



By Cindy Paavola, '84 BS

Marquette.

A Distinctive Destination

Marquette, home of Northern Michigan University, distinctive? You betcha! It seems that Marquette and the Upper Peninsula continue to hold a special place in the hearts of many NMU alumni as demonstrated by their outpouring of support to help make Marquette the “fan favorite” in this year's National Trust for Historical Preservation's annual Dozen Distinctive Destinations program.

Marquette was announced as one of 12 finalists in February. For the past 10 years the National Trust has annually selected 12 U.S. communities that offer cultural and recreational experiences different from those found at the typical vacation destination. The other finalists included Bastrop, Texas; Cedar Falls, Iowa; Chestnut Hill, Pa; The Crooked Road, Va.; Fort Collins, Colo.; Huntsville, Ala.; Provincetown, Mass.; Rockland, Maine; Simsbury, Conn.; Sitka, Alaska; and St. Louis, Mo.

Marquette swept away the month-long national online voting competition in March to determine the fan favorite among the 12, garnering more than 37 percent of the votes, and it had more than 300 people send in comments, including many who identified themselves as NMU alumni.

“We probably wouldn't have this award today if it wasn't for Northern,” says Pat Black, director of the Marquette Convention and Visitors Bureau. “First we got word out to the university about the online contest and the votes started to come in. Then the university got word out to the alumni and, wham, the voting went wild. From that point on, Marquette took the lead and never looked back.”

What makes Marquette distinctive? As the comments provided by the online voters pointed out, it's hard to identify just one thing. From a historical standpoint, the city boasts a total of 27 nationally and state-designated historic sites. Architecturally, the city's collection of magnificent red sandstone buildings now house a dynamic array of retail shops, galleries and restaurants—several of which are situated to provide breathtaking views of Lake Superior.

2010 Distinctive Destination

NATIONAL TRUST FOR HISTORIC PRESERVATION

that also offers modern amenities, outstanding technological capabilities and a wide variety of cultural opportunities. Others said that the friendliness of the people is Marquette's most distinguishing characteristic. The bottom line is that all of these things add up to make Marquette a great place to live, learn, work and play.

“Each of this year's Dozen Distinctive Destinations offer travelers a way to get off the beaten path and enjoy an authentic, dynamic and entertaining travel experience,” says Richard Moe, president of the National Trust for Historic Preservation. “This year's new Fan Favorite voting put heritage travelers in the driver's seat and allowed them to tell us which vacation destination they thought was most distinct. While all these places have much to recommend them, the public has spoken and voters recognized the outstanding charm and character of Marquette. We congratulate Marquette for being the '2010 Fan Favorite.’”

If you haven't been to Marquette and the Upper Peninsula in awhile, why not come UP? You might be surprised by all that has changed, as well as all that hasn't.



Bicyclists race through the streets of downtown in the Superior Bike Fest twilight criterium. The race brings hundreds of competitors and visitors to town.

Come UP to visit

What are you waiting for?

Black says the biggest draw to Marquette and other spots in the U.P. is access to the shores of the area's many inland lakes, rivers, streams and, of course, the Great Lakes.

“Here, you can still go to the beach without having to pay, and the beaches are clean and safe. People find that amazing,” says Black. “I think the single most important thing that Marquette has done to help make the city a vacation destination has been to protect the public access to the waterfront despite the significant development near the water.

“People are really into adventure-based vacations right now, and we've got plenty to offer in that regard, such as ice climbing and kayaking. Unlike a lot of cities, we have businesses right in town that will rent equipment for and train you in these recreational activities, and people love that.”

Black also says, “We're bringing more and larger conferences. A lot of NMU alumni bring conferences here because they know this is a place that will make an impression. We can bring in bigger conferences than many realize because we work with the university. NMU has the ability to handle thousands of people and it does it well. And then there's the Superior Dome, a building that just blows people away.”

Black adds that NMU alumni who have not been back to the hometown of their alma mater should consider a trip “home.”

“You need to come back to see how we've moved into the now without losing that sense of what we had that was important to our past,” she says.

Come UP to learn

The No. 1 thing prospective students and parents cite on their first visit to Marquette and the NMU campus is the friendliness of the people, says **Gerri Daniels '83 BA**, NMU admissions director.

"They are amazed that everyone is so nice and so accommodating," she says. "As they cross campus everyone is saying hi to them. When they are in the community, everyone seems to take an interest in who they are and why they are here, from the restaurant food servers to the hotel front desk workers to the cashiers in the stores."

Daniels says the NMU campus visitors comment about the pride the

community and campus have in the area and what it has to offer, often freely sharing their favorite things. She adds that the visitors also see the pride the community takes in the university.

For prospective parents who are exploring the area for the first time, the safe and nurturing environment of Marquette is a persuasive element, says Daniels. "Parents leave feeling that this is a good place for their child. They sense that someone will be there to help their son or daughter when help is needed."

In addition to academic attractions, Daniels says students often want to check out NMU because of the wide variety of outdoor activities that are available. "Sometimes students start to visualize themselves trying

things they've never had the opportunity to try, and they like that."

Both students and parents are often awed by the natural beauty of the area, as well as surprised by the many city amenities.



In surveys NMU regularly conducts regarding student decision-making about choice of university, "location" always ranks among the top three factors for students who choose to come to Northern. Likewise, "location" is consistently in the top three reasons for not coming. "One statement I hear a lot is, 'It's beautiful up there, but it's just too far,'" says **Alana Stuart '07 BA**, one of NMU's 18 admissions counselors.

The key, says Daniels, is to get prospective students and their families to visit. "We know that if we can get them here, we've increased our chances for enrollment. We spend a lot of time finding ways to get them to cross the Mackinac Bridge or the Wisconsin state line. Once here, they often fall in love with the university and Marquette community on that first visit."

That's where honors such as the Distinctive Destination can play a role, according to Daniels.

"That's the kind of thing we like to promote because it provides that pause—that moment for a person to think, 'Wow, that sounds like a cool place,'" she says. "It really helps us to combat the distance and remoteness factors. It's along the lines of 'Why wouldn't you want to go to college in a place where people love to vacation?'"

