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MiBizWest
AUGUST 23, 2004

Kendall designs new auto interiors program

GRAND RAPIDS -Most design schools concentrate on training exterior auto designers, and that is good. But what the auto industry really needs is interior designers, according to Ben Delphia, a Norton Shores resident who is helping Kendall College of Art and Design of Ferris State University establish a new automotive interior design program as part of its industrial design curriculum.

Delphia was the assistant director for Chrysler Europe Styling before returning to the United States in 1975 to manage the design of the Omni/Horizon and the K car for Chrysler. He was also responsible for the design of the company's Caravan/Voyager platform that was introduced in 1984. A few years later, Delphia left Chrysler and formed his own automotive interior design studio.

Delphia was named the director of styling, design and graphics for Magna Interior Systems in 1996. During his time there, Magna became a leading supplier of seating systems and interior trim components to the auto industry. Kendall called Delphia out of retirement to help run its new interior design program.

OEMs in the auto industry concentrate on hiring exterior designers and have kept that responsibility in-house. However the industry has a history of outsourcing interior design. That is why the new Kendall program is being launched. Many of the tier one and tier two suppliers are in desperate need of new interior designers because OEMs have been pushing that responsibility down the supply chain for the past couple of decades.

"There are not enough people to go around. When we just had the OEMs dividing up the graduates, the pie didn't have to be sliced too thin," Delphia told *MiBiz*. "Now you have anywhere from seven or eight suppliers on top of the OEMs. The other problem is that there are only three really recognized schools that consistently turn out designers."

And those designers are critical to building brand loyalty. "You will never find anyone who will not buy another car from a particular company because they didn't like the exterior. That decision is made before the car is purchased. But when you get into the car and start living with it, if you find something that irritates you, you might say, 'I am never going to buy another one of these again.'"

Safety, convenience and comfort are all important, however, the image of the vehicle that the interior design communicates can be even more important when it comes to cementing the relationship between an auto company and customer. The new Chrysler 300 is an example. It could really be just a regular sedan, depending on what is done with the interior design. "The interior tells the person who buys it if it is a luxury car or a utility car or a run-of-the-mill car," said Delphia. "The interior is really what identifies the vehicle."

That is another example of why auto suppliers are looking for the best designers. There are some excellent interior designers graduating from colleges and universities, but there are also a lot of mediocre designers entering the market, in Delphia's opinion. There is a big difference between designers who imitate and designers who innovate.

"The best designers have to be conscious of letting their imaginations evaluate what they see as 'needs.' They need to let their imaginations foresee possibilities like D V Ds and cell phones," said Delphia. "Then they have to figure out how to integrate it into the vehicle."

While he doesn't think it is possible to teach a design student how to be an innovator, Delphia said that students could be taught the basics of style. There is also a strong correlation between very good designers who are very good artists.

Pioneer

September 18, 2004

Ferris Model may help resolve nursing shortage

Three members of the Ferris State University nursing program faculty are conducting an all day workshop in Grand Rapids today in an effort to address the nursing shortage in west Michigan.

The purpose of the workshop is to prepare clinically expert staff nurses to function as instructors in the clinical setting, thus extending nursing faculty who are in increasingly shorter supply.

In simpler terms, they are addressing a continuing shortage of practicing nurses by addressing the need for more instructors to training new nurses.

“The challenge is to meet the demand for more nurses even as faculty shortages limit the ability to educate new nurses,” says Julie Coon, department head at Ferris’ Nursing and Dental Hygiene programs.

Ferris had developed a clinical instruction model designed to prepare and mentor staff nurses at hospitals to serve as clinical instructors, freeing higher degreed educators at the university to spend more time in the classrooms where they are most needed.

In essence, Ferris faculty members are teaching hospitals staff nurses with bachelor’s degrees in nursing how to conduct clinical training to free themselves to teach in the classrooms.

The concept has received great acclaim in the west Michigan area as a cost-effective way of providing high quality instruction at the clinical and classroom levels.

Hopefully, the program’s success in west Michigan will provide a model that can be used in nursing programs across the country to help resolve a growing need for nurses amongst an aging population.

Pioneer

September 21, 2004

Facelift for Playscape

The Ferris State University hockey team recently met to spread 100 cubic yards of wood chips at Playscape, allowing' the fixture to meet safety standards. The team did a similar project four years ago at the play area, built in September of 1996 in Hemlock Park. Pictured members of the team begin spreading chips at the park. The Bulldogs open their season Oct. 8 and 9 with a non-conference home series against Colgate.

