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The Grand Rapids Press

February 2005

GRCC celebrates its future

GRAND RAPIDS - On a night celebrating the school's history, Grand Rapids Community College couldn't help but look to its future.

As part of its 90th anniversary celebration Wednesday, officials unveiled a 45-foot-long mural in the foyer of the campus' Main Building that welcomes visitors to the newly dedicated Student Enrollment Center. On hand and delivering a speech after the unveiling at nearby Fountain Street Church was Mike Melvill; pilot on the \$10 million X-Prize winning flight that made him the first private citizen to fly in space in June 2004.

"This brings us up to date, makes us better ready to face the times:" said GRCC President Juan Olivarez. "The mural is full of energy and helps us capture what we have been through time."

Spanning a wall above what Olivarez calls "the front door of the college," the colorful Diego Riveraesque mural was produced by artist Robert Barnum, who is a Ferris State University professor. It depicts students and faculty in a variety of settings including studies, recreation and in vocational activity.

Barnum calls the oil on canvas work "the visual equivalent of a hint," alluding to the fact that it was hard to sum up GRCC's history in a painting.

"It is my attempt to describe something that has longevity," he said. "It is designed to have an impact for many years."

GRCC's new Enrollment Center is expected to be fully operational by next week. It integrates all the college's admissions, counseling, financial aid and registrar services in a single location.

Following the evening dedication ceremony, Melvill spoke to a large crowd at the nearby church.

"I think they asked me to speak because of their emphasis on innovative thinking," Melvill said. "We were able to do a pretty innovative thing, something that a lot more people will be emulating."

Melvill told the story of SpaceShipOne, the vessel he piloted last summer on its first trip into space. Five days later, a fellow pilot was the second to do so and their company, Scaled Composites, won the \$10 million X-Prize, a contest created to jump-start commercial space travel.

A 21-year test pilot, Melvill called the trip "awe-inspiring" and a "pretty wild ride." Scaled Composites now is partnering with Virgin Airlines CEO Richard Branson to

develop commercial flights to space. Melvill, 64, hails from South Africa and lives in California.

Complimenting GRCC's new facilities, Melvill said: "I wish there were schools like this when I was studying. When I went to school, it was more like a prison."

Moldmaking Technology Magazine

February 2005

Ferris State University: A Well-Rounded Moldmaking Education

For the past 48 years, the Manufacturing Tooling Technology program at Ferris State University (Big Rapids, MI) has been educating its students on precision machining and tooling processes through a combination of book learning and nearly 1,000 hours of lab time for hands-on training-for which they can earn an AAS (associate's) degree. Graduates, who decide to continue their education can stay at Ferris and within two additional years, earn a bachelor's degree in one of many related programs.

According to Professor Dennis Finney, students obtain a solid technical foundation through the direct application of precision machining and tooling processes. "Students learn to apply relative mathematical calculations; interpret engineering drawings and CAD data; utilize precision metrology equipment; plan machining processes; specify tooling and equipment requirements; utilize machining equipment-including manual and CNC equipment; and apply metallurgical processes," he explains. "Two CNC classes take students through 2-D manual G-code programming; 2-D and 3-D conversational programming; and complex 3-D CAD/CAM programming." Additionally, course projects focus on processing and problem solving and take students through the costing, designing, building, and production running of jigs and fixtures, metal stamping dies, and plastic molds.

The courses are conducted in a 16,000-square foot facility. Amongst the equipment are 20 vertical mills, six CNC mills and 15 lathes. According to Finney, the program's equipment is a combination of owned, donated and consigned pieces (see Giving Companies Sidebar, page 54).

Specialized Curriculum

"The Manufacturing Tooling Technology program is unique in that it is the only tooling-focused program in Michigan and one of very few in the U.S.," Finney explains. "This program incorporates an applied technology approach to educating its students and since its origin in 1956; it has developed a reputation as a national leader in the precision machining and tooling industries." (See Course Requirements Sidebar, page 55). Since its students gain a solid foundation in machining and tooling, options abound for program graduates-including moldmaker, machinist, and tool and die maker, CNC programmer, etc.

Finney adds that with additional experience and/or education, graduates can move into occupations such as tooling engineer, process engineer, manufacturing engineer, project engineer, as well as management level positions. A survey conducted by the school in 2002 showed that the average starting salary for MFGT graduates was \$34,725.00/yr. In 2004, the Bureau of Labor and Statistics indicates (from the 2002 survey) that FSU Manufacturing Tooling Technology graduates starting wages fall within the top 10 percent on a national scale. Furthermore, Finney reports that job placement for graduates consistently rates at the 99 to 100 percent level.

To help students find employment, FSU has a Student Employment and Career Services Department. During the first year of the program, companies look to hire students for the summer. "The students come back in the fall for the second year and if the company liked the work ethic and ability during the summer, they bid high enough to get the student upon graduation," Finney explains.

FSU Report Card

Brett Hopkins, Senior Applications Engineer for Auburn Hills, MI-based Makino Die/Mold Technologies-- a provider of advanced machining technologies--recently hired a graduate of FSU's Manufacturing Tooling Technology program. "In a former career, I was responsible for facility operations of a manufacturing training program and know the challenges that operating such a facility presents," Hopkins states. "I consider Ferris State to be in an elite class of manufacturing training facilities in the diversity of equipment they have and the dedication of their staff. They have a well-developed plan for transferring current industry technology to the students. They provide a very logical and thorough coverage of all aspects of the manufacturing of tooling --and yet still manage to provide an environment where the students can challenge the conventional wisdom of the industry and experiment with ways of improving the process. With the demise of so many apprentice programs in our industry, Ferris State stands as a badly needed resource in training a new generation of skilled workforce.

