

Cover story

Elevating the Game

**John and Shirley Berry give
the largest gift ever to NMU.**

By Kristi Evans



“We want to help Northern be more competitive in attracting top-quality students to raise the overall quality of education,” says **John Berry** ’71 BS. “It’s like a sports team. If you have a few superstars, it elevates everyone else’s game.”

Barry, a retired businessman, and his wife, Shirley, have committed \$5 million to the NMU Foundation to enhance the university’s ability to recruit high-achieving students. Their gift is the largest in Northern history. The couple has pledged \$1 million in cash to endow a scholarship and provide immediate support for students and \$4 million in planned gifts that will establish a legacy of financial aid for the future.

The Berry Scholarship will be awarded to incoming freshmen who have demonstrated academic excellence and achievement. Preference will be given to students who enroll in the NMU Honors Program and plan to pursue a major in the College of Business, followed by those who major in the STEM areas of science, technology, engineering or math.

“My father established a scholar program at the University of Dayton and I saw how meaningful it was. That helped convince me that our next gift to Northern would be to establish a scholarship program.”

The couple also contributed the second-largest gift in NMU history, in 1996, with \$2 million to support the construction of the Berry Events Center. This new commitment further demonstrates the philanthropic spirit instilled in John by his father, and the sustained strength of his connection to his alma mater.

“As you get older, you tend to want to support those things that had the most meaning in your life. Northern gave me the tools I needed to be successful—beyond accounting and finance skills. The whole experience in and out of the classroom shaped me. I left with more maturity, decisiveness, perseverance and ability to deal with people. I’ve enjoyed success and made some money

along the way, and I’m fortunate to be in a position to share that.”

NMU President Les Wong adds, “John has made it abundantly clear through his words and actions that Northern had a significant impact on his life. He is very interested in helping students have the same experience he did. Through this gift, he and Shirley will enable Northern to attract students who would meet the admissions requirements for the most elite schools in the country, but want the well-rounded, community-centered college experience that Northern is known for.”

The NMU Honors Program begins with a two-year, four-course sequence that allows incoming students to fulfill their liberal studies requirements in small classes taught by top-notch faculty. In the third and fourth years, students work one on one with professors within their majors and engage in individualized courses of research that NMU Honors Director David Wood stresses are “generally unheard of” at the undergraduate level.

Enrollment in the program is as high as it’s been over



John and Shirley Berry with NMU Honors Program director David Wood (left) and College of Business dean Jamal Rashed (right). Both programs will benefit from the addition of high performing students which the Berry Scholarship will help bring to Northern.

the last 12 years, he adds. The average number of incoming participants is 35-40. This fall, that figure will rise to about 50. Wood says the goal is to retain what makes the Honors Program special. Much of that has to do with small class sizes that offer the individual attention one might expect from a nationally renowned liberal arts college, but for a fraction of the cost. NMU students entering the Honors Program under the new scholarship will pay minimal out-of-pocket expenses.

“John and Shirley found it appealing that they could



Scholarship recipient Kasey Hall is thrilled to be coming to NMU to study accounting and financial planning.

invest in an established NMU program that has generated some wonderful success stories,” says Wood, who teaches in both the Honors Program and the English Department. “They also saw a new opportunity. While the Honors Program typically draws students from the hard sciences and the humanities, this gift will help to increase the representation of business-minded students.”

Jamal Rashed, dean of the College of Business, agrees: “Their generous gift will enable the College of Business to increase recruitment of high-achieving students, recruit and retain highly qualified faculty and increase the visibility of the college and university nationally and internationally.”

Two incoming freshmen have been selected for the first awards. Kasey Hall of White Pigeon, and Cole Swiston of Washburn, Wis., each will receive \$20,000 over four years.

“Somebody has seen the potential in me to do great things and is investing in my education,” says Hall. “One more burden has been taken off my mother for the financial stresses of college. I cannot be more excited to show Northern Michigan University my drive, determination and dedication. I am thrilled to be going to NMU and am extremely thankful for this prestigious award.”

Swiston, who will enroll in Northern’s pre-med program, was unable to attend the announcement. He

expressed his gratitude in a thank-you letter: “One major concern of mine has been the question of how I will be able to pay back all of the financial debt accumulated through college and into medical school. So when I got a call from NMU informing me that I was selected as one of the two recipients of the Berry Scholarship, I was overjoyed and relieved!

“Somebody has seen the potential in me to do great things and is investing in my education.”

“It means so much to me that someone is looking out for me and helping fund my education. I feel blessed to be given such a generous scholarship, and this has proven even more so that Northern Michigan is the perfect fit for me. Every bit of this award will be put to good use during my four years that are sure to be memorable in college.”

John Berry recalls when he entered NMU as a freshman in 1966. He could have gone to a college near his hometown of Dayton, Ohio, but chose to travel to Marquette because he was familiar with the area and a close friend was playing football for the Wildcats.