What's Happening

July

- 1-4 Fourth of July parade, fireworks and International Food Fest
- 4-10 Negaunee Pioneer Days
- 13 La Traviata, Kaufman Auditorium
- 16-18 Hiawatha Traditional Music Festival
- 22 Marquette Garden Tour
- 24 Italian Fest, Ishpeming
- 24 12 Hours of Potluck Bike Race
- 24-25 Outback Art Fair
- 29-31 Blueberry Dance Festival
- 30 Blueberry Festival
- 31-8/1 Art on the Rocks

August

- 7 Ishpeming Art Faire & Renaissance Festival
- 11-15 Marquette County Fair
- 14 Ore to Shore Mountain Bike Epic
- 26-28 Seafood Festival

September

- 4-5 Marquette Area Blues Fest
- 11 Second Annual Fall Beer Festival
- 16-19 Oldtimers Hockey Tournament
- 24-25 NMU Homecoming
- 25 Lake Superior Shore Run

Throughout the summer:

Farmers and Artists Market, downtown Marquette, Saturdays
First Thursdays concerts, at Peter White Public Library
Lake Superior Theatre performances
Marquette City Band concerts at Presque Isle and Lower Harbor
Music in the Park, at Presque Isle



Come UP to live, start a business

There is no online voting required to ascertain the most frequent comment made by alumni to NMU President Les Wong.

“They say, ‘If there were more jobs there, I’d still be in Marquette. I’d love to live in the U.P.’,” says Wong. “They fell in love with this area as students and they still love the U.P. and wish they were here.”

One way to solve the employment situation, says Mona Lang, director of Marquette’s Downtown Development Association, is to come on UP, start a business and create jobs.

“We’re a vibrant city; we’re an anomaly compared to many parts of the state in that, overall, we’re economically doing quite well. So for those people who dream of opening

their own business, we’ve got some good reasons to consider Marquette.

“For one thing, the area really tries to support local businesses, more so than in many places. Another reason is that the work ethic of the workforce here is legendary. Also, we have amazing technology for a rural area. You can enjoy living and working in Marquette and be global,” Lang says. “Of course, before starting a business anywhere, you need to do your market research homework first, but there’s a lot of potential here.”

Lang says she sees two types of startup business that are succeeding especially well in Marquette: those where younger people are purchasing well-established businesses from older business owners ready to retire and those that have a storefront but also a



Ladies Night shoppers in a downtown store.

healthy Internet business. “The advantage of the latter type is they get local community support and have access to new markets that reach far beyond the region.”

Amy Clickner ’93 BS, chief executive officer of the Lake Superior Community Partnership, a county-wide chamber of commerce and economic development organization, adds that startups that support the main industries already thriving in Marquette can find success, especially those that are related to natural resources, tourism and medical fields.

“The smaller entrepreneur that starts off with 5-7 employees and then grows seems to be a size of operation that has proven successful,” she says.

Attractive points to this area, Clickner says, are access to natural resources, low risk of natural disaster, an excellent education system, a strong sense of community, major employers who are “good corporate citizens” and a workforce with documented longevity of employees.

She adds that it’s also an advantage that NMU is “so willing to work with businesses to provide the training programs their workforces require, such as those they created for AMR (American Airlines), Pioneer Surgical and the electrical line technician program in conjunction with the U.P. electricity companies. It’s invaluable that we have Northern at the table to say, ‘We’ll work with you.’

Marquette's Trophy Case

In case you haven't heard, here are some of the awards and honors given to the city, county or region.

- 10 great places to feel like an Olympic Champion. *USA Today*, 2010
- Fan Favorite-Dozen Distinctive Destinations by the National Trust for Historic Preservation, 2010
- Bicycle Friendly Communities, League of American Bicyclists, 2010
- Top Five Top eCities (one of top-performing Michigan cities at attracting and retaining entrepreneurial firms). U. Mich Dearborn iLabs, 2009
- 100 Best Communities for Young People, America's Promise Alliance, 2006, 2007, 2008 (only 3-time winning community in Michigan)
- Best places to live in rural America, *Progressive Farmer*, 2008
- Top 50 Vacation Getaways-Upper Peninsula, Disney Family Travel, 2008
- Top 200 Towns for Outdoorsman, *Outdoor Life*, 2008, Marquette is #7 and the only town in Michigan)
- Top 10 Winter Outdoor Family Getaways, Weather.com, 2008.
- Top 25 Shortest Commutes, CNNMoney.com, 2008 (#1)
- Five Best Places to Live and Ride, *Bike Magazine*, 2001
- Top 8 Running Towns in the Country, *Trail Runners Magazine*, 2008
- Top 25 Places for Singles to Meet Their Match, CNNMoney.com, 2008
- 100 Best Art Towns in America, book by John Villani, 2005.
- Best places to buy vacation property (U.P.), *Men's Journal*, 2006.
- Top 10 global summer vacation destinations (U.P.), Sherman's Travel, 2006.
- America's Most Livable Communities, Partners for Livable Communities, 2004
- Michigan Cool City, State of Michigan, 2004
- All-America County, National Civic League, 2003

Tell us what you need.”

Clickner says regional colleagues often question her on Marquette's economic stability and ability to grow when much of Michigan is shrinking.

“In Marquette County, we had our economic crisis in 1995 when the K.I. Sawyer Air Force Base closed,” she says. “When that happened we had to get everyone together to figure out what to do to share limited resources and we had to develop solid building blocks on which to grow a more diversified economy. We did that and still do it well.”

Lindsay Hemmila '06 BS, LSCP director of marketing, membership and management, adds that having collectively overcome significant economic obstacles of the past is one reason the community takes such pride in its many recent national

recognitions.

“Any time the area wins an award, it puts us on the map,” says Hemmila. “When you're here, it's easy to understand our uniqueness, but to those who have never been here, these awards help others realize what a truly special place this is. They validate what we say about living and working here.”

Clickner, Hemmila and Lang all stress that once you live in Marquette there is no need to ever be bored.

Lang adds, “There is something going on all the time—more festivals and activities that you can possibly attend. There's just always something going on. On those few days when there isn't something scheduled, you just have to open your door and walk outside to find something enjoyable to do.”

Come UP to retire

It is not unusual for people who have ties to the Upper Peninsula or NMU to choose to retire in the Marquette area.

Still, it was impressive to learn that seven of the 12 commanders to end their tour with NMU's ROTC program, which was started in 1948, chose Marquette to be their place of retirement. Although two of seven have died, five of the retired commanders, plus current commander Kyle Rambo (2009), continue to live in the area: Allen Raymond (1972-77), Frank Allen (1977-81), Charles McCarthy (1988-90), Franklin Fiala (1992-95) and John Moschetti (1995-99).

“I guess that is quite the endorsement, considering how we all lived all over the world and all around the country, but we picked Marquette as the place to stay,” says Allen, who lived nine years overseas during his 22-year tour with the U.S. Army.

