

# FORUM

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

Published by University Communications



## Grand Valley announces Design Thinking Initiative

At the start of the academic year, Grand Valley announced a new initiative that continues its commitment to ensure students will be prepared for lifelong learning and careers in an ever-changing society.

The Design Thinking Initiative is a human-centered approach to solving problems and meeting needs using an organized method of defining, observing and considering those impacted. Provost Gayle R. Davis announced that John Berry will lead this initiative.

Berry has more than four decades of innovative design-related involvement with corporations, higher education, and nonprofit and professional associations on a regional and

national level. Berry is executive director and founder of Design West Michigan, a design advocacy organization with more than 1,100 members. He also served as vice president for corporate communications for Herman Miller.

Davis said Berry will lead the exploration of how to connect existing programs, classes and co-curricular activities with appropriate new ones, and collaborate with other creative and innovative organizations in the region.

Grand Valley President Thomas J. Haas said the university recognizes the importance of providing learning experiences to expand students' exposure to integrated processes and systems.

"Design Thinking brings another opportunity to our students to see how collaboration and creativity can benefit all their lives and the growth of their communities," Haas said.

Berry said he looks forward to establishing partnerships with area organizations.

"Grand Valley's initiative significantly adds to the design ecosystem of West Michigan, which is extremely robust with design talent," Berry said. "Creating this initiative will allow students to gain additional experience with innovation and problem-solving that also will increase our regions' ability to create and grow."

Berry earned a master's of fine

arts degree from Cranbrook Academy of Art. He is a past board member of the Michigan Humanities Council, OxBow Art and Artists School, Grand Rapids Art Museum, and Kendall College of Art and Design. He is a current member of the National Advisory Committee for Cranbrook Academy of Art.



John Berry

## Across Campus

### New director to lead MAREC

Kevin Ricco has been selected as the new director of the Michigan Alternative and Renewable Energy Center. He succeeds T. Arnold Boezaart, who will retire at the end of October after serving as director since 2009.

Ricco will officially assume his role September 22.

Since November of 2012, Ricco has served as manager of operations for Pew Grand Rapids Campus and Regional Centers. Prior to that, he was Allegan County's first director of county development where his responsibilities included economic development, Brownfield redevelopment, and parks and recreation and tourism management.



Kevin Ricco

"Kevin's collaborative leadership style will enable MAREC to enhance its mission as a catalyst for economic development as well

as a research and development center," said Brian Copeland, associate vice president for Business and Finance. "We're grateful for Arn's leadership. He effectively opened the doors of the MAREC facility to the community and led the way in business development and many research activities."

Ricco said his plans for MAREC include continuing to build the business incubator program and weaving in Grand Valley's academic mission into the center's work.

He said Boezaart has done a tremendous job of building community relations in Muskegon and surrounding communities. "I would like to continue to build relations and get to a point where MAREC is the first thing that comes to mind when people in the state, region and even country think of alternative and renewable energy," Ricco said. "Clean and renewable energy resources are becoming vitally important, and technology is a big part of this movement. I look forward to helping facilitate this endeavor."

Ricco, a native of Muskegon, received a bachelor's degree in natural resource management from the University of Michigan and a master's degree in business administration from Eastern Michigan University.

### Survey shows family businesses serve as "ballast" for economy

Family-owned business leaders in West Michigan are committed to the state, with more than 90 percent producing products and services within the state, according to survey results released by The Family Owned Business Institute in the Seidman College of Business and the Haworth College of Business at Western Michigan University. The study was launched in 2013 to explore the magnitude of family owned businesses in the region.

Of the 690 family businesses in the database, 156 completed the survey for a 23 percent response rate.

"The role family owned businesses play in the local economy is starting to emerge," said Joseph Horak, director of the Family Owned Business Institute. "They are more risk averse, take on less debt and have a longer-term focus. While they may not be as highly profitable during an economic upswing, when the economy has a downturn, family businesses actually serve as 'ballast' in our local economy."

# Across Campus

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**Significant findings:**

- The survey found that when anticipating reduced earnings, family-owned businesses indicated they would be most likely to reduce distributions to owners (86 percent) and/or reduce salaries to family members (58 percent) before they would consider laying off an employee. Layoffs were considered an absolute last resort. Family businesses provide an important buffer during an economic downturn in comparison to publicly traded companies.

