

On campus today

NEW DIRECTIONS



NMU heads to Cuba

A historic international partnership has been launched in Cuba. NMU is one of only 16 U.S. institutions granted a license for study abroad programs in the country and the first to extend its presence beyond Havana. Following a lengthy application process, an NMU delegation traveled to the island in January to meet with officials from two Cuban universities. Two NMU students who accompanied the group remained for the semester at the University of Matanzas, east of the nation's capital.

"Today's students are the ambassadors of tomorrow and NMU building a relationship with Cuba reflects our interest in getting our students out into the world to serve

in this vital role," says NMU President Les Wong. "The two NMU students who will be studying in Cuba this semester are true pioneers. They are the first Americans that many of the Cuban students have ever met and they are great ambassadors for our university and the nation."

Michael Wiese-Gomez, a senior Spanish major from

Marquette and Natasha Gallagher, a junior history major from Midland, both speak advanced-level Spanish, a prerequisite for studying in Cuba. They are living in residence halls, attending classes with Cuban students and taking 12-18 credits in a range of topics including Spanish, culture, social sciences and literatures.

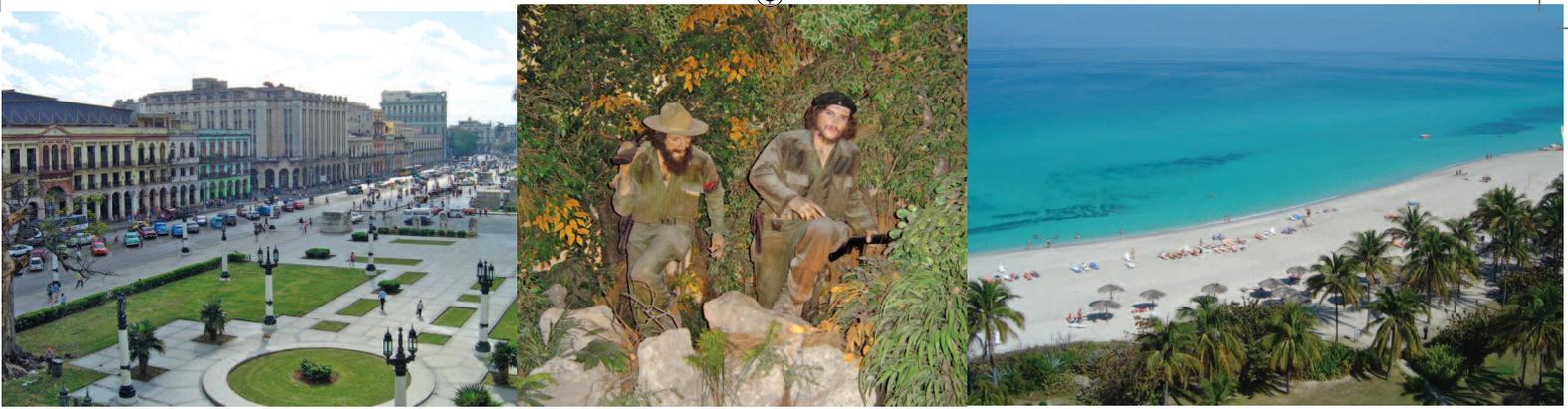
Matanzas is called the City of Bridges because of its three rivers. It is also known as the "Athens of Cuba" by virtue of the historical architecture and monuments. The city's population is about 170,000.

"With Cuba engaged in a historic social, political and economic transition, the opportunity for NMU faculty and students to be witnesses to and participants in this transition is an extraordinary international opportunity," says Susan Koch, NMU provost and vice president for academic affairs. "The signing of a cooperative agreement with the University of Matanzas, the first ever such agreement outside of Havana, is the beginning of what we expect to



Representatives of NMU and the University of Matanzas finalizing a cooperative agreement in Cuba. The pact was signed by (starting seated second from left) NMU President Les Wong, Rector Miguel Sarraff González of the University of Matanzas and NMU Board of Trustees Chair Brian Cloyd.

Photographs courtesy of Amy Orf



be a mutually beneficial partnership that will be valuable for many NMU faculty and students."