“Marquette is a very friendly town, a beautiful town,” he says. “My family had a good experience here and a good experience at the university. We felt this was a great place for us to be.”

Moschetti, who also lived overseas for several years and at numerous places around the Midwest, says he and his wife like to hike and spend time in the woods.

“My wife is really into winter sports and in my younger days I was a runner. This is a good place for those activities. We also like the climate. Once we arrived here, this just felt like home.”

Allen agrees. “When we travel, we enjoy where we visit, but we always want to get back to Marquette. It's home.” ■

Helping Hands

Local resources to tap into if you're considering relocating or starting a business in the Marquette area, or seeking employment.

Center of Resources for Enterprise at NMU

A collaborative partnership to help commercialize ideas and develop effective tools and strategies to grow enterprises. Also offered is the business incubator at NMU, providing furnished office space, technology assistance, mentoring and advice at NMU's Jacobetti Center. www.nmu.edu/CORE
core@nmu.edu • 906-227-2900

eLoft

Offers in-person or online business coaching and consulting, workshops, shared office space and office resources in downtown Marquette, Web-based resources and collaborative opportunities. www.theeloft.com • 906-315-5555

Lake Superior Community Partnership

Assists individuals and organizations in starting businesses, securing resources, locating available buildings and sites, finding tax advantages, meeting government regulations and training workers. www.marquette.org
888-578-6489

Michigan Works! The Job Force Board

Provides workforce assessment, training and interviewing; business expansion and retention services and a comprehensive database of employment opportunities for job seekers. Also provides access to the Michigan Small Business and Technology Development Center. www.jobforce.org • 800-285-WORKS!
800-562-4808 (MSBTDC)

Northern Initiatives

A private, nonprofit community development corporation that provides rural entrepreneurs with access to capital, information and markets. www.northerninitiatives.com
906-228-5571

ADVENTURELAND

By Kristi Evans



Bill Thompson at Pictured Rocks

Northern's location, with Lake Superior as a backdrop and other scenic wonders within easy reach, is one of its major selling points. The university's tag line "Northern. Naturally." has been in use since the mid-'90s because it resonates with those seeking adventure along with an education. When enrolled students are asked in surveys and focus groups why they chose NMU, two responses volley for the top spot high above the others: the university offered an academic major to match their interests and they liked the surrounding environment.

"That's what makes Marquette," says **Bill Thompson '87 BS, '91 MA**, who was an outdoor recreation major. "There are top-notch universities all over, but you add the environment to the mix and it draws a lot of people here. For students who visit campus, it's a deal sealer. And once they stay for a while, they end up falling in love with the area as so many of us have. It's super unique to have a university literally on the shore of Lake Superior. I always tell people that within five minutes of campus, you can do pretty much any outdoor activity except mountain climbing. And it's not just that these opportunities are available; they're world-class."

Thompson is well-acquainted with the area's natural treasures. As a student, he ran NMU's outdoor recreation rental program and organized local and national excursions. He was hired as a manager at the outfitter Down Wind Sports after graduation and now co-owns the Marquette store with **Todd King '92 BS** and **Jeff Stasser '95 BA**. Almost the entire staff has NMU connections and with their varied preferences, at least one person

participates in every activity for which they sell gear. Thompson is partial to rock and ice climbing, sea kayaking and telemark skiing.

His international travels to such countries as Kenya and Tibet, where water is scarce and sacred, have only increased Thompson's appreciation for Marquette's location near the largest of the Great Lakes.

Here are his picks for making the most of time spent outdoors:

TOP FIVE EXTREME ACTIVITIES

(within an easy drive of Marquette)

1. Ice climbing at Pictured Rocks National Lakeshore in Munising. "It has some of the country's best climbing on frozen waterfalls or on seeps from the porous sandstone," Thompson says.
2. Mountain biking Marquette's south trails: "These are world-class trails and people come from all over to ride them." The November 2009 issue of *Bike Magazine* included a story titled "Utopian Rides in Marquette, Michigan." A trail review on the magazine's website reads, "A seemingly limitless number of excellent trails rise out of town and extend into the surrounding rock-strewn forests. Buffed epic singletrack, huge hucks or mellow two-track—Marquette has it all. You could ride these woods for years and never see it all."
3. Sea kayaking at Pictured Rocks: Offering close-up views of the cliffs and caves while skimming the surface of Lake Superior, this activity was featured in the May issue of *Outside*. With budget-minded travelers choosing domestic trips and the recent Ken Burns documentary "The National Parks" still fresh in many minds, the magazine predicted huge summer crowds at Yellowstone, Yosemite and other major sites. It urged readers to "stay away" from those and instead follow its guide to America's "wild and relatively untrampled state parks, national lakeshores and recreation areas."
4. Backcountry skiing near Big Bay: "Sometimes it's nice to go off the beaten path," says Thompson. "With all the snow we get, backcountry is an alternative to the groomed trails and runs."
5. Rock climbing at the Pinnacle at Presque Isle, on the park's east side. It was featured in *Climbing Magazine's* pocket calendar. "An early morning climb as the sun rises is ideal." ■

TOP FIVE FREE EXPERIENCES UNIQUE TO MARQUETTE

(no special equipment/skills required)

1. Savor a sunset from the beach at Little Presque Isle off County Road 550.
2. Climb Hogsback.
3. Spend time at Presque Isle (out of your car), hiking or jumping off Black Rocks.
4. Hike to the Dead River Falls from the trailhead off Forestville Road.
5. Ride a bike on the path along the lakeshore.



ArtWork

By Kristi Evans

Michele Dugree '06 BFA is among several artists, many of them NMU graduates, who have settled in Marquette County. She proves that it is possible to develop an international market for handmade creations from a relatively remote base of operation. Dugree achieved this by cultivating key relationships at design shows and implementing a web-based entrepreneurial strategy. Her products have been featured on NBC's "Today" show, in *The New York Times* and in magazines such as *House Beautiful* and *Country Living*. They have also been sold by Target, New York City's Museum of Modern Art, Uncommon Goods and boutiques in Puerto Rico, Japan and Australia.

Not bad for a business that started two years ago in the basement of a Marquette apartment. Revisions Design Studio is co-owned by

Dugree and her husband, **Torrey Dupras '09 BS**. Dugree worked as an interior designer during and after college. Motivated by "the itch to create again and sell," the ceramics major spent much of her free time making pottery, accessories and jewelry. Revisions was born when she established a presence on Etsy, the online marketplace for handcrafted products (revisions.etsy.com).

