

August 28, 2006-September 1, 2006

Media Packet

- **Holland printer's 'raw' appeal gets national award**
- **Local pro launches Total Golf Adventures in two Michigan locales**
- **Contract talks successful**
- **Ferris faculty tentatively agrees to pact**
- **Agreement ends contentious FFA, Ferris discussions**
- **Our View: Hopefully new tentative FSU pact gets OK**
- **Thanks for supporting FSU**
- **NCAA imposes sanctions on Ferris State football team**
- **Ferris State suspends 10 football players**
- **EMU, union fail to reach deal; professors strike**

The Grand Rapids Press

August 3, 2006

Holland printer's 'raw' appeal gets national award

To create the right look for Wolverine World Wide's CAT footwear division's "The Legendary Raw Collection" catalog, printer SVH Group employed some unusual tools.

Wolverine wanted a raw, rough look on the pages, so SVH, a Holland-based printer, cut the pages using a table saw.

The catalog recently won a National Gold Addy Award from the American Advertising Federation. The project was one of 60 gold awards picked from 58,000 entries from across the country.

"It gives us a sense of pride and exposure," said Bruce Hansen, the SVH sales representative for Wolverine. "It shows our capabilities go beyond the norm. We have a creative mindset here that as printers it's our job to find solutions to problems rather than reasons you can't do a project."

The potential problems associated with the Wolverine catalog were many. SVH uses precision cutting equipment that makes clean, square cuts. Ragged, uneven cuts are rarely wanted in the printing business, Hansen said.

But Wolverine wanted a gritty, urban feel to the catalogs that would appeal to those who are wearing the tough-looking boots for fashion.

"The biggest challenge was to make the piece look raw," Hansen said. "When you look at typical brochure, it is cut square. That is just the look Wolverine did not want for the book."

SVH printed 2,000 copies of the 14-page catalog that was produced in four languages.

The printer then shipped the product back to Wolverine for the finishing touch.

Using the same leather as the shoes, Wolverine cut covers for each of the catalogs and laser embossed them with the CAT Footwear logo, said Wolverine Creative Director Tom Segelstrom. The covers were stitched onto the pages on a shoe sewing machine.

"It was one of those fun projects, the kind of project that gets you to scratch your head and think," he said.

The road to national Addy Gold started with a February competition hosted by the Ad Club of West Michigan. A total of 126 Addy Awards were presented locally Feb. 23. Of those, 43 entries were forwarded to district competition, where nine Gold and 23 Silver ADDYs were awarded. Gold winners went on to the national level.

Kendall College of Art and Design student Cat Below won a national Student Gold Addy Award. Below was assigned to create an annual report. She chose Finnish design company Marimekko. The entry reflected the company's roots in fabric design by creating an annual report that looked like a swatch book, printed on fabric.

WorldGolf.com

August 17, 2006

Local pro launches Total Golf Adventures in two Michigan locales

BROOKLYN, Mich. -- When you are a golf pro teaching in Michigan, how do you give lessons in the middle of winter? Pretty difficult at best! Not so, says Justin Rankin who acquired the license to run Total Golf Adventures programs in Livingston and Ingham counties that will give him ample opportunity to do "his thing", but in an unusual way.

What's unusual is that Total Golf Adventures is the only at-school, after-school golf program for youngsters in grades K through 8 in the country ...and a program that meets the goal of Justin Rankin, a PGA Class A Teaching Pro.

TGA reaches out to school-age children with golf programs, using a unique teaching method that supports and reinforces educational concepts taught in school. TGA has created an opportunity for children to develop life enhancement skills, learn and improve their golf: game while having fun.

Rankin, who resides in Brooklyn, joins 33 other licensees operating junior golf programs in 19 states including territories. Since launching in fall of 2004, TGA instructors have introduced golf to more than 25,000 children in more than 600 schools. This fits perfectly with Rankin's first love: "bringing golf to children that would not normally be given a chance to learn this wonderful sport."

"Typically, golf teachers like myself have limited choices in the winter," says Rankin.