"The industry has a high regard for the quality of graduate coming from this program," Hopkins continues. "This is why I contacted Ferris State to see what they might have to offer. They put me in contact with past graduates who fit my needs. We recently hired Keith Roeser, a 1998 graduate of the program. Keith had worked in the tooling field since graduating and has built up a very solid understanding of the industry. I believe that the training he received through Ferris State provided a very solid, broad-based understanding that has allowed him to progress his knowledge and capabilities within the industry much faster than would otherwise be the case. He continues to grow with his experiences here at Makino and has impressed all of us with his skills and work ethic."

Rueser has been an applications engineer for Makino since last July. He feels FSU's program adequately prepared him to work in the industry. "I in high school, so the first year was a little bit of a review, but the second year when we made a mold the first semester and a die the second semester, I started learning some new things," he notes. "The professors really care about what they are teaching and truly have a passion for moldmaking." This spring, Roeser plans to give back to the school that taught him so well by speaking to students about high-speed machining. It will really help the students to get information from someone who is working with the equipment every day," Roeser states.

Andy Beach, a machinist at Commercial Tool & Die (CTD, Comstock Park, MI)-a manufacturer of plastic injection and die cast molds for the automotive, toy, appliance

and hardware industries-is on the same page as Roeser. He also entered FSU's program with a bit of experience, but left with a well-rounded moldmaking background. "In my final three semesters at Ferris, I was introduced to all different aspects of the moldmaking industry," he recalls, "like plastic injection molding, stamping dies, CNC, EDM, fixtures and more. FSU gave me the basic CNC and mold building experience to start my learning curve at an accelerated rate at Commercial."

Beach's supervisor Fred Longcore-CNC machining foreman at Commercial Tool-is very satisfied with Beach's performance. "Four years ago I was faced with the problem of finding machinists that were able to compete at such an elevated technical level as is offered here at Commercial Tool Group," Longcore states. "I had took four years of machine shop always been aware of FSU's Tooling Technology program, but was unaware of what its curriculum consisted of." He contacted Finney, and after several conversations and a visit to the college, met Beach. "Andy was exactly what I was looking for-the perfect mixture of mechanical common sense and acquired academic knowledge gained by attending FSU. The only thing he was missing was a technical juggernaut, which is what I offered. He started working at CTD after graduation. With the knowledge learned from FSU, Andy proceeded to machine his way past the veteran journeymen previously employed by Commercial, and into a spot running our most advanced high-speed FPT milling machine at that time-an FPT Pragma with 3+2 machining capacity, 24,000 rpm and four-meter rapid feedrates. He did-and is currently doing-an awesome job."

Longcore then decided to make hiring at least one student from FSU part of his yearly regime, and has not yet been disappointed. To date, he has hired five students from the program. "Given the correct student with an eager mindset, the program at FSU is one of the best around for giving students the first stepping stone into the manufacturing world," Longcore states.

Faculty Gets Involved

There are currently five full-time, tenured faculty members working in the Manufacturing Tooling Technology program, who all hold MS degrees. According to Finney, faculty members participate in a wide variety of professional and scholarly activities-including related research, developing and presenting specialty training seminars and workshops, and outside consulting services.

The program is reviewed on an annual basis by the faculty, alumni and the school's advisory board to ensure industrial relevance. "Our advisory board tells us when it is time to change," Finney notes. "For example, they told us not to not teach cutting gears on the horizontal mill any more, they recommended we use the wire feed EDM because we can program it in seconds and cut it unattended with wire feed EDM with a high degree of accuracy." With the assistance of their advisory board, the Manufacturing Tooling Technology program also has been making gradual curriculum changes consistent with industry standards-like using magnetic chucks to hold cavity and core plates or palletize so setups take seconds instead of minutes.

“In 2002, we conducted a nationwide analysis of occupations related to manufacturing tooling technology,” Finney explains. “This analysis was used to develop a matrix for evaluating the program curriculum. Currently, our faculty is comparing the curriculum to this matrix in order to validate the curriculum. It is expected that this will prove very useful and be repeated on a five-year cycle.”

For the remainder of 2005, Finney plans on the students continuing to learn and use new technologies in mold building (e.g. Delcam and Mastercam software), high-speed machining and better processing techniques. In 2006, Finney plans to go on sabbatical-after finding a journeyman moldmaker to temporarily take his place-to observe high-speed machining and other new moldmaking processes in action at mold shops, then taking his newfound knowledge back to the students. “I think the best part of our program is the many hours of hands-on training when the equipment is running in the lab,” Finney stresses, “and my travels will help this process continue to evolve.”

The Grand Rapids Press

February 2005

A closer look at the man behind the mural

As one travels down the first floor hallways of the main building, one can't help but notice the dynamic changes taking place. One of the most compelling of those changes is the 45 foot long GRCC Anniversary Commemorative mural, created by artist Robert Barnum.

Like the mural, Barnum himself is a study of energy and progress. When he speaks about art, his family, and life in general, the passion in his voice becomes a tangible thing; a sirens call to create. And if his less than subtle humor and infectious spirit don't capture your attention, his artwork will.

