

SPRING 2013

# GRAND VALLEY

## MAGAZINE



Learning  
the ropes

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GRAND VALLEY MAGAZINE VOLUME 12, ISSUE 4, SPRING 2013

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Contributing Editor and Writer

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Photography Services Manager and  
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Elizabeth Lienau, B.S. '05  
Photography Coordinator and  
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Creative Director

Stephanie LeMire, B.F.A., '11  
Graphic Designer

Christine O'Brien, B.S., '06  
Graphic Designer

## Contact Us

*Grand Valley Magazine* is a publication of  
News & Information Services. Comments  
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### 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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# GRAND VALLEY

MAGAZINE

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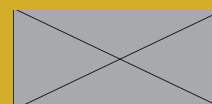
*photo by Amanda Pitts*

A student climbs an ice wall during the Michigan  
Ice Festival in Munising. Read more about ice axes,  
crampons and perseverance on page 14.

### On these pages:

*photo by Amanda Pitts*

Pictured is a plant from a greenhouse at CA Frost  
Environmental Science Academy. Read about  
the Groundswell Project on page 20.



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## BOOKMARKS

Check out these book recommendations from staff members in the Charter Schools Office. To share your recommendation for a future magazine, send an email to [gvmagazine@gvsu.edu](mailto:gvmagazine@gvsu.edu).

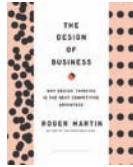
Past Bookmarks are archived online at [www.gvsu.edu/gvmagazine/books](http://www.gvsu.edu/gvmagazine/books). Submit a book recommendation online, or view books written by campus authors.

### The Design of Business: Why Design Thinking is the Next Competitive Advantage

Harvard Business School Press, 2009

by Roger Martin

Rob Kimball, senior director of Operations and Policy, suggests this book about the risk of relying on analytical thinking for those seeking innovation. "Martin compellingly argues that to successfully innovate today we need design thinking," Kimball said. He said the author's discussion of the roots of design thinking and its analogy to broader knowledge development is inspiring and demonstrates how intentional innovation can be.

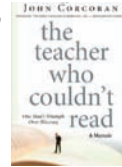


### The Teacher Who Couldn't Read

Kaplan Publishing, 2008

by John Corcoran

Jill Weber, reading intervention specialist, said this is a must-read for educators and parents alike. "It is an eye-opening account of John Corcoran's struggle with illiteracy throughout elementary school, high school, college and his adult life," she said. The inspirational story shares how he overcame his shame and confusion and learned to read at the age of 48.



### Why Our Children Can't Read and What We Can Do About It

Simon & Schuster, 1999

by Diane McGuinness

Wendy Miller, reading intervention specialist, believes that no child should ever have to go through life as a struggling reader. "Children need to be taught how to navigate their way through the complexity of the English language and how to unlock its code," she said. Miller said the author unlocks the code for teachers, students and parents and breathes new life into the world of literacy.



## Representing Grand Valley



### Lakers bring a little Grand Valley with them when they travel.

Do you represent GVSU when you travel? If so, send a photo of yourself sporting Laker gear to [gvmagazine@gvsu.edu](mailto:gvmagazine@gvsu.edu) and it may be seen in a future publication.

From left are Michelle Vader, who volunteered time at an orphanage in Costa Rica in 2012; Carrie, '02 and '04, and Christopher Rannow, who are pictured on the set of "The Hobbit" in New Zealand; and Christen, '07, and Doug, '05, Fox, who are in Turks & Caicos Islands.



## Robinson discusses innovation, passion at two lectures

Talent meeting passion is the “element,” according to Sir Ken Robinson, author of the best-selling book, *The Element: How Finding Your Passion Changes Everything*.

Robinson was the featured speaker as part of the Frederik Meijer Lecture Series and Community Reading Project March 27. He spoke before hundreds in the Fieldhouse after giving a morning presentation at a Seidman College of Business Alumni event in the DeVos Center.

Robinson, professor emeritus of education at the University of Warwick, said there are several reasons why it’s hard for most people to find their passion in life, including denied access or lack of opportunity.

“There are constraints in the system of education which people have to labor under,” said Robinson. “One of them is, there is a very narrow view of intelligence that tends to permeate education. There is also a great pressure from the standards movement to narrow the curriculum so areas where people might well find their

passions tend to be excluded from education.”

Robinson said while some know their passion at a young age, most find their passion over time. “It’s a process, like falling in love over time. That’s how it happened for me with education and working with people. The key to finding your passion is what you are exposed to,” he said. “And, finding your element means you have to love it. You can be good at something, but not love it.”

At the Fieldhouse, Robinson told the audience creative innovation is not only a term for corporations, schools and universities. “It’s what we all can be doing,” he said.

Robinson is an internationally recognized leader in the development of education, creativity and innovation and consults with governments and Fortune 500 companies. He played a central role in developing a strategy for economic development as part of the Northern Ireland peace process and served with other advisors to Singapore when that government developed a

strategy to become the creative hub of Southeast Asia.

The Meijer Lecture Series was established to provide local and national presentations that focus on issues of leadership, innovation and

entrepreneurship. CRP is sponsored by the Brooks College of Interdisciplinary Studies with support from many university departments.



photo by Jeff Dykehouse

Sir Ken Robinson addresses the audience in the Fieldhouse on March 27. He also spoke before a Seidman College of Business audience and met with Meijer Honors College students.

## Alumnus chosen by Detroit Symphony Orchestra

Grand Valley alumnus Hunter Eberly was named principal trumpet of the Detroit Symphony Orchestra. Eberly, 26, performed his first concert in his new position on March 7 in Southfield.

The DSO held a three-year, international search with candidates arriving from Canada, Germany, Mexico and across the U.S.

“I am deeply honored and excited to be joining the incredibly talented musicians of the DSO,” said Eberly. He said he and his wife, Kimberly, a Grand Valley alumnus, trumpet player,

and conductor, look forward to moving back to Michigan from Florida and being closer to their families.

Eberly received a bachelor’s of music degree in 2009; he studied with Richard Stoelzel, professor of trumpet. During his years at Grand Valley, he won first prize at the 2009 National Trumpet Competition College Solo Division, and was also a member of Grand Valley’s 2008 trumpet ensemble when it took first prize in this same competition.

Eberly was also very involved in the performing ensembles

offered at Grand Valley. He was principal trumpet of the orchestra and symphonic wind ensemble, and a rare student member of the GVSU Faculty Brass Quintet.

“Hunter was rarely seen without a trumpet in his hand and, more importantly, planted on his lips,” said Stoelzel. “His work ethic is second to none. As a guest artist at the GVSU International Trumpet Seminar he inspired every student in attendance. I couldn’t be more proud of his accomplishments.”



Hunter Eberly, a 2009 graduate, was named principal trumpet for the Detroit Symphony Orchestra.

## GVSU selected to run police academy for veterans

Grand Valley was selected as the first site in Michigan to launch a new law enforcement training program designed to draw upon and focus on the talents of military veterans.

The Michigan Commission on Law Enforcement Standards selected Grand Valley for the Military Police Basic Training Program; only 10 states provide military police veterans with a formal training academy that

allows for a smooth transition into civilian law enforcement.

The MPBTP will provide military police veterans with an abbreviated format of a traditional police academy training session. The format provides for the same areas of instruction, including classroom and skill area instruction, but with a reduced number of hours in each instructional block. Military police veterans who

meet the eligibility requirements are invited to apply for the six-week training program.

Julie Yunker, director of Grand Valley's Police Academy, said: "The benefits of this program extend beyond the veterans to include law enforcement agencies and the communities they serve. This is a great opportunity to leverage the talent of military veterans for the benefit of the public."

Participants of Grand Valley's program will not only gain the ability to become licensed officers, but will also earn university-level credits. The program will run from June 24-August 6.

Applications and additional information for the MPBTP are available on the GVSU Police Academy website at [www.gvsu.edu/cj/policeacademy](http://www.gvsu.edu/cj/policeacademy).

## Bus-sized mural made by charter school students unveiled

A group of students at a Grand Valley-authorized charter school took part in a reception on February 22 that featured the unveiling of a bus-sized mural they created over the past year.

Eleven students from the Henry Ford Academy: School for Creative Studies created the

mural under the guidance of Grand Valley alumnus and well-known artist Hubert Massey, '81. During the yearlong project, the students framed and stretched their own canvas, composed the original design and painted the entire piece.

Called "Michigan's Outreach:

Evolving the Global Spirit," the mural measures 8 feet by 38 feet, and will make its home in Grand Valley's L. William Seidman Center. The piece will also be entered in ArtPrize this fall.

The student artists were joined at the reception by

Massey and Ellen Sprouls, Art Gallery curator of education.

HFA: SCS is Detroit's premier college prep school focused on art and design, and serves nearly 800 students in grades six-12.



*courtesy photo*

Pictured is the mural created by students in Detroit at a Grand Valley-authorized charter school. It was installed in the L. William Seidman Center and will be entered in ArtPrize in September.



## Students build power system for African hospital

A group of Grand Valley engineering graduate students designed a portable medical system for a hospital in a rural part of the southeastern African country of Malawi.

The Photovoltaic Emergency Power System, which was designed to kick on when the hospital loses power, was part of a class project led by Heidi Jiao, professor of engineering in the School of Engineering.

Jiao said the system has the potential to save lives. "Sometimes a patient can be lost when the power goes out, and it's devastating," she said, adding it could be especially life-threatening in the middle of surgeries.

The system was built by Ryan Gorby, Matt Alberda and Derek Dougherty. It is backed up by a battery and able to provide power for two consecutive days. It's portable and includes two emergency lights, one surgery suction system and two outlets for charging tablets and phones.

The group worked with Martha Sommers, an American

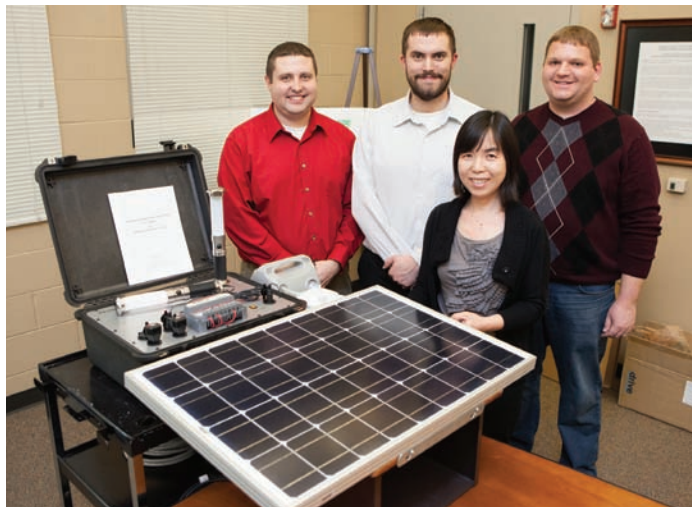
physician who has been working in Malawi for more than 15 years, and her sister, Veronica Sommers, an engineer who has worked with Martha in Malawi.

"Knowing our hard work may provide someone a second chance at life is the greatest reward for us," said Gorby. "Every engineering project is rewarding to the engineers once it comes together. That is one of the aspects that draws people to the profession."

Gorby, who works at GE Aviation as a hardware architect, said the team will train Sommers on how to use and set up the system, which can be disassembled in four parts. She and a youth group will transport it to Malawi within the next year.

Alberda and Dougherty work in West Michigan as full-time engineers. Alberda is a system engineer at GE Aviation and Dougherty is an electrical design engineer at Eaton Corporation.

