

June 15, 2005- July 1, 2005

Media Packet

- **Trimarco Automotive establishes scholarship at Ferris**
- **Ferris Professional Women provide books for local students**
- **Wildlife center an educational experience**
- **FROM INTERN TO IN CHARGE: Chief executive who started at firm in high school shares his secrets for success**
- **Fourth free concert set for Thursday**
- **Ferris again reaches summer record**
- **Ferris hosts NWP Summer Institute for ninth year**
- **Temperature, enrollment figures rising**
- **Ferris, CTA/MEA reach tentative agreement**
- **Student denied chance to take pharmacy exam because of service dog**

Pioneer

June 17, 2005

Trimarco Automotive establishes scholarship at Ferris

BIG RAPIDS - Gary and Lynn Trimarco of Gary Trimarco Automotive in Big Rapids have established the Gary Trimarco Automotive Scholarship at Ferris State University. The General Motors Corporation will provide a matching scholarship for students accepted into an automotive program at Ferris.

"It was easy," said Gary Trimarco, regarding why he decided to establish the scholarship.

"We've had help along the way. It's nice to be able to give back to others and help them become successful. It's that simple."

Each \$1,500 scholarship will be awarded annually to a full-time student enrolled in an associate or bachelor's degree automotive program. Financial need will be considered, and preference will be given to applicants from Mecosta, Montcalm and Osceola counties.

Other considerations include any professional, trade, business or civic organizations the student may be involved with, as well as other job-related information.

Scholarship applications will be reviewed by an automotive faculty committee and forwarded to Gary and Lynn Trimarco for final consideration.

Gary Trimarco Automotive is a family owned and operated General Motors franchised dealer serving Mecosta County and the surrounding area since 2000.

Details about establishing scholarships or endowments within the College of Technology at Ferris State University may be obtained from Kaci Baars of University Advancement at (231) 591-3983 or <kaci.baars@ferris.edu>.

Other inquiries regarding scholarship or endowment information can be directed to University Advancement at (231) 591-3825.

Pioneer

June 18 & 19, 2005

Ferris Professional Women provide books for local students

BIG RAPIDS - The Ferris Professional Women recently presented Chippewa Hills Intermediate School with an award to purchase books for the school library.

"The most amazing thing about all of this was the amount our school received," said Principal Bob Grover. "We were given a check for \$1,170. When we were informed that we would be receiving this award, I was flattered. But, I had no idea what the amount was going to be. When we received the check, my jaw hit the ground."

According to Maude Bigford, F P W member and Book Project chair, the F P W Book Project was initiated in hopes of benefiting young women in local school systems.

"We wanted to supply the middle schools with texts about women scientists, doctors and authors, to help serve as role models for the young girls," said Bigford.

With the help of F P W donations, the award reached an all-time high, allowing the library to purchase books suggested by F P W.

"I believe this was the first time since this started six years ago that we have been able to purchase every book on the list," said Bigford. "We had so many donations, and the F P W was able to match them, as well." Added Grover, "My librarian was ecstatic when I gave her the check. Nearly \$1,200 buys a lot of books especially for a library such as ours, which could use the additional resources."

According to Chippewa Hills Intermediate School Librarian Kathy Shoemaker, "Any librarian would love to have these types of books. They will add quite a bit to our media center. It is a wonderful contribution, and will allow us to have new and up-to-date books on subjects that are important to young students."

Grover is hoping the purchased books will help educate and empower young students.

"Many of these books will be female-oriented encouraging girls to pursue careers in fields such as engineering or medicine," he said.

Said Bigford "These are the stories we want young girls to be able to read."

To become involved with the Ferris Professional Women's organization, or to learn more about the F P W Book Project, visit <www.ferris.edu/htmls/othersrv/FPW>.

Pioneer

June 18 & 19, 2005

Wildlife center an educational experience

Up close and personal is probably the best way to describe the Card Wildlife Education Center at Ferris State University – a museum honoring nearly 160 species of animals from across the world.

