

## NMU forges ties with China

A Northern delegation traveled to China in October to explore opportunities for partnering with educational and corporate entities.

One of the main reasons for the trip was to meet with representatives of Lenovo, the corporation that manufactures the notebook computers issued to most NMU students.

“I wanted to put in front of that group two things: becoming a model campus for sales and product development worldwide; and possibly establishing a closer research, development and teaching relationship between NMU and Lenovo International,” said NMU President Les Wong. “Every signal we received—from the corporate structure there to Lenovo USA—was ‘absolutely.’ I said our campus would be more than willing to test any products they develop. Those could include phones, laptops, desktops and servers.

“We also talked about a partnership based on the company’s connection with the Olympics and our connection with the United States Olympic Education Center. Could we leverage their coaches and



The NMU delegation making friends and forming partnerships in China.

athletes training on campus? Could our students be interns at the 2008 Olympics?” Wong said. “We also looked at co-branding. They filmed a commercial here at NMU with the speedskaters. It was so successful, they’re planning to do more on campus in advance of the 2008 Summer Games.”

During the trip NMU established a “memorandum of understanding” with Beijing Sports University to facilitate faculty and student exchanges and to explore additional opportunities.

Wong noted palpable differences associated with China’s “red-hot, hyper economy” compared with his three previous visits to the

country before joining NMU.

“The energy and sense of optimism and knowledge that they are at the center of the world’s economy was so obvious wherever we went,” he said. “The building going on in the cities, the investments they’re making in higher education and K-12, and their efforts to transform into a modern culture all made me speechless.

“I think it was very successful. In many ways, it was a positive first step. You don’t just go to China and expect to achieve something right off the bat. It’s a long process, but we’re positioned well to have future conversations with them in many different ways.”

## Enrollment at all-time high

NMU has recorded all-time highs for both total headcount and undergraduate enrollment. The final fall-semester headcount was 9,689, up from 9,500 the previous year. The number of undergraduate students within that total was 8,880.

“This has been a long, slow climb since enrollment bottomed out at about 7,600 after the closure of K.I. Sawyer in 1995,” said Paul Duby, associate vice president for institutional research. “Despite declining high school

graduating classes in the Upper Peninsula, our enrollment has grown by almost 2,100 students.”

Duby added that the increase has been accompanied by stronger academic credentials among incoming freshmen and an increase in student retention and graduation statistics. Duby credits the latter to support programs for at-risk students.

“Retaining a student through graduation saves a university from having to recruit three new students,” he said.

# Presque Isle Avenue—the new Wall Street?

A new student-managed investment fund has been established and students are already using it as a learning tool. The student-named Superior Fund started with an initial sum of \$200,000, contributed by the university, friends and alumni.

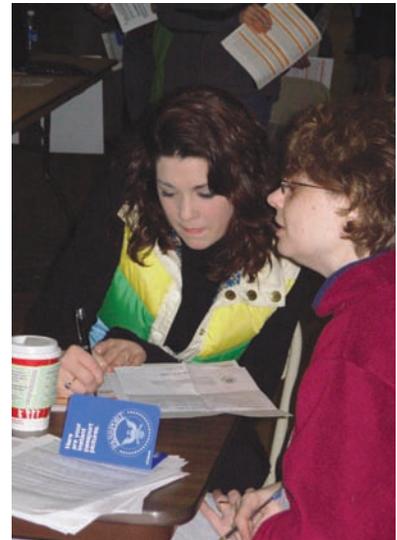
The fund was established by the College of Business to provide students with a hands-on, real-world experience in actively managing the investment of actual monies in equities, bonds and other financial instruments.

As part of their class work, the students conduct research into industries and companies and recommend buying and selling stocks and bonds. The fund is overseen by a team of advisers drawn from both the university and financial services communities.

“The student-managed investment fund is an important component of our goal to offer a first-class undergraduate business education,” said Rajib Sanyal, dean of the College of Business. “It is also designed to complement the creation of a real-time investment trading room, where students will use live market information to simulate the execution of purchase and sale of stocks and bonds.”

The investment goals are to preserve and grow the initial capital amount and use part of the return to support academic and student-related programming.

The name of the fund “reflects our location and our expectation for how the fund will perform,” said Business Instructor Daniel Konku.



## Passport Day on campus

In anticipation of new regulations that now require a passport to travel by air to Canada, Mexico and the Caribbean, along with increased international study opportunities, NMU hosted Passport Day last fall on campus.

Authorized agents from the city library and a photographer set up shop in the Learning Resources Center to help more than 100 students, faculty and staff apply for passports at one convenient location. Here, an agent assists freshman Jeni Schrandt with her application.

