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Grand Rapids Business Journal

December 6, 2004

Accelerated Programs Offer Value

GRAND RAPIDS - The West Michigan region has no shortage of postgraduate opportunities for working professionals.

But while nearly all local options are part-time programs, some schools have positioned themselves as options to deliver an education with the least amount of inconvenience possible.

Cornerstone University, Davenport University and the University of Phoenix all aggressively market accelerated programs. Ferris State University's Grand Rapids campus and Baker College of Muskegon also offer accelerated programs.

With such a large variety of MBA options available - not to mention those of questionable quality some concerns might arise about whether accelerated programs offer the same level of quality as traditional programs.

Local college officials say such concerns are baseless - that it takes work to earn an MBA locally.

"That accelerated programs are an easy option to get a degree is an outright myth," said Phil Baster, dean of Davenport University's graduate school. "Accelerated programs are just as effective as the semester-long or traditional programs if everybody understands the rules of the game and plays according to those rules."

"We're not going to cut back the academic value of a program to fit it into an accelerated format," he explained.

"We don't change the learning outcomes. We make sure that people in an accelerated class don't get shortchanged a Less Time on their education."

Davenport students attack the same subject matter in a seven-week course as those in traditional, semester-long programs. But they use methods reminiscent of manufacturing's LEAN concepts. Baster said instructors avoid tangential topics of no value to learning objectives. He said Davenport also avoids downtime and busy work common in traditional programs.

Accelerated courses also have less classroom time - only 28 hours compared to the traditional 45 - so that the student does much of the work on his or her own.

"There is going to be a burden on the students," Baster said. "There is a significant amount of responsibility placed on the student out of class. It puts a lot of pressure on the student and I think that helps a lot. We don't see students get disinterested or lose focus."

Craig Jacob, director of the University of Phoenix West Michigan campus, is himself enrolled in his school's MBA program.

"There really is no compromise of the academic rigors," he said. "We don't cater to everyone, though. But it is especially valuable to working adults."

At Phoenix, courses run for only six weeks. And - as is the case at Davenport - students enroll in only one course at time, becoming entirely immersed in a single subject.

Jacob said he believes this aids in retention, especially when the subject matter can be applied at work the next day.

The largest credit requirement of any local program - 48 hours - is for the basic Phoenix MBA, which takes 22 months. At Western Michigan University's Grand Rapids campus, traditional semester length programs can produce a degree in 24 months. Most students, however, take three to four years.

Cindy VanGelderren, dean of Aquinas College's School of Management, is careful not to describe her school's master of management as an accelerated program.

"At one time our eight-week sessions would have been considered accelerated," she said. "Our students see the quicker pace as a real advantage, but we wouldn't want to go any faster than that."

VanGelderren takes an opposing view to the accelerated programs. She explained that Aquinas instructors often have trouble fitting the material into an eight-week session, and some courses have been extended longer to meet learning objectives.

Grand Valley State University's Seidman College of Business Also does not describe its part-time MBA program as accelerated. According to Business Week's college ranking data, however, the average Seidman MBA can be completed in 18 months, five less than the Phoenix program.

Pioneer

December 20, 2004

Ferris graduates nearly 400

BIG RAPIDS - Some 400 graduates took part in morning and afternoon ceremonies Saturday at Wink Arena as part of Ferris State University's Winter Commencement.

President David L. Eisler congratulated the university's newest alumni from the Colleges of Allied Health Sciences, Arts and Sciences, Business, Education and Human Services and Technology. The College of Pharmacy and the Michigan College of Optometry have their commencement ceremonies each May.

David Pilgrim, professor of sociology and curator of the Ferris Jim Crow Museum of Racist Memorabilia, presented the commencement addresses during both sessions.

Pilgrim was chosen last spring as the university's Distinguished Teacher for 2003-04. He will be on leave during the upcoming winter semester to lead a fund-raising campaign for a permanent home for the Jim Crow Museum in the Arts and Sciences Commons building.

Pioneer

December 20, 2004

Congratulations go out to...

• **David Eisler, president of Ferris State University, who was appointed earlier this month to the Council for, Labor and Economic Growth and the Midwestern Higher Education Commission.**

The appointments were announced by Gov. Jennifer Granholm.

