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The Grand Rapids Business Journal

March 21, 2005

Awards

Kendall College of Art and Design has named Jill Childs as its 2005 Distinguished Alumni Award recipient. Childs and her husband own Printech, which provides wide-format printing solutions for businesses.

Pioneer

April 18, 2005

Heck, McCullough named as Ferris' Distinguished Teachers

BIG RAPIDS - Two College of Arts and Sciences faculty members were chosen to receive the 2404-05 Distinguished Teacher Awards at Ferris State University.

The honorees are Fred Heck, professor of geology, and Robert McCullough, professor of mathematics. They were selected by the Academic Senate's Distinguished Teacher Award Committee and will receive their awards during the university's service awards reception April 26.

The award symbolizes the appreciation of faculty for dedication to and excellence in teaching. Criteria for nomination and selection are teaching excellence, participation in professional development activities, and interest in students outside the classroom/ laboratory and exhibiting distinction as a member of the university community.

Chaired by Abdollah Ferdowsi, the committee spent the last academic year making classroom visits, administering and evaluating student surveys, interviewing finalists and reading and evaluating essays and curriculum vitae from nominees.

Pioneer

April 18, 2005

Ferris holds Computer Technology Camp for high-schoolers

BIG RAPIDS - Ferris State University's Computer Information Systems Department will conduct a Computer Technology Camp July 24-27 for high school students, giving them a hands-on learning experience in this popular career field.

Participants will discuss current hot topics in the information technology industry and devote a full day to creating animation, 3-D modeling and gaming using Macromedia's Flash MX as a development tool. Microsoft representatives will present a day of applications development using the net framework and representatives from Compuware will give a day-long presentation on developing games and other fun applications using Java applets.

Other materials and/or presenters may be added as time and resources permit. All participants will receive software samples and survivor kits. The camp costs \$325 and this includes all programming, lab supplies, housing and meals. Space is limited to the first 25 high school students to register.

More information is available by calling Ferris' University Center for Extended Learning at (231) 591-2340. Students may register for the camp at www.ferris.edu/htmls/academics/summercamps/computer/index.htm.

Pioneer

April 18, 2005

Ferris dedicates Fenn Digital Photogrammetry and GIS Lab

BIG RAPIDS - A leading surveying professional's respect for the Ferris State University Surveying Engineering program has resulted in a new state-of-the-art academic laboratory.

Dedication ceremonies were held recently for the John R. and Lynda D. Fenn Digital Photogrammetry and GIS Endowed Laboratory in the university's Swan Technical Arts Building.

The lab is equipped with 15 stations designed exclusively to serve the needs of students in digital photogrammetry and Geographic Information Systems (GIS), according to Sayed Hashimi, department chair and professor of surveying engineering.

"Each station is loaded with the state-of-the-art Leica Photogrammetry Suite and Leica High Definition Surveying systems, all courtesy of Leica Geosystems, and ESRI's ArcGIS 9.0 software," Hashimi said. "These truly revolutionary technologies in our classrooms will give our students a very distinctive advantage. This lab is the only one of its kind at the university, and it will touch the lives of all those who choose surveying engineering as a career path for as long as this institution exists."

The Fenns are neither Ferris alumni nor typical donors to the university. Fenn is president of Fenn and Associates Surveying, Inc., in Shelby Township, a firm he founded in 1978 that now employs 45 persons. He was named Surveyor of the Year in 1998 by the Michigan Society of Professional Surveyors (MSPS) and in 2003 served as president of the National Society of Professional Surveyors.

He and his wife, Lynda, who live in Sterling Heights, became aware of Ferris and its surveying program after he was invited to join the program's advisory board by Hashimi. Shortly thereafter, his firm established \$1,500 a year in scholarship funds to support the program. That all changed when Lynda attended an MSPS meeting.

"My wife came with me to the state meeting and was talking with Dr. (Khagendra) Thapa (professor of surveying engineering), who mentioned that the company had been giving scholarships," recalled John. "Lynda asked how much, and he told her \$1,500. She turned to me and said, 'Kinda cheap, aren't ya?'"

John quickly increased his scholarship gift to \$2,500, and Lynda took a more active role by supporting an annual student auction fund raiser to the tune of thousands of dollars each year. And, recipients worked for Fenn and Associates for a day.

As the relationship blossomed, the Fenns wanted to do more. They approached Hashimi with the idea of endowing a scholarship. He thanked them, then suggested they consider endowing a laboratory instead, creating a source of funds to keep the facility supplied with the latest surveying equipment and technology.

“It’s a way to touch all the students in the program, because every surveying student will pass through that lab and benefit from it,” said John. “Our support of students comes through a love of the profession. I don’t believe there’s a school in the nation that can surpass Ferris in teaching surveying.”

During the dedication ceremony, Fenn challenged industry professionals to contribute to the program, stating that he would match the gifts up to \$10,000 for the next year.