Berry was a Spooner Hall resident who became actively involved in student government and the Tau



Cole Swiston will apply his Berry scholarship to his dream of becoming a doctor. He was drawn to Northern’s “prestigious pre-medical program, beautiful campus, and warm, welcoming atmosphere.”



This year's Honors Program students (back row, left to right) Mitchell Stephenson, Ann Smejkal, Erica Smith and Derek Bush and incoming freshman Kasey Hall enjoyed an afternoon on campus with the Berrys.

Kappa Epsilon fraternity. After graduation, he worked for the family business. His grandfather had pioneered Yellow Pages advertising in telephone directories and his father later sold the company to BellSouth Corp. As president of the Berry Company and an officer of BellSouth, Berry oversaw the Yellow Pages business in its U.S. and worldwide operations. He retired from the Berry Company in 1995. In addition, Berry purchased a small distributor of outdoor products and grew it to become one of the largest in the country. He also founded a company to manufacture fishing line, and was an early investor in cellular communications and computer-based shopping. Currently, he is chairman of the Berry Foundation, which supports a variety of charitable endeavors. He is on the board of the Wetlands America Trust and involved with the Camping Education Foundation. An active tennis

player, he competes at the senior level. John and Shirley now split their time between Dayton and Naples, Fla.

A loyal NMU hockey fan, Berry closely follows the team and has maintained close friendships with head coach Walt Kyle and his brother, assistant coach John Kyle. Berry turkey hunts with them each year and said he appreciates any opportunity to return to the Upper Peninsula.

"It's still nostalgic to come back to Marquette and to Northern. The physical plant on campus has changed since I was here, but the community remains friendly and down to earth."

The Berrys' gift was announced at an April 28 reception in Marquette.

Les Wong adds that their generosity is "a great message for future alums to say, 'There's a student back there just like me, and I'd like to help them out.'" ■



By Vince Grout

The NMU students who directed the "I'm Here Because of You" campaign to highlight alumni giving: Jordan Buzzy, Mia Cinelli and Patrick O'Gara.

Alumni Lead a New Era of Private Support at NMU

“Why do donors give?” In a study conducted in 2009 by The Center on Philanthropy at Indiana University, they found the answer is that donors have three primary goals:

1. They want to help others meet basic needs.
2. They want to improve their communities.
3. They want to make the world a better place.

The alumni, friends, families, faculty and staff of Northern Michigan University believe deeply in these goals. Through their support of NMU, they demonstrate a powerful and ongoing desire to create opportunity and drive significant change. They also understand that change starts with people. Their generosity is helping students fulfill their dreams and is opening doors for the leaders and innovators of tomorrow.

They also recognize that public

universities of all sizes are looking more and more to private support to sustain and enhance the quality of education and the student experience.

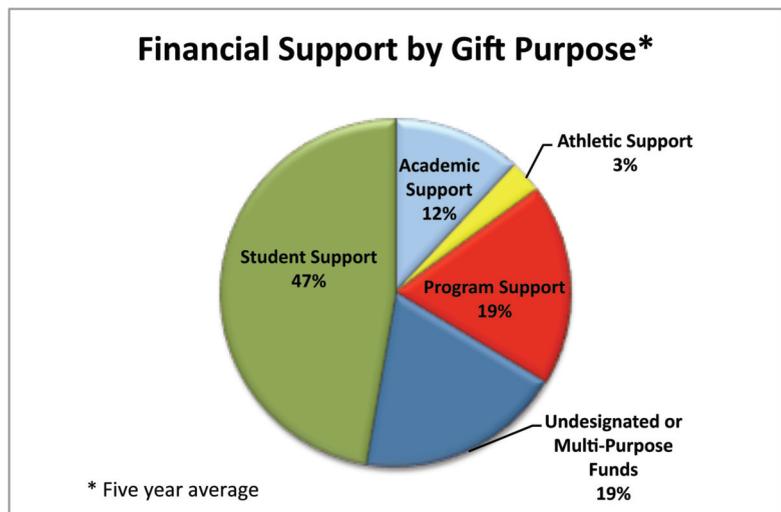
It is certainly no secret that these are tough times. Even as we work our way through a slow recovery as a nation, families are facing rising prices and states are battling crippling budget deficits. Caught in the middle are current and future higher education students. According to an April, 2011 Associated Press-Viacom poll

Our alumni are consistently at the forefront of private giving at Northern. They represent great diversity in interests, passions and visions of a better world.

conducted in partnership with Stanford University, nearly six out of 10 students rely on loans to help with college costs. The U.S Department of Education pegs recent average student loan debt topping \$23,000.

These numbers are consistent with those we see here at NMU. In some cases, such as with Pell Grants, our students are, on average, even more reliant on financial aid to acquire the education that they will need to secure employment in a highly competitive job market.

In response to these challenges, our NMU family is stepping up to help students meet their basic financial needs and to make sure that high-achieving students have the support that they have worked so hard to earn. This is particularly true in the area of scholarships.