Eisler will be one of 73 people on the council charged with recommending strategies that encourage and stimulate innovative responses to Michigan's work force challenges. The council will work closely with the Michigan Economic Development Corporation's Board of Directors and the Governor's Council of Economic Advisors.

As a member of the Midwestern Higher Education Commission, Eisler and his colleagues will work to provide better college and university opportunities and services for Midwest residents.

• To Dawn Statfeld, transportation director of the Mecosta County Commission on Aging, who just keeps finding ways to maintain services for seniors despite dwindling sources of governmental funding.

The latest endeavor, the annual Senior Center Bowl-A-Thon held at Eastgate Lanes Dec. 4, brought in more than \$3,800 with expectations of additional donations raising the total to \$5,000 or more.

The money raised will help transport area senior citizens to and from medical appointments and fund numerous trips seniors take through the Senior Center and the MCCOA.

• To the employees of Mecosta County General Hospital and local physicians' offices who raised over \$3,000 to benefit the Mecosta County General Hospital Foundation through the third annual Christmas basket raffle of the hospital's Employee Care Force.

• To the Knights of Columbus chapters from the Catholic parishes in Reed City and Paris who donated the funds of a recent raffle to HELP Pregnancies in Big Rapids.

Pioneer

December 20, 2004

Ferris' Brandalik honored for efforts

BIG RAPIDS - Kevin Brandalik, Ferris State's men's tennis coach and head professional at the Racquet and Fitness Center, recently was recognized with the United States Tennis Association/Intercollegiate Tennis Association Community Service Award for the Midwest section.

The honor actually caught Brandalik by surprise.

"I got an e-mail saying someone had nominated me for the award and I had gotten it and it was a good feeling, but I think even more so it is an overall reflection of everything so many people here at the racquet club do in the community," said Brandalik, who graduated with a degree in education/sports management from the State University of New York (SUNY)-College in Brockport. "This is an award that could very easily have been won by Dave (Ramos, the head women's tennis coach and a professional at the facility) because he does all the same things I really look at this as being a team award to at the facility."

Brandalik and his wife, Tina (a school Riverview Elementary in Big Rapids), are raising three daughters in Alyssa, Amanda and A tournament-level players who stay active- on and off the tennis court with a balance of academics, athletics and work. With his three daughters as extra motivation, Brandalik has been aggressively involved in youth tennis in the Big Rapids community in his three years at Ferris.

During his three seasons running the Bulldog men's tennis program, among his other duties at the Racquet and Fitness Center, Brandalik has worked with local school and community officials in Big Rapids to develop a youth tennis aspect to the regular physical education curriculum.

As a member of the Big Rapids Community Tennis Association Advisory Board, the New York native has organized and run low-cost or free junior and youth clinics.

Away from the tennis court, Brandalik has been active donating equipment to various events on behalf of the American Cancer Society. Also, he has been a key sponsor of scholarships for local charities to further promote tennis while bridging gaps in the community.

Through his role as men's tennis coach at Ferris, Brandalik has served on the ITA Ranking Committee, in addition to being the organization's regional awards chairman.

In an effort to stress being a well-rounded student-athlete, not to mention as individuals who soon will be out in communities around the United States and the world, Brandalik has

his players and students seeking ways to make big contributions to society - away from the tennis court.

Brandalik's players have been highly active in Big Brothers/Big Sisters of Mecosta County. As part of that, he and the players have offered free beginner tennis clinics for university faculty and staff in 2003 - to expose even more people to the sport of tennis.

"We've had some great efforts with our community service and we've been able to get our student athletes out into the community and involved in working with people to show them the value of community service," said Brandalik, a certified United States Professional Tennis Association pro was previously owner and operator of the KB Tennis Academy in Valrico, Fla., prior to accepting his current position at Ferris. "It's a good thing for our PTM (Professional Tennis Management) kids and the PTM kids and the players on our teams really enjoy getting involved in the Big Brothers/Big Sisters program here in Mecosta County."

Even though it can be a headache some times, organizing a staff and keeping all the teams on the right track, Brandalik has taken on the role of tournament director for the Michigan High School Athletic Association Boys Tennis State Regional Championships since 2002 in Big Rapids.

