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Pioneer

March 15, 2005

Pollard uses Jim Crow Museum images for work

BIG RAPIDS - The Jim Crow Museum at Ferris State University continues to bring African-American images into the thoughts and conversations of many people and Ingrid Pollard currently is visiting Ferris to photograph and film these portrayals.

A research fellow in the Department of Arts, Media and English at London South Bank University, Pollard spent Monday and today looking at figurines with movement. She is preparing photographs and video to accompany an installment and book she is fashioning to coincide with England's anniversary of the abolishment of slavery, which is in 2007.

Pollard hopes the images she captures evoke a response from people, saying caricature images of African Americans produce many reactions.

“This flat work, sculptural work ... people have an emotional response and they intellectualize their way out, a way to cope,” Pollard said. “Some want to destroy it, but I think in context these are historical artifacts that need to be understood.”

A lot of African American portrayals, seen on signs, in print or on video, are passed by like a common place item, she said. And, these images are seen across the globe not just in the United States.

“There is a horribly international relationship (with these figures),” she added. “I want people to look at the ordinary and look at it again.”

One of the most well-known caricature images of African-American women is Mammy, the woman who helps sell Aunt Jemima pancake mix and syrup. Mammy is one of many racist images portraying people of African descent at the museum, including images of Jim Crow, an “exaggerated, highly stereotypical black character.”

Crow was popularized by minstrel Thomas Dartmouth “Daddy” Rice, a white performer during the early 19th Century who was one of the first to wear black-face makeup.

There are a lot of manifestations of black men, Museum Director John Thorp said. Pollard spoke of images on pub signs in the United Kingdom and mentioned she wanted to stop in Michigan while she was visiting the U.S.

“These are overwhelming images ... they are frightening ... and the impact they have ... I’ve looked at images and stepped back. They’re powerful,” Thorp said.

Pioneer

March 15, 2005

Samuels key speaker during Alumni Return Day

BIG RAPIDS - Ferris State University's College of Education and Human Services (EHS) is holding an Alumni Return Day April 7.

The keynote speaker is local attorney James Samuels, who is a former Mecosta County Prosecutor and 1975 Ferris graduate. Samuels will speak about "The Laws that Permit DNA Testing of Biological Evidence" at 7 p.m. in the College of Pharmacy Auditorium 101.

Samuels recently was elected chair of the Innocence Project Commission. The project, housed at Cooley Law School and funded by the Michigan Bar, relies on law school students to review cases to see if anyone has been wrongfully convicted. Thus far, the project has reviewed 2,500 cases and there have been two exonerations of innocent people in Michigan.

All EHS alumni and community members are invited to attend the speech, which is sponsored by Ferris' School of Criminal Justice.

The Grand Rapids Press

March 15, 2005

Sall in the family: FERRIS COACH SALL ADJUSTS TO LIFE WITH NEW BABIES

GRAND RAPIDS - Ferris State men's basketball coach Bill Sall doesn't know if he's coming or going.

Sall and his wife, Karen, became the proud parents of their very own three-on-three basketball team last Wednesday, when Karen gave birth to triplets, including identical twin girls named Hannah and Lydia.

Their brother's name is Quinton.

The births occurred at 3:45 p.m., and the day before Sall's Bulldogs departed for Findlay, Ohio, for the NCAA Division II men's Great Lakes Regional tournament.

"I was out recruiting the Tuesday before, and Karen began to have her blood pressure rise," Sall said. "The medical people got concerned about that, so they did an ultrasound and found the twins weren't getting a lot of blood flow, so it was time to bail the babies out early.

"I sent the team down with (assistant coach) Cory (Anderson) Thursday and caught up with them Friday. Cory has done a great job taking care of practices and getting the guys ready while I've been all over the place."

No. 23 Ferris State (24-6) beat the University of Indianapolis in Saturday's first-round regional and fourth-ranked Southern Indiana, 9387, Sunday in the semifinals.

Immediately after Sunday's win, Sall hopped back in a car and returned to Spectrum Health Butterworth Campus to be with his family, which also includes 2¹/₂-year-old daughter Delaney.

He was on his way back to Ohio late Monday afternoon to rejoin his team for tonight's regional championship game against top-ranked University of Findlay (29-3).

"To say the least, the last week has been a bit hectic, but the bottom line is that the wife and kids are doing really good, considering the triplets are 29 weekers," said Sall, the former two-time All-American at Calvin College who also starred at Unity Christian High School.

Good health to start

"The care by all the doctors and nurses through this entire pregnancy has been fantastic.

The babies are still on ventilation and receiving oxygen, but all the real important tests have come back with positive results. I guess the only thing I could ask for right now is a little more sleep.”

Between the triplets and his Bulldogs playing so well in the national tournament after winning their second straight Great Lakes Intercollegiate Athletic Conference North Division title, Sall probably can go a little longer on adrenaline.

