

FORUM

MONDAY, OCTOBER 10, 2016

**A NEWSLETTER FOR THE GRAND VALLEY
STATE UNIVERSITY COMMUNITY**

Published by University Communications



Pickard: failure is part of entrepreneurial process

Successful entrepreneur William F. Pickard told students, "You must see it if you want to be it."

Pickard, former Board of Trustees member and namesake of the William Pickard Living Center on campus, spoke to students, faculty and staff members in the Kirkhof Center October 5, to share insights on how to overcome barriers to success, outlined in his upcoming book, *Seven Principles of Entrepreneurship*. He said vision is critical in the entrepreneurial process.

The founder and chairman of Global Automotive Alliance, LCC in Detroit, one of the country's leading minority-owned businesses, Pickard is considered one of the most successful entrepreneurs in the state, as a co-managing partner of the MGM Grand Detroit Casino, CEO of Bearwood Management Company and co-owner of five black-owned newspapers.

He shared a time when "never again" became his slogan after he failed a college exam. "I left class, pulled into a rest stop and had a

long talk with myself," he said. "I knew I needed to begin to study two or three times more than my colleagues."

Pickard owned and operated several McDonald's restaurant franchises at a young age because he had vision and seized an opportunity — two critical components of the entrepreneurial process.

"You will never be what you cannot see," he said. "You must see it if you want to be it. Your vision must be greater than the window you are looking through."

Pickard came to Grand Valley when he was 28. "Life is about finding yourself and creating yourself," he said. "I came to Grand Valley during the foundation of my life and when I was just starting out in business. This is a special place for me. Grand Valley has evolved



Photo by Jess Weal

William F. Pickard speaks to students in the Office of Multicultural Affairs before giving a presentation.

into a great place for learning."

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Across Campus

Athletic training students assist at Red Wings camp

To help prepare members of the Detroit Red Wings for their regular season, the team called on 44 Grand Valley athletic training and exercise science students to assist during a preseason camp.

From September 21-28 in Traverse City, the students helped Red Wings staff members conduct medical examinations and test the physical fitness of the players.



Students majoring in athletic training and exercise science assist at the Detroit Red Wings preseason camp in Traverse City.

Skylar Schoen, a senior majoring in clinical exercise science, said working alongside the staff of a professional athletic team for the first time gave her the opportunity to see her field of study being applied outside of the classroom.

"Not only was I able to see the planning and testing that goes into preparing a successful NHL team, but I was also introduced to how closely and continually these professionals monitor a player's training throughout a season," Schoen said.

Schoen added that her biggest takeaway from the camp was seeing the wide range of athletic abilities among hockey players.

"Coming from a sport where the motions and muscles of running and jumping aren't utilized day-to-day, it was interesting to see how this affected the players in the different fitness tests, such as the 10-yard sprint, which was my station," Schoen said.

This camp is the third Red Wings preseason camp Grand Valley students have assisted with, and the seventh professional camp overall, including development camps.

Ross Sherman, associate professor of exercise science, said more than 100 students have participated over the years. "I think that is an unprecedented number of undergraduate students to have worked with elite professional

athletes," said Sherman, who coordinates Grand Valley's participation in the camps.

University earns 'Best Buy,' NASPA recognition

For the 21st year in a row, Grand Valley has been named one of America's 100 Best College Buys by Institutional Research and Evaluation Inc. in Georgia.

Each year, Institutional Research and Evaluation identifies the 100 American colleges and universities providing students the very highest quality education at the lowest cost. Grand Valley has made the list far more times than any other Michigan institution; authors of the report say it is because of the university's high academic performance coupled with its low cost.

Grand Valley was also selected for the third year to become a member of a national initiative dedicated to promoting civic learning and democratic engagement.

The 2016-2017 National Association of Student Personnel Administrators (NASPA) Lead Initiative is composed of a network of 74

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Across Campus

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colleges and universities across the country. As a member of the initiative, Grand Valley will provide opportunities for students to participate in their communities and encourage appreciation of diversity and social responsibility.

Marlene Kowalski-Braun, associate vice provost for Student Affairs and assistant vice president for Inclusion and Equity, said civic learning is strongly connected to the university's goal of providing a liberal education.

Internships at AWRI available

The Annis Water Resources Institute in Muskegon is seeking applicants for the Herbert L. VanderMey Internship.