Pioneer

September 22, 2004

Carl Schuberg receives 'Lifetime Achievement' award

Whether it's giving tours at his farm or raising money for charity as an auctioneer, Carl Schuberg will be the first to step out of the spotlight, the humbleness of a community-wide leader and mentor showing through. The fact Schuberg is being honored with the Northern Lights Awards Show first-ever Lifetime Achievement Award for business is an honor this hard-working Swede that will modestly accept Saturday evening at 7:30 p.m. in Williams Auditorium.

"Let my actions speak for themselves. I'm just following the others who came before me," Schuberg, of Rodney said.

Some of the areas where Schuberg made a mark were as one of the Rod and Gun Club's founders, as well as one of five men who founded the Big Rapids Housing Commission, working on such projects as Parkview Village. He also was Mecosta County Area Chamber of Commerce president, with him and his wife, Kathleen, being awarded a lifetime membership, and is vice president of the Mecosta County Fair Board.

"Schuberg is well-known for this work in the insurance and real estate realms and is a skilled and lively historian of the community's rich business, economic and political history," Mecosta County General Hospital (MCGH) Foundation Director and hospital Public Relations Manager Tom Hogenson said. "He also is known for his many acts of kindness and for his staunch persistence and negotiating skills in the civic arena, as well as for his philanthropy in the areas of health and education."

Schuberg's daughter, Carlleen Rose, points out her father is content staying in the shadows even though he is a great influence on not only her brother, Rex Schuberg, sister, Linda Schuberg, and herself, but on the community as a whole.

"He's been a wonderful influence to us and he's inspired Rex and myself in our businesses," Rose said. "One thing my dad taught us is that it's not enough to be in business but you have a responsibility to be someone who supports the community, too."

There are people who live in, live out of and live for their community; Schuberg quotes a friend as saying. Living for a community far outweighs anything else, he said.

"I got more out of what I did than I gave," he said, adding he and his wife strive to provide their children with the tools for success, including a love of God and country: If you have faith in yourself, you can respect your fellow man ... these are good old American things as apple pie," he said. "If you have a healthy feeling for God and your country you are not going to fail."

While Schuberg impressed on many people over the years his philosophies and support of a strong work ethic for his children, what made the biggest impression on his life was his service in the Marines.

"Once a Marine, always a Marine" is what he says, adding the training to be self-reliant and have faith in yourself is something an individual carries with them the rest of their life.

Auctioneering and farming highlight Schuberg's days, while making maple syrup the "old fashioned way" is another way Schuberg keeps busy.

"If you're at peace with yourself you can be at peace with the place you live," he said.

Also being honored during this year's show are Management and Business, Bob Patterson; Environment, Jack Fleming, Civics, Norm Turner; Outdoor Activities and Sports, Bill and Nancy Burmeister; Social Services and Health, Wayne O'Neil; Training and Education, Bruce Beetley; and Arts and Entertainment, Barb Pillsbury.

Tickets for the Northern Lights Awards Show's a "Night at the Movies" are \$12 and are available by calling (231) 591-5600 or (231) 5924409. They also are available online at <www.ferris.edu/arts>. Northern Lights is sponsored by the MCGH Foundation and Ferris State University Office of the President. Performances during the show include Rich Ridenour and Voca Lyrica.

Pioneer

September 23, 2004

AAUW awards two scholarships to area Ferris State students

BIG RAPIDS - Two area women found it a little easier to pay for their current semester at Ferris State University thanks to the local American Association of University Women branch.

Vanita Sanders, a junior majoring in social work, and Lori King, a senior in the nursing program, each received a \$500 scholarship from the group.

"I'm excited - I feel honored," Sanders said. "My advisor and Pam Forbes of W.I.S.E. (Women's Information Services, Inc., where Sanders is doing her internship) wrote really good letters of recommendation for me, so I appreciate, their efforts, too. I'm really grateful."

King also was appreciative of the award.

"To pay for school, I've had to take out loans," she said. "To have any money to pay back loans is wonderful ... there just don't seem to be many opportunities for non-traditional students to get scholarships. ... I really appreciate the opportunity and want to thank them."

Both King and Sanders are non-traditional students. Sanders and her two children moved from Detroit so she could attend Ferris; King, her husband and two children live in Reed City.