“I’ve caught myself on the sidelines thinking of the triplets when I’m supposed to be calling out an important play to the guys,” Sall said. “And when I’ve been with the babies, I’m thinking of what play to use against the next opponent to give us a better chance to advance in the tournament.”

“It’s been crazy, but we are certainly playing our best basketball right now.”

Ferris State and GLIAC South Division champion Findlay met once during the regular season, with the Oilers earning an 87-85 decision with a tip-in at the buzzer in Big Rapids.

“Findlay is No. 1 in the country and will have a sellout crowd for the championship game, but I think we match up really well with them,” Sall said. “We’ll certainly give them a battle, because (they’re not) going to just walk away with the regional championship.”

Sall also had some thoughts on his alma mater making its fourth trip this week to the Division III Final Four.

“That’s a heck of an achievement what Calvin has done this season,” said Sall, whose Bulldogs meet Calvin every year for a non-conference game.

Pioneer

March 16, 2005

Helping Hospice bridging the generation gap

Chelsea Manzullo, Ashley Allen and Stephanie Butler, all students at Ferris State University, have learned to build a bridge - but they're not in the construction program.

By volunteering through Hospice of Michigan, the three young women have built a bridge across the so called generation gap. They travel on average once a week to the Masonic Home near Alma to spend time with the elderly residents and brighten their days.

By the numbers, the three students have given more than 123 hours since mid-2004; that means 2,220 miles and a savings to Hospice of \$1,837.90, said Hospice volunteer services manager Amie Keegan.

The first to volunteer was Manzullo, a sophomore in the nursing program.

"I started my freshman year," Manzullo began. "I saw a booth (Hospice) had at one of the opening things when I first got on campus. I applied because that summer, my aunt had cancer and Hospice care ... it was a chance to give back."

Keegan mentioned volunteers were needed to drive to Alma to the Masonic Home.

"I thought, if I get my friends together, we could all go together," Manzullo said.

Fellow FSU sophomore Ashley Allen was the second student to begin going to the Masonic Home. While they're helping the residents there, the friends use it as a chance to catch up.

"It's something we can all do together because we have busy schedules and don't get to see each other a lot," Manzullo said.

Allen, studying health care administration, was initially hesitant about spending time with terminal, elderly patients.

"I was kind of nervous at first," she recalled, "I hadn't been around a lot of sick people and older people."

She was afraid the patients would "make me sad so I would cry."

"I was really nervous, but she (Manzullo) convinced me," Allen said. "Most of the patients just want somebody to talk to. I still feel sad when I see patients, but to be able to go in and brighten someone's day just outweighs the nervousness and sadness."

Freshman Stephanie Butler, a marketing student, joined the duo in their volunteer work after she came to Ferris.

“I knew they were going before I tried for it,” she began. “They were always talking, about it when they came back. ... They said how happy they were about it and how good it made them feel, so it was no problem for me to go.”

While she knew she wanted to go along, Butler still struggled with her emotions initially.

“I had the same feelings as Ashley the first time I went,” Butler said. “I thought it would be no problem (but then) I didn’t know if I could handle it. But once I started talking to someone, and saw how happy it made them, it was fine.”

Finding the time to travel to Alma can be challenging for the trio - Manzullo has two part-time jobs in addition to being a fulltime nursing student; Allen is active in the student chapter of the Red Cross and the Health Care Management Association; and Butler, also active in the student chapter of the Red Cross, is involved with the Marketing Association.

“It’s hard - a lot of times we go Fridays when we’re all done with classes for the weekend,” Butler said.

Added Allen, “We don’t go as much as we’d like to - we just plan ahead.”

The group isn’t always able to travel together, either. Sometimes Allen and Butler will head over together and then Manzullo will stop by to spend some time on her way home to Saginaw.

Despite the scheduling challenges, the three think it’s worth it.

“I just thought of it as a very rewarding, positive experience,” Manzullo said.

Added Allen, “It’s also a good chance to grow as a person – it’s hard for me to go in and see all the sadness ... your fears can’t even compare to them - just get over yourself and go. Things are more important than me being nervous about it.”

Hospice patients, Keegan explained, have to be diagnosed with six months or less left to live. Volunteers like the three women “let (patients) know they’re not alone.”

Allen knows the comfort she and the others provide means so much to the patients - and doesn't seem to take much effort.

“I think it’s such an easy thing to do,” she began. “To take an afternoon a week or every couple of weeks is so trivial compared with how much you brighten someone’s life. I had one lady I was a little scared of - she was pulling me to her - and then she kissed me on the cheek. I thought, ‘This is why I do this.’”

Pioneer

March 16, 2005

FSU to host Thomas Crapper Lecture Series

BIG RAPIDS - Ferris State University will present the inaugural Thomas Crapper Lecture Series on four dates in March and April to bring to light the looming problems of water usage and waste disposal.