Another group of Grand Valley students worked with Sommers to create a medical

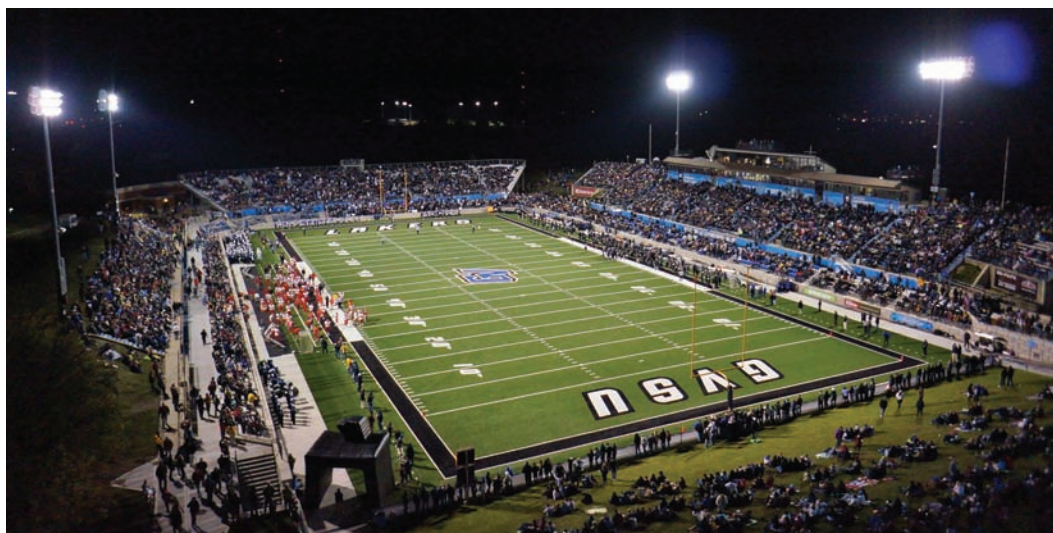


*photo by Amanda Pitts*

From left are engineering students Ryan Gorby, Derek Dougherty, Matt Alberda and professor Heidi Jiao. The team built a portable medical system for an African hospital.

mobile app that provides instructions to help midwives in Malawi and Haiti deliver babies without the presence of a doctor. The app was based on the book, *A Guide for Midwives*, written by Mary Sommers, Martha's sister who is a midwife and childbirth educator.

The app was created by computing alumnus Olvi Tole, business alumna Kelsey Waldecker, and business students James Villar, Jennifer Mast, Holly Malinowski and Michael Angerbrandt.



*courtesy photo*

For the second straight year, Grand Valley led Division II in home football game attendance, averaging 12,034 fans per game.

## Football tops Division II attendance

Laker football fans are No. 1, again.

Grand Valley topped attendance among Division II football leaders, averaging 12,034 fans per home game during the 2012 season, according to NCAA statistics. This is the second straight year GVSU has led home game attendance.

Miles College finished second (11,117) followed by Kentucky State (10,534), West Texas A&M (10,379) and Pittsburg State (10,055).



# Student races in X Games on adaptive snowmobile

Despite a motocross accident that left him partially paralyzed, mechanical engineering major Garrett Goodwin returned to the racing circuit, now racing an adaptive snowmobile.

In late January, Goodwin took third in the snocross event at the Winter X Games held in Aspen, Colorado. Goodwin races a Ski-Doo equipped with a special seat that he and his sponsors made.

Goodwin hopes to someday mass-produce the seat, which he said could fit on any Ski-Doo and allow recreational snowmobilers who are disabled to ride.

"You can't go online and search for an adaptive snowmobile seat and buy one," Goodwin said.

With help from American Metalcraft in Goodwin's hometown of Zion, Illinois, Goodwin designed a rigid seat that can be bolted to a sled. He and company designers telephoned and sent many emails back and forth throughout the process. The chair pivots, allowing Goodwin — who is strapped in with a seat belt — to lean into turns.

"There was a lot of trial and error," he said. "The seat is like a race car with a shock under it that acts like my legs would."

Goodwin was racing a motorcycle in July 2011 when he hit a jump and the bike rotated forward. His motorcycle landed on top of him. He broke three vertebrae, suffered a concussion and a separated shoulder; Goodwin is paralyzed below his waist.

After four months of rehabilitation, he was already making plans to get back to the snocross circuit. "I knew I could do it. I just had to figure out how," he said.

Goodwin's father, Greg, and his uncle have raced snowmobiles for years.



Greg, who owns Goodwin Performance, won the 1991 World Championship in Wisconsin. Racing sleds since he was 5, Goodwin said he took up motocross as a way to stay in shape and train between winters.

The X Games race was Goodwin's second adaptive snocross event. The first was in March 2012, one day after receiving his outfitted sled from American Metalcraft, and seven months removed from his motorcycle accident.

"We had one day to test it and make modifications," said Goodwin, who also works with sponsors Stud Boy Traction from Ravenna and Grand Rapids Truck Center. "I told my family, 'If I go out and it feels good, I'm going to race.'" He took third place in that race.

X Games organizers invite participants to join the games. Goodwin said organizers comb the Internet, looking for exciting



*photos by Wayne Davis Photography*

Garrett Goodwin is pictured at the Winter X Games in the adaptive snowmobile race. His father, Greg, (at bottom right) won the 1991 snowmobile World Championship.

highlight videos. They also want participants who "have a racing spirit," he said.

Along with his racing spirit, Goodwin said he brings special knowhow and mechanical

engineering skills to adaptive racing. "The whole adaptive industry is growing so rapidly, it helps having my perspective," he said.



## Trustees approve new addition to Au Sable Hall

Grand Valley's Board of Trustees in February approved an addition to Au Sable Hall, increasing the classroom and office space in that building.

James Moyer, associate vice president for Facilities Planning, said construction on the 22,000-square-foot addition should be complete in 2014. Moyer said the two-story addition will add eight classrooms and 16 offices. Projected cost is \$6.7 million, he said.

Part of the new space will be occupied by ELS Language Center, an English language program that has had a 10-year collaboration with Grand Valley.

Nicholas Ghiglia, center

director, said about one-third of all ELS students enroll at Grand Valley following their program. The center enrolls about 130 students in any given session.

The center, one of 65 ELS Language Centers in the country, has been affiliated with Grand Valley since 2004. The center is now located on 48th Avenue.

Brian Copeland, associate vice president for Business and Finance, said the on-campus move fits with Grand Valley's strategic plan pertaining to inclusion and internationalization. "An objective in the strategic plan calls for the university to increase its outreach efforts

in order to enhance the diversity of the student body," Copeland said.

Ghiglia said ELS students will enjoy becoming more immersed in Grand Valley's culture. "Students enjoy coming to campus now to use the Fieldhouse, library and computer labs, but they will get the most benefit from being on campus daily," Ghiglia said.

He added that the move to Au Sable will enhance the learning experiences of traditional Grand Valley students and ELS students.

## Board OKs Laker Marketplace

The board also approved the construction of Laker Marketplace, a combination bookstore and food service facility. It will replace the current university bookstore located in the Kirkhof Center.

The two-story facility will cover 44,000 square feet, and will cost \$12 million. The project will be funded by revenue from the university bookstore. Construction will begin in July and be completed in summer 2015.

## Renovations to Zumberge Library begin

The completion this summer of the Mary Idema Pew Library Learning and Information Commons creates the opportunity for repurposing Zumberge, which will be called James H. Zumberge Hall when it reopens as a centrally located administration building in May 2014.

The creation of office space in the new Zumberge Hall will reopen classroom space in other campus buildings that had been turned into offices.

Tuition will not be raised to build the \$22 million project. It will be funded through university bonds and campus development funds. The building will be built to LEED Silver standards.

## GVSU tops in sustainability

Grand Valley became the only university in Michigan and one of 45 in the country to receive gold status after completing a sustainability program developed by the Association for the Advancement of Sustainability in Higher Education.

The Sustainability Tracking, Assessment and Rating System is designed to help gauge the progress of colleges and universities toward sustainability in all sectors.



photo by Amanda Pitts

Students are pictured at the ELS Language Center, which is located at 48th Avenue, but will soon occupy space in Au Sable Hall when the building is renovated.

# Future art teachers make a lasting impression

— by Mary Isca Pirkola



Students Emily Horvat and Michelle Haapala have taken their art education to a new level. The pair launched Grand Valley's first exhibition by art education majors, and created a special workshop to include artwork in the exhibition by children with learning disabilities.

Art education majors are not required to have an exhibition, as are their peers in the studio art program. Yet, as Horvat and Haapala attended other students' senior exhibitions, they felt an urge to have one of their own. In January they opened "Process: stepping forward in (ART) education."

"We wanted an opportunity to showcase not only samples from our own studio practice, but also illustrate the entire process of becoming an art educator," said Haapala.

That process includes mastering their own art skill and practice, learning interdisciplinary trends in art education, developing effective instruction plans, and actively participating as art leaders in service to the community.

As part of their Grand Valley curriculum, Haapala and Horvat spent time developing projects and working with special needs students at Allendale Public Schools, the Rockford Art Buddies program and a weekend intergenerational workshop

in collaboration with Frederik Meijer Gardens and Sculpture Park.

"Those opportunities influenced my decision to become an art educator," said Haapala, who originally planned to study graphic design. "While working with young children and encouraging them to think outside the box, I began to see other possibilities for myself."

Horvat said she always knew she wanted to be an art educator. Last summer she managed to juggle her schedule to include both a job back home in Richmond and at Grand Valley, teaching art classes at the Rising Star Camp for children with learning disabilities, which the College of Education has operated for nearly 30 years.

Horvat and Haapala invited students from the camp to attend their own "Express and Experience" workshop, to include in their senior exhibition work by students they had taught.

"We wanted to give them the freedom to do their own version of something you would exhibit as a famous artist," Horvat said. "They could do several pieces during the workshop and choose one to hang in the exhibition, along with their artist statement."

The young artists and their families were invited to the exhibition's opening reception.

Horvat and Haapala even made step stools to allow the young artists to get up-close views of all the pieces.

The extra efforts of the two future art educators made a lasting impression on many. Bill Hosterman, associate professor of art, said he was impressed with the efforts of the two students while they were in several of his classes. As supervisor of the Padnos Gallery, Hosterman was struck by the collaborative enthusiasm and focus they brought when they approached him about the possibility of having an exhibit. He also shared another perspective.

"I attended their 'Express and Experience' workshop with my 10-year-old son, Ben, who is non-verbal because of two strokes he had to his brain at the time of his birth," said Hosterman. "What impressed me about Michelle and Emily during the workshop was the openness and kindness they showed toward Ben and all of the participants."

"They responded to the students' work in a gracious and caring manner and gently encouraged them to continue exploring the provided materials and ideas."

Hosterman said the subsequent exhibit was very well organized and had one of the best-attended receptions

of the semester. "The exhibit worked on multiple levels. First, as a reflection of the independent artwork of Michelle and Emily, and as a demonstration of their commitment and growing understanding of art education," he said.

*photos by Elizabeth Lienau*

Michelle Haapala, left, and Emily Horvat launched the first Padnos Gallery exhibition by art education majors.

Ben Hosterman proudly poses in front of his artwork while mom, Jodi, takes his photo.





# Hard work, works — by Nate Hoekstra

## Hard work. Passion. Talent.

These are words that Jerry Baltes uses more often than most. He uses them to describe traits he looks for when he's recruiting athletes as head coach for Grand Valley's indoor and outdoor track and field, and cross country teams. He uses them when you ask what got him into coaching in the first place. They're the words he continues to go back to when he talks about his assistant coaches, and the words he relies on to describe the student-athletes he pushes hard to succeed.

Baltes is intense about athletics, success and his student-athletes. Watch him at a meet, and it's rare that you'll see him stand still for more than 10 seconds at a time. He's always on the move, watching a high-jumper make an attempt at a personal best, then quickly jogging to the outside lanes of the track in the Kelly Family Sports Center to shout tips and encouragement to his sweaty, red-faced runners as they zip past him on the way to the finish line. He races around the infield like it's his marquee event, no fewer than three stopwatches dangling from his neck and pockets at any given time.

Baltes' intensity works. Through his 14 years at Grand Valley, his teams have won a combined six national titles, and 70 of 86 cross country, indoor, and outdoor track and field GLIAC championships.

He's been awarded GLIAC Coach of the Year honors 50 times, and has helped 107 All-American athletes earn a total of 300 All-American honors. He's been the Great Lakes/Midwest Regional Coach of the Year 11 times in each of the three sports he coaches. Perhaps the most telling honor came in January when the U.S. Track and Field and Cross Country Coaches Association announced that the

Division II Women's Program of the Year Award would be named after him.

"It's humbling, and I'm thankful to the association for recognizing me, and I just hope our program can continue to do great things and carry the name of the program of the year award in a positive manner for years to come," Baltes said.

If Baltes's success as a coach has built a dynasty, he'll be the first to tell you it's because he had help along the way. He credited Doug Snyder and Thom Smith, his high school coaches, and Stan Lyons and Joe Franklin, his coaches at Butler University, for helping him realize his passion for teaching and coaching. Franklin gave him his first chance at coaching distance runners as a graduate assistant at Butler, and taught him the details of recruiting quality athletes, and the skills needed for the administrative part of the job, like scheduling meets and travel. He credited his parents and two brothers, who still run the northern Indiana farm where he grew up, for teaching him the value of hard work.

Assistant coaches — all six of them — are essential to the success of Baltes' teams. Lou Andreadis, Keith Roberts, Tessa Sibley, Nick Polk, Blaine Maag and Steve Jones each help certain athletes master their specialty, from distance to sprints, jumpers to throwers. Baltes said their dedication and willingness to take on extra responsibilities on days when Grand Valley hosts meets with more than 2,500 student-athletes from all over the nation is a perfect example of why he values good people in his program.