Barnum is an accomplished artist with shows all over the country. He primarily works in oil on stretched canvas because of its life span. "It's an old technique, but those paintings will last ten times longer than any building they are hung in." But in the last few years Barnum has also began creating sculptures. "My sculptures are essentially just shadows and silhouettes of the paintings I do" said Barnum.

The mural that Barnum created for GRCC is what he calls a "walking mural." Simply put, a walking mural is not a piece of artwork that you stand in front of and stare at; instead, you walk the length of it, and absorb it image by image. Barnum describes them as, "Pieces that become a part of who you are, little by little. It's not an immediate impact. They are designed to reach out and tap you on the shoulder 150 times."

Barnum was also commissioned by Ferris S t a t e University to create a mural for their new FLITE Library. T h e finished product was a 130 foot long and 10 foot tall walking mural called, "Of Thought and Reason." "You can't read it unless you walk it. It's a 130ft question of how knowledge evolves" said Barnum.

Barnum grew up in the town of Ashland, a small artistic town in southern Oregon. "It's an odd town. Everyone is an artist. Even the sheriff is an artist, he doesn't carry a gun, and he carries a pencil." Said Barnum, Growing up in a family that owned a commercial construction company gave Barnum a unique perspective on art. "I grew up being able to see big things happen. And I do not know of an art form that is not construction."

After high school, Barnum attended Oregon College of Arts, where he earned his Associates degree in Illustration. He went on to earn his bachelors degree in painting and printmaking at Southern Oregon State University. He then began teaching at Idaho State, while completing his graduate work.

After graduating from Idaho State, Barnum accepted a teaching position at St. Francis University in Fort Wayne Indiana. From there, he moved to Columbia University in Chicago, where he taught for several years until he accepted a

position at Ferris State University. “Chicago is a great city, with a lot of opportunity and inspiration, but it isn’t the best place to raise children. So when Ferris offered, I took it.” Said Barnum.

Barnum coordinates the Fine Arts Department at Ferris, and teaches mostly 2 dimensional classes like drawing, painting and occasionally sculpture. 2nd year Ferris Art Major, Casey Henry, has taken several classes from Barnum. “The atmosphere in his class is free moving. He promotes communication between you and him, and you and your classmates And he’s funny.” she said. As his student, Henry has seen several pieces of Barnums work firsthand. “You could pick his pieces out of a million. Everything flows. Even if the subject is sitting, they still seem to be moving. And all the elements of the piece are generally in sync with one another, they move together.”

In the almost 30 years that Barnum has been teaching, he has developed his own philosophies on guiding young artists. “My job is to provide as much range as possible without letting personality get in way. You need to strike a balance. Allow individuals to develop, offer enough information that they can choose what they want to ignore” said Barnum.

When he’s not in the classroom allowing individuality, Barnum’s in his studio, honing his own craft. “I have the challenge of creating the unknown. I am not working off a photographic or digital image. I am taking a thought or conceptual thing and applying a life to it. What I do is figurative art. It has a sense of movement, it’s not static. Its 2 dimensional with 3 dimensional movement or rhythm” said Barnum. “The hardest thing about being an artist is establishing your signature. You have to develop a personal style that is always getting better. You have to test the limits. Because once you’re content, you’re doomed.”

What better artist to have to capture the evolution and progress of GRCC, than one who specializes in movement and innovation? Thank you Mr. Barnum for giving our history life again...

Commercial Quarterly

February 2005

FSU-GR Hopes To Create Urban Campus

Traditionally somewhat of a footnote on the West Michigan educational landscape, Ferris State University in Grand Rapids has penned out a real estate plan that will soon make its downtown presence hard to miss.

FSU-GR has experienced steady growth since merging with Kendall College of Art and Design in 2001. Like many of its, institutional neighbors downtown, the school is expecting to continue that growth unabated, but expect, to outpace its neighbors in the near future.

College officials estimate Kendall College to grow a modest 3 percent a year over the next five years. The FSU College of Professional and Technical Studies (CPTS), housed mostly in the Grand Rapids Community College Applied Technology Center (ATC), have the potential to grow as much as 10 percent a year.

With new programs and expanded facilities, that estimate could expand by an additional 12 percent, adding more than 1,300 new students to downtown Grand Rapids over the next five years.

While the near future looks to have a large student impact, a series of proposed physical changes for the school has the potential to change the public perception of FSU in West Michigan, as well as the appearance of the North Division area.

“What’s interesting is that they have already grown substantially and have intentions of further growth in a neighborhood that already has a lot of fixed entities in terms that every block is used for something,” said Ken Neuman of the Southfield-based design firm, Neuman, Smith & Associates that drafted the FSU-GR Master Plan released in November. The firm was also the master planner of the Big Rapids campus.

“This is very different from the master plan we did for Big Rapids where they have all this huge acreage that they own and can do anything that they darn well please, provided they have the wherewithal financially to do it.”

An ambitious plan for the downtown campus is already taking shape.

The Kendall facility, located at the corner of Fountain Street and N. Division Avenue, only has 11,000 square feet of unused space that remains to be developed on the sixth floor, with a profitable long-term lease to a law firm accounting for the seventh floor.

The CPTS is currently housed almost entirely within the ATC building, and a 30 year lease with renewable options ensures use of that space indefinitely.

