

WINTER 2010

# GRAND VALLEY

MAGAZINE

**Engineering  
students  
tackle companies'  
challenges**

# Contents

GRAND VALLEY MAGAZINE VOLUME 9, ISSUE 3, WINTER 2010

## FEATURES

11

DOER Center gets it done

School of Engineering consulting arm merges theory and practice

16

I Am Grand Valley

Meet a sampling of current Lakers

21

The show must go on

Former theater students are staging their own success

26

McCarthy's orphan disease

Students join fight to save friend's eyesight

## DEPARTMENTS

4 Letters to the Editor

4 Bookmarks

5 Campus News

9 Arts

10 Athletics

14 Donor Impact

25 Focal Point

28 Q&A Edward Cardenas

30 Research News

31 Alumni News

38 Off the Path







## Editorial Staff

Mary Eilleen Lyon, M.S., '05  
Assistant Vice President for  
News and Information Services,  
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Michele Coffill  
Editor and Writer

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Contributing Editor and Writer

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Contributing Editor and Writer

Mary Isca Pirkola  
Contributing Editor and Writer

Bernadine Carey-Tucker, B.A., '99  
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Photographer

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Alumni Editor

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## Design Staff

Jacqueline Cuppy, B.F.A., '87  
Creative Director

Christine Parkes-Schaw, B.S., '06  
Graphic Designer

## Contact Us

*Grand Valley Magazine* is a publication of  
News & Information Services. Comments  
and suggestions are welcome.

E-mail  
[gvmagazine@gvsu.edu](mailto:gvmagazine@gvsu.edu)

Write  
*Grand Valley Magazine*  
Grand Valley State University  
1 Campus Drive, 133 LMH  
Allendale, MI 49401

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Look for daily campus news updates at  
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## GRAND VALLEY MAGAZINE

See the entire magazine online at  
[www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine).

On the cover:

*photo by Andrew Terzes*

The DOER Center is able to put state-of-  
the-art technology, like this CNC milling  
machine used by Karl Hiedemann, to work  
for area companies.

On these pages:

*photos by Bernadine Carey-Tucker  
and Amanda Pitts*

From left are Danica Sardin, Allison  
Chandler, Darren Gladstone and Mitchell  
Sydloski. Meet more current students  
beginning on page 16.



*The Grand Valley Magazine* is printed  
on paper manufactured with electricity in the form of  
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minimum of 10% postconsumer recovered fiber. Trees used  
to manufacture this paper are certified from sustainably  
managed forests.

## Dear Editor:

I read with interest your article on the police academy ("GVSU Police Academy: Setting the bar for law enforcement education," Fall 2009). I thought I would expand on the article.

The academy class of 1976 was the first class of the academy. I was in that class with Blaine Koops and I am glad to see that he has done so well. We had 40 people in our class at that time. In that class, we were required to wear coats and ties when not in PT. (The class picture reflects the style of the time — including the "leisure suits.")

This academy was also the first program in Michigan that trained people who had not already been hired by a police department, thus allowing graduates great flexibility in where they were able to go.

I am glad to see that the program continued and has grown so much.

**Bob Braley, '73**  
Bakersfield, California

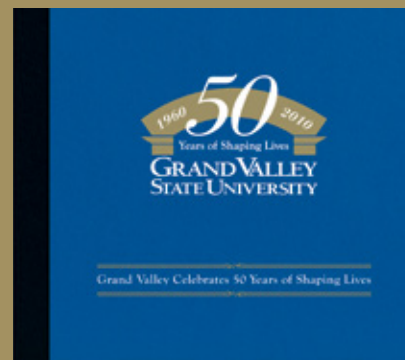
### Letters to the Editor can be mailed to:

Grand Valley Magazine  
1 Campus Drive, 133 LMH  
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[gvmagazine@gvsu.edu](mailto:gvmagazine@gvsu.edu).

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

## Pre-order 50th anniversary book soon!

Grand Valley celebrates its 50th anniversary in 2010-11! Purchase a commemorative book and take a trip back through the decades. The hard-cover book features many historic photographs and great stories from people who were there at the founding, and those who stayed for decades guiding



its growth. This book will jog memories and spread Laker pride.

Pre-orders begin March 1 online at  
[www.gvsu.edu/mag50book](http://www.gvsu.edu/mag50book).

## Bookmarks

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

### **Blindness**

(Houghton Mifflin Harcourt, 1998)  
by Jose Saramago

A mysterious mass epidemic of blindness suddenly spreads throughout a city, causing widespread panic and a breakdown of social order and human solidarity. College of Liberal Arts and Sciences Associate Dean Gary Stark said this novel is an allegory about our mutual interdependence and what happens when compassion for strangers gives way to a brutal struggle for survival. Saramago's novel was named winner of the 1998 Nobel Prize for Literature.

### **Spies of Warsaw**

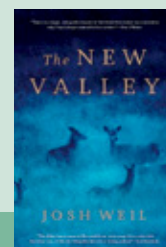
(Random House, 2008)  
by Alan Furst

The 10 (so far) World War II espionage novels of Alan Furst — beginning with *Night Soldiers* (1988) — are much more than mere spy "thrillers," according to University Libraries' Director of Special Collections Robert Beasecker. In these highly literary books, Furst carefully describes the shadowy world of foreign agents, refugees, soldiers and ordinary people in Europe during the dangerous years of 1936-42.

### **The New Valley**

(Grove/Atlantic, 2009)  
by Josh Weil

*The New Valley* is a trio of novellas by a young debut author; the stories are set in the mountains of rural Virginia. The landscape provides beauty, but it also cuts characters off from the people around them. The lonely, isolated protagonists struggle to figure out what they want from their lives and how they might possibly achieve it. "They reach out to friends, family, lovers, both succeeding and failing in ways that break your heart," said Caitlin Horrocks, assistant professor of writing. "The book is tender, sad, sometimes funny, and very moving."



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

# MLK speaker urges audience to be trailblazers

Grand Valley's celebration of the legacy of Martin Luther King Jr. began at breakfast and continued through the evening January 18.

While the day's events brought a time for many to reflect on King's life, for keynote speaker Randal Pinkett, it also brought occasion to look ahead.



photo by Amanda Pitts

Randal Pinkett addresses the audience in the Fieldhouse gathered for the MLK celebration. He urged students to reflect on King's vision and to make their own roads, rather than follow a traditional path.

Pinkett, founder, chair and CEO of BCT Partners of New Jersey, spoke to an afternoon audience in the Fieldhouse, and was the evening speaker at Grand Rapids Community College.

"We don't just march for the sake of marching," Pinkett said. "It's important to remember Dr. King's life and legacy, but it's much harder to look ahead at what his vision was and to see what's possible in our own lives."

Pinkett referenced Robert Frost's poem, "The Road Not Taken," but then asked students this question: "What do you do when there is no road?" He said King's life, while ordinary in some ways, continued to be shaped by events that made him a trailblazer.

"It is this mindset of a trailblazer that shows the world what is possible," said Pinkett, who continued, saying a trailblazer is much like an entrepreneur.

Pinkett closed his speech by answering his own earlier question. "When there is no road, you make the road,

or the road is made as one walks on it," he said. Pinkett is the author of two books, including *Campus CEO: The Student Entrepreneur's Guide to Launching a Multimillion Dollar Business*. He earned five degrees, culminating in a doctorate from the Massachusetts Institute of Technology.

At the morning celebration in the Kirkhof Center, Jeanne Arnold, vice president for Inclusion and Equity, said the new addition of community breakfasts "were just the beginning of changes as we expand the celebration of Martin Luther King." She added that a planning committee will form in the spring to study how best to incorporate King's legacy in academic programs, awards and community service projects.

The Kirkhof Center program was Webcast to a Loosemore Auditorium audience and then made available to Grand Valley's regional centers and the Holland Meijer Campus.

## Mitchell named new head football coach

Former Laker defensive coordinator Matt Mitchell was named the new Grand Valley head football coach during a news conference January 5 in the Laker Turf Building.

Mitchell replaces Chuck Martin, who was named defensive backs coach at the University of Notre Dame. Mitchell, 35, has coached at Grand Valley for six years. His defensive team finished the 2009 season ranked first in the GLIAC in scoring defense (17.7 points per game), sacks (48) and interceptions (21).

Tim Selgo, director of

athletics, said after interviewing other candidates there "was no doubt in my mind that Matt Mitchell will be a great fit for Grand Valley." He cited Mitchell's success in building a solid defensive unit and his ability to recruit good student-athletes.

Mitchell, who had been an assistant coach at Wartburg (Iowa) College before coming to Grand Valley, said he's excited to take over as head coach of a storied football program. "I understand the tradition of Grand Valley football and I often say to our team, 'We're

standing on the shoulders of giants,'" he said. "I'm aware that high achievement comes within the framework of high expectations, and we're going to expect great things to happen again this season."

Mitchell is the seventh head football coach in Grand Valley's history. He earned a bachelor's degree in biology and secondary education from Cornell College in Iowa.



photo by Amanda Pitts

Matt Mitchell talks during a news conference introducing him as the new Laker head football coach.



## Campus Dining reduces waste with composting project

Grand Valley's Campus Dining has implemented a composting project to help the campus community reduce landfill waste.

Two campus dining locations — Fuel, inside the Commons building, and Kleiner Commons — now offer guests the opportunity to compost food waste, serveware and packaging. Fresh Food Co. also composts pre- and post-consumer waste but due to the style of service and use of china and silverware, does not offer guest composting. Thanks to the initiative, pre-consumer waste (from cooking and preparation) and post-consumer waste are both composted and diverted from landfills.

Posters hang above receptacles at Fuel and Kleiner to indicate items that

can be placed into “landfill” and “composting” bins. The collection receptacles are lined with biodegradable bags. Bags are transferred to separate collection points for recycling, composting and landfill.

“More than half of the items we use for service and packaging can be composted, so this project is a natural fit,” said Penny Ibarra, Kleiner manager. “Changing student habits is the hardest part of composting. A lot of students are already on board and hopefully more will participate when they see how easy it is.”

Campus Dining employees are trained to explain the composting project and can offer help understanding the process.

According to the U.S. EPA, food is the No. 1 least-recycled



photo by Amanda Pitts

A student walks by the composting bins in the Commons. Two campus dining locations now offer guests the opportunity to compost food waste, serveware and packaging.

material. To enhance Grand Valley's sustainability efforts Campus Dining has kicked off a composting project that will help recycle food and other items. Composting is the most

efficient type of recycling because it breaks waste down into the soil; there aren't chemicals or large amounts of power used.

## Share stories and memorabilia for 50th anniversary

Grand Valley will mark its 50th anniversary in 2010 and you can be part of the celebration. Do you have a piece of history you're willing to share? The Alumni Association is putting together an exhibit of memorabilia from 1960-2010. Submit images and descriptions of items online at [www.gvsu.edu/stuff](http://www.gvsu.edu/stuff) and include name, class year and contact information.

Alumni, students, faculty, staff and retirees also can share their favorite Grand Valley memories as part of Laker Lore. The stories can be funny, touching, poignant or historical. Individuals or groups can record a story with sessions taking less than 10 minutes. Stories may be about fun

times with friends, roommates or colleagues; participation in a campus activity; or memories of an outstanding student or professor.

“Spoken history is as powerful as written history,” said Teri Losey, chair of the Laker Lore committee. “These stories will not only help tell the story of Grand Valley's first 50 years, but be a lasting record for those who follow in our footsteps.”

Participation is easy. To schedule a time to record, visit [www.gvsu.edu/lakerlore](http://www.gvsu.edu/lakerlore). Selected stories will be aired on WGVU radio during 2010-11 and available to listen to on the anniversary Web site. All stories will become part of the university's archives.



photo by Amanda Pitts

Joe McCargar, affiliate professor of communications, helps a Laker Lore participant record an audio memory. Visit [www.gvsu.edu/lakerlore](http://www.gvsu.edu/lakerlore) to see how to share your story.

## All in the family for four GVSU students

When Jerry Kooiman started working on a master's degree at Grand Valley last fall, the former state legislator found himself in familiar company — his three children.

Kooiman, who serves as assistant dean for external relations for Michigan State University's College of Human Medicine, is pursuing a master's degree in public administration with an emphasis in health care.

His daughter, Sarah, 22, majored in hospitality and tourism management and graduated in December. Son Matt, 20, transferred to Grand Valley to study public administration with an emphasis in health care and a minor in business. Youngest daughter Katie, 18, is a social work major.

They haven't run into each other much on campus, but the shared experience spurs many conversations

during family gatherings.

"They're teaching me how to use Blackboard," Jerry said, referring to the online classroom management tool. "The first time the professor said something about putting something up on Blackboard, I had to come home and ask my kids what that was."

New graduate Sarah is now putting her hospitality degree to work at the Amway Grand Plaza in Grand Rapids.



photo by Amanda Pitts

From left are Jerry, Sarah, Matt and Katie Kooiman. Jerry, Matt and Katie are Grand Valley students; Sarah graduated in December.