"I've learned that you always have to surround yourself with positive people and the right people," Baltes said. "I've been fortunate enough to do that



photo by Amanda Pitts

Head coach Jerry Baltes shouts tips to one of his runners during an indoor track and field meet at the Kelly Family Sports Center.

every step of the way with our student-athletes, our assistant coaches, our support staff, and the administration."

Baltes also realizes that the student-athletes make some of the largest sacrifices to help the team.

"They're the ones in the weight room when no one is looking, they're the ones who are working jobs, doing internships, doing their school work and then taking the time to come here and give it their all at practice, at meets," Baltes said.

To Baltes, success, awards, championships, and trophies are icing on the proverbial cake — his primary objective is to teach his teams the value of hard work, to

show them how their input into an activity has a direct impact on the outcome that they desire.

"The one thing I learned on the farm was there's no replacement for hard work," Baltes said. "You've got to work hard from day one. If an individual comes to our program with a little bit of talent and a little bit of passion, and they're willing to work hard, good things are going to come their way."



See more with Jerry Baltes online at [www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine).



# ONE STEP AHEAD

**A**s more than 4,000 recent Grand Valley graduates begin the next chapter in their lives, Ryan Ploetz, '13, is already one step ahead.

During his time at Grand Valley, Ploetz took full advantage of the resources offered by the Career Center, and it certainly paid off for him. While many graduates are now starting their career search, Ploetz has already been working full time for two months as a credit analyst for Mercantile Bank in Grand Rapids.

"I would not be in the position that I'm in today if it wasn't for my experience with the Career Center," Ploetz said. "Everyone there has been helpful in shaping my path. I went from being a naive sophomore with a horribly written resume to now having a full-time job. My family and coaches have helped me mature along the way but,

strategically, the Career Center placed me in a position to succeed."

This year, 7,007 Grand Valley students were able to have an internship experience, in part, because of private gifts to the Grand Valley Fund. Gifts to that fund also support the Career Center, which provides free resources to students such as access to LakerJobs (an extensive career and internship database), personal career advising, job search strategies, resume assistance and more.

Ploetz, who majored in finance, said he first went to the Career Center during his sophomore year to seek help on his resume for a class assignment. He talked with Troy Farley, director of the Career Center, and that conversation sparked a relationship that continues today.

"I can't tell you how much

Troy has done for me," Ploetz said. "He was able to take my interests, passions and attributes and help me get conversations started with the right people."

What may have played an even bigger role in helping Ploetz land a job was the real-world experience he gained from internships. The Career Center connected Ploetz with two different internships at Spectrum Health during his senior year. While there, he did the work expected of a full-time employee. Ploetz said Mercantile Bank offered him a full-time job largely based on his previous internship experiences.

"An internship is kind of like the preschool to work, to the real world," Ploetz said. "You gain skills and experience in an internship that you wouldn't gain in any other setting."

Farley agreed that internships are often the best way to open

doors to careers. He said that 70 percent of interns in the state of Michigan end up working for their internship company.

"Internships are such a valuable experience during a student's college journey," said Farley. "It's a chance for students to test drive a career to see if it's right for them. It's also a way for a company to test drive potential candidates."

Ploetz is thankful for the opportunities he has had through the Career Center and suggested that current students should visit the center no later than their junior year.

"Have an understanding of what you like to do, and tell that to everyone — faculty members, advisors, staff members at the Career Center. That's what I did, and that's how the doors to employers were opened," he said. "The opportunities they can provide to you are



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THE DONORS WHO  
SUPPORT IT.”

— Ryan Ploetz, '13

unlimited, but you don't know until you actually go in and talk to them.”

For Ploetz, all of the pieces of the puzzle fell into place and the generosity of donors helped him along the way. The Career Center helped him find opportunities and make connections to internships that provided him with real-world experience. He said Grand Valley gave him the education that set him up for success.

“Grand Valley gave me a great foundation of skills and those

skills are put to use every day in my job,” he said. “If I didn't go to Grand Valley, I know that I would not be as successful as I am. Personally, my goals were achieved. I would not be able to sleep at night if I didn't attribute my success to the staff at the Career Center and the donors who support it.”

*photo by Elizabeth Lienau*

**The Career Center helped Ryan Ploetz, '13, secure two internships, which prepared him for his current job at Mercantile Bank.**

## A guide to gift planning

There are many ways to leave a gift for Grand Valley after your lifetime. The easiest and most common form of planned giving is making a bequest (a planned gift to Grand Valley in your will or estate plan), but the possibilities are endless.

Visit [www.gvsu.edu/giving/giftplans](http://www.gvsu.edu/giving/giftplans) for more information about how to include Grand Valley in your philanthropic plans.

# Giving Matters

## Field station campaign nears goal

The successful campaign for the new field station at the Robert B. Annis Water Resources Institute in Muskegon is close to reaching its goal of \$1.2 million.

Construction on the building is in full swing with plans to open this summer. The new station will directly impact the quantity and quality of the institute's research. It will include a field biology lab, an enhanced mesocosm facility and an environmental simulation lab. There is still time to give to the campaign; learn more about AWRI and make a gift at [www.gvsu.edu/giving/awri](http://www.gvsu.edu/giving/awri).

## A sneak peek of new library

In April, students, faculty and staff members were able to preview many areas of the highly anticipated Mary Idema Pew Library Learning and Information Commons.

The new library will open before the start of fall semester. It will become the intellectual heart of campus and revolutionize the way students learn. This project was made possible by more than 1,400 donors who raised more than \$20 million in private funding for the library. Features will include seating for 1,500 students, a Knowledge Market, 20 rooms for group collaboration, 150,000 books on open shelves and 600,000 books in an automated retrieval system. A Community Open House is planned for September 7. For more information, visit [www.gvsu.edu/library/newbuilding](http://www.gvsu.edu/library/newbuilding).

## Seidman Center opened in May

The L. William Seidman Center opened to students in May for the spring/summer semester and will be officially dedicated in October, thanks to donors who gave \$25 million in private gifts toward the project.


The building will be a fitting home for the Seidman College of Business, providing business students with state-of-the-art workspaces and resources, and reflecting the college's status as one of the premier regional business schools in the country.

## Seidman alumni give back

Members of the Seidman College of Business Alumni Association went above and beyond during the campaign for the new Seidman Center.

Not only did they raise a significant amount of money for the building, members also reached out to fellow alumni, volunteering their time to call and say thank you to the donors for their campaign support. “We acknowledge that any little bit helps Grand Valley as a whole, as well as the Seidman College of Business,” said Ryan Slusarczyk, '08, vice president for the association's board of directors. “We want those donating to Seidman to know that any gift, no matter how large or small, is significant and allows for the future of our alma mater to be even brighter. Giving is not what we do, it is who we are.”



A full-page photograph of an ice climbing event. A climber in a green vest and black pants is ascending a large, vertical ice waterfall. They are using ice axes and crampons. Below the climber, a group of people in winter gear are gathered on a snowy slope, some holding ropes. The background is filled with snow-covered evergreen trees. A large, light blue curved graphic element is on the right side of the page.

*The majestic  
waterfalls that  
gracefully spill  
over the edge of the  
cliffs in the summer  
turn into rock-hard  
columns of pure  
blue ice.*





# AN EDUCATION IN ADVENTURE

— by Nate Hoekstra

It's a hiker's paradise, with scenery, wildlife, sunsets and dozens of waterfalls that cascade off the bluffs.

Roughly 130 miles from the Mackinac Bridge, majestic cliffs of sandstone climb vertically from the edge of Lake Superior, marking what's better known as the Pictured Rocks National Lakeshore. More than 73,000 acres of land make up this area of water and rock that stretches from Munising to Grand Marais in the Upper Peninsula. For several months of the year, this northern shoreline is bitterly cold. Gripped by temperatures that regularly drop well below zero, wind chills that can exceed 60 degrees below zero, and an average of more than 230 inches of snow per year, another side effect is that the majestic waterfalls that gracefully spill over the edge of the cliffs in the summer turn into rock-hard columns of pure blue ice.

But despite temperatures

below zero and several feet of freshly fallen snow, a group of more than a dozen Grand Valley students ventured to Munising at the end of January to try their hand at climbing the ice. An annual event, the Michigan Ice Festival is one of the largest ice climbing expos in the nation, drawing hundreds of enthusiasts to the tiny hamlet on the shore. It's a well-organized event, planned by local adventure outfitter Downwind Sports, and climbers gather in the evenings on the second story of a small bar called Sydney's for camaraderie, slideshows from expert climbers, and a traditional U.P. pasty dinner.

The students, accompanied by Grand Valley climbing center manager Joe Bitely and affiliate professor Robert Robins, have varied climbing experience and abilities. Most have climbed before, but only on the wall at the climbing center in Grand Valley's Recreation Center, and

only a couple of the 16 students on the trip have ever climbed ice before.

Unlike rock climbing, where hands and feet are used to push up the face of a wall, ice climbers use special tools, including crampons and ice axes to climb. The gear is sinister looking — the crampons are essentially huge spikes that attach to specialized rigid boots used for mountaineering, and the ice axes look like metallic dinosaur claws, used to dig into the ice above the climbers' heads.

Some of the students on the trip, like James McAlloon, a junior hospitality and tourism management major and Spanish minor, came for the experience and a sense of adventure. Others, like Steve Ossim, a sophomore geology major, came to spend time doing something fun with friends.

"There's something about the friends you make climbing,"

Ossim said. "Nobody cares if you've done it before, and nobody cares how good you are. I think it's just a mentality that people who like to climb have. I've never met a climber I didn't like."

McAlloon didn't know all of the other students on the trip, but made fast friends. "There's an instant connection," he said. "You kind of realize that there are not that many people who have the mindset that going outside when it's 10 degrees below zero out and climbing up a frozen waterfall is really fun, so you gravitate toward people with that mentality when you find them."

The trip to the Ice Festival was organized by Bitely and Robins; both men have a passion for adventure. Bitely manages Grand Valley's climbing center and runs the university's Outdoor Adventure Center. Robins, an avid adventurer who's done



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*“You know that when you get to the top you’ve really overcome a challenge. It’s really hard, but when you’re almost to the top, you can taste it, it’s so close.”*

—Lauren Meyer, hospitality and tourism management major, adventure tourism minor

just about everything once, teaches the main course in the university’s relatively new adventure tourism minor. Bitely said the turnout for the trip was higher than expected, but he did acknowledge that a trip to the U.P. in the middle of the winter to climb ice formations is

certainly not a trip for everyone.

“The heights are what really turn a lot of people off to climbing,” Bitely said. “It’s a common fear, but we see people overcome it all the time. Trips like this are for people who are looking to challenge themselves, and who are looking for something new and exciting.”

Robins said there are many reasons people get involved in the world of adventure sports, and many reasons why people take on uncommon activities that could be dangerous as hobbies. He said that for some people it’s an ego issue, while for others it’s the novelty of doing something few other people have done before.

“Motivation for why people get involved in this stuff is

extremely varied,” Robins said.

“Some try it for the first time and don’t like it. Others get hooked. One common thread is that people who stick with adventure hobbies is that they’ve all got a certain state of mind. It’s a sense of conquering something, a kind of journey that helps them feel alive.”

Lauren Meyer, a senior hospitality and tourism management major with an adventure tourism minor, has been on the trip twice. She likes to climb because of the different challenges that are presented each time she tries a new route up the ice face.

“It’s a big confidence thing for me,” she said. “It’s totally different than climbing at the rec center. When you’re

climbing these big ice walls, you know that when you get to the top you’ve really overcome a challenge. It’s really hard, but when you’re almost to the top, you can taste it, it’s so close.”

The climbs themselves can be exhausting. An inexperienced climber can take half an hour or more to climb a formation that’s 35-40 feet tall. Watching the climbers, the physical exertion is apparent — arms and legs shake from fatigue, climbers will pause for minutes on end waiting for a calf cramp to relax. But Meyer said that despite the physical demands, she tries as hard as she can to refuse to give in and quit.

“I can’t explain why,” she said. “You just have to keep trying. You have to try to beat the wall.”



Page 14: A group of Grand Valley students checks ropes and gear at the base of an ice wall as Steve Ossim works his way up the face toward the top.

Page 15: Lauren Meyer looks for a secure foothold on a brittle piece of ice that flows over the top of an overhang in the rock face.

On page 16, Steve Ossim inches toward the top of a section of ice known as 'The Curtains' during the Michigan Ice Festival in Munising.

At right, Lauren Meyer tries to establish a grip on the ice face after a small slip during a climb. Bottom: the business end of the crampons that students use to help them climb the slick ice faces.