Marcelo Siles, director of International Programs at NMU, says the University of Havana has agreed to sign a similar pact, pending approval by the country's minister of education. Both partnerships will create opportunities for short-term faculty research and possible trips by U.S. Olympic Education Center athletes for training or competition.

Siles says the University of Havana is particularly interested in working with Northern in the sciences and both schools want to glean information about a high-tech learning environment.

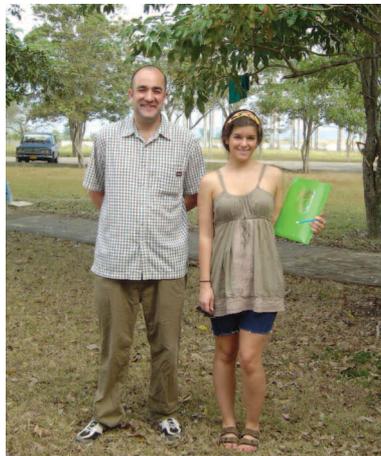
"Cuba is currently connected to

the world via satellite, but work has begun on an underwater fiber-optic cable from a port in Venezuela to Cuba," adds Siles. "It's scheduled to be completed by June 30. That will improve telephone and Internet serv-

ices and increase the speed of transmission significantly. All will help improve communication."

The day before the NMU delegation left for Cuba, the Obama administration lifted some restrictions on academic travel to the country. Koch says the move will ease constraints on programs like NMU's and was a decision welcomed by both U.S. and Cuban educational institutions.

In addition to meeting with representatives of the two Cuban universities, the group listened to a presentation by a local doctor on the country's health care system and visited places of interest such as museums, historic landmarks and cultural centers.



Left page: Student Natasha Gallagher and professor Neil Cumberland in front of "El Capitolio," the national capitol building in Havana. **Top:** The plaza/square outside the Capitolio in Havana; a display with Che Guevara and Camilo Cienfuegos (two leaders of the 1959 revolution) taken in the Museum of the Revolution in Havana; the beach in the resort town of Varadero, just east of Matanzas. **Middle:** NMU students Michael Wiese-Gomez and Natasha Gallagher accompanied the NMU group and stayed on to study at the University of Matanzas. **Below:** Interior of the Museum of the Revolution, former palace of overthrown Cuban dictator Batista; a building in Havana featuring the image of Che Guevara and the words "Hasta la victoria siempre" ("Towards victory always"); a typical neighborhood in Old Havana.



On campus today



Front row (left to right) Adam Bosley, Nicole Morris, Margaret Pierce, Mia Cinelli, Allan Copenhaver. Back row (left to right) Mitchell Steinmetz, Jonathan Fancher, Troy Hild, Andrew Harmon, Adam Trebel, Patricia Parish-Tourville, Austin Gatz, Nicholas Mailhot, Stephen Anderson, Mathew Otto, Professor Peter Pless, Alicia Bastian and Kelsey McKinney.



Ciao Italia! Art students prep for exclusive show

Northern's human-centered design program has been invited to participate in the annual Salone Satellite, a juried show for student and emerging designers in Milan, Italy. Eighteen students will exhibit prototypes of their creative research to an international audience of media, manufacturers and design professionals April 12-17.

Salone Satellite was introduced as a venue for young designers to complement the longstanding Salone Internazionale del Mobile (Milan International Furniture Fair). The latter showcases the work of established professionals who have teamed up with design-driven companies around the world to create new product lines. Salone Internazionale

del Mobile is in its 50th year. It attracts nearly 400,000 visitors and, according to NMU Art and Design Professor Peter Pless, is regarded as the most important show in design.

"This is an exclusive opportunity for Northern to gain international exposure and for students to present their research alongside revered design schools from around the world."

"It has transcended furniture to include a wide range of projects," says Pless, who participated in Salone Satellite last year and will accompany his 300-level class to Italy. "This is an exclusive opportunity for Northern to

gain international exposure and for students to present their research alongside revered design schools from around the world. The competitive nature of the event means our students will have one chance to make an impression on Milan. It's an ideal learning experience because they are expected to produce exhibition-quality prototypes, design the layout of the space and coordinate logistical aspects.