"We could go south or we could teach indoors at various education centers. Or, in my case, I decided to use winter time to build a teaching base in an area that I consider my first love working with children. TGA affords me that opportunity as we are able to hold programs in gymnasiums or auditoriums of schools. In better weather periods, we can go outdoors' and, of course, during summer months I will be able to set up golf camps."

This all figures, of course! Just look at Rankin's background. Growing up in Iron River, he was introduced to golf at the age of 12. He played on his high school team and went on to Ferris State University. He graduated Ferris State in 2005 with a bachelor's degree in marketing with emphasis on professional golf management.

While at Ferris State, Justin completed internships at golf facilities such as Treetops resort in Gaylord, Nike Golf Learning Center in Hillside, IL and the Faldo Golf Institute in Orlando. He held a teaching position at GolfTEC in Des Plaines, IL, but decided that a Total Golf Adventures license in his home state was more attractive.

"Every one of our licensees is unbelievably committed to TGA's concept of bringing youngsters into golf," said Joshua Jacobs, president and founder of the El Segundo Ca-based company.

TGA's programs extend beyond learning the game of golf and honing the golf swing'. A child's passion for the game of golf grows with a program that expands and improves their motor skills and coordination, encourages their advancement, and builds their confidence and self-esteem.

The TGA curriculum was developed with input from PGA professionals and PhD's in Child Development and Education. Their input has ensured that TGA reinforces educational concepts such as arithmetic and reading, while teaching golf. Students learn to: keep score, count strokes (addition/subtraction); judge distances to the golf hole; (visual perception); and, study golf rules and etiquette (reading rule books from the National Golf Foundation or in the case of younger children, identifying with pictures).

TGA uses junior golf clubs in four different sizes and the Almost Golf Ball tm, a new practice ball designed to be safe for children and easy to hit. Students' sense of achievement and accomplishment is fostered as they move through a five-level program designated by the TGA colors. In addition to instruction during the five levels, students are introduced to the rules, etiquette, and fundamentals of golf; then transitioned to learning how to play on a golf course. Finally, the advanced level students are prepped to play competitively through TGA and PGA Section teachings.

TGA is endorsed and named as the official junior golf initiative by the Golf Range Association of America (GRAA); a national supporting organization of the After School Alliance, is a corporate advocate and partner of the President's Challenge on Physical Fitness.

Pioneer

August 28, 2006

Contract talks successful

Ferris State University faculty reach 11th hour 'conceptual' contract agreement

No strike - FFA and FSU reach an agreement - professors will be in class Monday.

BIG RAPIDS - Nearly 24 hours of "painstaking" negotiations over the weekend produced the basis for a tentative agreement between Ferris State University and the Ferris Faculty Association, the professors' union.

Ferris professors did not get the 4-percent salary increases they were seeking, but will get more of their health care paid for by the university. Ferris will be able to increase the number of part-time faculty members to 19 percent over the next four years and offer insurance options to professors. "Conceptually, we have a tentative agreement," said FFA President Michael Ryan. "We're very confident this is a settlement we all can live with."

University officials were cautious in their confirmation of the possible agreement.

University spokesperson Marc Sheehan, editorial services coordinator, acknowledged an agreement had apparently been reached but noted a press release would not be issued until "we really do have the tentative agreement in hand." He did, however, confirm many of the details Ryan released to be in line with his understanding of how talks were progressing.

Sheehan called the weekend talks "painstaking," adding, "There were a lot of details to go over. Especially the last day, the groundwork was laid - we covered a lot of ground." Both sides were still working on the written tentative agreement late into the evening Sunday.

Ryan outlined the basis for the four-Year tentative agreement. Professors will receive a 2-percent salary increase for the first year and 3 percent for each of the following three years. Additionally, supplemental market adjustments will be available to all the faculty, which was not previously true. Many faculty members will pay only 10 percent of their insurance costs in the first year, and in the following three years they will pay between 15 and 20 percent. There will be a variety of health care insurance options offered to professors.

The non-economic factors the union has been concerned with also were addressed, Ryan said. In discipline procedures, the university will no longer use anonymous complaints. The numbers of part-time faculty will increase during the life of this contract, but not by the 10 percent the university was seeking. Instead, the number will rise 1 percent each year of the contract. Currently, part-time faculty members are capped at 15 percent of the total number; by the end of the four-year contract, that cap will be 19 percent.