Further information or gift forms for the John R. and Lynda D. Fenn Digital Photogrammetry and GIS Laboratory Endowment Fund are available by contacting Debra Jacks, director of planned giving, at (231) 591-3817 or <jacksd@ferris.edu>.

Details about establishing scholarships or endowments may be obtained by calling the Advancement Office at (231) 591-2391.

Pioneer
April 18, 2005

Ferris invites community to give your two cents worth

BIG RAPIDS - Community members are invited to join Ferris State University faculty, staff, students and alumni in providing input on a comprehensive initiative to build the university's identity through clear and consistent messaging.

In response to comments by members of the university community provided to the President's Planning Task Force on Communication in the fall, the university is moving forward with a major task force recommendation to create a consistent message/identity as part of a truly integrated marketing program for Ferris, according to Shelly Armstrong, associate vice president for marketing and communications.

"To maintain the momentum of our planning efforts and to better align our messaging strategy among our many constituents, members of our Strategic Marketing and Enrollment Committee, among others across campus, were involved in helping us select a marketing communications firm to assist us with this messaging piece," said Armstrong.

After a thorough review of materials submitted from 14 firms responding to a request for proposal and presentations by three of the firms, Pace & Partners in Lansing was selected to complete the messaging initiative in the next several weeks.

The Pace team will conduct two open meetings from m a.m. to noon and 2 to 3 p.m. Tuesday in the Rankin Center Founders' Room on the Big Rapids campus. Pace will unveil five messaging options (taglines) based on three broad thematic positions: "Providing Opportunity, Unleashing Potential," "The Practical Application of Knowledge" and "Transformation."

Anyone wishing to express their opinions about which tagline they believe best reflects the distinctiveness of Ferris, resonates well with all its constituents and has a long life span is invited to the open sessions, said Armstrong.

For more information about Ferris' messaging and identity initiative, visit <<http://www.ferris.edu/news/identity/>>. An online survey will be posted on the site early next week for those people wishing to provide feedback on messaging concepts and designs.

Pace's founder, Dennis Pace, said increased competition in higher education, declining state support and the fact that the average teen receives more than 15,000 marketing messages a week necessitates changes in Ferris' marketing and messages.

"We've found that while many audiences have a growing awareness of the university, its identity has been lost in inconsistent messages as some units across campus have

developed independent messages and identities that include a number of different logos and varying graphic standards,” said Armstrong.

“This exercise will help us become more engaged in marketing as a university community; better align the messages of departments and our campuses; create a messaging platform that speaks to a broader audience; enable us to tell a concise, compelling message; set Ferris apart and elevate the status of Ferris among students, parents, influencers, employers, alumni, donors, legislators and prospective employees,” she said.

Pace agrees that there is still some work to do, noting that messages are still fragmented, the brand image is indistinct, and there are a number of audiences who are not addressed through current messaging.

“It’s important that we identify a good tagline that illuminates the purpose of the entire institution, distinguishes Ferris from its competition, is a platform and gateway for messaging, and is a foundation for recruitment and image,” he added.

Mlive.com

April 18, 2005

Safe ride home just a call away for tipsy students

Drive Safe Kalamazoo has given some 11,000 rides to students too drunk to drive themselves, many of the scenarios just like this:

On a February night just past midnight, a call comes in from some customers at Bilbo's Pizza in a Pan on West Michigan Avenue.

Two patrons had just finished off four or five beers each and needed a ride home.

To the rescue come Western Michigan University students Casey Nelson and Megan Dietrich, driving a blue minivan from Enterprise Rent-A-Car they nickname the "Blue Bomber" for the night. Its one of five vehicles in Drive Safe's fleet of rentals for this shift.

Nelson and Dietrich are directed to Bilbos by the dispatch center, which operates out of an apartment donated by management of Knollwood Apartments.

"Are you still at Bilbo's? OK," Dietrich says into her cell phone to their first clients of the evening.

"We'll be there in five minutes."

Drive Safe, a student-run organization at WMU that began two years ago, does hundreds of pickups like this on Thursdays, Fridays and Saturdays between 11 p.m. and 3 a.m. during the fall and winter semesters. The service operates within the Kalamazoo city limits.

Essentially, it's WMU students, two to a car, volunteering to pick up their inebriated or simply stranded peers - no questions asked.

"When they get into the car, we don't say, 'How much have you had to drink?'" says freshman Amanda Torrens, a volunteer. "We're anonymous and nonjudgmental."

Some of the volunteers even use the service themselves on off nights, said WMU senior Bryan Zak, who has been with Drive Safe almost since it was started.

Closer now to Bilbo's, Dietrich calls again: "We're outside with the yellow flashing light on."

At each stop, volunteers perch an amber light on top of their vehicle. They make only two demands of their passengers: that they prove they are WMU students and that they be taken home, not to another party.

Clients will pile in and out of the minivan for the next several hours, declaring their thanks. Passengers seem to have nothing but love for the volunteers.

Erin Buchtrup, a WMU freshman, was one of those exceedingly thankful patrons on a pickup later that evening.