## Student immersed in world of publishing



Michelle Menting with “Meet the Press” host Tim Russert at Book Expo America

Every year in Washington, D.C., about 30,000 book-sellers, editors, authors and agents, librarians and publishers from around the world attend Book Expo America (BEA)—the largest book convention in the United States.

Through a grant set up by NMU alum **Mark Dressler '83 BS**, Northern master of fine arts student Michelle Menting attended the BEA. “I met editors and agents and got a crash course on what happens to a written work once it evolves into book form,” said Menting. “I learned about the book-as-product, from the process of publication to publicity, to the book

being placed on the shelf at the library or local bookstore.”

Small and large publishing houses displayed upcoming titles, authors signed books and people discussed poetry, writing and marketing.

“As an MFA student, I study and practice the craft of writing and see books as works of art. At a conference like BEA, I not only met publishing world dignitaries, but received a first-hand glimpse of how the entire book industry operates,” she said. “It was fantastic to listen to writers like John Updike and visionaries like *Wired* magazine editor Chris Anderson and Senator Barack Obama; to hear comedic wits like Amy Sedaris; and to meet a personal long-time hero of mine, Tim Russert. This unique BEA internship was a magnificent learning experience.”

# Fighting a domestic violence myth

**W**omen who believe that alcohol is the cause of abusive behavior and accept it as an excuse might be less likely to seek help. But an NMU project will use women's own stories to challenge the myth of alcohol's role in domestic violence.

The university has received a \$78,000 grant from the Blue Cross Blue Shield Foundation of Michigan to carry out the project.

"Because we live in a drinking society, there's a tendency to blame things on alcohol—particularly behavior that is embarrassing or gets people into trouble," said Ira Hutchison, head of the sociology

and social work department and a principal investigator. "But the fact is that alcohol only heightens predispositions and diminishes inhibitions. You can sober up an intoxicated spouse abuser, but you're still left with a sober spouse abuser. We're trying to undermine women's tendency to believe that alcohol is the cause."

Kerri Schuiling of the School of Nursing is the other project investigator. Her role reflects the fact that nurses typically have more opportunity to interact with abused women than others in the medical profession, putting them in a unique position to help educate victims.

Forty women will be interviewed—some on camera for a video produced by NMU professor Michael Loukinen. The interviews will then be analyzed to flesh out common themes. The video will be distributed to all domestic violence shelters and substance abuse facilities in Michigan.

"Nothing like this has been done before that we can find," Hutchison said. "Instead of addressing the broader issues of alcohol or domestic violence, this project has a very specific purpose. And we're making the point with women's own stories."

## BEAUMIER U.P. HERITAGE CENTER DEDICATED

**John Beaumier '53 BS** and his wife, Mary Jane, were honored on Dec. 15 at the dedication of the Beaumier U.P. Heritage Center, located in the Superior Dome.

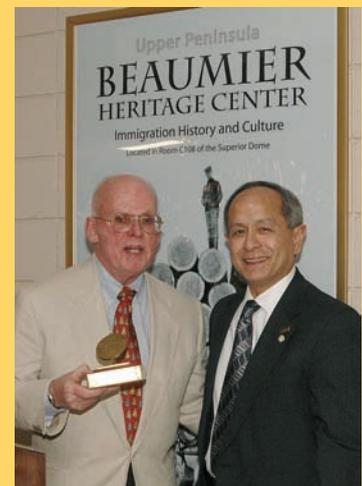
The couple gave a \$1 million gift to NMU in the last fund-raising campaign to create the center, which will feature exhibits highlighting the socio-economic, cultural, religious and industrial heritage of the Upper Peninsula.

Dr. Beaumier, a retired orthopedic surgeon, was also the mid-year commencement speaker and received an honorary doctor of science degree.

Beaumier was born in Escanaba and now resides in Cedar River. He retired in 1998 from the Mayo Clinic, where he served as a director in orthopedic evaluation. He also was an associate professor in orthopedic surgery at the Mayo Graduate School of Medicine.

Beaumier has maintained close ties to his alma mater. He has served on the NMU Foundation Board of Trustees since 1999 and was national campaign chair for the university's first comprehensive fundraising campaign. Beaumier is a past recipient of the Distinguished Alumnus Award. He also was a 1994 inductee into the NMU Sports Hall of Fame for his contributions to Wildcat football.

After graduating from NMU, Beaumier completed medical school at Marquette University before serving in the U.S. Navy and interning at the U.S. Naval Hospital. He completed his residency at the Mayo Graduate School of Medicine and began his professional career at the Marshfield Clinic in Wisconsin. Beaumier later moved to North Dakota, where he practiced for 25 years at health-care facilities in the Grand Forks area. While there, he spent several years as the team physician for the University of North Dakota. He also provided orthopedic care and consulting during two overseas humanitarian trips to Bangladesh. He closed out his career at the Mayo Clinic in Rochester, Minn.



Beaumier with NMU President Les Wong