## Boezaart named director of MAREC

Grand Valley named T. Arnold (Arn) Boezaart as the second executive director of the Michigan Alternative and Renewable Energy Center in late November. He had served as the interim executive director of MAREC since April.

Boezaart previously served as the vice president for grant programs for the Community Foundation for Muskegon County. In that role, he handled the project that put the wind energy turbine atop the Frauenthal Center in downtown Muskegon.

Boezaart said he wants to focus MAREC's attention on job creation in the emerging green economy.

"We are in the midst of the most difficult economic times most of us have ever known," Boezaart said. "With an emphasis on promoting renewable energy and advancing new and emerging technologies, a priority for MAREC will be to work with others to achieve economic development and job creation opportunities in the Muskegon area, Lakeshore and West Michigan region."



Arn Boezaart

## New Strategic Plan offers vision for future

Grand Valley is looking toward a bright future with its new strategic plan. The plan, which covers the years 2010-15, is for Grand Valley to become recognized as one of the nation's premiere Carnegie classification "Master's Large" institutions of higher education grounded in the tradition of liberal education.

"A great deal of collaboration and insight went into this plan, which will chart our course for the next five years," said President Thomas J. Haas. "This plan is designed as a roadmap for improving every aspect of Grand Valley's performance as we continue to mature as an institution."

The Strategic Plan is built around seven values that define Grand Valley: effective teaching, liberal education, scholarship, service, inclusiveness, community and sustainability.

"Grand Valley will continue to focus on the promotion of high quality undergraduate and graduate programs," said Provost and Vice President for Academic Affairs Gayle R. Davis. "In addition, our innovative partnerships and initiatives will continue to promote the intellectual, social and environmental advancement of our region and our world."

The new plan is the result of a process that began in 2007 and involved a committee composed of representatives from across the university. The plan was endorsed by campus groups and approved by the Board of Trustees in October. It can be viewed online at [www.gvsu.edu/strategicplanning](http://www.gvsu.edu/strategicplanning).





photo by Amanda Pitts

Governor Jennifer Granholm talks to Grand Valley students, faculty and staff members about the Michigan Promise scholarship.

## Granholm visits campus, discusses Michigan Promise

More than 300 students, faculty and staff members crowded into the Cook-DeWitt Center on November 19 to hear Governor Jennifer Granholm talk about the Michigan Promise scholarship. The governor directed her comments toward students saying, “the fight isn’t over” in restoring the money for the scholarship.

“I really need your help and I stand in solidarity with you to restore the Michigan

Promise,” said Granholm. “It is doable, but I can’t do it alone.”

Granholm criticized lawmakers for cutting the scholarship money from the budget and said she couldn’t veto the scholarship back. She urged students to contact their state legislators to let them know how they feel. “You hired your representatives and you should tell them what you want them to do. I encourage you to engage in democracy and let your voices be heard,” she said.

President Thomas J. Haas addressed the crowd calling the elimination of the scholarship, “stealing from our future to pay for the present.” Haas said Grand Valley has the greatest percentage of students with the scholarship of all Michigan public universities.

The Michigan Promise scholarship would have provided up to \$4,000 to eligible college students.



photo courtesy of Ed Wong-Ligda

## Mural has Grand Valley ties

The Grand Rapids Community Foundation’s new home, at the corner of Grandville and Oakes in Grand Rapids, includes a large mural in the lobby. Pictured in progress above, the 6-by-10-foot commissioned painting was done by Ed Wong-Ligda, Grand Valley professor of art and

design. The painting’s concept was submitted by Kaylee Cornfield, one of two former students Wong-Ligda included in the generation of ideas for the project. The community garden scene is filled with analogies of gifts, growth and preparations for the future. The mural was installed in January.

## Pickard returns to campus, delivers lecture

William F. Pickard, former GVSU Board of Trustees member and now successful business owner, returned to campus November 5 to discuss entrepreneurship during an event sponsored by the Seidman College of Business and the Office of Multicultural Affairs.

As chairman and CEO of VITEC in Detroit, Pickard listed “critical” items every entrepreneur must have: vision, opportunity, talent, relationships, failure and faith.

Pickard also serves as chair and CEO of Global Automotive Alliance, as well as multiple manufacturing entities and plants throughout the United States and Canada. He owns several McDonald’s restaurants in the Detroit area.

“Entrepreneurship is fueled by the risk-takers of the world,” he said.

A living center on the Allendale Campus is named for Pickard. He was a member of the Board of Trustees from 1977-88.



photo by Amanda Pitts

William F. Pickard talks with students in a classroom. The Detroit executive later gave a public lecture on entrepreneurship.



# First Padnos chair leaves lasting impressions

— by Mary Isca Pirkola

Steven Sorman has learned a thing or two since he came to Grand Valley in 2007. He will also leave a lasting impression on everyone he has met here.

Sorman, a distinguished international artist with a 30-year career as a painter and printmaker, was the first artist to occupy the Stuart and Barbara Padnos Chair in Art and Design. As he completes his position this spring, a look back over the past three years reveals many accomplishments, a passion for interdisciplinary collaborations, and generous donations.

Setting up a professional papermaking facility in the Calder Arts Center was one of his major goals and accomplishments. Much of the equipment was purchased used, at great savings to the university.

“Steven has provided so much inspiration to students

and faculty, myself included, through his mentoring and collaborative work,” said Patricia Clark, who was interim chair of the Department of Art and Design when Sorman

first arrived on campus. “That is exactly what Stuart Padnos and his wife, Barbara, had in mind.”

Clark, professor of writing, taught three classes with Sorman that promoted collaborations between their students. One class, Word and Image to Book, included demonstrations in book binding and design by Sorman and workshops on writing by Clark. Sorman and Clark also produced their own book, which paired

14 of her poems with 14 of his prints.

Another collaboration involved students from Sorman’s painting class, working on stage during a live performance by Grand Valley’s New Music Ensemble, directed by associate professor Bill Ryan. As the music evolved from silence then hushed tones building to a crescendo of sound, a row of painters slowly brushed bands of color across huge sheets of paper, revealing invisible designs that had been previously painted with a clear polymer.

Exhibitions of Sorman’s work, including prints, watercolors and drawings, have been held at the Grand Rapids Art Museum and the Urban Institute for Contemporary Art, sharing the artist and his work with the larger West Michigan community. Included in the

GRAM exhibition were a series of photopolymer intaglio prints, created with a process that he learned while at Grand Valley.

It combines a

500-year-old etching technique with modern photo and digital technology. The process was refined during experimental collaborations with Dellas Henke and David Keister, fellow printmakers in the department, and photographer Tony Thompson, director of the School of Communications.

Another collaboration sprang from team-teaching several painting classes with associate professor Jill Eggers. Sorman



photo by Bernadine Carey-Tucker

Student Rebecca Hagler shows Steven Sorman some of her work employing handmade papers in new ways.

and Eggers took students on a field trip with internationally recognized author Jim Harrison, the Michigan native whose papers are entrusted to Grand Valley’s archives. The group of writing and art students visited areas where Harrison spent his childhood, leading to influences in his work and theirs.

Sorman spent countless hours in an open studio space and made himself available to students who wandered in to see what he was creating, or to ask for advice. “I’ve realized that, in some instances, sharing even a day or an hour at the right time in an artist’s developmental years can have a lifelong effect,” said Sorman.

Though Sorman will return to his own studio in upstate New York, his lasting impressions will take many forms. Among them are a series of more than 30 of his own prints, which he has generously donated to the university. “Steven Sorman has been an incredible gift to Grand Valley,” said Henry Matthews, director of galleries and collections, “both in terms

of sharing his professional skills and the donation of some of his art to the university.”

Sorman’s first visit to Grand Valley was as part of an annual printmaking program established by Matthews and Keister. Sorman in turn brought New York artist Terry Winters to campus as a visiting artist and invited him to make two prints here. Following tradition, Winters involved students, giving them an opportunity to participate in the process at a professional level. Copies of the prints became a part of the Grand Valley Print & Drawing Cabinet, in the university’s permanent collection. Though he won’t take the credit, Sorman also was a crucial influence in the donation of 65 prints by the preeminent master printer Ken Tyler, spanning his career from 1965-2000.

“There’s a really big place in my heart for this school,” Sorman said. “It will be really hard to leave. It has been a tremendously positive experience.”

# Defensive lineman will trade jersey for doctor's scrubs

— by Michele Coffill

There are a few things about football that Alex Gilde won't miss. Say, for example, how an offensive tackle falls on your knee that suffered a torn medial collateral ligament.

Give him a few years, however, and Gilde may be performing surgery on other players with torn MCLs. The senior defensive lineman is giving up his last year of college eligibility to enter medical school. Gilde was among six Grand Valley students selected as the first group to enter the Michigan State University College of Human Medicine through an early assurance agreement between the two universities.

Gilde started every game for the Lakers during the 2009 season. He was among the team leaders in tackles (29) and sacks (5), including a memorable one against Findlay University.

"That Findlay game came after the loss to Hillsdale," Gilde said, referring to the only regular season loss for the Lakers. "And as a team, we came out fighting. I was doing better with my knee and then the tackle from Findlay fell on it as I sacked the quarterback."

Despite the pain and grit of a long football season, Gilde said he considered delaying medical school a year to play more football. "I've spent 11 falls playing football. It will be hard not to be on the field next year," he said. "But I have a lot to look forward to and a lot to get ready for."

Gilde, who will graduate in April with a degree in biomedical science, said he plans to work at his father's concrete business in the summer and prepare for medical school in the fall.

A native of McBain, Gilde has earned a multitude of athletic and academic honors.

A standout student, Gilde has a 3.94 grade point average and has been named to the Academic All-GLIAC Team and All-GLIAC Football Team for three years. He also received the GLIAC Commissioner's Award, presented to top scholar-athletes, and is likely to be nominated this year for the GLIAC Student-Athlete Scholarship and the NCAA Postgraduate Scholarship.

Gilde has taken time management to an extreme as he juggles a rigorous academic schedule with volunteer and tutoring duties, research presentations and football games and practices. He admitted he's given up some "social activities," but said he is thrilled to have met his goal of completing an undergraduate degree in four years.

"When I was in high school, that's what I was looking for in a college. I wanted reassurance that a school would give me the academic program I wanted and that I would get done in four years," he said.

Gilde has early thoughts about focusing his medical career on orthopedic surgery or interventional radiology. He will be among 200 students in MSU's incoming medical school class; half the students will take classes in East Lansing and the other half will be in the new Secchia Center, in downtown Grand Rapids.

Whichever city he's in, Gilde is sure to get advice from his brother Kyle, who will graduate soon from the University of Michigan Medical School. He has another brother, Cainen, who works for the family business. "Kyle is interviewing for residencies in anesthesiology, and he's always ready to lend me some advice about medical school," Gilde said.



photo by Amanda Pitts

Alex Gilde will spend the fall preparing for medical school, rather than another football season.

Former Coach Chuck Martin said that Gilde's determination will serve him well in medical school. "He works hard on the field and it's the same thing off the field, how hard he prepares academically and how hard he wants to be a great student," Martin said. "He's got God-given talents and he's taking advantage of them and

getting the most out of them.

"Alex is one of the many examples we have of people who came to Grand Valley for the right reasons. Yes, he wanted to win football games and be part of a great program, but he also chose Grand Valley for the education value."



# DOER CENTER GETS IT DONE

— by Brian J. Bowe

SCHOOL OF ENGINEERING  
CONSULTING ARM MERGES  
THEORY AND PRACTICE



IN THE FALL  
OF 2008, JACK  
WISWELL HAD A  
PROBLEM.

His Kentwood-based company, WizWheelz, was trying to figure out a way to allow customers to put larger rear wheels on one of its TerraTrike recumbent tricycles without increasing

the length of the frame. He had an idea for a solution — a longer rear dropout bracket — but was not thrilled at the time or expense it would take to get a prototype made at one of the shops the company normally turns to.

“We have these job shops that we work with all over West Michigan, but if you need a part, they want to know how many thousands you want,” Wiswell said, adding that it can take weeks or months to get fit into a production schedule.

That’s when he discovered Grand Valley’s School of

Engineering’s external consulting clearinghouse: the DOER (Design, Optimization, Evaluation and Redesign) Center. The DOER Center takes on projects and matches them with engineering faculty and students who have the proper expertise to work on them.

Wiswell explained his idea. “I think the drawing I gave them was literally doodled out on a piece of paper,” he said.

