

MEDIA PACKET

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The Crawford County Avalanche

Thursday, July 10, 2003

Ferris will offer online Respiratory Care courses

Ferris State University is gearing up for the launch of its retooled Respiratory Care associate degree this coming fall. This new program configuration features online lecture sessions, weekend laboratory meetings currently planned in Gaylord, and a schedule of courses so that students will earn a certificate after completing two semesters of coursework.

This off-campus program has been created for people currently working in health care facilities who may want to change careers or for anyone who wants a career in health care.

Respiratory therapists, also known as respiratory care practitioners, evaluate, treat and care for patients with breathing disorders. A growing field, there are many well paying jobs available throughout the state and nation.

The completion of the certificate signifies the student has entry-level respiratory care skills and can provide needed rudimentary manpower services. Through their employer they may be eligible for tuition assistance while they work toward completing the AAS degree, while providing immediate manpower assistance to the hospitals and agencies.

To be eligible to sit for the respiratory care certification, which many employers require for employment as a respiratory therapist, an associate degree is needed. Graduates of the Ferris associate degree program currently have a 98 percent pass rate for both the certification exam and national boards.

An information session for potential students is scheduled in Gaylord on July 10, from 4 p.m. to 7 p.m. at Otsego Memorial Hospital in Admin Wing Classroom.

Previous college experience is not required, but students may find a background in biology, chemistry, and algebra helpful. Anatomy and physiology courses are also beneficial.

For more information contact the Ferris State University of Northern Michigan, toll-free at 1-(866)-857-1954 or (231) 995-1734.

Ferris Alumni Office eyes big turnout in Detroit

FSU alumni director's office plans big Bulldog gathering in Detroit at Ford Field

BIG Rapids – Jeremy Mishler, the director of alumni relations at Ferris State University is excited about the opportunity to tap into the large Detroit market.

Ferris State has a large alumni base in the Detroit metropolitan area and Mishler's alumni relations department has already made contact with a number of individuals many of whom have not been in contact with the university or even the Big Rapids community in many years. Mishler's alumni office, in conjunction with the athletics department, will be hosting an alumni event at Ford Field in downtown Detroit.

"This is a great opportunity for alumni of Ferris State who live in Detroit to come and be a part of Ferris State again in an attractive social setting at Ford Field," said Mishler, who is hoping for a group of around 200 to attend the event. "With Mooch (new Lions head coach Steve Mariucci) coming in - there's been a new attitude with the Lions and this gives Ferris fans a chance to mingle with the Lions and get ready for a new beginning of sports seasons at (FSU)."

Alumni, fans and friends of Ferris State are being invited to Ford Field for Detroit's pre-season National Football League game against the Pittsburgh Steelers. Prior to the 12:30 p.m. kickoff, there will be a picnic for current and former Bulldogs. Individuals interested in the event will be able to register, beginning at 10:30 a.m., at the FSU ticket table near the main gate at Ford Field.

Tickets for the alumni event in Detroit are \$65 per person. That price includes VIP seating for the game and a cookout on the rooftop at Ford Field. Additionally, there will be a post-game dinner reception at the Hockeytown Cafe. Individuals can RSVP for the event or learn more information by calling the Ferris State Alumni Office (231591-2345). Those who RSVP will have a chance to win a pre-game sideline pass to meet new Detroit coach Steve Mariucci and even some Lions players.

Following the game, during the reception at Hockeytown Cafe, there will be a "chalk talk" event for selected Ferris State University coaches, including head football coach Jeff Pierce, whose team will begin preparation soon for the 2003 fall campaign. Also, coaches from Ferris hockey and the basketball teams are expected to speak. There also will be opportunities for attendees to win Ferris State merchandise.

Mishler said one of the reasons for the early success in organizing this event has been due to the enthusiastic response from several Detroit-area businesses, who employ or are run by Ferris State alumni. Sponsors for the event include: Bulldog alum Tom Miller of Ticona Polymers - a Business of Celenase, Mat Vivona of Father & Son Construction, Steve Rader of Real Estate One Inc., Ford Motor Company's FSU Alumni Association, the Ferris State Gridiron Club, the Ferris State Blueline Club and the FSU Alumni Association.