According to the AP-Viacom poll, 60 percent of students rely on scholarships to pay at least part of their college bill. Here at NMU, scholarships represent the largest area of giving. This is exemplified by the \$5 million honors program scholarship endowed by longtime NMU supporters Shirley and **John Berry '71 BS**, featured in this issue, and the \$1 million study abroad scholarship established recently by Bill and **Gloria Jackson '68 BS**.

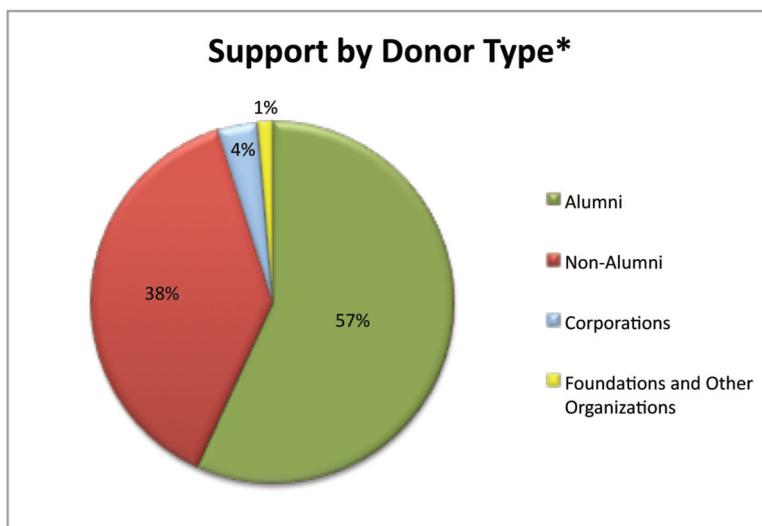
Not surprisingly, our alumni are consistently at the forefront of private giving at Northern. They represent great diversity in interests, passions and visions of a better world and, this diversity, coupled with a

powerful connection to their alma mater, result in gifts from graduates that, year after year, form the bedrock of private philanthropic support for Northern.

In fact, the Berrys, the Jacksons and hundreds of other donors are ushering in a new era of private giving at NMU. The years 2010 and 2011 have seen record levels of private support as our donors continue to align their visions and passions with the goals and mission of the university. They are increasingly helping our students face current and future challenges by recognizing that an outstanding education does not begin and end in the classroom, is not assessed solely by tuition levels and creates immeasurable value beyond campus borders.

It is impossible to know what the future holds. We can be relatively certain that the way forward will be led by those with a desire to help others, to better their communities and to make meaningful changes on local and global levels, just as NMU's supporters have done and continue to do on a larger and larger scale.

So, to all of our current donors and to all those who have supported NMU students over the years and across the decades: thank you. ■





Student Laura Judge on a hike in the mountains around Cusco, Peru

“Looking back, I can say that just about everything that weirded me out at first—everything from food to people to customs—were the things I ended up loving the most in the end. I guess it showed me that just because something is different than what I know does not mean it's wrong.”

—Laura Judge

By Kristi Evans

Supplementing a student's academic experience on campus with a study-abroad program tailored to his or her interests can be a life-changing experience that builds confidence, character, independence and cultural awareness. That's why providing more international experiences is one of the driving forces behind NMU's Road Map to 2015.

Endowed scholarships have been established specifically to promote international study and offset some of the associated costs. Here are two NMU students who benefitted from such awards and recently returned from their overseas adventures:

Laura Judge of Williamston attended a small language school called Centro Tinku in Cusco, Peru. The school also provided homestay and volunteer project placements.

“Having vastly improved my Spanish language skills during my time there, the door to future travel, volunteer, study and maybe even work abroad is wide open,” she says. “Of course, the language skills may also come in handy with opportunities here in the states as well. My

semester abroad gave me much more confidence in my ability to take care of myself and also helped me to be more flexible with my plans, expectations and ideas. This will help me adapt to new situations in the future.

“Peru has incredible geographical and biological diversity with its coastal desert, Andes mountain region and Amazonian jungle. There is also a strong presence of indigenous peoples, languages and customs that give it a rich cultural diversity.”

Judge received two forms of financial support for her semester-long experience: a national Gilman Scholarship worth \$4,000; and a \$1,000 Louise M. Bourgault Memorial International Scholarship, established in honor of the late NMU communications professor and avid proponent of internationalization on campus.

“Receiving support was a



A scholarship founded in memory of Professor Louise Bourgault helped fund Judge's studies in Peru.

Spanish Lessons

key factor in making this possible for me and I cannot express how grateful I am,” says Judge. “The fact there are people who believe so strongly in the idea of experiences abroad that they voluntarily assist others through scholarships speaks to the profoundness of the experience and the potential for positive change in a student’s life. I have been deeply impacted by Peru. The experience was thousands of times more valuable than the price tag of the trip. I’d say that’s a pretty good return on investment.”

Nicole Wright of Negaunee made her first trip outside of the United States to attend the Universitat Autònoma de Barcelona in Spain.