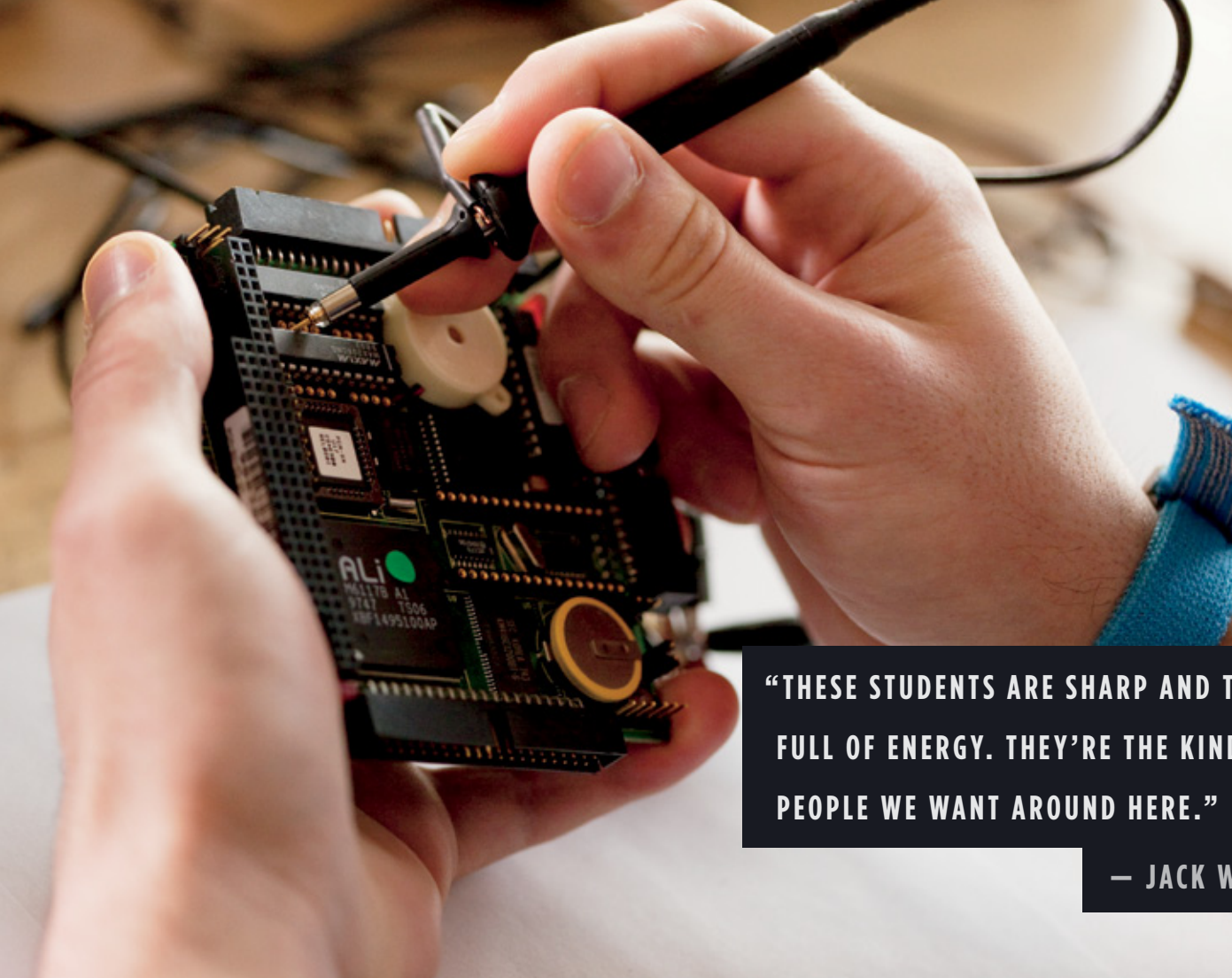
Less than a week later, Wiswell’s company had two working prototypes. In less than six months, the company

*photo by Andrew Terzes*

**Joseph Nugent was one of the DOER Center students who worked on a prototype for TerraTrike.**

launched full production of the new dropout and brought it to market. Wiswell said it was initially designed for one of four frames WizWheelz makes, but it was expanded to the entire line.

“It was the quickest and the most cost-effective prototyping process that we’ve ever encountered,” Wiswell said.



**“THESE STUDENTS ARE SHARP AND THEY’RE  
FULL OF ENERGY. THEY’RE THE KIND OF  
PEOPLE WE WANT AROUND HERE.”**

**— JACK WISWELL**

Problem-solving on a tight time frame — and budget — is what the DOER Center is all about. “Companies come to us with a problem, and we match them with a professor and a team of students, and we try to solve the problem,” said director John Farris. “This fits into our mission of helping local industry become more competitive.”

It helps industry, but it also helps the students learn new skills and faculty members keep their skills current. “It’s a beneficial program all around, because the students get experience and the faculty

get to see some real-world problems,” Farris said.

Students are selected by professors based on their skills, academic standing, and motivation. One student who has worked on several DOER Center projects believes the program will help him get a head start on his career.

“What we’ve been doing at the DOER Center is pretty much what I hope to do after I graduate — taking a product from concept all the way through to production, doing all of the prototyping and everything that goes in between,” said Austin Filush, a junior from Grandville. Filush is in the School of Engineering’s articulated master’s degree program. When he’s finished, he will have bachelor’s degree in mechanical engineering and master’s degree in product design.

Assistant director Shabbir

A. Choudhuri said that the grounding in research and development is especially useful for students, noting that surveys show that about 70 percent of science and engineering students spend significant time working in R&D after graduation.

“In most engineering curriculum — including ours — there is not much opportunity to see how R&D works,” he added.

The DOER Center’s program is designed to fill that need.

“We are already a very hands-on engineering program, and we are situated in the right place,” Choudhuri said. “We are surrounded by small-to-medium manufacturing companies who have engineering problems. Since they are small to medium, they don’t have formal R&D departments. They get a

benefit by having a virtual R&D department in Grand Valley’s engineering program.”

Choudhuri said giving the students the opportunity to puzzle through real engineering projects helps them learn how to recognize things they’ve learned in the classroom and apply them in the field.

“Engineering curriculum hasn’t changed that much in the past few decades,” Choudhuri said. “If you look at the courses, we teach theory, underlying physics, and math. Then we test the students using problems given at the end of the chapters. But those problems are generated in very idealistic situations. When the student goes into the field and the same problem is embedded in a real situation, the students miss how to relate it to the theory because they’ve never seen

*photo by Andrew Terzes*

**The majority of engineering graduates will work in R&D after graduation. The DOER Center gives students experience applying classroom lessons to real-world applications.**



the problem in that format.”

Filush said there can be a big difference between what he learns in the classroom versus the real-world applications.

“A lot of the theories in the books assume a perfect world,” Filush said. “Once you actually get to working on a project you realize how many things can go wrong and what you thought would work on paper really can’t work out when you’re actually machining. It’s just learning the tricks to make things go faster. Doing both the paperwork and actually making the product helps you with ideas on what to do on future projects.”

Filush said the projects help students learn to work in collaborative teams. “Most of them we can’t get to in a semester, and since we each do semester rotations, lots of people work on each one,” he said. “We use people from all different emphases in engineering to get things done.”

In fact, Choudhuri noted that the breadth of knowledge is one of the program’s strengths. Faculty expertise spans nanotechnology, electronic controls, machining, semiconductors, metallurgy and all manner of other fields.

“We can accommodate different kinds of projects because our workforce is the whole student base and all the faculty. We can just pick the right person there,” Choudhuri said.

Wiswell said his experience working with the DOER Center was a smashing success. “Our

sales are up over last year, and a lot of that is because we had this new option,” Wiswell said. “And it’s hard to find anybody who had an increase in sales over last year.”

He said he has continued to bring projects to the DOER Center and hopes to hire some Grand Valley graduates full time eventually.

“These students are sharp and they’re full of energy. They’re the kind of people we want around here,” Wiswell said.



*photo by Andrew Terzes*



**SOME OF THE COMPANIES  
THAT HAVE USED THE  
DOER CENTER’S SERVICES  
INCLUDE:**

**AMSTORE**

**EMERALD SPA  
CORPORATION**

**ROBERT MORGAN AND  
COMPANY**

**LORIN LIGHTING  
CORPORATION**

**ROMAN MANUFACTURING  
COMPANY**

**BISSELL**

**WIZWHEELZ**

**YMCA OF GRAND RAPIDS**

*photo by Amanda Pitts*

(Top) Professor Hugh Jack assists Roger Jansen. At right, Professor Shabbir Choudhuri (left) works with student Austin Filush. Enrolled in the articulated master’s degree program, Filush will earn a bachelor’s degree in mechanical engineering and a master’s degree in product design when he graduates.



## Retired faculty member continues to inspire education

More than 1,000 Grand Valley students who have received scholarships will be honored at an annual dinner on March 17, and have opportunities to meet the generous people who have supported their education through this important form of financial aid.

Organizers hope that all students will enjoy the encounter as much as scholarship recipient Samantha Krystiniak did. Krystiniak said she enjoyed meeting and thanking the Huizenga family, who created a scholarship to honor retired professor Paul Huizenga and benefit biology education students like her.

After earning degrees from Hope College and the University of Michigan, Huizenga joined the biology faculty at Grand Valley in 1966, six years after the institution was founded. Huizenga, who grew up on a farm just south of Hudsonville in Jamestown, is like many professors who found their careers growing along with the



Paul and Ardis Huizenga are joined by their family at a celebration for the Paul A. Huizenga Biology Education Scholarship. Paul is a retired biology professor.

expansion of Grand Valley. His experiences have inspired him to continuously give back to the campus and the community.

In celebration of his service to the university and his commitment and passion in

teaching others, his wife Ardis Huizenga and their children created a scholarship in biology education. Huizenga retired from Grand Valley in 2003. He spent most of his time at the university educating committed

students, often working closely with teaching assistants to carry on the legacy of a thriving biology community in secondary education.

As a longtime supporter of the institution that would eventually become Grand Valley State University, Huizenga continues to inspire dedicated students even after his retirement. The Professor Paul A. Huizenga Biology Education Scholarship assists full-time students who are in their junior year at the university and have a declared a biology major. These students must also be seeking secondary certification with plans of teaching middle school through college-aged students. Students who qualify for this scholarship reflect the sort of student that Huizenga once was, someone who wished to further his education as far as he could take it so that he could inspire his own students.

Krystiniak received the Huizenga scholarship in 2008.



Pictured are Ardis and Paul Huizenga and scholarship recipients at the 2007 event.





Samantha Krystiniak talks with Paul Huizenga at the 2009 scholarship dinner. Krystiniak was the recipient of the Professor Paul A. Huizenga Biology Education Scholarship.



Erica Vande Kopple, a 2007 Huizenga scholarship recipient, talks with Paul and Ardis.

Her long-term plans after college include continuing to live in West Michigan, and teaching middle school or high school science after her graduation in 2011. "With this scholarship I have been able to focus on school work, rather than struggling to keep up with working during the semester along with juggling my classes," she said. "I have been completely focused on getting as much out of my Grand Valley education as possible, with the ultimate goal of teaching and instilling the same passion into my science classroom."

She met the Huizengas at the 2009 scholarship dinner where

they discussed her educational goals and many other topics.

Krystiniak said, "Paul Huizenga and his family are wonderful, generous people whom I have had the pleasure to meet. They have really inspired me to work hard and I am very honored to be a recipient of this scholarship."

Since the Huizenga scholarship was founded seven years ago, six students have been assisted in furthering their education in biology, as they hope to enrich the lives of future science students. The Huizengas look forward to many more to come.

## Grand Valley remembers Sally Seidman

Whether accompanying her husband on international business trips or gathering guests at home for a community project, Sally Seidman earned a reputation for charm, grace, and artfully mixing hospitality with civic service. The wife of Grand Valley founder L. William "Bill" Seidman, Sally Seidman made a lasting, positive impact until her death November 22 at her family home in Albuquerque, New Mexico. She was 85.

Sally played a role in the university's early history, hosting many of the meetings organized by Bill Seidman to rally support during the late 1950s to establish Grand Valley. Mr. Seidman and a citizens' council secured the university's charter in 1960, after raising \$1 million required by the state.

"Sally was a great friend of Grand Valley," President Thomas J. Haas said. "Her tireless work with Bill during the formation and early years of Grand Valley are well known. Marcia and I were honored to

host her when she attended her husband's memorial service on campus. Our hearts go out to the Seidman family."

Maribeth Wardrop, vice president for Development, was a longtime neighbor and family friend of the Seidmans. "Sally was one of those women who are pillars of their community and their family. She was gracious, full of life, and so welcoming," Wardrop said. "Bill always acknowledged how Sally helped make his wide-ranging career possible while she raised the family they both loved."

Seidman was very involved in community service in Grand Rapids, including membership in the Grand Rapids Junior League, and as a board member for the Grand Rapids Art Museum and Forest Hills Public Schools. Sally met Bill when they both attended East Grand Rapids High School. Bill, founding chair of Grand Valley's Board of Trustees and former FDIC chairman, died May 13 at the age of 88. They had six children.



Sally Seidman is pictured at the memorial for L. William Seidman in September.

# I AM Grand Valley

**N**ow in its seventh year, a leadership campaign sponsored by the Office of Student Life recognizes students who excel in the classroom, the community, or athletic field.