The event is sponsored by the College of Arts and Sciences' Social Sciences Department and is named for Crapper (1836 -1910), the British sanitary pioneer who became a manufacturer, supplier and installer of sanitary goods, plumbing and drainage.

Rita Jack of the Sierra Club will open the series on March 22 with a talk on "Concentrated Animal Feeding Operations" at 7 p.m. in Room 102 of the Science Building.

The waterless urinal by the Falcon Corporation will be discussed on March 29, along with a showing of the film "Crapshoot," which focuses on sludge, waste and waterless toilets. The presentation begins at 7 p.m. in Science Building-102.

David Dempsey, author and policy advisor to the Michigan Environmental Council, will speak on "Michigan Water World" on March 31 at 7 p.m. in Science-102. Prior to his talk, Dempsey will conduct a book signing of his "On the Brink: The Great Lakes in the 21st Century," from 4 to 5 p.m. at the Great Lakes Bookstore.

Former Grand Rapids mayor John Logie will lead a discussion on septic tanks to conclude the series on a Tuesday or Thursday evening in April. The exact date will be announced later.

Any person needing assistance to attend these events is asked to call Donald Roy at 591-2764.

Pioneer

March 16, 2005

FSU gallery to host nature, wildlife art show reception in Grand Rapids

BIG RAPIDS - Devotees of nature and wildlife art will have a chance to meet firsthand with 22 Michigan artists and view their works on Saturday in Grand Rapids.

Ferris State University's Rankin Art Gallery is sponsoring an Artist Reception for presenters of the Nature and Wildlife Art Show at DeVos Place. The show is part of the Grand Rapids Sport, Fishing and Travel Show which runs from March 17 through 20.

Ferris faculty, staff and local residents are invited to attend the reception from 9 to 11 p.m., which is after regular show hours. There is no admission charge for the formal wine and cheese social. Harpist Martha Kuch of Traverse City will be performing and a specimen and promotional materials from the university's Card Wildlife Education Center will be displayed.

The Art Show, located on the glass balcony area, is included in the \$8 admission fee to the Sport, Fishing and Travel Show. Those attending the reception and arriving after 8 p.m. will be admitted to both shows free of charge.

Invited artists were selected for their unique talents celebrating and capturing nature by Kimberlie Bindschatel, editor of *Whisper in the Woods*, Michigan's 'Nature Journal', published in Traverse City. Attendees can enjoy landscape, nature and wildlife art, including photography, watercolor and acrylic painting, illustrations and other mixed media presentations.

Most of the items will be offered for sale, as will several works from the university's Canadian Collection, according to Carrie Weis, Ferris gallery coordinator. She said this marks the state's first major wildlife art show in approximately 10 years.

Weis had met with Bindschatel several years ago in an attempt to organize a wildlife expo at Ferris. That effort stalled, but the journalist took the idea forward and later contacted the travel show sponsor to make arrangements for next week's event. She also offered Ferris the opportunity to participate in the reception.

Pioneer

March 18, 2005

Former Ferris player reaches 500 wins

WILMETTE, Ill. - Its been about 25 years since Big Rapids native Tanya Johnson played her final collegiate basketball game at Ferris State.

During that last quarter of a century, Johnson has built on the success she enjoyed as an athlete and used it as foundation for a stellar coaching career through which she reached a milestone this season. This winter at Loyola Academy (Ill.), her 22nd as a head coach, Johnson won her 500th game as her Ramblers rolled to a convincing 68-19 win over Maria, a suburban Chicago school, (Jan. 31) in the opening round of the Girls Catholic Athletic Conference Red Division Tournament.

The hoopla, surrounding her 500th win, was something that sort of caught her by surprise.

“It really was not something I had given much thought about until I got close to it and people started to talk about it,” said Johnson, who also serves as the Associate Director of Athletics at Loyola. “One thing about winning 500 games is it’s not something you’re going to do unless you’ve been around a lot of good and talented people who have worked hard to get things accomplished.”

Johnson’s coaching career began with a one-year stop at Elmwood Park (Ill.) where her team compiled a 17-10 record. From there, she moved on to Marillac (Ill.) where she put together a record of 202-64 before the school closed its doors in 1994. She next took her coaching talents to Loyola where she compiled 281 wins to reach 500 on Jan. 31.

In 22 seasons only once has Johnson coached a team with a sub-.500 record. Her Ramblers were 12-18 during the 2001-02 campaign.

“I feel like I’ve been very lucky to have been around so many of the people I’ve been around who have done so much to help me to be able to get to 500 wins,” said the 6-foot-2 Johnson, who scored 780 points and pulled down 677 rebounds during her four-year career as a Bulldog. “It also kind of makes me feel a little older to have won 500 games.”

Johnson is one of only two female coaches in the history of basketball in the state of Illinois to win 500 or more games. On Jan. 31, she joined Marshall’s Dorothy Gaters and Fremd’s Carol Plodzien - both of whom previously hit that coaching mark.