She and a friend were leaving a house party in the Vine neighborhood.

“It’s something Kalamazoo has needed for a long time,” Buchtrup said.

She said the Drive Safe volunteers always ask, “Are you having a good time? Yeah, we’re having a great time because you’re picking us up!”

“Everyone seems to love Drive Safe,” Buchtrup said.

By 3 a.m., Drive Safe has provided 117 rides and collected nearly \$100 in tips to help defray program costs estimated at \$40,000 this school year.

Much of the cost is covered by business donations. For example, Enterprise gives the program a reduced rental rate of \$88 for the vehicle each weekend. The company pays for the gas.

The program was born from an idea a handful of WMU students had in a group-problem-solving class.

Now the organization has 200 active volunteers on its roster, with between 16 and 21 volunteering each night.

There are at least four other student-run programs in the country similar to Drive Safe - at Texas A&M University, the University of Georgia, Arizona State University and the University of Missouri.

In Michigan, Ferris State University contracts with the Big Rapids city bus system during the school year to bring students and others home free from several establishments on Thursdays, Fridays and Saturdays from midnight to 2 a.m.

Among the passengers in the Blue Bomber on this February night is Aideen Quinn, a 19-year-old who found herself and a friend stranded miles from her dorm room after a night of partying.

“We tried sleeping on some steps over there,” Quinn said pointing across West Main Street to a residential area.

But then the WMU student remembered she had Drive Safe’s phone number dangling from a bright yellow key chain.

It was close to 3 a.m. when Quinn and her friend were picked up at Taco Bell, the last ride of the night for the Blue Bomber.

“This is a really good service,” Quinn said. “I probably would have frozen to death for sure.”

Detroit Free Press

April 18, 2005

School laptop project at risk

Michigan's grand vision of equipping every sixth-grade student in the state with a laptop computer may be no more.

Once hailed as one of the nation's most progressive and ambitious technology learning projects, even a scaled-down version of the program -- which educators describe as a huge success -- will be eliminated if Gov. Jennifer Granholm gets her way.

Greg Bird, a spokesman for the State Budget Office, agreed that the laptop giveaway -- formally known as the Freedom to Learn program -- has been successful. But he said the state's continuing budget crisis and a huge cutback in federal funding for the program leaves Granholm little choice.

If the state Legislature follows the governor's recommendation, the program will wind to a close, a prospect that frustrates many school leaders.

"I feel like a drug dealer," said Jim Bembenek of the Berrien County Intermediate School District in southwest Michigan. "I've given our students these devices, and watched them develop and improve and become addicted to the technology. And now the governor wants me to take it away from them. It's a terrible shame."

Bembenek's district put 2,400 wireless Hewlett-Packard laptops in sixth-graders' hands last fall. Under the program, they would be able to keep the computers as they move on to the seventh grade.

"I've been an educator for 39 years," he said last week. "I have seen nothing like this technology to improve grades and improve motivation and improve discipline in the classroom."

If the program is canceled, no new computers will be bought for incoming sixth-graders next fall, and Bembenek's students could have to give their computers to those students.

"If that happens, there will literally be tears, I'll tell you that," he said.

Across the state, representatives from many districts have been lobbying legislators in hopes of keeping the program from the budget knife.

At a hearing of the Michigan House appropriations subcommittee on K-12 school aid last week in Lansing, legislators heard from other educators.

"If the funding ends for this program, in three to four years, Bear Lake schools will take a 5-year leap backward in education," Sarah Harless, a middle school teacher in

Manistee County's Bear Lake School District, said, according to the Gongwer legislative news service.

Bruce Montgomery, who runs the Freedom to Learn program out of offices at Ferris State University, said he is cautiously optimistic that "once state officials hear about how successful this has been," there will be some sort of legislative compromise that allows some aspect of the program to go forward.

Right now, he said, 20,357 students -- most in middle school -- have wireless computers, as well as 1,200 teachers.

"It's not as big as we once hoped it would be, but we are still one of the largest such programs in the country," he said.

When first proposed, the plan would have given 130,000 sixth-graders laptops that they could use throughout middle school.

Of the total \$21-million cost for the program that is budgeted for the 2005-06 fiscal year that begins in October, only \$3.7 million was to come from the state school aid fund. The remaining \$17.3 million was to come from federal education funds. But that amount has been slashed by almost \$13 million because of the federal government's own budget problems.

"No one disputes that Freedom to Learn is a good program," Bird said. "But the reality is that we can't afford it."

Bird said the governor wants to follow the recommendations of a commission chaired by Lt. Gov. John Cherry, which urged that the funding currently allocated to Freedom to Learn be shifted to the Michigan Virtual High School to expand Internet courses, and to the Center for Educational Performance and Information to build a system that tracks students from before kindergarten until after high school.

If the state laptop program is indeed killed, the districts will be able to keep the computers they already have. It's up to them to decide what to do with the computers.

"We won't lose what we've already started," Montgomery said. "We'd just like to see us continue building on the success."