"Sales picked up, especially during the holidays, and I was beginning to think maybe I could do this full time," she says. "Then we were invited to take part in the Designboom Mart at the International Contemporary Furniture Fair in New York City. Most people have to apply, but Mart had an extra table open up at the last minute. They had seen my porcelain design online and thought it would be a nice contribution to the group. We had eight days to get everything together while still working our day jobs. It was chaotic, but we pulled it off."

The response at the show, combined with the orders they had to fill upon returning, convinced the couple to commit to Revisions full time. They renovated a duplex they had purchased at Sawyer (the former Air Force Base) for \$14,000. One half is their residence; the other their studio. They purchased equipment and strategized their business while planning their wedding. The timing was again less than ideal when their second big break surfaced. Just a week before exchanging vows, the couple learned Target wanted to test the studio's signature egg candles—a set of six creatively packaged in an egg carton—in select stores and online. Additional opportunities for sales and exposure followed shortly after.

Revisions' handmade accessories, jewelry and lighting are billed as



Pictured above is Michele Dugree. The studio's products include jewelry such as the "Love Song" antique silver spoon ring, porcelain butterfly necklace and silverware earrings.



A cascade of shell-like shapes and patterns, a flurry of butterflies and 2,600 hand-woven translucent porcelain tiles dress up any lightbulb.

“one-of-a kind, functional pieces of everyday art.” Its porcelain light sculptures are held by public and private collectors across the globe. One large-scale, custom chandelier graces Bay College’s new fine arts center.

Dugree is the creative spirit behind Revisions. Dupras, who studied math and physics, is the chief technical officer responsible for all

“Marquette is the arts center of the Upper Peninsula, but really, you can do business from anywhere internationally if you're online.”

aspects of e-commerce, from maintaining the website and customer relations to packing and shipping. Most of Revisions' employees funnel directly from the NMU School of Art and Design.

“I can't say enough good things about the art program,” Dugree said. “You're required to learn other skills within your area of concentration. As a ceramics major, I had to learn photography and lighting skills. Because Revisions relies on the Web to show-

case what we do, quality photographs are critical. And our business incorporates other materials, so I have to problem-solve how to create and express ideas with them. I'm grateful for the training I received and for the diverse talents of students and graduates of the program who work for us.”



Revisions' egg candles were featured in national magazines and on talk shows and sold at Target and New York's Museum of Modern Art.

One is **Janna Fox '10 BFA**, a May graduate in human-centered design and full-time freelancer for the studio. She is skilled in rapid prototyping technology: using 3D modeling software, laser cutters and 3D printers to create models of designs. Her Equinox salt and pepper

set, composed of two plastic spheres magnetized together, has been picked up by major retailers. It will be marketed under the Revisions brand, with Fox credited as the designer.

“I'm so happy to work with Michele because I wanted to stay in the area and there's more flexibility here than you'd have as a corporate designer,” says Fox. “Marquette is the arts center of the Upper Peninsula, but really, you can do business from anywhere internationally if you're online.”

Dugree echoes that sentiment: “Your home base is your website. I used to think I would leave the U.P., but what I'm doing here would cost four times as much elsewhere when you factor in rent and utilities. Because we don't have to make as

much to cover the overhead, there's extra money to travel. And we're only five minutes from the airport.”

With motivation, effective marketing and web-savvy entrepreneurship, an artist can open her gallery to the world without sacrificing the Upper Peninsula quality of life. ■

Talk about Marquette

Photos by NMU student Leonard Beck



"A great slow-pace community that is as gracious as it is historic."



"I have traveled much and I have never found a community as friendly as in Marquette."



"Love the bike trail along Lake Superior, rowing, hiking, and all the great food places that offer so many choices."



quette

(unless otherwise noted)

Come take a vicarious hike, bike or drive around the city and some favorite spots, as mentioned by hundreds of people leaving comments online in the Distinctive Destination voting and by alumni in a recent survey about NMCU memories.



In town...

...of the world
...ound people as
...quette."

"It doesn't get any better than Marquette. Everything you could ever want is there. Magnificent nature everywhere you look and small town hospitality, but with all the culture a university provides. I'd give anything to be able to live there."

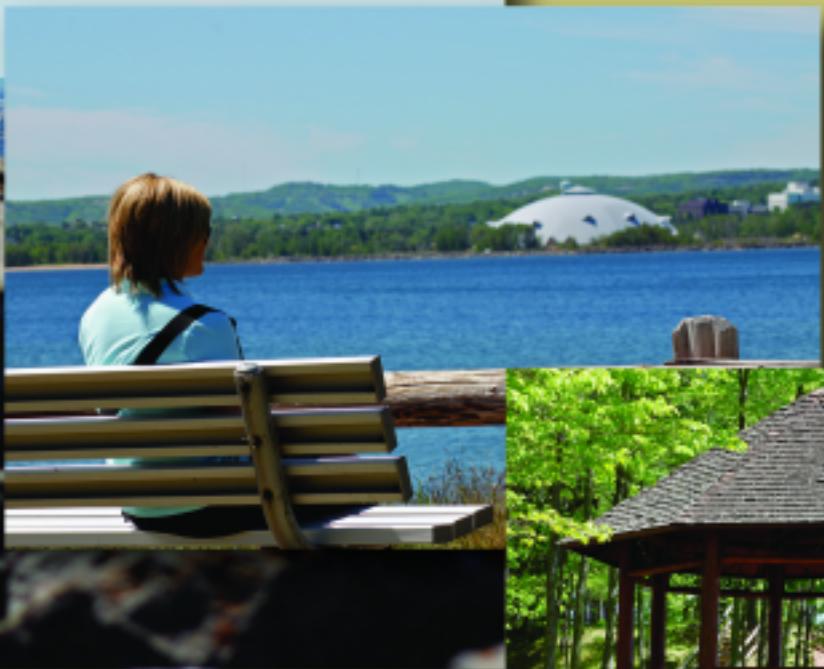


"I fell in love with the town while attending college there and have longed to go back since. The city has done a fabulous job of making Lake Superior accessible to the public."



"The CIP 200 sled dog race starting downtown with crowds braving the cold, lining the streets and cheering."





"I would look out at the hills of Sugarloaf, Hogsback and those beyond where no evidence of human encroachment was evident... Today, sometimes when I am again on campus I go back to the second floor of the library to look out on that vista, and something of the joy I felt during my years at Northern always returns."



"The fishing, both in Lake Superior and the many feeder rivers is simply exceptional, not to mention the fact I met my bride of 49 years while there as a student."