- Typically only 30 percent of family-owned businesses survive into the second generation, while only 12 percent of family-owned businesses make it to the 3rd generation, and less than 5 percent make it to the 4th generation. Fifteen percent of the businesses surveyed were in the 3rd generation of ownership, and 11 percent were in the fourth. These higher numbers suggest a strong commitment of business families to maintaining the legacy of family-owned businesses in West Michigan. Family businesses in West Michigan are clearly beating these odds.

- Only about 20 percent of family-owned businesses have a formal, written succession plan in place. While this lack of formal planning is not unusual among family owned businesses, it is concerning. The highest priorities of survey respondents in terms of succession planning were “stability of the firm” and “presence of a competent successor.”

- Survey findings highlight the need for future programs and workshops for family owned businesses in the areas of succession planning, emergency succession planning, and estate planning. One of the outcomes of this research is an effort to begin providing some of these tools in an effort to help support the long-term prospects of the local family businesses.

Surveys were sent to family-owned businesses in 28 counties on the west side of the state. Later this year, the results of a study demonstrating the economic and social (philanthropic) impact of family owned businesses on West Michigan will be completed by this research team.

For more information contact Joseph Horak at x17278.

## Grand Valley ranked as a Best College

Washington Monthly ranked Grand Valley 30th in the nation in the “Best Master’s Universities” category for its contribution to the public

good, up two spots from last year. Grand Valley ranked first in the nation in the community service subcategory and 11th in the financial aid support, courses and service staff subcategory.

The rankings are based on three criteria: civic engagement, research and social mobility. Access and affordability were also considered.

The full report can be seen at [www.washingtonmonthly.com/college\\_guide/2014.php](http://www.washingtonmonthly.com/college_guide/2014.php).

## Mary Idema Pew Library wins honorable mention in Education Design Showcase

The Mary Idema Pew Library Learning and Information Commons recently received an Honorable Mention Award from the 2014 Building Excellence Awards presented by the Education Design Showcase.

The Building Excellence Awards celebrate the outstanding K-12 and higher education facility designs featured on the Education Design Showcase website.

The online, interactive showcase is a database designed to be an idea-generation resource for architects, facility planners and others involved in the planning, design and construction of education facilities nationwide. The site is an outlet for sharing innovative, yet practical, solutions in the planning, design and construction of educational facilities. Users can search for projects based on size, cost, location, funding method, sustainability and more.

The showcase’s jury praises the Mary Idema Pew Library for its ability to bridge the gap between the classroom and workplace by providing a framework of free access to knowledge and continuous learning opportunities for students outside the classroom.

The award-winning projects displayed on the site were evaluated by a jury of administrators, architects and facility planners for excellence in design and functional planning directed toward meeting the needs of an education program. Some of the primary considerations were given to innovation and creativity, efficient use of space, planned flexibility to accommodate change, accessibility for all users, and attention to the environment, maintenance and energy use among others.

### FORUM Volume 39, Number 2

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](mailto:forum@gvsu.edu). Telephone: 616-331-2221. Fax: 616-331-2250. Web: [www.gvsu.edu/forum](http://www.gvsu.edu/forum).

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

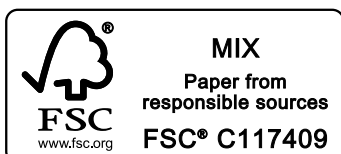
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Other publications by University Communications include:

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

Visit Grand Valley’s online publication, GVN<sup>ow</sup>, at [www.gvsu.edu/gvnow](http://www.gvsu.edu/gvnow), for daily news updates and video features.

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



## Instagram comes to life



Photos by Amanda Pitts and Jess Weal

New and returning students used two real-life Instagram signs to take pictures during Move-in Week, Transitions and the first week of classes.

The signs, created by staff members in University Communications, were made to provide a unique way for students to share their new campus experiences on social media.