MiBiz West

April 18, 2005

Optometry pupils eyeballing real world thanks to internship vision

BIG RAPIDS - The Michigan College of Optometry's off-campus internships have created a win-win situation that is benefiting the eye care field. Optometry students get a chance to practice management skills and provide patient care while doctors can stay abreast of the technology and skills that younger students are learning.

Nancy Peterson-Klein, director of external rotations and residencies for the Michigan College of Optometry at Ferris State University, said fourth-year students in their last year of training before they become of doctor of optometry, must complete three is-week internships.

"The internships are a real learning experience in both directions - the off-campus sites provide valuable experience for our students and we feel we can give something as well," Peterson-Klein said.

Each year approximately 34 students are placed in internships throughout Michigan and beyond. Interns are placed at Grand Rapids Ophthalmology in Grand Rapids, the Battle Creek VA Medical Center, the Duane Water Hospital Eye Clinic in the Egeler Correctional Facility in Jackson, an outpatient veteran's clinic in Grand Rapids and Lakeshore Eye Care in Norton Shores. Students can also be sent to a U.S. Army base in Alaska as well as a number of clinics in Detroit.

Peterson-Klein said Grand Rapids Ophthalmology was selected because it is an excellent example of optometry and ophthalmology "working together to best serve the needs of patients." Ophthalmologists extend their education and can perform surgery while optometrists cannot.

Optometrist Dr. Philip Vanderlugt with Grand Rapids Ophthalmology said his company is highly supportive of the Michigan College of Optometry as well as optometrists after they graduate. He noted that eight of the m optometrists at Grand Rapids Ophthalmology, including himself, are Ferris graduates. The practice includes 20 ophthalmologists and optometrists at seven primary offices and two satellite clinics. Vanderlugt and colleague Dr. Jay Crank each work with two interns.

Vanderlugt said interns become exposed to a lot of ocular conditions that they might not otherwise encounter, and pointed out that interns also are exposed to advancements such as laser refractive surgery (laser vision correction).

"Interns get up to speed on all that. Oftentimes we make it available for my students to observe surgery and all the sub-specialties of ophthalmology," he said. These

sub-specialties include cornea, cataracts, retina, oculo plastics (plastic surgery) and strabismus (lazy eye).

Peterson-Klein and Vanderlugt noted there have been advancements in the management and treatment of ocular pathology, which was previously limited for optometrists.

“Optometrists can diagnose and treat certain ocular diseases. They’re limited in terms of treatment they can do,” Vanderlugt said.

“Our licensure for the doctors of optometry has increased substantially. We can now use pharmaceutical agents to diagnose eye diseases,” Peterson-Klein said.

Optometrists can use therapeutics to treat glaucoma and eye infections and optometrist and ophthalmologists now co-manage pre- and post-surgical patients.

“In the last three to four years, there is so much technology being used in non-invasive ways to treat the patients,” Peterson-Klein said.

Pioneer

April 19, 2005

Ferris State University students attend A.C.C.A. conference

AUSTIN, Texas - March 12 through 14, HVACR students from Ferris State University representing Michigan Student Chapter of Air Conditioning Contractors of America (A.C.C.A.) attended the 2005 A.C.C.A. Conference and Indoor Expo in Austin, Texas.

Students were able to attend workshops, an industry trade show and network with industry contractors, C.E.O.s and national A.C.C.A staff resulting in multiple job contacts and interviews for both two and four year upcoming graduates.

A.C.C.A. student chapter representative Dave Sweet said, "I can't believe how many contacts I made, and how many contacts wanted us to start work now."

Attending were: Jason Kopczyk of Milford, Tia Manyen of Big Rapids, Scott Hoogewind of Zeeland, Tom Leyder of Newago, David Sweet of Grand Rapids, Ryan McCourt of Walled Lake, Gary Schrader of Cameron, Mo., and John Gibbs of Whitehall, with Advisor Assistant Professor Joe Compton and HVACR Department Secretary Jan Anderson.

Pioneer

April 20, 2005

West Central Concert Band Spring Concert set for Sunday

BIG RAPIDS - The Ferris State University West Central Concert Band (WCCB) is currently celebrating its 13th Concert Season.

The group will perform its annual Spring Concert, "The WCBB at the Movies!" Sunday at 4 p.m. at Williams Auditorium at FSU. The concert is free and open to the public.

The band, under the direction of Richard Scott Cohen, is comprised of talented musicians from the area, including Ferris students, adult community members from throughout West Central Michigan and talented musicians from area high school music programs. The WCBB is sponsored by Ferris State University as part of its "Music for Life" program, and presents a series of varied and diverse concerts throughout the concert season.

The program will include music from the following movies: "42nd Street," "Born Free," "Casablanca," "Days of Wine and Roses," "E.T.," "The Fellowship of the Ring," "Gone with the Wind," "The High and the Mighty," "Hollywood Hotel," "The Incredibles," "Jaws," "Jesus Christ Superstar," "Lawrence of Arabia," "The Lion King," "Lord of the Rings," "Merrie Melodies," "Oliver!," "Rhapsody in Blue," "Star Wars," "A Summer Place" and "The Wizard of Oz."