The settlement would be retroactive to July 1, the first day after the expiration of the previous contract, Ryan said, resulting in many professors receiving money back from the university on the health care benefits they had paid in that time. Professors had been paying 37.7 percent of their health insurance costs.

Now, FFA and university negotiators will put the agreement on paper. A summary will be distributed to FFA members and a ratification vote scheduled within two weeks, Ryan said.

Prior to the bargaining sessions Saturday and Sunday, a five-year contract had been proposed. The FFA's proposal called for 4 percent across-the-board salary increases for the next five years and to have the university pay 90 percent of health care costs.

Professors also sought changes to the due process structure in discipline hearings and were opposed to university desires to increase the number of part-time faculty.

FSU bargainers offered a 2 percent pay increase for the first year and 2.5 percent increases each of the next four years. The offer included \$300,000 per year in supplemental market adjustments that would equate to an additional .9 percent of compensation. Those adjustments, however, would not have been across the board. FSU was offering faculty members a choice each year between two health insurance options, one with MESSA insurance and the other with Blue Cross/Blue Shield or Priority Health coverage. University figures show savings of \$3,400 a year in health care contributions for faculty members under the FSU proposal.

University figures show the average full-time salary of faculty members - both those paid year-round and those paid by academic year - to be \$65,254. The top salary, a year-round position, is \$119,684; the lowest, also a year-round position, is \$39,140.

"The faculty is resentful it took this kind of effort," Ryan said. "I was convinced we were going to go on strike. This morning, they came in with the beginning of a settlement."

Many professors shared Ryan's opinion.

"I was ready to go out (on strike), not because we don't feel that we're being treated really unfairly," said FFA member Meral Topcu. "We want to be treated with respect."

Topcu has concerns that the agreement reached with Ferris may affect ongoing contract talks at Big Rapids Public Schools, where teachers also are negotiating a new contract.

She believes the tentative agreement is better than the previous contract, however, especially regarding health care. Topcu had left the university plan and sought health insurance elsewhere because she could not afford the Ferris insurance. Now, she will be able to return to the plan offered on campus.

"That's a big relief for me," she said.

Though a contract proposal is lining up, professors still see a lack of respect from the administration.

"The contract expired June 30 - the administration is two months late," said FFA member Connie Meinholdt. "This is not respectful."

Ryan said, "Some internal issues, such things as respect and doing the right thing by the faculty, are going to take change at the top. It's like pushing a rope."

Detroit News

August 28, 2006

Ferris faculty tentatively agrees to pact

Terms call for 2 percent raises this year, 3 percent the next three years and changes to health plan.

After several months of negotiations, faculty and officials at Ferris State University reached a tentative agreement late Sunday that will allow classes to begin for the university's 12,000 students as scheduled today.

"We'd rather be in our classrooms meeting students on their first day back," said Mike Ryan, Ferris Faculty Association president. Faculty members were relieved to avoid a strike, he said.

Members of the association, which represents 450 professors and other faculty members, had voted to strike today if negotiations with the university over the weekend failed to yield a contract.

Among the terms tentatively agreed upon in the four-year contract: a 2 percent pay increase this year and 3 percent increases in the next three years, an increase in the amount of work performed by part-time employees and changes to health care contributions.

Officials of the Big Rapids university were "very pleased" with the agreement, said Ferris spokesman Marc Sheehan. "Our goal all along was to get a fair and equitable contract for the faculty so that students can begin the semester as scheduled."

Negotiators met Saturday and Sunday to work out a deal. Details were expected to be finalized late Sunday.

The professors union and university leaders have been bargaining since February. The last 10 sessions have required a state mediator. The current contract expired June 30.

Disputes over wages and health care contributions had been two sticking points. The university proposed a 2 percent pay increase this year and a 2.5 percent increase for the next four years. The union wanted at least a 4 percent increase for each of the five years.

No further details were released on the health care plans Sunday.

