

Northern HORIZONS

THE MAGAZINE FOR ALUMNI AND FRIENDS OF NORTHERN MICHIGAN UNIVERSITY

WINTER 2014



NEW MEDIA

Changing the way we... read, communicate, get news, get educated, get places, solve crimes, stay healthy, and just about everything else.

Celebration of

Entrepreneurship and BUSINESS

NORTHERN MICHIGAN UNIVERSITY

April 10, 2014

>> CONFERENCE

Celebrating and inspiring innovation and success in business endeavors.

Featuring a keynote luncheon and 21 presentations by college and community professionals, including such topics as:

- Risk Management for the Entrepreneur
- Inventing New Ways to Dominate Old Industries
- Internet Marketing
- Protecting Intellectual Property and Trade Secrets
- Building Success as a Young Professional
- Social Entrepreneurship
- Business Start Up Considerations
- Women in Business

9 a.m. - 4 p.m., NMU University Center
\$15 students, \$30 general public

Register at
www.regonline.com/NMUBusinessCelebration2014

>> NEW BUSINESS VENTURE COMPETITION

NMU students compete for funds and support to start new businesses in this seventh annual event. Featuring trade fair displays and business plan presentations. Stop in to watch the action!

1 - 5 p.m. competition, 5:30 p.m. winners reception • Free
NMU University Center

>> ALUMNI, FACULTY & STAFF RECOGNITION DINNER

Recognizing outstanding achievements and contributions of College of Business champions and alumni. Honoring Donald Hangen, first dean of NMU's College of Business. Proceeds from the dinner and silent auction help fund scholarships and student groups.

6 p.m. social hour; 7 p.m. dinner and program
\$75 per person or \$400 for table of six
Register: www.regonline.com/NMUBusinessDinner2014



Northern
Michigan
University
COLLEGE OF BUSINESS

For complete details or more information, contact the College of Business
906-227-2947 • bizdean@nmu.edu • www.nmu.edu/business



Cover Stories

- 9 NMU in Social Media—We're There
- 12 A Winning Recipe
- 14 Insight into Kids
- 15 Wonder Woman
- 16 Behind the Scenes
- 18 Pulse of the Airwaves
- 19 Fresh Jobs
- 20 Going Against the Grain: Starting a newspaper, in this day and age?
- 22 Textbooks Come Alive
- 24 Leading the Charge of a Communications Revolution
- 26 Cyber Sherlock
- 28 A 'Company to Watch'
- 29 Video Vis-à-Vis
- 39 Almost There! Campaign update



ON THE COVER: NMU students Chris Salgot, Robert Thomas, Jenna Thompson and Andrea Pink on their ubiquitous smartphones. Photo by fellow student Rebekah Tadych.

On campus today

- 4 Campus news
- 30 Sports at NMU
- 32 Foundation news
- 34 Alumni news
- 36 **Keeping Track.** Updates from fellow alumni.

Northern Horizons, Winter 2014, Vol. 103, No. 2. Publishers Cindy Paavola '84 BS, Director of Communications, Martha Haynes, Vice President for Advancement. Editor Rebecca Tavernini '11 MA. Graphic Designer Cameron Hadley '82 BFA. News Director Kristi Evans. Contributing Alumni Association and NMU Foundation staff Marina Dupler '03 BS, Vincent Grout, Brad Hamel '99 BS, '11 MCert., Amy Hubinger, Kerry Lucas '98 BS and Robyn Stille '00 BS, '09 MCert. Contributing writer Emily Wist. Cover photo by Rebekah Tadych.

Northern Horizons, the magazine for alumni and friends of Northern Michigan University, is published three times a year (winter, summer and fall) by the Communications Office and the Alumni Association of Northern Michigan University. NMU is an equal opportunity institution. Printed on recycled paper with EnviroLink.

Campus News

THE ECONOMIC FOOTPRINT OF MICHIGAN'S PUBLIC UNIVERSITIES

Great Results

Enrollment up

5%

287,864
2002

Undergraduate degree completion up

13%



1.3 MILLION ALUMNI

RESIDE IN MICHIGAN AND EARNED

\$47 BILLION
IN SALARIES AND WAGES IN 2012

REPRESENTING

62%

OF THE POPULATION WITH 4-YEAR DEGREES IN MICHIGAN

Michigan universities generate \$24 billion

Michigan's public universities have a combined "economic footprint" of about \$24 billion and are responsible for more than 120,000 full-time equivalent jobs statewide. These impacts are detailed in a new report by Anderson Economic Group that was commissioned by the Presidents Council, State Universities of Michigan.

The report analyzed each institution's local spending, earnings and employment. According to the most recent data from 2012, Northern Michigan University accounts for \$227 million in spending. The bulk of that—\$123 million—is attributed to students. NMU recorded earnings of \$81 million and supplied about 1,300 jobs.

"Those of us in higher education are well aware that universities serve as key employers and play a major role in driving their local economies. This report helps to quantify that impact," says NMU President **David Haynes '72 BS**. "It also demonstrates that Michigan receives a very favorable economic return on its investment in our public universities. We hope that state legislators carefully review the information and realize that continued support is necessary to preserve the benefits associated with spending and job creation."

Here are other highlights of the report:

- The 1.3 million public university alumni who live in the state (more than 35,000 are NMU graduates) earned \$47 billion in wages and salaries in 2012.
- Total enrollment, currently exceeding 300,000 students, grew by 4 percent from 2003-12, despite a shrinking state population and major cuts in state support per student.
- Annual degree completions increased faster during that same period, by 13 percent.
- 32 percent of university non-payroll spending went toward construction in 2012, providing employment in a vital industry while ensuring adequate facilities for students and researchers.

The Anderson Economic Group report is available at www.pcsu.org.

Presidential search in progress

Efforts are under way to find the next president of NMU. President David Haynes announced to the campus community on Dec. 19 that he would not submit an application for the position. Haynes wrote in an email to faculty and staff, "...From the first day of my appointment I have expressed my desire to ultimately return to teaching. For decades I have been fortunate to serve NMU in many capacities. They have all been rewarding, but none more so than working side by side with my colleagues to educate students and help them achieve personal and professional success." After Witt/Kieffer, the firm hired to conduct the search, gathered feedback from campus constituencies, the position was posted and a website launched for interested candidates at www.nmu.edu/presidentialsearch. The tentative goal of the search committee and the Board of Trustees is to have the president in place by July 1.



Online on top

NMU ranked No. 1 among Michigan's colleges and universities for the most affordable online degree programs, according to Affordable Colleges Online. AC Online fo-

cused specifically on distance learning options from public and private non-profit institutions with full accreditation.

NMU offers full online master's degree programs in criminal justice, public administration (MPA) and the following education specialties: learning disabilities, reading specialist (K-12), reading (K-8), instruction and education administration (traditional K-12 or American Indian education emphasis). The loss prevention management bachelor's program also is completely web-based.

New online hybrid programs for the fall expected to be approved by the NMU Board of Trustees are Northern's first doctorate degree—the doctorate of nursing practice—and master's degrees in clinical molecular genetics and higher education in student affairs.

Campus to be tobacco-free

Northern Michigan University will become a tobacco-free campus effective Aug. 1. At its December meeting, the NMU Board of Trustees approved a work group's recommendation that cigarettes, chewing tobacco and



e-cigarettes be prohibited from all campus areas. All tobacco products defined by the American College Health Association will be banned.

The only exceptions to the ban would be public sidewalks and roadways that border campus, the NMU Golf Course and personal vehicles with windows closed, provided there are no minors in the vehicle. Native American and religious ceremonies are currently addressed in other university policies.

Since NMU last considered the issue in 2009, hundreds more colleges and universities have gone smoke or tobacco-free. As of July 2013, 1,178 colleges and universities nationwide were 100 percent smoke or tobacco-free, including 29 in Michigan. Last fall, Michigan Technological University and Finlandia University joined Bay College as tobacco-free campuses in the Upper Peninsula. Central Michigan University and Western Michigan University have announced they will go tobacco-free this fall while Michigan State University has a committee evaluating the option.

ROTC reprieve

Northern has received notification that its Army Reserve Officer Training Corp (ROTC) program has been removed from the list of programs facing elimination.

In October, NMU was told its 44-year-old program was one of 13 that would be closed as of May 2015. The Army's new decision indicates



that enrollment and officer commission rates of the 13 programs will be monitored for an additional year before any final decisions related to closures are determined.

In the past 10 years, NMU's program has been recognized on numerous occasions as among the best in the nation, and NMU cadets have ranked at the top for several national Army leadership and training events.



Pictured are (front) Aaron Ratza, Flint; (middle row) Paige Doolin, Birmingham; Matt Steinmetz, Grosse Pointe Park; Brendan Solinsky, Tucson, Ariz.; Mike Carl, Marquette; Hunter White, Indianapolis, Ind.; and Gaby Alzaga, Mexico City, Mexico; (back row) Michael Rasmussen, Walworth, Wis.; Professor Peter Pless; and Nolan Warn, Shawnee, Kan.

Putting a new twist on an old standard

Students in NMU's human-centered design program partnered with longtime Menominee manufacturer Lloyd Flanders to develop concepts for contemporary woven furniture that might appeal to younger consumers. Students gained valuable experience working for a real-world client and tempering their creativity with the constraints of available materials, production methods and labor costs. Company officials appreciated the fresh perspective and imaginative uses for the trademark wicker material that is weaved on the original 1917 Lloyd Loom and hand-stretched over frames of aluminum tubing.

Lloyd Flanders furniture can be found on the Truman Balcony at the White House and at the vice president's home in Washington, D.C. It also is bipartisan in its appeal, having been featured on the holiday cards of both Al Gore and Dick Cheney. The company is in the midst of creating new seats for Mackinac Island horse-drawn carriages.

Students presented their final design concepts and prototypes at the company in December. They received constructive feedback on aesthetic value, practicality and

manufacturing potential. Lloyd Flanders will select three to fine tune for its display at the International Casual Furniture & Accessories Market in Chicago. The pieces may also be shown at the International Contemporary Furniture Fair in New York City.

The students researched current trends, consumer desires and Lloyd Flanders' traditional products before they started their own design processes.

"This project allowed them to move outside the comfort zone of their campus studio," said professor **Peter Pless '00 BFA**. "They had to create not just stylized objects, but pieces that incorporated functionality, human behavior and ergonomics. To draw a design is one thing. To do computer modeling of a design is another. When you add the unique requirements of mass production versus a custom piece and working on a client's terms instead of their own, it challenges their sensibilities. I'm very pleased with the results."

CEO Dudley Flanders said the company launched an aggressive program to develop contemporary, smaller-scale, urban/hip-looking furniture targeting younger professionals.

"We were eager to see how college students would approach design using our materials and we hope to

broaden their interest in manufacturing," he said.

Earlier in the semester the students took a factory tour to witness the production of woven furniture from start to finish. Company representatives also visited campus to offer constructive critiques of preliminary concepts and turned the students' drawings into prototypes for workshops held at the Menominee facility.

The collaboration was facilitated by Lloyd Flanders assistant product manager and NMU alumnus **David Ostrenga '10 AAS**. "I wanted to do something with NMU and this was a feasible way for me to give back while also creating a great learning opportunity for students," said Ostrenga, assistant product manager at Lloyd Flanders. "The students came a long way and to see their final presentations was amazing."

Bob Nordquist, research and development liaison with Lloyd Flanders agreed. "They did a remarkable job from the first prototypes to their final presentations. The way they applied what they learned and modified the designs to something that could feasibly be manufactured here was impressive."

Class aids Syrian refugees

Students in a world history class taught by Kathryn Johnson devised an academic service learning project to benefit Syrian refugee children caught in the conflict between forces loyal and opposed to President Bashar al-Assad, which has forced two million people to flee across the country's borders. The students were motivated to action after participating in a video conference on the country's culture and history with Maya Alkateb, a Fulbright Scholar from Syria who is studying at Indiana University. They initially wanted to create care packages for refugee camps, but quickly learned a lesson about the "endless obstacles" to delivering aid to crisis regions overseas. The solution they came up with was to fundraise directly for UNICEF and have donations go straight to Syrian refugee relief efforts. The class created a UNICEF-sponsored website for the project and set a fundraising goal of \$1,500 that the students hope to achieve by the end of the academic year.

During the video conference, Alkateb covered Syrian history from ancient times to current events, showed the students photographs of the most famous historic locations, helped students understand the complexities of different religious and ethnic groups and emphasized the vibrancy and humanity of the Syrian people.

Surgical Tech program turns 20

Those affiliated with NMU's surgical technology program have two reasons to celebrate. The program has reached its 20-year milestone and it recently awarded its first bachelor's degree. Surgical technologists play an integral role in the operating room. They ensure a safe and sterile environment, arrange equipment and support doctors and nurses during a procedure.

"The 20th anniversary is a testament to those who came before me," says **Rick Lopez '06 BSN**. He has directed the program since 2009 after working at Marquette General

Hospital and with the 107th Battalion of the National Guard, including its deploy-



ment to Iraq. "Kim Dunlap started surgical technology at Northern. Sandy Kontio helped her with the clinical portion and then ran the program for many years after Kim left. When Sandy retired, I was appointed. It began as a one-year certificate and expanded to a two-year associate degree. In 2009, we began offering a bachelor's in clinical health science with an emphasis in surgical technology."

The first bachelor's degree recipient graduated last spring; the second in December.