“My favorite part of working here is to give tours to groups of young kids and to see how excited they get and to see how animated they are, listening to all their ‘oohs’ and ‘aahs,’” Bret Muter, an environmental biology major from Saginaw, said.

This is almost like music to the ears of Roger and Debra Card, of Mecosta, who are the center's namesakes.

Roger, who owned and operated Card Construction in Mount Pleasant for 27 years, said the center's idea came from years of giving area children tours of his business office, filled with 50 per cent of the couple's stuffed and mounted wildlife collection.

"It was such an awesome experience to see the expressions on their faces and I thought we needed a way for others to see these items," Card said, adding his wife and he put the funds together, along with their animal collection, and donated them to Ferris.

Choosing Ferris as a museum location was an easy option for Card, who is a 1963 graduate of Ferris's architectural design program. Coming up with enough content to fill the location also was a piece of cake as both Roger and Debra are avid big game hunters, allowing for both of them to continue contributing new animals to the center.

"This is an amazing resource," Bruce Beetley, Ferris biology professor and center faculty coordinator, said. "Most people only see these animals as pictures in a book or never have seen them at all."

As a student tour guide at the museum, Muter added the best aspect of the museum is displaying the animal's right on the floor and not behind a rope or in a glass case.

The museum really does mean more to Muter than giving the public a first-hand look at wildlife, however. It also helped him develop a passion and choose a college major.

"This is the best, most rewarding job I have ever had," Muter said, adding he came to Ferris for its pre-optometry program and after working at the wildlife center decided to change his major to environmental biology.

The Cards also are able to influence students' lives through the Card Wildlife Education Center Scholarship. Recipients of the scholarship receive \$2,500 per academic year, making a commitment to work 150 hours at the center during the school year.

Scholarship information is available by contacting Beetley at (231) 591-5633 and applications currently are being accepted.

"Deb and I are both very thankful to work with the staff at Ferris," Card said. "It's wonderful so many people enjoy this.... As a big game hunter, this place is so special because you get to honor the animal preserve it and put it on display."

Added Debra, "It really is an education center and not just a museum."

Information about the center may be found online at <www.ferris.edu>.

Pioneer

June 20, 2005

Local church supports campaign Jim Crow Museum for Ferris'

BIG RAPIDS - The campaign to expand and relocate Ferris State University's Jim Crow Museum of Racist Memorabilia has received a significant endorsement from St. Andrew's Episcopal Church in Big Rapids.

Rector Pamela Miller recently presented a \$2,000 check for the university's fund-raising effort on behalf of the parish. Miller, who serves as a member of the museum's advisory board, made the presentation at a meeting of the board to discuss launching the campaign.

She had previously taken the idea for the project to her church's vestry, which annually supports a local cause. The group reviewed the plans and generously decided to double Miller's suggested donation. This university-community collaboration will play an important role in the success of the project, according to John Thorp, administrative coordinator for the museum and department head of social sciences.

According to Miller, the gift had a dual purpose.

"St. Andrew's made the gift in support of the Jim Crow Museum, and to honor the commitment of our own Diocese of Western Michigan to anti-racism training and the tireless work of its Anti-Racism Committee," said Miller.

"We are genuinely touched by the gift from St. Andrews," said Arts and Sciences Dean Matthew A. Klein. "We already feel fortunate to have Rector Pamela Miller on the Museum Advisory Board, and this additional show of support from her parish gives us extra motivation for the museum expansion. Ferris is grateful for Rev. Miller's continuing leadership and for her congregation's support."

The Jim Crow Museum is currently housed in one room and plans to occupy a multi-room space on the main floor of the Arts and Sciences Commons. Presently, the museum tells three stories: the origin of Jim Crow laws, the relationship between Jim Crow and discrimination and the significance of anti-Black imagery in everyday material objects.

Most of the items displayed cannot be found in any other museum.

When it moves into a larger facility, the museum will tell three additional stories: African American achievements, the Civil Rights Movement and strategies for racial healing.

These six stories, collectively, offer insight into historical and contemporary American race relations, and more importantly, lessons on how to avoid the mistakes of the past.