The sides also have tentatively agreed on faculty disciplinary hearing issues. The university will no longer allow anonymous complaints against the faculty, Ryan said. On the issue of work performed by part-time faculty, the agreement now pushes part-time work duties to above the 15 percent they were assigned previously.

Although under the agreement faculty members will be paid less than under the terms negotiators originally asked for, the deal is "all part of an overall package" guaranteeing a continuation of service, Ryan said.

A final vote by the faculty is expected within the next 10 days, during which time the faculty association will distribute copies of Sunday's tentative agreement for review by members.

Pioneer

August 29, 2006

Agreement ends contentious FFA, Ferris discussions

BIG RAPIDS - Ferris State University and the Ferris Faculty Association have a tentative contract agreement on paper following an understanding reached Sunday evening.

The next step in the process is ratification of the agreement by the full FFA membership and then the FSU Board of Trustees. FFA President Michael Ryan said the ratification vote would be by secret ballot and professors could either vote at the general membership meeting Sept. 7 or by mail until Sept. 12.

"Copies of the tentative agreement are being mass-produced and will be sent out (to professors) this week," Ryan said.

"I'm very pleased - delighted to have the negotiations over with," said FSU President David Eisler. "The university is delighted to have reached a contract and. delighted with the contract."

The four-year tentative agreement will give professors a 2-percent salary increase for the first year and 3 percent for each of the following three years. Additionally, supplemental market adjustments will be available to all the faculty, which was not previously true. Many faculty members will pay only 10 percent of their insurance costs in the first year, and in the following three years they will pay between 15 and 20 percent. There will be a variety of health care insurance options offered to professors.

The numbers of part-time faculty will increase during the life of this contract, but not by the 10 percent the university was seeking. Instead, the number will rise 1 percent each year of the contract. Currently, part-time faculty members are capped at 15 percent of the total number; by the end of the four-year contract, that cap will be 19 percent.

The faculty has several positives in the agreement, Ryan said, including the ability to keep MESSA health insurance coverage and having more of that coverage paid by the university; extending the equity package to all faculty members instead of a select group; and the university's agreement to no longer use anonymous complaints in discipline procedures. Ryan called that practice "very atypical" of higher education institutions.

Another issue, the increase in part-time faculty numbers, Ryan characterized as a "good news/ bad news" situation. Part-time numbers will increase, but not as much as the university had hoped.

"It's not as bad as it could be, but not as good as we'd like it," he said.

Eisler would not list the positives for the university.

"It's not about winning," he said. "It's about meeting the needs of the - people in terms of salary and health care and I think this contract does an excellent job."

Eisler also feels the agreement is in line with the way the university has addressed other employee group contacts.

"I believe this contract continues a pattern we've used with each employee group," he said. "We've continued to address support for the people and the growing cost of health care."

Pioneer

August 29, 2006

Our View: Hopefully new tentative FSU pact gets OK

Negotiators for Ferris State University and the school's Ferris Faculty Association have something in common with the news business where its members are constantly under the pressure of deadlines.

With the ultimate deadline of a strike against the university just around the corner, negotiators hammered out an eleventh hour tentative pact that will hopefully keep the university's professors off the picket lines and in their classrooms.

Both sides will likely claim victory in negotiations that began several months back and ended Sunday, just in time to prevent a strike yesterday, the first day of classes at FSU.

The news media knows all about deadlines, several times daily for television programs and daily newspapers.

The difference, of course, is that we don't have months to accomplish our tasks. Deadlines are a continual state of activity in the news business while they are seemingly self-imposed, or possibly even used as a tool by negotiators on both sides.

Don't get us wrong. We're the first to admit that we often procrastinate ourselves, just nipping the wire on many occasions.

But, we wonder why negotiators always seem to hold back their best hand to the last possible moment when life would be so much easier for everyone concerned if they would negotiate a settlement weeks or even months before the final gun goes off.

Perhaps negotiators are just born with a flair for the dramatic or maybe they really believe they have to use the background of a possible strike as a means of reaching their goals.

Whatever the case, in this instance we're hopeful that the tentative pact holds up under the scrutiny of the FFA's membership and the Ferris Board of Trustees and they both agree to accept the new four year pact over the next couple weeks.