"The showcase allows manufacturers to consider designs for future production and supplies the international press with stories that can be published in design magazines or posted on relevant websites. Aside from the exposure, other benefits include the potential to attract more international

and U.S. students to NMU and possible invitations to present students' works internationally at other design shows and galleries. The students will be able to make contacts within the industry while setting a precedent for our program, the School of Art and Design and the university."

Student prototypes vary from seating and storage to lighting and messenger bags, but all address a common theme: "Transiessence." Pless describes this as a broad, speculative approach to design that promotes sustainability by challenging the typical "consume and dispose" product cycle. He said his students are creating pieces that change how people utilize and interact with objects, along with the emotional qualities those objects evoke.

Only a select few design schools are invited to the Milan show. NMU joins the ranks of recent entries such as the Art Institute of Chicago, Massachusetts Institute of Technology and Rhode Island School of Design.

Clockwise from top left:

Peter Pless says it's been a tremendous learning curve for the students to take a concept and fabricate it to a full-scale prototype.

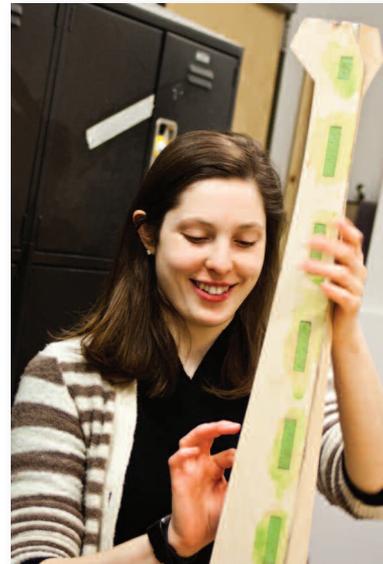
Jonathan Fancher works on "a vessel for storage," drawing on "things that are special to us from our past. Moments of authenticity through artifacts."

Nick Mailhiot explains the idea behind his "polarity chair," which flips on its side to become a two-person bench, is the introvert and extrovert sides of a personality.

Mia Cinelli constructs a "curio cabinet/glove box/mail box" that she thinks of as a fluid, interactive time capsule.

Mitchell Steinmetz turns the concept of a coffee-table book into a book that is a coffee table—a large, wooden scrapbook that unfolds.

Pless's "Tryst" stool that he exhibited at a previous Salone Satellite.



On campus today

Prominent alumni businessmen join NMU Board

Stephen Gulis Jr. '79 BS of Rockford and **Rick Popp '88 BS '90 MPA** of Northville Township have been appointed by Michigan Governor Rick Snyder to the NMU Board of Trustees.



Steve Gulis Jr.



Rick Popp

Gulis retired as president of global operations for Wolverine World Wide Inc., a leading global marketer of branded footwear that is headquartered in Rockford. He previously served the company as executive vice-president, chief financial officer and treasurer. He has a degree in finance from NMU and received honorary doctor of business degree from Northern when he delivered the May 2007 commencement address. His wife, **Janet (Bloeser) '80 BSN**, is an NMU alumna.

"I've been interested in serving on Northern's board for several years, so I'm very pleased that the governor reached out and asked me," said Gulis. "As an alumnus, I also look forward to helping the university strengthen its representation downstate among potential students. There's a real opportunity to further develop the NMU brand.

"I believe the education system for the state of Michigan is going to be extremely important to our economic future. Anything I can do to support that is a worthy cause. My financial background obviously can help in identifying new, additional or innovative ways to look at the funding challenges. But we have to be careful that we still continue to provide a quality education. We can't afford to downgrade the level of service because of funding constraints. You don't have to be the cheapest to have the best value. That's key."

Popp is director of employee benefits at Ford Motor Company. He previously was director of human resources for Ford of Mexico and has held various HR leadership positions in more than 20 years with the company. Born

in L'Anse and raised in Iron Mountain, Popp earned two degrees from NMU: a master's in public administration with an emphasis in personnel and labor relations and a bachelor's in computer science. He played quarterback for the Wildcats, leading the team that advanced to the semi-finals of the 1987 NCAA Division II national playoffs. Popp is a past president of the NMU Alumni Association Board of Directors. He met his wife, **Sue (Willson) '90 BS**, at Northern. She also had NCAA playoff experience as captain of the 1988-89 Wildcat women's basketball team.