The Big Rapids AAUW chapter tries to focus on non-traditional students because members felt they had a greater need than recent high school graduates, said President Jeanette Fleury.

By the time young women get to their junior and senior year, most have to stop working and can't have a full-time job," Fleury said.

This was the first year the local chapter had \$1,000 to give. In the past, they have present done \$500 scholarship. The original plan was to present one \$1,000 scholarship, but the scholarship committee decided both Sanders and King should be awarded the funds, Fleury explained.

The scholarship money comes from the proceeds of the group's annual used book sale. The next sale will take place April 22 and 23 at the First United Methodist Church. But community members don't have to wait until then if they'd like to help the organization.

"Anybody who wants to donate to girls and young women can donate at any time to AAUW," Fleury said.

Also, eligible residents may join the group, which is open to any college graduate of an accredited institution.

Pioneer

September 23, 2004

Moore coming to Ferris

BIG RAPIDS - Michael Moore was noted most recently for his documentary "Fahrenheit 9/11," which is being shown in Williams Auditorium on the Ferris State University (FSU) Campus Sunday, a day before he is scheduled to appear in Wink Arena.

"Fahrenheit 9/11" is being shown at 7 p.m., with tickets going on sale for \$5 at 5 p.m. Sunday at Ferris' Box Office, also located in Williams Auditorium. Moore is speaking at 2 p.m. on Monday. Tickets for his appearance are \$5 and are available in advance only at the box office.

Moore's presentation is part of the university's Arts and Lectures Series, chaired by Ferris professor Daniel Cronk, of the colleges of business and the arts and sciences. The series committee consists of Ferris faculty, staff and students.

"We were approached by Moore's agency, as we are for all of our programs," Cronk said, adding the price of the appearance and an available facility to host the event were deal-clinchers.

Moore's presentation costs \$17,500, a figure organizers say will be covered by ticket sales for the event

"Our intentions are to break even with our ticketed events," he said of event fees, which come from a fixed budget in the arts and lectures division of the academic senate.

Moore first hit the documentary filmmaking scene in 1989 with "Roger and Me," a film focused on the economic plight of his hometown, Flint. His next film, "Bowling for Columbine," about gun violence, won the best documentary Academy Award. "Fahrenheit 9/11" already was awarded the Cannes Film Festival's highest honor, the Palm D'Or award.

Cronk points out no tickets for Moore's presentation are being sold at Wink and must be purchased in advance at the box office during its business hours Monday through Friday from 11 am. to 4 p.m.

Moore's visit is just one of several Arts and Lectures Series events, which most recently included a visit from Mce Rocca and will feature Simpsons writer and producer Mike Reese Oct. 12 in Williams Auditorium.

Lansing State Journal

September 24, 2004

Amid the flurry of resumes and networking, recent graduate join a crowded field of others looking to jumpstart a career.

The pumps on Ashley Banks' feet were perfect- all-leather uppers, 3-inch heel, shiny, black and not too pointy.

The 21-year-old had pulled them from the box Wednesday morning and slipped into them for only the third time.

"These are my interview shoes, my look-for-a-job shoes," she said.

Later that day, she strode into the Lansing Center for the Michigan Works Fall Job Expo amid 1,500 other pairs of shoes all searching for one thing- work.

It's been a difficult year for job seekers such as Banks, a marketing major who graduated in the spring from Ferris State University. She had driven from Big Rapids where she lives with her folks while she tries to win that first real job.

Michigan's unemployment rate was 6.7 percent for August, according to the U.S. Bureau of Labor Statistics. That's better than it was a year ago but nothing like 2000 when the August rate was 3.8 and you wished it was higher so you could get halfway decent service at a drive-through.

In the Lansing Center ballroom, hundreds of job seekers descended upon 60 company booths. Some recruiters offered free candy and pencils. Everyone seemed to walk around with a white plastic bag emblazoned with the Davenport University logo.

You couldn't help but to root for Hanks. She had put so much effort in prepping for the expo. She worried her naturally blonde hair was too blonde. So she added lowlights. She agonized whether to wear a skirt or pants. She wondered whether her neckline was too low.

Her boyfriend, Chris Shafer also a spring graduate from Ferris, had put in equal efforts. The Saginaw resident had polished his shoes that morning and ironed his shirt and put on his freshly dry-cleaned suit- the one he bought a year ago for interviews. It looked like a first suit: black, barely worn and a tad roomy on his 20-something frame.