The Grand Rapids Press

December 23, 2004

Names and Faces in Business

Personnel changes

**** Nancy Peterson-Klein, a professor in the Michigan College of Optometry at Ferris State University, was appointed associate dean.**

Mia Burch was appointed billing supervisor with the enterprise solutions group, and Tom DeLong was appointed senior manager with the commercial services group at Crowe Chizek and Co. LLC.

Kimberly A. Clarke, Stephanie R. Settingington, Jennifer J. Stocker and Bryan R. Walters have attained partnership status at Varnum, Riddering, and Schmidt & Howlett LLP.

Awards and achievements

Echelbarger, Himebaugh, Tamm & Co. P.C. was recognized by Accounting Today magazine as one of the country's "Top 100 Technology Pacesetters" in 2004.

URS Corp. received the American Sports Builders Association's Track Facility of the Year award for its design of the Montague school district outdoor track facility.

John Stempfley, vice president and team leader of Huntington Investment Co., was named one of the "25 Top Brokers for 2004" by Bank Investment Consultant magazine.

Pioneer

December 24, 25 & 26, 2004

Ferris Optometry faculty support campaign for new building

Big Rapids- Ferris State University's Michigan College of Optometry (MCO), buoyed by a unanimous show of support from its faculty members, and launched a campaign for a new state-of-the-art optometry building on campus.

The "Realize the Vision" building campaign seeks to raise private support to provide appropriate, modern facilities to educate future optometrists to serve the needs of MCO and the regional community. The new building will enable the college to continue providing the best clinical education to its student's highest quality vision care to its patients in a much more effective and cost-effective manner.

One hundred percent of the MCO faculty has made gifts of pledges to the campaign totaling \$140,000. That total is expected to increase as some donors are considering naming opportunities for conference rooms, examination rooms, and laboratories. Faculty members have five years to fulfill their pledges.

In addition, many of the faculties have volunteered to help contact alumni and professional acquaintances. MCO will conduct a phone-a-thon in support of the new building in January with faculty members calling former students and other alumni. Word of the appeal is spreading among the Michigan optometry community since the campaign was first announced in early October at a meeting of the Michigan Optometric Association in Lansing.

"The current building, Pennock Hall, was built as a residence hall and as such is hardly an adequate or appropriate facility for the preparation of optometrists in the 21st century," said Dean Kevin Alexander. "A new building, specifically designed to train the optometrists of the future, will bring great value to the Ferris campus and be an asset to the health care of the people of Michigan."

Working from its outdated headquarters for the past 30 years, MCO has developed a reputation of providing the finest optometric training in the United States, producing more than half of the practicing optometrists in Michigan, said Alexander. A leader in vision care technology, patient care delivery and curricular innovation, MCO is committed to producing graduates who are highly skilled in the art and sciences of optometry, he added.

"As the scope of optometric practice has grown more complex, it has become increasingly difficult for MCO to provide the resources and learning environment its students and faculty need and deserve in its current location in the decades-old Pennock Hall," Stressed Alexander.

Pioneer

December 24, 25 & 26, 2004

Ferris appoints Klein Dean of College of Arts and Sciences

BIG RAPIDS - Matthew A. Klein was appointed dean of the college of arts and sciences at Ferris State University, according to Michael Harris, vice president for academic affairs.

Klein's appointment, which is effective immediately, is subject to approval by the Ferris Board of Trustees at its Feb. 26 meeting.

Klein, who has served as interim dean of arts and sciences since 2002, joined Ferris in 1970 as an academic counselor in the school of general education. He will now have administrative responsibility for six departments, 137 tenured faculty members, 55 supplemental faculty, and 42 administrators and clerical personnel.

"I am pleased that the university has made a commitment to consider internal candidates for leadership positions on campus," said Klein. "We have a vibrant college, which includes such entities as the Jim Crow Museum, Card Wildlife Education Center, Smith Greenhouse and Williams Auditorium, and I am looking forward to the continued growth of arts and sciences."