And around...



Katelynn Jensen

"A trip around the Island (Presque Isle Park) is one of the most repeated and enjoyable scenic drives in the U.S."



"The hike up Sugarloaf Mountain is spectacular and the overlook of Lake Superior will astound you."



NMU Photo



NMU Photo

YOUR NMU PRIDE IS SHOWING

The fresh mown fairway, the crack of the ball against your driver, the prospect of 18 holes under par, with your lucky Wildcat glove.

Set yourself apart this summer on the course, at the beach or on the trails with quality NMU gear for nearly any activity.

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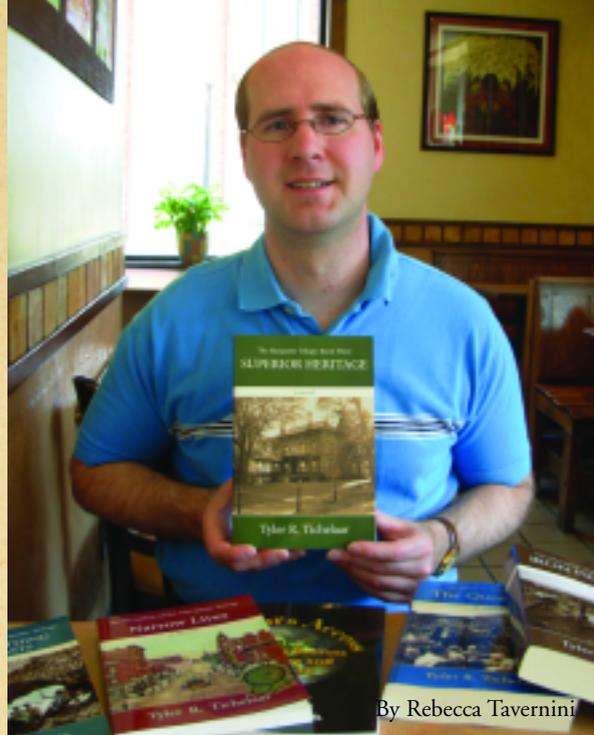


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Writing Life

It's no coincidence that Tyler Tichelaar describes the general plot of his books as "The American Dream played out in Marquette." To many, that's just what he's living, as a writer working out of his home in Marquette.

Of course it's not quite that simple. **Tichelaar '93 BS, '95 MA** also is an editor, proofreader, book reviewer, radio host, ghost writer, marketer, speaker and blogger.

He is the author of five published and well-selling novels, all of which take place in the Marquette area and follow the lives of seven generations, from the 1840s to Marquette's sesquicentennial in 1999. His upcoming book, *My Marquette*, is the result of his own "lifelong love affair with his hometown" as a seventh-generation resident.

Like others before him, Tichelaar learned to appreciate Marquette even more after going away. He earned his doctorate and went on to teach at Clemson University in South Carolina. "I started to see my life as a professor as just moving from one location to the next," he recalls. "I wanted to come home."

He returned to Marquette and eventually ended up managing a call center. Meanwhile, he started thinking about the ties that pulled him back to the city, and what circumstances of fate had brought him and his family here to start with. He got into genealogy and found letters at the Marquette Historical Society that his great, great grandfather, Basil Bishop, had written. Bishop owned a forge in New York and came to the U.P. in hopes of starting another, and ended up working in Marquette pioneer Amos Harlow's forge. Tichelaar says the letters made Basil sound "like he was the first Chamber of Commerce. He

was encouraging everyone back in New York to move here." Tichelaar dug deeper into history and, with stories he recalled his grandfather telling about growing up in Marquette echoing in his head, he decided to write about Marquette—it was only natural. Eventually, one book turned into three: "The Marquette Trilogy," consisting of *Iron Pioneers*, *The Queen City* and *Superior Heritage*.

After the first book, Tichelaar joined the Upper Peninsula Publishers and Authors Association (UPPAA), a group that promotes self-publishing. Publishing coach and self-help author Patrick Snow came to speak at a UPPAA conference and stayed with Tichelaar. "I really wanted to transition into working at home full-time and he encouraged me to do that, and to turn my doctorate into an investment and market my skills." Snow also started referring clients to him for book editing. At the same time, looking for ways to promote his own book, Tichelaar got an interview on the Internet radio show "Authors Access." That led to requests to write news releases and book reviews for one of the show's sponsors, and later to a guest host position. Now he's done about 300 interviews with authors. He's also co-written a book, *Authors Access: 30 Success Secrets for Authors and Publishers*. With all the editing, reviewing and marketing coming his way, Tichelaar formed Superior Book Promotions and became self-employed full-time.

"I was nervous about quitting my job," says Tichelaar. "But I figured it would open up a job for someone else. Now I have clients from different parts of the country and the world. This is money coming into the U.P. that wouldn't otherwise."

He also enjoys the aspect of editing many books that are self-help or inspirational. "In this way, by helping to get these books out, I'm helping other people, too."

He adds, "If the Internet didn't exist, I wouldn't be able to do what I'm doing." He advises others not to feel limited by geography. From his desk in Marquette, he has worked on books for authors from Australia, Slovenia and Cambodia.

Still, his career is not without uncertainty or frustration. He says about 20 to 30 percent of his monthly income is steady and stable, while the rest can come and go in waves. "I try to take advantage of my free time when I have it and not always worry about if I can pay the mortgage. Eventually it all evens out."

And while he's amazed at what he's been able to learn to do with technology, including managing his website (MarquetteFiction.com), the frequent struggle with technology itself can wear on the nerves. Yet he embraces the electronic frontier and plans to issue his next book, which is actually his NMU master's thesis, *King Arthur's Children*, as a Kindle book.

It sounds cliché, but it's true, he says, sharing a little self-help maxim: "Follow your passion; the money will come." ■



21st Century Haberdashery

By Kristi Evans

One of historic downtown Marquette's most enduring landmarks is Getz's Clothiers, located at the corner of Front and Spring streets. Northern and Getz's have co-existed as community fixtures since the end of the 19th century. Despite divergent roles—educational institution vs. department store—theirs is a symbiotic relationship. The business employs mostly NMU students and graduates. The university provides a skilled workforce and built-in clientele. Both demonstrate that continued relevance and success hinge on the ability to adapt to changing demands while holding tight to traditional values.

Northern evolved from a teacher's college to a regional, comprehensive university that embraces leading-edge technology without sacrificing personal attention. Likewise, Getz's expanded its product line and ventured into e-commerce while remaining authentic to its original vision of providing quality work clothing and gear with an emphasis on customer care.