"I think it will be great for us to have a chance to share with our alumni in Detroit about this successes that we've had this past year in your sports – especially with what the hockey team accomplished (winning the Central Collegiate Hockey Association championship),"

Mishler said. "Our alumni will have a chance to hear about that and they also will have a chance to get ready for another big season of Ferris State football.

Mishler also credited Ira Childress for a lot of the legwork done in organizing the event. Childress works in the FSU Alumni office.

"Ira had been a part of helping us organize this event," Mishler said.

In addition to calling the alumni office (231-591-2345 or 888-378-3647) those who may be interested in the event can logon to <www.ferrisalumni.org> or <www.ferrisalumni.org/lionsfootball.htm>.

There was also brief mention of this event in the August 1 edition of the "Detroit Free Press"

Ferris State receives funds for nursing scholarship

LANSING - Governor Jennifer M. Granholm and Director David C. Hollister have announced the Michigan Department of Consumer and Industry Services will present a \$5,000 check to Ferris State University to provide scholarships for students in the registered nurse program.

The scholarship recipient from FSU is Ann R. Platz, of Big Rapids.

The university is receiving the \$5,000 nursing scholarship grant as part of a program initiated in 2000 by CIS to address a national shortage in the nursing profession. The Michigan Board of Nursing, a CIS board of health professionals and public members, proposed a scholarship fund after it determined a need for nursing professionals based on state and national health data.

Hollister said the state program disbursed \$225,000 in its first year to Michigan colleges and universities to train 45 advanced practice nurses to work in medically under-served communities. The program is expected to provide more than \$200,000 in scholarships this fiscal year for students pursuing an associate's or bachelor's degree to become a registered nurse.

Nurses are part of the heart and soul of the medical community in Michigan," said Granholm. "The women and men who choose nursing as a career deserve our praise and our thanks ... I'm pleased to be able to say that we can now offer them at least a little financial assistance in reaching their goals."

"The response to the program by the eligible Michigan colleges and universities has been very enthusiastic. Health care statistics indicate a need for nursing professionals across the nation, and; Michigan is certainly no exception," Hollister said. "Our goal is to have the scholarship recipients working in different counties in Michigan to provide better coverage in areas where their vital services are needed the most."

CIS invited 46 Michigan schools with accredited nursing programs to apply for participation in the program. The scholarships will provide a onetime grant to students for tuition, books and fees.

Granholtm signs Ferris cut

LANSING (AP) - Gov. Jennifer Granholtm has signed next year's spending plans for Ferris State University and Michigan's 14 other public universities.

The state will send Ferris State \$50.3 million to operate - a 6-percent cut from its \$53.6 million allotment for 200203.

The overall \$1.79 billion higher education budget continues the \$2,500 Merit Award Scholarship for college-bound high school students who score well on the Michigan Educational Assessment Program tests.

Granholtm originally proposed reducing the scholarship to \$500 to increase state funding for Medicaid, but the Democratic governor agreed with Republican legislative leaders last month to keep the scholarship at its current level because of additional federal Medicaid funding.

The budgets are for the fiscal year that begins Oct. 1. Granholtm signed them on Tuesday.

Although universities will get \$3,890 for each of their students under the higher education budget, several, including the University of Michigan, Michigan State University and Wayne State University, will see their state funding drop by nearly 6.5 percent.

Those three universities are among 11 to receive \$7 million for the current fiscal year, which ends Sept. 30. They're expected to use the extra state funding in the upcoming school year to offset their cut.

"I continue to believe that universities can use this budget as an opportunity to restructure and prioritize programs to minimize any burden that may be placed on Michigan families through tuition increases," Granholtm said in a statement released Wednesday. Despite Granholtm's emphasis on keeping tuition increases low, public universities have said tuition rates will be between 6 percent and 12.4 percent higher this fall. University officials say they have to increase tuition to offset the drop in state funding.

The higher education budget sets aside \$9.5 million for four universities that have consistently received less per student than other state universities: Grand Valley State, Saginaw Valley State, Oakland and Central Michigan.