The goal of the fund-raising campaign is to raise \$1.2 million to develop more fully the educational potential of its collection through a major expansion of its physical displays and \$i million for an initial endowment. The museum also will support scholarship by addressing the complexities of race relations and encourage collaborative work with high

schools, universities, government agencies and human rights groups. Its staff will plan and host conferences and conduct anti-racism training sessions.

Further information or gift forms for the Jim Crow Museum Fund-raising Campaign are available by contacting Carla Miller, associate vice president for advancement, at (231) 591-2391.

Detroit Free Press

June 20, 2005

FROM INTERN TO IN CHARGE: Chief executive who started at firm in high school shares his secrets for success

Robert (Bob) Macomber, 50, has a rare distinction -- he is president and chief executive officer of the land surveying and development company where he started work as a high school intern. It was 1971 and the firm had 30 employees and \$2 million in annual revenue.

Fast forward to 2005.

Macomber is in charge of more than 300 employees at the company, Atwell-Hicks in Ann Arbor.

Since Macomber joined the firm, it has expanded to include civil engineering, land planning, environmental consulting, and water and wastewater design-and build services.

It also has offices in Brighton, Grand Rapids and Shelby Township in Michigan and offices in Naperville, Ill., and Solon, Ohio. It plans to open another in Tampa.

With revenues of \$100 million annually, the company now hires 30 interns a year and prides itself on hiring former interns for full-time employment. It also offers scholarships to students who go through its internship programs.

So if you're doing an internship this summer, listen up. You might learn something from Macomber.

Question: How were you introduced to Atwell-Hicks?

Answer: I was 16 and attending Saline High School and taking manual drafting classes.

At the time, I thought I wanted to be an architect. My school allowed students to get out of school and work in the afternoon. I started there in February of my junior year in high school. I worked February until May in the office as a drafter. It was all done manually then. When summer rolled around, I was put on a survey crew in the field.

Q: Did you know the experience would lead you to change career aspirations then?

A: I fell in love with it. I loved being outdoors. You're carving out your own agenda for the day. It was really a very unique experience and frankly not what I was expecting. It was neat for me because that was at the time frame when Michigan was first developing the requirement that you needed a four-year degree to become a licensed surveyor. So I enrolled at Ferris State's four-year degree program. I worked at Atwell every summer then while I was in college and every Thanksgiving vacation. Whether they needed me or not, they'd say to come on back. It was their way of providing some subsistence to

me. They also helped finance my education. It was a way for them to keep tabs on me until I graduated in 1976.

Q: When did you start working there full time?

A: I started the day after I graduated from college in 1976 as a surveying project manager.

Q: What does a project manager do?

A: It entails many things. It starts with determining what the client needs. Say they want to build a fence. We need to determine what the property lines are and what they need in terms of survey markings. On the lower end of the spectrum, if we're working with a farmer who wants to sell the farm in 20 or 30 pieces, we do the evaluations. We research (land) records. I would brief the survey crew so they know what they're doing in the field. Then we compute the raw field data, oversee the creation of drawings and get it back to the client. It ends with collecting a bill.

Q: What positions did you hold in the company before you became the ultimate leader - CEO?

A: They included survey project manager and corporate treasurer. I remember the first financial statements, the billings were \$660,000. The payroll that went out last Thursday was \$1 million.

In 1979, at the age of 25, I became one of the owners of the company. Five of us became part owners of the company. I think that was a watershed event in the organization.

Q: What makes this industry unique from others?

A: For one, we're in an industry that isn't attracting people to meet our demand. Our challenge is to talk to young people about going into land surveying. You have to be good at math, interested in outdoors. When we do find people who are interested, many of them say they didn't know this was available.

Q: You currently hire about 30 interns every year, many of whom you hire back for full-time jobs. What do you look for in interns and future employees?

A: We have a very heavy weighting toward personal attributes. They must be highly motivated, eager to progress, given the proper training and opportunities. We measure their interest in the profession, in land surveying or engineering. We look more at the personal side of the person than the professional side.

Q: Why does your company invest so much in interns?