Johnson has collected championships, along the way, to complement her historic number of wins. During the 1997 and 1998 seasons, she coached Loyola to back-to-

back Class AA state championships. Her Ramblers set a single-season Illinois state record with 36 victories in 1998 and coached the Illinois State Player of the Year(1998-99).

“It’s been a great journey for me,” said Johnson, who is scheduled to be inducted into the Illinois High School Basketball Association Hall of Fame in April.

While at Ferris, in the early years of the women’s basketball program, she helped the Bulldogs to their first three winning seasons and was a two-time team Most Valuable Player. Johnson, whose sister, Diane, still works as a custodian at Ferris, led the team in scoring under head coach Monica Folske, a Ferris Bulldog Athletics Hall of Famer, and averaged a career-best 16.6 points during the 1976-77 season.

After wrapping up her playing career at Ferris, Johnson decided to test her skills at an even higher level of basketball as a professional. She played for the Milwaukee Does, New Jersey Gems and Chicago Hustle - members the former Women’s Professional Basketball League.

Even living several hours away, in the Chicago area off the Lake Michigan coast, Johnson still has fond memories of Big Rapids - the small town where she was raised. You can take the woman out of the small town, but it is hard to take the small town out of the woman.

“I still think a lot about growing up in Big Rapids and at Ferris ... both are big parts of who I am today,” Johnson said. “I still have family and friends there and there will always be a part of me there.”

Pioneer

March 19 & 20, 2005

RAD empowers women through education

BIG RAPIDS - One word echoed over and over out of a classroom at the Student Recreation Center on Ferris State University's campus Friday afternoon, "No!"

"No," the women shouted in response to an attacker, using their arms to block movements aimed at grabbing them. "No!" "No!" "No!"

Startling? Not really, considering these women were participating in Rape Aggression Defense (RAD) training, taught by Ferris Department of Public Safety officers Joy Beno and James Wing.

Educational? Yes, according to the room full of women who are daughters, mothers, sisters or wives; women who are professionals, students and community members. In its fifth year, RAD continues to teach and empower women who may fall prey to a sexual assault, whether they're approached on the street, hurt by someone they know or are unknowingly given drugs to weaken their defenses.

The three-day seminar was held Friday through Sunday at Ferris, teaching women anything from defense moves like strikes and kicks; appropriate wording to use when attacked like, "No," or "Stand back;" and approaches to help handle situations that may escalate into an attack, such as being followed or how alcohol abuse and date rape drugs affect an individual, officers Beno and Wing said.

"It's important to empower women ... to teach them not to rely on mace or their boyfriend," Wing said. "This gives women confidence."

FSU Public Safety Director Martin Bledsoe added the course is a proactive approach to stopping sexual assault crime against women in this community. The consensus is the community will not tolerate people infringing on the liberties of its residents, he said.

"These women aren't going to be sitting ducks," he said. "They're not going to be willing victims. ... They're not going to allow this to happen."

Awareness was key for one 24-year-old graduate student who said she never had taken this type of self-defense training before.

"You're taught when you're little just to scream," she said, demonstrating with flailing arms. "People are more liable to look if you're saying, 'No,' or 'Stay back.' The class teaches women how to get out of a car or hold their keys and not to answer the door if the person is unidentifiable, she continued.

Two other women participating in the class, one a 22-year-old studying criminal justice, the other a 23-year-old in the medical technology program, said they hope to carry on the message taught by the duo.

Both agree the skills the learning are advantageous to all women and being able to pass these techniques on to others' part of the learning process.

“I’ve been lucky this hasn’t happened to me, but I knew I couldn’t keep putting it off,” one of the young women said. “I need to learn now not later and I can’t help teach my family, who are all women.”

RAD is a nationally-recognized program and both Beno and Wing earned recognition for their efforts through RAD to protect women against sexual assault.

Pioneer

March 19 & 20, 2005

Ferris hosts international authority on cloning

BIG RAPIDS - The controversial topic of cloning will be addressed by Nigel Cameron, founder of the journal Ethics and Medicine, during his March 22 appearance at Ferris State University.

Dr. Cameron will speak at 7 p.m. in Williams Auditorium as part of the university's Arts and Lectures Series. Admission is \$5 per person.

Cameron is former provost and distinguished professor of theology and culture at Trinity International University/Trinity Evangelical Divinity School in Deerfield, Ill. He founded the Centre for Bioethics and Public Policy in London, chairs the Center for Bioethics in the Church and served as dean of The Wilberforce Forum.

He has an international reputation as a spokesperson on bioethics and biotech issues, with appearances on ABC Nightline, PBS Frontline and other network television, in addition to testifying at congressional hearings. His Judeo-Christian perspectives on old and new issues in medicine and bioethics have led to the writing and editing of nine books.

Cameron lectures widely on college and medical school campuses, directs the Washington, D.C. based Council for Biotechnology Policy and recently represented the United States at the United Nations meeting on human cloning.