The deadline for undergraduate students who wish to apply for the winter semester internship is November 4. Criteria and more information are available online at www.gvsu.edu/wri/internships.

Outstanding advising award nominations sought

Nominations are being accepted for the 2016-2017 Outstanding Academic Advising and Student Services Award.

The award was established nine years ago by Provost Gayle R. Davis to recognize outstanding academic advising and service to students. One faculty member (only tenure-track faculty or affiliate faculty are eligible) and one administrative professional will be selected as recipients.

The deadline for nominations is November 1. Award criteria and a nomination form are online at www.gvsu.edu/advising.

Graduates named Alumni-in-Residence

Alumni from 10 departments within the College of Liberal Arts and Sciences will share their post-graduation experiences with the Grand Valley community October 12-14.

"These distinguished CLAS alumni are invaluable resources, especially for current students," said Donovan Anderson, CLAS assistant dean. "The experiences they have gained both professionally and as citizens of their communities provide current students with concrete examples of how to transfer skills and aptitudes developed in the study of the liberal arts

and sciences to life after graduation." Below is a list of the 2016 CLAS Distinguished Alumni-in-Residence.

- Amanda Moore, '12, City of Grand Rapids (Geography and Sustainable Planning)
- Chad Ghastin, '98, independent consultant (School of Communications)
- Jillian Foerster, '09, DuPont Pioneer (Cell and Molecular Biology)
- Anne Marie Carson, '09, Barnes & Thornburg LLP (Modern Languages and Literatures)
- Samuel Otten, '06, University of Missouri (Mathematics)
- Ryan Shorey, '08, Ohio University (Psychology)
- Michael Salisbury, '06, Yates and Yates Publishing (Writing)
- Littisha Bates, '04, University of Cincinnati (Sociology)
- Ebony Parker-Featherstone, '02, University of Michigan Health System, Briarwood Family Medicine (Biomedical Sciences)

Mary Idema Pew Library named 'landmark library'

Praised for setting the standard for both new construction and renovations, the Mary Idema Pew Library Learning and Information Commons has been named one of only five "2016 New Landmark Libraries" in the U.S. by *Library Journal*.

Lee Van Orsdel, dean of University Libraries, said the Mary Idema Pew Library was applauded for its student-centered focus, strong partnerships with other academic units, flexibility of design, sustainable features, and its success as a learning environment that "supports the whole student through the academic journey."

The facility received acclaim for its User Experience Team, which is made up of primarily students who conduct research into measuring and improving the student experience within the library. Also noted were the information kiosks on each floor that update in real time to help users identify open study rooms, find quiet spaces and open computers.

"Pew Library is radically student-centered in design, furnishings, policy and programs," Van Orsdel said. "In creating it, we pushed every boundary, questioned every common assumption, and took risks, all in an effort to create a dynamic, multi-dimensional learning environment for our students."

FORUM Volume 41, Number 7

The GVSU Forum is published by University Communications. The submission deadline is Tuesday noon. Send publication items to Michele Coffill, editor, c/o forum@gvsu.edu. Telephone: 616-331-2221. Web: www.gvsu.edu/forum.

Faculty and staff members can find an online "Sketches" submission form on the Web at www.gvsu.edu/forum.

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Grand Valley Magazine, published quarterly; visit its website at www.gvsu.edu/gvmagazine.

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

GVFaces

Carissa Patrone, Peace Corps recruiter

Carissa Patrone, Peace Corps campus strategic recruiter, is housed at Grand Valley but busy connecting with college students throughout West Michigan.

Patrone started working in this part-time role in May. Her office is in the Padnos International Center, which is located in Lake Ontario Hall. She is responsible for connecting and recruiting students from Grand Valley, Kendall College of Art and Design, Calvin College, Hope College and Aquinas College.

Patrone is a former Peace Corps volunteer who taught English as a foreign language to high school students in Nicaragua for two years. She graduated with a bachelor's degree in communications and Spanish from Grand Valley in 2012.

"It was always a goal of mine, to serve in the Peace Corps," Patrone said. "I participated in a study abroad program and got an international perspective."

There are five Peace Corps campus recruiters

in Michigan: two housed at Michigan State University, two at the University of Michigan and Patrone covers West Michigan colleges and universities.

Since May, Patrone has attended college and community events that fit with the Peace Corps' mission of grassroots service. She is available to answer questions, review resumes and conduct mock interviews.