"I feel very privileged to receive a call from the new governor and honored to join Northern's board," said Popp. "I'm certainly familiar with economic challenges. The auto industry faced a tremendously dark period, similar to what the state is going through. At Ford, I was fortunate to be part of arguably the biggest turnaround in corporate history. I have confidence that with a fresh start, the future of Michigan is looking up as well.

"We had to make extremely difficult decisions at Ford that caused short-term pain, but allowed us to remain competitive in a global industry over the long term. NMU also needs to stay competitive—not only in cost, but in quality. You can't cost-cut your way to prosperity. It will be interesting to see the similarities and differences between corporate and higher education strategy."

Gulis succeeds Larry Inman and Popp succeeds Doug Roberts, whose terms expired. The new trustees will serve through Dec. 31, 2018.



Beans help build a hospital

“Coffee to heal a nation” is how NMU students are describing the Honduran beans they are marketing under the brand YoJoe.

It’s part of a community fundraiser to help develop the Yojoa International Medical Center in Honduras. At the same time, it is an excellent exercise in real-world marketing and fundraising.

The students produced a marketing brochure and poster, determined pricing options and created a logo to be used for promotion and packaging. “They have also been doing taste tests and sales events at locations throughout the community,” says Bruce Sherony, who teaches the marketing for entrepreneurship class that took

on the project. They also completed a marketing plan.

The Marquette-Honduras connection came about over the past four summers, as professors Mary Jane Tremethick of the Health, Physical Education and Recreation Department, and Eileen Smit of Nursing have led undergraduate global health class students and family nurse practitioner graduate students to Santa Cruz de Yojoa, a rural, medically underserved area of Honduras. According to Smit, “Widespread malnutrition is responsible for 34 percent of Honduran children experiencing growth retardation when they are between two and five years of age. An estimated 1.3 million Hondurans are without access to health care so the care we provided was much needed and appreciated.” All proceeds will support the planned hospital, which will meet international standards and provide specialized services to low-income citizens in an area isolated from reliable health care.

This is not the first NMU class to assist the community effort to aid the Honduran people. Several years ago, one of Sandra Poindexter’s business classes developed a website about the Yojoa International Medical Center. For more information, visit www.yimc.org or e-mail esmit@nmu.edu.

Kellie Stahl, an NMU family nurse practitioner student, with a patient in Santa Cruz de Yojoa, Honduras



A vacation far from ordinary

Think it might be fun to capture some of the *joie de vivre* you had as a college student? What better way than to join today’s students and faculty members on a summer trip to a foreign land?

Alumni and friends are invited to apply to any open study trip planned for this summer to Thailand, Mexico, Italy, Peru, Austria or Greece. A volunteer trip to India is also being planned for early May.

Find out more by contacting the International Programs Office at 906-227-2510 or visiting www.nmu.edu/ipo.



On campus today

Teachers: Tap into our online programs

No matter where you are, you can work toward earning another degree from Northern's esteemed School of Education.

An online master of arts in education-instruction will be offered beginning in the fall. The program is designed to



meet the needs of 21st century learners. And starting this winter semester, all 20 of the school's graduate courses are available online to better serve the professional and career needs of educators in the region and throughout the world. Tap into individual courses or the online MS in science education, MAE in reading for K-8, MAE in reading specialist for K-12, and MAE in learning disabilities. Teachers can also earn a middle grade endorsement online. Northern has also launched a new graduate certificate in Teaching of English to the Speakers of Other Languages (TESOL).

A-political art

Creative works by two recent graduates of Northern Michigan University's School of Art and Design are featured in the sixth annual "Arts in the House" showcase. **Stephanie Bajema '10 BFA** is shown at right with her digital painting "Emma and the Turtle."

