* has the most longevity. The first edition of the *Lanthorn* was published in October 1968 and it continues today. Its predecessors were the *Valley View* (1966-1968) and the *Keystone* (1963-1966). The *Keystone* is notable for its first publication date, November 22, 1963, the day President Kennedy was assassinated.

That first *Keystone* issue contained news of student clubs, a letter from President James Zumberge and a collection of first impressions students had of their new college. Diane (Hatch) Paton, member of the Pioneer Class of 1967, said:

"I think it's great. It's a lot of work, but you can have a lot of fun too, because the kids are so friendly." Joe Johnston had ideas for improvements: "I wish they'd install clocks and pencil sharpeners and pave the parking lot. Lockers should be installed to protect our belongings."

News covered within a summer 2010 issue of the *Lanthorn* included stories of tuition increases, a sustainable recreation field and Laker football alumni who received NFL contracts.

Former students who wrote for the *Lanthorn* said playing a role in producing a publication helped them learn lifelong skills, regardless if they stuck with journalism as a career. Some recall lifelong friendships and all seem to hold a special place in their hearts for the newspaper. Grand Valley's Alumni Relations office lists nearly 200 graduates who are members of

the *Lanthorn* Alumni Club.

Larry Beery, associate professor of journalism, is in his 19th year as advisor to the *Lanthorn* staff. He said 105 students were employed by the *Lanthorn* last year, including editors, reporters, photographers, ad representatives, business manager, receptionist, carriers, graphic artists and students who wrote one article and received a nominal fee.

"Although many are, most of the people on staff are not journalism majors," Beery said. "We have students from art and design, broadcast, business and other majors; many of the students had positive experiences working for their high school newspapers."

Former high school journalists Joe Czarnik, '76, and AJ Colley, '07, wrote for the *Lanthorn* at very different times in Grand Valley's history. Czarnik is a Realtor in Grand Rapids and

said although he never wrote for a living he puts the newspaper skills he learned to good use.

"I have done a lot of public speaking and training and I always try to be concise in my writing and make sure my message is getting out," he said.

In the mid-1970s when Czarnik was a student, Grand Valley's housing consisted of three dorms with about 900 students. He was a *Lanthorn* columnist who wrote "The Bunkhouse Informer," filled with restaurant reviews, events and gossip. At times Czarnik's column was a tad controversial. "I once wrote a satire called 'How to Deal Chicks' but the feminists on campus didn't catch the sense of humor in it," he said.

Colley wrote for her high school newspaper in Illinois, although she said she was scheduled to take a guitar class. "My high school scheduled me

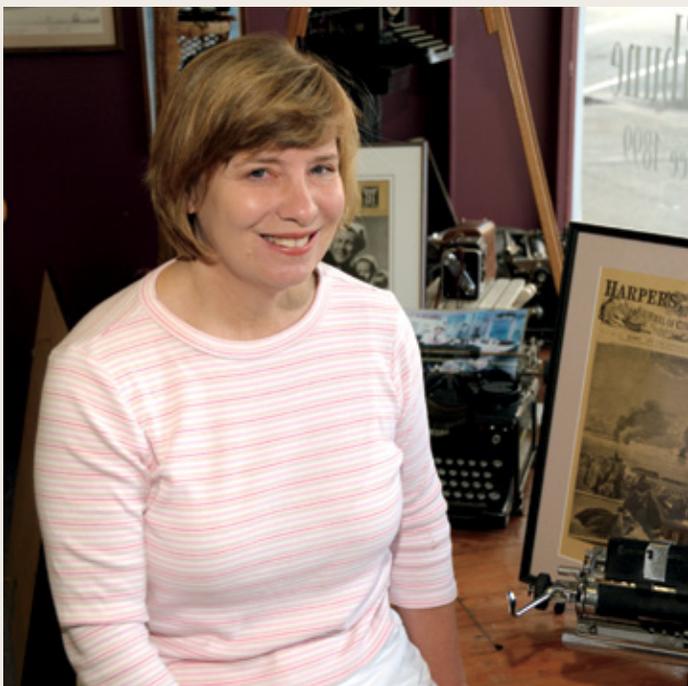


photo by Kelly Weber

Former *Lanthorn* editor Becky Burkert, '89, sits in her office at the South Haven Tribune where she serves as editor and general manager.

wrong and the only elective left was a media class," she said. Colley said the mistake worked in her favor as she was quickly hooked on journalism. She started writing for the *Lanthorn* as a freshman and was promoted to editor during her junior year.

The skills Colley learned covering campus events, Student Senate and Grand Valley administration served her well. She secured a job before graduating in 2007 at the *Chronicle-Tribune* in Marion, Indiana. Then she quickly learned about the business side of newspaper publishing when Gannett Company, Inc., announced it would sell that paper to Paxton Media Group.

"So I got the news of the buyout before I started working there," Colley said.

Colley now works at the *Shelbyville News* in Shelbyville, Indiana, about 30 minutes south of Indianapolis. She is a general assignment reporter,

covering news from the city's police and fire departments and school districts. She was also called upon by her editor to answer questions when new desktop publishing and text management software programs were installed. "They were the same programs we used at the *Lanthorn*," Colley said.

The business of newspapers

The *Lanthorn* is now published bi-weekly with a circulation of 8,000. Staff members have maintained a website, www.lanthorn.com, since 1995, giving the *Lanthorn* the distinction of being the first Michigan collegiate weekly newspaper to have an online presence.

It moved to a bi-weekly publication schedule in 2005. "Moving to twice weekly was a vision shared by editors beginning in about 1996 or

1997," Beery said. "They could see that if advertising sales and readership trends continued, it was a possibility."