Shafer and Banks were among the upper-groomed, those ready with copies of their resume and the secret handshake of grown-ups- not too flimsy, not too friendly.

She felt certain a job would come out of her visit to the expo, even getting a promise of a follow-up call. That was better than some other folks who received a pleasant smile and handshake and nothing else.

In August, Michigan had 335,700 unemployed people. That's a lot of competition.

"I just had a person with a master's degree looking for anything entry level," Garrett said.

Competition is the reason Shafer, who was there with his girlfriend, chose to wear a blue-gray dress shirt with his black suit and tie.

"White is too-no one notices white," he said.

Banks thought about wearing brown, but worried she'd clash with Shafer's suit. Instead, she shoes a tweed jacket with threads of periwinkle that matched her eye shadow.

They walked together, treating every recruiter meet-and-greet as a formal interview. In their arms, they carried matching black leather binders. Shafer's was a surprise gift from Banks.

"I was going to bring a Manila folder" he said, grateful for the image upgrade. She looked at him: "I knew."

In just a half hour of shaking hands and making eye contact, they were confident they had left a good impression. There weren't any job offers, but the drive to Lansing had been worth the chance to place resumes directly into hands of recruiters and for a shot at being remembered.

..article abridged.

The Grand Rapids Press

September 25, 2004

Calvin, too, plans downtown presence

Art teachers and students will have studio and gallery space in South Division neighborhood.

Calvin College is joining the campus party in downtown Grand Rapids. The Christian school plans to lease space for its art department in Grand Rapids' Heartside district, a downtown neighborhood where city planners and developers are hoping to foster an urban artist colony.

A renovated building at the southeast corner of Oakes Street and South Division Avenue will house studio space and galleries for several Calvin professors and their students, Calvin President Gaylen Byker said Friday.

"I think it's part of a larger trend at Calvin to be engaged with the community," Byker said. "It benefits us, and it benefits the neighborhood."

Calvin is joining Western Michigan University and Thomas J. Cooley Law School in placing campus facilities in Heartside, a former warehouse district that has become a magnet for trendy nightclubs, loft apartments and offices in recent years.

As part of downtown's growing college scene, Calvin also joins Ferris State University's Kendall College of Art and Design, Grand Valley State University, Davenport University and Grand Rapids Community College. Michigan State University, which has an office with classroom space on Lyon Street NW, is considering the Michigan Street Hill district northeast of downtown for its medical school.

Calvin -- whose main campus straddles East Beltline Avenue on Grand Rapids' Southeast Side -- is returning to its roots by expanding into downtown, Byker noted. The college began in 1876 about two blocks away at the corner of Commerce Avenue and Williams Street SW.

Although Calvin's new facility will be located across the street from the Tini Bikini Bar and Grill, Byker said bawdy neighbors won't be a big concern.

"Our students now go into the inner cities of Chicago, Detroit and Washington, D.C.," Byker said. Calvin students also can be found working and studying in local hospitals and neighborhoods throughout the city, he said.

Calvin's downtown studios and galleries will be in one of a group of four buildings undergoing a \$10 million renovation by a for-profit arm of Dwelling Place Inc. Byker said Calvin hopes to begin using the space next fall.

The so-called Martineau project also will feature 23 "live/work" apartments designed for artists who live and work in the same space, said Dwelling Place CEO Dennis Sturtevant.

The development is part of an "Avenue of the Arts" proposal that recently won a \$100,000 grant from Gov. Jennifer Granholm's Cool Cities pilot program, aimed at promoting economic development projects that will attract young creative types to Michigan cities.

Sturtevant said the "Avenue of the Arts" proposal generated the highest score in the statewide competition because of its appeal to young artists and its focus on revitalizing the city's urban core.

Calvin will occupy about 10,000 square feet on the ground floor and lower level of the Douglas Brothers Building at 104 and 106 S. Division Ave., Sturtevant said.

Calvin's space will include storefront galleries that will be used for student art exhibits. Another storefront will include a cafe, he said.

"Anytime a college or university makes a major institutional commitment to come into an area like this, it really does enhance the chances of other development to occur," Sturtevant said.

Because the project is being financed through a program that offers federal tax credits, the 23 live/work apartments will be restricted to moderate-income households, Sturtevant said.

"I think it's fantastic," said Mayor George Heartwell, who served as a storefront pastor in the Heartside neighborhood for 14 years.

"I think it bodes very well for us," Heartwell said, noting that more than 5,000 downtown workers already are employed by institutes of higher education.