The additional funding for the upcoming budget year will allow Grand Valley and Saginaw Valley to escape a reduction.

Most of the state's 28 community colleges will see a 6.75 percent reduction in their state funding under their overall \$283.9 million budget.

The Grand Rapids Press

Sunday, August 10, 2003

Textbook publisher tries to cash in by using profs

Sunday, August 10, 2003

**By Jennifer Ackerman-Haywood
The Grand Rapids Press**

One thousand dollars is a lot of money to Anna Bates.

So when a college textbook publisher offered her the sum to review a history textbook after using it in her Aquinas College history class, she went for the deal.

When the book turned out to be authored by historians she admired, it seemed perfect.

"I thought, 'Hot damn,'" Bates recalled. She planned to pocket the money.

"It's \$1,000 for 34 hours of work," the assistant professor said. "That's more than I make teaching."

At Grand Valley State University, similar deals from the same publisher appealed to Kevin DenDulk and Gerald Simons, who signed contracts to be paid \$2,500 and \$1,000, respectively.

"It was a pretty big incentive," said DenDulk, an assistant professor of political science. "It's hard to say if I would have used it if I wasn't doing the review."

At Central Michigan University, economics professor Bharati Basu will net \$7,500 if she completes this fall her third textbook review for the same publisher, North West Publishing. Each review brings her \$2,500.

These local professors aren't alone. Other instructors throughout the country have signed contracts to profit from North West's offers to "review" their books after using them in class, while their unknowing students are buying costly books they assume are chosen purely for academic reasons.

Payments like those used by NorthWest Publishing are raising some concern on college campuses about the lack of ethical safeguards in place to prevent abuses.

Critics say the payments are akin to payola in the radio industry or doctors accepting perks like expensive meals or weekend trips from drug companies to prescribe their medicines, something the federal government warned them away from in October. And while universities routinely sign big-money agreements to equip sports teams with brand-name shoes and uniforms, administrators say giving professors money for using their books is pushing the envelope too far.

Locally, the four professors' payment contracts went undetected by their schools until they were contacted by a reporter for interviews.

Local colleges and universities, like most schools across the country, do not have specific procedures aimed at preventing textbook payoffs, although in some cases general university ethics policies do apply.

Administrators routinely give professors near autonomy in choosing textbooks as a matter of academic freedom.

And it has long been common for publishers to give a faculty member a free textbook and then pay a few hundred dollars to review it. Sometimes they offer free meals and coffee mugs as a way to boost sales in the \$3.9 billion college textbook industry. But North West Publishing upped the ante by boosting the dollar amounts and using tactics that reward professors who assign the books.

"I knew I would have to adopt a book to do a review," Bates said.

It isn't hard to find critics of the strategy.

"It's bad practice from the get-go," said Barry Castro, director of the business ethics center at Grand Valley and a professor of management.

"It's kind of like a shoe contract for professors," said James Smither, head of Grand Valley's history department.

The university hasn't had a textbook ethics policy "because we haven't needed one," the associate professor said. "If this becomes a trend, then we might have to talk about it."

While some students had no problem with DenDulk's deal, Jamie Maatman, 25, a Grand Valley senior from Fennville, said it isn't fair to students. She bought the \$73 book for his summer class, not knowing about his review contract.

"They're getting a kickback, and we have to buy the book. I guess we're naive about this kind of stuff. It's frustrating."

Following inquiries by The Press, Grand Valley is barring its professors from using North West books this fall, even though they already were ordered by one instructor and stocked at the campus store.

Other schools, including Hope, Calvin, Ferris State, University of Michigan and Michigan State University, do not have professors using North West books this fall, school administrators and bookstore employees said. Aquinas and Central administrators said only one professor at each school was using the book.

"I have never heard of this before," GVSU Provost Gayle Davis said. The deal violates the spirit of the university's financial conflict of interest policy, she said.

Davis said she does not expect the faculty members to be disciplined. "I don't think either of them made the decision based on money," she said.

Both Grand Valley faculty members now say they want out of their contracts with North West. Neither has yet received payment from the publisher.