We borrowed the I Am Grand Valley campaign to introduce a small sampling of students to *Grand Valley Magazine* readers. We invited students to a daylong photo session in a School

of Communications studio, and asked them to describe themselves using one or two words, or short phrases.

The result is a microcosm of Grand Valley's student body, which includes these professional, driven, funny, outgoing, serious and thoughtful folks. Meet the Lakers!

*photos by Bernadine Carey-Tucker and Amanda Pitts*



## **Chelsea Page, Saginaw**

JUNIOR, BIOMEDICAL  
SCIENCES

- Pre-med student
- Lutheran
- Conservative
- President, GVSU Chapter of Colleges Against Cancer
- Volunteer, Helen DeVos Children's Hospital
- Volunteer, Habitat for Humanity
- Sports fan
- Social butterfly
- Avid reader
- Science and math tutor







## **Azra Grudic, Grand Rapids**

SENIOR, ADVERTISING  
AND PUBLIC RELATIONS

- Bosnian
- V-Day activist
- Treasurer, Public Relations Student Society of America
- Lake Michigan Credit Union teller
- Daughter/sister
- Community leader
- Tri-lingual
- Women's rights activist
- Account executive, Grand PR (a student-run firm)

## **Steve Hester, Hopkins**

JUNIOR, PSYCHOLOGY



- Motorcycle rider
- Father of 9-year-old girl
- Republican
- Baptist
- 37 years old
- Fan of Chunky Monkey ice cream
- Basketball fan
- Fan of public speaking
- Owner of 104-year-old house
- Supervisor

## **S. Omar Gonzalez II, Byron Center**

SENIOR, INTERNATIONAL  
RELATIONS AND SPANISH

- Founder of Phi Iota Alpha Latino Fraternity
- Male dance lead for Sabrosísimo, Latin Dance Club
- Member, Latino Student Union
- Student worker, Housing
- World music fan
- Salsa dance fan
- Volunteer interpreter for elementary schools
- Tamale lover
- Arts and crafts
- Positivity



## Matthew LaVere, Livonia

SENIOR, PHOTOGRAPHY, WITH  
MINOR IN GENERAL BUSINESS

- Skateboarder
- Musician
- Photographer
- Maintenance worker
- Christian
- Shoe fanatic
- Traveler
- Adopted from Korea
- Challenge seeker



## Cory Cain, Grand Rapids

JUNIOR, MARKETING  
AND FINANCE

- Happy
- Reader
- President, GVSU Collegiate Entrepreneurs' Organization
- Uncle
- Marketing intern for Steelcase
- Outdoorsman
- Thankful
- Volunteer
- Excited
- Passionate





## Robert Carlisle, Detroit

SENIOR, PHYSICAL  
EDUCATION

- Bowler
- Baptist
- Laid back
- Member, Athletes Who Care
- Laker football player
- Democrat
- Elementary school tutor
- Outgoing
- Native of Detroit's east side
- Member, Student Athlete Advisory Committee

## Sarah Cavazos, Holland

SENIOR, MATHEMATICS

- Learner
- Educator
- Excited to work with students
- Girlfriend
- Daughter
- Future mother
- Water polo goalie
- iPhone addict
- Waitress
- Hopeful difference maker

## Maria Perez, Holland

JUNIOR, ACCOUNTING  
AND FINANCE

- Latina
- Vice president, Latino Student Union
- Mentor, Big Brothers/Big Sisters
- Mexican-American
- Caring
- Trustworthy
- Student worker, Office of Multicultural Affairs
- Daddy's girl
- Creative
- Vice president of finance, Sigma Lambda Gamma



## **Tyler Chadwell, Clarkston**

SOPHOMORE, COMPUTING  
AND INFORMATION SYSTEMS

- Brother
- Realist
- Tech guy
- Runner
- Weight lifter
- Friend
- Leader
- Outgoing
- Music fan
- Perfectionist



## **Jessica Smith Soto, Naperville, Ill.**

JUNIOR, INTERNATIONAL  
RELATIONS AND LATIN  
AMERICAN STUDIES

- Peer advisor, Padnos International Center
- Housing Multicultural Assistant
- Writer
- Addicted to laughter
- Member, African Student Council
- Aspiring chef
- Fan of international films
- Bookworm
- Honors College student
- Dual citizenship, Mexico and U.S.

## **Lynsie Pouliot, Troy**

JUNIOR, SPECIAL EDUCATION

- Nickname is "mom"
- Lutheran
- Member, Little People of America
- Teacher
- Planner
- Romantic
- Talker
- Animal rights activist
- Dork





# The S H O W

## MUST GO ON

FORMER THEATER STUDENTS ARE  
STAGING THEIR OWN SUCCESS

— by Mary Isca Pirkola

**W**hile studying theater in the School of Communications at Grand Valley, they were the stars of the shows, Shakespeare Scholars and award recipients. Since their university experiences ended, many former students have kept their love of theater alive by choosing some interesting roles — both on stage and off. They have used their undergraduate experience to spread their creative wings, and in some cases, become entrepreneurs.

### SUCCESS CAN BE MURDER

Scott Cramton was good at entertaining a crowd, even as a student at Grand Valley. His *Sleepless Nights* program, organized with fellow student Brandon Reed, drew more than 3,000 people and won the 2003 Student Life Outstanding Program of the Year award. The late-night *Spotlight Productions* event took over the Kirkhof Center and featured everything from free haircuts and a parody of “The Dating Game,” to three live bands and a comedy club.

The 2004 graduate learned that making an entertaining event successful is helped a lot by audience participation.

It is a lesson that informs his successful *Murder Mystery Company*, which performed 32 shows last December.

“One of the core principles nurtured at Grand Valley is that whenever you stage a production, you go up against movie theaters for entertainment,” said Cramton. “We do something that movies can’t, and that is interact with the audience.”

Each of his shows has an audience member who is accused of murder. The elaborately costumed professional actors draw audiences into a two-hour interactive romp in solving the whodunit. Each of seven



*photo courtesy of Scott Cramton*

Scott Cramton, center, founded the *Murder Mystery Company*, which performs in a five-state area.



photo by Amanda Pitts

Dog Story Theater in Grand Rapids operates through the efforts of dedicated board member/producers, including from left, Becki West, Bradley Briegel, Josh Fremer and Amy McFadden.

different themed programs can be customized for clients wanting a unique holiday party, corporate event, dinner party or birthday celebration.

Based in Grand Rapids, with branches in Wisconsin, Indiana, Ohio and Illinois, the company employs more than 65 actors, an assistant and two directors in addition to Cramton. The company has served nearly 1,000 clients, including corporate shows for McDonald's, Target, Make-A-Wish Foundation and the Boy Scouts of America, to name a few, as well as public shows at a Six Flags amusement park in Illinois and interactive shows at Brann's Steakhouse in Grand Rapids.

"I have grown the business one performance at a time and it remains a debt-free company," said Cramton. "I've learned to be smart at marketing my company and making good use of Web search engines to bring it to the attention of potential clients."

photo courtesy of Claire Barry

Claire (Walsh) Barry uses her business and theater skills at the Chicago Shakespeare Theater on Navy Pier.

## GETTING DOWN TO BUSINESS

While an undergrad at Grand Valley, Claire (Walsh) Barry performed in many challenging roles, such as Ophelia in "Hamlet" and Hannah in "Autumn in the Valley." As a playwright, she also had an original one-act play, "Private Games," produced in a campus festival. She graduated in December 2007 with a dual major in creative writing and theater, and immediately began working in Dallas, Texas, for IBM.

"While I majored in two of the most liberal arts areas, I was hired for a position in business development by one of the world's largest multinational corporations," said Barry. "Grand Valley's Theater Program taught me that you need to be ready for anything, have confidence that you can make it work, and then fully commit yourself." Though highly successful at IBM, after two years she longed for a position in a theater setting. Her ship came in at the Chicago Shakespeare Theater on Navy Pier.

Now, as CST's advancement officer of Corporate, Foundation and Government

Relations, Barry manages the theater's entire grant portfolio, from large multinational corporations, to family foundations and endowments. "If you're willing to expand your search and use other talents within the industry, there are a lot of possibilities," she said. "I feel blessed to be able to apply my business skills in the theater industry, because it is what I'm most passionate about."

## IF WE BUILD IT THEY WILL COME

A passion for the theater led a group of young entrepreneurs to establish Dog Story Theater, a non-profit organization that opened in August 2008. Their goal is to encourage a growing number of live, professional performances in West Michigan. Three of the four founding board members, including Jay Harnish, Josh Fremer and Becki West, were theater students at Grand Valley in the mid- to late-'90s.

Located in the heart of Grand Rapids, at 1115 Taylor St., the 1,200 square-foot theater offers artists an intimate setting for an audience of 40-75 people. The rectangular-shaped black box theater was specifically designed without a permanent stage or seating, providing opportunities for each performance group to configure their optimum setting.

They introduced their theater to the community with a five-show season the first year. Since then, shows have ranged from a Montessori school talent show and Comedy Mondays, to celebrity impersonators and Shakespeare productions. The theater's low overhead helps to keep ticket prices at an average of \$5-\$12.

Harnish has since taken a position as the house manager of DeVos Hall and DeVos Place Convention Center in Grand





Rapids, while the remaining group has recruited new members. Combined, they have experience as actors, producers and administrators in university productions, commercial films, and regional and international theaters. None of them takes a dime from the organization. Their primary objective for the theater is to help West Michigan's thriving artistic community overcome some common obstacles.

"Our staff provides each group with as much or as little assistance they need, from lighting and staging, to ticket sales and facility management," said West. "Being a theater owner means taking responsibility for the many behind-the-scenes details so clients can concentrate on their production."

## AS YOU LIKE IT

Dog Story Theater's intimate space was ideal for the audience engagement inherent in the production of "Pericles" by Katherine Mayberry and the Pigeon Creek Shakespeare Company. Pigeon Creek was started at Grand Valley in 1998 by visiting guest artist Frank Farrell and a small group of students. Mayberry was one of them.

"I met Frank in 1997 when he and I were cast in the production of 'As You Like It,' for Grand Valley's Shakespeare Festival," said Mayberry. "That summer he took the cast out to the Pigeon Creek County Park (in Ottawa County) for an experimental outdoor hiking performance, where each scene was performed in a different location along a trail. The following year we did 'A Midsummer's Night Dream,' leading to outdoor performances each summer since."

Farrell served as director for three years, but eventually the summer commute from Chicago became difficult. The

self-directed group continued to perform each summer and by 2002 organized themselves as a repertory company, consisting variably of five-11 actors. They performed scenes from Shakespeare on-call in non-traditional settings, such as bookstores, coffee houses, churches and Renaissance feasts.

By 2007 the repertory company developed a full summer program. By 2008, when Mayberry had completed graduate school at the American Shakespeare Center, the company performed five productions year-round and conducted educational programming in many university and secondary classrooms.

"In 2009 we took our production of 'Julius Caesar' to New York City in the summer and did a production of 'The Winter's Tale' in partnership with Wayland High School," said Mayberry. "The students performed alongside the professional actors, which is quite rare." That production was coordinated by high school teacher Becky Black, another Grand Valley alumna. Black has enlivened theater at the school with after-school and summer programs and by organizing an improv group.

Mayberry believes the face of professional theater is changing rapidly, with the focus on more regional theaters. "Part of that movement is thinking of ways to create your own opportunities," she said. "If you don't see the exact situation you want to be in, you have the opportunity to create it yourself."

*photo by Amanda Pitts*

**Katherine Mayberry, center, was a student when the Pigeon Creek Shakespeare Company started at Grand Valley in 1998. Here she directs alumnus and fellow board member Scott Lange and current student Elle Lucksted in a production of 'Pericles.'**

## MAKING SOMETHING FROM NOTHING

During their first year of operation, Round Belly Theater Company performed 23 original works. It's a pretty impressive track record for a couple of guys who describe their start-up as "making something out of nothing."

After graduating from Grand Valley, where both were Shakespeare Scholars and Irene Ryan regional nominees, Patrick Holt and Brian Quakenbush moved west and eventually settled in Oakland, California. The two friends founded Round Belly in 2008 with an initial project of local plays that were written, rehearsed and performed within a 24-hour period.

"We pretty much copied an event we had experienced in Grand Rapids," said Quakenbush. "To spread the word we simply put an ad on craigslist, put together a MySpace page, and set up

an e-mail account. We ended up with 18-20 actors doing non-stop performances."

The event also introduced them to other theater artists in the area and they quickly recruited six of them to be added to the company. They now have some staging equipment, and with a growing annual budget can rent out small theaters. They have performed heavy drama, comedy and Shakespeare, including a production of "Twelfth Night," set in the 1940s.

"We are in Berkeley's backyard, so to speak, and often draw a young audience," said Holt. "By keeping overhead and ticket prices low, we are able to make a profit — which all goes back into future productions."