*photos by Amanda Pitts*

The same applies to Brian Ledtke, a senior writing major and adventure tourism minor who wants to write travel guides after he graduates. He said trying a difficult route up the wall can be a humbling experience, but it forces you to practice and try to continually better yourself.

The trip was a good experience for Ledtke, who doesn't want to pursue a career in the hospitality field, but can use the experience from the adventure tourism minor all the same.

Robins said about half of the students who are adventure tourism minors aren't hospitality majors. The minor applies to many students who will come into contact with adventure tourists in their chosen fields. Students who study fields like natural resource management, physical education and wildlife biology can use the experience they gain on the trips to help them apply what they're learning in the classroom. He said many occupations that involve field work will put students in the same space as adventurers, and having a better understanding of the activity, and the people doing it, will be helpful.

Benefits that aren't directly related to the classroom are another big motivation for both the students and the trip leaders.

"My personal motivation

is getting the pleasure of introducing students to a new activity," Robins said. "I love to see the students get excited about what we're doing — they're able to do things that my body won't let me do anymore, so I suppose part of it is experiencing that thrill vicariously."

Bitely said trust is a large part of what he tries to teach students. "Getting students to trust is essential when we're out climbing. They've got to trust their hands and feet, the gear, and a pretty thin-seeming rope, not to mention the person on the ground holding the other end," he said. "Making those connections and developing that trust is a trait they can take with them away from the wall."

Ossim said being "in the zone" is the best part of each of his climbs. "It's hard to explain, but you have to sort of tune everything else out when you're climbing. The focus you develop is amazing," he said.

Even students like the Australian McAlloon, who have experience scuba diving, climbing, and hiking, get a new perspective from putting foot and axe to the ice. "This is so much different than what I've done in the past, but it's helped me focus on not being intimidated," he said.

Robins said taking students on trips like the excursion to the Ice Festival is a critically important tool that the

university offers to help give students a chance to take part in experiential learning in a safe, enjoyable, affordable atmosphere.

"We have excellent support from the university, and excellent support from the HTM department," Robins said. "Without these trips, it's not very likely that these students would have similar chances to have personal and learning experiences like this."

**GVM ONLINE** Watch a video of students climbing at the Michigan Ice Festival online at [www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine).



## OUTDOOR ADVENTURE CENTER

Joe Bitely, climbing center manager, also runs the university Outdoor Adventure Center. It's a program that's run through the Recreation Center, and offers students, faculty and staff members a chance to rent outdoor adventure equipment at reasonable rates, encouraging active and experiential learning and a fun way to stay healthy while spending time outside.

Bitely regularly hosts workshops where participants can learn to snowshoe, kayak, rock climb, and more, along with longer weekend trips like the adventure to the Michigan Ice Festival.

Equipment available for rental includes tents, backpacks, kayaks, sleeping bags, stoves, a GPS unit for geocaching, and much more.

For more information on OAC, visit [gvsu.edu/oac](http://gvsu.edu/oac).



# CERTIFICATE PROGRAM CREATES ‘PURPOSEFUL INCLUSION’

— by Michele Coffill

By taking a few extra classes before graduating, students in Grand Valley’s Intercultural Training Certificate program make themselves more marketable to employers, and, more importantly, have the skills to navigate a diverse world.

For example, Raymond Yeow was among the first cohort of students to complete the ITC program in April 2012. Yeow earned a bachelor’s degree in cell and molecular biology and biomedical sciences, and is now enrolled in medical school.

Yeow said he was interested in participating in ITC because he knew that someday he would be treating patients from many different cultures.

“Society is becoming more globalized and there’s an increase in the number of interactions among people of different cultures,” Yeow said. “Not that we have to accept other people’s views as our own, but we need to recognize and respect their differences.

“Since I will someday be a physician, I will work with people of different cultures.”

Yeow is now enrolled in the Oakland University William Beaumont School of Medicine and serves on one of the university’s diversity teams. He said earning intercultural certification, which is noted on a student’s transcript, played an important role while he was applying to medical schools.

“It was one of the things that made me unique among all the medical school applicants,” he said.

Regina McClinton, director of the ITC program, understood that employers are seeking job candidates who possess multicultural competencies, an awareness of people who are different from them, and the ability to engage in respectful dialogue with different cultures.

McClinton joined Grand Valley’s faculty in 2003 and had served as associate professor of cell and molecular biology. Her passion for learning about different cultures and ability to problem-solve led McClinton to approach Grand Valley administrators about establishing a certificate program.

“I remember talking to a student who needed an essay for graduate school about his experiences in diversity and I

thought, ‘Well, you don’t have any,’” she said. “Getting this program started was also in response to how Grand Valley and other universities were addressing the cultural expectation level of their students.”

The ITC was established in 2011. Completing the certificate requires only a few extra classes, including a practicum in which students immerse themselves in a culture different from their own. The practicum experiences have included study abroad programs, military active duty tours, and common, daily experiences.

“I had one student who worked at a nursing home and wanted to see what it was like to be in a wheelchair, and another who had assumptions about suburban school kids,



so she spent a lot of time in a suburban elementary school," she said.

Students, too, are recognizing the importance of cultural certification. McClinton said there are now five sections of the introductory ITC course. This fall, a new section will be available for nursing and health professions majors.

ITC courses are discussion oriented. McClinton and other faculty members facilitate discussions about privilege, race, gender, orientation, ability and culture. Through the program, participants will learn to move beyond common assumptions and stereotypes and learn to develop authentic relationships, McClinton said.

"When you understand what goes on in people's lives, what their background is and what their lives are like, you are better off interacting with them," she said.

McClinton plans to launch a version of ITC for the business community in the fall. The Institute for Intercultural Training and Learning (IITL) will provide cross-cultural education and training for West Michigan businesses and nonprofit organizations.

One company was on board before IITL officially opened to the community. Leaders at Goodwill Industries of Greater Grand Rapids learned about the program at the same time the nonprofit was making internal changes to be a more inclusive and welcoming workplace. Sending an employee to earn certification made perfect sense, according to Corey Thomas, director of human resources.

Colin Smith works with Thomas in the human resources department for Goodwill. She graduated from Grand Valley in 2006 with a bachelor's degree in business administration, and returned in 2011 to be in the first ITC cohort.

"It was ideal for me to be able to continue my education

and, by doing so, we were able to create an internal expert in intercultural training," Smith said.

Goodwill Industries of Greater Grand Rapids has more than 600 employees, while many work in Goodwill's retail stores, others are involved in workforce training.

"People who work for Goodwill have great hearts and they work for us because they want to help people," Thomas said. "We saw this ITC program as an incredible opportunity to take people who have a good hearts and use their open-mindedness to look carefully at the types of lives others live."

Since earning the certification, Smith has helped make changes to Goodwill's employee orientation program and created an inclusive practices manual. She also led efforts to have Goodwill certified as a full partner among the Partners for a Racism-Free Community, an initiative of West Michigan businesses and organizations.

Thomas also listed a seemingly simple change that likely means a lot to a certain population. He said Goodwill

changed its job application to be more inclusive of applicants who have criminal backgrounds. "We explain that we are supportive of hiring people with criminal backgrounds; however, we still have to ask as some positions cannot be held by individuals with particular convictions due to funding we receive," he said.

Thomas said Goodwill's efforts, along with Smith's intercultural certification have made the organization "purposely inclusive." "If all you do is talk about inclusion, but there's no actual change, it feels like lip service," he said.

McClinton agreed and said the launch of the IITL comes at the right time for West Michigan businesses and organizations.

"The demographics in Grand Rapids have changed," she said. "People need to stop and think how to interact with each other. Companies understand that a lack of diversity training will hinder their bottom line, and they want to find the best practices out there."

Visit the ITC website, which includes information about IITL, at [www.gvsu.edu/itc](http://www.gvsu.edu/itc).



*photo by Amanda Pitts*

**Regina McClinton, left, listens to Samantha Vangilder during a capstone course for the Intercultural Training Certificate program.**



*courtesy photo*

**Raymond Yeow was among the first cohort of students to receive intercultural training certification. He is now a first-year medical student at Oakland University William Beaumont School of Medicine.**



# Groundswell: students and the community, solving problems together

photo by Amanda Pitts

— by Dottie Barnes

A sudden gathering of force is one description of a groundswell. Michael Posthumus, assistant director of the Center for Educational Partnerships in the College of Education, agreed and added that — simply put — it's people coming together to do something.

"That's the essence of the Groundswell program at Grand Valley," said Posthumus, "to bring together teachers and community members to share ideas, make connections and gain perspectives from a unique partnership. It helps teachers tap into local experts for professional development."

Groundswell is a program of the College of Education's Center for Educational Partnerships, but involves

people from the community, other universities and area businesses. Its focus is to help teachers and their students collaborate with organizations to study and address environmental issues and practice problem-solving and citizenship.

"We want students to become stewards of their community, environment and watershed, while also learning about how to save and protect the Great Lakes," Posthumus said.

Some of the major players in Groundswell include Calvin and Aquinas colleges, Kent Intermediate School District, Celebration Cinema and Ada Township Parks; Grand Valley has housed and run the program for the past four years, and provides financial support, expertise and resources. It is funded through the Great Lakes

Fishery Trust, Wege Foundation, Frey Foundation, Baldwin Foundation and individual donors. The program has also received in-kind support from more than 40 community partners and schools.

Posthumus said middle and high school teachers can apply for funds and support from Groundswell. Teachers in the program receive two years of professional development, attending classes and learning from community members. They also receive \$1,000 in funding for a specific project — one that their students help select and implement.

Currently teachers from 14 area middle and high schools are receiving help from Groundswell with environmental service-learning projects. Grand Valley students in the College of Education

assist or teach on field days, when K-12 students are working outside the classroom. Grand Valley students connect with these classrooms through their student-teacher placements, learning under the mentorship of Groundswell teachers.

## CA Frost Environmental Science Academy

Students at CA Frost Environmental Science Academy in Grand Rapids are working on several projects through Groundswell, including starting a composting program, installing bat houses, growing plants in a greenhouse, and marking a walking trail on school grounds.

Middle school science teachers Mary Lewandoski and Shelly Welsh participated in professional development



through Groundswell and started working with their sixth- and eighth-grade students on the projects last year. Environmental lab teacher Greg Petersen also works with the students on activities in the E-lab.

“Being a part of Groundswell ignited us to get going with projects we knew were important and would teach our students how to take ownership of identifying and solving environmental problems,” said Lewandoski. “The kids just love it and the professional development instruction gave me assurance that I was headed in the right direction.”

The school property is next to Blandford Nature Center. Students are in the process of marking a mile-long trail that encompasses the school and a portion of the nature center.

“Students are researching the type of native plants, cattails and animals found in the area and

greenhouse. They are learning about hydroponics, a method of growing plants using nutrient solutions in water, without soil. The plants are then used in the school garden or sold for donation.

### Sparta High School

The cross country course at Sparta High School, once overrun by invasive species and a dumping ground for garbage, is now clean and safer after a dramatic makeover.

Kerry McKinley’s 10th grade biology class spent the entire 2010-2011 academic year on a Groundswell project to cleanup the land around the course, which is owned by Tesa Tape, a manufacturer of self-adhesive tape. The students found old tires, dead brush, dead trees, trash and even old cement blocks all along the trail. Nash Creek winds through the property and dead trees were

of tree stumps, cutting them into free fire wood for the community. They also turned dead trees into wood chips that were spread along pathways on the cross country trail.

“It was a great partnership with Groundswell and Tesa Tape,” said McKinley. “The students were given the freedom to come up with a plan and the community supported it. Tesa Tape helped bring in rocks and also put up a white picket fence along a sloping area of the course to make it safer.”

McKinley said her biology students from last year and this year are continuing to

monitor the project, about 200 students have been involved so far. Students are analyzing the human impact on Nash Creek, studying invasive and non-native species, and continuing to work on erosion prevention.

“Students found multiple concerns, including illegal dumping and underbrush impediments. Advanced biology students specifically looked at water quality of the creek, and biology students identified and repaired blockages,” said McKinley. “Officials from Tesa Tape helped with the cleanup of

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“Being a part of Groundswell ignited us to get going with projects we knew were important and would teach our students how to take ownership of identifying and solving environmental problems.”

— Mary Lewandoski, Middle School Teacher,  
CA Frost Environmental Science Academy

then will make informational signs to post along the trail,” said Lewandoski. “They are also making directional signs to mark the trail and are even developing directions for trail walkers on how to measure their pace.”

Students also discovered some of the trails at the center were eroding because of water runoff and built water bars to preserve the landscape and recreation area.

On most days students test the pH level of plants growing in the

blocking good water flow.