Rachel Caauwe '09 BS submitted "Snail Anatomy," an anatomical piece illustrated with pencil, ink and digital coloring. "Arts in the House" highlights the creativity of Michigan college students by displaying their work at the Anderson House office building in Lansing, home to the Michigan House of Representatives, in order to promote the value of art in everyday life.



NMU launches rural development center

The university received seed money to cover the first three years of operation of a new center to combine research, public service, education and training to enhance economic development and improve the quality of life in the Upper Peninsula and surrounding region.

"NMU has been active in regional economic development for many years," said Susan Koch, provost and vice president for Academic Affairs. "Contributions are being made in a number of areas, such as workforce development, regional economic research and

entrepreneurship. The center will bring those efforts and new ones together under one banner to better serve economic and community development needs throughout the region while enhancing the educational experiences of our students.

Brian Cherry, head of the Political Science and Public Administration Department, and Tawni Ferrarini, economics professor and Sam. M. Cohodas Professor, will serve as co-directors. Cherry will focus on the public sector piece. Ferrarini will oversee efforts to bring market economics and entrepreneurship ideas to the private sector and help existing businesses with new-growth strategies such as exporting products.

Looking to start a business?

Are you a recent graduate living in the Marquette area hoping to launch a business, or do you have a child at Northern with entrepreneurial dreams? The NMU Business Incubator is up and running and helping current students and new alumni grow new businesses by providing office and production space in the Jacobetti Center.

The furnished offices with Internet access are offered at below-market rental rates and come with complimentary advice from College of Business faculty on business development, marketing, financing, networking and other secrets for success. The space is best for Internet-based or service businesses that do not require retail foot traffic.

The goal of the incubator is to nurture and grow businesses so they may outgrow the space eventually and strike out on their own. For more information, contact Ray Amtmann in the College of Business at 906-227-2647, e-mail: ramtmann@nmu.edu



Award recipients are, from left: Adam Prus, Carol Bell, David Wood, Lisa Flood and Ken Culp.

Faculty define new era in education

Five faculty members were honored at a recent celebration for their scholarly or creative activities, teaching and innovative use of technology.

Technology: Carol Bell specializes in technology and teacher preparation, specifically the visualization of mathematical concepts. Her project, "Algebra for All: Technology Integration into High School Teaching," enhances the way algebra is taught to children. She shares material with K-12 teachers via workshops and webinars focused on how technology can improve motivation and application. Bell has developed a network of teachers to share online resources and provide feedback and support.

Because Ken Culp found that students in his beginning statistics classes have a hard time visualizing computations and probability distributions, he developed "NMU Stat-Help," which gives students a variety of

options for inserting values and obtaining a visual representation of the data. Culp has made his program easily accessible to students, with both a downloadable and a web-based application.

Teaching: Lisa Flood '83 BSN, '88 MSN specializes in teaching clinical adult medical surgical nursing courses with a research specialization in diabetes and simulations. She is able to pull together complex subject matter and make it understandable for students. A letter from a recent graduate describes how he diagnosed a patient situation, took appropriate action and saved a life. He said he knew what to do because of a case scenario Flood used in class.

David Wood teaches upper-level and graduate courses related to Shakespeare and Milton, as well as lower-level British literature surveys and mythology. He leads a dozen students every summer to Ottawa and Stratford, Ont., as part of a special topics Canadian Studies class, which includes attending plays at the renowned Shakespeare Festival. Wood is an active researcher and writer, recently publishing a book of literary criticism on William Shakespeare, Philip Sidney and John Milton titled *Time, Narrative, and Emotion in Early Modern England*. He also directs NMU's Honors Program for high academic achievers.

Scholarship: Adam Prus, psychology professor, has received several research grants from the National Institutes of Health and has authored numerous research articles in journals dealing primarily with the issue of schizophrenia. His grants have created opportunities for students to serve paid internships in his lab, gain valuable research training and co-author scholarly papers. Several of his students have been placed in prominent doctoral programs.

What's up on campus

Beaumier U.P. Heritage Center

"Across the Border: Canadians in the Upper Peninsula." Through July 23.