A: There's two reasons. One is there are very few people looking at design engineering and surveying as <http://www.freep.com/cgi-bin/farmslprinterfriendly.pl> career opportunities. This allows us to expose them to a potential career. Many of them didn't know these opportunities existed. The other is that with our growth -- 25 percent a year -- we need a lot of people from every source. It's not that we do this instead but this is one of the pieces of the overall requirement repertoire.

Q: What lesson would you like interns to learn from you?

A: The chief thing that I believe we need to do collectively is to understand our clients' business goals and aspirations as well as understand our own and bring the full resources of the organization to help them accomplish them. It's really a focus on client. It's what has allowed us to grow.

Q: Why has your firm been able to expand at a time when so many Michigan firms are struggling?

A: The engineering community tends to be a bit more conservative and more risk averse. We grow with you and our clients reward us with work and business volume. My chief responsibility is to marshal everyone in the organization in the commitment we make to our clients. Growth means equal opportunity. The message that I share with them is that they can aspire to be anything they can be within the organization. If you want my job, it's available.

Pioneer

June 21, 2005

Even teachers attend summer camps

Summer camp: Ferris State is hosting the second annual summer camp of teachers for the Consortium for Outstanding Achievement in Teaching with Technology (COATT), which started Monday and run through Wednesday. The camp is attended by various K-12 teachers, as well as university professors, faculty, administration and board of education members. "We're integrating technology and education," said COATT Executive Director Patricia Morgenstern. Higher Education Coordinator Sue Wittick; COATT President Mary Waker, Morgenstern, FSU Dean of Education and Human Services Michelle Johnston and Michigan State Board of Education Member Elizabeth Bauer all attended.

Pioneer

June 22, 2005

Fourth free concert set for Thursday

BIG RAPIDS -The Ferris State University Community Summer Band will offer its fourth free concert to the public Thursday at 7 p.m. at The Castle in Canadian Lakes.

The band is under the direction of Richard Scott Cohen and is composed of Ferris students, adult community members and local student musicians.

The program will feature euphonium soloist Edward Mallet and will include a variety of marches, swing music, ballads, show tunes, pop music and folk songs.

Upcoming concerts will take place June 30, July 7, 14 and 18. For any interested musicians, upcoming rehearsals will take place June 27, July 5 and 12. For more information, contact Cohen at (231) 591-2484 by phone; (231) 591-2188 by fax or rscohen@ferris.edu by email.

Pioneer

June 27, 2005

Ferris again reaches summer record

BIG RAPIDS - Ferris State University has achieved a record: summer enrollment for the second consecutive year with 4,917 students attending summer semester' classes.

"We are pleased with the continued strong growth of summer semesters at Ferris State University," said President David Eisler. "Our students tell us how much they enjoy summer study and we are delighted with their support of increased summer offerings both on campus and online."

The summer enrollment marks an increase of 310 students over last year's total of 4,607; which was 566 more than Summer 2003. Ferris had 3,717 students enrolled on campus and 1,200 off campus for the start of the first of four summer sessions May 17. Student credit hours also rose 1,146 to 30,365.

"We are thrilled with our summer enrollment numbers," said Dan Burcham, vice president for student affairs. "This is the second straight year we set a record. Of our total summer enrollment, it's important to note that 4,207 are continuing students."

According to Burcham, the Residential Life and Dining Services divisions' special offer of a free private room for the summer session and the flexibility from the Academic Affairs division to schedule four-, six-, eight, or 12-week sessions were key factors in the enrollment hike.

"And with the economy today, if people don't immediately find employment, taking summer classes is the smart way to go," Burcham said.

To qualify for the free room, students had to be enrolled in classes on the Big Rapids campus, take six credits or more at regular tuition rates and purchase a meal plan with a minimum of 10 meals per week. All Ferris summer session classes end Aug. 10.

The summer enrollment includes 370 students at Kendall College of Art and Design in Grand Rapids, or 81 more than last summer. Of the total increase of 310 students this summer, 189 more were enrolled off campus and 121 more were enrolled on campus.