“Spain has very high standards for students,” she says. “My academic experience was stressful and hectic, but overall really rewarding because of the amazing school and interesting classes. I’ve developed a great interest in art history and architecture. I never would have taken classes like that at NMU. And culturally, many people think of Flamenco dancing and bullfighting, but there are so many regions that are so different from each other. It was interesting to learn about all of these different cultures that comprise the whole of Spain.”

Wright was awarded a \$1,000 Jackson Scholars Study-Abroad Scholarship, endowed by Bill and **Gloria Jackson '68 BS** to provide opportunities for students from the Upper Peninsula to study abroad.

“I can never express how grateful I am for their support; it lifted a huge weight off of my shoulders,” says Wright. “A study-abroad can be costly, not only for the program



The Gloria and William Jackson Scholarship gives students from the Upper Peninsula the chance to study business or other specialties in a foreign land.

“The professors also rarely assigned homework or readings, saying that we’re adults and should not be ‘spoon fed’ material...so you had to go out on your own and learn more. However, I learned and retained information much better than I have at home. It was a really amazing school with really interesting classes.”
—Nicole Wright



Nicole Wright experiencing the depths of Spain, on her first trip outside of the U.S.

fees, but the airfare and day-to-day costs like food and metro passes. I was very worried about paying for all of these expenses and not being able to work for four months. It all adds up very quickly and their scholarship helped tremendously.”

Because a majority of NMU students qualify for need-based financial aid, and many may not have the personal or family resources to absorb the travel and living costs associated with international academic and service opportunities. The ultimate value of such gifts cannot be overestimated. ■



This winter, 270 students had their pictures taken around campus, to raise awareness of how private giving enhances their experience at NMU. The photos and their comments were assembled into THE COUCH SHOW exhibit, a collaboration between the NMU Foundation, the Student Art Gallery, Student Promotional Services and the Student Photographic Society. Look for the couch at Summer Reunion to share your experience!

Photography: Jordan Buzzy and Patrick O'Gara
 Art Director: Mia Cinelli '11 BFA
 Student Art Gallery Director: Dylan Weiler

THE COUCH SHOW

YOUR NMU EXPERIENCE.



^Name, Major: April Samsy, Electronic Imaging
 My favorite NMU experience was:
 Performing in the NMU Idol competition. Through that opportunity, I was able to meet new people and realize how many talented students we have here on campus. The experience was fun and exciting. Something I'll never forget.
 I am here because:
 I'd like to pursue a career in photography



^Name, Major: Nicole Peck, Spanish
 My favorite NMU experience was:
 Volunteering for the International Programs Office when the Central American students were here.
 I am here because:
 Marquette is beautiful!





<Name, Major: Marisa Torola, Undecided
 My favorite NMU experience was:
 My roommates and I did the Ouija board at
 night outside under the stars and completely
 freaked ourselves out!
 I am here because: I believe a college education
 is important.



<Name, Major: Christopher Moore,
 Art and Design
 My favorite NMU experience was:
 Getting the chance to "teach" through
 demonstrations in printmaking that my
 professor/mentor John Hubbard allowed me to
 give.
 I am here because: of federal financial aid, my
 stubbornness, and my fear of failing my friends
 and family.



<Name, Major: Bryt Stearns,
 Cosmetology
 My favorite NMU experience was:
 Just being crazy and hanging out
 with my friends.
 I am here because:
 This seemed like the place for me.





Katarzyna B. Lech

Ryan Mingay and Bridget Deutsch are training for their futures at NMU's course (and find time to fit in a little golf, too)

NMU's New Learning Laboratory

By Rebecca Tavernini '11 MA

When Joe and Patsie Gibbs donated their 18-hole golf course to NMU in 2009 they wanted “to do something good in return for the community” of Marquette, where they had greatly enjoyed living. Two years later, the course is not only enjoyed by hundreds of community members, but also serves as an outdoor classroom for dozens of NMU students and a funding generator for NMU scholarships.

“I see the course as ‘south campus,’ a real-life laboratory with a lot of practical learning,” says **Glen Rochester '04 BS**, NMU golf course manager. More than 20 students are employed at the course. Partnerships with academic departments also provide learning opportunities. For instance, biology students have been conducting water quality research and communications students have worked on developing a marketing plan and advertising. The NMU cross country team has also hosted two U.P. Championship races on the links.

Student manager of the course, **Bridget Deutsch '07 BS**, has been a certified athletic trainer for three years and is working on a master's degree at Northern in education administration and supervision. She's shooting for a career as an athletic director. “I really enjoy the administrative side of athletics,” she says. Her work at the course is pro-

viding plenty of that. “I am in charge of monitoring inventory, ordering stock, hiring new employees, training new employees, managing the leagues, setting up the schedule, submitting payroll, and making sure things are running smoothly at the pro shop. I am also a golf shop attendant running the day-to-day operations.” This is on top of instructing athletic training labs and lectures for the Health, Physical Education and Recreation Department as a graduate assistant—and being a student.

It all ties together, though, she says. “I often find myself attempting to apply the organizational management theories I have learned in class, like motivating employees through a shared vision and a mutual sense of purpose. But I have learned that real life experiences are much different than textbook theories. It is important to adapt to new situations and different groups of people. The training gained from these experiences completely enhances any formal education.”