If not, the faculty will be working without a new contract and possibly even go on strike. Neither of those options would seem to be beneficial to the greater Ferris State University community.

Hopefully, the FSU board and the faculty adopt the new four-year pact and devote their full attention to the real job at hand - helping educate more than 12,000 students with the skills they will need to be contributing members of this community, state, country and world.

Pioneer

August 29, 2006

Thanks for supporting FSU

TO THE EDITOR:

Thanks to the efforts of many dedicated people, I am delighted that the University and its faculty members have reached tentative agreement on a new contract. With negotiations behind us, our entire campus community has renewed its focus on teaching and preparing the next generation of leaders in business, health care, science, technology and many, many other fields.

The new agreement helps the Ferris community unite in continuing to be a world-class learning-centered University. For more than 120 years, we have offered opportunities in Big Rapids for advancement to people in Michigan and beyond, who want to improve their lives and the lives of their families. The dedication to this goal shared by everyone at Ferris is reflected in the resolve exhibited in completing a contract that allows the University's mission to continue to move forward.

Both bargaining teams and the mediator worked tirelessly to reach a fair and equitable agreement. Together they were able to find solutions when at times it seemed like this might not be possible.

At Ferris State University we are truly fortunate to work in a wonderfully supportive community, a place that embraces and supports our educational efforts. We know the success of our University is important for the economic vitality of our region. The resources in Big Rapids - especially the people - make this a place of advancement and transformation for our students. On behalf of the University, I want to express my thanks to everyone, both on and off campus, whose efforts make a tremendous difference for our students, our institution and our community.

DAVID L. EISLER
President of Ferris State University

Pioneer

September 1, 2006

NCAA imposes sanctions on Ferris State football team

BIG RAPIDS - Ten Ferris State football players will face sanctions ranging from one-to three-game suspensions beginning this Saturday.

This week, the athletics department at Ferris State was notified of the sanctions being imposed by the National Collegiate Athletic Association. The penalties are the result of meals obtained by several members of the Bulldog football team through the use of their student identification cards. The cards were activated for use by the football student-athletes during the summer of 2005 for preseason training camp. Due to an error, however, the cards were not, deactivated in a timely fashion and resulted in unauthorized access to meals by players.

Originally, more than 30 people were involved as the university self-reported the error but, after internal and NCAA investigations, only to face suspensions.

"I think when you look at everything that happened ... this is probably the best result we could have hoped for, under the circumstances we had to deal with," Ferris State Athletics Director Tom Kirinovic said. "It's unfortunate that some of our players exhibited poor judgment in this matter. All the students have subsequently paid for the meals in question."

The NCAA infractions ranged from dining services meals estimated at values of \$6 to \$1,144 during the summer 2005 period.

The NCAA imposed penalties on individuals who owed more than \$300 for meals in spite of the fact all the players, according to Pierce and Kirinovic, repaid the money for the dining services.

"It's a major disappointment, but at the same time it is what it is and it's something that we're going to have to deal with now," said Ferris State head coach Jeff Pierce, whose team is in preparation for its season opener Saturday at 1 p.m. in Frankfort, Ky. against Kentucky State. "We've talked about preparing ourselves, throughout the preseason, and now we have to make sure we are prepared to deal with this situation on top of everything else we already have to deal with."

Although there is a responsibility that must be assumed, Kirinovic said Ferris State launched an investigation and took immediate action, including having the student-athletes pay for the meals and self-reporting the incident to the NCAA.

"We take NCAA rules very seriously," Kirinovic said in a statement as he worked with the football staff and the NCAA to come up with a plan for the suspensions that was to everyone's satisfaction. "The university wants to make it perfectly clear that we ourselves reported the problem. Our players accept these sanctions and the university will continue to follow the letter of NCAA policy."

Players who face suspensions are quarterback Ryan Kaul, quarterback C.J. Van Wieren, linebacker Mike Klobucher, linebacker Kevin Noe, linebacker Nick Maeder, linebacker Rob Evenboer, defensive tackle Jereld Sawyer, safety Nick Beaudry, offensive lineman Allen Feigel and offensive lineman Rob Lukofsky.