"The four-year degree is new enough that I don't think many people know we offer it," Lopez says. "It's mainly for management purposes and the ability to climb the ladder and be on a more equal level with nurses. You can't get a higher degree unless you shift to a different field. With a bachelor's, someone could manage a surgery center, do research, assist oral surgeons and veterinarians or work in sales. It can move them in a different direction than staff technician."

Lopez said most of the course work can be completed online by those working in the field. Beyond classes, the bachelor's degree requires advanced cardiac life support (ACLS) training, two years minimum experience as a surgical tech, passing the national boards and shadowing a manager in a clinical setting for two weeks. The program has agreements to place students in the clinical practice internship with Marquette General Hospital and many other U.P. hospitals and facilities in lower Michigan, Wisconsin, Minnesota, Virginia and California.



Holman returns to NMU board

Gov. Rick Snyder has appointed NMU alumnus **Scott Holman '65 BS** of Freeland to the NMU Board of Trustees. Holman replaces **Steve Gulis '79 BS**, who resigned. He will serve the remainder of an eight-year term

expiring Dec. 31, 2018, and his appointment is subject to the advice and consent of the state Senate.

This marks a return to the NMU board and the fourth president Holman has served with in that capacity. He was appointed to an earlier term from 1997-2005 and was elected board chair in 1999. The Ishpeming native graduated with a degree in business from NMU in 1969.

He was recently elected Chair of the Michigan Chamber of Commerce Board of Directors where he will lead the State Chamber's 84-member board that establishes policy and priorities on major economic issues that affect job creation and business growth in Michigan. He is the president and CEO of King Lake Wilderness, LLC, in the Upper Peninsula.

"I'm pleased to be back on the board and looking forward to serving in that capacity again," Holman says. "It's an important time in the university's history in that we're selecting a new president. One of the most important roles the board takes on is the selection of a president. It's a decision that lasts for years and can change how the university progresses. I'm excited to have a chance to be a part of that process."

Gulis served on the board since January 2011. "He brought a wealth of knowledge to the board's discussions, especially regarding financial matters, and we appreciate his continued support of his alma mater," says NMU President David Haynes. "Mr. Holman is also a proud Northern alumnus who has stayed actively engaged with Northern Michigan University in a wide variety of ways, so I know he is going to continue to be a strong advocate for moving NMU forward as a member of the board."

Students take top awards for sports broadcasting

Seven Northern Michigan University students have won awards from the Michigan Association of Broadcasters. The team of Tyler Schwemin, Trent Bailey, Justin Berkel and Mikenzie Frost won first place in the college sports television category for their play-by-play and production of the NMU v. Ferris State hockey series in November. The team of Schwemin, Cody Boyer, Jill Willman and Jenna Kirby completed the sweep by winning second place in the same category for announcing and production of the NMU v. Alabama Huntsville hockey series.

This is the third time in the past five years that students in professor Dwight Brady's sports and special events class have won first place in this category among all universities and colleges in Michigan. But this is

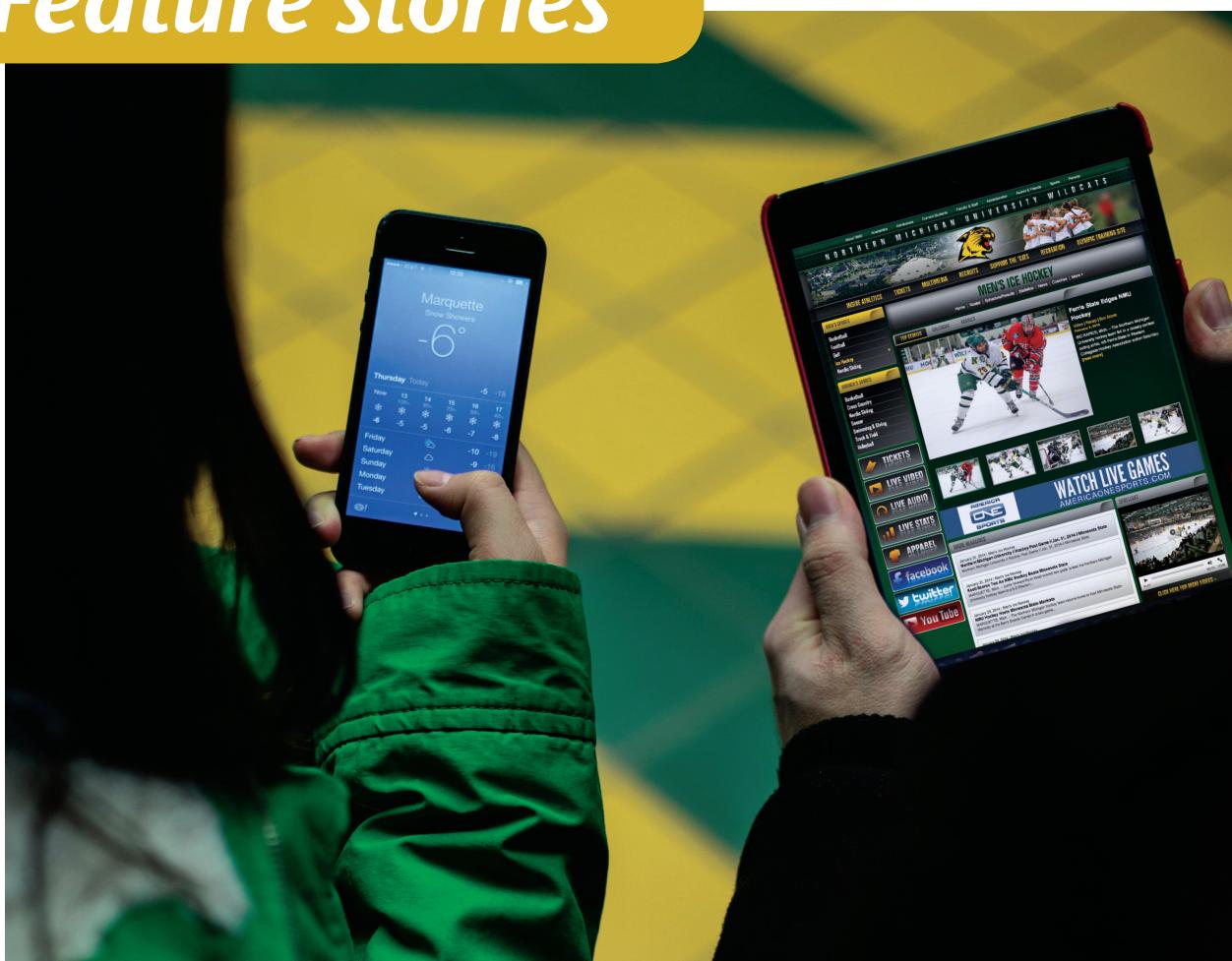
the first time his students have finished first and second. "With the success we've had, I expect my students to do well, but a one-two finish is pretty amazing given the competition they are up against," says Brady.

Only four students could be included with each entry, but all students in the class participated in the announcing and production of five home football games and two home hockey series in the fall 2013 semester. The class is offered through the Communication and Performance Studies Department with assistance from WNMU-TV



and NMU Athletics. WNMU's **Mike Lakenen '92 BS, '99 BS, '04 MPA** is the on-site producer.

Feature stories



Rebekah Tadych

NMU in Social Media – We're There

By Cindy Paavola '84 BS

The explosion of social media has opened up new ways for Northern Michigan University to stay in touch with and build its Wildcat Nation.

Northern, as an institution, can be found on Facebook, Flickr, LinkedIn, Pinterest, Tumblr, Twitter and YouTube. Additionally, dozens of NMU departments, offices and student groups have individual social media sites. Even Wildcat Willy and Norman the Northern Gnome have Facebook pages. And President David Haynes is an active tweeter (@davidshaynes).

On the official NMU Facebook and Twitter sites, the university averages 2-3 posts per day during the academic year, along with three or more photos per week. Student employees in the NMU Communications Office shoot

and post photo galleries of 8-12 photos each month for the Flickr and Pinterest sites, in addition to the many that are posted by the general NMU student body. The university produces 1-2 short YouTube videos each week.

NMU uses its many different social media channels for all kinds of activities: to recruit new students, including answering questions of prospective students from around the globe; inform current and prospective parents of pertinent information; walk down memory lane with alumni; get sports scores out quickly to 'Cats sports fans; and promote events and activities to the campus and surrounding community.

Social media tools are also important as fast and efficient ways to communicate to the campus and off-campus

Social media

stakeholders during university emergencies (and alert them to snow days).

They also are used to help donors realize their gift potential. "We have been able to show how donors can directly impact students and their experience here at NMU. Social media is a great conduit between students and donors," says Vince Grout, director of NMU Foundation communications.

Communicating through social media has become especially effective with two particular NMU groups – prospective students, who use the new communication tools to learn about the university, and alumni, who know all about NMU and want to stay connected to their alma mater.

"With our social media channels, alumni can stay more connected with Northern than ever," says **Marina Dupler '03 BS**, NMU Alumni Relations assistant director. "If you're missing Marquette or want to see how campus has changed over the years, our Facebook and Twitter channels can be great ways to reminisce. LinkedIn has opened a whole new way for alumni to network with each other, and current students to learn what graduates have done with their NMU degree. Also, NMU alumni are doing great things across the globe. Social media enables us to share some of the best coverage alumni are getting from traditional media. And, of course, alumni love to share stories and experiences from their time at NMU. Connecting to other alumni from each era, a sort of 'grad year roll call,' always gains traction and generates a lot of interaction."

On the opposite end of the spectrum are the prospective students, who use social media to get a feel for the university, its culture, sense of community and impression of the student experience.

"Prospective students are looking to university social media sites to 'see if they will fit in' to the campus community. It helps prospective students see the university through a current student lens in a way that brochures, emails and websites don't," says Kari Garcia, who oversees Admissions' social media efforts.

Garcia says the Admissions' Facebook page includes stories of why current students decided to attend NMU and what they love about the Northern experience, advice

on how to be a college student and experiences of fall and winter activities. "We also include a current student perspective on academic programs and student organizations. We try to stay away from the page becoming very process-based. Admissions counselors are in communication with prospective students often regarding deadlines and information about the admissions process, so the goal of our page is to showcase the 'Northern Experience.'"

In today's recruitment market, there is a lot of competition, and Garcia says students sometimes feel overwhelmed with communications from colleges and universities.

"Social media is a great way to help prospective students see above the noise and develop an emotional connection with NMU, which is key to recruitment. We have used students from our campus visit staff to share their Northern experience and they've posted stories about how calming Lake Superior is, what their favorite student organization is and how NMU helped them step out of their comfort zone and try new things, like traveling to Tanzania, Africa, for an international medical internship or taking a hike through the Eben ice caves. All of the stories are inspirational and, hopefully, help prospective students see themselves as a Wildcat," says Garcia.



Get Social with NMU
nmu.edu/getsocial

An example at right from the NMU Alumni Association's Pinterest pages.

New Media in the Classroom

Student engagement with the use of technology is a topic a number of NMU English graduate students researched and presented recently at the College English Association Conference and NMU's Celebration of Student Research and Creative Works events.

Tweeting Through Classroom Borders

Cameron Contois '07 BS, '12 MA discussed the use of Twitter to create a sense of community in the composition classroom. "When familiar social networking sites are brought into academia, learning can extend beyond the borders of a classroom. Twitter can bring a sense of familiarity and comfort to the student, reinforcing student identity." He also cited a study where Twitter was helpful in practicing sentence-level writing.

LOLcats, 4chan, and Digital Discourse in the Analog Classroom

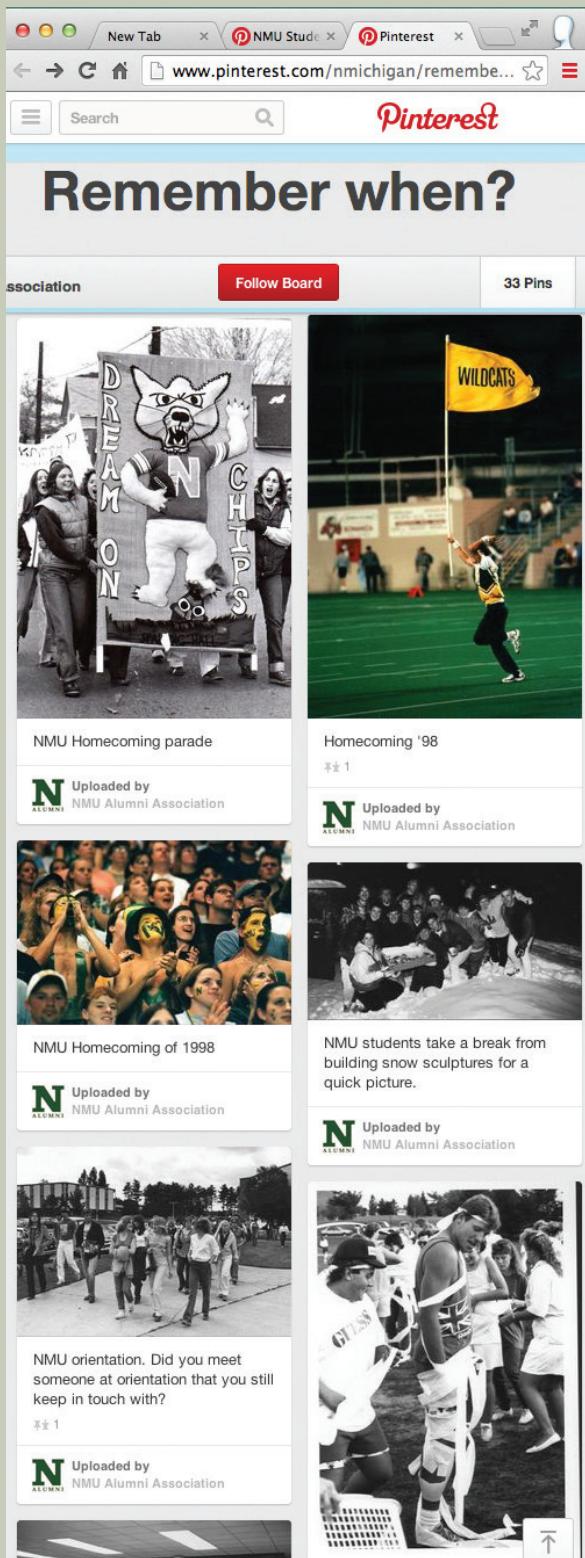
John Minser '13 MFA examined the use of Internet languages that intentionally subvert standard English in the composition classroom. "Students create online identities using the language of a digital subculture. Exploring online languages breaks down the walls students erect between their idea of 'academic writing' and their digital identities, thus allowing sincere student voice and identity to happen."