# What's Ahead

## Fall Arts Celebration 2014

Fall Arts Celebration 2014 will feature distinguished writers, poets, musicians, artists and scholars. With something for everyone's tastes, this year's events focus on making sense of the new and unfamiliar while being charmed by the gifts of timeless classics.

All events are free and open to the public. Visit [www.gvsu.edu/fallarts](http://www.gvsu.edu/fallarts) or call x12185 for more information.

### • GVSU MUSIC DEPARTMENT PRESENTS "PIONEERS OF AMERICAN MUSICAL THEATRE: MUSIC FROM THE LOST OPERETTAS OF JOHN PHILIP SOUSA"

September 15, 7:30 p.m., Louis Armstrong Theatre, Performing Arts Center

Faculty members and students will present selections from two operettas from the pen of "The March King" that had been lost to modern audiences: *The Charlatan* and *The Bride Elect*.

### • ART GALLERY EXHIBITION: "SHARED PASSION: A GIFT OF THE STUART AND BARBARA PADNOS FOUNDATION COLLECTION"

Opening Reception, September 30, 5-7 p.m., Art Gallery, Performing Arts Center

Exhibited August 22-October 31

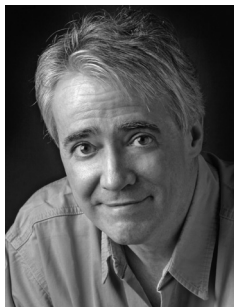
The Barbara and Stuart Padnos Foundation gave 35 works of art to Grand Valley. The pieces, from the home of Stuart and Barbara, were purchased by the couple over decades as they traveled and grew as collectors.



### • DISTINGUISHED ACADEMIC LECTURER: SCOTT SIMON, "PROFESSIONAL JOURNALISM IN A DIY AGE"

October 6, 7 p.m., Eberhard Center, 2nd floor

NPR's Peabody award-winning Scott Simon has reported from every continent, covering political campaigns, famines, hurricanes, earthquakes, civil wars and scandals. He is the host of *Weekend Edition Saturday*.



Scott Simon

### • POETRY NIGHT: "AN EVENING OF POETRY AND CONVERSATION WITH MARK DOTY & DORIANNE LAUX"

October 16, 7 p.m., Eberhard Center, 2nd floor

Mark Doty is the only American poet to have won Great Britain's T.S. Eliot Prize; he was also the winner of the National Book Award for Poetry in 2008. Doty is a professor and writer-in-residence at Rutgers University.

Dorianne Laux is the author of five books of poetry. She's the recipient of two Best American Poetry Prizes, a Pushcart Prize, two fellowships from the National Endowment for the Arts and a Guggenheim Fellowship. Laux teaches poetry in the MFA program at North Carolina State University.

### • DANCE: "GALLIM DANCE: ARTICULATE BODIES, VISCERAL LANGUAGE"

October 27, 7:30 p.m., Louis Armstrong Theatre, Performing Arts Center

Using a new dance language called GaGa, Gallim Dance, a New York-based contemporary dance company, incorporates past and present movement invention practices, fueled by human emotion.



Gallim Dance is one of the world's most sought after contemporary dance companies. It is breaking new ground in choreographic invention, physical realities and human awareness. Artistic director Andrea Miller is a former Julliard dance graduate who studied GaGa technique with the Batsheva Dance Company under the direction of Ohad Naharin. Upon her return from Israel, Miller embarked on a cutting-edge mastery of movement invention inspired by the compositional improvisation structure of GaGa technique.

### • HOLIDAY CELEBRATION: "THE MANY MOODS OF CHRISTMAS: CELEBRATING THE TRADITIONAL MUSIC OF THE HOLIDAYS"

December 8, 7:30 p.m., Fountain Street Church, Grand Rapids

Falls Arts Celebration concludes with the University Arts Chorale and the Jenison High School Chamber Singers joining Department of Music and Dance faculty and guests for a special performance of Robert Shaw's "The Many Moods of Christmas."

Fountain Street Church was selected for its superb acoustics and central location for Grand Valley's holiday gift performance to the West Michigan community. Traditional Christmas carols will be sung with music from composers like Handel, Bizet and Bach.