For assistance with attending this event, please call Williams Auditorium at Ferris State University: (231) 591-3676.

Pioneer

April 20, 2005

Ferris to host Peter Sparling Dance Company

BIG RAPIDS - The Peter Sparling Dance Company will perform "Peninsula," a multi-media travelogue highlighting the state of Michigan, on Saturday, at Ferris State University. This concluding presentation of the Arts and Lectures Series begins at 7 p.m. in Williams Auditorium.

"Peninsula" is a large-scale project spanning two years of "road trips" to diverse sites throughout the state and features a new musical score by Michigan composer Frank Pahl. Tickets are \$5 per person and may be purchased at the auditorium box office from 11 a.m. to 4 p.m., Monday through Friday, or by calling (231) 591-5600.

The trilogy features an overlay of live performance by six dancers with their images projected on a screen behind them. This larger-than-life image stream was taped at various sites throughout the state. "Part I: From Rust and Ruin" opens with the clamor and automated rhythms of the assembly plant, and then spills out onto the Detroit streets.

"Part II: Crossing the 45th Parallel" features the natural beauty of such sites as Hartwick Pines State Park, Woolsey Memorial Airport and Sleeping Bear Dunes. "Part III: Sounding the Glacier" mines the remote reaches of the Upper Peninsula, showing the Quincy Mine Shaft in Hancock and the charcoal kiln at Fayette Historical Site.

Sparling, a professor and former chair of the University of Michigan Department of Dance, is artistic director and choreographer of the Ann Arbor-based company. A graduate of Interlochen Arts Academy and the Julliard School, he was a member of the Jose Limon Dance Company from 1971-73 and a principal dancer with the Martha Graham Dance Company from 1973-78.

He has held residencies at numerous American universities and schools in England, Australia, Portugal and Taiwan. Sparling received the 1998 Governor's Michigan Artist and awards from the National Endowment for the Arts, Michigan Council for Arts and Cultural Affairs, Arts Foundation of Michigan and UM's Rackham School for Graduate Studies.

Pioneer

April 21, 2005

T.I. cancels Ferris Fest appearance

BIG RAPIDS - Organizers of Ferris Fest would like to announce T.I., originally scheduled to perform Saturday in the Ferris State University Campus Quad at 5 p.m., has canceled his appearance.

According to officials, other scheduled events will run as programmed. For information about Ferris Fest or a schedule of events, visit the Web at <www.ferrisfest.com>.

This event is sponsored by Delta Chi, Student Leadership and Activities, All Greek Council and Bulldog Radio.

Pioneer

April 21, 2005

Ferris observes National Medical Laboratory Week

BIG RAPIDS - Ferris State University will join in the April 24 through 30 observance of National Medical Laboratory Week as the time to honor the more than 290,000 medical laboratory professionals across the nation who perform and interpret laboratory tests that save lives and keep people healthy.

Using state-of-the-art technology and instrumentation, laboratory professionals help to prevent disease by detecting unknown health problems and by aiding in the diagnosis and treatment of existing conditions by giving accurate, timely test results. The lab tests results comprise an estimated 70 percent of a patient's medical records and are vital to the diagnosis and treatment of illness and disease.

Medical lab professionals represent many specialties, including pathologists, medical technologists, clinical lab scientists, medical lab technicians, histotechnologists, histologic technicians, cytotechnologists, cytopathologists, phlebotomy technicians, clinical chemists, microbiologists, lab managers and medical educators.

These professionals can be found in hospitals, doctors' offices, clinics, research facilities, blood banks, public health centers, the Armed Forces, universities and industry. Within the laboratory, these highly educated and experienced medical laboratory professionals may work in chemistry, serology, hematology, cytology, microbiology, immunology, coagulation, histology, urinalysis, molecular biology or the blood bank.

Many factors have increased the need for medical lab tests: an aging population, more emphasis on preventive medicine, countless new medical technologies, expanding medical knowledge and technological developments and new and different pathogens.

Pioneer

April 21, 2005

Rudy to bring message to Ferris

BIG RAPIDS - Football fan or not, the 1993 film "Rudy" is one many people have seen in one form or another, or at least are aware of to some degree.

Well, Rudy is coming to town. Daniel Ruettinger, the man the film is based on, has since risen to national and international fame and become a popular inspirational speaker. Ruettinger is scheduled to be in Big Rapids to speak tonight at 7:30 p.m. in Ferris State University's Williams Auditorium.

After beating the odds to gain admission to the University of Notre Dame, and beating even greater odds to join the Fighting Irish football team, Ruettinger's story of triumph has inspired individuals he has met and many more he will never know.

The magnitude of his inspirational story is the major reason he was deemed such an attractive speaker for Ferris.