“The students came up with a restoration plan to remove debris and garbage but they knew they couldn’t do it all alone,” said McKinley. “They reached out to officials from Tesa Tape and they were happy to help with funding and debris removal.”

Students picked up several bags of trash and then marked heavier trees and brush with orange paint for removal. Tesa Tape handled the removal



photo by Amanda Pitts  
Daniel Scheer, from CA Frost Environmental Science Academy,  
checks the pH balance of plants in the school's greenhouse.

## groundswell projects

- **Forest Hills Eastern Middle School:**

Investigating campuswide storm water runoff and instituting landscaping practices to lessen river contamination.

- **New Branches School:**

Building a greenhouse to grow plants and study how fertilizers, pesticides and other substances for gardening affect both the plants and the water runoff from the gardens.

- **East Rockford Middle School:**

Creating a buildingwide recycling program.

- **Lowell High School:**

Exploring water and soil issues due to food production and population growth.

- **City Middle School and the Sixth Grade Center for Economicology:**

Learning about runoff and the effects it has on the Grand River. Mapping nutrient runoff from the Huff Park neighborhood and educating residents about nutrient overload in the wetlands.

- **The Potter's House School:**

Investigating the degree of pollution and flooding in Plaster Creek while looking for appropriate and beneficial local responses to help the creek.



*photo by Amanda Pitts*  
Yamari Vinson, an eighth-grade student from CA Frost Environmental Science Academy, brings leftover food from the cafeteria to the composting bin.

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the creek and now water is able to flow better. We are also seeing native species return and a lot of new species. Students will identify and catalog the species this spring."

McKinley said students took pictures and video, wrote brochures, gave a presentation to the Sparta Rotary and carefully documented the transformation. She said advanced biology students will continue to test Nash Creek to monitor the health of the stream.

### Future focus

The success of Groundswell has coordinators looking at the "triple bottom line" of sustainability that encompasses social, economic and environmental factors.

They are exploring ways to help schools use environmental education at

the district level, focusing on sustainability. Costly environmental issues facing a district would be identified and then plans would be created to teach about and solve those issues.

Next year, Groundswell will begin a pilot project with support from Grand Rapids Public Schools and Forest Hills Public Schools. The project will involve students, teachers, administrators and the community.

"Grand Rapids is recognized as one of the most environmentally conscious cities," said Posthumus. "Leaders are focused on it so we need our students to know how to address real issues in their lives and think with a sustainable mind and create solutions. They need to know they can tackle world issues from Grand Rapids. They can do the work here, they don't need to leave to solve real problems."

Colleen Bourque, project coordinator for Groundswell, said their goal is to integrate environmental science concepts and sustainable learning into day-to-day curriculum.

"When students start thinking with sustainability in mind, they can have conversations about real issues and begin to solve social and environmental problems," she said. "Also, exposure to career paths is very important."

Bourque said the key is to utilize the strength of the community to provide the best experiences for students.

"Grand Valley plays a large role, but Groundswell is a community partnership," she said. "The program would be nothing without strong community ties. These partners provide the expertise and guidance to help young people be part of a 'groundswell' for community change."



# A FAMILY FIRST



## SUPPORT, RESOURCES LEAD FIRST-GENERATION STUDENTS TO SUCCESS

— by Leah Twilley

Paris France has an usual name and a firm goal: graduating from college.

“It was embedded in me since middle school,” said France, who attended the Grand Valley-chartered University Preparatory Academy in Detroit.

Annual summer camps at Grand Valley that were organized by University Prep allowed France to become familiar with the Allendale Campus and buildings. She lived in the dorms, ate on campus and attended classes.

“The university’s model of personalized attention and

small class sizes was what I was used to at University Prep and I already knew the campus, so it was a natural fit,” she said.

France, who graduated in April with a bachelor’s degree in advertising and public relations, is among a large population of students at Grand Valley who are the first in their families to attend a four-year college or university. In the fall of 2012, more than 44 percent of the total number of undergraduate students — about 9,510 individuals — are first-generation students.

Nancy Giardina, vice provost for Student Success, said the university’s accessibility is one reason why Grand Valley has a

higher percentage of first-generation students than many other institutions of similar size.

“As a nation, we are seeing a bigger need and desire for education,” Giardina said. “Specifically in West Michigan, a growing demographic among first-generation students are people from the farming industry. Many first-generation students can be found in urban areas as well.”

France said her mom and high school cheerleading coach were her biggest supporters and influenced her to attend college. “My mom has always been someone I look up to,” she said. “My parents want the

absolute best for me and since they didn’t get the opportunity to go to college, they want me to succeed.”

Paris’ mother, Loretta France, was determined that her daughter would make it through her first year. “She’s the oldest and first one in the family to go to college,” she said. “I remember during her first year she felt bogged down and tired and felt like it was

*photo by Bernadine Carey-Tucker*

**Paris France is among the students at Grand Valley who are the first in their families to attend a four-year university.**

too much, but she realized she could make it and do it on her own.”

France is also the first of her cousins to attend college. “One of my cousins, who goes to Western, asked me a lot of questions about scheduling classes, picking a dorm and roommate and getting involved on campus,” she said.

Giardina said it’s important for first-generation students to have easy access to support services and resources on campus during their first year. “Often, there is no one else in the immediate family who understands college culture, so many students have questions like, What do I do when I get to campus? How do I register for classes? Where can I talk to a financial aid officer?,” she said. “We have a lot of support programs in place to help students answer those questions.”

One of those programs is the TRIO Educational Support

Program, which is supported by a grant from the Department of Education. The program supports a group of 215 first-generation students who are assigned to an advisor who supports them from their first to last year at Grand Valley.

Marnie Parris-Bingle, who

was the first in her family to attend a four-year university, advises more than 100 students in the program. “It’s all about having someone to go to with questions,” she said. “And the questions vary at different points in their developmental process. Students in their

first year tend to need more assistance and have more questions than students in their last year.”

Parris-Bingle also organizes programming that includes educational trips to museums, workshops that provide tips on managing money, and cultural trips to restaurants and plays.

“I think a lot of first-generation students choose Grand Valley because it feels like a small campus. I hear a lot that they’re instantly comfortable and they feel at home when they visit campus,” she said.

Giardina said a major factor for first-generation student success is getting involved with student organizations. “It help students understand what the college and university experience should be like and helps them find their niche so they can feel comfortable as they’re going through the experience,” said Giardina.

France jumped in during

“Often, there is no one else in the immediate family who understands college culture, so many students have questions like, what do I do when I get to campus? How do I register for classes? Where can I talk to a financial aid officer?”

— *Nancy Giardina,*  
*Vice Provost for Student Success*



*courtesy photo*

Paris France, second from left, is pictured with friends from Alpha Kappa Psi Business Fraternity at the University Club in the DeVos Center.





*courtesy photo*

A family portrait of Paris France's family taken in the early 1990s; from left are her sister Shayla, father William, mother Loretta, sister Christian Joi and Paris.

her first year at Grand Valley and became a member of You Beautiful Black Woman. "I remember going to Campus Life Night and knowing immediately that there was going to be a lot of opportunities to get involved," she said.

France felt an instant connection when she attended her first YBBW meeting. "I came from an area where there is a lot of hostility and competition between peers and I saw the exact opposite with YBBW. They encouraged and supported me. It was just an eye-opening experience," she said.

Four years later, France has cultivated countless friendships by being involved in student organizations such as NAACP, Psi Xi Chapter of Alpha Kappa Psi business fraternity and the Grand Valley Public Relations Student Society of America. During her senior year, she helped establish the Righteous Movement, a faith-based student group.

"A lot of my success really goes back to getting involved

with organizations on campus," France said. "You come here, and you may be from Detroit or somewhere else, and you've left a completely different lifestyle behind. You have to build new friendships and for me, it's the bond I built with people and campus that has shaped my college experience."

Her parents are proud of her accomplishments. "To see her realize that she is independent and to see her transform is amazing," said Loretta.

While France plans to move back to Detroit, she said she'll always have a connection to Grand Valley. "I can't go away and act as if Grand Valley has done nothing for me," she said. "I'll always be a Laker for a Lifetime. Grand Valley has given me so much."

*photo by Bernadine Carey-Tucker*

Paris France, second from left, is pictured with friends from Alpha Kappa Psi Business Fraternity at the University Club in the DeVos Center.



# Some college and pro football players are obese, research shows

— by Dottie Barnes

Watching old football games from the 1970s and '80s makes it clear, the body size of college and professional football players has dramatically changed.

Jeffrey Potteiger, dean of Graduate Studies and professor of movement science, along with Anthony Anzell, a Grand Valley biomedical sciences major, tracked the size of players from 1942-2011. Their goal was to see how the body size of college and pro players has changed.

"It's pretty obvious football players are getting bigger in size," said Potteiger. "We wanted to document how much bigger."

The two did a retrospective study of nearly 70 published research reports where height, weight and body composition of college and professional

**"It's like an arms race to see who can get the biggest, strongest and fastest players on their team."**

— Jeffrey Potteiger, dean of Graduate Studies and professor of movement science

football players were measured and recorded by a researcher, not a player or coach. The results were — well, huge.

"We found that in the last 70 years, a pro football player's weight has increased between one-quarter to three-quarter pounds per year and a college player's weight has increased, on average, from one-quarter of a pound to one- and one-quarter pounds per year," Potteiger said.

"Over the last 50 years,



photo by Bernadine Carey Tucker

Researchers tracked the difference in size between offensive centers in the NFL from the 1950s to the 2000s. Chuck Bednarik, who played for the Philadelphia Eagles in 1949, is pictured at 6'3" and 233 pounds. Andre Gurode, who played for the Dallas Cowboys in 2009 is pictured at 6'4" and 318 pounds.

that amounts to an increase of nearly 60 pounds in college players."

The results are most dramatically seen in offensive and defensive linemen. Potteiger pointed out that 20 years ago there may have been one player on a professional team who weighed more than 300 pounds, now several players are more than 300 pounds and it is common to have linemen weigh more than 350 pounds.

"It's like an arms race to see who can get the biggest, strongest and fastest players on their team," said Potteiger. "Inherently in sports, when someone is bigger, stronger and faster, they can play the game better. So, it's become a race for size and speed."

There are several reasons why some players are bigger, according to Potteiger. He said players have become better at training, getting proper nutrition and hiding steroid use.

He said changes in the game have also played a part. "Chop blocking, which is blocking below the waist, helped

smaller players. But, that type of blocking was banned in the 1970s. Now players need to be bigger and stronger to block above the waist," Potteiger explained.

But, bigger isn't always better. With increased muscle mass comes increased fat mass and that is what is making some players technically obese. Potteiger said diseases pop up just from being big.

"Fat mass is problematic to health," he said. "One measurement that is a main indicator for increased diabetes, high blood pressure and cardiovascular disease is waist circumference. Offensive and defensive linemen are quite large in this area."

Potteiger said if players aren't experiencing these health problems now, they likely will later. "Current players are active and exercising, which helps put off some of these diseases. When they stop playing football, their physical activity level will go down, while their eating habits will likely stay the same," he said. "Various diseases will start

to manifest themselves."

The increase in size of players may add to the increase in concussion and injury rates, Potteiger said. "Football is not a healthy sport to begin with, in fact, professional football players don't live as long as the general population. The force of two smaller players hitting each other over and over again is enough to cause injury, but bigger players bring more force and increased injury," he said.

Potteiger hopes results of the research will prompt changes at the high school and college levels where players are first encouraged to get bigger.

"Most high school and college football players do not move on to play professionally but many purposely gain a lot of weight," he said.

The study was published in February in the *Journal of Strength and Conditioning Research*. Findings from the study were cited a week before the Super Bowl in an article for Smithsonian.com; Potteiger was also interviewed for the article, which can be found at [www.gvsu.edu/s/kY](http://www.gvsu.edu/s/kY).





## THE GREEN TEAM: SUSTAINABILITY SUPERHEROES — by Michele Coffill

They are diving into dumpsters, they are raising bees and they are conserving watts of electricity. They are the Green Team.

Members patrol the Meijer Campus in Holland in search of excessive electrical use, unwanted paper products and other violations of sustainable practices.

Established in 2008, Green Team members are students, faculty and staff members who are dedicated to sustainable practices on campus. They meet regularly to plan programming and discuss new ideas.

They have become passionate experts about sustainability. Most team members implement practices at their homes, and some have given local and national presentations on the topic. They have partnered with community and nonprofit organizations to meet the “triple bottom line” (social, economic and environmental factors) of sustainability.

Lisa Miller, director of the Meijer Campus, said the team is successful because

its members bring expertise from their jobs or personal lives.

It's the straightforward ideas: “Instead of having plastic silverware on hand, we've purchased silverware from thrift stores,” Miller said. That idea came from office manager Rose Yoder.