She added that Peace Corps volunteers are not only recent college graduates, about 70 percent of volunteers are older than 50.

Since the Peace Corps was founded in 1961, approximately 248 Grand Valley alumni have served as volunteers.

For more information, visit www.gvsu.edu/pic/peace-corps-140.htm or send Patrone an email at PeaceCorps@gvsu.edu.



Carissa Patrone



What's Ahead

Events planned for Native American Heritage Celebration

Grand Valley's annual Native American Heritage Celebration kicks off Monday, October 10, with an event that will take a deep look at the history of Columbus Day.

"Rethinking Columbus: A Movement Towards Indigenous Peoples Day" will feature a panel discussion about the historical and social impact of the colonization of the Americas. The program will take place from 6-8 p.m. in the Cook-DeWitt Center.

Below is a full schedule of Native American Heritage Celebration events, which are free and open to the public. Visit www.gvsu.edu/oma for more information.

- **Preserving the Norton Burial Mounds, October 20, 4-5 p.m., Kirkhof Center, room 2263:** The Diversity Brown Bag Series event will be facilitated by Jeff Chivis, an anthropology doctoral student at Michigan State University and a citizen of the Nottawaseppi Huron Band of the Potawatomi. He will discuss the Norton Mound National Historic Landmark in West Michigan, one of only a few surviving Hopewellian burial mounds.

- **Native American Student Association Day of Service, October 22, 9 a.m.-3 p.m.:** The Native American Student Association will participate in Make a Difference Day by volunteering at the Norton Mound National Historic Landmark.

- **"Reel Injun" Film Screening, November 4, noon-2 p.m., Kirkhof Center, room 1240:** The Canadian documentary explores the portrayal of Native Americans in film.

- **"The Canary Effect" Film Screening, November 11, noon-2 p.m., Kirkhof Center, room 1240:** The film features the historic realities of Native Americans, including the abuses of indigenous people.

More than 220 employers expected at career fair

Nearly 2,000 students are expected to attend Grand Valley's Fall Career Fair on Tuesday, October 11, from 1-5 p.m. at DeVos Place Convention Center in Grand Rapids.

The fair is free and open to college students and alumni seeking professional employment and internship opportunities, and those exploring career paths and companies. More than 220 employers are registered to attend and will represent a wide variety of disciplines within the business, non-profit and public sectors.

Participant pre-registration is not required but students should bring their student ID, along with their resume and portfolio.

Follow along on social media at [#GVcareerfair](https://twitter.com/GVcareerfair) and [@GVSUCareers](https://twitter.com/GVSUCareers) on Twitter. For a list of registered employers, visit www.gvsu.edu/careers/fallcareerfair16.

Celebrated poets will highlight FAC event

The Fall Arts Celebration poetry event will feature two unique poetic voices, one of whom is a Pulitzer Prize-winning author.

Patricia Clark, professor and chair of the Writing Department, said Tracy K. Smith and Oliver de la Paz were selected as the featured authors purposefully because of their varying career levels and contrasting voices.

"An Evening of Poetry and Conversation

with Oliver de la Paz and Tracy K. Smith" will be Thursday, October 13, at 7 p.m. in the Eberhard Center. Their readings will be followed by book signings and a reception.

Smith is the author of the critically acclaimed memoir *Ordinary Light*, and three books of poetry. Her collection *Life on Mars* won the 2012 Pulitzer Prize and was selected as a *New York Times* Notable Book. In 2014, the Academy of American Poets awarded Smith with the Academy Fellowship. She currently serves as the Roger S. Berlind '52 Professor in Humanities, and director of the creative writing program at Princeton University.

"Tracy is a nimble poet of variety and her subject matter is various as well, though she's especially fond of using cosmology as a metaphor for life on Earth," said Clark. "Her father was one of the engineers working on the Hubble Space Telescope; after his death, she devoted a large section of her book 'Life on Mars' to elegizing his life."

A native of the Philippines, Oliver de la Paz is the author of four collections of poetry: *Names Above Houses*, *Furious Lullaby*, *Requiem for the Orchard* and *Post Subject: A Fable*, winner of the Akron Prize. He co-chairs the advisory board of Kundiman, a nonprofit organization dedicated to the promotion of Asian American poetry, and serves on the board of the Association of Writers and Writing Programs. de la Paz is an associate professor of English at Western Washington University.

"Oliver de la Paz's poetry is admired for its lyricism and range," Clark said. "His dynamic, lavish and intimate work is lyrical and full of imagery and sensory detail."