Colley was editor-in-chief during the switch. "We knew we were going to be part of something big," she said.

Like many of the country's other newspapers, the *Lanthorn* sometimes struggles financially to maintain print and online editions. Beery said the decision to print twice weekly was made when ad revenues were increasing and the nation's housing, mortgage and finance businesses were solid.

During the 2004-2005 academic year — the last year of a weekly *Lanthorn* — the newspaper reported advertising revenue of \$179,000. Revenue climbed until 2007 then began to fall, locally and nationally. Last year's revenue was \$189,000, which Beery said was the third straight year of deficit spending.

"For this year, we have no computer service contracts, no new equipment," Beery said. "We have a very conservative budget. Ad revenue has to level out, otherwise we might not be able to sustain twice weekly distributions."

The *Lanthorn* receives a \$46,000 annual allocation from Grand Valley's Student Senate. That money is used for printing costs, which Beery said last year ran \$66,000. That Senate allocation represents 18 percent of the newspaper's budget and Beery is quick to remind staff that the rest of the \$250,000 budget is unsecure funds to be sought from advertisers as the *Lanthorn* receives no direct financial support from Grand Valley.

It's a situation that Becky Burkert, '89, knows well. She

serves as editor and general manager of the *South Haven Tribune*, a weekly newspaper with a circulation of 13,500. After five years of working at the *Lanthorn* as a student, Burkert has made a career in community newspapers, working in Holland, Whitehall and St. Joseph.

"I learned on-the-job at the *Lanthorn* and still have those skills in use, like budgeting, overseeing our carriers and helping with advertising," Burkert said.

Burkert took over as editor of the *Lanthorn* when the newspaper was facing a debt of \$20,000 and university administrators were launching an investigation into how the staff managed funds. Burkert said previous *Lanthorn* staffs were not greatly skilled at budgeting. "After that, everything we did and all the checks we wrote went through the school's Accounting Department and we worked with a faculty advisor," she said.

Controversial articles

One of Burkert's favorite articles was an editorial that she said "incensed the Student Senate." In the early '80s, the senate wanted to use student funds to purchase an X-rated movie to show on campus. Grand Valley's administration said no, student senators balked and enlisted help from the ACLU.

The *Lanthorn* editorial, penned by Burkert, said although it may be within students' Constitutional rights to show an X-rated movie, a survey reported that students had little or no interest in watching it. "Student Senate was very mad



photo by Dayla Thurston

AJ Colley interviews the Moral Township (Indiana) fire chief for the Shelbyville News. Colley was the *Lanthorn* editor when the publication moved to twice weekly.

at that but the paper also has a right to publish its opinion,” she said.

It wasn’t the first time the *Lanthorn* was involved in a First Amendment battle. Early in its history the newspaper printed an obscene word that caused Ottawa County to take offense and file an injunction to close the publication. Grand Valley’s Board of Control enlisted help from then President Arend D. Lubbers, who at that time hadn’t arrived in Allendale yet.

In an oral history interview, Lubbers recalled how board members relayed the news, telling him the college was “in real trouble with the public of West Michigan, with the four-letter words.” As the new president, Lubbers stood behind the *Lanthorn* and in 1969 the Michigan Attorney General issued an opinion that the county’s injunction violated the First Amendment.

Nearly two decades later as

the *Lanthorn* editor, Burkert recalled having monthly meetings with Lubbers. “He was very hands-off and never criticized an editorial. He often told me that he admired what I was doing,” she said.

Future

At their respective publications, Burkert and Colley work to please newspaper subscribers and online readers. Both women said their publications do not publish all printed content online; and Burkert said the *Tribune* is trying to add more video content to online articles.

Beery said the *Lanthorn* staff embraces the use of multimedia platforms. Features of the *Lanthorn* website include photo galleries, videos, Twitter, blogs and other social media content. It also offers a photo store to order reprints and a popular housing portal that includes

a roommate board. Beery said the newspaper’s survival is dependent on increasing the avenues to tell Grand Valley’s stories.

“The *Lanthorn* is unique on campus as perhaps the most complex student organization. It’s a twice a week performance with a 24/7 website presence, and it’s a unique partnership of administration, Student Life and independence,” he said.

He admitted that while the student staff, at times, struggles to compete with the university’s professional public relations and sports marketing staffs, the student-run publication solidified its place on campus decades ago. “Our future niche will be multimedia journalistic storytelling, explanatory journalism and investigative stories — something people can’t get anywhere else on campus,” he said.

Lanthorn staff establishes scholarship

In 2002 the *Lanthorn* established the GV Lanthorn Merit Scholarship and since then the staff tries to support the fund with a portion of advertising sales. The scholarship reached endowment status in 2008.

Larry Beery, *Lanthorn* advisor, said the scholarships, which would go to a *Lanthorn* staff member, have yet to be distributed. “Every time the GVL executive committee meets to discuss an award, the decision is made to wait another year to let the fund increase. However, staff members reduced their wages this year to meet budget, so there will be awards given in 2010-11,” he said.

To contribute to the scholarship, visit www.gvsu.edu/development.

What’s a Lanthorn?

While most people on campus say “lan-thorn,” the correct pronunciation of the student-run newspaper is “lant-horn.”

The term is an old English word for a certain lantern used in the mid- to late-16th century. It fits well with the newspaper’s slogan, “Give light and the people will find their own way.”

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Grand Valley Celebrates 50 Years of Shaping Lives, the university's commemorative 50th anniversary book, is now available. Rich with more than 300 historic and newer photographs, the book also includes images of 50 favorite works of art on campus, and stories of academic milestones, leaders, student life, athletics and successes.



photo by Amanda Pitts

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