Spoken-Word Poetry, YouTube Videos and Student Identity

Zarah Moeggenberg showed how YouTube videos and audio of spoken word poetry can help a student examine the rhythm of speech in writing. "By using audio and visual examples of poetry, the student learns how to create an oral documentation of his or her narrative... By creating an oral narrative, the student's story gains immediacy and helps him or her find rhythm and self-identity in a narrative."

E-Portfolios and Student Identity

Virginia Schminke-Yauss '12 MA discussed how "electronic portfolios have expanded the borders of traditional portfolios, encouraging students to develop and assess their writing on their own terms with their own creativity." She focused on the use of flash-based websites for e-portfolios in the college composition classroom and cited their "explorative and 'playful' nature" in the creation/re-creation of student identities.



theglassofrose •
theglassofrose Obsessed with all things food: eating, documenting and writing. Second loves: fashion + travel. <http://glassofrose.blogspot.com>

1,916 posts | 545 followers | 350 following

a winning recipe

By Rebecca Tavernini '11 MA



When people learn that **Layla Khoury-Hanold '04 BA** works for the media company that brings us the Food Network, HGTV, Travel Channel, Cooking Channel and DIY Network, the reaction usually

goes along the lines of, "I love HGTV! Can you get them to come redo my kitchen?" or "I'm obsessed with Food Network – please tell me you've met Bobby Flay!"

"Everywhere I go I meet people who are fanatics for the brands, the shows and the hosts," she says. "They are so powerful because they connect to viewers' lives in such a direct way – whether it's home, food or travel. People are hungry for that content – they want to be inspired, they want to be entertained and they want relevant ideas and solutions for their everyday life. After they watch a show, they want to look up a recipe, see bonus videos or

interviews with their favorite stars, see what other people are doing to fix their living spaces."

(And yes, she did meet Bobby Flay once, briefly. "People think that he's in the Food Network kitchens making lunch for the employees, but sadly, that's not the case," she laments.)

As international marketing and communications coordinator at Scripps Networks Interactive in New York City, Khoury-Hanold is part of the team that helps produce this "360-degree experience," expanding the content of the popular shows to multiple platforms – digital, mobile, publishing, products and events. For example, she cites the Food Network's line of kitchenware, wine label (Entwine), and namesake restaurants at stadiums and airports, in addition to a recipe- and personality-packed website, apps and magazine.

As traditional broadcast television viewers continue to mass migrate to on-demand viewing options, the company has launched ulive.com, where viewers can watch full shows online as well as new, original web series, and is expanding to platforms such as Amazon Instant Video. "It's a huge topic of conversation in the industry," Khoury-Hanold says, "And one that's not going away anytime soon as people change the way they consume information in general on a rapidly changing basis."



The international aspect of her job entails working to develop and distribute the lifestyle brands around the world (220 countries and counting). Khoury-Hanold wears many berets. "One of the bigger projects I work on involves TV talent press trips – arranging travel and logistics, creating press materials (talent biographies, show information, recipes, images and videos) and developing cooking demonstrations and events," she says. "Most recently, we took Jeff Mauro, host of *Sandwich King*, to Singapore, Kuala Lumpur and Manila to promote the new season of his show and Food Network in Asia."

With degrees in marketing and French from Northern Michigan University and a childhood living in such places as Tunisia, the Congo, France, Scotland and Indonesia, the job seems perfectly suited to her background and tastes. Not to mention, she is an avid foodie and fashionista. After NMU, where she spent an intensive and transformative three months studying abroad in Chambery, France, she went on to the École Supérieure des Arts et Techniques de la Mode in Paris to an accelerated program in fashion marketing, merchandising and communication. That landed her a job with fashion industry icon Anna Sui, which led her to the Big Apple.

"Moving around so much, food was my gateway into each new culture and it's still how I like to experience traveling to new places," she says. "So much of my own story is told through food and I think that's why I connect with other people in that world."

She also credits her involvement with NMU's Student Leader Fellowship Program, Northern Arts and Entertainment, Platform Personalities and First Impressions. "It really taught me how to cultivate relationships and how to work with different people: what makes them tick, how they do their best work and how to empower them."

Khoury-Hanold offers many opportunities for people to connect with her experiences as well. She shares her passion for food, fashion and travel in her personal, mini lifestyle network: Glass of Rosé.

Blog – Glass of Rosé: glassofrose.blogspot.com

Twitter - [@glassofrose](#)

Instagram - [@theglassofrose](#)



insight **kids**

By Rebecca Tavernini '11 MA

Amanda Rosenburg '07 BS was riding the train home after a meeting in Manhattan. She opened up the book she had been reading, Malcolm Gladwell's *The Tipping Point*, and there, to her surprise, was a chapter devoted to the groundbreaking work of one of the researchers she had just met. "The chapter was about the 'stickiness factor' and how Dr. Alice Wilder changed how we look at kids' understanding of episode content on TV," recalls Rosenburg. "After reading the chapter and doing a ton of research, I realized that I wanted to change my career path and help inform kids' television shows. I knew that by choosing this as my career I could have a wide-reaching impact on kids. Improving the lives of kids has always been a goal of mine."

Rosenburg was in the master's program in child developmental psychology at Columbia University Teachers College at the time, and had been hand-picked by a professor to help Wilder and her colleague Angela Santamero analyze pre- and post-test scores from a literacy summer camp. (Rosenburg later learned that the two were respectively director of research and co-creator/producer for the popular children's television program *Blues Clues*.) Rosenburg was inspired to do her master's thesis on the effect of the show *Super Why* on English language learners, and Wilder mentored her through the process.

"Since then, I have worked on a handful of high-quality kids shows, like *Daniel Tiger's Neighborhood* and *Peter Rabbit*, where I helped inform the direction of episodes based on research. Now, I get to do that with toys, video games, television and lots of other kid products."

Today, Rosenburg is a research analyst in the kids division at Insight Strategy Group, working with clients that include Hasbro, Dreamworks, Universal and Nickelodeon. She is also getting her doctorate in instructional technology and media from Columbia University.

"Our mission at Insight is to provide research-driven strategy that inspires our clients to build innovative and

impactful experiences for kids and families," she explains. "We accomplish this by constantly figuring out creative ways to have children open up about their needs, wants and emotions of being a kid in today's world."

Those ways may include traditional focus groups and surveys or unique techniques tailored to the tiny, such as "toy box show and tell, playdate tag along and playground intercepts to discover the truth behind what really drives kids."

"One of my favorite methodologies came from our work with KaBOOM, a non-profit dedicated to saving play for America's children," she says. "They came to us asking what kids see as the ultimate playground of the future. Part of our methodology was having kids create their dream play space (from scratch) using arts and crafts. What the kids created was jaw dropping."

Her creative methods and enthusiasm for research got their start at NMU, where as a psychology major she was manager for professor Maya Sen's child development lab, running experimental studies that examined babies' understanding of gender identity. "Dr. Sen really helped cultivate my love for research," she says.

As mother of a three year old, Rosenburg has a vested interest in quality media and technology for children—balanced with plenty of playground and imagination time. This includes lots of mother-son jogging/jogging stroller time.

The chance to exercise her own child-like inquisitiveness is another reward of her job. "My favorite word when I was young was 'why.' That never changed for me—I still love the question 'why?' and relish the fact that I get to ask it every day.

"But the greatest reward comes from finding the answer to 'why' and seeing that I am truly making an impact on the world of kids."

www.insightstrategygroup.com
www.AmandaRosenburg.com



'Wonder Woman' of the Entertainment Industry

By Cindy Paavola '84 BS

It didn't come with a starred metal headband or the ability to fly, but **Kimberly Maki '88 BS** is honored to be named a 2014 "Wonder Woman" by Multichannel News, which annually recognizes the cable, television and entertainment industry's most prominent women leaders. Maki, the vice president and chief communications executive of Bright House Networks, is one of 12 this year.

A graduate of the public administration program and NMU's 1994 Outstanding Young Alumni Award honoree, Maki began her career in the public affairs division at Michigan Cable Television, Vision Cable and Time Warner Cable. She went on to take executive leadership roles at Primestar Partners Corporate, Time Warner Communications, Society of Cable Telecommunications Engineers and Society of Motion Picture and Television Engineers. Throughout her career she has served on a wide variety of professional and community boards, and frequently speaks on professional and personal development and career evolution.

In her current position at Bright House Networks, which is the sixth largest owner and operator of cable systems in the U.S., Maki is responsible for leading external and internal communications; corporate, media

and industry relations; crisis planning; brand management; multicultural inclusion strategies; social media engagement and audience development; online strategy; corporate community involvement and philanthropic giving.

Maki says she has seen firsthand how the use of social media has reshaped the customer service side of the client experience. "Probably the most compelling example is the change in customer interaction. Traditional methods in customer service required that our customers call us. Today's communication technologies enable our customers to interact with us on their terms and platform when it is convenient and most comfortable for them," she says.

Maki emphasizes a key thing to remember regarding technology used today for communication purposes is that it will not be the technology of tomorrow, both from an industry and customer perspective. "Users can be fickle and what's popular today could become unpopular tomorrow, so making the right choices of where to put your company's resources is key. Also, these social media environments are high maintenance and if mismanaged or neglected, they can explode into nightmarish scenarios for any company. Selecting staff well suited to this functional area is so important," advises the "dynamic decision-maker."

Behind th

“The biggest change is being able to watch live sporting events on your mobile devices. I think there will be a big expansion in online and mobile streaming.”



If you're a sports fan, it's likely you've seen the shot of the television production area during some part of a big sports event. You may have thought, "Wow, that's a lot of buttons, switches and monitors." Sports broadcasting production is a highly technical field, and a field where several NMU graduates are making their mark. Two examples are **Tara Baker '05 BS**, an associate producer for ESPN's event production department, and **Brandon Thomas '06 BS**, tech manager for NBC Sports Network and Comcast Regional Sports Networks.

In his role, Thomas works with the sports production teams at arenas and stadiums across the country to seamlessly integrate commercial content during game breaks. He is also the main point of contact for any technical issues impacting an in-progress broadcast. "Whenever there is an issue, I work closely with the engineering team on troubleshooting," says Thomas, who was a network coordinator at ESPN prior to joining NBC Sports.

Baker's duties as an associate producer include work on the production's creative video elements, such as teases, features and other video-based content. "I conceive creative ideas to tell the stories of the events, games and players. I am in charge of everything from pre-planning logistics and budgets, to producing and directing video, to post-producing editing for broadcast."

Although they've covered most sports—from basketball to the X Games—across the country and around the globe, Thomas says his biggest professional project was

working on the 2012 London Olympic Games. For Baker, a former Wildcat soccer player, it was the 2010 FIFA World Cup in South Africa, where she and her crew spent 40 days, including weeks before the tourney filming and editing a wide variety of video features about the nation and its people.

"I worked four-plus months, nearly every day for at least 10 hours a day before the tournament event started! Working on an event that was more than just a game, more than just a sport, but something that impacted people culturally was so amazing. We taught people about a country that most would never have the opportunity to experience. We covered and showcased soccer unlike it has ever been shown before in the United States. We took a sport that wasn't as popular in the USA as it was in the rest of the world, and changed the way Americans felt about it. I've never been more invested, worked longer or harder on anything in my life," says Baker, who is also assigned to the 2014 FIFA World Cup, which will take place in Brazil, beginning in June.

According to Thomas, the sports broadcasting industry, like all media, has been significantly impacted by mobile technology. "The biggest change is being able to watch live sporting events on your mobile devices. I think there will be a big expansion in online and mobile streaming. As consumers become more tech savvy, there will be a growing demand for more interactive opportunity during live streaming."

e Scenes



“The real-life applications of the classes were invaluable to me in transitioning from college to ESPN.”

By Cindy Paavola ‘84 BS

Baker agrees, saying she sees a day when there will be only Internet-based access for sports viewing. She adds that sports television has also entered a transitional period regarding broadcast rights, which is a big component in today’s field. “An increase in sport-specific cable networks and other competing networks is impacting sports TV now and continuing in the next five years. Rights to cover sports on TV are evolving and changing hands between major networks and upstart networks as well.”

Production equipment technology is also a constant change factor of the industry. Since Thomas and Baker entered the field, they have gone from working in standard definition to high definition to 3D and beyond. “There are new cameras coming out every day that we are constantly having to learn and adjust to what they shoot, how they shoot, and how that impacts every part of the shoot process. Technology is ever changing and it challenges me to stay informed and ready to adapt and change at any given moment,” says Baker.