Since the penalties affect a number of starters, and players at similar positions, Ferris was allowed to stagger the suspensions. The athletics department was able to pick which games players would serve suspensions.

A total of seven student-athletes are scheduled to serve all or part of their suspensions during this weekend's game at Kentucky State.

Ferris State finished 3-8 overall last season and was 3-7 in Great Lakes Intercollegiate Athletic Conference competition.

The Grand Rapids Press

September 1, 2006

Ferris State suspends 10 football players

Ten members of the Ferris State football team have been suspended at least one game for illegally obtaining meals through the school's dining services in the summer of 2005.

The players are safety Nick Beaudry (three games), middle linebacker Rob Evenboer (three), guard Allen Feigel (one), quarterback Ryan Kaul (two), Grand Haven All-American linebacker Mike Klobucher (one), center/guard Rob Lukofsky (three), linebacker Nick Maeder (one), linebacker Kevin Noe (one), defensive tackle Jereld Sawyer (two), and quarterback C.J. Van Wieren (three) of West Ottawa.

All 10 players are either starters or found on the squad's two-deep roster.

According to Ferris State athletic director Tom Kirinovic, the NCAA allows the school to spread out the suspensions over the Bulldogs' first five games, beginning with Saturday's season opener at Kentucky State.

All the players were handed NCAA sanctions for using student identification cards, which had been activated for use last summer, to purchase meals beyond the authorized time period for the cards.

Because of a processing error by the university, their cards were not de-activated at the proper time, and the athletes continued to illegally access dining services.

"During preseason camp, the student-athletes buy their meals with those cards before the (dormitory) halls open for the school year," Kirinovic said. "In the case of the kids involved, their meal cards were not turned off as they should have been, and they continued to obtain meals they shouldn't have been able to obtain."

Because Ferris State self-reported the unauthorized receipt of goods or services to the National Collegiate Athletic Association, the NCAA did not discipline the FSU athletic department or football program.

"It's unfortunate that some of our players exhibited poor judgment in this matter. All the students have subsequently paid for the meals in question."

Improper use of the dining cards ranged from \$6 to \$1,144, and involved students and student-athletes at Ferris State.

"We've been told not to talk about this with anyone," Van Wieren said.

When asked if he was playing Saturday, the junior replied: "Possibly, but I can't talk about it."

Because the illegal meal purchases were made last summer, some of the football players involved are no longer eligible for competition, or graduated.

"Any kid involved has had their personal accounts billed by the university," Kirinovic said.

The Detroit News

September 1, 2006

EMU, union fail to reach deal; professors strike

Bargaining teams for Eastern Michigan University and EMU's American Association of University Professors failed to hammer out a labor agreement Thursday, putting a teacher's strike in motion at 12:01 a.m. Friday, the moment their current contract expired. Negotiators for the university and the union had met more than 20 times. But differences on compensation, health care, conditions of their classrooms and failure to agree on whether more full-time faculty is needed hindered a compromise.

"There was absolutely no movement from the administration, they did not move one iota from their original position on the significant issues," AUP President Howard Bunsis said.

Students return to class Wednesday, and Bunsis said bargaining will begin again at 8 a.m. Friday in an effort to meet the scheduled class deadline.

Faculty at Ferris State University and Oakland University were poised to strike this week as well, but tentative agreements were reached just hours before students started school.

In anticipation of the strike, EMU union leaders had about 300 signs on hand and many professors picked them up from the AAUP office earlier Thursday. This is the third consecutive strike by the faculty and the fifth in the union's 30-year history.

In a letter posted on the EMU Web site, Provost Don Loppnow said the decline in state appropriations, rising costs of health care and decline in student enrollment have made negotiations challenging.

"The university is committed to continue its history of recruiting and retaining excellent faculty members," said Loppnow, also vice president for academic affairs. "While this is a high priority, we must be cognizant of the needs of the entire university."

AAUP President Bunsis said the university had proposed decreases in pay. A 2 percent across the board raise for five years coupled with the faculty contributions of a new health care plan leads to a 1 percent reduction in salary, he said.