"We started thinking about some inspirational people we could bring to campus who would be interesting to our students ... one of the first people we all thought about was Rudy," said Barbie Kolar, a junior majoring in public relations who also serves as Speaker Series Chair at Ferris. "The more we started to talk about Rudy the more excited everyone became."

Perhaps the most memorable image moviegoers have of the film was of Rudy being carried off of the field by teammates in the only game of his career - a 27-second period that solidified his status as a Notre Dame legend. Ruettinger's sack of the Georgia Tech quarterback put an exclamation point on his now legendary status at the Indiana-based school.

The film, however, catapulted him into the national spotlight.

"I think so many of our students, and students at a lot of places, have seen the movie at one point or another and know something about his story," Kolar said of Ruettinger, who was born in Joliet, Ill. in 1948. "I think there will be a lot of things about Rudy that our students will be able to relate to and will find interesting in him."

Although Ruettinger's story has its glamorous aspects, the foundation for all that he is doing now was built on overcoming adversity - time after time.

Raised in a family of lower-middle class means, Ruettinger went to work in a power plant and even served in the Navy. The third of 14 children, he decided ultimately to pursue his college education after the death of his best friend in an industrial accident.

Ruettiger first attended Holy Cross Junior College - located across the street from Notre Dame. Even though he was diagnosed with dyslexia, Ruettiger had to work extra hard with teachers and tutors to maintain a "B" average. In the fall of 1974, he transferred to Notre Dame - after applying three semesters.

Ruettiger joined the Fighting Irish football program as a walk-on that same year as he participated as a member of the scout team.

Because at that time the NCAA had a rule that allowed only 60 players to dress for games, the 5-foot-6 and 165-pound Ruettiger always seemed to be the odd man left off the posted game-day roster - until the Georgia Tech game his senior year in 1975.

"I think his story of how he just didn't sit on the sidelines and settle for things will be something our students will be interested in hearing about," Kolar said. "He could easily have just quit when things didn't work out well for him, but he kept working hard."

Tonight's speech by Ruettiger's, at Williams Auditorium, is free and open to students as well as to members of the community.

Pioneer

April 22, 2005

B-ball game benefits tsunami relief

BIG RAPIDS - The game is on. Ferris State University fraternities Pi Kappa Alpha and Kappa Alpha Psi are hitting the court in the Big Rapids Middle School gymnasium at 7 p.m. tonight to raise funds for tsunami relief efforts.

Organizers Matthew Chaney and Ira Childress anticipate a packed arena as the "Pikes" vs. "Nupes" take each other on during the Greek Alumni Basketball Challenge.

Childress, Ferris Alumni Relations Program and Governmental Relations Project coordinator, said the event drew a huge crowd during the first challenge and organizers are hoping the same type of turnout will help raise funds for an important cause.

"The No. 1 agenda is tsunami relief, but this should be a great basketball game," Childress said, adding organizers encourage the community to join in the festivities.

Also planned during halftime of the event is a number by New Vibe Dance Team, a rap performance and slam dunk competition.

"We want to bring people together at a charitable event from all backgrounds ... to have a diverse audience," Chaney, Ferris assistant director of Student Support Services, said. "This is a win-win across the board (the community coming together to raise funds for tsunami relief)."

All proceeds from the event benefit the tsunami relief fund and donations may be made at the door.

Pioneer

April 22, 2005

Ferris hosts SkillsUSA state competition

BIG RAPIDS - Ferris State University's Heavy Equipment Technology program will play host to the annual secondary and post-secondary Skills USA state competition in Diesel Equipment Technology Saturday.

The contest, which has been hosted by Ferris for more than 20 years, will take place in the Heavy Equipment Center. Industry representatives from AIS Construction, ArvinMeritor, Eaton Corporation, Jackson-Merky and John Deere Equipment will judge the competition.

Gary Maike, Ferris assistant professor of heavy equipment technology, is serving as chair of the State Diesel Equipment Technology Contest Committee this year. Entrants from across Michigan, including students from Ferris, will be competing for individual honors and the opportunity to qualify for the SkillsUSA National Competition June 19 through 24 in Kansas City, Missouri.

According to Keith Cripe, Ferris department chair and professor, the state-wide competition rewards students for technical excellence, involves industry in evaluating student performance and keeps program training relevant to employers' needs. Heavy equipment industry representatives evaluate contestants on their skills and knowledge to troubleshoot and diagnose mechanical and electrical/electronic problems on equipment used in the heavy equipment industry.

Pioneer

April 26, 2005

Author Sharma, Ferris to offer training to photographers

BIG RAPIDS - Ferris State University's Department of Printing and Imaging Technology Management has partnered with color management specialist and author Abhay Sharma of Western Michigan University to offer color management training for the photographic industry.

Dr. Sharma has worked as senior engineer for Fuji Film in the area of color management, is an honorary member of the International Color Consortium, author of WMU's Profiling Review, contributing editor to Photo Techniques Magazine and is consultant to the photographic and printing industries.