Ryan Mingay, a senior public relations and communications double major who after graduation hopes to use these skills working for a private golf course, is also upping his game through his work at the course. He helps train employees, oversees a crew of six students, sets schedules and ensures the grounds are up to par. “It's an

incredible experience,” he says. “What this has done for me personally is humbling. The NMU professionals here are very helpful and knowledgeable and it’s an unbelievable place to learn. With what I’m going to take with me to the real world, I expect to be in competition for any golf course job I’d apply for.”

“Ryan has also been instrumental in upgrading our irrigation system and working to make it run more efficiently and reliably,” adds Rochester. “Conserving water and electricity has been a key goal here.” The team has also been working diligently on other sustainability initiatives, using soy-based products for coolant, cleaners, soaps, sanitizers and oils and testing soy-biobased pesticides. “If it works well for us here, then it is probably something the rest of the campus should consider in its effort to become more sustainable.”

Mingay says that he likes talking with members about what they’re doing with the upgrades to the course

and what they’d like to see them do next—putting some of those PR skills to work.

“The course was a fantastic gift to the school, and I truly believe everyone at Northern knows that. I can see it in how much they care about the course,” observes Mingay. “The support from the community is unbelievable, too. A lot of golfers here have connections to Northern and the affiliation of NMU having a golf course is something they’re really proud of.”

Net profits from the course are awarded as NMU student scholarships. In the first two years of operation, that’s amounted to more than \$22,000. The inaugural Blueberry Classic golf outing at the course on July 29 is also intended to raise funds for scholarships.

Through financial assistance and practical experience, the course has proven to be a valuable, and fun, learning environment at NMU. ■

“I often find myself attempting to apply the organizational management theories I have learned in class, like motivating employees through a shared vision and a mutual sense of purpose.”

Tee off for scholarships!



Blueberry Classic 2011

Northern Michigan University

Noon, Friday, July 29

NMU Golf Course

4-person scramble. 18 holes of outrageous fun for those who enjoy golf and those who just like to goof around. No clubs? No problem. Rent or share.

Register by July 15
at www.nmu.edu/BlueberryClassic
Questions? Email bclassic@nmu.edu



For more Blueberry Festival events see www.downtownmarquette.org

Start spreading the news



By Cindy Paavola '84 BS

If Frank Sinatra had met recent NMU graduate **Jennifer Skogman '11 BS**, he might have sung, “Start spreading the news, she’s leaving today. She wants to be a part of it, New York, New York. . . . Her little town blues, they are melting away. She’s gonna make a brand new start of it, in old New York.”

Actually, she’s not leaving today. She’s leaving right after her wedding she’s now in the midst of planning. But make no mistake, she’s got a well-defined plan for where she wants to go and how she’s going to get there. “It sounds crazy to some, but I’m jumping in feet first in New York City and we’ll see how I do.”

Skogman, a media production major and performance theater minor from Escanaba, eventually wants to become a lead TV news anchor. She knows the broadcast industry is incredibly competitive and that a recent college graduate doesn’t just walk into an anchor position.

“At first I’m going to focus on my stage career and try to continue to model, as those are jobs where it’s actually an advantage to be young, but I’ll be watching for broadcasting opportunities. I’ll do whatever I have to do to get my foot in the door and then I’ll work my way up.”

A lot of Skogman’s confidence in her future career came from her experience working at NMU’s public radio and television stations, she says. “It’s been such an incredible opportunity. I feel like I’ve actually worked at a highly equipped televi-

sion station because, even though I was a student, I actually have worked at a station that is as cutting edge as any in the world.”

Prior to being hired at WNMU, Skogman had worked on both sides of the camera for Public Eye News,

the student-run daily newscast, and she had a show on WUPX, NMU’s student radio station. At WNMU, she has run the camera, done instant replay for the Olympic Trials and World Cup speedskating events, worked with high-definition television equipment, developed TV graphics and assisted with the stations’ fundraising efforts.

“I came to Northern originally because I didn’t have a lot of money and NMU was very affordable. I knew it was a good school with good broadcasting and theater departments. I also chose NMU because I was the first kid in our family to go to college, so my dad was kind of nervous about me moving too far away,” says Skogman. “What I didn’t realize at the time was everything I would end up doing once I got here. The opportunities for students interested in media careers are amazing. I’m not unrealistic about the challenge in New York. I don’t expect it to be easy, but I’m ready to test myself.”

She agrees with Sinatra: “If I can make it there, you know I’m going to make it just about anywhere.” ■

Public Broadcasting’s future

The recent national debate about whether the U.S. government should fund public broadcasting was one that had wide financial implications for NMU’s public radio and television stations.

“The good news is that public broadcasting was funded through 2013. Beyond that, we don’t know what will happen,” says **Eric Smith '95 MA**, director of broadcast services.

NMU’s public radio and television stations have been on campus since 1963. Today, WNMU radio and TV receive about 38 percent in federal funding, 35 percent from the university, 23 percent from individual donors and underwriters, and the rest from other sources.