"I think this is a very bold move by Calvin and will help enormously in what we're trying to do downtown," said Susan Shannon, the city's economic development director. Thanks to the Cool Cities program, Division Avenue also will get a \$2 million facelift next year, Shannon said.

Another component of the Cool Cities project in that area will be the Urban Market, a public-private venture that will focus on fresh, locally distinctive food. The market will include a farmer's market and a local brewery, city officials said.

Pioneer

September 27, 2004

Competition an intellectual challenge

BIG RAPIDS - Ferris State University (FSU) students, along with the Big Rapids community, are encouraged to dust off their sleuthing skills and participate in the upcoming competition "The Da Vinci Challenge."

The challenge, loosely based on Dan's Brown's book "The Da Vinci Code," begins on Oct. 5 at 4:30 p.m. when codes will be handed out in the Rankin Center Gallery, located on Ferris' c a m p u s. Competition will get under way at 5 p.m. and continue through 4 p.m. Oct. 12, Gallery Coordinator Carrie Weis-Taylor said.

"This is a unique and intellectually challenging competition that we thought was a good idea to bring to campus," Weis-Taylor said, adding the university always is trying to incorporate the community into its events.

Brown's book was based on a reading of Leonardo's paintings, she said. However, the challenge is based on the subject matter of Leonardo's notebooks, including such topics as botany, biology, anatomy, zoology, architecture and painting.

It is the task of competitors in the challenge to work through codes in the above subject areas, Weis-Taylor said. There are two types of codes. The first codes require participants to use good research and thinking skills and the second a visit to Mecosta County places. An asterisk will identify which codes require a trip through the county.

"We're reaching across the boundaries of campus," she added. "Some of the clues include Big Rapids' history and we thought there are a number of locals who would have a lot of fun."

Competitors are being grouped into two categories, one open to Ferris students and the other to everyone. The first individual or group of individuals from each class that crack the codes and turn their answers in to a gallery representative to be logged in win \$100, she said. One stipulation is teams must select a leader to register at the start of the competition.

If no one cracks all the codes, the individual or group that answers the most questions wins.

One thing to note about the codes is they will appear in bad verse, she said, in honor of Leonardo, a great painter who wrote some verse in his notebooks. Codes may be picked up at the gallery Monday through Friday between 11 a.m. and 4 p.m. any time after the start of the competition, Weis-Taylor said. Answers may be dropped off during these hours and also may be e-mailed to her at <weisc@ferris.edu>.

"Everybody is always looking for entertainment," she said. "There are a lot of things like this going on for people who are looking for something to do."

The competition is a collaboration between the Ferris College of Arts and Sciences and College of Humanities.

Pioneer

September 27, 2004

Northern Lights showcases community standouts

BIG RAPIDS - It was "A Night at the Movies" Saturday evening in Williams Auditorium on the campus of Ferris State University during the Northern Lights Awards Show.

And, with a little humor from Masters of Ceremony Al Aikin and Joyce Sawson, the crowd was treated to a variety of tunes from "Somewhere Out There" to "Chariots of Fire," which included a guest appearance by Mecosta County General Hospital CEO Sam Daugherty and MCGH Foundation Director Tom Hogenson in their moment-of-glory run across the stage bringing fits of laughter throughout the crowd.

MCGH Foundation President Anja Wing summed up the feeling of the evening saying, "I would like to pass along a congratulations to all those who are exceptional here improving the quality of life in Big Rapids."

Honored during the 2004 Northern Lights Awards Show were: Management and Business, Bob Patterson; Environment, Jack Fleming; Civics, Norm Turner; Outdoor Activities and Sports, Bill and Nancy Burmeister; Social Services and Health, Wayne O'Neil; Training and Education, Bruce Beetley; and Arts and Entertainment, Barb Pillsbury.

Patterson, owner of Patterson's Flowers in Big Rapids, Canadian Lakes and the Reed City, is an instrumental member of the Big Rapids Downtown Business Association and the Mecosta County Area Chamber of Commerce, as well as being a leader in the development of Rose Lake Youth Camp and other recreation facilities for area youth.

Fleming, a FSU professor emeriti of environmental health, maintains a consulting career associated with community health, safety and resource planning and development. He continues to be an active supporter of community health and well-being through Big Rapids Township land use and resource planning activities.