Pioneer

March 19 & 20, 2005

Ferris lectures address topics central to TV shows

BIG RAPIDS - The topics of forensic anthropology, pathology and toxicology, made popular by television's "CSI" shows, will be addressed by a trio of speakers in upcoming lectures at Ferris State University.

Stephen Cohle, chief medical examiner for Kent County, will talk on "Forensic Pathology" Tuesday at 6 p.m. in Room 2 of the Instructional Resource Center. Cohle, whose job is to determine how people died, is collaborating on a book about some of his more interesting cases. He estimates he has performed more than 6,000 autopsies during his career in West Michigan and other parts of the state.

Alumnus John Trestrail, managing director of DeVos Children's Hospital Regional Poison Center in Grand Rapids, will discuss "Forensic Toxicology" April 7 at 6 p.m. in IRC-2. He received his baccalaureate degree in Pharmacy from Ferris in 1967.

Trestrail's book, "Criminal Poisoning: Investigational Guide for Law Enforcement, Toxicologists, Forensic Scientists, and Attorneys," is a pioneering survey of the use of poison as a murder weapon. For years, he served as a visiting faculty member at the FBI National Academy in Virginia, and routinely takes calls for advice from "CSI" script writers.

The lecture series concludes with two presentations by Heather Gill-Robinson, an instructor and doctoral candidate at the University of Manitoba in Winnipeg. A graduate of Trent University in the United Kingdom, she is an authority on bog bodies (mummies) in Northern Europe.

Gill-Robinson will speak on "Forensic Anthropology/Archaeology" April 12 at 6 p.m. in IRC-2 and will explain "My life as a CSI" April 14 at 11 a.m. in Room 120 of the Science Building.

The lectures, sponsored by the College of Arts and Sciences' biology department, are free and open to the public.

Pioneer

March 19 & 20, 2005

Applause please for Bucks, Bulldogs

The Pine River High School and Ferris State University basketball teams have reached the ends of long and successful trails.

They had great seasons that ended in quests for state and national titles.

Pine River made it further than any other high school team in the Pioneer's coverage area.

Ferris made it to the Sweet Sixteen before getting knocked off by the team that experts consider to be the best Division II team in the nation.

The Bulldogs were defeated 94-73 by Findlay on the home floor of the Ohio school in the Great Lakes Region championship game Tuesday night.

The Bucks' season ended at the hands of Negaunee when the Miners tunneled through Pine River's stingy defense for a 60-44 win in a Class C quarterfinal game in Cheboygan Tuesday.

The Bucks end the season with a 16-9 record while the Bulldogs reeled off 24 wins against only seven losses.

Both deserve a round of applause from their fans who are, undoubtedly, looking forward to next year.

Pioneer

March 21, 2005

Building Bridges: Annual Spaghetti Bridge competition draws teens to Ferris

Most people make spaghetti by boiling water, adding the noodles and draining the contents in a strainer, once the pasta is thoroughly cooked. To finish, just add spices and pasta sauce, then serve.

However, the 23 teams participating in the 2005 Spaghetti Bridge competition would prefer their noodles raw and covered with glue and materials, instead of sauce.

This year's annual competition was held in the Rankin Center Dome Room at Ferris State University Friday and Saturday.

Participating teams, from both local and state high schools, included Reed City, Morley Stanwood, Chippewa Hills, Crossroads Charter Academy, Pine River, Big Rapids, Clinton, Harper Woods and Port Huron.

Also, teams from Kenowa Hills, Regina, the Mecosta-Osceola Intermediate School District Math-Science Center and the Lapeer Ed-Tech Center competed.

According to the Chippewa Hills High School teacher Andrew Ray, the competition featured two major portions - an authentic bridge presentation Friday and a bridge building contest Saturday.

For the authentic bridges, Ray said each team built a replica model, using glue and spaghetti, based on bridges across the world.

Pioneer

March 21, 2005

Ferris to celebrate dedication of Founders' Room

BIG RAPIDS - Ferris State University will celebrate the dedication of the Rankin Center Founders' Room with a ceremony at 11: 15 a.m. March 29.

The event will be held in Rankin-238, formerly the President's Room, and will feature remarks by President David Eisler along with brief founders' recollection readings by members of the History Commemoration Task Force.

Leading up to the event, the task force held an online trivia contest featuring questions about the university's founders and its storied past. Contest winners will be treated to lunch with Eisler in the Centennial Dining Room immediately following the dedication.

The public also is encouraged to dine there after the ceremony as the day's lunch menu will feature historic selections, including recipes from Helen Ferris, as well as specialty plates created by the Rankin Center staff.