DeVos Art Museum

artLAB

A working "learning laboratory" of short-run exhibitions and special projects proposed and/or curated by faculty and students from the School of Art and Design. Through March 27.

UP Focus: Ryan Brayak and Emily Lanctot. Through April 3.

North of the 45th Parallel
Annual Upper Midwest Juried Art Exhibition. June 3 - July 24.

Forest Roberts Theatre

J.M. Barrie's *Peter Pan*. April 13-16.

International Performing Arts Series

Mauvais Sort, "folk 'n roll" from Quebec. March 31.

Reynolds Recital Hall

15th Annual NMU Jazz Festival with Latin trumpeter, arranger and composer Michael Philip Mossman. April 15.



Mauvais Sort



On campus today

Engineering Tech programs accredited

ABET Inc., the Accreditation Board for Engineering and Technology has set the higher-education standards in the fields of applied science, computing, engineering and technology for nearly 75 years. Now NMU's electronic engineering technology and mechanical engineering technology bachelor's degree programs have been accredited by the prestigious organization.

"ABET accreditation demonstrates our commitment to providing students with a quality education and ensures that our programs remain current," said Mike Rudisill, head of the engineering technology department at NMU. "It also provides an added value to our alumni, who can assure potential employers that they are graduates from one of the premier engineering technology programs in the country."



Shown at the National Medal for Museum and Library Service ceremony at the White House on Dec. 17, are **Jane Ryan '81 MAE** chairperson of the Marquette/Alger chapter of the National Alliance for the Mentally Ill, who was pivotal in the success of the Peter White Public Library's *Your Mind Matters* programming, with library director Pam Christensen and First Lady Michelle Obama.

More feathers in the cap

NMU was listed first in a recent Good University Ranking Guide blog on the **top furniture design schools**.

U.S. News and World Report listed Marquette as one of its **"10 Winter Wonderlands for Retirement."**

Marquette's Peter White Public Library has won the 2010 **National Medal for Museum and Library Service** from The Institute of Museum and Library Service. It's one of only five museums and five libraries selected for the nation's highest honor for extraordinary civic, educational, economic, environmental, and social contributions.

In October 2010, Forbes announced its **"Ten Best Small Cities to Raise a Family,"** and Marquette was designated No. 3 in the nation.



Photo I.D.

On page 15 of the Fall 2010

Northern Horizons, in the photograph of the groundbreaking for the Jacobetti Skills Center, the woman in the middle has been identified as Katie Wright, who served on the NMU Board and was chair of the board from 1977-79. Thanks to Debbie and Joe Skehen for the identification.



From burgers to sushi

The former Hardees restaurant on Presque Isle Avenue, which Northern purchased about two years ago, is

being renovated to house both NMU's original Japanese-style restaurant Temaki and Tea (which has been in the Hedgcock Building) and a Smoothie King franchise. The restaurant will be self-sustaining and provide hands-on educational opportunities for NMU hospitality management students, as well as a late-night study space.





Have you met Norman yet?

Three student employees in Communications and Marketing suggested it would be cool if Northern had its own traveling gnome. With supervisor support, they purchased a garden-variety resin figure, customized it with green and gold attire and named him Norman. The bearded fellow is featured exclusively on Facebook, where nearly 700 fans follow his exploits on campus and beyond.

Humorous photos show Norman crowd-surfing at a Homecoming concert, getting a passport on Passport Day, touring China, attending numerous NMU events and enjoying outdoor recreation such as snow-angel making.

Norman made his quiet debut on the social network in August.



Through personal appearances, word of mouth and electronic “shares” and “likes,” he has morphed into a literal mini celebrity. Students want to be pictured with him and often ask where they can get their own NMU gnome. Based on popular demand, Norman has his own e-mail address (norman@nmu.edu) so fans can request the honor of his appearance at their activities or suggest places he should go and things he should do. Norman is happy to consider requests from alumni.

“We’re always looking for no-cost or low-cost ways to show the spirit of adventure, fun and friendliness at

NMU,” said Anne Stark, NMU’s marketing director. “Norman’s perfect for that. We’ve incorporated him into things already happening and students and alumni have been very receptive. To give an example of his appeal, at least one student dressed up like him for Halloween and another used his likeness for a pumpkin-carving contest.