But both Baker and Thomas, who chose NMU because it had a public television station right on campus, feel they were well-prepared for the fast-paced changes within their jobs.

“My work experience at WNMU taught me how to be calm in high-pressured situations. The ability to think clearly and make decisions quickly are traits I learned from my time at NMU and those are skills that I use every day in my role as tech manager for NBC Sports,”

Thomas says.

For Baker, who also worked at WNMU and was an intern at a local radio station, her road to ESPN literally started with an NMU class project. Although she had enough credits to graduate mid-year, she decided to take the advanced field video production class, which included working on a documentary about the UP 200 Sled Dog race. A production company called Red Line Films was covering the same event for an ESPN feature. While in Marquette, a Red Line Films associate producer spoke to the class about his job. Baker was so interested in what he had to say she sent a resume and cover letter inquiring about any open positions. Five months later, she was hired as a production associate, working as the company’s liaison to ESPN. One year later, she was hired by ESPN, where she has been since 2005.

“If I had graduated early, not taken Dr. [Dwight] Brady’s class, not worked on the UP 200—I’m not sure what I would be doing now. It all goes back to the hands-on experiences I received at Northern before I even stepped a foot into the ‘real world.’ I already had years of experience that most people from major universities are unable to have until they are out in the workforce. The real-life applications of the classes were invaluable to me in transitioning from college to ESPN. If I had not gone to NMU, I’m pretty confident I would not be where I am today,” Baker says.

PULSE OF THE AIRWAVES



By Kristi Evans

The Boston Red Sox and Northern Michigan University are the two most important things in **Mike Kinosian's** '73 BS life. From the age of five, the Worcester, Mass., native had dreamed of becoming a professional baseball player. If that didn't work out, he wanted to serve as the radio play-by-play voice of his favorite team.

A stint as the first full-time general manager of the NMU student radio station WBKX (now WUPX) taught Kinosian there was much more to the business than sports broadcasts. It helped to launch a four-decade career in which he held programming and management positions at commercial stations, served as a national programming consultant for legendary Top 40 format guru Bill Drake, and more recently has written for radio trade publications from his base in Los Angeles. He serves as managing editor of online publications *RadioInfo* and *Talkers*.



All of this makes Kinosian well-qualified to assess the health of terrestrial AM/FM radio. Some expected the medium to fade away with the advent of television. Similar dire predictions surfaced later when CDs, satellite radio and mp3 players came along.

"It has survived all these threats over time," said Kinosian. "I don't think it will evaporate, but it does face some challenges. The biggest is Internet radio. Virtually anybody can start an Internet station, and they are."

Some terrestrial stations offer live streams of their

programming online, potentially increasing their audience beyond the coverage area reached by their AM or FM signals. Kinosian says the key is finding ways to monetize these streams and station websites in general. That might be the best hope for reaching younger audiences.

"The younger demographic is turning away from radio because they haven't been raised on it and can get their music from a zillion other places. To attract younger males in particular, more FM stations are going to sports programming, possibly combined with a rock music format. Talk radio related to politics or sports is one of the strongest formats out there. But with multiple talk stations in a single market, you split the pie. I don't consider satellite radio a threat. Not even Howard Stern, one of the most compelling personalities on the air, could make it explode as they hoped. There's more variety on satellite, but people were conditioned against it. Why pay for something you were used to hearing for free?"

Kinosian has not fulfilled his lofty goals of playing for the Red Sox or calling the games. Still, he prominently displays his fierce loyalty to his favorite team and his alma mater through his daily attire consisting of a Red Sox cap and an NMU hoodie.

"I own eight NMU hoodies and literally not a day goes by that I don't wear one. I'm proud to be a Northern graduate because there's something uniquely special about the place. I learned a lot from dedicated professors and had wonderful hands-on opportunities. The people were terrific and the campus was beautiful. It was one of the greatest experiences of my life."

And that stacks up against his more than 1,000 interviews with such on-air celebrities as Rick Dees, Montel Williams, Ryan Seacrest and Christina Aguilera.

Websites: www.radioinfo.com and www.talkers.com



FRESH JOBS

By Rebecca Tavernini '11 MA

Parlez-vous HTML, PHP, CSS? Not long ago, these languages didn't exist. Today, fresh new careers have been cultivated around them and the web-based experiences they create. In fact, computer and mathematical occupations are expected to prosper as the fifth fastest-growing area for employment in the next few years. While we've come to expect the Internet to respond to our needs at warp speed, that only happens thanks to behind-the-scenes technical tenders and landscapers, keeping the data flowing, easy-to-find and pleasing to the eye. Here's a look into the working lives of two of those well-versed and immersed in the world of digital information...

Chet Nichols III '06 BA is a site reliability engineer at Google in Mountain View, Calif.

In fairly simple language, what do you do?

Write software such that controlling many computers is as easy and reliable as controlling one computer. This could be 10 computers or 100,000 computers. Anything you might need to do should be as easy as clicking a button, and if something goes wrong, it should be easy to detect and resolve (and possibly resolve itself with automated auditing). For my specific team, the usual line we say is, "make sure people can watch their cat videos." Our team helps to make sure that video, apps, music and live streams stay running and are easy to manage.

What do you enjoy about your job?

Being able to work with really smart people in an environment that has a great work/life balance. The free meals, snacks, campus bikes and massages are great. I get my work done, but I'm not restricted to 9-5 hours; this is pretty common in the nerd world now. Amidst all of this, I'm working alongside people who have made major contributions to the foundations of computing, the Internet and technology in general. I figure one day they'll probably discover I'm not that smart. It's humbling.

What did you want to be when you were growing up?

A computer nerd! I started playing with them when I was 10, and it hooked me immediately. I always dreamed of working at AOL, Apple or Google to help with something related to the Internet or computer networks. I give a lot of credit to NMU for helping me pull it all together.

What do you wish technology could do that it can't yet?

I might be most interested in advancements in medicine. Things that are able to monitor your general health on a short interval (nightly, weekly) and alert you to areas that you might want to contact your doctor about. I spend so much time monitoring computers, it seems only natural to monitor myself. No subdermal implants or anything like that, though. I want the technology to help me, but not become me.

Cara Jo Miller '07 BFA is lead user interface designer at Simple Energy in Boulder, Colo., and board member and chapter leader for Girl Develop It.

In fairly simple language, what do you do?

I manage the user experience of our main website, simpleenergy.com, and our web application for utility companies. The application helps utility companies engage with their customers to help them save energy by rewarding them with points they can use to purchase energy saving devices or gift cards. Day to day, my job is varied. I work with our different teams to make our application, website and email marketing as user friendly as possible. I worked with our CEO to design our new office space. And I manage the swag design (t-shirts/buttons/stickers/etc.), as well as the logos for our custom beer our brewmaster makes (yes we have custom beer for the office)!

What do you enjoy about your job?

I enjoy the team at Simple Energy a lot, they're a great group of intelligent people who challenge me every day to learn more. The perks are great, too! We have free snacks, bike rentals and public transportation and ski passes. Simple Energy is a huge supporter of Girl Develop It and that's a big deal for me. Girl Develop It teaches women of diverse backgrounds computer programming through classes and workshops on various topics. The GDI Boulder chapter, which I cofounded, has grown to 350+ members in less than a year and we've taught over 20 classes on various topics from HTML and CSS to Python.

What did you want to be when you were growing up?

Honestly, I wanted to be a geologist! Rocks fascinated me when I was child and I still can't get enough of them. One of the best things about living in Colorado is these huge mountains here that have all this geological history.

What do you wish technology could do that it can't yet?

I really want someone to build me an app that when you hold up your phone to a mountain range it tells you what peak you're looking at, and details about its elevation, trails and weather.



By Kristi Evans

Going Against the Grain

Starting a newspaper, in this day and age?

Some people had to be scratching their heads when **Tricia Rose '05 BS** started her own newspaper in August 2009. The industry was struggling to remain relevant and financially viable as more readers migrated from print to digital. It had limited success incorporating an effective web presence as a complement to the hard-copy edition and an additional revenue stream. Print advertising revenue had taken a severe hit from the Great Recession and the surging popularity of Internet classified ad services such as Craigslist. Many papers—particularly larger metropolitan dailies—were closing, filing for bankruptcy, downsizing staff or reducing their print frequency to a few times per week.

In the distressed climate that persists today, why would Rose want to enter the newspaper industry?

Especially when her community of Clintonville, Wis. (population 4,550) already had one weekly? Rose had worked at the original paper as a part-time reporter/photographer after giving birth to the first of four children with husband, **Greg '03 BS, '07MS**, a high school science teacher. But after the paper was sold to the parent company of the *Milwaukee Journal Sentinel*, she grew disenchanted with the resulting changes and quit.

"I didn't feel I could put my name on that product with pride anymore," Rose says. "They got rid of some regular features and the community responded negatively, as I predicted. What I had not seen coming, was getting stopped on the street or called by readers who were upset they weren't getting content in the paper anymore."

The pivotal moment came when the high school band director complained to Greg of poor attendance at a concert because the paper did not publish his event notice in advance. Greg urged Tricia to put her NMU business degree to use and start her own publication.

"I said there was a lot of work involved and I knew nothing about subscriptions, circulation, advertising and legal notices," she said. "He told me, 'You're smart. How hard can it be to figure out?' So I started on my business plan, applying what I learned from [Northern professors] Brian Gnauck and Bruce Sherony. We found a beautiful commercial property on Main Street to rent and we unveiled the paper through a parade entry at the Fireman's Festival, one of our biggest events. Our first issue of 1,000 copies sold out."



Clintonville CHRONICLE

“I have a strong belief that communities can sustain local newspapers because otherwise their news may be missed by the larger papers.”



The *Clintonville Chronicle* was named new business of the year by the city's chamber of commerce after only 12 issues and now reports a circulation of 1,450. Fueled by its growth and success, Rose established another weekly nearby, the *Manawa Messenger*. She also publishes the Clintonville High School monthly, *Trucker Times*. In 2012, she received the Young Entrepreneur of the Year award from the Wisconsin division of the federal Small Business Administration.

“I'm a local owner who lives, works and pays taxes here, so I pay more attention to what's going

on,” says Rose, who writes news articles and editorial columns in the *Chronicle*. “I also have to answer to our readers when I see them out and about. They like to know they can approach me at the grocery store or come into the office and talk; there's no corporate web of voicemails. People respond positively to being informed, but they don't want someone to gloss over what's happening. I consider it a privilege to cover what's important to them and I enjoy sharing their passions and stories with others.”

Rose Publications LLC has been asked to share its winning formula with at least three other communities. There were no newspaper startups in progress at press time, but Tricia said it is her ultimate goal to expand the business and have publishers at each location under her leadership.

Her plan for growth counters those who predict the imminent demise of traditional newspapers. These remain challenging times for

the industry, as evidenced by the recent documentary titled “Black and White and Dead All Over.” But some adopt the Rose-colored view and remain optimistic.

“I have a strong belief that communities can sustain local newspapers because otherwise their news may be missed by the larger papers. People will always want to clip scrapbook items and grandmas will always want to see the honor roll. A local paper also serves as the historical record of the community. As long as readers support me and advertisers follow the readers, I plan to stay in the newspaper business. It's the hardest thing I've ever done, but it's also incredibly rewarding.”

“A local paper also serves as the historical record of the community”



Textbooks come alive

By Rebecca Tavernini '11 MA

Textbooks have a tough job. Often expensive, heavy and let's admit it, boring, they now have to compete for attention amidst the flash and glamour of myriad digital distractions.

Or do they? **Dan Oja '78 BS and June Parsons '74 BA, '77 MAE** have developed a technique to embrace those bells and whistles, and take learning and plain old reading to a new, more lively level.

Oja is co-founder and president of MediaTechnics Corp. "Our interactive digital publishing system makes it easy to convert new or existing content into fully interactive, multimedia digital publications that can run in a browser or without an Internet connection, on almost any device," he explains. "Digital textbooks aren't limited to words, photos and illustrations. They can include videos, animations, Web links to additional resources, defined terms, interactive exercises, learner feedback, assessment and tracking to help instructors monitor progress."

Parsons is the author of many of those souped-up books, including bestsellers *The Practical PC*, *Practical Microsoft Office* and *New Perspectives on Computer*

Concepts, an award-winning, college-level introduction to computers and technology, now in its 18th edition and translated into Chinese and Spanish.

The digital publishing technology has applications beyond textbooks as well, in how-to, language learning, sports and exercise books, for instance. One of the couple's early projects was *Ordinary Heroes: Six Stars in the Window*, a non-fiction book about World War II. The digital version includes newsreel footage and video interviews with veterans featured in the book. For example, when one of the characters describes in the text hearing about the attack on Pearl Harbor on the radio, he expands that experience in a video clip, which is followed by a recording of the actual radio announcement. "That brings history to life in a way that just can't be done in a paper book," Oja says.

While it seems this technology is way overdue, Oja and Parsons are pioneers in this arena.

"In most countries, including the U.S., expectations seem rather low with regard to the ways that technology can enhance educational content," says Oja. "Some educators still think that a static PDF file or a text-only

epub textbook is state of the art. Only recently have more people come to understand the potential benefits of interactive, multimedia content."

Oja emphasizes that striking a balance is important, and not going overboard in adding multimedia. "A good interactive textbook anticipates where learners might have difficulty understanding concepts and provides in-context help, which might be in the form of an animation that illustrates a process or it might be a question that helps students self-check their understanding."