Turner, a lifelong area resident, used several careers and civic pursuits to promote the health, safety and well-being of the community. Some of his titles include public safety officer and Mecosta County commissioner, for which he was elected chairperson. Some of his volunteerism is seen with his help on the Riverwalk project and his efforts to make sure the elderly and handicapped are able to tour this community nature walk.

Bill and Nancy Burmeister served as middle and high school track coaches, with Bill also serving as a high school boys' basketball coach. Area students benefited from their countless hours of teaching lifelong athletic skills, purpose and integrity.

O'Neil, a born and raised Big Rapids man, spent a distinguished career working for Denham Manufacturing Co. and Hanchett Manufacturing. He devotes his time to the

community serving as a Mecosta County commissioner and as' chairperson of the Mecosta County Human Services coordinating body.

Beetley, a FSU professor of biology, anatomy and physiology, is dedicated to the advancement of education at Ferris and is applauded for his contributions to the education of students under his tutelage.

Pillsbury, a catalyst in community theater development, is an integral part of STAGE-M and other volunteer theater activities in the area. She played a key role in the development of the Northern Lights Awards Show. She is a social work instructor and serves as advisor to the Big Brothers/Big Sisters program.

Lansing State Journal

September 28, 2004

Moore brings voter rally to MSU campus

EAST LANSING - Filmmaker Michael Moore is looking to draw more than 3,000 people to a Michigan State University rally on Thursday, part of a nationwide tour to energize young voters.

Organizers are scrambling to get word out about the event, which was nearly canceled because of last-minute planning glitches.

Moore is scheduled to speak at noon at the MSU Auditorium as part of his "Slacker Uprising Tour," said Nathan Triplett, a leader with MSU College Democrats. The event is free and open to the public. Moore is not charging a speaking fee.

"He's here to energize people who haven't been involved yet," Triplett said. Organizers hope to fill the 3,700-seat auditorium, he said. More than 3,000 people showed up for a Moore event on campus in February.

Moore's "Fahrenheit 9/11," a lambasting of President Bush that drew record audiences, proved one of the more controversial nonfiction movies ever. He is using the film and public appearances to rally against Bush. He made appearances on Monday at Ferris State University in Big Rapids and Central Michigan University in Mount Pleasant. He plans to be at the University of Michigan today.

"My goal is to get as many of the 100 million nonvoters in America as I can to give voting a try - just this once," Moore says on his Web site.

MSU College Republicans, who sent demonstrators to the CMU event, will turn out for the Thursday rally, group chair Erin Trussell said. "There are a lot of people here who don't agree with what he has to say," she said.

9and10News.com
September 28, 2004

Moore Speech: Filmmaker and activist Michael Moore is campaigning to get votes for democratic presidential candidate John Kerry. Yesterday, he visited Ferris State University in Big Rapids as part of a 60-city campaign tour. Moore spoke for an hour-and-a-half inside a packed Wink Arena. Outside, protestors complained the college catered to democrats and liberals. Moore admits it is unlikely he will change minds over the next few weeks, but he is going to try to rally voters to vote out President Bush. Ferris State University stuck by its decision to bring Moore to campus, saying its values intelligent discussion and debate. Republicans are now working to bring a conservative speaker in before the November election.

Pioneer

September 28, 2004

Vote Bush out, Moore says

BIG RAPIDS - Michigan native and controversial filmmaker Michael Moore encouraged area residents and students to give voting a try during ' his presentation Monday afternoon in Wink Arena on the campus of Ferris State University.

"It doesn't matter where the votes come from it's that they're there from the state," Moore said. "A little more than 50 percent of people don't vote. I encourage all of you to give voting a try just this once."

Moore's message to register and vote during the Nov. 2 presidential election between John Kerry and incumbent George W Bush was only part of his stance during the second stop of his tour, which began Sunday in Elk Rapids and continued Monday evening at Central Michigan University in Mount Pleasant.

"We need to remove Bush from the White House," he chanted to an agreeable audience who cheered him on to express more. "I'm not a democrat; I'm saying this for the good of' our country."

The poor, disenfranchised, young people and single mothers are the people most affected by the decisions in Lansing and Washington and they are the non-voters. If the message spoken here motivates a small percentage of non-voters to get out and vote, the chances of electing Bush out of office are incredibly good, Moore said.

Everyone's vote counts and no one can say one vote doesn't make a difference, he said, adding the upcoming election is going to mirror the 2000 presidential election between Democrat Al Gore and Bush, where Bush won by a hold your-breath margin.