Ferris staff photographer Bill Bitzinger and Rick Harmsen of the Printing and Imaging Department, as well as representatives of color management hardware and software manufacturers X-Rite and GretagMacbeth, also will participate.

The seminar will be held July 28 and 29 at Ferris and is designed specifically for the needs of photographers.

It will provide color management essentials specifically for digital photographic images intended for desktop printing and for images intended for magazine publication.

A seminar brochure or further information about curriculum or registration is available from seminar coordinator Harmsen at <harmsenr@ferris.edu>.

Pioneer

April 27, 2005

Ferris-Grand Raids to graduate first students from two programs

BIG RAPIDS - Graduates crossing the stage for Ferris State University's May 6 Commencement will include several who are the first to complete two degree programs at the Ferris-Grand Rapids campus.

During the Friday evening commencement ceremonies for the College of Education and Human Services, Sheila Michael, of Coopersville, will receive a baccalaureate degree in elementary education. Receiving master's degrees in curriculum and instruction, with a concentration in philanthropic education, will be Marilyn Castillo, of Kentwood; Barbara Dillbeck, of Grand Haven; Kim Fox, of Grand Rapids; Greta Hendrieks Johnson, of Southfield; Jeanne Prisco, of Dearborn; and Caryn Yarnot, of Muskegon.

The streamlined elementary education offering, started by Ferris-Grand Rapids in the fall of 2002, is a unique partnership with Grand Rapids Community College (GRCC) that permits students to take a majority of their courses at GRCC. The teacher training arrangement allows students to transfer more than 90 credits to Ferris, cutting the cost of a bachelor's degree in half.

The extended teacher-training partnership is unique among Michigan community colleges and provides students with a seamless transition. Students can complete their education minors at GRCC and concurrently take Ferris professional education courses as early as their second year. The program is now being employed as a model for other Michigan colleges.

First offered in the summer of 2002, the philanthropic education degree prepares kindergarten through 12th-grade (K-12) teachers to develop innovative curricular resources and teach democratic principles of citizen engagement as a part of the core school curriculum. This new knowledge includes links to the Michigan Academic Standards for giving, serving and private citizen action, including service-learning. The graduate program is conducted primarily online with the exception of two, 10-day summer residencies.

Since 1997, the Council of Michigan Foundations has created new educational resources that teach philanthropy as integrated knowledge into the K-12 Michigan Frameworks required for the Michigan Education Assessment Program. The project is called "Learning to Give" (LTG).

The Ferris program was developed in partnership with LTG and the Center on Philanthropy at Indiana University. Ferris and LTG are prepared to launch the offering into five other states, during the next few years with the potential of growing nationally and even worldwide through distance learning.

“Our intent is not to duplicate higher education, but to innovate it,” said Don Green, Ferris-Grand Rapids vice chancellor and dean.

Both degree offerings are examples of several distinctive academic programs available at FSU-GR.

Pioneer

April 27, 2005

Spring orchestra concert Sunday

BIG RAPIDS - The Ferris State University West Central Chamber Orchestra, under the direction of Richard Scott Cohen, will present its Spring Orchestra Concert Sunday at 4 p.m. in Williams Auditorium on the FSU campus.

The concert is free and open to the public.

The program will include the following works: "Minuet" by Bach; "Minuet" by Boccherini, featuring Timothy Pratt on cello; "The Jewel Dances" from Sleeping Beauty by Tchaikovsky; "In the Hall of the Mountain King" by Edvard Grieg; "Memory" from the musical "Cats" by Andrew Lloyd Webber; and "String Quartet No. 4 in C Major, K. 157" by Wolfgang Amadeus Mozart.

Detroit News

April 27, 2005

People in the news

ROYAL OAK

- Navy Petty Officer 2nd Class Timothy Fugit, son of Lois Griffin of Wixom and James Fugit of Royal Oak, returned to his home port of Norfolk, Va., after participating in New Horizons, an annual humanitarian assistance exercise in Haiti, while assigned to the amphibious assault ship USS Saipan. Fugit joined the Navy in October 2001.

- Delila Owens of Royal Oak, assistant professor of counselor education in Wayne State University's College of Education, has been named the recipient of the 2005 'Ohana Honors Award from the Counselors for Social Justice. Owens was honored for her outstanding involvement in the counseling field and her fight for social justice. Owens received her bachelor's of social work from Ferris State University, masters from Central Michigan University and Ph.D. at Michigan State University. She received the award April 9 in Atlanta.

- Michael VanTiem of Royal Oak was named the 2005 Michigan Hockey Male Scholar Athlete of the Year. VanTiem, a senior at University of Detroit Jesuit High School, was honored for his outstanding work ethic and continued success in academics and athletics.

HUNTINGTON WOODS

- Marine Corps Pfc. Charles A. Flaisher, son of Cheryl KurasikFlaisher and Lesley Flaisher of Huntington Woods, reported for duty with the anti-terrorism battalion, 4th Marine expeditionary brigade, Camp Lejeune, N.C. Flaisher is a 2001 graduate of Berkley High School.