The Founders' Room features portraits of Woodbridge and Helen Ferris, along with panels tracing their lives and the university's history. The entrance to the renamed room features a dedication plaque and a bust of Ferris. The name change reflects the university's pride of and commitment to this special couple from New York. From their dedication to make the world a better place, they took a chance on starting an educational institution in a small, remote

The Ferris' were born in 1853 and married in New York Dec. 23, 1874. They visited Big Rapids in 1883 while scouting locations for a new school. In May of 1884, they arrived in Big Rapids and set about recruiting and making arrangements to begin their new endeavor. Sept. 1, they opened the Big Rapids Industrial School with 15 students in temporary quarters in the Vandersluis Block on Michigan Avenue.

Woodbridge and Helen taught classes and he did the administrative work. Four months later, they moved the school to a permanent location at the corner of Michigan and Maple. By 1894, their school had become Ferris Industrial School and the Ferris' had moved it into a new building, Old Main, at the corner of Ives and Oak. Later that year, the school was incorporated and four years later the name was changed to Ferris Institute.

Although Woodbridge and Helen Ferris would not live to see later name changes to Ferris State College (1963) and Ferris State University (1987), the institution remains committed to the visions and ideals of its founders. Ferris is the only state university that carries the name of its founders and as such has a direct link to their beliefs and philosophies.

It was Woodbridge N. Ferris, educator, twice-elected governor of Michigan, and United States Senator, who said: “My plea in Michigan - and it will be my plea to the last breath I draw, and the last word I speak - is education for all children, all men, and all women of Michigan, all the people in all our states all the time.”

Light refreshments will be served at the dedication, which is sponsored by the History Commemoration Task Force. Students, alumni, faculty, staff and community members are all invited to attend the event.

Pioneer

March 22, 2005

Chicago organization establishes marketing scholarships at FSU

BIG RAPIDS - The Chicago Association of Direct Marketing's (CADM) Educational Foundation established an annual ECommerce Marketing Scholarship for students at Ferris State University through the efforts of Susan K Jones, Ferris professor of marketing.

Candidates for the award must be enrolled in the e-commerce concentration of the Ferris marketing program, have a minimum cumulative grade point average of 3.0 or above (2.5 or above for continuing students) and submit an essay expressing their interest in an e-commerce marketing career.

Four scholarships will be available annually, with one recipient chosen from each of the freshman through senior levels of the program.

Jones, a Ferris faculty member since 1990, is a trustee of the CADM Educational Foundation and a columnist for its monthly adMarks newsletter.

She has been affiliated with the group for more than 20 years and was CADM's - 1996 Volunteer of the Year and its 2002 Charles S. Downs Direct Marketer of the Year.

"The Chicago Association of Direct Marketing Educational Foundation is very generous to support our e-commerce marketing curriculum," said Jones.

"They have confidence in the quality of our program."

"It makes quite a statement on behalf of Ferris when this organization, based in Chicago, wants to invest in our students. They have been supportive to us and our students enjoy attending some of the events they sponsor."

Information regarding the establishment of scholarships at Ferris is available by contacting, Debra Jacks, director of planned giving, at (231) 591-3817 or jacksd@ferris.edu.

Pioneer

March 23, 2005

SGA hosts third women's conference

BIG RAPIDS - The Ferris State University Student Government third annual Women Investing in Leadership and Learning (WILL) Conference is March 31 at the Holiday Inn Hotel and Conference Center from 6 to 8 p.m. in the University Ballroom.

Speakers include Cheryl Ford, star player with the WNBA's Detroit Shock; Terri DeBoer, meteorologist with WOOD-TV8 Grand Rapids; and Chris MacInnes, senior vice president of Crystal Mountain. The women will take the stage to share their stories and wisdom with students, faculty/staff and community members.

The two-hour program features a social reception at 6 p.m., with a question-and-answer session to follow their presentations. The event is free thanks to the Student Activity Fee, as allocated by Student Government's Division of Finance. Donations will be accepted to benefit the Tsunami Relief Fund at FSU.

Questions or comments regarding the third annual WILL Conference may be directed to Abby Lund, director of Academic Affairs for Student Government, by e-mailing <abbylund@hotmail.com>, or by contacting Public Relations Advisor Zack East at <StudentGovernment@ferris.edu>.

Grand Rapids Business Journal

Feb 1, 2005-April 30, 2005

FSU-GR Hopes To Create Urban Campus

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

“The idea is to put this together in a way that if anybody in Grand Rapids were to ask where Ferris State University in Grand Rapids is, they’ll point right there,” Neuman said.

“It’ll have an image-ability and look like its part of a campus.”

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

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

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

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

Within the theme of revitalization, Eisler emphasized the school's intentions to maintain the historical identity of the buildings it occupies.

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

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

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

"Probably the only deterrent is parking," Neuman said.

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

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

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

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

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

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

Pioneer

March 24, 2005

Granholm, GOP reach deal: Ferris State to receive \$5 million in pending budget plan

LANSING (AP) - Universities and community colleges are expected to sidestep a \$30 million cut in their operating funds under an agreement reached Wednesday by Gov. Jennifer Granholm and Republican leaders to balance this year's general fund budget.