Converting a book to this format is relatively quick and inexpensive. Clients have the option of using the company's production staff to do it, or using MediaTechnics' do-it-yourself BookOnPublish service.

Oja and Parsons continue to stretch horizons and are currently focusing on developing digital publishing technologies that can be used in emerging markets such as India, China, South America, Mexico, Asia, Africa and the Middle East, where educators are looking for cost-effective e-learning methods that can work without fast Internet connections (or any at all) or fancy computers. The beauty of the MediaTechics model is that content can be saved and loaded onto inexpensive Android tablets, older model computers and smartphones via CD, DVD or jump drives, and used offline. "Our technology is Unicode compatible, so it works with just about any language," Oja adds.

It's all light years away from Parsons' and Oja's days at NMU, where they worked on several mini-textbooks. "We had to type the text on a typewriter, use stick-on letters for titles, and paste hand-drawn illustrations into the master pages," they recall. Computers were just entering the scene, and the one computer class that Dan took at NMU used punched card programming.

As for June, a career in computers came more quickly. After June graduated from Northern (where she was handed her master's diploma by her father, NMU President Emeritus John X. Jamrich), she and Dan ran a computer store in Marquette. June went on to get a doctorate in the field and taught computer courses at NMU for 15 years. "I joined the NMU faculty to teach dance and yoga, but when students swamped the introductory computer courses in the late '80s, I offered



June Jamrich Parsons

Technology author and digital textbook visionary;
Interactive multimedia digital publishing for schools and colleges

Savannah, Georgia | Publishing

Current Piron Corporation, MediaTechnics Corporation, Cengage Learning

Previous University of the Virgin Islands, Northern Michigan University
Education University of Michigan

[Send June Jamrich InMail](#)

86
connections

www.linkedin.com/in/junejamrichparsons

Contact Info



my computer expertise," June says. "I like to say that I grew up in the generation that sought enlightenment, but invented the Internet." After leaving NMU, June accepted a faculty position at the University of the Virgin Islands. She now writes full time and the couple recently moved from the Virgin Islands to Savannah, Ga. June is currently working on a series of Edison Jones Adventure books for ages 8-12 that explore the world of digital technology in a fun way (www.edisonjones.com).

But what about the fate of paper books?

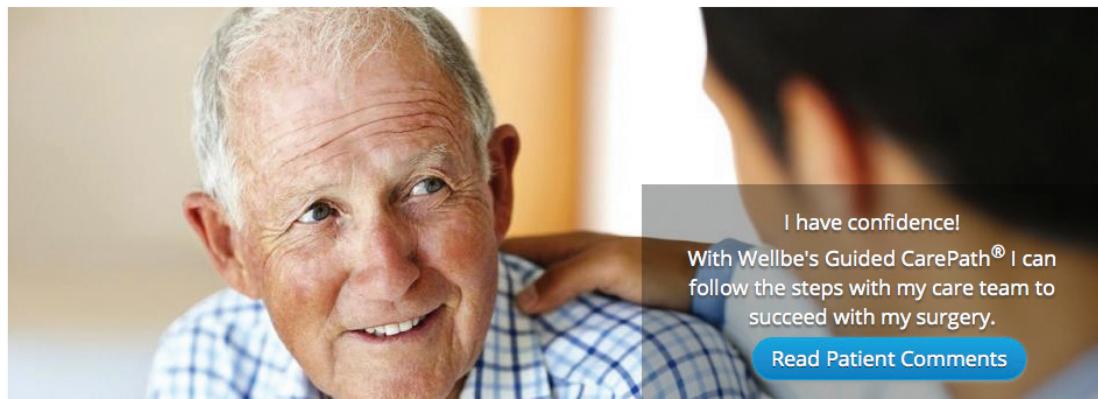
June points out that "One hundred years ago, Thomas Edison predicted that motion pictures would make school books obsolete. Today, we hear similar proclamations. But books codify knowledge in a structured and very efficient format. Whether printed or digital, we anticipate that books will be an important part of learning, at least until technology provides a way to upload information directly to our brains."

www.mediatechnicscorp.com

www.bookonpublish.com

www.flexiguru.com/sites/about

Watch Oja discuss "publishing in the digital age" on YouTube



• • •

Leading the Charge of a Communications Revolution

By Cindy Paavola '84 BS

Entrepreneurs understand that to be successful in bringing a product or service to life, both change and opportunity are required. Maybe **James Dias '86 BA** would not have been able to express that in words as a teenager in Bahrain, where he grew up, but even then he possessed the risk-taking, visionary spirit he would need to evolve into the entrepreneur he is today.

Dias came to Northern Michigan University as a student because the parish priest in his hometown was from Baraga County and he recommended NMU, promising the budding teen photographer that the university was located in a very photogenic area. "I thought so, too — although he conveniently didn't mention it would be one of the coldest places on Earth. But I enjoyed adapting to that," Dias says with humor.

In fact, he adapted quite well, remaining in the Great Lakes region since his NMU graduation, including going to graduate school at Ohio State University and teaching video production and design for five years at Hanover College in Indiana. He even convinced his sister, **Sabrina Dias '87 BS**, to also attend Northern. Dias currently resides with his family in Madison, Wis., where he is founder and CEO of Wellbe, a new generation of web-based communication products to help customize healthcare management.

According to James, Wellbe is a cloud-based Patient Guidance System™, that helps health providers to engage patients as partners in their treatments. It was launched in 2008 and is his sixth startup company.

"We've made it simple and convenient for patients to follow their doctor's orders and manage their way through what we call their 'journeys of care,'" he says. "Our Guided CarePaths® empower patients—with the assistance of their caregivers and care teams—to learn and take the actions required to achieve better health outcomes at lower costs."

To understand how Wellbe works, imagine planning for and then undergoing surgery. Wellbe becomes the online toolbox that provides a patient with a step-by-step pre- and post-surgery treatment plan, basically turning into a virtual personal assistant for everything related to the surgery, including forms, contact information, checklists, virtual reminders, drug information, rehab instructions, video conferences with doctors, webcasts, instructional videos and live video chats.

"The health sector is lagging behind banking, retail, travel, and others that have already embraced digital customer engagement and are using it to drive entirely new products and services with their customers. We think the opportunity to create this infrastructure for patient engagement can play a huge role in redefining the way we access and use health care much more cost-effectively. Hospitals are recognizing that their patients (customers) want this digital engagement and are starting to make the investments needed to compete for their attention," Dias explains.

Dias was introduced to the idea that technology could be used to improve communication when he was



young. "I would have to give my dad the credit for my early interests in communication technology," he says. "My father had a long career as a telecom

engineer and I got a front seat view on all kinds of telcom innovations while I was growing up. With him, I saw the transition from analog handsets and exchanges to the digital world and even the earliest glimpses of mobile in the 1980s. My family was also early adopters of video technology—the first VCR in our circle of friends and then the first video camera. So there was a strong fascination for communication technology growing up that has remained with me over the years."

While at NMU, Dias would see the personal PC revolution begin. "I had a Commodore 64 to do my papers on. We were all excited about the visual computing potential of computers. No one foresaw the Internet, but we did see two big technologies start to intersect—one was computers and the other was video."

An art and design major, Dias credits Northern for setting him on his technology entrepreneurial path with help from a lot of people, but in particular Michael Cinelli, who was a faculty member when Dias was a student and today is the associate dean of the NMU School of Art and Design; John Renfrew, emeritus biology professor; and the late Don Pavloski, university photographer.

"I've always been a multidisciplinary thinker and NMU created a terrific opportunity for me to blend a whole variety of disciplines into my very own personal path of learning. I blended my interest in communications with work in Dr. Cinelli's film program with a minor in neuroscience, where I was a lab assistant for Dr. Renfrew. I also was a student photographer in the NMU News Bureau. Putting all that together and making it work for four years was great training for a fledgling entrepreneur."

Dias says other experiences while at NMU also helped him grow his budding entrepreneurship, including playing in a rock band at bars and high school

dances, setting up a music studio in his dorm room and apartment where he composed music, including a soundtrack for a WNMU-produced documentary and soundtracks for TV and radio advertisements for the Ramada Inn, Marquette General Hospital and the U.P. Tourism Board. He also assisted NMU with student recruitment videos, some of which won national marketing awards.

"Dr. Cinelli was very progressive when he brought video into the film program. I was one of the early users of video, shooting many of my school projects in video. That trend dovetailed with the computer, and then the web and became digital media and ultimately, in my case, led to the Mediasite invention."

Dias is a patent holder for the Mediasite Live recorders, developed in 2000, which today are used by more than a 1,000 institutions around the world, including NMU, to stream lecturers and events over the Internet in a live or archived format.

Today, he says, "The mobile Internet has had a huge impact on just about every sector and we're just getting started. I'm amazed at the adoption rates of smart phones. It has outpaced every major technology before it and has created a worldwide infrastructure for low cost/free applications. Consumers have an unprecedented amount of information and computing power in their hip pockets and everyone is connected all the time—in real time. The speed at which we can discover, think and act is absolutely stunning and is reshaping everything we do as a society—from the way we learn to our health care to our professional and commercial pursuits."

He expects one of the greatest changes yet to come regarding communication technology is how devices network. "I think we are beginning a new era of connected devices. Thermostats, refrigerators, cars, home automation, set-top boxes and even smart clothing—these will all be connected to us via networks. Notice all the sensors that people now wear to monitor their activity. People are now getting connected to their stuff," he says.

Looking at today's big technology picture, Dias sees a massive societal shift, the kind that makes entrepreneurs most excited. "Each communication revolution demands a cultural shift in the way we operate. Anyone can now produce information and build an audience. These new forces are reshaping all kinds of institutions—from media to government and education. It will be interesting to see what new models of living and economic activity will come from this. It's a remarkable opportunity for change."

Cyber Sherlock

By Kristi Evans

Many rely on the Internet to communicate, stay informed, be entertained, shop and conduct banking or other business. There are certainly benefits to advances in technology. But the relative ease and convenience of having so many functions available at our fingertips can come at a hefty price for some.

Just ask the senior citizen who became a victim of identity theft after submitting personal information in response to a phishing email that resembled a legitimate message from his credit card company. Or the college student slapped with thousands of dollars in fines for copyright violation after illegally downloading “free” music. Or the parents struggling to cope with their teenager’s suicide after she was the target of relentless cyberbullying by classmates.



Technology also makes it easier to distribute sordid material such as child pornography. In short, the Internet is fertile and expansive territory for criminal activity. **Steve Snowaert '85 BS, '99 MPA** addresses this timely topic in NMU criminal justice classes, which he has taught since 2007. He is a detective sergeant with the Marquette Police Department and assisted in establishing the city's first cyber crime unit. It proved too expensive for a small department budget to maintain with required equipment and software upgrades. Snowaert, though, remains active in the field, working with an FBI Cyber Crimes Task Force and assisting other U.P. law enforcement agencies in forensic analysis of computers and cell phones.

“With frauds or scams, we look for evidence on hard drives,” he said. “With harassment cases, we can trace emails or Facebook messages. Things don’t



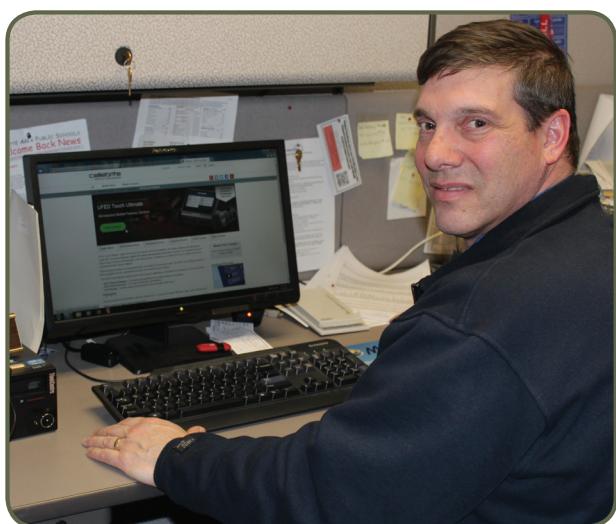
Snowaert says cyber crimes are most often perpetrated by someone from outside the area because hackers can strike computers worldwide. This makes investigations more challenging.

truly disappear just because they're deleted. It's possible to recover and document previous activity. Many people don't realize that when they send harassing or threatening messages. The same is true for kids who sext (send sexually explicit photos via cell phone text messages); that's unreal and almost out of control. Parents should actively monitor their children's activity and communicate about what's inappropriate and irreversible."

Snowaert says cyber crimes are most often perpetrated by someone from outside the area because hackers can strike computers worldwide. This makes investigations more challenging. A recent high-profile example was the Target security breach. A similar case—on a much smaller scale—occurred in Marquette last summer. Snowaert said credit card numbers were obtained from a local business' network. The hackers reproduced the data on fake cards and made purchases with them at several locations. He also investigated a couple of "key logger" frauds: a computer virus that, once unleashed, records every keystroke, making it possible to uncover passwords and other sensitive information from an unsuspecting victim.

Thankfully these are isolated examples. But just as technology will not go away, the harsh reality is that neither will cyber crime. Snowaert offers final words of advice for protecting personal information:

"Be especially careful what you access on the Internet while in a public wi-fi environment instead of through your locked home network. It may not be as secure. Most banks and companies will never request personal information over a phone or through a computer, so unless you initiate the contact, be cautious. Delete emails you don't recognize without opening them. And check your credit score periodically to make sure there are no questionable accounts open in your name."