For more information about all of this year's Fall Arts Celebration events, visit www.gvsu.edu/fallarts or call x12185.

Showcase will focus on global health

Students and faculty members will share how they are impacting global health during the GVSU Global Health Showcase October 14.

The event, sponsored by the College of Health Professions and Center for Scholarly and Creative Excellence, will feature poster presentations in the DeVos Center, Loosemore Auditorium, from 7:30 a.m.-noon. It is free and open to the campus community and the public.

The theme is "Global Health Starts Locally" with keynote speaker Nkechye Ekere Ezech, associate professor of education and director of the Early Childhood Education Program at



Oliver de la Paz



Tracy K. Smith

Aquinas College. Her presentation begins at 8:15 a.m.

Ezech is CEO and founder of the Early Learning Neighborhood Collaborative in Grand Rapids and director of REACH, a non-profit organization serving vulnerable children in Grand Rapids.

In 2014, Ezech was appointed to serve a three-year term on the Michigan Department of Education's Office of Great Start Advisory Council. In 2016, she received the Hattie Beverly Education Award from Grand Rapids Community College, given to an outstanding African American educator in the Grand Rapids area.

For more information on the Global Health Showcase, visit www.gvsu.edu/chp.

Homecoming offers something for everyone

From a 5K run/walk to tours of the Kindschi greenhouse to a family friendly tailgate party, homecoming weekend offers a full slate of events for alumni, friends and the campus community.

With a theme of "Remember the Laker Magic," events begin Friday, October 14, and conclude Sunday, October 16, with Laker soccer hosting the University of Findlay at 1 p.m.

Several events are highlighted below; more information, including registration and ticket prices, is online at www.gvsu.edu/alumni/homecoming.

- **Celebrating the Magic of the Women's Center:** October 14, 6 p.m., The BOB, Grand Rapids.

- **Laker Hall of Fame induction ceremony:** October 14, 7 p.m. dinner, Kirkhof Center, Grand River Room.

- **Homecoming 5K Run/Walk:** October 15, 10 a.m., Kelly Family Sports Center, followed by all-you-can-eat breakfast.

- **Barbara Kindschi Greenhouse tours:** October 15, 10 a.m.-noon, Kindschi Hall of Science, room 2241.

- **Family Friendly Tailgate and Beer Garden:** October 15, 1-4 p.m., outdoor basketball courts.

- **Laker Football vs. Truman State University:** October 15, 4 p.m., Lubbers Stadium.

Follow all homecoming activities on social media using [#GVHomecoming](https://twitter.com/GVHomecoming).

Mindfulness sessions continue throughout semester

While watching her grandchildren play, Sue Sloop was fascinated by their actions. Everything they did was immediate or careless; they were not worried about what chores they had to do later in the day or what games they did not have time to play. Her grandchildren were only focused on living, and Sloop wanted to bring that feeling to Grand Valley.

Sloop, work life consultant, has organized workshops for faculty and staff members on mindfulness for the past several years. Mindfulness deals with focusing on the present and accepting one's current situation. "It can be as simple as taking a minute out of your day to think about nothing," Sloop said.

Training is not required to strive for mindfulness. Sloop said thinking and worrying about being mindful can interfere, and that it's best to focus on relaxing. "We have to

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FACULTY AND STAFF SKETCHES

In the News

Roger Ellis, professor of communications, was interviewed by WGVU-FM for a story about Shakespeare’s relevance in 21st century America.

Staff member earns award

Terry Pahl, an engineer for Facilities Services, was named a regional Energy Engineer of the Year by the Association of Energy Engineers, which has more than 18,000 members.

He received the award for Region III, which includes Midwest states.

Pahl was recognized for his dedication and performance in the energy efficiency and renewable energy industry. He accepted the award September 20 at the 39th World Energy Engineering Congress in Washington, D.C.

PIC recognizes faculty members

The Padnos International Center hosted its first faculty award dinner September 23 at the Eberhard Center, recognizing the contributions of 40 faculty members who lead study abroad programs.

Julie Guevara, professor of social work, and **Peimin Ni**, professor of philosophy, received awards for leading programs to El Salvador/Guatemala and China, respectively, for more than 20 years.

Three faculty members who are retired, or entering phased retirement, were recognized: **Gary Stark** (Germany/Poland, freshman seminar), **Charles Baker-Clark** (Italy, hospitality and tourism management) and **Jim Goode** (Turkey/Egypt, history).