"Friends and colleagues who know me will have no reason to question my integrity," said Simons, an associate economics professor who canceled his fall contract with North West last week. "I want to avoid any appearance of impropriety."

"If there's no trouble getting out of my contract, I'm going to," DenDulk said.

"I think on reflection people see that this is not the best practice possible," said Grand Valley President Mark Murray. "It was good that it came to light."

Repeated calls to North West Publishing were not returned. Its Web site -- northwestpublishing.net-- states that getting a review contract is "competitive" and the company most values reviews when the books are used in class.

The suggestion that the publisher selects reviewers who agree to order the book is clear.

"There are many reviewers who are not using the textbook in their classes," the site states. "However, the application process is competitive and it is often the case that the reviews that come from spending an entire semester using the textbook in class contains more in-depth detail and familiarity with the content, which best serves our editorial team."

And the contract Bates signed with North West states that student feedback is part of the deal: "Textbook reviewer agrees to provide... completed student textbook evaluations" on multiple-choice forms done at the end of the semester.

A publishing industry spokeswoman said that while textbook marketing is a competitive industry, North West's sales tactics were "ridiculous."

"It's no secret that the end desire of the publisher is to sell books," said Judith Platt, communications director for the Association of American Publishers. "This company is not a model of college textbook ethics."

North West is not part of her 310-member group, which is the principal trade association of the book publishing industry, she said. "Nobody knows anything about them."

Motivating factors: Cash or content?

For the most part, faculty are free to require books of their choosing. Some department heads will casually review professors' book lists, looking only for red flags such as an excessive number of required books or outrageously priced texts.

In discussing their contracts, the professors at Aquinas and Grand Valley say they decided to use the books based on content, not cash. However, Central's Basu said she went ahead and ordered a textbook she had never seen from North West for this fall.

She reviewed the first edition of the book and didn't like it, but said she was hoping that improvements she recommended would be reflected in the new edition.

She said she does not think there is anything wrong with doing repeated reviews for North West and has no plans to inform students about the arrangement. "Somebody needs to pay me for the time I put in," she said. "So I thought it was OK to get the money."

This information came as a surprise to CMU's interim vice provost, Catherine Riordan, who said she was unable to comment specifically on Basu's contract because administrators still were looking into the matter.

"That's not a practice that we would encourage by any means," Riordan said.

At Aquinas, Bates didn't tell her students about her review contract even when she passed out a six-question survey and offered five extra-credit points to students who completed it.

Grand Valley's Simons said he selected an economics text from North West because was a "good book" and cheaper than some other texts he looked at.

His said his decision was based on content. "If it is due to a financial offer from a publisher, that's a gross disservice to the students," Simons said.

Grand Valley's DenDulk admits he was more interested in the "Introduction to American Government" textbook after reading the letter from North West Publishing that offered him \$2,500 to review it.

"There's no doubt that seeing the letter was eye-catching," he said. "They got their foot in the door with the money.

"I knew their motivations were not simply to get a review. I suspect that in order for you to get the contract you have to be willing to order the book."

But "I want to believe that I have enough integrity as to not be swayed by the money," he added.

DenDulk assigned the book as required reading for his summer political science course that ended last week. He told his students about his contract with North West in the last week of classes, after a Press reporter contacted him.

The government book sold new at the campus bookstore for \$73.35. Students who sold their used books back to the store following Tuesday's exam were able to get \$15.

Academic freedom: Individual choices, personal pitfalls

Area colleges do not have formal policies governing textbook selection because administrators want to continue to let faculty choose their course materials. It also is common for professors to assign a textbook that they have written.

"It comes down to a trust issue," Hope College Provost James Boelkins said. "You don't try to write policies for everything that could happen."

Davis, the Grand Valley provost, said administrators have to walk a fine line. "I don't want to support a publisher that runs questionable policy. On the other hand, I want to (protect) the faculty's right to choose the books they want to use for their class."

"I've never heard of this," said Mike Stob, a Calvin College dean and math professor. I've heard of the occasional rep who will try to take professors out to lunch. We even frown on that."

Aquinas Provost Ed Balog said he is considering a review of the college's outside consulting guidelines now that he's aware of the North West review that Bates participated in.