A ‘Company to Watch’

From computer repair to custom software



By Cindy Paavola '84 BS

How Lee Francisco's '02 BS, '05 MS company, 906 Technologies, came to be named one of the Michigan 50 Companies to Watch by the Michigan Celebrates Small Business awards program in 2013 actually starts with a story about following one's heart—literally.

Francisco changed his plans to attend college in Wisconsin when his high school sweetheart, **Adrian Gustafson '03 BS**—now his wife and a teacher at North Star Academy in Marquette—chose to come to NMU because of its outstanding education program.

That's how Francisco ended up a computer information systems major and a student employee in NMU's Micro Repair Department. While still a junior, Francisco was hired as a full-time tech staff member by the university. In 2005, he completed a master's degree in training and development.

"It was while I was at Northern that people started asking if I did work on the side. They wanted help with tech things unrelated to NMU, such as setting up or fixing their home computer or building a website," says Lee. "I had enough side jobs by 2005 that it made sense to open a business, although I was still working full-time at NMU."

By 2009, 906 Technologies had five employees and so much business that Francisco felt he could not remain at NMU as well as manage the company, so he once again followed his heart and made the decision to concentrate



solely on growing 906 Technologies.

"Now, we have 26 employees, including 13 NMU grads and three NMU students, and we've been successful in doubling our revenue in each year since 2009. We've really grown," he says.

It was that growth that got 906 its recent award. "We use Michigan Works! to recruit and hire new employees. Staff there decided to nominate us for the award, which was quite a surprise."

Francisco says 906 Technologies is one company with two main missions. The first is to address the IT and hardware needs of the Marquette area; the second is software, website and mobile development.

"There will always be a need for local IT services—all businesses need IT support. But it's in software, website and mobile development that we've seen the most growth, in part because we can provide those services to customers across the country and around the world."

Francisco says his company's next adventure will be in developing some of its own software and mobile apps, having identified over the years products that would benefit businesses and education.

His business isn't the only thing that's been expanding. He and Adrian have added three to the population of the 906 area code region: Bryce, 6; Bailey, 4; and Audrey, 17 months.

www.906technologies.com

Video Vis-à-vis



Those who would typically fly or drive to meetings can now avoid weather-related issues and save time and travel costs.

By Kristi Evans

"Video conferencing is not new, but there are problems with free services like Skype and Google Chat," says **Eric Smith '95 MA**, director of broadcast and A/V services at NMU, who led the implementation of a new high-definition video conferencing system on campus. "Some are ad-based, so users have to see ads regularly. Also, they're constantly in a state of development. You get used to the feature set and then it becomes a premium service you have to pay to use. Or some features are no longer supported."

"Cisco's TelePresence met the bill for Northern. It's easy to operate and the quality is excellent. Thanks to high definition, it closely resembles the real person. Faces are sharp, not blurry, and the audio is clear and is in sync with the person's lip movements."

Smith says the upgrade offers a number of advantages. For business that can be conducted electronically, NMU employees and trustees who would typically fly or drive to meetings can avoid weather-related issues and save time and travel costs. Interviews with job applicants can be conducted through the service, expanding the initial pool and enabling the university to more effectively screen candidates before bringing finalists to campus. The technology can also connect NMU students with potential employers, student teachers with campus activities and classrooms to scholars, high-profile lectures and virtual field trips worldwide.

"We have also opened up the service to business and educational partners in the Upper Peninsula. You don't need special facilities—just a solid, broadband Internet connection and a computer. We'll send the software and walk them through it. Clients pay a bridging fee for us to collect electronic signals from the other parties and split the screen so everyone is visible. The fee supports the hardware and software maintenance to support the service, but it's still more reasonable and convenient than travel. By sharing this technology, it becomes much more affordable and a great way to quickly communicate audio, video and graphics. It's gotten the attention of people in Lansing in terms of allowing more public bodies to hold meetings electronically."

Additional technology advances are also making their way into the classroom. For example, in the new Jamrich Hall, a student will be able to present research and assignments from anywhere in the room using wireless display technology. Smith's area works closely with Instructional Design to help faculty integrate sophisticated tools such as EduCat, Mediasite Live and Jabber into their courses.

He says there's much more to come. "We've only scratched the surface on displaying images and using communication technology at Northern."

www.nmu.edu/av

Sports News

Getty Images



Silver in Sochi

Six Olympians who competed at the Sochi Winter Games had Northern Michigan and/or NMU Olympic Training Site ties, including long track speedskater Shani Davis; short track speedskaters Chris Creveling (pictured third from the left), Jordan Malone (pictured fourth from the left), Kyle Carr (all for the U.S.) and **Anthony Lobello '12 BS** (for Italy), and snowboarder Nick Baumgartner. Creveling and Malone won silver medals as members of the U.S. men's 5,000-meter relay team. It was Malone's second Olympic medal, having captured a bronze at the 2010 Vancouver Games.

Additionally, **Caitlin Compton Gregg '04 BFA**, a 2010 Olympian who narrowly missed going to Sochi, is married to Olympic Nordic skier Brian Gregg. **Phil Kessel Sr. '81 BS**, a former Wildcat quarterback, is the father of Amy Kessel, a silver medalist, and Phil Kessel Jr. of the U.S. women's and men's hockey teams. The younger Phil plays for the NHL's Toronto Maple Leafs.

Leading the Pack Top Collegiate Skiers

Freshman Adam Martin and junior Rosie Frankowski were the top American finishers at their respective Junior World Ski Championships in Val di Fiemme, Italy, on Jan. 29-Feb. 3. Martin finished 26th in the men's 10K classic while Frankowski was 26th in the women's skiathlon.

The pair qualified for their Team USA spots with outstanding performances at the U.S. National Championships. Frankowski was the top collegiate finisher and

sixth overall in the women's 20K mass start, a race won by NMU alumna **Caitlin Compton Gregg '04 BFA**. Frankowski also finished 23rd in the freestyle sprint. Martin was 11th in the junior 10K freestyle and tied for 15th in the 15K men's classic race. Their selections marked the 22nd consecutive year that NMU has had a skier on the Junior World Championship roster.



On Feb. 7-9, Coach **Sten Fjeldheim's '86 BS, '93 MA** squad hosted the Central Collegiate Ski Association Championships at the Al Quaal track and captured both the men's and women's titles.

Soccer Team Gets Silver Award

The Wildcat soccer team earned the Team Ethics and Sportsmanship Silver Award from the National Soccer Coaches Association of America, given to the teams that do not receive any red cards during the regular season and playoffs. To earn the silver ranking, a team cannot have received more than five yellow cards in the year. To earn gold, a team would have received no yellow cards. NMU had three yellow cards.

Freshman Paula Hafner was named the Great Lakes Intercollegiate Athletic Conference freshman of the year and a member of the GLIAC first team. Hafner had a team-high eight goals, seven assists and 23 points.

Ellis Retires as Golf Coach

Dean Ellis '83 BS retired as NMU's golf coach in January. Ellis had been the program's head mentor since 1993. This past fall, Ellis led the Wildcats to an eighth-place finish out of 14 teams at the Great Lakes Intercollegiate Athletic Championship and a 14th-place finish out of 33 teams at the NCAA Regionals.

Ellis had worked at NMU since 1983 when he was hired as an assistant basketball coach. He was named head men's basketball coach in 1986-87, and held that position for 24 years, becoming the Wildcats' all-time winningest in January 2005. He had an NMU basketball coaching mark of 369-303.

Seahawks Win Super Bowl with Defense

The Seattle Seahawks won the National Football League's Super Bowl 43-8 over the Denver Broncos on Feb. 2 with



an impressive defensive effort – a fact that had to have made NMU alumnus **Robert Saleh '01 BS**, the Seahawks' defensive quality control coach, exceptionally happy. Seattle had the top-rated defense in the NFL in 2013. On

Feb. 10, Saleh was named the new Jacksonville Jaguars linebackers coach. Prior to joining the Seahawks, Saleh had coached for six seasons with the Houston Texans and had four years in the collegiate ranks. Saleh was a tight end for the 1997-2000 Wildcat football teams.



NMU, USOC Continue Partnership

Northern will most likely have several participant connections when the 2016 Summer Olympic Games arrive, in part because NMU and the United States Olympic Committee renewed the contract to maintain an Olympic training site on campus. The site currently features residential programs for men's Greco-Roman wrestling with 43 wrestlers and men's and women's weightlifting with 26 athletes. NMU is one of 15 U.S. Olympic training sites. Northern first became an Olympic training center in 1985 and was then called the United States Olympic Education Center (USOEC). Since its start, the NMU training site has played host to 29 sports, ranging from archery to wrestling. Approximately 25,000 athletes from more than 40 countries have participated in USOEC programs in its 29-year history.

Lending a 'Cat Hand

NMU, MTU share NCAA award

It's not every day that the NMU Wildcats and MTU Huskies share anything other than healthy doses of rivalry dislike, but this year the warm-hearted student-athletes from the cool schools of the Upper Peninsula joined forces with the Make-A-Wish Foundation to try to help grant the wish of a six-year-old Hancock girl named Madison, and in the process were jointly selected to receive a 2014 NCAA Division II Award of Excellence.

Since last fall, the NMU and MTU student-athletes have been trying to raise \$6,000 to help make Madison's wish of a trip to Disneyland to participate in the princess

program come true. The little girl has been diagnosed with nemaline rod myopathy, a rare genetic muscular disorder. The Wildcats have raised more than \$1,300 through t-shirt sales, a talent contest and donation collections at their games. With the \$500 NCAA award being put toward the cause, the two-school effort has passed the halfway mark and continues through the year.



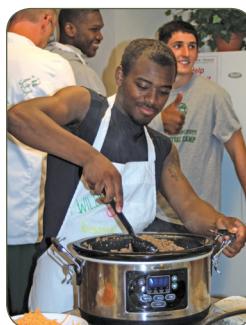
Sportsmanship in action

Sophomore cross country runner Jaylee Brown has been nominated by NMU for the NCAA Division II Female Sportsmanship Award, which will be announced in the spring.

At the prestigious Roy Griak Invite in September, Brown

witnessed Dordt College runner Lillie Koerner fall. Rather than dash past as many other racers did, Brown sacrificed her race time to stop and help the injured competitor, putting her arm around her shoulders and helping her to the finish line. "I told her, 'We're going to finish this.'"

Brown said she thought any of her teammates would have done the same thing, although she said she did wonder what her coach's reaction would be. "I told Jaylee sometimes there are more important things than what your time is," said coach **Jenny Ryan '02 MS**.



'Cats serve meals

Wildcat athletes have chosen to donate their time every Tuesday through the academic year to help the Beacon House in Marquette by serving food to its guests. Pictured is men's basketball student-athlete Ethan Blackwell taking over duties at the crock pot.

Beacon House is a 33-room hospitality house located on Third Street that provides rooms to patients visiting Marquette to undergo medical care, along with their family members and caregivers.

Heidi Voigt, NMU swimming and diving coach, organized the Beacon House program. Voigt says once other Wildcat coaches heard about her team's plans to help, they volunteered as well.

Cliffs Natural Resources Makes Transformational Gift to NMU

Cliffs Natural Resources has continued its tradition of support for NMU students through a \$250,000 gift from its corporate charitable giving arm, the Cliffs Foundation. The funding will be used to expand the scope of the Clinical Laboratory Sciences molecular diagnostics laboratory in the West Science Building to facilitate student training, test development and research. It will also establish a \$50,000 Cliffs Endowed Scholarship to assist CLS students with costs associated with training at clinical agencies, including Mayo Clinic. The funding will additionally provide molecular training for the current laboratory workforce and high school educators, offer summer molecular workshops for elementary/secondary students, and facilitate interdisciplinary genetics-based research initiatives with NMU students.

"This is a transformational gift," says **Linda Riipi '83 MA**, associate dean of the School of Clinical Sciences. "We will now be able to move forward with the molecular diagnostics initiative to meet the demand for professionals with this specialized training. Molecular diagnostics, or 'personalized medicine,' is the fastest-growing and most rapidly changing area in the clinical laboratory. It utilizes each person's unique genetic 'signature' to diagnose disease and make predictions about the likelihood of developing disease. It utilizes molecular diagnostic tests to assist clinicians with determining treatment options that are as individualized as the patients. The expanding menu of molecular genetic tests, coupled with the lack of qualified graduates, exponentially increases the need for trained personnel."

The \$250,000 represents the largest gift Cliffs has made to NMU.

"Cliffs is pleased to be able to continue our well established relationship with NMU by providing this financial support to the very impressive activities involved with the clinical laboratory sciences programs and the education and research opportunities it provides for students, educators and others," says **Dale Hemmila**



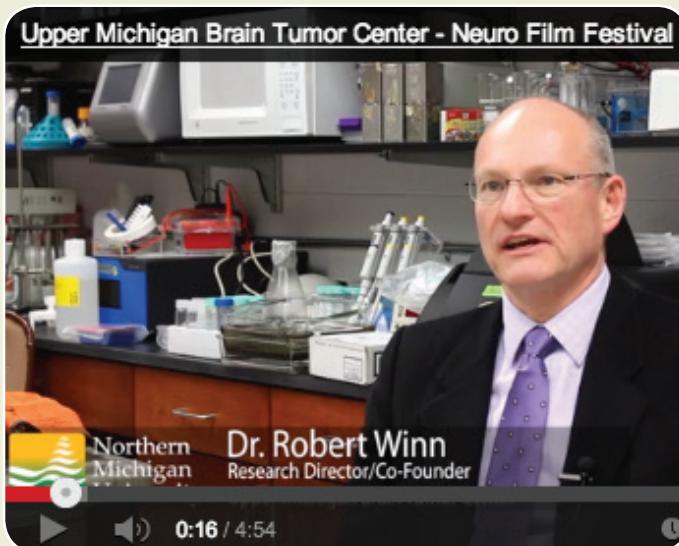
Students Kaylee Rowe, a former Freshman Fellow, and Courtney Ridolphi in the lab.