The vote is going to come down to the last couple hundred thousand votes, he said. Despite what appeared to be a positive opinion of Moore's views by the majority of people throughout the audience based on chants, cheers and clapping, some people didn't agree with what he had to say.

"We're here trying to show we have loyalty to our country ... that he (Moore) twists words and lies ... that we respect our leader," Ferris freshman Jessie Martinez, of Big Rapids, said as she protested outside the entrance of Wink Arena.

Ferris Brophy/McNerney Hall Director Mike Immings said, "Thousands of dollars are being spent to bring him (Moore) here. This is counterproductive to a true political scene and the university's responsibility to provide students a good education.

"I have no problem with them bringing a Kerry supporter here with a credible political policy," Immings continued, "He (Moore) promulgates lies and false hoods. It's ridiculous the university supports this."

First-year student Duckyoung Cheong, of South Korea, was interested in what Moore had to say, even though she was greeted at the door by protesters.

"I came to hear what he has to say," she said. "These days, I believe American people are not getting real information from major broadcasting media."

Said Deb and Jim Becker, of Stanwood, "He is a voice for change and we're here for change." Differing views of his presentation didn't bother Moore, it pleased him.

"Our country is better off when everyone participates in the democracy," he said. The final day to register to vote in the Nov 2 election is Oct. 2. Visit officials at the local Secretary of State to fill out an application. The Big Rapids Secretary of State is located at 206 N. Michigan Ave.

Moore's visit to Ferris was part of the Arts and Lectures Series, which is hosting Simpsons' writer/producer Mike Reese on Oct. 12 at 7 p.m. in Williams Auditorium.

Pioneer

September 30, 2004

Merit scholarships helping universities cover state cuts

Universities operate in a seller's market, which partly explains why the value of the state's \$2,500 merit scholarship has been nearly wiped out since its inception five years ago.

Perhaps veteran state Sen. Bob Emerson, D-Flint, has a point when he accuses the universities of factoring in that scholarship money when setting their tuition. After all, what recourse do students and their parents have but to complain and pay? They know all too well the near-impossibility of landing a good-paying job without at least some post-high-school training, if not a degree.

Starting in 2000-01, average tuition at Michigan's 15 public universities has risen 37 percent, which is well above the rate of inflation.

Universities counter, not altogether inaccurately, that they are forced in this position because of the steadily eroding support from Lansing, especially with the budget problems of the past few years.

But have the universities gone through the degree of budget paring as some businesses in the private sector? It's doubtful, especially when they know many Michigan students can afford to pay a little more with 50,000 seniors annually qualifying for the merit scholarship by passing the Michigan Educational Assessment Program tests.

It seems to be a way of gaining back through the students some of the funding cuts the politicians have imposed.

Pioneer

September 30, 2004

Coins obsolete for downtown parking

BIG RAPIDS - User-friendly parking was the goal of the Downtown Business Association when it suggested two-hour parking in place of meters on Michigan Avenue and Maple Street.

The association's recommendation, approved by the Big Rapids City Commission during its Aug. 2 meeting, is being put into action tomorrow (Friday) when Big Rapids Department of Public Safety officials put bags over the meters outlining the new two-hour parking policy.

"We want to encourage people to come downtown and not worry about whether or not they have a quarter," Big Rapids Director of Neighborhood Services Mark Gifford said. "It eliminates this and makes downtown more customer-friendly."

Two-hour parking is between 7 a.m. and 6 p.m. Monday through Saturday, with \$5 tickets being issued by DPS employees if vehicle owners violate the policy, Director of Public Safety Kevin Courtney said. Meters currently allow a maximum of two-hour parking, so nothing will change as far as the length of time customers are allowed to park on the street.

"We trust the business people know what's best," Courtney said of the change. "We'll enforce the issue."

Helping enforce parking rules downtown are part-time college students, generally under a work study or involved in the criminal justice program at Ferris State University, hired to monitor violations, he said. Parking violators are given a warning and then are ticketed if they do not move their vehicle.

Under the new policy, DPS employees will chalk a vehicle suspected of being parked longer than two hours, Courtney said. The vehicle will be ticketed if not moved after a warning is given.

Like any new program, the bags and whether or not they work is going to be reviewed sometime in January or February, Gifford said. Parking meters have been downtown for 20 plus years and the bags, made by local vendor Different By Design Graphics L.L.C., of Big Rapids, were approved under a temporary traffic control order signed by Courtney.