And this: Miller said they've checked — and been able to reduce — electrical use throughout the building by using the handheld Kill A Watt Electricity Usage Monitor.

Or complex ideas: Anne Marie Fauvel, affiliate faculty member in liberal studies, raises bees at her home. She posed the idea of having an apiary on site at the Holland Campus several years ago; last June, it became a reality.

She teaches a course that focuses on the apiary and how honeybees impact society. The campus apiary is the only Michigan connection to a NASA project that draws data from hives around the country to help scientists better understand climate change. Start-up costs for the apiary were funded by a grant from Grand Valley's

Sustainable Community Development Initiative.

Dan Broersma, liberal studies major, led the team's efforts to reduce waste by diving into dumpsters. Broersma, who works for Herman Miller as an environmental specialist, has done about 20 dumpster dives, including two at the Meijer Campus.

“A dive gives you a baseline to see what is being thrown away and what can be recycled,” Broersma said. Nearly half of the recyclable waste he collected in the dive was cardboard or paper.

After that first dive, Broersma wanted to know where the campus' recyclable materials go. His community connections led the team to partner with New Life Recycling Center, which is part of the Holland Rescue Mission. Now, materials from the campus are sorted as part of the mission's job training program, and profits are used to support the mission.

“So, we're reaching the triple bottom line with our materials,” Broersma said.

Miller said the campus is moving toward zero waste.

She added that efforts like composting and creating a centralized recycling hub have led to fewer campus pick-ups by trash haulers.

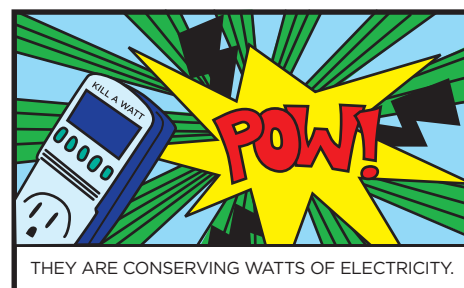
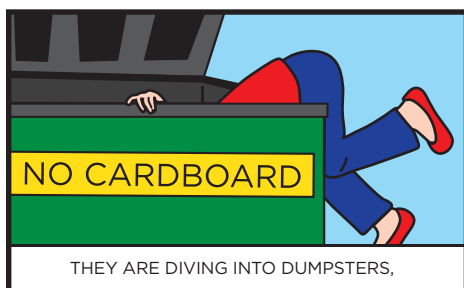
The team is also good at making sure guests at the Meijer Campus know the skinny. Miller said the Green Team story is shared with classes at the start of each semester and with community groups that host events there.

The message goes far, Miller said. “Once people hear the story and rationale, they are usually excited to participate,” she said. “It's great to see our repeat visitors help others to make sure they are disposing their waste properly.”

The team updates a website with its progress and details simple sustainable ideas others can implement in their homes or businesses. Visit the website [www.gvsu.edu/holland](http://www.gvsu.edu/holland) and click on “Meijer Campus Information.”

*photo by Elizabeth Lienau*

From left are Green Team members Paul Jaenicke, Rose Yoder, Anne Marie Fauvel, Emily Delano, Dan Broersma, Melissa Peraino, Lisa Miller and Kellie Pnacek-Carter.



# Q&A: Cyril Lixenberg

## Portrait of an artist (as a young man)

*Cyril Lixenberg is well-known throughout the world for the abstract metal sculptures and geometric prints he has created in his Amsterdam studio. Many pieces are evident on Grand Valley's campuses, including hundreds of gifts of works on paper that established the university's Print & Drawing Cabinet in 2002. Grand Valley Magazine's Mary Isca Pirkola spoke with the artist about his early years creating in different medium — paintings and drawings.*

*A revealing selection of these works will be exhibited at the GVSU Art Gallery in September, in conjunction with Fall Arts Celebration 2013. The upcoming retrospective of his career, spanning more than 60 years, will include many works seen for the first time in this country, and some not seen anywhere in more than 40 years. Often thought of as a Dutch artist, Lixenberg was, in fact, born in London into a Jewish Orthodox family in 1932.*

**GVM:** Would you share some of what your life was like as you began your journey of becoming an artist?

**CL:** I was the seventh of 12 children in a loving family, living in the east end of London in an immigrant neighborhood. We were all too busy just surviving on the limited income my father made as a milkman, so there wasn't a lot of individual attention from my parents. By age 14, I was already working in a trade school learning to become a diamond mounter; I made the rings for the stones to be set into.

**GVM:** What made you decide to abandon that trade?

**CL:** When I was 17, I learned that I could go to art school, so I did, because when our class visited museums that seemed so exciting to me and I knew then I wanted to be an artist. I knew early on that I was interested in drawing and painting. We studied the works of Picasso, Modigliani, etc. But then you find you're not like

*photo by Anton Haakman*  
GVSU Cyril Lixenberg Archival Collection; gift of the artist  
Cyril Lixenberg is pictured in his studio in Amsterdam, April 7, 1965.

those guys and slowly you try to develop your own style, your own identity.

**GVM:** At what point did you leave London and move to Amsterdam?

**CL:** I left art school when I was 21 and faced what I call the "white canvas syndrome." Suddenly there is no one giving you assignments in a given style, no commissions yet to support yourself, so I traveled for several years around Europe and did a lot of drawings. I did a lot of very quick portraits of people sitting in cafes — very impressionistic, I loved doing that. I loved Amsterdam because it was, and still is, a very casual and liberal city. That became my base at a very interesting artistic period when there was a lot of rivalry among the abstract and figurative artists.

**GVM:** Your early paintings include portraits, landscapes and still lifes, but then there is a period in the 1950s and '60s where there is a marked change in your work. It includes a lot of contrast of light and dark, becomes very gestural and very free with the use of paint. What influences brought on these changes?

**CL:** Sometimes I almost forget what was there. It's part of a story that I talk very little about, it's very unclear for myself but I know among the things that affected me was war. I remember as a child being separated from my family in the London bomb shelters during World War II. But then the family got together when we were evacuated to a house in Market Harbor until the end of the war, when we went back to London, to Hackney.



**GVM:** How did that experience influence your work?

**CL:** While working in Amsterdam I realized that I lived near what used to be the Jewish neighborhood, and knowing what happened there, particularly at the end of the war with the discovery of the concentration camps and the Holocaust, that was really shocking. I discovered these houses, which were empty, in the area where my studio was, literally “Jewish wide street” is what it was called, and there was nobody there after the war. Holland lost, percentage-wise, the most Jews in all of Europe. I think it’s something that I really don’t know how to express because it’s a very emotional thing. What I’m saying is I did not suffer in the war. I was in England and we didn’t know what was happening in Amsterdam.

That had a strong effect on me and my work in the 1950s,

and that was combined in the 1960s with the aggressiveness of the Vietnam War, which I felt was another pointless war. It’s never something that you know you are working through at that moment. I hardly ever speak about that because it sounds like exaggerated emotions. You know, what have I got to do with the war? But it’s part of the background, and maybe that’s part of what an artist can do. So then once you start painting — I don’t paint just one, I’m not an illustrator in that sense — so you paint a series, a period in your life, and you’re not aware that you’re going through it. You know, you just do it.

**GVM:** After a number of years you then began to experiment with printmaking. And these also show a lot of energy, strength and anger as you were really working through this.

**CL:** It was a slow process.

My paintings were getting what I would call muddier. I thought, I must stop this and I went to a graphic studio. I started experimenting with mono-prints, where you make only one print from a plate. The compositions on these became simpler — they had all of this energy, but they became more spare in their compositions reduced to simple geometric forms. Then I started doing multiple prints with slight variations, and that was so logical, doing a series, making an edition of five or six. The next period was silk screens. Then I could say from that period it was really the beginning of my own identity. Even in that period of course it changed. I hope I’m still changing.

**GVM:** That’s what is so exciting about the upcoming exhibition. For the first time we are going to see

these transitions and your development into the artist that we know now: one who works in very simple, very elegant, and yet, complex geometric forms. Do you see yourself still changing now?

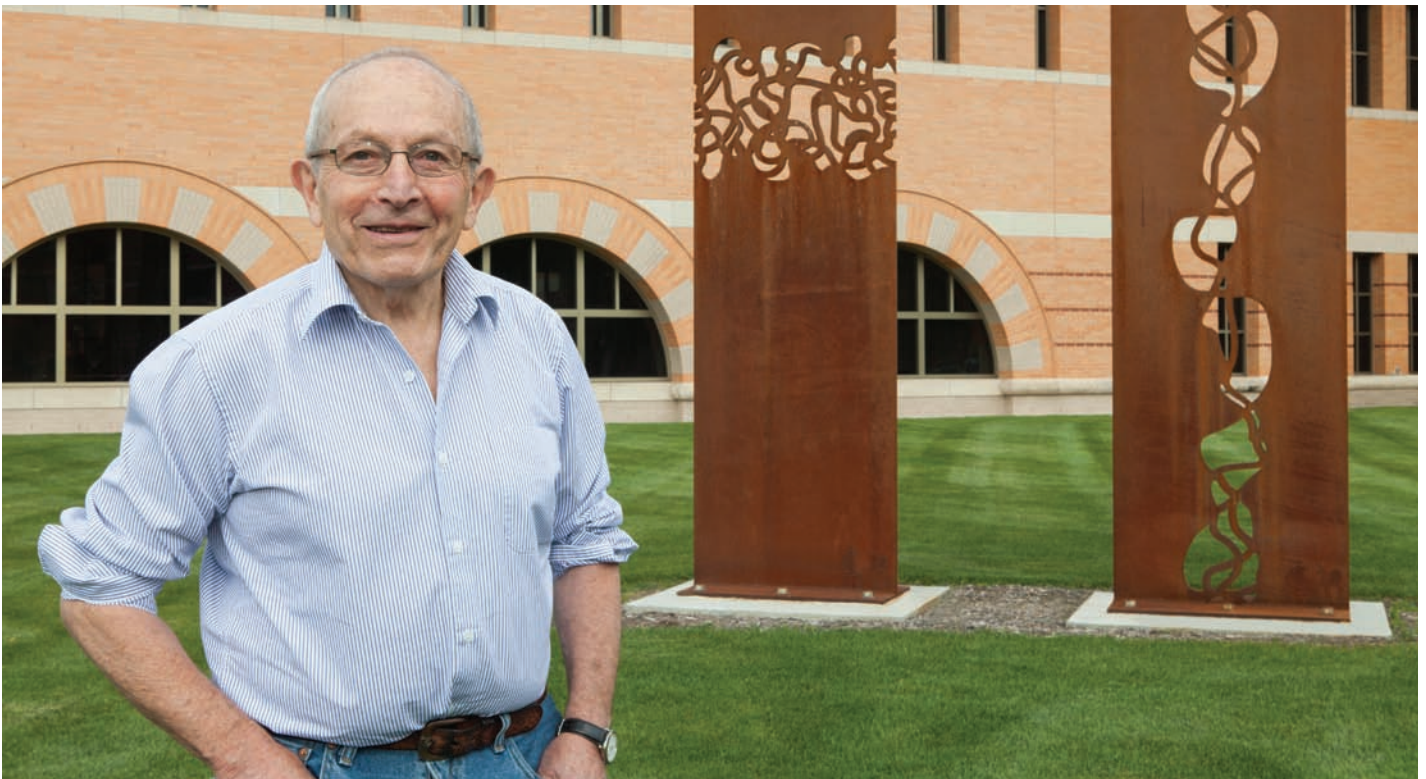
**CL:** I don’t want to say, “Oh yes, my work is changing because I’m getting older.” I don’t know what the consequences are, I’ve never been in my 80s before.

*The Fall Arts Celebration Art Gallery retrospective exhibition of Cyril Lixenberg’s life work will have an Opening Reception September 11 from 5-7 p.m. The exhibition will run August 23-November 1.*



Learn more about the artist and his work by watching a video at

[www.gvsu.edu/gvmagazine](http://www.gvsu.edu/gvmagazine)



*photo by Bernadine Carey Tucker*

Cyril Lixenberg poses with his sculpture “Magela-S,” on the Pew Grand Rapids Campus. It was donated to Grand Valley for ArtPrize 2010.





## Kevin Howell Mail Room

Longtime Grand Valley staff member Kevin Howell knows the campus by heart.

Stationed in the university's Mail Room on the Allendale Campus, his job includes sorting and delivering mail daily to faculty and staff members in

offices and buildings on each of the university's campuses, including Mackinac Hall, which he said gets the most amount of mail.

Howell, who started working for Grand Valley as a custodian in 1990, has worked in the Mail Room for more than 19 years.