While both support themselves with others jobs, Holt as a fishmonger in a grocery store and Quakenbush as a barista in a specialty coffee shop, they are feeding





photo courtesy of Brian Quakenbush

Patrick Holt and Brian Quakenbush went west to find themselves and established Round Belly Theater Company.



photo courtesy of Matthew Allan

Former Shakespeare Scholarship recipients Matthew Allan and Rebecka (Svacha) Wenzel co-founded Shaking Fist Productions in 2002.

their creative spirits with theater. Quakenbush said that money is not the end-all, be-all marker of success. "I'm being true to myself and that is invaluable. The key is to keep driving forward with your inspiration as motivation," he said.

Both gave kudos to the training they received at Grand Valley where faculty members and students formed a tight-knit group and encouraged each other. They also said the opportunity to work with visiting professional actors was a huge benefit.

## MENTORING THE NEXT GENERATION

Rebecka (Svacha) Wenzel recalls feeling a bit like she was thrown to the wolves, in a very positive way, when directing a student show at Grand Valley. "The faculty pretty much stayed in the background to let me figure things out for myself," she said. "But there was a security in knowing they were there if I needed them. It was great training and a confidence-booster."

Matthew Allan also appreciates the hands-on training he got at Grand Valley. "Producing and starring in a one-man show was a tremendously rewarding experience that put

book learning into practice," he said. "The faculty gave me the opportunity to learn the ropes, but also provided a safety net."

Both former students came to Grand Valley as Shakespeare Scholarship recipients, Wenzel from Reed City and Allan from Battle Creek. After graduating in 2002 and 2001, respectively, they played the local community theater circuit, but they both felt something was missing.

"Whenever we were in local productions, all we could do was act," said Wenzel. "We both wanted to do more; we wanted to be in charge of everything."

The pair took matters into their own hands and co-founded Shaking Fist Productions in 2002. They operated out of a small theater in downtown Grand Rapids, 10 Weston St., that is now a coffee shop. They dove in with both feet and juggled production and performance duties through an impressive handful of shows. In 2004 Wenzel was pregnant with her second child, and Allan and his wife were also expecting a child. Shaking Fist went on hiatus and Allan moved to Chicago to explore theater opportunities there.

"Matt moved back in 2007 and that's when we decided to do it the right way,"

said Wenzel. "We filed all the paperwork to become a nonprofit theater, and were approved in 2008."

Their production company is stronger now, with a board of directors that helps facilitate direction, provides a reality check on some of their creative ideas, and provides skills in areas such as marketing and grant writing. Wenzel is production manager and Allan is artistic director.

Shaking Fist combined forces with Pigeon Creek for a 2009 production of Shakespeare's "Pericles" at East Kentwood High School. Pigeon Creek performed on stage, while Shaking Fist produced it.

"I think the future holds more opportunities for us to perform," said Allan. "Right now we are trying to get established in the community and grow a bit of a following and branch out a little more."

They had just finished their own December production of "Toy School" at East

Kentwood, featuring 13 children ages 10 and under.

"We want first-timers to have an opportunity to get involved in theater and not feel intimidated," said Wenzel. "It's really a fun time and a way to introduce ourselves to more of the community. We've also held acting and improv classes through the Kentwood Parks and Recreation Department."

Both Wenzel and Allan still work in jobs outside of theater — she is a financial analyst, and he is a material planner in a manufacturing company — but still are putting their theater degrees to use.

"After graduating from Grand Valley, we were in a position to pick up and move to New York or Chicago, but wanted to have more control over our path," said Wenzel. "If something prevents us from growing this into something that can support our families in a monetary way, that's OK. Being able to do what we love in the way we want to do it is what keeps us going."

"IF YOU DON'T SEE THE EXACT SITUATION YOU WANT TO BE IN, YOU HAVE THE OPPORTUNITY TO CREATE IT YOURSELF."

KATHERINE MAYBERRY





## Shawn T Bible

assistant professor of dance

The reason Shawn T Bible doesn't punctuate his name with a period is because the "T" is not an actual middle name, but a tribute to his father and grandfather. That bit of quirkiness is typical of Bible, known by his students for his monochromatic, yet bright, clothing.

Though a taskmaster who expects hard and serious work from himself and his students, Bible doesn't take life too seriously. Bible provides a positive learning environment that balances constructive criticism with the opportunity for students to be experimental and let their hair down, literally, as he doesn't like to see dancers' hair in rigid braids, but prefers loose locks that capture the joy and momentum of dance movements.

*photography by Adam Bird*

# McCarthy's orphan disease

— by Dottie Barnes

## Students join fight to save friend's eyesight



photo by Bernadine Carey-Tucker

### What is Choroideremia?

A rare inherited disorder that causes loss of vision due to degeneration of the choroid and retina ([www.choroideremia.org](http://www.choroideremia.org)).

### What is an orphan disease?

A disease that affects a relatively small number of individuals and for which no drug therapy has been developed because the small market would make the research and the drug unprofitable.

"Well, what can you see?" is a common question asked of Michael McCarthy, a senior majoring in human resources management. He admits it's a difficult question to answer.

McCarthy has Choroideremia (CHM), a rare and debilitating eye disease. CHM is an inherited disorder that causes progressive loss of vision because of degeneration of the choroid and retina.

"When someone wants to know about my vision, it can be an interesting conversation," said McCarthy. "We could talk about the disease, the effects of the disease or what the future holds for my sight. Right now, I cannot see well in the dark, my peripheral vision is nearly gone, and I have almost no central vision in my right eye."

CHM's genetic link comes from a female carrier, the effects happen almost solely in males. The condition does not affect the carrier and the carrier's children have a 1 in 2 chance of receiving the affected chromosome. McCarthy's sister could be a carrier, but she would not show symptoms.

The Milford native was diagnosed with CHM when he was 8 years old after his parents noticed it took him a long time to adjust to low-light environments. "As a child, the most affected area of my life was outdoor, nighttime activities," he recalled. "Things like playing

flashlight tag with friends, camping or walking through the woods were difficult because I couldn't see well."

His parents waited until he was 13 to tell him about his condition. "Based on my maturity, I feel they chose the right time to tell me," McCarthy said.

It wasn't until his freshman year in high school that McCarthy needed corrective lenses; once his eyes started to worsen, the progression of the disease became steady. It wasn't until his college years that the reality of his situation began to sink in.

"I was starting to make career decisions and had to take into account my unique challenges. I was on my own and had to figure out and deal with issues relating to my condition," he said. McCarthy would soon find that he would get much-needed support while at Grand Valley, especially from two students and one of his professors.

McCarthy began to research more about the disease and discovered that the Food and Drug Administration is involved in regulating development of a potential cure. He learned about an implant being tested on patients with retinal diseases that actually improved the sight of one person with CHM. McCarthy asked his law professor, Star Swift, for help with writing an article that





*photo by Amanda Pitts*

Michael McCarthy, who has Choroideremia, explains a diagram of the eye to Melissa Bobowski, left, and associate professor Star Swift.

explained the legal implications of the FDA trial, in hopes the article would be published in a popular magazine.

"The disease Michael has is an orphan disease," said Swift, "meaning not many people have it. We were surprised to find out that a cure could be out there but never brought to market because of profit margins. In other words, there are not enough people who would need the implant currently being tested, so it will probably not be made.

"We are going to work to get Michael's article published, not only in professional journals, but popular magazines so the public can become more educated."

Two students who are friends of McCarthy's took an interest in the project and wanted to help with the article. Aaron Bannasch and Melissa Bobowski offered their talents. Bobowski,

a biology major, met McCarthy in the summer of 2009 and took over all the scientific illustrations for the article. "I was also asked to explain the biology behind the project," said Bobowski. "After learning about CHM and other orphan diseases, I really hope the article gets published so others can become aware of the process involved when deciding what disease is deemed 'worthy enough' to be researched."

Bannasch, a film and video major, made a short video about McCarthy and how the disease affects his sight and daily life. "The experience was tough at times," said Bannasch. "Beyond being a research project, this was a method of coping with the disease for some of us. Most know how this affects Michael physically, but through this we really got to talk about how this affects him emotionally."

Bobowski said she is impressed with McCarthy's outlook on life. "It would be hard for me to continue to be positive knowing that one day I would be blind," she said. "Mike is an amazing individual. No one would ever know just by meeting him the difficulties he faces daily, simply because he wouldn't want them to know."

McCarthy's 11-page article outlines the facts about CHM, the clinical trials of a surgical procedure that brings hope to affected individuals and his thoughts about living with the disease. "It is frustrating knowing this technology may exist but that it may never be available," said McCarthy. "It's a 20-minute outpatient surgery that involves placing a synthetic membrane capsule into the eye. But, for now, it remains in the regulatory processes of the FDA. It's a waiting game for the FDA

approval process to advance before I lose even more sight."

In the meantime, McCarthy keeps a positive outlook and does what he can to make life easier. He tries to schedule all of his Grand Valley classes during the day and carries a small flashlight with him. He plans to live in a bigger city or downtown area so he can better navigate his surroundings.

Another common question for McCarthy is, "Are you scared to go blind?" He said the answer is yes and no. "I didn't give it much long-term thought before college. I've never really given myself the chance to be frightened. It's difficult to figure out in my own mind, let alone explain to someone else how it feels to be going blind," he said.

**For more information on Choroideremia visit: [www.choroideremia.org/](http://www.choroideremia.org/)**

# Q&A

## EDWARD CARDENAS



Stepping into Edward Cardenas' office in the Coleman A. Young Municipal Building, visitors are greeted with two artifacts from his time at Grand Valley. He proudly displays a Grand Valley pennant, and he has a signed poster from legendary labor organizer Cesar Chavez's 1993 visit to campus — a visit Cardenas helped organize. A longtime reporter for the *Detroit News*, he is now serving as Detroit Mayor Dave Bing's press secretary. Cardenas, '95, is at the epicenter of Motor City politics, but he is still a devoted Laker. *Grand Valley Magazine's* Brian J. Bowe spoke with Cardenas in Detroit.

**GRAND VALLEY MAGAZINE:** Can you describe a day in life as Mayor Bing's press secretary?

**EDWARD CARDENAS:** No two days are the same, and that is what makes the job exciting. Most days I'm in before 8 o'clock scanning the newspapers. We look at the *Detroit News* and the *Free Press*, but we're also scanning the national newspapers, Web sites and blogs because there's been such a large interest in Detroit now. Then we work on fulfilling the requests of the different media outlets. We prep the mayor for interviews because we want to make sure that he has the most updated information. We help prepare speeches and talking points for the mayor, and we interact with the different departments to find what news events they may have going on that we might be able to publicize. And then, starting about 4, it's almost like my newspaper days. Another flurry of phone calls come in as everybody's nearing deadline. They're calling me with requests for last bits of information or a quote.

Usually by 6:30 I'm on my way back home to spend time with the family. But with the 24-hour news cycle now, some days I start at 5:30 in the morning when my cell phone goes off for the morning shows and goes until about 11:30 at night.

*photo by Bernadine Carey-Tucker*



**GVM:** How did you get the position?

**CARDENAS:** I was looking for a full-time position. I worked with Congresswoman Candice Miller until the beginning of the year as her traveling press secretary. It was a great experience. But because of the troubles with the national economy, what started out to be just a few days a week in Washington turned out to be weeks on end in Washington. I was spending a lot of time away from my family, and I wanted to spend a little more time at home.

The mayor got elected and I believed in what he stood for and what his vision was for the city. So the morning after the election, I came right in and I handed over my resume. I spoke about how the mayor said he wanted a first-class communications team and I thought that I could bring that with my experiences.

**GVM:** Because of the timing of the resignation of Kwame Kilpatrick, there were four separate mayoral elections over the course of a year. Did that make it hard to settle in?

**CARDENAS:** The mayor, a basketball hall-of-famer, described it perfectly: the four quarters before he finally got into the real game. So I would say that when I came in, it was right before the third quarter, which was the primary for the November election. There were the challenges of not only doing the day-to-day business of the city, but also handling the campaign side. We had an individual who was handling the media relations for the campaign. We had to make sure that we kept in contact, keeping the two separate and making sure that he was at all those different events. It was an intense, intense time.

We're working on getting an administration into place, because the mayor walked in and had no transition time.

**GVM:** Detroit has been experiencing some rough times

recently, but that statement has been true to varying degrees for a long time. Are you optimistic about city's future?

**CARDENAS:** Yes, very optimistic. Obviously part of that is because of the current mayor. I think he brings a strong vision. I also think there's the can-do attitude of the region. We're builders, we're makers, we're doers, and we're the workhorses — not so much the showhorses that you see on the coasts. So there are ways that we're looking to go beyond the auto industry with life sciences research and other fields. But even the auto industry has taken on the green aspect and is looking at new ways to power vehicles.