He served as assistant dean of student academic affairs for general education from 1971 to 1975 and was named associate dean of student academic affairs for arts and sciences in 1976. Following service as associate dean of administration and student affairs from 1981 to 1986, Klein was named associate dean and director of the center for international education in 1987. He was appointed as associate dean of student academic affairs in 1991 and associate dean of administrative affairs in 1998.

Klein holds a bachelor's degree in education from Miami University of Ohio and a master's in education from Western Michigan University. He received a doctorate in philosophy from Michigan State University in 1969.

He serves as a board member of the Mid-Michigan Community Action Agency and was one of four Ferris authors of the book "Focusing on College," published in 1987 by Kendall/Hunt Publishing Company.

Pioneer

December 27, 2004

Ferris names Associate Dean of Optometry

BIG RAPIDS - Nancy Peterson-Klein, a professor in the Michigan College of Optometry at Ferris State University, was appointed as an associate dean, according to Michael Harris, vice president for academic affairs.

Peterson-Klein's appointment, which is effective in May, is subject to approval by the Ferris Board of Trustees at its Feb. 26 meeting.

Peterson-Klein, who joined Ferris in 1977, presently serves as director of external rotations and residencies and chief of primary care services. She graduated from Ohio State University's College of Optometry in 1969 and taught at OSU in the areas of binocular vision and rehabilitative vision from 1969-77.

At Ferris, her clinical teaching responsibilities are in the areas of binocular vision, contact lenses, primary care and the long distance learning courses for fourth-year externs.

She serves as a clinical examiner for the National Board of Examiners in Optometry, consultant to the Council on Optometric Education and chair of Region 3 Admittance Committee of the American Academy of Optometry.

Peterson-Klein has served on numerous Ferris committees relating to optometry, other university committees and is currently a member of the advisory board of FSU's Center for Teaching, Learning and Faculty Development.

She received her general degree from Cottey College in Nevada, MO, and her bachelor's degree in physiological optics and doctor of optometry degree from Ohio State University.

In 2001, she received the Emil Arnold Award from the Michigan Optometric Association for outstanding contributions to The Michigan Optometrist.

She is a member of the American Academy of Optometry, American Optometric Association, Michigan Optometric Association and American Optometric Student Association.

Pioneer

December 27, 2004

Family establishes Darlene Tiede endowment

BIG RAPIDS - The husband and children of Darlene A. Tiede have established a memorial scholarship endowment to assist students in Ferris State University's College of Allied Health Sciences.

Roy J. Tiede, who served as Ferris vice president for business affairs from 1981-96, and children Sandra, Sheryl, Susan and Gary, started the endowment to support Darlene A. Tiede Memorial Scholarships for students enrolled in the Medical Records Technology or Medical Records Administration programs. Candidates must have earned a minimum 3.0 grade point average.

Darlene Tiede, who died in March of 2004, was a loving and devoted wife and mother. She was a scout leader, active in the Parent Teacher Association and very involved with her church, where she chaired the mission committee, assisted with bible school and sewed many items for children.

A 1986 graduate of the Ferris Medical Records Technology program, she immensely enjoyed her time as a student.

She held the firm belief that one of the greatest gifts in life was the gift of education, once saying, "The excitement of opening up new arenas and converting dreams into reality are essential in moving toward a successful future."

Both she and her husband were active members of various organizations in the Big Rapids community before moving to Tucson, Ariz. Tiede had joined Ferris after 13 years of service in higher education in South Dakota.

Further information or gift forms for the Darlene A. Tiede Memorial Scholarship Endowment Fund are available by contacting Debra Jacks, director of planned giving, at (231) 591-3817 or <jacksd@ferris.edu>.

Pioneer

December 27, 2004

Emphasis on books pays off for Ferris

University student-athletes achieve higher than the national D-II average.

BIG RAPIDS - Ferris State Athletics Director Tom Kirinovic could hardly hide the look of satisfaction on his face when asked about the latest graduation rate report released by the National Collegiate Athletic Association.

The report offered quite a bit of good news for the athletic program as Ferris State student-athletes' graduation rates remain higher than the national average - according to a study of incoming freshmen who started at the university in the fall of 1997. According to the NCAA report, Ferris student-athletes are graduating at a rate of 65 percent - vs. the national average of 51 percent for the entire NCAA Division -II level within the six-year- window set by the U. S. Department of Education.