'73 BS, Cliffs director of public affairs, North America. "In addition, the endowed scholarship is a commitment by the Cliffs Foundation to its long-standing mission of support for education.

NMU is one of eight universities nationwide that offers an accredited program in diagnostic molecular science and one of three universities nationwide with both diagnostic molecular science and cytogenetics programs.

Riipi adds, "The CLS molecular diagnostics project supports Cliffs' legacy of ensuring that the families of our region have access to exceptional healthcare services. It also supports Cliff's commitment to providing its employees, Upper Michigan youth and educators with exemplary, innovative learning experiences."





Support a Cause. Secure your Income. *The win-win of charitable gift annuities*

Don LeHeup and his wife, Beth '60 BS, were looking for a way to support Beth's alma mater, but they didn't feel they were in a position to give "a wad of cash." As Don explains, they are "not wealthy, but doing OK."

That is why the LeHeups decided to designate a charitable gift annuity in their estate planning as a way to support the future of research at NMU.

Don and Beth are particularly impressed with the work being done at the Upper Michigan Brain Tumor Center (UMBTC). Support of brain tumor research at Northern Michigan University represents an important opportunity to bring new hope to those with a life-threatening condition by helping Northern students, faculty and partners make critical contributions to the advancement of medical science and cancer therapy.

The center is dedicated to studying the genetics of primary brain tumors in an effort to identify the mechanisms that cause a cell to become cancerous. Improved understanding of altered genetic pathways may then lead to new treatment approaches. The research is led by Robert Winn, NMU biology professor and associate provost, in collaboration with Marquette General Hospital neurosurgeon Richard Rovin. According to Rovin, "First, we are improving clinical care of the patient with a brain tumor and, importantly, we are improving the quality of survival. Second, we have created research and educational opportunities for undergraduate and graduate students at NMU."

Beth's mother died from a tumor similar to the type that is being researched at the center. "That really brought it home to us," Don said.

Though they are focusing their support on the UMBTC, the LeHeups are also keeping their designation for the future of the annuity funds flexible. Don says, "We don't want to be too specific. The research needs of the institution may change over time." Beth adds, "We know they'll do something wise with the money."

Don describes establishing a charitable gift annuity as a "win-win." It's a great way to generate income during retirement while also helping to support research at NMU. And, Beth notes, "You don't need a lot of money to get one started. Until we learned more about it, we thought you needed to have half a million dollars or more, but you don't."

In fact, a charitable gift annuity can be set up starting at a commitment of \$25,000.

A gift annuity is a lifetime contract with fixed payments. Basically, you can transfer cash, an investment or property to NMU in exchange for consistent income. Unlike a CD or money market, for instance, when you fund a gift annuity you know what your payment rate is this year, next year and for as long as you live. And unlike cash assets, gift annuities offer you other benefits. When you fund a gift annuity, you'll receive an income tax deduction for part of the funding amount.

Because it can supplement retirement while helping to provide a continuum of support for students, Don urges all NMU alumni to look into charitable gift annuities.

If you would like to learn about charitable gift annuities, the NMU Foundation planned giving website has more information. The site also has an easy-to-use calculator that will help you get a better picture of how the investment might be able to help. As always, before you take any action, discuss this option with an NMU Foundation gift officer or your financial advisor to see if a gift annuity is right for you.

Visit the NMU Foundation planned giving website at nmu.edu.giftlegacy.com or contact foundtn@nmu.edu or 906-227-2627 (toll-free 877-472-3668).

Alumni News

- Seven new board members joined the NMU Alumni Association Board of Directors at the annual meeting during Homecoming.
- The board's responsibilities are to evaluate the effectiveness of programs and services for alumni of NMU and advise alumni staff on new programming.



Alicia Chenhalls '93 BA lives in Rochester, and works as a human resource manager at Grupo Antolin North America. While attending NMU, she was an ASNMU-UC Quad vice president, a student speaker for the Al Gore visit and received the NMU Board of Control Student Achievement Award.



Scott Francis '80 MBA is co-founder of Snap Lab Media™ and president of Topline Development, LLC. He is the author of a syndicated business column and the book *Marketing Is About Making Money*. He lives in Neenah, Wis., with his wife, **Mary '79 BS**.



David Mogush '84 BS lives in Thiensville, Wis., with his wife and son. He works as a business development manager at Kleen-Mark. He played Wildcat hockey at NMU.

David O'Connor '96 BS is a financial advisor for Blue Water International and lives in Royal Oak with his wife, **Amy '95 BS**, and their three children. As a student, David worked at *The North Wind*, was a teaching apprentice in the Psychology Department and was Professor John Renfrew's research assistant.



Kelsey (Wilson) Potes '13 BS is a development and public relations administrative assistant at Bellin College in Green Bay, Wis., and recently married **Rick '08 BS**. As a student, Kelsey was active in PRSSA, Superior Edge, Pre-Med Club and Wildcats for Life.

Walter Scanlon '81 BS, '86 BSN is director of Radiation Oncology at Marquette General/Duke LifePoint, where his department twice earned the hospital's Pulsar Award for their innovations. While under his direction, the cancer program earned its National Accreditation Program of Breast Centers.

He has been an active participant in the WNMU-TV show, "Ask the Doctors." He earned bachelor's degrees in nursing and industrial technology from Northern.



Stacy Welling-Haughey '00 BS, '02 MPA is the Upper Peninsula regional director for the Department of National Resources and Environment. She lives in Gwinn with her husband and daughter. At NMU, she was a cheerleader and cheerleading coach. She received the Outstanding Young Alumni Award and has served as a Student Leader Fellowship Program mentor and Public TV 13 volunteer anchor.

Alumni Honored

- Four alumni were honored for their accomplishments as part of this year's Homecoming festivities.



Bill Stark '73 BME of Cheboygan received the Alumni Achievement Award. An educator for over 36 years, Bill has strived to offer innovative and unique learning opportunities for his students. Incorporating an incubator to hatch chicks and introducing the Leader Dog for the Blind

program into his classroom allowed students to take an active role in teaching simple commands and socialization, as well as learn about public service.



Paul LeVeck '77 BME has taught band and orchestra to thousands of Detroit Public Schools students for more than 30 years. In addition to being active in numerous community bands and orchestras, he worked to find homes for band uniforms destined to be thrown away by a neighboring school district. Through his efforts, a school in Ludington received their first-ever band uniforms. LeVeck received the Alumni Civic Leadership Award.



Diane Husic '81 BS, of Kunkletown, Pa., received the Distinguished Alumni Award. Husic is chairperson and professor of the Department of Biological Sciences at Moravian College. Working with a group of citizens, Diane helped convert several hundred acres of a Superfund site into a thriving wildlife refuge, nature center and place for environmental education and recreation. She has a strong interest in providing undergraduate research opportunities, a nod to her own experience at NMU.



Daryl Vizina '01 BS received the Outstanding Young Alumni Award. After four years practicing law in the private sector, Daryl won a contested election to become prosecuting attorney for Cheboygan County, at the age of 31. He has initiated community and youth programs on bullying and drug awareness, helped create the Cheboygan County Drug Court and volunteers with the Community Action Coalition.

To learn more about the Alumni Association Awards program, and to nominate alumni you know, visit www.nmu.edu/alumniassociation/awards.



50th Class Reunion



Members of the NMU classes of 1962, '63 and '64 gathered during Homecoming Weekend in September. Here they pose on the steps of the Peter White Public Library.

First row left to right: Robert Ferguson, Judi Smith, Ilona Harwood, Mary Ann Basso, Mary Jane Hicks, Janie Wilson Scott, Barb Charles, Karen Mirate, Judy Johnson, Denise Bullock, Sandy Vitito and Tom Vitito. *Second row:* Ken Harwood, Miller Schuck, Kathy Schuck, Tom Niemi, John Aschom, Jeff Mirate, Jim Surrell, Diane Manchester, Jerry Wester and Marilyn Pontti. *Third row:* Tom Renier, Judy Haltunen, Ann Neiswander, Rob Dobson, Ethel Dobson, Paul Goldman, Joellyn Vanni, Connie Moffat, Errol Moffat, Nancy Seminoff and Jim Beckman. *Fourth row:* Sharyn Sundquist, Rosalyn Ebert, Ken Morin, Bradley Cory, Janet Johnson and Judy Desautels. *Fifth row:* Margaret Emlaw, Judy Balbierez, Jim Humphrey, John Champine, Beezie MacNeil and Diana Klemp. *Sixth row:* David Blomquist, Mary Lou Blomquist, Gina Potter, Gary Stanely, Gordon Snyder, Ruth Snyder and Joan Vinette.



Hands on the Line for Coach Buck

In conjunction with the "Hands on the Line for Coach Buck" event held during Homecoming 2013, the Coach Buck Nystrom Football Scholarship was established by former players, coaching colleagues and friends. It honors the legendary Northern Michigan University Wildcat football coach (pictured at center), who many considered to be the very epitome of perseverance, "a man with the heart of a true Wildcat." The scholarship will be awarded annually to an upperclassman on the NMU football team who has demonstrated, practiced and executed to the highest degree the five qualities of the "fourth-quarter program": discipline, commitment, effort, enthusiasm and pride. For more information on the scholarship or commemorative items for various giving levels, contact the NMU Athletic Department at 906-277-2105.

Third annual Dionysus House reunion

The women of Dionysus House gathered for the third annual Magers Hall, Dionysus Alumni Reunion July 27-28.



Front row left to right: Karen (Spehar) Wittkopp '73, Louann Larsen '75, Barb (Lash) Mueller '75, Deb Husson '75. *Back row:* Mimi Wirtanen, Jean Haepers '75, Colleen (Kenney) Caulkins '75, Michelle (Papineau) Whitaker '76, Anne (Erickson) Lau '76, Pat (Strang) Rukkila '76, Cheryl (Bruining) Liska, Trish (Monroe) Monberg, Deb (Olds) Greene, Sue (Geering) Itoh '75, Pam (Ensign) Geiger '77.

Alpha Kappa Psi reunion

Members of Alpha Kappa Psi (1967-73) gathered in



Marquette for a reunion during Homecoming 2013, organized by Joe Prinzi '70. *Seated from left to right:* Rex Owens '70, Leith Hellens '71, Kenneth Laviola, John Becker '72. *Standing:* Robert Douville '71, Donald Goldstein '70, Stephen Rubin '69, David Wirth '72, Ernest Telford '69, Raymond Kaczmarek '70, Mark Swinehart '70, Clark Endahl '69, Peter Gikkas '69, Prinzi '70, Robert Griffiths '70, Art Lewis '70 and Thomas Carney '69.

Keeping Track

Share your news.

Just get married? Get hired? Have a baby? Retire? Receive an award? Tell us, so we can share with fellow alumni in Keeping Track. Submit your story, and photo, to www.nmu.edu/update, horizons@nmu.edu or NMU Horizons, 1401 Presque Isle Ave., Marquette, MI 49855.

1950's

Burt Gustafson '50 BS was inducted into the Newberry High School Athletic Hall of Fame. Gustafson was the first 12-time letterman in NMU history, playing football, basketball and track, and is a former NMU football coach who also initiated the men's swim team. He served 18 years in the Green Bay Packers organization as linebacker and special teams coach, director of player personnel and administrative assistant.



Bruce Suardini '71 BS is the CEO of The Prairie Center Health Systems, Inc. in Champaign, Ill. He recently received the George Schwab Distinguished Service Award at the Illinois Alcoholism and Drug Dependence Association Annual Conference.

1970's

Campbell Whitford '71 BME '72 MA has retired from the Pelham Public Schools in Pelham, N.Y., after 41 years of teaching. Campbell was the director of the PMHS marching band, concert band and stage band, as well as the Pelham Middle School bands and jazz ensemble. Pelham was his high school alma mater.

Rick Comley '73 MA was recognized by the Lake Superior State University Alumni Association and presented with the Kenneth Shouldice Achievement Award for alumni who serve as leaders in the region, state and nation. Comley is a former national championship hockey coach at LSSU, NMU and Michigan State University.

Joseph Schmidt '73 BS was presented with the "Bridge Builder Award" by the staff of the William Jefferson Clinton Presidential Center in Little Rock, Ark. Joe serves as a docent at the center and has contributed more than 1,000 hours of service. He was a member of the NMU Alumni Board from 1996-2002.

Michele Butler '76 BS '78 MAE was presented with the Evergreen Award of Marquette for her devotion to helping women and girls reach their leadership potential and improving the quality of life for others in the community. Butler is owner of Vango's

Socialize!

Links at www.nmu.edu/alumni

Connect on NMU's alumni networking sites



restaurant, worked to establish the YMCA in Marquette and volunteers on behalf of many other charitable organizations such as United Way and Habitat for Humanity.



Chris Hanson '76 Cert. '79 AB has been appointed to the Board of Directors for the Independent Insurance Agents of Wisconsin. She has more than 25 years of experience in health care and health care insurance.