The Democratic governor's new executive order still includes a \$30 million cut for the state's universities and community colleges. But they would be first in line to have that money restored if tax revenues come in higher than expected this spring and summer.

They also would have access to \$200 million in capital outlay money to build and maintain campus structures. Granholm's earlier executive order, which the Senate rejected last month, offered 100 million for such projects.

Ari Adler, spokesman for Senate Majority Leader Ken Sikkema, said higher education enjoys the best of both worlds under the new agreement.

"When all is said and done, they could get their \$30 million restored and get \$200 million in bonus funding," he said. "There are university and community college projects on the list across the state" that would get capital outlay money.

Budget director Mary Lannoye on Wednesday presented the governor's executive order to a joint meeting of the House and Senate Appropriations committees.

The committees, meeting separately, each passed the supplemental budget and the executive order, while the Capital Outlay Committee passed the capital outlay bill. The supplemental budget is expected to go to the governor for her signature Thursday after more committee meetings, Adler said, but rules require the capital outlay bill to wait for action until after the Legislature returns from a two week recess that lasts until April 12.

The plan would address a \$380 million shortfall in this year's \$8.8 billion general fund budget, Lannoye said. About \$117 million of the change comes in direct cuts, while much of the rest comes from shifting spending from the general fund to other revenue sources, including federal funds. A little more than \$80 million will be covered by the state's rainy day fund.

Wayne State University President Irvin Reid said he was pleased with the agreement even though Wayne State's operating budgets will suffer if the full \$30 million is not restored.

"We do have capital needs on the campus and with these budget cuts from the past - and, quite frankly, stagnation in funding of capital outlay - a lot has actually slowed down on

campus,” Reid said. “I think the governor has made a noble effort in trying to get us some funding for sort of a stopgap, and this stopgap funding is directed at the needs we have.”

University of Michigan President Mary Sue Coleman said her university will live with the agreement, but that more needs to be done to fund the state’s higher learning institutions. Universities and community colleges have seen their funding cut by at least 14 percent over the past two years.

U.S. Rep. Joe Schwarz; a Battle Creek Republican who oversaw higher education funding while in the state Senate; told members of the House Appropriations Higher Education Subcommittee on Wednesday that they should, consider creating a separate funding source for higher education, even if it means raising taxes.

If the state is unable to avoid, cutting funding for universities and community colleges this year, it pledged to put \$100 million into funds universities can use next year for building and renovation projects.

Pioneer

March 24, 2005

Local implications high

LANSING - Legislators representing communities throughout west central Michigan worked hard as part of the GOP team dealing with the governor's office to create a package that would make the second Executive Order a good fit for all involved.

The House and Senate Appropriations Committees, made up of both Democrats and Republicans, approved Wednesday afternoon the second Executive Order offered by Governor Jennifer Granholm as part of Lansing's efforts to balance the state budget.

Patrick Tiedt, a spokesman from the office Of 102nd District State Representative Darwin Booher, (R-Evart), noted that both Senate and House appropriations leaders had worked with the governor's office to put together a budget deal that would best serve the state.

Of special interest to the Mecosta, Osceola and Lake County communities is the fact that there is no specific mention of the Baldwin prison noted in the new Executive Order.

Some \$200 million was set aside for Capital Outlay projects for state funded colleges and universities.

Of special interest in the Capital Outlays deal, Ferris State University stands to receive approximately \$5 million in funding to be earmarked for the construction and renovations to university facilities.

While the Executive Order was approved by the Appropriations Committees, the Capital Outlays budget approved by the Senate will only be approved by the House following the spring break in legislative activity.

More details of the Executive Order and the Capital Outlays budget will follow in future editions of the Pioneer.

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March 24, 2005

Students volunteer to assist community

BIG RAPIDS - Ferris State University (FSU) students and the city of Big Rapids are teaming to "Paint the Town" April 3 through 8 in an effort to benefit residents unable to paint their homes exterior.

Community members wishing to participate in this program, may contact the city's Neighborhood Services Director Mark Gifford by calling City Hall at (231) 592-4000.

Initiated by FSU's Inter-fraternity Council (IFC), 15 registered student organizations from the IFC and Panhellenic and Professional Fraternity councils are volunteering to paint and five homeowners are being selected to participate in the program, aimed at giving back to the community.

"Traditionally, fraternities and sororities do philanthropic work through their national organization," Brandon Young, of Pi Kappa Alpha, said. "One of the reasons we're doing this event is we want to keep volunteerism within the community."

There are so many benefits to giving back to the community where you live, Young, also one of the event's coordinators, said. Organizers hope this event will continue to grow through the years.

Held for the first time in 1999, the program was put on hold until now, when Young decided he wanted to breathe life back into it before graduating in the spring.

"We're starting conservatively. ... I saw the first time what the potential is, what we can do, and I am hoping someone takes the torch and passes it on," Young added.