“With how much emphasis we have placed on academics, with athletics, here at Ferris State ... It's great to see the hard work and accomplishments of our student athletes are being recognized by the NCAA,” Kirinovic said. “It's great to see ... I give a lot of credit to our coaches who have done a great job targeting good athletes who also are good students to bring into our programs.”

“It's not really a big surprise that when you bring in good student-athletes, and people of good character, they are going to graduate at a high rate.”

Prior to this current cycle, the university's four-year average that tracked graduation rates of four straight classes (1994-97) was 59 percent for student-athletes. The national Division II average was 49 percent. With respect to just the seven Michigan D-II programs, Ferris' 59 percent student-athlete graduation rate for the four-year class average was second only to Michigan Tech's 64 percent.

“They conduct study halls for their teams and stress that their student-athletes attend all classes,” Kirinovic said in a statement immediately following the release of the study by the NCAA. “In the normal course of the season, there are times they have to miss class to travel, so there is no need for them to additionally cut classes.

“During many team meetings, our coaches repeatedly mention how critical academics are (at Ferris),” he added. “We pride ourselves on those aspects.”

Recruiting higher-caliber student-athletes pays off in a number of different ways for Ferris State and other competing schools that do likewise. Setter athletes and students equate to more confident individuals - on and off the court. Because Ferris has been active recruiting

good athletes and good students - these individuals also have shown to be good citizens as well.

More conscientious, Ferris student-athletes have used the many resources available to them and all students at the university. Whether that means using tutorial services, the writing center or other resources - Kirinovic has been pleased to see so many of the Ferris student-athletes take ownership of their academic experience.

“They typically are more self-confident and outgoing and are likely to seek out tutors on their own, he said of the report that focused on student-athletes who were given athletic scholarship monies in men’s and women’s basketball, men’s and women’s track and field, men’s and women’s cross country among other sports.” Over the years, I have had many professors tell me that student-athletes are the leaders in their classes.

“I don’t believe there is any one reason for our high ranking, but rather a combination of a lot of factors that contribute to our higher graduation rate for the student-athletes.”

Well-rounded Ferris State student-athletes typically qualify for a number of university-sponsored programs such as the President’s Scholarship, the Dean’s Scholarship and one offered by Residential Life.

The Detroit News

December 27, 2004

Students flock to video class

More than 300 pupils participate in the West Bloomfield High School courses.

WEST BLOOMFIELD TOWNSHIP -- Kevin Walsh calls his video production classes kinetic.

With more than 300 students a year putting their creative juices and technical expertise to work, juggling video cameras and producing and editing regular cable programming, the class is not only kinetic -sometimes it's chaotic.

It was just four years ago when a single video production class at West Bloomfield High School enrolled 25 students. Now there are several classes each of three different courses bringing in hundreds of students to a program boosted by a technology bond voters passed a few years ago that included rebuilding the outdated television studio.

"Probably the most exciting byproduct of such a large program has been its spill-over effect into all the other subject matters," said Walsh. "On a daily basis, we've got alumni of the program in the control room and the studio working on class projects for Japanese, calculus, physics, drama, chemistry and robotics. Students see video production not only as a separate subject, but also as an excellent tool to enhance all other subjects."

The video production students produce "The Laker Update," a biweekly news program; a regular entertainment magazine called "Buttered Popcorn"; and a political discussion and debate program called "Political View." The students also use the high school staff and administration as clients" for commissioned projects such as class presentations, concerts, plays, public service announcements and commercials as they use the \$250,000 worth of equipment.

Students learn to work effectively in a group and how to meet a deadline, Walsh said.

"All of my veterans know that 'deadline week' for the beginning class can be pretty chaotic in the studio and editing rooms," he said. "Kids will line up an hour before school and two hours after school just to get time on the equipment."

Sophomore Josh Rosenberg is taking the video journalism class. It's the first time the class has been offered at the school.

Josh appreciates experimenting with the different jobs in a television studio.

“I like the editing part of the shows,” he said. “Most of us like the computer part and the high-tech cameras. We’re interested in that, and we like to learn about it even in our free time. ... We have a lot of good technology.”

From funny skits to sports or scary movies, he said the program has something for every student’s interest.