"I think that we should clarify the policy to deal with other issues like this as they come up."

Change of heart

A North West representative told Bates they would pay her in October. While waiting for her check, she has had plenty of time to reflect on her decision to review the book.

She regrets agreeing to do the review, but said: "The one thing that I'll stand by forever is that this is a very good book," Bates said. The authors, Winthrop Jordan and Leon Litwack, are "gods of the historical world," she said.

The 30 students who took Bates' course last spring paid \$73.35 for the book. The bookstore did not restock it, so resale value was limited.

Aquinas administrators have encouraged Bates not to accept the \$1,000 payment for her review.

"I feel bad that Anna made that decision," Aquinas President Harry Knopke said.

But Bates said she doesn't want the publisher to get to keep the money she earned.

She wrote a letter to Aquinas administrators asking that they permit her to donate the money to college.

She is waiting for their decision.

Ferris offers new MBA and Re-Focused ISM Degree

Local info session on MBA, MSISM programs set for later this month

BIG RAPIDS - Ferris State University is gearing up for the launch, this fall, of its new Master of Business Administration degree and there-focused Master of Science degree in Information Systems Management.

Informational sessions about both programs have been scheduled for Thursday, Aug. 14 at noon and 6 p.m. at the Instructional Resource Center (IRC) on the Ferris State University campus in room 204.

During the session the Director of the FSU College of Business Graduate Programs, Dr. Bill Boras, will present information on the MBA's compressed seven-week online format and enhanced online weekend sessions as well as curriculum design and concentration options.

The Ferris MBA was developed to meet the needs of working professionals who are seeking career advancement. Founded upon quality principles and the latest management tools, the goal of the MBA program is to train exceptional leaders. Students can enter the MBA program any semester and accelerate or slow their course of study based upon their particular situations. The MBA accommodates any individual interested in a graduate program regardless of their undergraduate field of study.

Information will also be available on the Master of Science degree in Information Systems Management. Concentration options include application development, database management and design, networking, security and forensics, and web/e-business. ISM courses are offered in a variety of formats for individuals interested in career entry in information systems, or IT professionals interested in upgrading their technical and IT managerial skills.

For more information about the MBA or MS-ISM program, contact the Ferris State University College of Business Graduate Programs office toll-free at 1(800)4-FERRIS, extension 2168 or (231)591-2168 Information about both programs grams is available on-line <http://www.ferris.edu/cbgp/>

The Pioneer

Monday, August 11, 2003

Ferris State enters Detroit Market

Bulldog fans take in Lions game and hear from Ferris state University coaches at alumni events in Motor City

DETROIT – The Ferris State University and Detroit Lions formed quite a bond this weekend in the Motor City.

FSU, in conjunction with the Lions, held an alumni and friends gathering for fans of the university and the Bulldog athletic programs in Detroit on Saturday. A busload of fans ventured from Big rapids in the early hours of Saturday morning and met with other supporters of Ferris who traveled by car from all over the state – including a large number from the metropolitan Detroit area. By the time all was said and done, the event drew rave reviews from the 100 or so who attended.

“This has been a wonderful experience that came about because of the hard work of a lot of people,” said Rick Duffet, Ferris State Vice President (administration and finance), who represented new school president David Eisler and the rest of the administration at the event. “The office of alumni relations has done a tremendous job in organizing this event.”

Saturday began at Ford Field as alumni and friends enjoyed a picnic at the club level of the stadium and later cheered the Lions to a 26-13 victory over the Pittsburgh Steelers in an exhibition contest that represented the first game of the Steve Mariucci era as head coach of the Detroit football franchise. After leaving Ford Field, friends and alumni ventured to nearby Hockeytown Cafe for the evening's feature event.

Ferris State Alumni Relations Director Jeremy Mishler and new Associate Program Coordinator Ira Childress welcomed everyone to the Hockeytown Cafe.

"To be in the Detroit area for an event like this and to have Ferris State University connected to this great city shows the positive direction that both Ferris and the city of Detroit are headed in," said Childress to the crowd. This has been a collaborative effort on the part of every division of the university from athletics to administration to alumni relations ... all had to come together to make this possible."