## Campus Life Night set for Tuesday

Thousands of students are expected at Campus Life Night, an annual event sponsored by the Office of Student Life. The evening will showcase student organizations, campus resources, and local businesses and non-profit organizations.

This free, one-night event, filled with information and giveaways, will take place Tuesday, September 2, at 7 p.m. in parking lot C.

Students will also have the opportunity to learn about the service and leadership opportunities offered through the Laker Leadership Programs, Community Service Learning Center, and Laker for a Lifetime campaign.

Students attending the event can live-tweet using the hashtag #GVCLN14.

For more information, visit [www.gvsu.edu/studentlife](http://www.gvsu.edu/studentlife).

## Sheldon Solomon to give Carey Memorial Lecture

Sheldon Solomon, professor of psychology at Skidmore College, will examine the human fear of death during his presentation, "Afraid of the Dark: Humanity at the Crossroads," at the fourth annual James W. Carey Memorial Lecture.

His presentation is set for Wednesday, September 17, from 7-8 p.m., in Loosemore Auditorium on the Pew Grand Rapids Campus.

Solomon's presentation will provide an overview of cultural anthropologist Ernest Becker's ideas and empirical work surrounding

the idea that the uniquely human fear of death gives rise to potentially paralyzing terror that is managed in ways that foster war, climate instability, economic inequality and epidemic levels of psychopathology.

"These are arguably the most pressing problems confronting humans in the 21st century," said Solomon. "If they are not addressed in short order, we may be the first form of life responsible for our own extinction."

The lecture is being presented by the Communication Studies major program, Psychology Department, School of Communications, Institute of General Semantics, College of Liberal Arts and Sciences, and Provost's Office.



Sheldon Solomon

James W. Carey was a cultural historian and theorist of communications, and an influential teacher of journalists.

For more information, contact Valerie Peterson, associate professor of communications studies, at [petersov@gvsu.edu](mailto:petersov@gvsu.edu).

## MAREC workshop will focus on agri-business

Grand Valley's Michigan Alternative and Renewable Energy Center will host a half-day seminar September 3 that will focus on renewable energies and how they apply to the agri-business industry.

"What's Happening in the World of Renewable Energy?" will take place from 8:30 a.m.-2 p.m. at MAREC, 200 Viridian Dr. in Muskegon. Register at [www.gvsu.edu/marec](http://www.gvsu.edu/marec).

The workshop, which is free and open to the public, will cover topics such as current energy laws, renewable energy programs in Michigan, energy audits and the economic impact of renewable energy.

Presenters include Nancy Popa of Consumers Energy, Al Go of Michigan State University, Kim Walton of MAREC, Paul Isely of Grand Valley's Seidman College of Business, and Julie Balwin and Jesse Harwell of Michigan Public Service Commission, among others.

The seminar is hosted in partnership with the Michigan Agri-Business Association. Visit [www.gvsu.edu/marec](http://www.gvsu.edu/marec) for more information.

## Annual interprofessional conference set

Participants at the seventh annual West Michigan Interprofessional Education Initiative (WMIPEI) conference will discuss best practices and innovation within collaborative health care practices.

The conference will be held September 18-19 at the DeVos Center; it is hosted by the Vice Provost for Health office.

WMIPEI is composed of faculty, staff members and students from Grand Valley, Grand Rapids Medical Education Partners,

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# FACULTY AND STAFF SKETCHES

## Sketches

**Jason Crouthamel**, associate professor of history, wrote a chapter, "Paul Lebrechts Kriegstagebuch" ("The Diary of Paul Lebrecht"), for a book, *Krieg! Juden zwischen den Fronten, 1914-1918 (War! Jews between the Fronts, 1914-1918)*, published by Hentrich & Hentrich Verlag, Berlin.

**Michael DeWilde**, associate professor of philosophy, wrote a chapter, "Unchained Melody: Philosophical Reflections from the Working Classics Program," for a book, *Philosophy Imprisoned*, published by Lexington. He was also a featured speaker on a "Religion and Bribery" panel at a Society for Business Ethics Conference in Philadelphia, Pennsylvania.