"It's been great to see the university grow tremendously over the years," he said. "It's a wonderful place to work and I love the atmosphere."

On average each year, a team of about five staff members in the Mail Room process more than 842,000

pieces of outgoing and 580,000 pieces of incoming mail and packages. Howell said the volume has decreased in recent years because of the ability to send items electronically.

*photo by Bernadine Carey-Tucker*



# Alumnus brings life to the heart of a struggling Texas neighborhood

—by Abigayle Sloan, '07

Near the corner of Interstate 30 and Loop 820 in Fort Worth, Texas, sits a neighborhood in which more than half of the population lives below the poverty level. The community of Woodhaven is 3.2 square miles. In the center of the neighborhood between four brick walls lies a beacon of hope for children and teens.



"I started the Community Center to support kids and to create a better Woodhaven," said Carl Pollard, '89.

According to the website [spotcrime.com](http://spotcrime.com), more than 50 offenses, including robbery, assault and vandalism, were reported within a few miles of the community center between October 2012 and February 2013. The area was predominantly white and upper-class until the early 2000s, but Pollard said low-income housing was built and changed the dynamic of the area.

"The whole community has done a complete 180," said Pollard. "No one had the guts to open a community center in this kind of neighborhood and I did it with faith and support from my wife."

While most would steer clear of a crime-ridden area like Woodhaven, Pollard said it's exactly where he wants to be.

"It reminds me of my hometown," said Pollard.

He grew up in Benton Harbor. In the 1980s, Michigan's violent crime rate was steadily rising, and the city, which is settled between Detroit and Chicago, was becoming a juncture for drug trade.

"Growing up was a struggle. I remember living in Benton Harbor as a freshman in high school. I was playing sports and trying to stay focused while many of my classmates were on drugs and in gangs," he said. "I kept tunnel vision, and promised my mom that as soon as I graduated I would get out of that town."

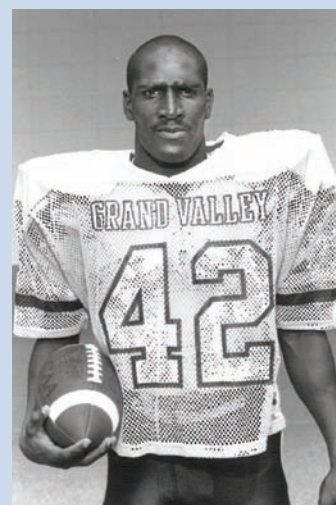
Despite the disparity around him, Pollard concentrated on sports and his faith. It paid off when he was awarded a four-year football scholarship to Grand Valley. He set his sights on a degree in criminal justice, although he admitted that he

didn't feel prepared during his first couple of years on campus.

He said: "Coming from an all-black community to Grand Valley was not easy. It was a culture shock. I second guessed myself, and almost enlisted in the Army before my coach stopped me."

Advisors and professors helped Pollard see the importance of patience and discipline, and also that learning how to relate to people from different races and backgrounds could be a positive experience.

Immediately following graduation in 1989, Pollard worked for D.A. Blodgett St. John's Home in Grand Rapids as a youth counselor. During his 18 years of service with that organization, he worked with youth who had been sexually abused, neglected and abandoned. His passion for



*courtesy photos*

Top photo: Carl Pollard, '89, works with a girl at the community center he and his wife opened in Woodhaven, Texas. Above: Pollard played defensive back for the Lakers.

[continued on page 32](#)



courtesy photo

Above is a Google Maps photo of the Woodhaven neighborhood where the community center is located. The center serves children ages 8-13 and is open after school hours during the week.

continued from page 31

working with at-risk kids intensified over the years, and he earned accolades for his keen mentoring ability.

In 2006, Pollard and his wife, Tina, moved to Fort Worth. Carl worked as a behavior specialist as a part of the Fort Worth Independent School District and Tina established a tax services business. The two were settled

and content until 2011 when funding for Pollard's program was halted by the district and, at the age of 45, he was without a job.

"I had never been unemployed in 23 years. It was scary not knowing what I was going to do. I woke up and said to myself, 'I'm going to do this,'" said Pollard.

With the help of his wife, Pollard utilized her former tax office in Woodhaven and converted it into a community center in June. The word spread, and the kids he once saw roaming the streets outside the building began to show up at the front door. Over the course of the next few months, Pollard was granted support from the City of Fort Worth to start a free summer lunch program, and the community center now serves more than 40 area children and teens.

"You offer free food and the kids are going to come. There is structure in my community center. Then they go home and it's chaos. No electricity, no water in the apartments just across the street," he said.

Woodhaven Community Center has earned nonprofit status, however, the Pollards continue to pour personal funds



courtesy photo

Carl Pollard, '89, is pictured with kids who attend a community center he opened. The center serves more than 40 neighborhood children and teenagers.

into the center as they work to establish stronger roots in the neighborhood. The center serves children ages 8-13 after school during the week. Pollard hopes to gain enough funds and support to eventually purchase a van so that he can transport kids to and from the center.

"I can't tell you how many times I wanted to throw in the towel, but I'm thankful for the support of my wife," he said.

The road ahead seems long

for Pollard and his community center, but he said he will work tirelessly to provide a safe haven for the kids of Woodhaven and transform his neighborhood, from the inside out. Pollard works as a high school football official, and has worked on a chain crew for the Dallas Cowboys for the last five years.

**"I had never been unemployed in 23 years. It was scary not knowing what I was going to do. I woke up and said to myself, 'I'm going to do this'"**

**—Carl Pollard, '89**





## ^ Alumni Hockey Game

The alumni club hockey reunion game was played January 26 before the men's NCAA Division II and III, and women's hockey games. More than 30 former team members from 1999-2012 participated, including some who traveled from New York, Indiana, Connecticut and California.

## Dallas/Fort Worth Alumni Reception >

Proud Laker alumni Bob Monaghan, '67, and Jeff Kilarski, '94, hosted 30 enthusiastic alumni and friends at the Blue Mesa Grill on January 18. Attendees enjoyed tasty Tex-Mex fare and watched the Laker for a Lifetime video with special guests President Thomas J. Haas and Athletic Director Tim Selgo.



## < Houston Alumni Reception

Nearly 40 Houston area alumni gathered January 17 at Pappasito's Cantina. Hosted by Jeremy Koger, '00, the crowd enjoyed Laker updates and watched the Laker for a Lifetime video.



## ^ TweetUp

Grand Valley held its first "TweetUp" on February 5 with great success. President Thomas J. Haas and Athletic Director Tim Selgo discussed new programs, events and campus buildings while answering questions sent in via Twitter from Lakers all over the country during the live streaming event.





## Nashville Reception >

The Music City was alive with Laker spirit for a Nashville Club event hosted on February 21 by new club leader Sharese Shannon, '05, at Big River Grille and Brewing Works in the heart of the city. The group mingled while learning about the latest campus construction projects and sharing Grand Valley memories. Pictured are, from left, Sharese Shannon, '05, and Noreen Myers, '72, former chair of the Grand Valley Board of Trustees.

## < College of Education

Students from the College of Education heard from local administrators at the annual Cover Letter and Resume Roundtable, held February 21. More than 30 attendees received advice about what administrators look for during the hiring process. College of Education Dean Elaine Collins welcomed participants and encouraged them to take advantage of the expertise being offered.



## < GVS[You] Week

The Future Alumni Association hosted an information table on the Allendale Campus during the GVS[You] Tag Event. Students stopped by and learned about the organization and had the opportunity to send hand-written thank you cards to university donors — 109 cards were signed in all. Banners and posters were hung around campus throughout the week, February 18-23, to bring attention to campus projects made possible by donors.

## YAC at the Factory >

Young Alumni Council members Jessica Scudder, '01, and Megan Koops-Fisher, '07 & '08, gave a presentation on February 21 to 70 young alumni who plugged into their creativity at the Factory in downtown Grand Rapids, a new and dynamic collaborative work space. Attendees also had the chance to meet Alexis Rangel, '10, new assistant director of Alumni Relations.





## Women in Sports

The Alumni House and Visitor Center was bursting at the seams for the Celebration of Women in Sport and Physical Activity on February 23. Joan Board and Patti Rowe were honored at this Title IX anniversary celebration with the launch of the Board and Rowe Endowment Fund. Guests enjoyed words from Donna Lopiano, former CEO of the Women's Sports Foundation, and continued the celebration with a Laker women's basketball victory.

*photo by Jeff Dykehouse*

From left are Joan Board, Donna Lopiano and Patti Rowe.



## Registration now open for GVSU Alumni Golf Outing: July 20 — Limited space available

All proceeds help support student financial assistance, educational opportunities and professional development. Get more information and register at [www.gvsu.edu/alumni/golfouting.htm](http://www.gvsu.edu/alumni/golfouting.htm) Call (800) 558-0541 for more information.

## Business alumna, music professor receive accolades

The Alumni Association awarded Laurie Finney Beard, '81, with the Distinguished Alumni Award on April 26.

Beard was instrumental in the formation and successful capitalization of Founders Bank & Trust, a privately held community bank in Grand Rapids. She is also a director of the Grand Valley University Foundation.

Arthur Campbell received the Outstanding Educator Award. He is a professor of music and was nominated by some of his former students. Campbell has been teaching at Grand Valley since 1996 and is nationally and internationally known for his musical achievements.



Laurie Finney Beard



Arthur Campbell

## CAREERS

### 1970s

**Charles J. Venit, B.S., 1971**, was named the Sarasota County Special Olympics Coach of the Year.

**Peter D. Derrick, B.S., 1976**, retired from Raytheon Vision Systems in Goleta, California, after 33 years.

**Harvey Elgersma, B.B.A., 1977**, is a partner at B2B CFO Partnership in Hudsonville.

### 1980s

**Robert K. Pattison Jr., B.S., 1988**, is a district judge and a family court judge for Circuit Court in Centreville.

**Todd A. Goble, B.S., 1987**, is the varsity coach for the baseball program in Quaker Valley School District in Leetsdale, Pennsylvania.

### 1990s

**John A. Jancek, B.S., 1991**, is the defensive coordinator and linebackers coach for the University of Tennessee.

**Laura A. (Moore) Marble, B.B.A., 1991**, received the Facility Manager of the Year Award from the Building Owners and Managers Association of Metro Detroit.

**Brian J. Hofstra, B.B.A., 1993**, is the vice president of commercial lending at Founders Bank and Trust in Grand Rapids.

**Bryan D. Bench, B.S., 1993**, was elected to the board of directors for the Commercial Alliance of Realtors in Grand Rapids.

**Christopher A. Bolhuis, B.S., 1994, B.S., 1997, M.Ed., 2005**, was named the 2013 American Association of Petroleum Geologists Foundation Teacher of the Year.

**Daniel P. Demers, B.B.A., 1996**, is the director of marketing for the Americas at Congatec Inc. in San Diego, California.

**Rebecca A. Fleis, B.S., 1996**, received the Employee of the Year Award from the Arizona Department of Corrections, where she has been working for 14 years.

**James F. Parr, B.S., 1997**, is the executive director of the Sault Area Chamber of Commerce of Directors.

**Lisa A. (Hills) Willis, B.S., 1991**, is a kindergarten technology teacher for Escanaba Area Public Schools.

**Terry L. Brown, M.E., 1995**, serves on the Michigan House Appropriations Committee for the 2013-2014 legislative terms.

**Todd R. Monken, M.E., 1991**, is the head football coach for the University of Southern Mississippi in Hattiesburg, Mississippi.

**Tracey P. Tyler, M.E., 1991**, is a clinical social worker for Desert Streams Christian Counseling in Kalamazoo.

**Michael G. Rosloniec, M.B.A., 1999**, serves on the board of trustees for the Grand Rapids Community Foundation.

### 2000s

**Cindy M. Greenwood, B.A., 2000**, is the assistant director for the Center for Women in Technology at the University of Maryland, Baltimore County, in Baltimore.

**Ira D. Socol, B.A., 2000**, is a design 2015 program manager for Albemarle Country Public Schools in Charlottesville, Virginia.

**Jackie R. Hallberg, M.S.W., 2002**, is owner and life coach for Lakeshore Life Coaching in Muskegon.

**Joseph E. Klesney, M.B.A., 2002**, is vice president of planning and ancillary services for Spectrum Health Zeeland Community Hospital.

**Sarah E. (Johnson) Petersen, B.B.A., 2002**, is the treasurer for the City of Roosevelt Park.

**James R. Poll, B.S., 2002**, is a shareholder at Rhoades McKee in Grand Rapids.

**Jennifer A. Jurgens, M.B.A., 2003**, is the executive director for Susan G. Komen for the Cure, West Michigan affiliate.