Julie Guevara, left, is pictured with Provost Gayle R. Davis at a faculty awards dinner sponsored by the Padnos International Center.

Kasmer will research Common Core

In 2010, a set of college- and career-ready standards — Common Core State Standards — were developed by state education chiefs and governors in 48 states. These standards for K-12 students focused on the areas of English language arts and mathematics.

Since Common Core was adopted, various classroom materials have

been created that supposedly align with these standards.

Grand Valley recently received \$295,523 of a more than \$1 million grant from the National Science Foundation to investigate which of these materials, if any, are truly effective in the classroom.

“Many researchers question the degree to which these materials are actually aligned with the Common Core State Standards,” said **Lisa Kasmer**, associate professor of mathematics. “It is important to understand how teachers use these materials, and the decisions they make to supplement them.”

The three-year collaborative grant will fund research studying how eighth grade math teachers in Michigan, Nevada, Utah and Arkansas make curricular decisions and what factors influence those decisions. Kasmer will serve as the grant’s principal investigator for Michigan.



Lisa Kasmer

Sketches

Criminal justice faculty members **John Walsh**, **Joanne Ziembo-Vogl** and **Jacquelyn Martin** were authors of an article, “Framing Attica: Newsprint Media Construction of the 1971 Attica Prison Riot: Claims-Makers, Frame Salience, and the Cultural Geography of Readership,” published in *Mision Juridica*.

Denise Goerisch, assistant professor of liberal studies, wrote an article, “Doing Good Work: Feminist Dilemmas of Volunteering in the Field,” published as part of a special issue, “Focus: Feminist Research and Methodology” of the *Professional Geographer*.

John Weber, professor of geology, gave a presentation, “Tectonic Inversion in the Caribbean-South American Plate Boundary: GPS Geodesy, Seismology, and Tectonics Mw 6.7 April 22, 1997 Tobago Earthquake,” at the Second Conference of the Latin American and Caribbean Seismological Commission, San Jose, Costa Rica. He also participated in the Continuously Operating Caribbean GPS Network Workshop in Punta Cana, Dominican Republic.

Bopi Biddanda, professor of water resources, was a co-author with students of an article, “Year-round Measures of Planktonic Metabolism Reveal Net Autotrophy in Surface Waters of a Great Lakes Estuary,” published in *Aquatic Microbial Ecology*.

Richard Rediske, professor of water resources, was a co-author of an article, “Sex Differences in Contaminant Concentrations of Fish: a Synthesis,” published in *Biology of Sex Differences*.

What’s Ahead

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acknowledge that everyone is stressed at some point,” Sloop said. “We can’t be so busy multitasking that we forget about what’s going on internally.”

Mindfulness can help reduce stress levels, but it can also help improve efficiency and health.

Faculty and staff members can participate in an introductory session, “The Practice of Mindfulness,” which is offered throughout the semester (October 17, October 31, November 14, November 28 and December 12); all sessions run from 12:10-12:55 p.m. in Kirkhof Center, rooms 2215/2216.

Sue Dilsworth, Heart’s Journey Wellness Center, will guide participants through the basic principles of meditation and mindfulness. Participants do not need to register for all sessions.

There is dedicated space in the Kirkhof Center, room 2243, that the

campus community can use for personal prayer or meditation. It is open to students, faculty and staff members of all faiths and non-faith traditions.

More mindfulness training, information and tools can be found at www.gvsu.edu/healthwellness/mindfulness.

Compensation workshop planned

A workshop on Grand Valley’s compensation philosophy is set for Tuesday, October 18.

“Compensation 101” will begin at 11 a.m. in Zumberge Hall, room 1090. Linda Yuhas, director of compensation and employment services, will give a presentation about how market data is used to benchmark salaries, how starting salaries are set for new positions, and how the annual merit increase program is designed.

Pickard was first in family to earn bachelor’s degree

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Pickard was the first in his family to earn a four-year degree. He earned a bachelor’s degree from Western Michigan University, a master’s degree from the University of Michigan and a doctorate from Ohio State University. He established the Dr. William F. Pickard Business

Scholarship at Grand Valley to inspire and encourage first-generation students.

His visit was sponsored by the Office of the President, Enrollment Development, Office of Multicultural Affairs, and Division of Inclusion and Equity.