“For many individuals who support the stations, these gifts say they appreciate the quality programming and realize the need,” says Smith.

Along with the national public broadcasting programs, WNMU provides local programming, serves as the primary emergency management services facility for the central Upper Peninsula and, most importantly, provides high-quality learning media labs for students that “are a training ground that’s on par with some of the best stations in the country.”

“I like to say we’re helping to teach and develop the next generation of responsible journalists—the ones who are going to walk out the door with their degrees, walk into the media field and get it right.”

Nice Guys Don't Always Finish Last

By Cindy Paavola '84 BS



Cory Cameron '10 BS is a nice guy.

Maybe he was destined to be a nice guy, but while participating in the Ron Burton Training Village program as an 11-year-old, Cameron decided to be as nice of a person as he could be, which is a decision that still impacts his life.

The Ron Burton Training Village, named after college all-star and 1960s pro football player Ron Burton, works with inner city youth. A part of the program is a summer camp in Massachusetts, where participants work on strategies for building character and successful futures.

Cameron says, "I wanted to start putting others before myself, to be a more considerate and kinder person. That was one thing Mr. Burton stressed. He said, 'People like nice people.' I took that to heart. I really wanted to be a nicer person."

At the camp is also where Cameron heard about NMU's scholarship awarded to a Burton program graduate and decided to apply.

"Part of the application process was giving a speech in front of a crowd at Gillette Stadium, where the New England Patriots play. I was nervous. But when I was done, I felt like I had nailed it," says Cameron.

Chosen as the award's initial recipient, Cameron enrolled at NMU as an art and design major, but would later become a media production major and art minor.

"It was a full-ride scholarship, so it helped pay for everything —tuition, books," says Cameron. "Looking back, the biggest thing about my NMU experience was the self discovery, which is what the college experience is really all about. I learned what I liked and what I didn't like. That self realization gave me a better grasp of who I am."

Cameron worked with Public Eye News, NMU's student-produced daily television newscast; did some

technical directing at WNMU; was a resident adviser for Outback House in Meyland Hall; played intramural sports; and joined the Ultimate Frisbee club.

Today, he is a soundboard operator for Cox Media Group radio stations in his hometown of Dayton, Ohio. "It's a stepping stone. Ultimately, I want to move over into the television side and get back behind the camera like I was when I was at Northern. But I'm concentrating on learning everything I can about radio broadcasting. One of my Northern professors was fond of saying that if you learn just one thing, that's all you're good for. I know if I learn multiple things, I can be diverse in this very competitive field."

Cameron has had contact with the NMU alumni who created the Ron Burton Scholarship over the years and played in a few of the golf outings held to raise funds for the scholarship. "They've had a big impact on my life. They provided me with this scholarship and I'd just like to thank them for that. One day, I'll give back as well because this opportunity was given to me."

The Scholarship Effort

Leonard St. Jean '64 BS was one of the first Wildcats to play football professionally, enjoying a 10-year career with the Boston/New England Patriots. He is also part of a Boston-area trio of NMU alumni who developed NMU's Ron Burton Training Village Scholarship, the others being **Pat Lentell '72 BS** and **Bill Brodeur '60 BS**.

St. Jean played one season with Burton before Burton's career-ending injury. "Over the years, I got to know Ron well. Pat knew Ron through his many years of helping develop financing for the Burton program. One day Pat said to me, 'Wouldn't it be great to help send one of the Burton program kids to NMU?' That's how the whole thing got started."

Lentell, who is a financial adviser in the Cape Cod area, says that a handful of other colleges and universities were giving scholarships to Ron Burton program graduates and that provided the seed for the idea.

"The students who come out of the camp are very motivated people," he says. "We know they'll be motivated to take advantage of all that a university such as NMU has to offer."

St. Jean adds, "I have nothing but the highest regard for Northern. This is a way to show my appreciation. The scholarship offers a chance to help a kid who, without it, might not be able to go to college."

This summer's Ron Burton Training Village Scholarship golf outing will be held July 11. For more details or to register to participate, contact St. Jean at 781-344-1434. ■



Pumping up the pulse

By Kristi Evans

WUPX-FM, known on campus as Radio X, recently celebrated its 40th anniversary and is upgrading for the future. The student station is on the verge of moving its antenna to a new location, building a digital transmitter and increasing its power from 360 to 1700 watts.

“I think the transmitter project is going to be the foundation for changes that could be made over the next year,” says Johnathon Naracon, WUPX student general manager. “There are a lot of new people on the executive staff who have ideas of where they want the station to go. We’re going to collaborate to make it the best it can be.”

There is more at stake now that the station’s signal will saturate most of Marquette County and expand the prospective audience. **Kevin Boyle ’81 BS** recalls when there were hardly any listeners beyond the disc jockeys spinning vinyl and reading news copy ripped from the Associated Press wire.