The business earned a spot on *Inc.* magazine's 2009 list of the 5,000 fastest-growing privately owned companies in America, fueled largely by the ascent of getzs.com. Internet sales total about 65 percent of annual revenue, with the remainder coming

from in-store purchases.

"If Getz's hadn't adopted the multi-channel retailing strategy, it would have been a challenge to survive on the brick-and-mortar operation alone," says **John Spigarelli '01 BS**, vice president of e-commerce and marketing. "But it's more than just having an online presence. You need to have a comprehensive e-commerce marketing strategy. Search engine placements and affiliate relationships are just the beginning. The site has to be easy to navigate with great product descriptions. We offer additional photo views of clothing and we'll be rolling out video product descriptions this

summer. No one in the work wear industry is doing that right now.”

Spigarelli says getzs.com has also worked hard to transfer the store mentality to the online shopping experience, whether it's being responsive to customer questions/concerns or quickly processing and shipping orders.

“There's a lot of competition,” he adds. “Your site can have an amazing look and feel, but if you don't deliver the goods and service to the customers, not only won't they come back, but they'll let everyone know about their negative experience. If you do a good job, they'll share that, too. That's the pressure and beauty of the Web.”



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Selling premium brand-name products has been a driving force since the business first opened. Store manager **Dennis Mingay** '75 BS says getzs.com is the second-largest online retailer of Carhartt in the nation. The emergence of active apparel such as The North Face and Mountain Hardwear have steered the business in a casual direction.

“Dress clothing was a foundation of Getz's,” Mingay said. “We used to stock 1,000 suits; now it's 150. It's no secret people are dressing down, so we've had to adjust our product line. We're also seeing an upswing in the shoe business with UGG boots and other styles, so we plan to pursue that more. We search for quality brands and chase companies to get their products in here if there's a market for them.”

Mingay said NMU represents a large slice of the local market, particularly with expanded recruiting in lower Michigan and Illinois. “Family

Weekend is phenomenal for us. Students bring their parents shopping here. There are very few stores like us around anymore, so it's like stepping back in time and they enjoy it. Alumni also stop in occasionally and say, 'I remember this place!'”

Cashiers contribute to the old-fashioned feel by giving shoppers handwritten sales slips torn from small, bound flip books with carbon paper inserts. This longtime practice will soon come to a bittersweet end. Understandably, it's being replaced by an electronic point of sale system that will improve checkout efficiency and inventory management.

Despite technology upgrades and recent interior renovations, Getz's familiar storefront remains firmly entrenched in the community landscape and in the minds of many NMU alumni. The third-generation, family-owned clothier proves that it is possible to exude both progressive vitality and nostalgic charm—two qualities that mingle throughout Marquette and help to make it a distinctive destination. ■



At left, Dennis Mingay and John Spigarelli with a rainbow of outerwear. Above, while the store has been at the same location for more than a century, its managers have adapted its merchandise and technology to change with the times.

In *Touch* with TECHNOLOGY

By Rebecca Tavernini



Whether you live in the U.P. or clear across the country, two new websites can keep you connected with what's going on in the region and not only make you feel like you're part of it, but invite you to be.

MarquetteSocial.com is an ultra-local networking site, similar to Facebook. It was created by **Jason White '08** and **Layla Wright-Contreras '02 BS** and launched in April. Wright-Contreras describes it as "our own private peninsula on the Internet." She says, "As the U.P. community embraces new social media technologies, I see



Layla Wright-Contreras

MarquetteSocial as an online tool that will help facilitate face-to-face interactions among residents of the area." Beyond the casual and personal—members can post photos, videos, music, events and comments—there's also the socio-economical. The site "provides local artists and businesses a unique platform to integrate, or create, e-commerce interfaces for their local businesses. Because of the local focus, the site promises to bring visibility to local talent, and is expanding to attract tourists to the area," she adds.

MarquetteSocial as an online tool that will help facilitate face-to-face interactions among residents of the area."

Beyond the casual and personal—members can post photos, videos, music, events and comments—

Wright-Contreras is no ingenue when it comes to media. A double major in broadcasting and international studies, the Mexico native landed a spot with the Hispanic Communications Network during her Washington Center Internship through Northern and upon graduating was hired. She went on to work as media relations manager for Reading Is Fundamental, manager of the award-winning ColorinColorado.org, and as senior producer for Hispanic Radio Network, all building on her early experience with WNMU FM and TV 13. White, the technical wizard behind the site, also got some valuable experience at NMU, as student webmaster/network administrator for the JOBSearch Center.

"We encourage NMU alumni, and anyone with a tie to the area, to sign up," says the "MSOC" team.

See www.marquettesocial.com.

Kim Slotterback-Hoyum '06 BS is the main features writer for the brand new news site, U.P. Second Wave. She also happens to be the fiancée of managing editor **Sam Eggleston '99**.

"We want to highlight local business ventures that are thinking outside regional geographic and economic restraints to succeed in the U.P." she explains. "Some weeks that means talking about creative people like filmmakers or artists, and other weeks it means putting the focus on home-grown products that have had national success in a more traditional sense. U.P. Second Wave really is about 'good news' that is business-related." The site is published by Issue Media Group of Detroit, which hosts similar, locally customized sites in a dozen other communities around the country.

The key areas the site covers are innovation, entrepreneurship, sustainability, health care, education and research. "We absolutely think these things will drive the U.P.'s future," says Slotterback-Hoyum. "Entrepreneurship is a huge driving force up here, and always has been. It takes an entrepreneurial mindset to succeed in business in the U.P." Education-wise, she says that it's stunning to hear about some of the projects professors, students and researchers are working on in the U.P. that really could change the world.

Eggleston adds that "These areas are going to take the torch from the mining and logging industries that helped shape the Upper Peninsula and they're going to redefine it and lift it to new heights.