I think that, collectively, people want to work and make the city succeed. I felt kind of the same attitude when I graduated from Grand Valley: the feeling the city had when Dennis Archer was first elected mayor and there was this new feeling of growth and opportunity. We've got this opportunity. The eyes of the world are on us and there have been successes recently with the Super Bowl and the Final Four that maybe will change the perception.

**GVM:** Going back to your time at Grand Valley, you were one of the founders of the Latino Student Union. Can you talk about that organization's genesis?

**CARDENAS:** In the mid-'90s, there was a feeling among myself and other members of the Latino community on campus, that we needed to have a stronger voice. There were needs on the recruitment side, to help diversify the school population. We wanted the acknowledgment of a stronger Hispanic Heritage Month with programs to help increase understanding of what Hispanic culture is all about.

There were a number of us who were involved in different groups on campus. I was involved with the Student



*file photo*

Edward Cardenas moderates a lecture given by Cesar Chavez in 1993 in the Kirkhof Center. It was Chavez's final speech before his unexpected death.

Senate, so that helped out a little bit. We reached out to the Black Student Union and they were extremely helpful with setting up our bylaws, setting up the organization's structure and our goals.

**GVM:** Within your first year of existence, LSU was able to bring in Cesar Chavez for what turned out to be his final speech before he died.

**CARDENAS:** We were able to get some money for a speaker, and we found out Caesar Chavez was actually going to be in the region, so we reached out to him. We brought him in for two visits in Allendale and Grand Rapids. He was such a humble individual. Here he was this giant within the Latino culture, with what he was able to do to step up on behalf of farm workers, and he was very small in stature and very humble about it. We were walking between events and talking. I was star-struck and here he was, asking questions about my family.

**GVM:** What are some of the things you love about Detroit?

**CARDENAS:** I love the diversity. You can experience different people

and their background and their food. You can go to Greektown or Mexicantown. We're right on the edge here with Dearborn where you get some of the finest Middle Eastern cuisine.

I also love the proximity to the water. I live up in St. Clair Shores and I drive Lakeshore Drive right down through the Grosse Pointes and into the city. I drive along the majestic homes, the tree-lined streets. You've got the lake on the other side as the sun's rising. That's an inspirational drive.

Within 20 miles of the city center, you've got everything you could ever want in an urban center, but then just a short drive outside of the city, you've got farms and you can experience a rural lifestyle.

**GVM:** That's the Detroit that many of us in Michigan love, but that's often not the Detroit you hear described in the national media.

**CARDENAS:** No, and that's, I think, part of the problem. My job is to help change the conversation, to help point these good things out. Yes, there are challenges Detroit has, as every big city does, but it's not as hopeless as sometimes you see in the national media.

# 'The biopsy was positive'

## Professor studies how doctors, nurses communicate with patients

— by Michele Coffill

She's become somewhat the Emily Post of death and dying. Feeling awkward about talking to an acquaintance whose father has died? Don't know how to tell your young child that his pet hamster is dead? Check with Ruth Ann Brintnall, she'll set your mind at ease.

After 25 years of work as a palliative and oncology nurse, Brintnall, associate professor of nursing, has seen news of a patient's impending death delivered in the best and worst ways. She is an expert in health communications and teaches a popular theme course at Grand Valley, *An Overview of End of Life Care*.

Three years ago, Brintnall conducted a study among West Michigan families whose loved ones had died, researching health care provider communication during the final hours of life.

While it's naturally difficult for any health care worker to tell a family that their loved one is dying, Brintnall said patience and understanding go a long way. She said good communication must be present during all aspects of health care, but it is, at times, overlooked in the daily rush of patient care.

"When I write 'SOB' on a chart, a family member could read that and think the worst of me," Brintnall said. "What I'm really writing is 'Shortness of Breath.'"

She said the same holds true for language on the cancer floor. "I once had a patient who was all smiles and said that the doctor just walked out of the room after saying that the biopsy was positive," Brintnall said. "The doctor assumed that the patient knew what a positive biopsy meant."

"The last 48 hours of life is

critical for the families. Health care providers really need to know how to reach out to the family and discuss things with the decision-makers. It's our moral and ethical responsibility to make sure what is said was heard correctly."

For her qualitative study, Brintnall solicited for research subjects at Gilda's Club, hospices, hospitals and nursing homes. The results were wide-ranging, Brintnall said, and likely somewhat therapeutic for the 11 participants.

"Some were very praising of the caregivers and others had suggestions on how to make things better," she said.

One woman said the final days would have been easier had there been consistency among nurses and physicians. "Another asked, 'Can't they just look in the chart, instead of asking me the same questions over and over while my husband is awake? I don't want to have to tell the story again,'" Brintnall said.

Brintnall shares these stories with colleagues at the state level. She was appointed by the Michigan Board of Nursing in 2006 to serve on the Michigan Department of Community Health advisory committee for pain and symptom management. The committee of physicians, pharmacists, social workers and others is currently working on strategies to increase awareness of pain and symptom suffering among state residents, and to impact knowledge among health care providers.

Death is mourned and celebrated differently among cultures, a point Brintnall emphasizes during her *End of Life Care* course. In some cultures, a painful end of life means a peaceful afterlife, Brintnall said. The course is not limited to nursing

majors, but draws students from social work, criminal justice and other majors.

"What I tell students is that this is a puzzle, it's not a prescribed treatment," she said. "I also emphasize the gift of presence, just being there for a while with the families."

Students also create their own advance directive, or living will, something few patients have. "It doesn't translate in many cultures. When there is no advance directive, the default is to do everything you can to save that person," Brintnall said. "That's one reason why health care costs are rising. We have an attitude that we want to conquer death."

The course stays with

students long after they receive their grade. Brintnall said she often receives calls and e-mails from former students who relay that the course helped a lot when their parent, or another family member, died. There is also an occasional phone call from someone who has to attend a funeral and does not know the right thing to say.

"If you give that person a hug and say, 'I can't imagine what you're going through, but I'm here for you,' that will mean the world to them," Brintnall said.

If a beloved pet dies, Brintnall suggested having a family ritual that celebrates life. "We need to do that more, recognize death as a part of life and a normal part of the life cycle," she said.



photo by Amanda Pitts

Ruth Ann Brintnall chats with a student in her *End of Life Care* class during a discussion about advance directives.



# First PT doctoral graduates open clinic, offer new treatment alternative

Scott Hadley, '94 and '07, and Dave Asselin, '07, met as graduate students at Grand Valley. After earning clinical doctorates in physical therapy, the pair opened a new holistic clinic that melds their backgrounds and philosophies.

Hadley and Asselin were among the university's first physical therapy majors to earn doctorates. After graduating in 2007 they worked at an area clinic, then joined forces in 2009 to open PT 360, which focuses on a new approach to physical therapy.

Before enrolling in the DPT program, Hadley was a tenure-track professor of anatomy at Grand Valley and Asselin worked as a Certified Public Accountant. As colleagues at the same Grand Rapids-area clinic, they found success with research-driven experimentation of a new physical therapy philosophy and decided to start a joint venture.

Their unique blend of training, knowledge and experience combined to make PT 360, located in Grand Rapids' Eastown Business District, a reality. The philosophy Hadley and Asselin practice stems from Hadley's anatomy background and bridges

physical therapy with other proven scientific research methods. Asselin's business background was key to the start-up, especially given Michigan's difficult economic climate.

The therapists practice neuromuscular manipulative therapy. NMT is a holistic form of hands-on physical therapy that restores the natural balance of nerves, muscles, and joints by focusing on the body's stretch reflexes. They said their practice differs from traditional practices because it concentrates on reactivating and realigning all of the body's muscles rather than more site-specific manipulation or exercise-based therapies.

Asselin said the clinic is flourishing. "We are teaching improved health and that transcends any economic conditions," he said. "We are bridging the gap for people who want a non-surgical, non-medicative means to alleviate pain."

Four months after opening and well ahead of growth projections, the co-owners were able to hire a third full-time therapist, Adam Fujita, '05 and '09, after he received a DPT from Grand Valley in August.

The clinic is in the LEED-certified Phoenix Building



From left, physical therapists Adam Fujita, '05 and '09, Dave Asselin, '07, and Scott Hadley, '94 and '07, are pictured at their Grand Rapids-based clinic, PT 360.

in Eastown, an eclectic and community-centered neighborhood. True to its name, the Phoenix Building was constructed on a site made vacant after a gas leak explosion leveled the original building.

"Our mission is to promote health and wellness in the community through holistic physical therapy services," said Hadley. "We wanted to be part of our community and felt that Eastown was a good fit for our holistic approach. We've seen a lot of business growth from our neighbors." The green nature of their facility complements their natural approach as well.

Fujita added, "Our approach gives us the tools to address the route of pain rather than just masking its symptoms."

The innovative therapists are pleased to have been among the first doctoral graduates from GVSU. "Grand Valley has a very diverse group of knowledgeable and experienced faculty within the department, many who are considered gurus in their respective fields," said Hadley. "It is a solid overall program that gave us the foundation upon which we have built our advanced skills."

To learn more about the clinic, visit [www.pt360.net](http://www.pt360.net).

## Volunteers provide career advice to students

Alumni professionals returned to campus to provide guidance and support to current GVSU students at two events on November 4.

The Academic Majors Fair provided an avenue for students who have not yet chosen a major, or are thinking of changing their major, to seek advice from faculty and staff members and alumni. More

than 430 students participated. Alumni volunteers were able to share first-hand information about job duties, job prospects, and how to best prepare for a given career. The event also gave graduates an excellent opportunity to reconnect with former professors and network with fellow alumni.

"Dinner with Seven Strangers: So As Lakers We Are No

Longer Strangers" was hosted by the GVSU Future Alumni Association and gave students a chance to network with alumni and faculty members who work within their major. FAA planned the event to begin forging critical personal and professional connections with fellow Lakers.



Georgiann Voissem, '89, speaks with students interested in health professions careers.



## Homecoming 2009

**T**housands came back to Allendale for Homecoming 2009, a tradition that continues to grow each year. “Laker Round Up” offered Western-themed family fun for alumni and their guests. Here’s a recap:

**SPIRIT SHERIFFS:** Members of the student Future Alumni Association acted as spirit sheriffs and handed out citations to students who sported non-GVSU college gear.

**COLLEGE OF LIBERAL ARTS AND SCIENCES DISTINGUISHED ALUMNI-IN-RESIDENCE:** The week-long recognition program brought back outstanding alumni to share their post-graduate successes with students and departments within CLAS. A recognition luncheon was held in honor of the 2009 recipients on October 16. For more on this year’s honorees, visit [www.gvsu.edu/clas](http://www.gvsu.edu/clas) and click on “Alumni of the College.”

**5K RUN/WALK:** Homecoming Saturday began with 227 runners — the biggest group to date — completing the annual Homecoming 5K Run/Walk.

**PANCAKE BREAKFAST:** Runners and those who wanted an early start on the day’s festivities fueled up

on buckwheat pancakes, sausage and coffee. Alumni guests came from as far as Connecticut and Seattle, Washington.

**BUSES TO ALLENDALE:** For the third straight year, the Alumni Association chartered a sold-out bus that brought Laker fans from the metro-Detroit area. Plans to host a bus for Chicago-area alumni are underway for future Homecomings.

**ALUMNI EXPO AND TAILGATER:** More than 810 guests made their way to the Alumni House for the Campus Expo and Alumni Tailgater. Attendees enjoyed a down-home barbecue, mechanical bull rides, cowboy hat decorating, inflatable games, family activities, prizes, and performances by the Laker marching band, cheer and dance teams, and Rhythm in Blue.

**ALUMNI REUNIONS:** Reunions were held for basketball, baseball, rowing, and student housing alumni, as well as for a host of fraternity and sorority graduates.

**LAKER HOMECOMING FOOTBALL:** The night came to a fitting close with a 38-13 GVSU victory over the University of Findlay.







# Alumni Association bestows top honors

The Alumni Association bestowed its two most prestigious awards during the December 12 commencement ceremony held at Van Andel Arena in Grand Rapids.

Multi-E Emmy nominated music editor, composer and guitarist Troy Hardy, '95, received the Distinguished Alumnus Award. Hardy earned a bachelor's degree in music and now owns Los Angeles-based Meltro Music.

He has worked as a music editor on more than 250 television episodes, including "Entourage," "CSI," "The West Wing," "My Name is Earl" and "Grey's Anatomy." Hardy also boasts an impressive list of composition credits, having scored original songs for many TV shows and movie trailers. The accomplished guitarist can be heard playing on the main title theme for TLC's "Little People, Big World."

He has received four Emmy Award nominations for Outstanding Sound Editing for a Series and earned Motion Picture Sound Editors Golden Reel nominations in 2008 and 2009 for Best Sound Editing.

Paul Fishback, professor of mathematics, was honored with the Outstanding Educator Award, as selected by a survey of alumni in their fifth year since graduating. He has authored many articles on wide-ranging mathematical topics. His textbook, *Linear and Nonlinear Programming with Maple: An Interactive, Applications-Based Approach*, was published in December.