“The station wasn’t actually on the air,” says Boyle, who parlayed his student experience into a job at the former Stereo 100 in Marquette before pursuing a degree in law. “It was a cable-only station and didn’t reach many people. But we all tried to act as if we were really on the air. Everyone held out the hope that someday it would be.”

The former WBKX became an over-the-air station at 91.5 on the FM dial in September 1993 and was required by the FCC to change its call letters. The significant strides made from the station’s humble beginning are largely credited to alumni and corporate generosity.

One example is Boyle, who is a partner at Latham & Watkins in Washington, D.C. His practice areas include communications, information technology and

Internet/digital media.

“Kevin helped us acquire the license for the station in the first place and has donated his time and expertise to the station for many years,” says Charles Ganzert, WUPX faculty adviser. “He helped us renew the license a couple times and obtain the permits required for upgrading the power, moving the tower and getting the new transmitter. Other people I talk to in college radio can’t believe we have a guy in our corner with that much knowledge and commitment. I don’t think the station would be where it is without Kevin.”



Kevin Boyle

We Energies, which operates the Presque Isle Power Plant, has provided rent-free space on its southernmost stack for the WUPX antenna since 1994.

“They’ve been great, working with our engineers and letting our people climb the stack for the installation and repairs,” Ganzert says. “One of the collateral benefits of being located at a giant, electrical-generating power plant is that we haven’t had to pay for electricity. We’re like a flea on the back of an elephant. The new space (at the top of a hill at Morgan Meadows southwest of town) will be taller and offer better reach for the station, but the decision to move is no reflection on We Energies. We’re grateful for all they’ve done.”

WUPX continues to program an eclectic mix of music to match the diverse tastes of listeners. With a new automation system, it’s able to do that 24/7—even during winter and summer breaks. The station’s tagline is “The Pulse of the U.P.” and the summer upgrades will help that pulse to radiate out even farther from campus. ■

Heavy Duty

by Kristi Evans

The NMU Baja Racing Club is composed primarily of engineering technology students who design, fabricate and race a prototype mini-Baja vehicle in intercollegiate competitions sanctioned by the Society of Automotive Engineers. All teams are required to use a standard engine: a 10-horsepower Briggs and Stratton. But it's how they develop the surrounding components, particularly the drivetrain and suspension, that makes the difference on the track and in the final standings.

"It's all about putting together a durable, reliable vehicle that can withstand a lot of treacherous terrain," says Matthew Barbercheck, club president. "The dirt track may have rocks and logs on it that are designed to destroy your vehicle. Baja is an endurance competition. You run as many laps as you can in four hours and the team with the most laps at the end of that time wins. There are also static events like acceleration, maneuverability and hill climb."



The NMU club will compete in Illinois this summer. Previous national races have taken them to Montreal, Oregon, Washington and to a winter event in Lake Linden.

"It's serious competition, but it's also friendly to the point teams will help each other out with repairs and there's a sportsmanship award," says Bob Marlor, the club's faculty adviser. "The competition isn't just racing. The teams need to submit complete design and cost reports in advance, similar to the product development process they would see at a firm. They also give presentations at the events on the marketability and manufacturability of the products. To build one of these cars costs about \$8,000 and there are travel expenses beyond that. It takes a pretty big team effort to pull it off."

Two companies run by alumni are major supporters of the team. TEAMTECH Motorsports in

Saginaw supplies the club with safety harnesses, neck supports, arm restraints, shirts and logos. Marlor said the company's owner, **Curt Tucker '82 AT, '08 BS**, also puts NMU students in contact with professional racers and lends plenty of "moral support." Argonics Inc. in Gwinn, headed by President **Bob Flood '75 BS**, contributes funding to the club each year. Without that, Marlor adds, "we might have a team, but we wouldn't be doing much."

Barbercheck echoes that sentiment: "Baja is a learning experience, so you're going to make mistakes and, unfortunately, mistakes cost money. With a cushion behind you, it's easier to try new ideas and push your limits. Having support is essential to be able to learn what does and doesn't work. The Baja Club provides a real-world learning opportunity in a creative and fun way. It challenges students' potential." ■



'The fuel behind my dreaming'

That's how Diamond Allen, a Grand Rapids native who hopes to attend law school and become an entertainment lawyer, describes the Steelcase Inc. Urban Scholarship she received. "Because of this scholarship I have had time to build relationships and explore different clubs and groups on campus. I have also been able to take risks in education, and although I didn't enjoy them all, and some were more challenging than others, I found talents I didn't know I possessed," says the theater major, who is the first recipient of the scholarship.

Brian Cloyd, vice president and chief diversity officer of Steelcase and chair of the NMU Board of Trustees, says the company endowed the award because, "Students are our future employees. It's important for us as a global organization to be able to attract the types of students who reflect who we are around the world."



Ann Sherman (left) and Andrea Wash at the industrial and organizational psychology convention in Chicago

Sharing a passion for psychology

In Andrea Wash's budget there is just enough to squeeze out the funding for a little girl's tea party-themed celebration for her daughter and a trucks-in-the-sandbox party for her son, who both have upcoming birthdays.