The growth of both colleges and the future identity of the campus will be found within the successful annexation of the former Grand Rapids Art Museum building and possibly the Rockford Construction owned Commerce Building

“What we will have is three contiguous blocks in downtown Grand Rapids said FSU president David Eisler When you think of the potential of Kendall, the art museum (building) and the Commerce Building, we are going to be able to define ourselves as an urban campus’.

Ferris State will gain control of the Grand Rapids Art Museum building at 155 N. Division Ave. in June 2006, when the GRAM vacates the former federal courthouse in favor of its new location adjacent to Rosa Parks Circle

The GRAM building contains 82,000 square feet on five levels that could provide room for vast expansion of both schools’ program,

While the first two floors, of the building could be used immediately, a 2002 study suggested \$9.5 million worth of renovations to the remainder of the facility.

So we begin look at that space as kind of the center of our campus - place that draws, people together.” Eisler said.

Eisler led a fact-finding expedition to emerging urban campuses, across the country last year, but one of his best examples is only a few blocks away. He has hopes emulate what GRCC has done with closing off Bostwick Avenue by creating a common-area green space with closure of a portion of Pearl Street

“If we were able to do something like that we could set up a piazza with table, and chairs, kind of like an outdoor cafe, and it would create son of in ambiance in downtown Grand Rapids,” Eisler said

FSU-GR already leases the top two floors of the nine-story Commerce Building at 5 Lyon St as housing for 48 students. The remaining 63,000 square feet could provide opportunities for additional housing and classrooms

Even though the building’s timber column spacing won’t allow classrooms for more than 15 students, FSU has plans to exercise the rights to both signage and purchase it gains once it has leased 50 percent of the property.

Whatever its use, if the college acquires the second building FSU-GR will have a commanding presence downtown.

“The idea is to put this together in a way that if anybody in Grand Rapids were to ask where Ferris State University in Grand Rapids is, they’ll point right there,” Neuman said. “It’ll have an image-ability and look like it’s part of a campus.”

Neuman compared FSU-GR's goals to that of another institutional client, Detroit's Wayne State University

"When it is all said and done, you'll sense it has a campus," he said. At Wayne State, everybody in town knows who they are and has a sense of what the university is like because of the characteristics of how the campus sits in the larger city."

As FSU-GR proceeds, Eisler hopes the schools efforts will complement other downtown initiatives.

"When you look at the things happening downtown as far as the arts and culture, Grand Rapids is fantastic," he said. More and more of these conversions of lofts and apartments and condos are happening. We see what they're doing a, fitting directly into the ideas of revitalization of downtown Grand Rapids. Then this idea of a "cool city" and (the cities plans) to create a wireless environment down there, this coming together in some wonderful ways."

One of the thing, we've been very happy with over the past year is how exciting and vibrant a place downtown has become," added Kendall President Oliver Evans. The arts are a natural thing to draw people downtown and to make downtown vibrant. We hope to contribute to that."

Within the theme of revitalization Eisler emphasized the schools intentions to maintain the historical identity of the buildings it occupies.

"Grand Rapids is fortunate to have some really amazing buildings, he said. (Grand Valley State University) new buildings are fantastic, but with where we're located and that we're absolutely downtown it makes sense for us to do it this way. I think it can be part of the continued rebirth and revitalization of downtown."

We're focused on having an urban campus," added FSU-GR Academic dean Don Green. We're committed to downtown. Rather than moving to the suburb, and building new buildings, we want to make a stake in downtown with these wonderful, older existing buildings

While the vision of a linear urban FSU-GR campus on, Division Avenue with accompanying signage and greenery is attractive the landlocked location present, one significant problem familiar to all downtown residents, employees and student.

"Probably the only deterrent is parking." Neuman said

If the college achieves its growth estimates, the parking problem could quickly escalate into a parking crisis.

GRCC has allocated only 75 spaces for Kendall College in its parking ramp. It currently allows unlimited parking for the CPTS, but that is based on the CPTS's light daytime

schedule. If the CPTS expands its class load so that it is as heavy in daytime offerings as evening classes, the parking arrangement could change for the worse.

Plus, the city's 75 DASH lot spaces available to Kendall barely nuke a dent in the nearly 600-space deficit (540 of those Kendall's). In five years that deficit will stretch to 790 spaces.

Neuman has hopes that the school may someday acquire the Ellis surface parking lot directly north of the Commerce Building. A two-story ramp would provide at least 370 spaces, halving the expected deficit. That property is currently leased to GRCC.

With all three buildings and the ATC space, the FSU-GR campus would contain 307,000 square feet of usable space.

The Grand Rapids Press

February 2005

Ferris State artist Robert Barnum unveils a new masterpiece

Big Rapids- “With Our Hands....With Our Minds,” a Robert Barnum mural celebrating the 90th anniversary of Grand Rapids Community College, is being unveiled Wednesday.

Barnum, professor and resident artist in the fine arts at Ferris State University, won a commission to create the mural in a competition held last summer. The 44.5-by-43-foot work, named in a campus-wide contest held last fall at GRCC, was recently installed by Barnum, students and employees over a period of the days.

The volunteers registered in hour blocks of time to help Barnum pull the fabric tightly and smoothly into its location over the bulk-head above the soon-to-be-completed Student Enrollment Center just inside the main doors of the historic Main Building. Spectators for the 6:30 p.m. unveiling will gather in the adjacent lobby.