The coins dropped in parking meters downtown have garnered about \$1,200 a month for the city, according to financial records.

Mecosta County Area Chamber of Commerce

October 2004

Bulldog Bonanza Cruised Through Ferris With A Wave Of Businesses

It was amazing how quickly the booth spaces for businesses filled up this year for the 14th Annual Bulldog Bonanza (Sept. 15th)! This event has gotten so big that all areas involved (Businesses, Student Organizations and Ferris Departments) all had waiting lists to get in!

The theme for the day was "Cruise on Over", and that's exactly what everybody did... With an overwhelming abundance of students and a whole "Boatload" of businesses, the FSU Sports Complex was rocking!

Sponsored by Papa John's, your Chamber of Commerce and FSU Student Leadership and Activities, alike, which tells us that this event is a welcome service to the FSU community.

The whole purpose behind Bulldog Bonanza is to provide students with information about what is available to them within the FSU and Mecosta County communities. Businesses use this opportunity to show their appreciation to the students for their patronage by providing food and refreshments as well as other freebies, but, the students come away from this event with more than just a bag full of goodies. They leave armed with the knowledge that this community can support their needs.

Our winner of the "best decorated to theme booth" was the FSU Optometry Clinic. The competition was tough, there were several great looking booths, but the time and effort this group took to construct their SHIP, complete with a buffet with umbrella drinks and a fun game to play - totally won us over! Thank you Optometry Clinic and to all of the businesses that participated in Bulldog Bonanza this year.

Pioneer

October 1, 2004

Four to be inducted in Ferris State Michigan Construction Hall of Fame

BIG RAPIDS -Four construction industry professionals will be inducted into Ferris State University's Michigan Construction Hall of Fame during an Oct. 21 ceremony in Ferris' new Granger Center for Construction and HVACR.

The second-year class of hall inductees are Alton L. Granger, of Lansing, Herman Gundlach, of Houghton, Robert R. Jones, of Bloomfield Hills, and Ozzie L. Pfaffmann, of Rochester.

The inductees will receive their Michigan Construction Hall of Fame Distinguished Constructor Awards, recognizing the cumulative achievements made by individuals to the construction industry in Michigan, during a 6 p.m. ceremony in the Granger Center Atrium. Permanent recognition of the Distinguished Constructor Award recipients will be housed in the Granger Center.

Granger founded Granger Construction Company in 1959 and as the company's chief executive officer guided it to stature as one of the nation's largest and most respected family-owned and award-winning construction firms. He is active in community, church, education and industry associations, and philanthropic work that includes Ferris' Granger Center for Construction and HVACR.

Gundlach, a Harvard University graduate, successfully ran the Upper Peninsula's oldest and largest construction company until his retirement in 1987. His firm, started by his father in 1898, built many structures in the UP and throughout Michigan and is known for its pioneering winter construction techniques and quality workmanship.

Jones serves as president of a successful custom home building business that has been recognized by Custom Home Magazine as "One of the 15 Best Custom Home Builders in the U.S." In addition to receiving national awards for quality building, he is a recognized leader in the home building industry at the national, state and local levels and a spokesperson on land use, home building and customer service.

Pfaffmann founded Woods Construction in Fraser in 1951, serving as its president until his retirement in 1997. He was the first chair of the American Institute of Constructors' (AIC) Constructor Certification Commission, a longtime member of the National Associated General Contractors and AIC, and was instrumental in the initial accreditation of FSU's baccalaureate degree in construction management.

Michigan Construction Hall of Fame honorees are selected by a committee of professionals representing the Associated Builders and Contractors, Associated General Contractors of America, Construction Association of Michigan, Michigan Road

Builders Association, Michigan Association of Home Builders, Michigan Department of Transportation and Ferris.

Selection criteria include achievement in technical, managerial and leadership areas, state or national prominence as a result of industry or community activities, and service to the profession and community. Initial recipients of the Distinguished Constructor Awards were the late Thomas E. Daily, R.E. Dailey & Company, Southfield; John Marshall Harlan, Harlan Electric Company, Southfield; and the late Albert A. White, Lansing.

The Michigan Construction Hall of Fame will serve as a permanent place for members of the construction industry to recognize and appreciate the endeavors of leaders of the Michigan construction industry. Off campus visitors can access the Michigan Construction Hall of Fame through its Web site <www.ferris.edu/MCHOF>. Recipients of the Distinguished Constructor Award and their stories are featured on this Web site.