Students commended Fishback for the profound and lasting impact that he has made on their lives.

The awardees were recognized at a dinner held at the Alumni House and Visitor Center on December 11.



photo by Amanda Pitts

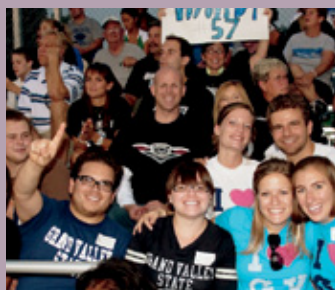
Troy Hardy, '95, receives the 2009 Distinguished Alumni Award from President Thomas J. Haas during the commencement ceremony at Van Andel Arena in Grand Rapids.

## Chapters, Clubs and Events



### Tampa Bay alumni 'touch base'

More than 30 alumni and friends gathered September 6 at Ferg's Sports Bar & Grill in St. Petersburg, Florida, for lunch then headed to Tropicana Field to watch the Detroit Tigers defeat the Tampa Bay Rays. The popular event was hosted by club leader Tara Crow, '97, and drew alumni from as far as Lake Mary, Florida, two hours away. Pictured, from left, are David Pickard, '88, Adrian Castanon, Nina Fester, '08, and Amy Strait, '97.



### Indianapolis-area alumni cheer Lakers in Indy

On September 5, club leader Jennifer Poad-Baker, '92, hosted 22 Indianapolis-area alumni who cheered on the Laker football team as they took on the University of Indianapolis Greyhounds. The group enjoyed a pre-game tailgate before heading to the stadium to watch the Lakers defeat the Greyhounds, 26-10.



### Young Alumni have Grand celebration

Young Alumni, families and friends attended a late summer evening picnic in the GVSU DeVos Center courtyard on September 11, sharing dinner and playing a variety of lawn games. Later, the group of nearly 70 moved to the Eberhard Center's riverfront for an up-close view of Grand Rapids' 30th annual Celebration on the Grand fireworks.

photo by Heather Dixon, '05



### Ann Arbor alumni and friends reception

Left to right, Mike Losey, '95, Thomn Bell, '04, and Jody Gore, '02, were among 27 alumni and friends on hand to welcome President Thomas J. Haas to Ann Arbor on October 21. During the reception at the Weber's Inn, Haas gave an update on campus activities and also provided guests with a look at the university's 2009 Accountability Report. Bell, former Student Senate president, served as host for the evening.



## CAREERS

## 1970s

**DR. MITCHELL J. CAREY, B.S., 1972**, was named 2009 Family Physician of the Year by the Michigan Academy of Family Physicians.

**JAMES L. PICKELMAN, B.S., 1974**, retired from the Michigan State Police forensic crime lab after 21 years of service.

## 1980s

**ARIE P. NOORDSIJ, B.S., 1980**, was named Firefighter of the Year by the city of Port Richey, Florida. He has volunteered for the department since 2008.

**DANIEL J. ASMA, M.B.A., 1985**, is president of McKeon Products in Warren.

**SHELLEY R. (MAURER) LEE, B.S., 1986**, is development director for Bowling Green Christian Academy in Bowling Green, Ohio.

**DIANE K. (STOCK) SANTOSTEFANO, B.B.A., 1988**, is director of admissions for Mercy High School in Middletown, Connecticut.

## 1990s

**DOUG D. WALDIE, B.S., 1990**, is vice president and chief operating officer for Crum Manufacturing Inc. in Waterville, Ohio.

**TINA DEE, B.A., 1991, M.S., 1999**, is director of advancement for Muskegon Community College.

**PAMELA J. WELLS, M.ED., 1991**, is a 2009 YWCA Tribute Award recipient.

**ROBIN M. GREEN, B.S., 1992**, is owner and founder of Midge's Muffins,

which are sold throughout Michigan.

**THOMAS R. HEGEWALD, B.S., 1992**, photographer, had exhibits at several West Michigan art shows, including ArtPrize.

**DANIEL P. ROHN JR., B.S., 1993**, is head football coach for Grand Rapids West Catholic High School. He was named Detroit Lions Coach of the Week.

**TIMOTHY M. BASA, B.S., 1997**, is vice president of sales and marketing for Nitel Inc. He had been vice president of business development for Telegation.

**GRETCHEN MARIE (MAUCHMAR) DEVAULT, B.A., 1997**, is partner and graphic designer for DVQ Studio in Grand Rapids.

**RACHEL E. WISLEY, B.A., 1997**, earned a law degree from Wayne State University and opened her own practice, Wisley Law Firm PLLC in Bloomfield Hills.

**DANIEL E. GROH, B.S., 1998**, joined Grand Valley's chemistry department as a visiting faculty member.

**STEPHANIE A. PAINTER, M.S.N., 1998**, was named a 2009 YWCA Tribute Award recipient.

**RUTH M. (MULDER) MUNICH, B.S., 1999, M.ED., 2008**, is a special education teacher for DeWitt Junior High School. She had worked for Haslett, Wayland Union and Grand Rapids school districts.

## 2000s

**ALICE K. (SHIN) PUTTI, M.ED., 2000**, completed Grand Valley's Target Inquiry Program, which trains teachers to use inquiry learning in teaching science. She was part of the first eight-member group to finish the program.

**STEPHANIE L. (HAAG) GREENWOOD, M.ED., 2001**, is executive director of the Hope Fund and advancement services for Hope College in Holland.

**THOMAS P. KOHL, B.A., 2001**, opened Book Village 2, a used bookstore in Holland; this is his second bookstore.

**KIM J. BODE, B.A., 2002**, was named president of American Marketing Association's West Michigan Chapter.

**MICHELE L. HILGER, B.S., 2002**, is marketing coordinator for Provena Fox Knoll Retirement Community and Assisted Living Center in Aurora, Illinois.

**KATIE T. (KNAKE) LARSEN, B.S., 2002**, is event manager for the Anthony Wayne Society and School of Engineering at Wayne State University in Detroit.

**TIMOTHY R. SAUNDERS, B.A., 2002**, is a fourth-grade teacher at Wealthy Elementary School in East Grand Rapids.

**SARAH J. TOMAN, B.S., 2002**, was named Mole of the Year by the National Mole Day Foundation, which celebrates Avogadro's Number (a basic measuring unit in chemistry). She is a chemistry and math teacher at Western Michigan Christian High School in Muskegon.

**SAMANTHA M. (FRAWLEY) CASS, B.S., 2003**, earned a doctoral degree from Michigan State University and is a professor for MSU's Lyman Briggs College.

**STEVEN J. BOWYER, B.S., 2004**, is head coach for the girl's swimming and diving team at West Ottawa High School in Holland. He was named Division 1 Coach of the Year after leading his team to a third-place finish in the state finals.

## GRBJ '40 under 40' includes 12 alumni

Twelve Grand Valley alumni were named to the *Grand Rapids Business Journal's* "40 Under Forty Business Leaders" for 2009.

- **Christopher M. Brown, '95**, attorney/partner at Miller Johnson;
- **John H. Bultema III, '95**, president of Fifth Third Bank Western Michigan;
- **Allen Crater, '96**, president of Stevens Advertising;
- **Daniel Estrada, '05**, president of D.C. Estrada;
- **Jorge Gonzalez, '96**, vice president of community development for Macatawa Bank;
- **Kimberly Jacobsen-Rangel, '07**, convention services project manager for Grand Rapids/Kent County Convention and Visitors Bureau;
- **Jason L. Paulateer, '96 and '05**, vice president and executive director of National City Bank's Community Development Association of Michigan;
- **Ryan Phillips, '07**, president of Magnum Engineering;
- **Mandee Rick, '97**, vice president and senior commercial banker for Huntington National Banks;
- **Amanda A. (Bongard) Rogalski, '04**, director of corporate development for Viastore Systems Inc.;
- **Matthew Van Zetten, '02**, management analyst for Kent County;
- **Michael T. Wall, '94**, director of global financial services for CSM Worldwide Inc.



## Web Calendar Upcoming Events

Get details on all upcoming alumni events and register online!  
[www.gvsu.edu/alumni/events](http://www.gvsu.edu/alumni/events)

## Mark your calendars...

## 2010 All-Alumni Benefit Golf Outing

Saturday, July 10, 2010

The Meadows at Grand Valley;  
shotgun start at 1:30 p.m. For more  
information, contact the Alumni  
Relations Office at [alumni@gvsu.edu](mailto:alumni@gvsu.edu)  
or 800-558-0541.



**EMILY J. BELL, B.A., 2005**, is an associate attorney for Carroll and McDonald LLC in New Berlin, Wisconsin.

**MARISA L. KWIATKOWSKI, B.A., 2005**, was promoted to investigative reporter at the *Times of Northwest Indiana*.

**RACHELLE L. BERGGÖTZ, B.S., 2006**, was promoted to operations mentor at Spheris Inc. in Franklin, Tennessee.

**JEFFREY M. FRANKLIN II, B.B.A., 2006**, joined Potter Anderson and Corroon LLP in Wilmington, Delaware, as part of the firm's litigation group.

**CLAIRE M. HARRISON, B.A., 2006**, is the alumni relations secretary for Grand Valley.

**JAMES W. LANNING, B.A., 2006**, was promoted to director of information technology at Pilgrim Manor Inc. in Grand Rapids. He has been with the company since 2006.

**ERIC A. RYAN, B.B.A., 2006, M.S., 2006**, was promoted to senior accountant at Andrews Hooper and Pavlik PLC in Grand Rapids.

**AMY J. WESTRICK, B.A., 2006**, teaches accelerated honors English and AIMS reading preparation at Crittenton Youth Academy in Phoenix, Arizona. She is also co-owner of Vivid Mystics.

**BRIDGET L. DONTZ, B.S., 2007**, is a secondary science teacher at Casman Academy in Manistee. She has worked at the school since 2007.

**JUSTIN L. FUCHS, B.S., 2007**, started an online photography gallery.

**LISA R. HEETER, B.A., 2007**, is a fourth-grade teacher at Door Elementary School in Wayland. She had taught third grade in Anthem, Arizona.

**LAUREN M. HODSON, B.S., 2007**, is a full-time volunteer for Jesuit Volunteer Corps Northwest.

**AMY L. MANNING, B.B.A., 2007**, is manager of Wings and Things Sports Lounge in Marquette Township.

**JILLIAN R. SZEWSKI, B.S., 2007**, worked for the assistant director of "The Genesis Code." She has worked on nine films.

**ASHLEY A. BERGSTROM, B.S., 2008**, is a public safety officer for the city of Grand Haven.

**AMY (SNOOKS) HINMAN, B.N., 2008**, is a registered nurse for Spectrum Health in Grand Rapids.

**KATHERINE M. REGEIMBAL, B.A., 2008**, is the youth services librarian at Arlington Central Library in Arlington, Virginia.

**ANNOESJKA STEINMAN, M.S., 2008**, is executive director of the Blandford Nature Center in Grand Rapids.

**STEPHEN A. DUCKETT, B.S., 2009**, is an infection preventionist for Infection Prevention and Management Associates in Houston, Texas.

**MAXINE Y. GRAY, M.S., 2009**, is a project coordinator for Williams Group in Grand Rapids.

**ANGELA K. MORRISON, B.S., 2009**, completed U.S. Navy basic training and will be stationed on the *USS Nimitz*, which operates from San Diego, California.

**MARY L. NUZNOV, B.A., 2009**, is pursuing a master's degree in communications from Ball State University in Muncie, Indiana. She received a full scholarship and a graduate assistantship teaching speech and communications courses to undergraduates.

**VANESSA A. REYNOLDS-UMSTEAD, B.S., 2009**, is pursuing a clinical doctorate of physical therapy at Grand Valley.

**CARLY A. STIEBER, B.A., 2009**, is a second-grade teacher at St. Mary School in Charlevoix.

**CHARLES G. TERRELL, B.S., 2009**, is a staff assistant for the National Association of State Workforce Agencies in Washington, D.C.