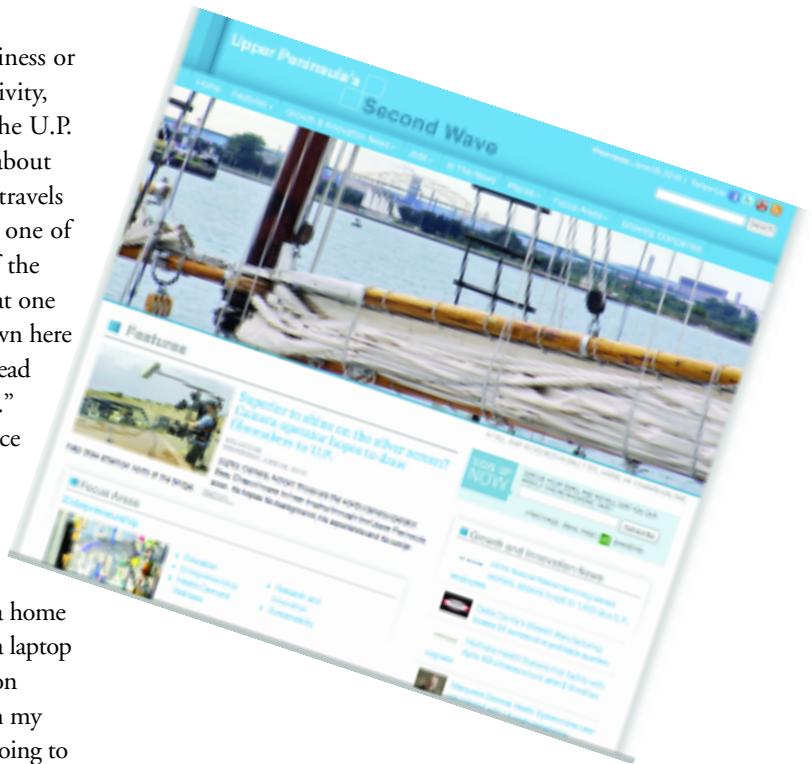
“Growth and innovation aren’t just about business or education,” he continues, “It’s also about art, creativity, forward thinking and, of course, people. Folks in the U.P. are caring, kind and thoughtful. They have a way about them that I’ve never encountered anywhere in my travels through North America. What’s more, nearly each one of them has a story to tell. This one was a member of the 101st Airborne Division during World War II. That one left the big paychecks of the oil industry to settle down here and make beer. People here tend to not live, but instead they have a life. And the places are just as interesting.”

The pair see technology as a major driving force not only in the U.P.’s future, but as one that’s happening right now. They know several people who have moved to the Upper Peninsula and telecommute to their jobs.

“I think the ability to work entirely online from a home office—or even with a laptop and wireless connection somewhere in a car, in my case sometimes—is going to add to the U.P.’s economy,” says Slotterback-Hoyum. “There are a lot of people who can do all their work online, which means they can live anywhere they choose, even down a two-track dirt road in the U.P. woods.”



Sam Eggleston and Kim Slotterback-Hoyum



Eggleston believes the key to drawing that kind of population is for the region to stay current in its technology by upgrading to 3G and 4G networks, faster Internet services that reach a broader audience and free WiFi. “Make it so anyone can live anywhere in the Upper Peninsula and still be able to work from home and they’ll come here,” he says.

See <http://up.secondwavemedia.com> ■

Wear a real conversation starter

If you’re proud of your U.P. connection, there’s a home-grown way to show it. YooperShirts.com features Upper Peninsula-inspired designs created by local artists and printed on T-shirts in the U.P. There’s one where the letters U and P are composed of the names of the region’s towns, another of a Lake Superior surfer doing a headstand on his board, and another that has three peninsula outlines at a slant, resembling a Wildcat scratch, and more. **Jeremy Symons ’09**, a former graphics communications student, says so far, his online business has received orders from 14 states. “It’s the keyword ‘Yooper,’” he credits in part for the site’s success. “People take so much pride in it.” Using social media as his major marketing component, he’s amassed more than 1,000 fans on his business’ Facebook page since he opened shop in February. He’s hoping to add more designs by more artists, and is branching into other products showcasing the U.P.

While his education was put on hold when a new daughter came along, Symons credits the art and design department with having a great impact on him. “They inspired me to take my art and my ideas seriously.” The shirts, though, are a lot of fun.





Getting Cooler

By Rebecca Tavernini

Michigan’s “Cool Cities” program was started by Governor Jennifer Granholm to “retain and attract more people, including urban pioneers and young knowledge workers to its cities.” Appropriately, Marquette was one of the original designees (and is the only one in the U.P.). According to Marquette’s Cool Cities Advisory group, which formed to oversee grant money to create the downtown Marquette Commons building and ice rink, and collaborate on other community projects and events, “We have used the Cool Cities designation as a marketing tool to help attract new investment and new businesses. We are experiencing both a return of young families moving ‘back home’ and starting new businesses and ‘young’ retirees moving to Marquette for summer living.”

Andy Hill ’03 BS and his wife, Sarah, are examples of those “young knowledge workers” that the state has successfully lured back. This January, the couple, along with baby daughter, Dylan, left their jobs in Washington, D.C., to return to Marquette. Sarah, originally from Marquette, was working for the Central Intelligence Agency and Andy, a National Mine

native who has a bachelor’s in public relations and master’s in student affairs and higher education, worked in Alumni Relations at George Washington University. “Sarah was given an amazing opportunity to work where she did. We knew the stay out East was temporary, but we didn’t know for how long,” says Andy. “We liked D.C., because although it was a huge city, it had many parks and green spaces that made you feel less surrounded by concrete. The Potomac River runs through it so you still had water close by. And we loved the access to the national monuments, museums—just the historical significance of our nation’s capital made living there cool. Plus you had awesome restaurants (you could eat at a new place every day for the rest of your life), sporting events, shopping... But there were the humid summers, and just the craziness of it all—all the people, the cars, the traffic, the pollution, the crime.”

They missed their family and friends, and wanted to buy a house (Andy’s dad, **Steve ’72 AT**, and sister **Emily Arseneau ’99 BS, ’06 MA** are also NMU alums). “The cost of

living was very high and it was tough starting a family. We wanted to raise Dylan in Marquette and have her around family.”

Fortunately, Sarah landed a job with the Bureau of Indian Affairs office in Marquette. While they felt lucky she found a job in this tough market, and were excited to move back, Andy admits, “We were scared. We both were leaving good jobs that we grew into and succeeded in. We didn’t know if moving home was going to be the same as when we left and, if not, how different would it be. Plus, we wanted to be closer to family, but I was nervous about stepping into an ‘Everybody Loves Raymond’ situation.”

There was also the fact that Andy didn’t have anything lined up. Though he’s looking for work, he’s happy to have the “prestigious honor of staying home to raise Dylan.” He says they love being back and enjoy living life at their own pace, noting it would take hours rather than minutes to do the simplest of errands in D.C.