“There are so many different kinds of projects, and there are all sorts of different people that have so many different interests, they are just bound to find something they can work on,” he said.

Josh’s interest lies in producing a game show. Eventually the game will be played with the faculty versus the students.

Not all students want to be in front of the camera. In fact, some would much rather work behind one. Recently students worked on a debate, which was held in the school’s studio, for the township supervisor. The debate class asked the questions while the video production students were behind the scenes.

West Bloomfield Principal Eugene Seaborn said the video production class is one of the most popular classes in the school.

“Every day we have numerous small groups of students in the halls working on projects,” he said. “It’s one of those special classes that get students actively involved in something they really enjoy.”

There is a real shortage of real-world textbooks available for video production at the high school level, Walsh said, so he wrote his own workbook.

“Students in my beginning video production class are learning camera and editing techniques before creating their own mini-movies, music videos, comedy skits, commercials, news reports and documentaries,” he said. “Since most of the video and film production that takes place in the Detroit area involves news or advertising, it makes sense that the students create real news stories for our cable channel or real commercials for local businesses.”

He said the program has alumni enrolled at New York University’s film school, the University of Michigan film program and a student who won a full film scholarship to Columbia College for the Arts in Chicago, among others.

“I have been most pleased with the caliber of the recent class of students from West Bloomfield High School,” said Fred Wyman, Television and Digital Media Production program coordinator and professor at Ferris State University.

“They stand out for two reasons: their depth of knowledge in the basics of television and digital media production, and their character.”

Wyman said while still in high school, the students learned how to use a video camera and editing software well enough to effectively tell stories or to share messages with a very critical audience - their peers.

Jason Potash, 2004 graduate of West Bloomfield High School, went on to Columbia College of Chicago to study film and video.

“The class turned out to be a huge success because it was hands-on and we had access to the latest state-of-the-art technology,” he said.

He said students have the responsibility and freedom to be creative while learning about the television and production profession.

“It was also the opportunity to be involved with school productions and the local district cable channel,” he said.

The program builds self-esteem in students.

“The key to the successful program is allowing the kids to go on their own and be creative and be hands-on,” he said. “By having those opportunities, the program really strives.”

Pioneer
December 29, 2004

Letter to the Editor:

To the Editor:

At his inauguration President John Kennedy challenged this nation with the phrase “Ask not what your country can do for you but what you can do for your country.” Now, 44 years later, the works and activities of student volunteer groups, such as Ferris State’s registered student organizations (RSO’s), affirm this call to action. There is an unfortunate opinion shared by too many students and their parents that such student group, especially those belonging to campus fraternities, have as their focus lurid partying and binge drinking. Tom Wolfe’s recent book on college life “I am Charlotte Simmons” may further reinforce this stereotype. Yet, the fact is that much of their energies are devoted to countless hours of community services, enriching the quality of life within and outside of our community. I will summarize here select recent activities that students in science-related majors and organizations at Ferris have participated in.

Student members of the Ferris pre-optometry club have given liberally of their time at the Michigan College of Optometry in various tasks, have been on mission trips to Central America and helped with the year-end cleaning of Playscape. Last April a number of pre-medicine club students organized an instructive science fair at Hillcrest elementary, which was well received. Chemistry club students worked with youngsters from this same school in teaching about the adverse effects of acid rain and pollution on the environment. This same Ferris student group organized in October a visit by the flamboyant chemist Dr. Slime, who taught and entertained some 400 middle school and home-school children. Annually, pre-pharmacy and pharmacy student members of the Kappa Psi (KP) fraternity on campus travel to Lansing to help with the Michigan Special Olympics events. In October KP hosts an event-filled Halloween party for underprivileged kids in this area. All of the mentioned RSO’s also regularly visit the Alter-care facilities and engage in Christmas caroling, help with bingo games and simply spend time talking with the senior citizens there. Ah, time.

These students are truly outstanding, ambitious and altruistic young men and women who fully intend to make our community and our world a better one. During this holiday season let us acknowledge their works and sense of giving.

Pasquale Di Raddo Professor, Chemistry Ferris State University

The Grand Rapids Press

January 2, 2005

Personnel changes

Vincent Nowaczyk joined Plainfield Lincoln-Mercury as general manager.