Wash is a busy mom of three kids under the age of six, a wife and a junior psychology major at NMU. She hopes to be a future Ph.D. student, although there isn't often a lot of time or money left over for professional development and graduate school exploration. That is why receiving a travel grant from the NMU Psychology Department to attend last month's national Society for Industrial & Organizational Psychology, Inc. (SIOP) Conference in Chicago was such an exciting opportunity for Wash. Additionally, she took the opportunity to check out several Chicagoland area universities' graduate and doctoral programs.

"The SIOP conference was huge and, at first, a little overwhelming,

but it was fantastic," says Wash. "Before I signed up to go I was thinking, 'Do I know enough to go to a conference full of professionals?' But I'm so glad I did. I learned so much."

The department received the funding for the grant through a gift made by Ann Sherman, NMU director of Human Resources, during NMU's annual fall faculty and staff fundraising campaign. Sherman, who herself has a psychology background, asked that her gift be used to introduce students in some way to industrial and organizational psychology (I & O), something Wash has recently become passionate about.

"I learned about I & O when it was briefly discussed in one of Dr. (Charles) Leith's courses. It was like I was hit with a lightning bolt. I just immediately knew that this was something I really wanted to know more about," says Wash. "I'm especially interested in how companies and organizations help people with

mental and physical disabilities. The more I know about it, the more excited I become."

Sherman, who also attended the conference, says, "At Northern there isn't a major or minor that focuses on I & O psychology, although there is one related undergraduate and a few graduate courses in NMU's training and development master's program. It's an area I'm so passionate about that I thought it would be great for students to be exposed to this part of the psychology field."

Wash says, "Northern's program is general and exploratory. When I first heard about the majors and concentrations in I & O, I was jealous, but since I've been doing research on the field and after attending the conference, I've come to believe that it's important to have the broad foundation we get at NMU at the undergraduate level because all of the areas of psychology are interconnected and you need a solid understanding of all of them before you start to specialize."

While at the conference, Wash and Sherman met for dinner one evening.

"I'm especially interested in how companies and organizations help people with mental and physical disabilities."

"Ann is great. She was very helpful and open, and she's so excited about her work. I think she's such a wonderful resource for me, someone I can feel comfortable going to with questions. She's going to allow me to do job shadowing with her this summer, which I know will be invaluable."

Wash is impressed that Sherman made the type of gift she did back to the university. "She doesn't just talk about helping students, she decided to be the one to give me this opportunity, and I'm very grateful." ■

There's an amazing world out there, but getting out to see it can be pricey. That's where the Student Travel Fund comes in, providing \$150-\$200 for a student to travel for research, to attend or give presentations at conferences or take part in other professional development activities. This year, 423 students received travel funds, contributed through the NMU Foundation Parents and Family Fund, the NMU Bookstore and private contributions.

One group of 25 clinical laboratory sciences students visited the world-renowned Mayo Clinic in Rochester, Minn., this spring. The clinic is an affiliate for NMU's diagnostic genetics concentration, an interdisciplinary major involving the biology, chemistry, and clinical science departments. "Students gained an appreciation for the depth and breadth of clinical testing by touring specialty labs such as cytogenetics, molecular genetics and immunology," explains Paula Genovese, clinical sciences instructor. "Faculty at Mayo Clinic also provided information regarding the training programs available as well as future employment opportunities." NMU student **Anna Prahl '09 AAS**, who is in her molecular biology clinical practicum at Mayo, gave a presentation to the group about her experiences as a student working there.

"They saw the automation involved and the technology used in these high-tech labs," says Genovese. "Because of the cost of these instruments, we can't house them on campus, but they got to see them in use at Mayo."

"I was blown away by how Mayo has multiple hospitals, thousands of employees, and a myriad of research and diagnostic laboratories," says student Kate Abrahamsson, president of the CLS Club (pictured



By Rebecca Tavernini '11 MA

above). "We were lucky to step foot into the workplace of some of the smartest individuals in the medical field."

Classmate Chelsea Nardi echoes the sentiment: "I found the whole place to be amazing. They have more people working in one specialty laboratory than what most hospitals in the U.P. have working in all of their labs."

She adds, "What I saw and learned there influences me to do bigger and better things in my life. Going on to a master's or Ph.D. program would be ideal."

Kate says the trip has motivated her to continue her education in a research setting. "Mayo stressed that their employees were learning about the latest advancements in research. I hope that there will never be a day where I stop learning."

Genovese says that the trip would not have been possible without support from the Student Travel Fund.

"They just wouldn't get these opportunities without this," adds Associate Provost Bill Bernard, who reviews the grant applications. He cites the great networking opportunities with prospective employers, academic enhancements, chance to compete with other students and the overall wonderful experiences students have on such expeditions. Some other trips this year have been to conferences on outdoor leadership, environmental issues and public relations.

"Students really benefit from traveling to conferences and developing references for their resumé," explains NMU Foundation annual giving director Carol Carr. "These experiences help set them apart from the crowd, and it pushes them a little further." ■