If Marquette is to continue to attract talented young people, Andy believes more diverse jobs must be created. “In addition, we need to maintain our natural resources, such as the hiking, mountain biking and ski trail systems,” he says. “There have been recent discussions to develop the Heartwood Forest [around Marquette Mountain Ski Area]. People move here because of this amazing trail system. To destroy it would be awful. With a place like Marquette and the U.P. in general, it is hard to find a balance between development and conservation.”

Finding that balance, though, may be just the kind of challenge that will drive young pioneers to reinvent the state and redefine just what it means to be cool. ■

Students help reshape the Children's Museum

NMU students not only live and learn in Marquette, they take an active role in the community. One of many examples is a project undertaken last semester by six students in the NMU chapter of Students in Free Enterprise. They worked with the U.P. Children's Museum to renovate and reinvigorate its store.

Students helped develop several elements crucial to any retail outlet: a marketing plan, product mix, price points, an inventory reorder numbering system and accounting procedures.

"The museum staff members are incredibly creative, but they haven't had much business training," says College of Business professor Ray Amtmann, adviser of the student chapter. "We are taking their creative ideas and offering some guidance on implementing them within a business framework. Because the museum relies mostly on individual and corporate contributions for support, a successful store is important because it can offer additional assets to operate the museum. The goal is to make it a resource for parents and grandparents to purchase unique gifts they won't find at other retailers in town."

Amtmann says the students benefit from the opportunity to apply theoretical knowledge gleaned from lectures and textbooks on behalf of a "real-life" client.

"There's a difference between the academic view and



what happens in a business setting," he says. "Sometimes unexpected hurdles come up that you have to contend with. The students developed leadership skills, experienced what it's like to work with others who have a different skill set and learned to transmit ideas in a way that's easily understood."

NMU student Justine Koehler agrees: "In class, you usually focus on one aspect at a time—just marketing or just accounting. Practicing these skills for an actual client has allowed us to use all aspects of business simultaneously to implement the best strategies for the museum store's success. The experience has shown us the importance of constantly evaluating all aspects of business. It has truly been a great learning experience."

The Students in Free Enterprise chapter also created written and online surveys to generate demographic information on visitors that the museum can use in guiding strategic planning.

"An important new addition is the Kid's Business Corner, where young entrepreneurs, ages eight to 18, will be able to sell goods they have produced," explains museum director Nheena Weyer Ittner. ■



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For instance, this summer, the museum is offering historic trolley tours, interpretive walks with a maritime theme through Park Cemetery, and around south Marquette, which was a blue collar part of town where many quarry and railyard workers lived, and with a large Irish population, including most of Marquette's early teachers and nurses.

Also this summer, Michelin, with the help of MCHM employee **Merideth Ruppert '08 BS**, will start boxing up the museum's extensive genealogy collection, newspapers (including old issues of *Northern News*), oral interviews, pioneer notebooks, business collections, high school and NMU yearbooks, photographs, maps and thousands of historical books and files in order to move to an exciting new location for the museum, across from the County Courthouse at Third and Spring streets.

The museum will have four times more exhibit space and host traveling exhibits, a reception and outdoor area for events and programming, and a larger, climate-controlled center for the library collection. It will have displays of the Palestra and hockey history, Lake Superior's effect on weather, Ojibwa culture, pioneer life and much more.

Michelin cautions, though, there's no need to let the museum's historic move keep any Northern alumnus from

Making History

By Rebecca Tavernini

"History happens every day," says **Rosemary Michelin '73 BS**, librarian for the John M. Longyear Research Library at the Marquette County History Museum. The evolving collage that is Marquette, and its colorful, visible past is not only what makes it such an interesting place to live, but is a major reason many people are drawn back here, or come to discover it anew.

"Marquette does a great job of marketing its culture. Visitors are amazed at our wonderful heritage, rich history, the lakeshore, and all of the activities going on," she says. "Then there are many people who like to come back to see how things have changed.

"We're proud of how unique and diverse we are," she adds, noting our fascinating Native American history, and how early residents came from many different places, with different skills, all needed to contribute to the growing mining, forestry, railroad and maritime industries.

"And it's a really exciting community for learning."



Conceptual image of the new museum, in foreground.

asking her "Whatever happened to..." questions, or anything else they'd like to know about the history of Marquette and NMU or their family tree—via phone, e-mail (access via www.marquettcohistory.org) or at the museum.

When she first went to the museum library to do research as an NMU student, she had no idea she'd be running the place one day, and be so immersed in the ongoing story of Marquette.

"When you live in this area, you might give up some financial benefits, but the quality of life is well worth it!" ■



How much do you know about the Queen City of the North?

By Jim Koski, Marquette Historian and Program Director, Q107/WMQT



1. The City of Marquette was founded in which year?
2. When Marquette was founded, it wasn't called Marquette. What was it called?
3. NMU (or, as it was known at the beginning, Northern Normal) was founded in which year?
4. For the first several years, Northern held its classes in which Marquette landmark?
5. True or false: Mount Marquette is the highest point in the state of Michigan.
6. The DSS&A, Chicago & Northwest, and Marquette & Ontonagon were examples of what in Marquette history?
7. Which Marquette civic leader purchased what eventually became Presque Isle Park from the federal government with his own money, and then turned it over to the city?
8. Which piece of standard boating equipment was invented in Marquette, after the Coast Guard asked Lakeshore Engineering to come up with something to help them rescue people quicker?
9. Marquette-born and raised Gus Sonnenberg was a world champion in which professional sport?
10. Is Hurley Field an airport, a football stadium or a baseball field?
11. Of the two ore docks still standing in Marquette waters, which is older: the one at Presque Isle or the one in Lower Harbor?
12. Holly Greer was the first female what in Marquette history?
13. Which Marquette sporting event has been around the longest: the UP 200 dog sled race, the Noquemanon cross country ski race, or the Ore to Shore bike marathon?
14. During the great Marquette flood of 2003, which river flooded after the Silver Lake Dam burst upstream? ■



Answers 1. 1849 2. Worcester, named after Amos Harlow's home town in Massachusetts. It was renamed the next year for Jacques Marquette, famous French missionary and explorer who mapped the upper Great Lakes 3. 1899 4. Old City Hall 5. False. Isn't even in the top 10 6. Railroads 7. Peter White 8. The outboard motor 9. Wrestling...in fact, he was the first title holder for what, over the years, became the WWE 10. Baseball, in south Marquette 11. Presque Isle, built in 1911 and still in use. The one in Lower Harbor was built 20 years later 12. Mayor 13. The UP 200, which just celebrated its 20th anniversary. The Noque's been around 11, OZS for 9. 14. The Dead River.