Several of the coaches from various Bulldog athletic teams spoke to the assembly of supporters. Head men's basketball coach Bill Sall spoke, followed by assistant hockey coach Derek Lalonde and concluding with football head coach Jeff Pierce.

Sall spoke of the bond that his Ferris men's basketball squad is working to establish in the Detroit area. Sall, who will enter his second season as head coach, talked highly of Michael Daniels, a recruit from Detroit's Murray-Wright High School who signed with the Bulldogs for this coming 2003-04 season.

"We've spent a lot of time in Detroit and we were very happy to come away with Mike Daniels who we feel will play significant minuets," Sall said. "As a guy who played against Ferris State for a lot of years, when I was a player not all that long ago at Calvin College, I

know what great tradition Ferris has and about so many of the great players the program has that have come out of Detroit. We want to regain that."

Lalonde, substituting for FSU head hockey coach Bob Daniels who was away on a previously-made family commitment, spoke of the outstanding Central Collegiate Hockey Association season enjoyed by the team en route to a national best 31 wins in 2002-03 on the ice. One theme Lalonde touched on was the way the growth of the hockey program and the university go hand-in-hand.

"Our hockey program is a reflection of the growth of the university," he said. "We have such a healthy campus at Ferris State University. And, when you look around at all of the great things going on there, it's an exciting time for Ferris State University."

"This (alumni and friends gathering in Detroit) has been first class all the way."

Pierce touched on a number of different topics, including the high caliber of athletes who come from the Great Lakes Intercollegiate Athletic Conference. Currently, the Detroit Lions have three former GLIAC players Pierce coached against in Pierre Brown (Wayne State) and David Kircus and Curt Anes (Grand Valley State).

Pierce also talked about former Bulldog standout receiver Clarence Coleman, who is a member of the NFL's Buffalo Bills.

"It shows the caliber of play that we have in our conference when you looked out on that football field (Saturday) and saw three former GLIAC players competing," he said. "I've really enjoyed the time I was able to spend with Steve Mariucci and you can see the positive attitude he has instilled in the Lions."

"One thing about Steve Mariucci is that he's a glassy guy and he's a Michigan guy who, like me, is from the U.P. (Upper Peninsula)," Pierce continued. "(Mariucci) is a GLIAC guy, who had a career playing for Northern Michigan University. That makes him another success story from our conference."

Raymond Gant, the director of the office of Minority Affairs. at Ferris State and special assistant to the president, spoke of the greatness he sees in the school.

"I've had a chance to see this university grow so much over the last 23 years," Gant said. "You see people leaving the university going out and doing great things. We have so many great people at Ferris State."

"You see people who are teachers, executives and leaders in their community. They, all have one thing in common: Ferris State University."

Ferris hosts 12th annual Governor's College Student Leadership Forum

BIG RAPIDS - Twenty-seven student leaders from 22 universities and colleges attended the 12th Governor's College Student Leadership Forum July 15-18.

The Governor's College Student Leadership Forum is designed to help student leaders develop and enhance skills for leadership and organizational development that will then be applied to other students at the participant's campus.

The forum was established in 1991 to commemorate the honorary degree awarded to former Michigan Governor John Engler. Since then, more than 225 students from Michigan, the Midwest and 13 other countries have participated. Graduates of the forum include a Michigan state representative, a Kalamazoo city councilman and several other elected officials.

The forum consisted of numerous presentations, trips to the challenge course, the Detroit Zoo and Henry Ford Museum and panels with Dr. David Eisler, president of Ferris State University, Dr. Daniel Burcham, vice president of student affairs at Ferris State, Dr. Donald Ruski, president of Olivet College and Michigan State Reps. David Palsrok and David Woodward, a 1997 forum graduate.

Students who attend the Governor's College Students Leadership Forum bring with them experiences ranging from student body president to involvement in College Democrats and Republicans to leadership roles in the Greek system. Students are selected through an application process.

AxSys Incorporated provides software to Ferris

BIG RAPIDS - AxSys Incorporated of Wixom recently provided more than \$1.8 million of Delcam software products to Ferris State University's Manufacturing Tooling Technology program.