Pioneer

June 27, 2005

Ferris hosts NWP Summer Institute for ninth year

BIG RAPIDS - Ferris State University's Crossroads Writing Project will be hosting 13 secondary school educators during June and July for the National Writing Project's (NWP) invitational Summer Institute.

The NWP Summer Institute will be held at Ferris today (Monday) through 29 and July 6 through 7 and July 11 through 14. Applicants were interviewed earlier this year and selected to be part of the teachers-teaching-teachers workshop. This marks the ninth year that Ferris has seen awarded a grant to conduct the program. The university matches the NWP grant.

At NWP Summer Institutes in all 50 states, kindergarten through university teachers examine teaching strategies to help students become accomplished writers and learners. More than 3,000 teachers will participate nationally at 189 universities.

Buoyed by recent national attention to writing the new SAT and ACT college entrance exams that include writing as an indicator of academic achievement participating teachers arrive at summer institutes ready to demonstrate their best classroom and instructional practices and to learn from their locally recognized and accomplished colleagues. The teachers study current theory and research in the teaching of writing, write and respond to the writing of their peers and consult with other faculty in staff development workshops.

Following the summer institutes, participating teachers conduct programs in their own schools and in neighboring schools and districts. In 2004, NWP teachers conducted 6,871 programs for 130,000 colleagues.

The National Writing Project is a network of educators working to strengthen writing instruction in America's schools. Independent evaluation finds that students in the classrooms of NWP teachers make significant gains in writing achievement.

Co-directors for the summer institute at Ferris are: Brenda Vasicek, associate professor of English and director of the Crossroads Writing Project; Kristin Malloy of Big Rapids, a fourth grade teacher at Stanwood Elementary and a 2004 Fellow of the Crossroads Writing Project; and Jenny Orton of Ludington, an eighth grade language arts teacher at O.J. DeJonge Junior High and a 1999 Fellow of the Alaska Writing Projects and a 2002 Fellow of the Crossroads Writing Project.

Additional Crossroads Writing Project programs include Bulldog Writing Retreats (a five-week session starts June 20th for fourth- to 11th graders), Open Institutes, and school and university in-service.

Pioneer

June 28, 2005

Temperature, enrollment figures rising

Record "high temperatures" locally are bringing negative comments, but, record "highs" in enrollment figures at Ferris State University are bringing praises.

For the second consecutive year, FSU has broken the record in summer enrollment figures recording 4,917 students attending summer classes.

Ferris President David Eisler said he is pleased with the "strong growth" in the summer program. And, that growth is becoming a trend since the summer of 2003 when there were 566 fewer students enrolled.

Vice President for Student Affairs Dan Burcham echoed the praise noting that of that record number, 4,207 are "continuing students."

That growth didn't come without a push by the university. Enticing students could have been a new Residential Life and Dining Services program that offers free private room for summer session and the flexibility from Academic Affairs division to schedule four-, six-, eight, or 12-week sessions.

To take advantage of this new program, students had to be enrolled in classes on campus, take six credits or more at regular tuition rates and purchase a meal plan with a minimum of 10 meals a week.

Those new ideas coupled with the positive image Ferris conveys across the state are responsible for the increase.

We have known for a long time that the university is a true asset for the area. That reputation seems to be getting out.

Growth at the university reflects growth for our entire area.

We're hopeful the fall enrollment figures will reflect that trend.

Pioneer

June 29, 2005

Ferris, CTA/MEA reach tentative agreement

BIG RAPIDS - Ferris State University and the Clerical Technical Association/Michigan Education Association bargaining committees have reached a tentative agreement for a new, three-year contract, effective July 1.

A ratification vote for CTA/MEA members will be held at 5:15 p.m. July 11 in Ferris' College of Business. Upon ratification, the tentative agreement will be presented to the Ferris Board of Trustees for approval at their July 15 meeting in Big Rapids.

Allen Sutherby, cable television technician in telecommunications and lead CTA/MEA team member said, "Both sides worked hard to come up with a fair and reasonable tentative agreement."

Warren Hills, associate vice president for human resources and lead team member for the administration, said, "The committee members did a great job and spent long hours working to reach an agreement."