Pioneer

April 28, 2005

Keys murder trial continues

BIG RAPIDS - Convicted felon Marvin Redmond continued his testimony Wednesday regarding the part he played in the death of Jeremiah "Jake" Monroe. Monroe was murdered during a robbery attempt at his Hutchinson Street home on March 12, 2003.

Currently on trial is Shannon Keys, former Ferris State University Homecoming King, who stands accused of planning and helping to carry out the murder of Monroe.

Redmond testified as part of a plea agreement worked out with prosecutors. According to Redmond, Keys was the "mastermind" behind the robbery. "Shannon was the first one to say Monroe was an easy mark because he was a little guy," Redmond testified.

Redmond testified that the robbery was committed with the help of Deiauren Omar Gordon, 24 of Lansing. It was Gordon, Redmond said, who actually went into Monroe's home on the night of the murder, intending to steal large amounts of cash and drugs reported to be on the premises.

While Gordon was in the house, Redmond says, he and Keys circled the block in two separate vehicles.

"I circled the house," said Redmond. "Gordon went inside himself. He was in the house about 10 minutes."

Redmond and Keys remained in contact via cell phones while Gordon was in the house, according to Redmond.

Redmond testified he had purchased an ounce of cocaine from Monroe about one week earlier for a price of \$900, a deal allegedly arranged by Keys. Additionally, daily dice games went on at Monroe's home, and Keys allegedly believed there was money on the premises from this enterprise as well. Redmond also said Keys didn't think violence would be needed to complete the robbery.

"He didn't think there would be any need to hurt Jake," said Redmond. "(Jake) was a little guy."

In previous testimony - during Gordon's trial - Redmond testified that he picked Gordon up after the shooting.

Said Redmond, "He (Gordon) said, 'I had to lay him down.' I said, 'What do you mean you had to lay him down?' He said, 'He turned to grab the gun. I had to lay him down.'"

On Wednesday, Redmond repeatedly named Keys as the robbery's instigator.

“It was Shannon’s plan, it was Shannon’s truck, it was Shannon that went to Jake’s house, it was Shannon who called Jake’s house to make sure he’d be there,” said Redmond.

Also testifying Wednesday was Kurt Skinner, cousin and childhood friend to Monroe. Skinner, who is several years older than Monroe and recently released from prison after serving a sentence for a drug conviction, said he had been an important influence on his younger cousin.

“I tried to tell him (selling drugs) was a bad thing,” said Skinner. “I told him don’t do what I do. I didn’t want him to go that route. When I got out of prison, I didn’t like hearing what Jake was involved with.”

Monroe called Skinner just hours before his death, but didn’t get through. He left a message on Skinner’s voice mail. Skinner described the night of Monroe’s death like this: “I received a call about 5 a.m. from my aunt and she said, ‘Your cousin’s dead.’ I checked my voice mail and it was Jake saying he’d just got back from the casino.”

Prosecuting attorney Thomas Warren played that message in court. The message, logged at 1:47 a.m., said: “(Monroe’s voice) Hey I’m just getting back from the casino. I was up two grand and should have quit but I f----- up. How you been?”

Skinner said it was the last time he heard his cousin’s voice.

Pioneer

April 28, 2005

Ferris' Hurley named FPW Woman of the Year

BIG RAPIDS - Ferris State University's Jana Hurley, dean of student life and director of housing, was selected as the 2005 Woman of the Year by the Ferris Professional Women (FPW).

Hurley, who was chosen for participating in activities to enhance the status of all women, encouraging women to exercise their rights and roles in the Ferris community and continuing to be a model of professionalism to students and other colleagues, was honored during the FPW's annual luncheon held recently.

A Ferris administrator since 1994, she was cited for her ability to handle two challenging positions while earning the respect of those who have worked for her. Her duties as dean of student life include administrative responsibility for the Orientation Office and Office of Student Judicial Services.

Hurley has encouraged those women students who were verbally, physically and/or sexually abused or assaulted to confront their fears and stand up for their rights.

Although these duties can be highly stressful, she consistently serves all students by encouraging them to exercise their rights and be responsible for their behavior.

In her role as director of housing, she has extensive interactions with the university's Physical Plant, which is a predominately male work environment.

Despite the relative differences in communication and management style, labor negotiations and conflict resolution techniques, she has bridged many potential difficulties through hard work and determination.

Hurley has developed her own leadership style, earning respect from male and female colleagues alike and serving as a pioneer in showing other women ways to succeed.

She is an especially effective role model for female students. A tireless worker and mentor to maw hall directors and resident advisors she continually goes beyond what I expected to help students and colleagues.

She serves as an advisor to The Habitat for Humanity student, organization and advises that Finance Division of Ferris Student Government, which oversees the distribution of Student Activity Funds.

Hurley is presently completing her doctorate from Western Michigan University, demonstrating to young women that they can serve in a demanding professional position and still engage in professional development.

She holds a baccalaureate from Grand Valley State University and a master's from Central Michigan University.