**Felix Ngassa**, associate professor of chemistry, gave three presentations, "Designing Inquiry-Based Organic Chemistry Laboratory Procedures to Promote Critical Thinking," "Facile Synthesis of Arylsulfonates and Exploration of their Use in Sonogashira and Ullman Cross-Coupling Reactions," and "Direct Cu-free Sonogashira Cross-Coupling Reaction of Arylsulfonates with Terminal Alkynes," at the National Meeting of the American Chemical

Society in San Francisco, California.

**Al Steinman**, director of the Annis Water Resources Institute, co-authored an article, "Inhibitory effect of naringin on microcystin uptake in the freshwater snail *Sinotaia histrica*," published in *Environmental Toxicology and Pharmacology*.

**Roger Ellis**, professor of Theatre in the School of Communications, presented a week-long workshop for actors at the International Festival for Making Theatre in Athens, Greece. Ellis developed basic approaches to acting Shakespeare with more than 60 actors at Athens' Theatre of Change.



Courtesy photo

For the second year, a group of computing students from Grand Valley and Zurich University of Applied Sciences in Switzerland studied at each other's campuses during a four-week summer exchange program from June 29-July 13. Pictured are students in Switzerland and Paul Leidig, far right, director of the School of Computing and Information Systems.

## What's Ahead

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Michigan State University College of Human Medicine, and health care professionals from more than 25 organizations.

Keynote speakers are Roger Spoelman, president and CEO of Mercy Health in West Michigan; Amy Barton, associate dean for clinical and community affairs at University of Colorado; Barbara Brandt, director of the National Center for Interprofessional Practice and Education; and Scott Shipman, director of primary care affairs and workforce analysis for the Association of American Medical Colleges.

The schedule for Thursday, September 18, runs from 1-4:30 p.m., followed by a networking reception. On Friday, September 19, the conference runs 7 a.m.-3:30 p.m. and includes breakfast and lunch. Cost to attend September 18 is \$25, September 19 is \$50, and both days are \$75. Register online at [www.gvsu.edu/wmipei](http://www.gvsu.edu/wmipei).

The National Center for Interprofessional Education, from the University of Minnesota, will host a pre-conference workshop September 18 from 8:30-11:30 a.m. in the Cook-DeVos Center for Health Sciences, Hager-Lubbers Exhibition Hall. It is free and open to the public. Register online at [www.gvsu.edu/wmipei](http://www.gvsu.edu/wmipei), and click

"Pre-conference workshop."

### Events celebrate Hispanic Heritage Month

A variety of events are planned to celebrate Hispanic heritage at Grand Valley.

Sponsored by the Office of Multicultural Affairs and supported by many other campus departments, Hispanic Heritage Month will run September 15-October 24. All events are free and open to the public.

The celebration will kick off Monday, September 15 at 11 a.m. and 2 p.m. with the showing of episodes one and two of "Latino Americans," a three-part documentary series that chronicles the rich, varied experiences of Latinos, the largest minority group in the U.S. The series will be shown in the Office of Multicultural Affairs, 1240 Kirkhof Center, and will continue September 22-26 and October 6-10.

Other events include:

- Unaccompanied Children: September 24, noon-1 p.m., Loosemore Auditorium,

DeVos Center. With the growing number of unaccompanied children entering the U.S., this program will discuss some of the systemic problems that have created these conditions. Bethany Christian Services will discuss how this impacts the local refuge foster care system.

- The Power of the Latino Vote with Milinda Ysasi-Castañon, '03: September 26, noon-1:30 p.m., 2266. Sigma Lambda Gamma will co-host this event to discuss the importance of Latino youth civic engagement. Alumna Milinda Ysasi-Castanon will share her personal story about why she got involved politically.

- Professionals of Color Lecture Series featuring Rosa Clemente: October 2, 5-7 p.m., Grand River Room, Kirkhof Center. Community organizer, journalist and political activist Rosa Clemente was nominated by the Green Party as a vice presidential candidate in 2008. She founded Know Thy Self Productions, which has produced four major community activism tours.

- Latino Student Union Dinner & Dance: October 24, 7:30 p.m.-midnight, Grand River Room, Kirkhof Center.

All programs are approved for LIB 100 and 201 classes. Call x12177 for more information.