“Norman does all the things typical Northern students do. With our number of student organizations per capita off the scale compared with our peers, there are so many cool things for him to do. But he’s an independent icon. Norman is not integrated with the university’s main Facebook page and he’s not trying to replace Wildcat Willy. He’s just a



fantastic example of how our students came up with an idea to engage people on and off campus and ran with it. People love him.”

Find “Norman the Northern Gnome” on Facebook.

Norman as a Secret Service agent, in Tiananmen Square, crowd surfing at the Homecoming Ying Yang Twins concert and having a quiet moment with a deer at Presque Isle.



Sprucing up Northern Horizons

Thank you to the more than 900 *Horizons* readers who responded to our readership survey. We learned a lot. We learned that *Horizons* is well read, that you’re generally happy with the quality and content of the magazine, and you most enjoy the Keeping Track alumni notes, alumni profiles, alumni activities, institutional history and traditions and athletics. You’d like to see more of those things, along with “then and now” type articles and photos, more information about Marquette and the surrounding area, and be better tied in to what’s happening on campus—both controversy and celebration. You’d like more ways to share memories, connect with classmates and participate in the magazine. Over the next year we’ll be working on incorporating these suggestions and more, including creating a dynamic, interactive web version of the magazine (but keeping the print version, as most of you indicated you prefer). As always, we welcome your ideas and feedback. Write to us anytime at horizons@nmu.edu or alumni@nmu.edu.



On campus today

A threat to campus puts emergency response to real test

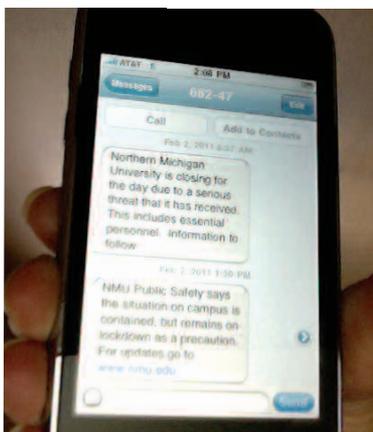
The FBI continues to investigate the threatening blog post that shut down Northern on Feb. 2. Early that morning, NMU Public Safety received a phone tip of the online warning to harm students, faculty and staff. Authorities determined it was serious enough to mobilize the university's emergency plan. NMU is able to notify the campus community via text, e-mail, alert screens that pop up on all NMU-issued computers and television monitors in some campus facilities.

Buildings were evacuated and residence halls were put on lockdown with additional security. Students were able to access dining facilities later in the day.

An area "person of interest" was questioned, released and cleared by



NMU President Les Wong and Public Safety Director Mike Bath at a media briefing regarding NMU's response to a threat that was made to harm the NMU community, which shut down campus for a day on Feb. 2.



The emergency text alert that went to NMU students, faculty, staff and parents who had signed up to receive alerts on their cell phones and computers. Updates on the situation were also posted on NMU's website, Facebook, Twitter and Tumblr and provided to media. A dedicated phone line was available for parents of students.

the FBI after it was discovered that similarly worded blog posts had been directed at other U.S. universities. Based on the new information and a lack of evidence that the threatening post originated locally, NMU reopened and resumed classes the next day.

"I am impressed by how fast the campus reacted in a professional, mature way," said NMU President Les Wong. "We were pleased all of our emergency communications systems we test on a regular basis worked effectively in this situation. In Presidents 101 you talk about emergencies, but it's much different when you experience one. I hope it's the last time in my career we do this.

"My biggest surprise was the

speed at which news travels across the country. I received text offers of help during the crisis and congratulatory notes for how it was handled. I want to personally thank all local law enforcement and emergency agencies for stepping up quickly and offering their assistance."

NMU Public Safety and the FBI were assisted by the Bureau of Alcohol, Tobacco and Firearms (ATF), Marquette County Sheriff's Department and Marquette City Police. NMU Public Safety Director Mike Bath said there would be a number of debriefings to assess and refine the university's response and its collaboration with local agencies.