According to its Web site <www.delcam.com> Delcam is the world's leading developer and supplier of CAD/CAM solutions for the design, manufacture, inspection and reverse engineering of complex shapes and tooling.

Delcam produces several individual products including Power SHAPE, PowerMILL, ArtCAM, CopyCAD and PowerINSPECT.

President Steve Braykovich says that Delcam's products allow students to begin using CAD/CAM without a lot of time invested in learning the software.

"To have Ferris adopt these technologies shows that by working with leaders, they are leaders. It also provides tool shops in Michigan with highly trained professionals who are familiar with software tools the industry is using now," said Braykovich. "This also enables the university to diversify its programs to address different industries and vertical markets such as packaging, ceramics, jewelry, bottling, etc."

Ferris to unveil monumental mural painting

BIG Rapids - Ferris State University will unveil a 130-foot long by 10-foot tall painting on canvas, entitled "Of Thought and Reason," at the Ferris Library for Information, Education and Technology on Aug. 28 at 11 a.m., with light refreshments served beginning at 10:30 a.m.

The painting, which is "an allegory about the history of ideas and the generation of knowledge," according to its creator Robert Barnum, has been hung in FLITE's extended study area.

Barnum, a professor of Fine Arts and Ferris' artist-in-residence, was named Michigan Artist of the Year last spring at the 17th Annual Governors' Awards for Arts and Culture.

The 400-pound canvas was painted in an abandoned racquetball court in the University's Alumni Building and then transported to its new home in FLITE. In order to complete the painting, Barnum had to construct a freestanding wall in this "studio" to complete the stretching of the canvas.

"The interesting thing about a task of this magnitude is that every step has proven most difficult," said Barnum. "It was very hot and humid the day we rolled up the cloth and moved it to the library, so just that was a challenge."

Once successfully moved to FLITE's extended study area, two separate scaffolds had to be constructed - one for Barnum and workers, and a second to hold the slowly unrolling canvas.

"It looked like a giant roll of paper towel in a holder," Barnum said.

Most paintings of such scale are painted directly on a wall or other surface; however, that makes them vulnerable to damage that cannot be repaired. The durability of canvas assures that the painting can be repaired or moved in the future.

Barnum's mural will be in good company at FLITE. The library showcases hand-pulled prints by such important artists as Leonard Baskin and Donald Saff, which are a part of the University's Canadian Collection of prints. FLITE's main reading room is the site of Michigan artist Mark Chatterley's evocative sculpture, "Journey to the Body Collective," which is part of Ferris State's campus-wide Art Walk.

Schultz says goodbye to Ferris State

BIG RAPIDS - Scott Schultz, associate vice president for Auxiliary Enterprises and associate professor in the College of Business, has accepted a position with the United States Tennis Association as managing director, Network/Player Services and Support. He will be responsible for leading all aspects of the USTA's Community Tennis Network/Player Services.

Schultz will be based at USTA headquarters in White Plains, NY.

A longtime USTA volunteer, Schultz has been a member of a variety of USTA committees, including the Collegiate Tennis Committee and Player Development Committee.

"While I am very excited about the new opportunity with the USTA, I will miss the people that I have worked with here at Ferris for more than 20 years," said Schultz. "Ferris has been a wonderful place to work and Big Rapids has been a great place to raise our family. I hope to be the best ambassador that Ferris State has in New York."

Schultz founded the Professional Tennis Management program at Ferris, the nation's first such bachelor's degree program. Schultz also founded Ferris' junior and adult tennis camps in 1983.

From 1982-88, Schultz was the head men's and women's tennis coach. During that period, men's teams won six consecutive Great Lakes Intercollegiate Athletic Conference championships, appeared in six NCAA national championships tournaments and produced five NCAA All-Americans; Ferris women's teams won four consecutive GLIAC championships and appeared in two NCAA national championship tournaments.

The USTA is the national governing body for the sport of tennis in the United States. The non-profit organization, with more than 670,000 members, owns and operates the U.S. Open and selects the teams that compete in Davis Cup, Fed Cup and the Olympic and Para Olympic Games.