Barnum’s large and colorful mural represents the featured visual element of the anniversary observance. His work, which he began as a pencil sketch before painting the finished version, depicts notable events and faces associated with the college since it was established in 1914.

Barnum holds a master of fine arts degree in painting/printmaking from Idaho State University. He joined the Ferris faculty in 1989 and teaches a variety of fine arts studio courses, including painting, printmaking and sculpture.

He has created two striking works for the Ferris campus, “Visionary” Triptych in the Arts and Sciences Commons, and “Of Thought and reason” mural in the Ferris Library for Information, Technology and Education. He also is involved with Ferris Michigan Art Walk project and created the Bulldog Athletic Tribute, a series of embossed sculptures that are part of the Bulldog Athletic Hall of Fame in the Ewigleben Sports Center. Barnum has created several other pieces of public art for the university’s campus and has won more than 30 awards in juried national and international fine arts competitions.

Pioneer

February 26 & 27, 2005

Letter to the Editor

Dear Editor of the Pioneer,

Hats off to Bret Muter, Kristen O'Brien, the FSU Outdoor Club and the many community and FSU sponsors for their efforts in bringing Jack Hanna to Big Rapids. It was a fantastic program and a complete delight to all those who attended. It was an additional pleasure watching the children in the audience. An experience they will never forget. Thank you for bringing such a quality program to this area.

Rick and Chatmaine Lucas Reed City

Pioneer
February 28, 2005

Friends of Ferris dinner a success

BIG RAPIDS - Turnout was good for the Friends of Ferris dinner Saturday evening at the Perry Street Holiday Inn.

The event featured both live and silent auctions. Items being auctioned off included an opportunity to race a horse during the Mecosta County Fair Celebrity Harness Race, gift certificates to a golf course and casino, and a hand-crafted log bench. Other items included gift baskets, spa visits, and hunting packages.

The gathering got under way with a social hour at 5:30 P.m. Dinner followed at 7 P.m. Ticket to the event sold for \$50 each.

The event was intended as a fundraiser and benefits Friends of Ferris, the political action committee responsible for lobbying the university's needs to congressmen in Lansing.

Many of the community's "movers and shakers" turned out for the event.

Pioneer
February 28, 2005

Trustees approve sabbatical leaves

BIG RAPIDS - Ferris State University's Board of Trustees today approved sabbatical leaves for five faculty members for the 2005-06 academic year.

Bruce Dilg, architectural technology/facilities management, was granted a leave for fall semester to write a textbook outlining the methods he used in his private architectural practice for a recent project. He also hopes the material can be used as a manual for church boards, schools and commercial clients considering building projects.

Susan Fogarty, nursing and dental hygiene, will use her fall semester leave to serve as a visiting professor to Hame Polytechnic in Finland to instruct Finnish nursing students in mutually agreed upon areas in English.

Her experience will be incorporated into her Ferris courses to provide nursing students with knowledge to effectively practice in a diverse workplace caring for a diverse population.

Michael Keating of the Michigan College of Optometry will spend Winter Semester 2006 as a visiting professor at the Optical Sciences Center of the University of Arizona in Tucson. His sabbatical will allow him to judge new optical education techniques and to apply them to Ferris classes where appropriate.

Robert von der Osten, languages and literature, will use his fall semester engaging as a participant-observer of literacy development in the educational context of the one-three grade group and the four-six grade group of Stepping Stones Montessori in Grand Rapids. His observations will be incorporated into his course on Introduction to Linguistics for elementary education students.

Larry Schult, plastics and rubber, will spend fall semester developing a specific Blow Molding course for the plastics program. Bekum America Corporation, a long-time supporter of the Ferris plastics program, is sponsoring his development of the course to provide an in-depth technical education for students interested in pursuing this key plastics processing methodology.

The Detroit News

March 01, 2005

Metro schools advance with high-tech upgrades

Detroit builds new \$122 million arts school; other districts buy latest equipment.

Northville High School parents can check their kids' attendance, grades and homework assignments online.

Human biology students at Chippewa Valley High School will view a live heart surgery from their classroom on March 23, and be able to ask the doctor questions during the operation.

And the new Detroit School for the Arts, which opened Monday, will be one of the most high-tech schools in the nation, where students will be able to create their own television shows and animated cartoons.

School technology experts say an increasing number of Michigan schools are investing in high-tech equipment, but even more needs to be done to prepare students for college and future careers.

And some parents, such as Brent Kelley, want districts to work harder at making the most out of the technology they have paid for. Kelley has a daughter in the Southfield school district.

"I don't think the district has been using the technology as efficiently as they should," said Kelley, who wants information about his daughter's progress at Birney Middle School.

"There's a lot of potential for the technology they have, and I hope they will try to utilize it more."

Districts have tapped into state, federal and private grants, and floated bond proposals, to invest about \$140 million in educational technology during the past seven years, said Bruce Montgomery, executive director of Freedom to Learn, a state-enacted program that awards federal technology grants to school districts.

In December, voters in the Chippewa Valley district approved the county's largest-ever school bond -- a \$168 million proposal that will pay for a new elementary school, new middle school, a ninth-grade school and a preschool. About \$23.6 million will go toward technology, with most spent to equip the new school buildings with fiber optics and high-powered computers.