Topics covered during negotiations were compensation, including health care and wages, and other non-economic language.

Approximately 160 Ferris clerical /technical employees are represented by the CTA/MEA. Their current three-year contract expires June 30.

The Grand Rapids Press

June 29, 2005

Student denied chance to take pharmacy exam because of service dog

GRAND RAPIDS - Valarie Franklin has overcome so many obstacles in her life that taking the Pharmacy College Admissions Test should have been a cake walk.

But on Saturday, Franklin, 19, was reduced to tears when she realized she was going to have to fight for access to the test.

The Ferris State University sophomore, who was born with a brittle bone disease, traveled from Big Rapids to take the test at Grand Rapids Community College.

She showed up early and settled into her assigned seat, only to have test administrators force her out of the testing room at the last minute because she was accompanied by her service dog, Sunny. He was sleeping on the floor next to her chair.

Test proctors for Texas-based Harcourt Assessment said she could not take the test with the dog in the room because she did not list Sunny, a 5-year-old golden Retriever, on her application form.

They refused to let her move him to another room, and she was left with no choice but to leave without taking the \$105 test.

"It's not about the money," said Franklin, who is from Davison, east of Flint. "I missed an opportunity. I'm just angry."

According to the Americans With Disabilities Act, people with service dogs are not supposed to be denied access to public facilities or isolated from others.

Franklin is an honors student who plans to apply to FSU's pharmacy program in January. She plans to take the PCAT three times for the best chance to improve her scores. Saturday was to be her first test.

Franklin is 3 feet tall and relies on Sunny for help opening doors and picking up items. The test application's special accommodations section did not ask anything specific to service dogs, she noted.

"A service dog is not an accommodation," she said. "I've never been denied access anywhere."

After Franklin was dismissed from the test, she waited about two hours for access to her cell phone, which was locked in the car of a friend who was taking the test.

She called her parents, who called the testing firm and Sunny's Paws With A Cause trainer.

Mike Sapp, CEO of Wayfand-based Paws With A Cause, promptly called police Saturday.

"A service dog is assistive technology, just like a wheelchair or a crutch. People have their dogs to be independent," he said. "By denying her the access, they violated her civil rights."

Since the test was well under way by the time GRCC police were alerted, they could not intervene on Franklin's behalf. But college administrators are upset and have complained to Harcourt, GRCC Police Chief Cindy Kennell said.

"The outrage is appropriate," Kennell said. "The error was at our location, and I feel we should be part of the solution. She came totally prepared to take the test by herself and required no announcement."

GRCC allows service dogs everywhere on campus, and administrators say they will notify testing agencies and others about their policy to make sure the rules are upheld.

The testing firm defended its policy requiring those with such animals to give notice, even though it is not specifically noted on the application form.

"We always accommodate people with special needs," Harcourt spokesman Mark Slitt said.

"However, we need advance notification that someone is going to need special accommodations. The issue here was this applicant showed up on site without making those requests."

Slitt said test-takers with dogs are put in a separate room with a proctor because the dog could be a distraction to others taking the test or to those with allergies.

On Tuesday, officials from Harcourt agreed to let Franklin take the test July 8 on FSU's Big Rapids campus, where she is taking summer classes. She will take the test alone.

Harcourt is requiring her to fill out an accommodations form and bring a letter from a doctor or school administrator describing her "functional limitation" for taking a multiple choice standardized test.

This is frustrating for Franklin, who has no such limitation. Her service dog will not be filling in the ovals on her test. Sunny will be there to help her get to and from the test site and pick up her pencil should it fall off her desk.

The federal disabilities act prohibits businesses from asking about a person's disability.

Permitted questions include what tasks a service animal performs. The act also states that allergies or fear of animals usually are not valid reasons for denying a person access.

Franklin said she will jump through the required hoops to take the test, but plans to file a complaint with the U.S. Department of Civil Rights.

Unfortunately, fighting for access is nothing new for the Franklin family.

"We've been fighting for her ever since she started kindergarten," said her father, Harry Franklin.