**Rachael L. Voorhees, B.S., 2004**, is the manager of corporate strategy for the American Red Cross in Washington, D.C.

**Lindsey M. (Simmons) Balcazar, B.S., 2005**, is an accountant executive for Serendipity Media in Grand Rapids.

**Mary K. Sierawski, B.A., 2005**, is the executive assistant for the Grand Rapids Downtown Development Authority.

**Shanika P. Carter, M.S., 2006**, is an eligibility specialist for the Department of Human Services for Kent County in Grand Rapids, and also a freelance writer.

**Natalie A. Bazan, B.A., 2007**, received the Demco New Leaders Travel Grant from the American Library Association for her work as director of the Hopkins District Public Library.

**Eric M. Drewry, B.S., 2007**, is a manager of the safety and security department for Thomas Jefferson Foundation Inc. in Charlottesville, Virginia.

**Leah M. Jansen, B.S., 2007**, is a controller for Hascall Steel Co. in Grandville.

**Stephanie N. (Key) Wildey, B.A., 2008**, is a manufacturing engineer for GE Aviation in Muskegon.

**Maxine Y. Gray, M.S., 2009**, joined the global employer brand team, Strategic Talent Initiatives department, at Starbucks in Seattle, Washington.

### 2010s

**David F. Ekkel, B.B.A., 2010**, is a foreclosure specialist for Nationstar Mortgage in Lewisville, Texas.

**Mallory K. Morris, B.A., 2010**, is a middle school reading teacher for St. Anthony Catholic School in Washington, D.C.

**Ty W. Bross, B.S., 2011**, is a graduate student in security informatics at Indiana University in Bloomington, Indiana.

**Justin M. Arnold, B.S., 2012**, published a book, *The Leadership Skill Set*.

**Ian S. Deering, B.B.A., 2012**, is a product data analyst for Steelcase Inc. in Grand Rapids.

**Brent T. Tavis, M.P.A., 2012**, is an event coordinator for the University of Wisconsin Green Bay's Athletic Department.

**Tyler D. Tulloch, B.S., 2012**, is a budget and policy analyst for the Michigan State Budget Office.

**Carolyn J. (Callesen) Waterstradt, M.S.W., 2012**, is a therapist for West Michigan Therapy in Muskegon.

## CELEBRATIONS, BIRTHS, WEDDINGS

### 1990s

**Tina M. (Zawacki) Neill, B.S., 1993**, and husband David, announce twin boys, Jonah and Asher, born June 28, 2012. The family resides in San Antonio, Texas.



**Christine A. (Hincka) Jamison, B.S., 1998**, and **DeAndre M. Jamison, B.E., 1998**, announce a daughter, Blake Wynne, born February 17, 2012. The family resides in Fort Wayne, Indiana.

**Zachariah M. Brevis, B.B.A., 1999**, and wife Melanie, announce a daughter, Hadley Michaela, born January 16, 2013. The family resides in Baltimore, Maryland.

## 2000s

**David W. Prins, B.S., 2000**, and Amanda Toppen announce a son, Noah Wayne, born January 14, 2013. Noah is welcomed by half-siblings Elizabeth and Zachary. The family resides in Zeeland.

**Domingo C. Quintanilla, B.A., 2000**, and wife Layne announce a son, Shay Edward, born October 12, 2012. Shay is welcomed by siblings Jorryn and Zane. The family resides in Mason.

**Justin L. Ruehs, B.S., 2000**, and Adam Smeets on September 29, 2012.

**Erin F. Raether, B.S., 2001**, and husband Scott announce a son, Conrad Walter, born January 5, 2012. Conrad is welcomed by sister Angelina. The family resides in Foster City.

**Erin E. Lich Peraino, B.A., 2002, M.Ed., 2011**, and husband Tim announce a son, Camden Walter, born January 11, 2013. The family resides in Byron Center.

**David W. Radel, B.B.A., 2002**, and wife Kiley announce a son, Jase Thaler, born February 12, 2013. Jase is welcomed by sister Ellie. The family resides in Grand Rapids.

**Hannah A. Hendges, B.B.A., 2004, M.B.A., 2008**, and **Justin D. Hendges, B.B.A., 2004**, announce a son, Everett Henry, born December 3, 2012. The family resides in Ada.

**Kevin L. Patterson, B.B.A., 2004, M.S.A., 2005**, and Stacy Lomonaco on November 3, 2012.

**Andrea R. (Sawka) Beye, B.A., 2005**, and husband Jeffrey announce a daughter, Margaret, born September 30, 2010. The family resides in Comstock Park.

**Sara B. (VanDenBerg) Bos, B.B.A., 2005**, and husband Brandon announce a daughter, Kensie Lynn, born October 21, 2012. The family resides in Holland.

**Christina L. Setlock, B.S., 2005, M.P.A.S., 2009**, and **Scott P. Setlock, B.B.A., 2004, M.B.A., 2010**, announce a son, Oliver Patrick, born February 6, 2013. Oliver is welcomed by brother Emmett. The family resides in Rockford.

**Hillary A. (Shippy) Waid, B.S., 2005**, and husband Kyle announce a son, Owen Thomas, born January 31, 2013. Owen is welcomed by sister Isla. The family resides in Edina, Minnesota.

**Kristine A. Witucki, B.S., 2005**, and Roy McMahon on August 18, 2012.

**Meghan M. Wieten-Scott, B.A., 2006**, and husband Andrew adopted a son, Matthew Henry, on November 25, 2012. The family resides in Anchorage, Alaska.

**Keenya R. (Stevenson) Harris, B.S., 2007**, and **Alfred Harris III, B.S., 2007**, announce a daughter, Star Victoria, born June 15, 2012. The family resides in Grand Rapids.

**Daniel J. Quist, B.S., 2007**, and wife Anna announce a son, Reid Steven, born August 9, 2012. The family resides in Palos Heights, Illinois.

**Caitlin R. Sjaarda, B.A., 2007**, and Eric M. Phillips on September 29, 2012.

**Tiffany M. (Deehan) Mulder, B.A., 2008**, and husband Brad announce a son, Brennan

Charles, born August 22, 2012. The family resides in Grand Haven.

**Christopher P. Siemer, B.S., 2008**, and Allyson B. Rivard on June 8, 2012.

**Jenna L. Bastianello, B.S., 2009, M.S.O.T., 2011**, and **Matthew Epkey, B.S., 2009, M.S.O.T., 2011**, on August 6, 2011. The couple announces a son, Isaiah Michael, born December 12, 2012. The family resides in Grand Rapids.

**Maria C. Blanton, B.S., 2009**, and **Richard G. Hespen Jr., B.B.A., 2005**, announce a son, Liam, born December 19, 2012. Liam is welcomed by brother Luke. The family resides in Huron, Ohio.

**Lauren Diviney, B.A., 2009**, and Scott Krumholz on December 28, 2012.

**Nicole M. Randolph, B.S., 2009**, and Jason DeVos on April 2, 2011. The couple announces a daughter, Ella Michele, born July 6, 2012. The family resides in Allendale.

## 2010s

**David F. Ekkel, B.B.A., 2010**, and Keri Jonker on October 8, 2011.

**Allison M. Flood, B.S., 2010**, and Connor Field on June 15, 2012.

**Bethany Y. Verburg, B.S., 2010**, and **Zachary S. Hunt, B.B.A., 2009**, on January 5, 2013.

**Anne M. Richmond, B.A., 2011**, and **Jacob F. Zalud, B.B.A., 2011**, on October 6, 2012.

**Kylie M. Darling, B.A., 2012**, and Syed A. Hussain on May 7, 2012.

**Amy Lynn Halverson, M.Ed., 2012**, and Daniel Tatlock announce a daughter, Grace Beatrice, born October 23, 2012. The family resides in Holland.

**Rachel Jank, B.S., 2012**, and **Kevin T. Bergy, B.B.A., 2011, M.S.A., 2012**, on August 25, 2012.

## IN MEMORIAM

### 1970s

**Michael P. Shaneyfelt, B.B.A., 1974**, of Chicago, Illinois, on February 15, 2013.

### 2000s

**Julia H. Voelker, B.S., 2012**, of Pigeon on January 13, 2013.

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*photo by Bernadine Carey-Tucker*

Shelley Irwin is pictured at the University Club in Grand Rapids. Before races, she enjoys carbohydrate-loaded meals.

# BUSY BODY RUNS MORE THAN MARATHONS

— by Leah Twilley



Shelley Irwin has a plan. Part of that plan includes training for an Ironman Triathlon in June.

The other part is maintaining a healthy, busy life and hosting the weekday Morning Show on WGVU Radio.

Training for two hours every day over five months is just one of the many goals Irwin has set for herself over the years as a runner and triathlete.

The Indiana native said she has always been active. "I played basketball in high school and did my first 5K race in grad school," she said.

But Irwin didn't start to take running seriously until 2001, when she changed careers from being a physical therapist to a broadcaster and moved to Grand Rapids. She earned a master's degree in physical therapy from the University of Indianapolis in 1985.

"Around that time, I had my eyes set on the Fifth Third Riverbank Run," she said. "I realized there's so much to do in this lifetime, so why not? I just jumped in."

Since then, Irwin has competed in hundreds of races and marathons around the world.

Before becoming a broadcaster, Irwin practiced physical therapy for more than 15 years in North Carolina. A break-up with a boyfriend brought her back to the Midwest.

After working as a therapist in Rochester for about a year,

she decided to enroll in the Specs Howard School of Media Arts in Southfield. She attended classes part time and finished the program in two-and-a-half years. After completing internships at WJR Radio and WXYZ-TV in Detroit, she landed her first job as a broadcaster at WGVU Public Television and Radio.

Irwin, who "lives each day until bedtime," is a five-time recipient of the American Women in Radio and TV Gracie Allen Award for Program Host and was named among the "Top 50 Most Influential Women in West Michigan" by the Grand Rapids Business Journal in 2012.

"I knew as a kid I always wanted to go into radio and television," she said. "I did a lot of theater, but also loved science and athletics and school and helping people."

During rain, snow or shine, Irwin spends many of her weekends running marathons. In the winter, she wears layers of long-sleeve shirts that she can peel off as she runs outside. "Oftentimes during a race, the clothes will be picked up and donated to the Salvation Army," she said.

Irwin said having experience as a physical therapist has definitely helped her as a runner. "I know the body and know what is pain and what is muscle soreness," she said.

She once treated herself for Plantar fasciitis, which is an inflammation of the fascia in the foot and is usually

associated with overuse. Her recovery took about eight months.

"That's around the time I started getting into triathlons," she said. "I started to swim a little bit because it was too painful to run."

Irwin said some of her best memories of running are the destination trips she took with friends. "A couple years ago, a group of us ran half-marathons in St. Petersburg, Boulder,

*"I realized there's so much to do in this lifetime, so why not?"*

— Shelley Irwin

Jamaica, Miami and Disney World. We'd do the race, then eat everything in sight after," she said.

Eating carbohydrates like bread, pizza or pasta the night before a race is one of Irwin's favorite rituals, as well as "eating anything and everything after a race," she said. She also rests the day before a race and may only run a few miles or ride a stationary bike.

When Irwin isn't interviewing guests on the air or running, she can be found immersed in the community. Dubbed as the "Face of GR" by Grand Rapids Magazine, she is the current president of the University Club

of Grand Rapids and serves on the board of the Grand Rapids Chamber of Commerce and Girl Scouts of Michigan Shore to Shore. She is often invited to be an emcee or host at events, and in 2005, was the first female president of the Grand Rapids Lions in 89 years. She is also a member of many community organizations, including InForum and Girls Choral Academy.

"Before coming to Grand Rapids, I had never served on boards and committees. But this is such a philanthropic area, there's no reason not to get involved," she said.

Irwin enjoys having an impact on the community and being active, and she said it all comes back to following her dreams. "Should I have done all this when I was in my 20s, even my 30s? Sure. But maybe I needed more self-confidence and that didn't happen until later in life," she said.

People often ask Irwin how she finds time to juggle it all. Her response: "I'm a mad woman. But I'm pain-free and I'm healthy and that's all part of the plan."

*Irwin, right, is pictured with her high school basketball team.*

*Irwin during a marathon in Grand Rapids. She has competed in hundreds of races and marathons around the world since she moved to Grand Rapids in 2001.*

*Irwin, far left, with basketball teammates from Aurora High School in Indiana.*



## Community Outreach Week

Joe Smith, '07, was among the 600-plus volunteers who gave their time during Community Outreach Week 2013, a weeklong service project coordinated by the Alumni Association and the Community Service Learning Center. Smith competed in a Wii bowling tournament with senior citizens in a retirement center. More than 2,000 hours of service was logged by national and international participants.

*photo by Amanda Pitts*