The bond also will pay to expand the district's teleconferencing capabilities, only available at the high schools, to other schools in the district.

“We’re not looking to do anything that’s extravagant, we’re trying to stay the course -- but we do foresee in the years ahead a lot of what we will need,” said Craig McBain, the district’s instructional technology coordinator.

In Detroit, the 300,000-square-foot Detroit School for the Arts has two television studios and a radio station, along with the newest editing equipment, flat-screen computers, state-of-the-art lighting and digital sound throughout the school, including the auditorium and rehearsal hall. The building cost \$122 million to build and outfit, and was financed by the 1994 \$1.5 billion construction bond.

“It is basically one-of-a-kind,” said Adnan Issa, project manager for the school.

“It is a beautiful day in Detroit to have such a facility for our kids.” About 700 students started classes at the school this week.

“When I walked through I was simply amazed,” said Alice Thompson, president of the school’s parent group. “Now for the first time we can produce a 21st century student.”

They now have a 21st century school. “It really does represent the best we should offer to students.”

About 90 districts across the state have benefited from the Ferris State University-based Freedom to Learn program, which has used \$26 million in federal money to buy about 20,000 laptop computers for sixth-graders.

The computers have gone mostly to urban districts such as Detroit, Pontiac, Grand Rapids and Saginaw. But charter schools also have benefited, including many in suburban areas including Plymouth, Lathrop Village and Oak Park.

Ric Wiltse, executive director of the Michigan Association for Computer Users in Learning, said Michigan’s school funding crisis has stifled the growth of educational technology in the state. Most districts want to do more but are hindered by lack of funding.

“Michigan is about in the middle of the 50 states in how we’re implementing technology in schools,” Wiltse said. “We’re keeping pace with changes in technology, but we’re not on the cutting edge of where we could, due to restrictions on educational funds.”

Pioneer

March 02, 2005

Freedom to Learn program a feather-in-the-cap for FSU

Ferris State University has assumed a very important role in continuing efforts to transform education in Michigan to compete in an ever-changing global market.

Ferris is now working with the Michigan Department of Education to administer \$6.4 million in funding for Michigan's Freedom to Learn program to improve student achievement in core academic subjects by providing students with access to 21st Century learning tools.

The focus of the statewide program is to create a one-to-one environment for students to learn with computers, not simply about them, and to expand technology opportunities to middle school students, especially in rural and high-priority schools.

Ferris now assumes the responsibility of working with the MDE to continue the development of a program that Wready serves more than 20,000 Michigan sixth-grade students as the state responds to the need to provide an edge to its students in the 21st Century workforce.

Michael Harris, FSU vice president for academic affairs, is coordinating the program in cooperation with MDE.

He says FSU's selection to oversee the program "recognizes Ferris as a state leader in professional education development and helps build stronger working relationships with public schools."

FSU President David L. Eisler says the program "is key to enhancing the ability of our Michigan students to compete for the future economic development of Michigan and the nation."

We would suggest that Ferris State University has assumed a tremendous responsibility to give Michigan's students an edge over those in other states and other nations.

With this nation's continuing loss of jobs to foreign countries, and Michigan's most recent ranking at the top of the country's unemployment list (tied with Alaska) we might even refer to the success of this program as dire to the efforts of Michigan to provide for the futures of its citizens.

We're certainly proud that Ferris has been entrusted with the continuing development of the program and only hope that state and federal officials continue to provide the financial support for it to meet its goals.

Pioneer

March 02, 2005

Ferris students design identity for run

GRAND RAPIDS - A team of seniors in the Visual Design and Web Media program at Ferris State University will share the spotlight Thursday at a press conference in Grand Rapids.

Fifth Third Bank and Loren Creative are unveiling their graphic program components for the 2005 Fifth Third River Bank Run, for which the Ferris students developed the theme logo and its application to several items being used to market the event. As designers of the event's identity, they will be featured unveiling the billboard design which will appear in Grand Rapids and on all main thoroughfares coming into the city.

In addition, organizers will reveal the design for the race-day T-shirts.

These shirts will be given to the 10,000-plus participants and will be seen all over the country and the world when race entrants return home.

The Detroit Free Press

March 02, 2005

HOCKEY 24/7: Entire Novi family has love affair with the frozen game

The day begins in the kitchen. One by one, the Van Antwerp family rises and heads for the refrigerator. All but the 3-year-old check the color-coded spreadsheet to search for the time they hit the ice.

It is there, in the rink, that the Van Antwerp family really lives.

There is work. There is school. There is church. And there is hockey.

There is so much hockey that the family needs a computer to navigate it. So much hockey that when they are not at the rink, they are playing a version of the game in their basement. So much hockey that when the older kids are instant messaging their friends, they use screen names like "little left wing 15" and "I luv hockey O11" and "hockey speedy 11" and "hockey girl maddy."

So much hockey that they will spend \$15,000 this year to keep three kids and one dad on the ice.

Sometimes, they don't know which way they are coming, and which way they are going, like the time when Paul Van Antwerp, the dad, and a forward for the American Transmissions Rhinos, was driving home from one of his son's games. Halfway home, Paul began to get a funny feeling something was missing.

"Like your wallet, your cell phone, your kid..." he said.