## MARRIAGES

### 1990s

**ROBERT L. DRAKE, B.S., 1997**, and Kathryn Vancise on July 25, 2009.

**TODD W. GLENN, B.S., 1998**, and Manal Bazzi on June 1, 2009.

**SHANA L. GRUBER, B.A., 1999**, and Matt Berndt on October 3, 2009

## 2000s

**SHANNON INGRAM, B.A., 2000**, and **DURIEL U. COHEN, B.E., 2002**, on August 22, 2009.

**SARAH C. PREKEL, B.S., 2000**, and **KYLE BAILEY, B.S., 2002**, on September 19, 2009.

**BENJAMIN C. CARLSON, M.P.A., 2001**, and **AMANDA M. PETER, B.S., 2004**, on February 24, 2009.

**JENNIFER L. PIERCE, B.S., 2001, M.P.A.S., 2004**, and **DAVID J. SWINBURNE, B.B.A., 2009**, on August 14, 2009.

**AMANDA B. COMBS, B.B.A., 2002**, and Sabahudin Pilipovic on October 3, 2009.

**JEREMY C. HENDGES, B.A., 2002**, and **ERIN E. METEER, B.A., 2006**, on August 1, 2009.

**NODDEA L. MOORE, B.A., 2002**, and Calin Skidmore on October 17, 2009.

**MISCOSHIA M. HESTER, B.S., 2003**, and Adrian Boyd on August 29, 2009.

**DANIELLE L. HUSSEY, B.A., 2003**, and Jeffrey Starke on May 9, 2009.

**VALERIE A. MUNGUIA, B.A., 2003**, and Mario Bryan on July 18, 2009.

**NATHAN J. THOMPSON, B.S., 2003**, and **KATHARINE L. SCHAEFER, B.S., 2004, M.S., 2006**, on June 6, 2009.

**ANGELA L. BRIGGS, B.A., 2004**, and Jay Brown on June 20, 2009.

**HOLLI E. WOLF, M.S.W., 2004**, and Shawn Jarskey on September 19, 2009.

**PATRICIA M. BARRY, B.S.N., 2005**, and Scott Williams on September 26, 2008.

**SAMANTHA K. GARNETT, B.A., 2005**, and **SCOTT R. PRATER, B.A., 2007**, on September 19, 2009.

**BRANDON M. GERARDY, B.S., 2005**, and **EMILY K. WAHL, B.S., 2005, M.P.A., 2008**, on July 5, 2008.

**TAMARA A. MCPHERSON, B.S., 2005**, and Brandon Hairston on September 4, 2009.

**ANDREA R. SAWKA, B.A., 2005**, and Jeffrey E. Beye on September 30, 2006.

**AMBER L. LECHOWICZ, B.A., 2006**, and Patrick Holt on September 27, 2008.

**ADAM J. HINMAN, B.B.A., 2007**, and **AMY L. SNOOKS, B.S.N., 2008**, on March 14, 2009.

**LINDSEY L. LANGDON, B.S., 2007**, and Tony Campaign on June 6, 2009.

**NATALIE Y. PALLETT, B.S., 2007**, and Darin Price on July 18, 2009.



**JAMIE L. SALINAS, B.A., 2007**, and Russell Nienhouse on June 27, 2009.

**JEREMY T. SMITH, B.A., 2007**, and **LAURA E. SMITH, B.A., 2008**, on July 12, 2009.

**ELISE J. BRINKER, B.B.A., 2008**, and AJ VanKampen on May 16, 2009.

**MATTHEW J. HAHNENBERG, B.A., 2008**, and **KATHRYN RICHARDS, B.S., 2008**, on August 15, 2009.

**KASEY L. KLEIN, B.A., 2008**, and Caleb Drow on June 6, 2009.

**AMY M. PREVOST, B.S., 2008**, and Matt Klump on July 18, 2009.

**KARRIE A. VINTON, B.S., 2008**, and **CHAD R. ERWIN, B.S., 2009**, on August 1, 2009.

**TRACY A. KONING, B.S.N., 2009**, and **ANDREW J. VANDENBOSCH, B.S., 2009** on August 7, 2009.

**JONATHAN R. MCCARRELL, M.B.A., 2009**, and Julane Foster on June 6, 2009.

**CORY D. MCDANIEL, B.B.A., 2009**, and Aya Nakanishi on August 14, 2009.

**CASSIE L. PLOCKMEYER, B.S.N., 2009**, and Joshua Cammenga on August 14, 2009.

**VANESSA A. REYNOLDS, B.S., 2009**, and Nathan Umstead in August 2009.

**SARAH L. WATSON, B.A., 2009**, and Michael Hyde on May 16, 2009.

**CHARLES M. WINDISCH, B.B.A., 2009**, and Melissa Joy Vink on September 12, 2009.

**ERIKA L. WOLFF, B.A., 2009**, and Jonathon Kortman on June 27, 2009.

## BIRTHS

### 1990s

**RICHARD J. NOWIK, B.B.A., 1991**, and his wife Tammy announce a daughter, Brooklynn Marie,

born November 8, 2009. Brooklynn was welcomed by brothers Bryce and Jaxson. The family resides in Clarkston.

**JAMES W. ROON, B.S., 1995**, and **TRACI L. (CLARK) ROON, B.S., 1996, M.S., 1998**, announce a son, Braden James, born April 12, 2009. Braden was welcomed by brother Bryson Lee. The family resides in Fairbanks, Alaska.

**MARTHA E. (FARRAR) PETERSON, B.S., 1996**, and husband Paul announce a son, William Fredrick, born August 3, 2009. William was welcomed by brother Samuel. The family resides in Bellbrook, Ohio.

### 2000s

**MELISSA A. (BARTMAN) BARKER, B.S., 2000, M.P.A., 2006**, and husband Nathan announce twins, Megan and Lucas, born August 24, 2009. The family resides in Portage.

**MELISSA M. (ZARZECKI) CLEGG, B.S., 2000, M.ED., 2005**, and **DANIEL E. CLEGG, B.S., 1998**, announce a son, Crawford Dann, born May 29, 2009. The family resides in Pierson.

**DEANNA J. (MATCHINSKE) LOEBACH, B.S., 2000**, and husband Jeremy announce a son, Coleman Lester, born September 10, 2009. Coleman was welcomed by siblings Allyson and Vern. The family resides in Charlotte, North Carolina.

**JESSICA A. (HARMON) CORNMAN, B.S., 2001**, and **TIMOTHY J. CORNMAN, B.S., 2002**, announce a daughter, Addison Anne, born April 26, 2009. Addison was welcomed by brothers Andrew and Alexander. The family resides in Potterville.

**JOSEPH D. LARSEN, B.S., 2001**, and **KATIE T. (KNAKE) LARSEN, B.S., 2002**, announce a daughter, Laney Therese, born May 11, 2009. Laney was welcomed by brother

Dylan James. The family resides in Waterford.

**HAN K. (VU) SHEFFLER, B.S., 2001**, and husband Keith announce a son, Kaden Anthony, born August 27, 2009. The family resides in Albuquerque, New Mexico.

**SARA T. (TORREY) LOWE, B.S.W., 2002, M.S.W., 2006**, and **ROBERT E. LOWE, B.S., 2002**, announce a son, Hudson Michael, born November 8, 2009. Hudson was welcomed by sister Avery. The family resides in Walker.

**TIMOTHY R. SAUNDERS, B.A., 2002**, and wife Heather announce a daughter, Lillian Jean, born December 8, 2008. The family resides in Grand Rapids.

**ADRIANNE L. WOLF, B.A., 2003**, and **RONALD J. WOLF, B.B.A., 2003**, announce a daughter, Emerson Rose, born May 30, 2009. The family resides in Hudsonville.

**KRISTA J. (KUBILIS) TULS, B.B.A., 2004**, and **STEVEN R. TULS, B.B.A., 2005**, announce a daughter, Lydia Grace, born October 21, 2009. Lydia was welcomed by siblings Lillian and Lukas. The family resides in Holland.

**ANDREA R. (SAWKA) BEYE, B.A., 2005**, and husband Jeffrey announce a son, Andrew Donald, born January 26, 2008. The family resides in Comstock Park.

**AMY L. (KUKLA) DUWE, B.A., 2005**, and **MATTHEW JAMES DUWE, B.S., 2000**, announce a son, Everett

William, born August 4, 2009. The family resides in Allendale.

**SHANNA J. SHILLINGTON, B.B.A., 2005**, and husband Josh announce a daughter, Charlotte Jean, born October 24, 2009. The family resides in Grand Rapids.

**AMBER L. (LECHOWICZ) HOLT, B.A., 2006**, and husband Patrick announce a son, James Jefferson, born August 4, 2009. The family resides in Levering.

## IN MEMORIAM

### 1960s

**GERALD R. NELSON SR., Hudsonville, Michigan, B.A., 1968**, on October 2, 2009.

### 1980s

**LARS D. HOLTER, Paw Paw, Michigan, B.B.A., 1988**, on October 31, 2009.

### 1990s

**JILLANNE M. FRICANO, Grand Haven, Michigan, M.S.W., 1993**, on September 30, 2009.

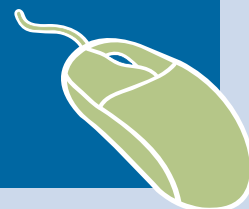
### 2000s

**JAMIE (BLACKWELL) LOVELESS, Nashville, Tennessee, B.B.A., 2004**, on October 29, 2009.

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# Rescuing racers

## LEADS TO TRENDY DOG BOWLS — by Dottie Barnes

**W**atching greyhounds race around a track while on vacation in Florida left a lasting imprint in Dave Poortvliet's mind. "I was 12 the first time my parents took me to the track, and I was just enamored by what I saw," said Poortvliet, Grand Valley's Web manager. "They are beautiful dogs that can run up to 45 mph."

Poortvliet knew then that someday he would own one, or maybe two, of the tall, lean dogs. In 1998, after completing a bachelor's degree in communications at Grand Valley, Poortvliet got a place of his own and rescued his first greyhound. He found the dog through Renewed Life for Greyhounds in Holland. The organization's volunteers travel to bigger racetracks in Florida, Texas and Wisconsin to rescue dogs.

"The greyhounds are not treated very well at these big tracks. They are only given a few races to prove themselves," Poortvliet explained. "If they don't perform well after three or four races, they are killed."

Poortvliet's first greyhound was nearly 2 years old when he adopted her, making Poortvliet the owner of a dog named Cat. "Cat was her racing name,"

he said, laughing. "Usually the dogs are a bit older when they're rescued because they don't start racing until they are a year old. But Cat was a terrible racer from the start; she only raced three times. She was more interested in playing with the other dogs than chasing anything." Several months later, Cat got some company when Poortvliet rescued Chase, a male greyhound.

Poortvliet began working at Grand Valley in 2002 as a Web developer and was named manager in 2003. At that time, he and his wife, Andrea, were remodeling their home in Jenison. "We were updating and redecorating to make things look more modern and contemporary, and we noticed our dog dishes were ugly and didn't match anything," said Poortvliet. "Plus, we never liked the fact that Cat and Chase had to bend all the way down to eat out of the dishes or drink water. They looked so uncomfortable. That's when we got online to see about buying raised dog dishes."

The couple found that the only raised dishes available weren't high enough for their big dogs, plus, they didn't think any of the feeders looked stylish. "We were surprised by what



little was available and how ugly the dishes were,” he said. “My dad’s career was in product design, so I called him and asked him if he could design raised dog dishes that could be offered at different heights, and that would fit different home decors.”

His dad, Bob Poortvliet, designed and built what would become the Trendy Pet Feeder. “It looked so nice in our house and Cat and Chase didn’t have to bend down for their food anymore,” Poortvliet said. “And, every time we had people over — every time — someone would comment on the dog feeder. So, we decided to market them.”

Poortvliet used his skills as a Web designer to create [www.trendypet.com](http://www.trendypet.com). Within a few

months, they were receiving about one order a week. Poortvliet and his dad would build each dog feeder, which took about an hour, and ship the orders themselves. Orders grew steadily and in 2005 it was time to look into using a local distributor. “We found a local manufacturer that is as picky as we are about the product,” said Poortvliet. “For a while, my dad still inspected each order before it was shipped. Now, he handles custom orders and is concentrating on designing new products.”

The Trendy Pet Feeder has received local media coverage and was featured twice on the TV show “Extreme Home Makeover.” Poortvliet said most

of their business continues to come from people visiting their Web site, but they also service high-end boutiques in California and New York.

The feeders are now offered for both dogs and cats and range in price from \$35-\$200. The Web site helps customers determine the right size height of the feeder. “The best way to figure out the proper height is to know your dog’s wither height: the distance from the ground to the top of its front shoulder,” explained Poortvliet. “Subtract six inches from the wither height and that would be the correct feeder height for your dog.”

Poortvliet said raised feeders can improve an animal’s

digestion while relieving stress on their joints. In 2007, Cat, the dog who inspired the idea of Trendy Pet, died of bone cancer; Chase died in early 2009. Poortvliet now owns Neeko, a 7-year-old greyhound. “Neeko is like any other greyhound, she’s very kind and docile, not high-strung. But like other dogs of her breed, she needs to tear around like crazy for five or 10 minutes each day and then is ready to nap. Greyhounds are often called ‘the fastest couch potatoes.’”

Poortvliet said he and his dad are now looking to design and market modern-looking dog beds.



*photos by Amanda Pitts*

On page 38, Dave Poortvliet, pictured with his dog Neeko, created a Web site to market raised dog dishes. Poortvliet’s dad, Bob, (above) designed the raised dishes for larger breeds like Neeko, a greyhound rescued by Poortvliet.



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# Soccer wins national championship

**Grand Valley** claimed its first NCAA Division II soccer championship on December 5 in Tampa, Florida, with a 1-0 victory over Cal State Dominguez Hills. GVSU finished the year undefeated with a record of 22-0-4.

*photo by Steve King/King Studios*