According to Gifford, the students are providing the man power for the program and residents are being asked to purchase supplies and paint, which are being sold at a discounted price through Sherwin Williams.

"This is a neat program," he said. "I think this is an unbelievable opportunity for people who can't afford to have someone paint or can't paint themselves."

The program is geared toward helping the elderly who can't paint; single-parent homes where time is an issue or families who may not be able to spend thousands of dollars to hire someone to paint their home, Young added.

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March 24, 2005

Saving for the future: Camp talks retirement

BIG RAPIDS - Congressman Dave Camp's (R-Midland) message to Ferris State University students was simple Wednesday afternoon: saving for their retirement does not mean putting all their eggs in one basket.

Social Security was not developed to be the sole source of income for people after they retire, Camp said, adding he wanted to visit Ferris to highlight the importance of saving for the future through programs outside the current norms.

Camp's message tied into recent plans proposed by President George W. Bush to privatize Social Security into personal savings accounts. Republican sources are predicting Social Security is heading toward bankruptcy if it does not undergo a massive makeover.

"The point is we cannot do nothing," Camp said. "It's like not studying for a final until one hour before the exam.... Not doing anything is not an option. We need to talk about this now."

Those officials supporting a change cite a tipping scale for which the number of people supporting beneficiaries is dwindling.

According to Camp, 16 workers supported one beneficiary in 1950. The number now is three workers per beneficiary and is expected to drop to two by 2050 when today's younger workers retire.

This is the stage to talk about thoughts and ideas on how to revamp the system, he said. More than half of seniors now rely on Social Security for 50 percent or more of their income, with 20 percent relying on it as their sole income.

What can lawmakers do to strengthen Social Security? Camp presented ideas which included raising the payroll tax, cutting benefits, eliminating the cap on Social Security taxes, doing nothing or adding personal retirement accounts.

When considering privatization, one student queried how funds would be put into private accounts? While another asked simply, will privatization solve the deficit problem?

"The potential is there to build up the budget in the long-run," Camp said, adding it may not in the short-term but the ultimate goal is assuring a positive long-run outcome.

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March 25, 2005

Festival takes community around world

BIG RAPIDS - The community can go around the world in five hours April 10 during Ferris State University's 17th annual International Festival from noon to 5 p.m. in the Rankin Center Dome Room.

Students and faculty from 45 countries are preparing traditional dishes and giving presentations about the culture and arts of their countries. The event is hosted by the International Student Organization (ISO), with support from the International Affairs Office and the Student Activities Fund.

"The main goal of the event is to bring the world to Big Rapids," ISO President Samuele Nerntz, who is from Seychelles Island off the coast of Africa, said.

"Really, this is to bring the world to them so they can know the world beyond the United States."

Nerntz, who is completing his second year of studies in computer networking systems at Ferris, said the festival is a good way for students and faculty from abroad to teach the community about people from around the world.

Each year, students and staff bring different presentations and homemade dishes to help show the unique traditions and foods of various countries, he said. New this year is an Egyptian station.

"The invitees have the opportunity to ask questions and learn about cultures where they may be able to travel," Nerntz added about the event which organizers start planning each year in September. "It's really a trip around the world in five hours."

Everyone involved puts a lot of time and effort into making this event perfect for visitors, he said, adding organizers want people to be thrilled about what they see and learn.

The event is free of charge, with three tickets being given to students and staff to taste-test food samples. Each sample thereafter costs 50 cents.

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March 25, 2005

A Plug for Bulldog Radio

BIG RAPIDS - Zack East, president/general manager for Ferris' Bulldog Radio, recently took his radio career one step further as a guest on Chicago's WGN-AM radio.

East, a junior and honors member in the communication program was the guest of Chicago Tribune editor Rick Kogan on "The Sunday Papers" morning show. The discussion involved East's work to completely revamp the former WFSU organization into Bulldog Radio, a non-traditional college radio station that broadcasts on cable television, low-power FM radio, and the Internet.

In December 2004, the station received funds from student government to allow for a new studio of radio equipment, which was proposed as well as installed by East. At the same time, membership of the 5-star campus Registered Student Organization has risen almost three-fold, in addition to a large jump in listenership as the station began broadcasting to the Internet <www.bulldogradio.org>, on Charter Communications cable television (Channel 21) and on the 107.7 FM north campus network.

The studio visit to WGN-AM was East's fourth time on the station in the last three years. He has been a guest on two separate occasions, in addition to co-hosting a three-hour special with Kogan in December 2003 in the station's Michigan Avenue showcase studio.

"I absolutely loved getting the chance to come in and talk to literally millions of people about the things I've accomplished here at Ferris," stated East. "Each time I've been on the air with Rick, I discuss with him how amazing Ferris is, and how much this place deserves a radio station. Now that I've accomplished my goal of bringing some form of radio to Ferris, I wanted to share how I did it with the Midwest, so other college students may do the same, or maybe even check out Ferris as their choice for higher education."