Realizing he'd left his daughter at the rink, he called another father who'd been at the game. He already had her and was headed to the Van Antwerps' home in Novi. During his four-mile drive, the helpful father ran out of gas, and Paul in turn had to rescue him. "Sadly," Paul said, "he was more embarrassed about running out of gas than I was about leaving my daughter."

The family loves this story. They love it because it had a happy ending. And they love it because it reveals just how much hockey is their life.

The family had 52 ice times in January -- a combination of games and practices. About that many again in February. And will push that in March -- even though it's playoff time and things slow down just a touch.

Hockey is where Paul, 44, stays young, where Michael, 12; Madison, 11; Max, 8; and Mickey, 3, remain young. It is where Donna, 42, watches her children learn balance and teamwork and discipline.

The family is not alone.

There are more registered skaters in Michigan than in any other state. Hockeytown isn't so much a place as it is a state of mind. The love affair with the frozen game here is almost Canadianesque.

Dozens and dozens of rinks dot our metropolitan landscape. Hundreds of leagues are run in them. Thousands of players fill them.

Young kids willingly and happily jump from bed before dawn every winter -- and these days spring and summer and fall -- on Saturdays just to practice. Teenagers chase pucks past midnight. Families pack minivans and SUVs with oversized bags and travel across Michigan's highways for tournaments.

In the Van Antwerp household, hockey season runs from July to May. June is the only break.

"And we miss it," Donna said.

It's hard for her to imagine that her life took this turn. She graduated from the University of Michigan with a master's degree in business. She hopped on the corporate elevator and rose through AT&T, pushing her way into the upper reaches of sales. She left that world when her children were born. It wasn't until Michael began playing hockey at 7 that she realized the family would need a second source of income again. The point was reinforced when Madison began playing the next year. And Max began playing a few years after that.

Now, she sells skin care products out of her home and helps a friend run a cutting tool business to support the hockey habit.

"I was never a hockey person before Paul," she said.

Now, she finds nothing more thrilling than watching her kids play, and sometimes her husband.

"I remember when Michael and Maddy were on the same team -- she was the only girl on the team -and Michael passed the puck to Maddy and she scored," Donna said.

"Michael went over and patted her on the head. I immediately yelled out: 'I've got \$100 for anyone who got that on videotape.'"

Alas, no one did. But Donna kept a reel of the moment in her head, and whenever her son and daughter are fighting, as siblings do, she replays it for herself.

Such small moments are why the Van Antwerps center their lives around the game.

Before Madison joined the Farmington Hills Fire, an all-girls team for 10- to 12-year-olds, she played on boys teams. By her third year, she was leading the team in assists. When the family thinks about it, this isn't so surprising.

“That’s the difference between girls and boys,” Paul said. “Girls want to make everyone around them happy.”

Paul is an authority on the matter. He coaches his daughter’s team. He also helps coach Michael’s and Max’s teams. He spends far more time on the ice with his kids than with his buddies on the Rhinos. So much time, Donna said, that he is likely finished rising through the ranks at DaimlerChrysler Services, where he works in information technology.

“Don’t get me wrong, he does well,” she said. “But he can’t go to Germany every week. He can’t travel. But our kids will always remember this time in their lives. They will remember what their father did for them.”

There are some days when the kids get home from school and Donna sends them straight to the dinner table. Eat. Grab the gear. Hop in the car. Head to the rink.

Homework is done later at night -- or early in the morning. Still, the kids are A students and must keep up their grades to stay on the ice.

Like Donna, Paul didn’t grow up in a hockey family. His father never played. But he built Paul and his brothers a rink in the backyard of their west-side Detroit home. And by the time Paul hit puberty, he loved nothing more. He played club hockey at Ferris State University and then rec hockey as an adult.

Public rinks may have replaced backyard ponds these days, but Paul did for his kids what his father had done for him. Except Paul put their rink in the basement.

When the family is not on the ice, they are downstairs, under a low ceiling, slapping tennis balls and pucks across a painted-blue concrete floor, dodging support beams, honing their skills. It is where Max, who was born with a clubfoot, first showed he, too, had an affinity for the game. It is where Mickey joins his older siblings in a delirious nightly scrum.

The basement is a kind of church for the Van Antwerps. And a connection to Paul’s father, who started him, and in turn, Paul’s family, on this path.

Jack Van Antwerp is buried at Glen Eden Cemetery in Farmington Hills. Across the street is Farmington Hills Ice Arena. Paul coaches there. Michael practices there. Madison plays games there.

Monday night, the three of them drove through a snowstorm to the rink. As Madison walked from their SUV, she stopped and looked to the cemetery, as she does every time she plays in Farmington Hills.

“Hello, Grandpa Van,” she whispered. “Wish us luck.”

The Grand Rapids Press

March 02, 2005

Coleman grows comfortable in Arena Football League

KENTWOOD - Two games into his Arena Football League career, Grand Rapids Rampage wide receiver/linebacker Clarence Coleman appears comfortable with his surroundings.

Coleman, a former standout at Ferris State University who played in 14 games with the Buffalo Bills in 2003, is right where Rampage coach Sparky McEwen thought he would be at this point in his rookie AFL season.

Coleman likes the offensive side much better than playing defense.

"I'll never be comfortable on the defensive side, though," said Coleman, who helped the Rampage to their first victory of the season last Sunday against the Columbus Destroyers (6657). He had one catch for 19 yards and a touchdown and had one tackle.

In his AFL debut two games ago against the Austin Wranglers, Coleman had a fumble recovery.