The Grand Rapids/Kent County Convention & Visitors Bureau hired Jeff Poole to staff a permanent office in Washington, D.C., as a sales representative for the Grand Rapids and Pasadena, Calif., markets. Angela Gaghan was hired to focus on the Lansing market.

Paul Bishop joined Bruyn & Associates as an account manager.

**** Matthew A. Klein was appointed dean of Ferris State University's College of Arts and Sciences. He has served as interim dean since 2002.**

Groups and organizations

The West Michigan Chapter of Women's Council of Realtors elected: Lynn Kane, of Keller Williams Realty, chapter president; Denise Suerth, of Greenridge Realty Inc., president-elect; Laura Keeler, of AJS Realty, vice president of membership; Jane Martin, of Founders Trust Personal Bank, treasurer; and Laurie DeVries, of First American Title, secretary.

Tom Madison, vice president of Hilb, Rogal & Hobbs, was elected to the Key Club of Financial Executive International.

Awards and achievements

Karen Bowen, a family resource specialist with Kent County Family Independence Agency, earned a Hero award from the Family Independence Agency of Michigan. Forty-two partners with Warner Norcross & Judd LLP were listed in The Best Lawyers in America for 2005-2006.

Don Fase, founder of Fase Realty, now Prudential Preferred Realtors, was awarded the Realtor Emeritus Award from the National Association of Realtors, the group's highest award. Fase was also awarded the 50 Year Membership Award from the Grand Rapids Association of Realtors.

Business notes

The West Michigan Society of Financial Analysts has changed its name to CFA West Michigan Society.

Northfield Advanced & Walker Advanced

November 23, 2004 & November 24, 2004

Ferris plans to create downtown GR campus

Ferris State University officials said they want to create more of a presence in downtown Grand Rapids by closing a portion of Pearl Street to make way for a courtyard.

The university, which controls Kendall College of Art and Design, unveiled a five-year master plan last week that outlines the growth and expansion of academic programs, student population, parking, and the move into new floor space at the Grand Rapids Art Museum.

University leaders said they would like to establish more of a downtown campus for the Big Rapids-based University and bring more of a “college feel.”

Ferris leaders said they would like to create a connection between the campus’ three main buildings - the art museum, the Commerce Building and the Kendall College building - and a large courtyard for students at Pearl Street, between Ionia and Division avenues. But closing a portion of the street will require city approval and a lot of discussion, officials said.

Architect Ken Neumann, of Neumann Smith & Associates of Southfield, said a team traveled across the country to look at the features of various campuses.

“We need to make it feel like a campus, not just a series of buildings,” he said.

During the next five years, Ferris intends to pay \$6 million to \$10 million to create more of a presence in Grand Rapids. The plan includes refurbishing the Grand Rapids Art Museum, which the city will turn over to Ferris in 2006 after GRAM makes the move to the former Wurzburg block.

The plan also includes refurbishing the Commerce Building, where Ferris currently leases student apartments. The university also uses space in Grand Rapids, Community College’s Applied Technology Center, at 151 Fountain St. NE.

Ferris, which has offered classes for professional and technical students in downtown Grand Rapids since the late 1980s, partnered with Kendall in 2001.

The master plan outlines that the art museum, located at 155 Division Ave., would be used for classrooms, workshops, faculty offices, an auditorium, art galleries, a library, a cafe, and a book and supply store. The nine-story building, located at 5 Lyon St., houses 48 students on the top two floors, and will eventually provide opportunities for additional housing or classrooms if Ferris can lease the remaining space.

“We are using existing buildings to in-bed Ferris into the fabric of our city,” said Ferris President David Eisler.

The master plan also addresses growth and the need for parking as the student population increases. Currently, Kendall and the Ferris technical students only have 207 parking spaces available, a 390-space shortfall. Eisler said there will be a more than 600-space shortfall if the problem isn't addressed in the next five years.

Kendall's enrollment is currently at about 900 students, and is expected to grow to 1,100 in the next five years.

"We have to figure out how to expand the identity of Ferris here in Grand Rapids while maintaining a strong identity for Kendall and the technical students," Eisler said.