Bob Ham '76 BME '78 MME and his wife, **Marilyn (McConnell) Ham '76 BMP**, were honored by Bethel College administrators when a portion of the Everest-Rohrer Chapel/Fine Arts Center was named the Ham Wing of Music Education and Performance. Both Bob and Marilyn are professors at Bethel College in Mishawaka, Ind.

Marsha (Ordway) Senior '77 BS is a registered nurse with CNOR certification (perioperative) at Palm Bay Hospital, Health First Inc., in Palm Bay, Fla. and has recently earned the Certified in Infection Control credential.

Tom Izzo '77 BS was chosen for the NCAA 40th Anniversary Tribute Team, made up of 48 former standout student-athletes representing all of the current DII conferences. He is in his 19th season at the helm of the Michigan State University men's basketball program, where he is the all-time winningest coach with more than 400 victories. He is an eight-time national coach of the year and has led MSU to one national title (2000), 16 consecutive NCAA Tournaments and six Final Four appearances. Izzo was a member of the 1973-77 Wildcat squads and was a third-team All-American as a senior.

Steven Kaminsky '78 MA has been awarded two military awards, the Order of Military Medical Merit for his exemplary service to the U.S. Army Medical Department, an award rarely given to a civilian; and the Uniformed Services University Medal to recognize his 11 years of outstanding service as vice president for research at USU. He is currently the chief science

1980's

officer at International Rett Syndrome Foundation, the world's largest non-profit organization that funds novel research for treatments and a cure for the developmental disorder.

Joe Marazita '79 BS has been the varsity girl's tennis coach at Brandywine High School in Niles for the past 17 years. This past season, the Bobcats went 16-0, were conference and regional champions and advanced to the state finals. This is the fifth undefeated team he has coached and his career record is 196-24-11. Marazita was recently voted the conference and regional coach of the year.

Carlton Johnson '80 BS, founder and president of JCP Financial of Lakewood, Colo., has a patent pending on a new PK Roth (Parent/Kid Roth) financial retirement fund. The fund would allow parents to pay their child wages, beginning at age 14, which would then be invested and grow tax-free in a Roth account until the child's retirement. "We believe this strategy will set precedence teaching children financial responsibility, work ethics and financial time value of money," according to Johnson.

Denise Lisac '80 BS has been named Alaska's 2014 Teacher of the Year. She is a K-5 reading teacher in Dillingham County Schools. She has taught for 33 years and strives to create a strong classroom community where all students feel accepted and are recognized for their different strengths.

Kathleen Conover's '83 BFA painting, "Sunset: Industrial Evolution," was accepted into the International Biennial Exhibition in Shenzhen, China, near Hong Kong. Out of the 3,000 juried entries, 250 international artists were accepted. To see her work, visit www.kathleenconover.com.

Sten Fjeldheim '86 BS '93 MA, head coach of the NMU women's and men's Nordic ski teams, recently received the Partners in Conservation Award from the Michigan Department of Natural Resources and the Natural Resources Commission for his work developing the Blueberry Ridge trail system and for volunteering to help groom trails each winter.



Michael Kaurala '97 BS and Julee Kaurala '04 BS '06 MPA announce the birth of their son, William Charles Kaurala, born in May 2013.

Kasha Nevenhoven '98 BS, Katie Beerman '02 BA and their spouses recently purchased/started Superior Hockey in Marquette, where they have fulfilled their dream of owning a store while still having full-time jobs.

Luke Selden '02 BS and his wife, Trisha, welcomed a son, Jacob Charles, on Sept. 6, 2013 in St. Paul, Minn. Jacob joins his older sister, Presley Ann.

Philip Zaleski '02 BS is the executive director at Illinois Fire Safety Alliance in Mount Prospect, Ill.

2000's



Katie Allen '05 BS was promoted to the position of buyer, strategic sourcing supply management – food and beverage for Hilton Worldwide and moved from Boston back to the Washington, D.C., metro area. Allen also recently received her Certified Sommelier from the Guild of Master Sommeliers. On the weekend she enjoys Virginia's emerging wine country.



Aric Chaltry '05 BS is the material manager for Nestegg Marine of Marinette, Wis., and handles the ships store and all material acquisition. He has recently been awarded the Duane Spader Leadership Development Scholarship to attend the Spader Leadership Development Program to become a Certified Business Leader.

Tony Paquette '08 BS has accepted a position as a human resources generalist with The Boeing Company in Seattle. He works on delivering initiatives and solutions to advance organizational objectives with the 777X Airplane Development Program in areas such as leadership development, organizational design, workforce planning and employee engagement. He has also completed his master's degree in human resources/industrial relations at the University of South Carolina.

Vanessa LeBert '09 BS '11 MS is the event coordinator at Wisconsin Brewing Company in Verona, Wis. She would like to reach out to other alumni in the area. vanessalebert@wisconsinbrewingcompany.com.

2010's

Aaron Adriano '11 BS and Erin Sikkema '12 BS have been promoted to senior tax accountants and **Kara Katona '05 BS** has been promoted to senior manager in the tax department at Makela, Toutant, Hill and Nardi, P.C. in Marquette.

Alex Kofsky '12 BS has been hired as an account manager at the Marketing Department, Inc. in Houghton.



Joe Rule's '13 BFA short animated film, "Eat Your Vegetables," won the Best of Show award at the Saugatuck Film Festival and at Limited Space. It also won the Best in Animation category in the Young Michigan Filmmakers Festival and Made in Michigan Film Festival and was the Official Selection for the Riverside Film Festival. View it at www.joerule.com.



Four NMU sorority sisters and alumnae took a cruise up the East Coast of the U.S. and Canada last fall and were surprised to find out that two of the other eight diners at their table were also NMU grads. And they did not know each other! (Thanks to Jamie Mulligan for sharing this story.) Pictured, beginning on the lower left: Janet Slater Cheatham '64, Nola Sipsock Saltsman '69, Patti Parkila Jensen '65 Linda Lagerquist Sliktas '64, Jamie Mulligan '65 and Dennis Slessor '70.

Marriages

**Kendall Sutliff '08 BS to Ryan Vesta '08 BS
Andrew Foster '11 BS to Erica Wilson '11 BS**

Deaths

Marie Louise Frisk Young '40 Teaching Cert., Sept. 6, 2013, Negaunee.

Florence H. Hannewald '43 BS, Dec. 8, 2013, Marathon, Wis.

Donna S. Fountain '47 AS '65 MA, Oct. 15, 2013, Marquette.

Fred L. Flora '51 BS, April 10, 2013, The Dalles, Ore.

Geraldine R. Malin '52 BS, Sept. 22, 2013, Marquette.

John F. Myefski '52 BS, Sept. 17, 2013, Iron River.

James Corbett '58 BS, Sept. 13, 2013, Crystal Falls.

John R. Truckey '58 BS '64 MA, Sept. 29, 2013, Sault Ste. Marie.

Carol Backstrom '62 BS, Dec. 22, 2013, Houghton.

Elaine M. Juidici '62 BS '64 MA, Sept. 13, 2013, Gwinn.

Duane G. Dishaw '65 BME, May 30, 2013, Racine, Wis.

Patricia Komula '65 BS '69 MA, July 25, 2013, Livonia.

Patricia A. Jauquet '66 BS, Sept. 25, 2013, Kingsford.

Roger M. Finlan '67 BS '78 MAE, Sept. 27, 2013, Hudsonville.

Charlotte A. Hager '68 BS Nov. 3, 2013, Chassell.

Dorothy L. Mattson '69 BS '73 MAE, Oct. 5, 2013, Marquette.

Richard P. Miller '69 BS, Sept. 28, 2013, Waterford.

Harolyn M. Menapace '70 BA, Oct. 25, 2013, Ishpeming.

Catherine Baker '71 BS, Dec. 8, 2013, Hillsdale.

James S. Berglund '71 BS, Sept. 13, 2013, West Branch Township.

Eric M. Johnson '71 BS, May 17, 2013, Jefferson City, Miss.

Ruth E. Ellis '74 BS, Sept. 27, 2013, Negaunee.

Wilbert C. Wagner '75 MA, Nov. 11, 2013, Marquette.

James Hintz '77 BS '80 MA, Oct. 7, 2013, Billings, Mont.

Stanley S. Rodgers '79 BS, Aug. 12, 2013, Pohatcong Township, N.J.

Robert Wercinski '81 BS, Nov. 23, 2013, Stambaugh.

Lisa K. Lyons '82 Voc., Sept. 25, 2013, Ishpeming.

Donna Hoganson '93 BS, Nov. 4, 2013, Hancock.

Craig Hyett '93 BS, Nov. 5, 2013, Tulsa, Okla.

Amy J. Hendrickson '96 BSN, NMU Vielmetti Health Center nurse, Jan. 1, 2014, Marquette.

Robert LaLonde III '96 BFA, NMU Art and Design professor, Oct. 8, 2013, Corrales, N.M.

Kevin Smith '96 BS, Oct. 6, 2013, Ely Township.

Robin L. Rahoi '02 BS '10 MPA, NMU registered dietitian, Dec. 17, 2013, Big Bay.

Friends

David A. Johnson, retired NMU operations supervisor of data processing, Sept. 20, 2013, Negaunee.

Lorraine M. Nancarrow, retired NMU food service supervisor, Oct. 15, 2013, Marquette.

John E. Martell, former NMU English instructor, Nov. 12, 2013, Kalamazoo.

Ruth A. Kellner, former NMU bookstore employee, Dec. 8, 2013, Marquette.

Story note regarding Fall 2013 Northern Horizons:

We regret that in running a story on Ryan Knueppel, due to a fact-checking error, we did not realize he had passed away in September 2011. He had been an NMU student. Our apologies to Ryan's family and friends.

ALMOST THERE!

Thanks to the generosity of Wildcats and friends of the university, we are very close to reaching our goal of raising \$25 million. In particular, as we head into the last leg of the Campaign for the Students of Northern Michigan University, alumni continue to supply a strong foundation for giving.

But we're not there yet.

Every gift brings the campaign and our students closer to success. With your continued support, we know we can do it!

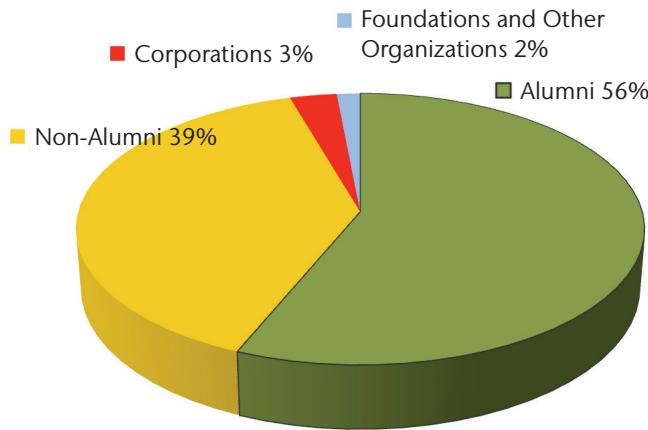
Please contact us if you would like to learn more about how you can help NMU students concentrate fully on their studies and graduate in a timely manner, with minimal debt, in the best possible position to find a job and prosper.

Call the NMU Foundation at 906-227-2627, email foundtn@nmu.edu or visit www.nmu.edu/foundation.

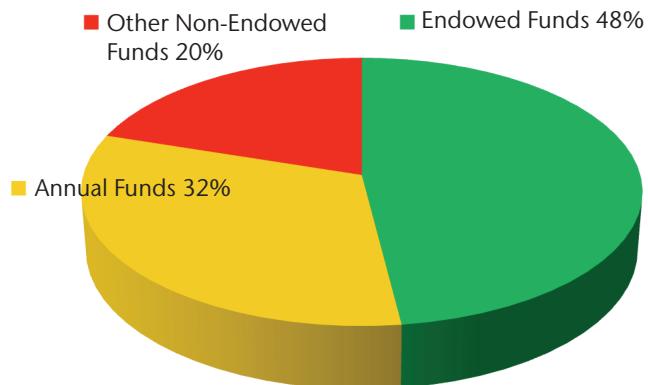
Thank you again for making a difference!



WHO IS GIVING?*



BUILDING A STRONG FOUNDATION FOR TODAY AND TOMORROW*



Endowed gifts are invested so that earnings can be used to support programs, research and other opportunities for years to come. Endowments are established with a minimum of \$25,000. The money is professionally invested and managed. Endowments create financial stability, allowing NMU to be less dependent on unpredictable sources of revenue. Endowed gifts can also include bequests and other forms of estate planning.

Annual gifts are used immediately to support student programs and services that are vulnerable to short-term budget pressures and not covered by tuition, such as student organizations, study abroad, internships and more.

Non-endowed gifts at NMU include land-based donations, such as the NMU Golf Course; buildings and upgrades, like the new field house for the soccer program; and other special projects.

* Totals include outright gifts and full amount of new pledge commitments as of December 9, 2013, including approximately 40% in revocable planned gifts.



Northern Horizons
Communications Office
1401 Presque Isle Avenue
Marquette, MI 49855

Non-Profit Org.
U.S. Postage
PAID
Midland MI
Permit No. 250

HELP US And We'll HELP YOU GROW A Secure Future



Did you know there is a way to make a gift to us while creating security for yourself and your loved ones? It's called a charitable gift annuity. What's more, it's as simple as transferring your low performing investments, such as CDs and stocks, to NMU in exchange for fixed lifetime payments. You might be surprised at how high your payments could be, and your rate will never change. Contact us to learn more about receiving fixed payments from a charitable gift annuity and begin feeling more secure!



906-227-2627
foundtn@nmu.edu
www.nmu.edu/foundation