"I'm happy with my progress even though I still don't know all of the Arena Football League rules," he admitted. "The biggest adjustment from the NFL to the AFL has been the speed of the game. Everything happens quickly and I've learned your legs don't get enough time to recoup from play-to-play."

Crashes into wall Coleman also learned the wall doesn't move, crashing into it at full speed on a 19-yard catch in the second quarter in Sunday's game.

"I always play at full speed," Coleman said with a smile when asked if he saw the wall.

"The wall won't move anyway, so I wasn't worried about it. I was just thinking about the touchdown."

Coleman is a welcome addition to a talented receiver corps, and when he gets better at the linebacker spot, his playing time will go up.

He's currently sharing playing time at the same position with Anthony Hines, a second-year AFL player.

Both Coleman (hamstring) and Hines (groin) started the season on the injured reserve list, but the two are healthy, giving McEwen options on offense and defense.

"Coleman is a smart football player who has picked up on the arena game well," McEwen said. "A lot of guys aren't able to adapt to the arena surroundings (the wall and the net), but he made the transition quite nicely, something he showed on his touchdown catch."

“Most guys would have pulled up this early in their arena careers before hitting the wall,” he said.

“Give him credit for opening his mind to this game. Typically, when you get a guy straight out of the NFL, he directly goes to the offensive specialist position (playing just offense).”

Coleman’s goal is typical of arena players - make it to the NFL.

“That’s my goal, but I think I have to be more productive on offense,” he said. “I’m going to worry about our arena season here first. Once the season is over, I’ll worry about the NFL.”

Pioneer

March 03, 2005

Ferris dental students go on mission trip

Mission to Guyana: Seven senior Dental Hygiene students from Ferris State University will participate in a dental mission trip to Guyana, South America, during spring break March 5 through 13 as part of a 21-member team. The students will be joined by four dentists, including; Drs. Donald French and Margaret Gingrich, of Big Rapids, along with support staff. They plan to be in the country for one week and anticipate treating more than 350 patients. The mission team this year is supported by both Trinity Evangelical Free Church and the First Baptist Church of Hastings, under the direction of Dr. Scott Hodges. Ferris students that will be attending are: Amanda Quick, of Newberry; Carrie Lockwood, of Rockford; Megan Goodhue, of Macomb; D'Ann Hunt, of Big Rapids; Melanie Greskowiak, of Traverse City; and Mary Etherton, of Macomb and Megan Brooks, of Lake City.

The Grand Rapids Press

March 04, 2005

Awards recognize top ads

GRAND RAPIDS - It was a night designed to honor the best of "The Dangerously Creative," who gathered Thursday for the annual Addy Awards for advertising excellence.

More than 700 members of West Michigan's advertising and creative design community attended the event, held in the new ballroom at DeVos Place convention center.

They viewed ads and promotions as Wolverine World Wide's famous Hush Puppy basset hound. Meijer Inc.'s holiday gift cards, Blue Cross and Blue Shield of Michigan's move into downtown Grand Rapids and well-packaged annual reports for a variety of companies.

"We're just giddy that we could be here, because we've been so busy with our own agency, we couldn't make it the last two years," said Wanda Myrick, owner of Myrick Design Studio in Kalamazoo. She and art director Eric Howes said they were most impressed with the unusual silk screening print process used in some of the winning entries. This year, 140 companies, agencies and professionals submitted 620 entries - a 10 percent increase over 2004's competition. There were 81 college level entries.

In all, judges from around the country awarded a total of 43 gold and 102 silver Addy awards and 32 Student Addy Awards at the event.

"This year, we had a significant number of different entries and a lot of new winners," said Elizabeth Ratliff, president of the Ad Club of West Michigan, an event sponsor.

"The advertising market has been getting better, so that helps."

Best of Show for print went to the Jager group for its extensive multimedia work promoting the Kalamazoo Air Zoo, which won the same award last year for the first segment of the zoo's complete makeover campaign.

"The client allowed us to do the strategic planning and the opportunity to follow it through the whole process," said Tom Crimp, a partner and creative director with the Jager Group. "There's still a lot of buzz about the whole campaign."

The Biggs/Gilmore agency won Best of Show in the Internet/interactive category for Kellogg and an Apple Jacks Investigative Squad campaign.

Kendall student Laura Horon won the Best of Show for "Don't Forget," a simple, yet eloquent reminder to observe World Alzheimer's Day on Sept. 21.

Fairly Painless Advertising earned a Best of Show in the broadcast category, for its "Real Voices" campaign for Herman Miller Inc., a follow-up piece from its 2004 award

winning “Get Real” video production, which encouraged furniture buyers to avoid knockoffs.

“The “Real Voices” campaign ... shows their approach to design,” said Chris Cook, a co-owner of the Holland-based agency. “It’s a tribute to the architects.”

In all, Fairly Painless received seven Addy awards.

Other top winners were: Jager Group and Hanon McKendry, with 15 Addys each; and Biggs/Gilmore and Steelcase Inc., with four Addys each.

The local event begins a three-tiered competition, with the gold Addy winners going on to a district judging against the best advertising agencies in the Midwest for a chance to win a national Addy Award.

In 2004, West Michigan winners in the national competition included Cull Design Group, Good Work, Insightful Imagery, INvironments, Jager Group and The Etheridge Co. agencies.