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FORUM

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

Published by News & Information Services



Unveiling of statue launches Founders Day tradition

Grand Valley launched a new annual tradition that celebrates the efforts of L. William “Bill” Seidman, recognized as the founder of the university, and nearly 300 community members who supported his vision.

The inaugural Founders Day event was held on the Allendale Campus October 10 to accommodate attendance by Seidman family members and other founding families. The celebration included the unveiling of an iconic outdoor statue of Bill Seidman near the Cook Carillon Tower. An annual celebration will be held each year on October 25, commemorating the date Seidman organized a group effort to raise the \$1 million required to receive legislative support to build a four-year college in the Grand Rapids area.

In 1960, Grand Valley became Michigan’s 10th state-supported college. In 1963, Grand Valley State College enrolled its first 226 students. The Founders Day tradition celebrates how vision and passion culminated in a tremendous philanthropic outpouring and the establishment of Grand Valley.

During the celebration, President Thomas J. Haas greeted and thanked members of Grand Valley’s founding families, and the first student to enroll at Grand Valley, Diane Paton.

“We would not be here today without the vision and drive of Bill Seidman and the support he gathered,” said Haas. “Though his career included working for three presidents and serving as chairman of the FDIC, he once told me that Grand Valley was his proudest accomplishment.”

Tom Seidman, Bill’s son, also spoke, saying that his father was “just one guy” and that the efforts of all the founding families were just as important. He joked about the features required to be included in the artist’s statue of Bill Seidman, including a bicycle, since he rode one to work during his FDIC days in Washington, D.C.

David Frey, son of Edward Frey, also a founding family member, introduced the artist J.



Photo by Bernadine Carey-Tucker

Members of the Seidman family stand with, from left, J. Brett Grill, David Frey, Diane Paton, Ricky Benavidez and President Thomas J. Haas in front of the Bill Seidman statue.

Brett Grill, who created the bronze statue of Seidman. Frey invited Grill to join members of the Seidman family, Paton and Student Senate President Ricky Benavidez to unveil the statue.

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Donors celebrate formal dedication of Seidman Center

The formal dedication of the L. William Seidman Center on October 9 was attended by most of the 600 donors who helped raise \$40 million for the construction of the center.

The four-story, 127,643-square-foot center is named for Bill Seidman, founding chair of Grand Valley’s Board of Trustees and former FDIC chair. Several members of the Seidman family attended the dedication and toured the building.

President Thomas J. Haas thanked donors and said constructing a building to house the Seidman College of Business was a dream of Bill Seidman’s. “We are celebrating the future,” said Haas. “This building is a

game-changer and gives our students the tools they need for future success. It is a perfect tribute to Bill and the Seidman family.”



Photo by Bernadine Carey-Tucker

Members of the Seidman family, donors and university leaders cut the ribbon at the L. William Seidman Center during the building’s dedication ceremony October 9.

Rich DeVos, co-founder of Amway and general chair of the Grand Valley University Foundation, said the vision behind the Seidman Center was caring. “This was all about people caring for people, for the young people coming up. That’s the heart of a community,” said DeVos. “I was able to visit a classroom today in this new building and I took the opportunity to tell students, ‘You can do it. You can achieve whatever you want.’”

Elizabeth Fredericks, a senior and an accounting and finance major, said business students love their new home. “I can speak on behalf of the students and say our needs were addressed from technology to study space,” said Fredericks. “We already feel closely connected to our professors now that we are all in one building. It makes us want to dig in and learn more.”

Members of the Seidman family and the community participated in the ribbon cutting for the Seidman Center.

Across Campus

GVSU, Spectrum Health create program

Grand Valley is developing a unique educational opportunity that will help Spectrum Health better prepare its leaders as it plans for a future built around community, value, quality and sustainability.

The two organizations have come together to jointly create a Master of Business Administration program designed specifically for Spectrum Health leaders, the Health Care Executive MBA.



Photo by Bernadine Carey-Tucker

From left are Roger Jansen, Richard C. Breon, President Thomas J. Haas and John Reifel during a ceremony to finalize an agreement to create a Health Care Executive MBA for Spectrum Health employees.

“Spectrum Health must explore and create opportunities that will provide a smooth leadership transition throughout this decade,” said Richard C. Breon, president and CEO of Spectrum Health. “We are very pleased that Grand Valley State University has been willing to develop an MBA program specifically designed for our integrated health system during a very challenging time in a changing industry.”

Participants in the 22-month EMBA program will be clinical and administrative employees within Spectrum Health. The new program, in development with Spectrum Health, is a reflection of Grand Valley’s commitment to flexibility and responsiveness to community needs.

“Grand Valley applauds Spectrum Health’s recognition for ongoing learning and executive development,” President Thomas J. Haas said. “All sectors of the economy face fast-changing circumstances that require innovation. Grand Valley’s agility and commitment to quality are

essential components of our key community partnerships. We embrace this opportunity that will enhance Spectrum Health, Grand Valley and ultimately the larger region both institutions serve.”

The Executive MBA curriculum development will be a collaborative process between Grand Valley faculty and Spectrum Health administrators. The curriculum will apply core MBA principles with relevant health care challenges that integrated health systems face.

Open house for advising center held

Students, faculty and staff members celebrated the new Pew Campus Student Academic Success Center during an open house October 8.

Gayle R. Davis, provost and vice president for Academic and Student Affairs, said the center was made possible through collaborations with multiple departments.



Photo by Mark Rheume

From left, Mike Messner, Joyce Van Baak and Kay Losey are pictured in the new Pew Campus Student Academic Success Center.

Located in the Eberhard Center, room 101, the center offers quiet study spaces, computer access and group meeting space. The Writing Center and Math and Stats Center will have tutoring hours, as will faculty members from the Padnos College of Engineering and Computing and other departments.

Paul Plotkowski, dean of PCEC, said the addition of the center makes the Pew Campus a full-service campus for undergraduate and graduate students. The center is open Monday-Thursday, 10 a.m.-6 p.m.

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The GVSU Forum is published by the News and Information Services Office. The submission deadline is Tuesday noon. Send publication items to Michele Coffill, editor, c/o forum@gvsu.edu. Telephone: 616-331-2221. Fax: 616-331-2250. Web: www.gvsu.edu/forum.

Faculty and staff members can find an online “Sketches” submission form on the Web at www.gvsu.edu/forum.

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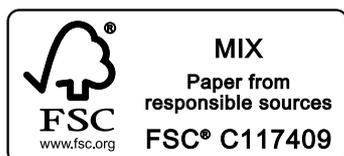
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Other publications by the News and Information Services Office include:

Grand Valley Magazine, which is published quarterly for the university community. Visit its website at www.gvsu.edu/gvmagazine.

Visit Grand Valley’s online publication, GVNnow, at www.gvsu.edu/gvnow, for daily news updates and video features.

Grand Valley State University is an affirmative action/equal opportunity institution.



GVFaces

Tim Born, Coordinator of PSM Programs

According to Tim Born, the Professional Science Master’s programs provide the opportunity to create a next generation of leaders who possess both the scientific knowledge and professional skills needed in today’s scientific workplace.

Born serves as the coordinator for the three PSM programs offered at Grand Valley: biotechnology, biostatistics, and medical and bioinformatics.

“The PSM program is beneficial to students because it introduces them to the professional side of science and also offers them the opportunity to get real-world experience working with an actual company, which is something they wouldn’t normally get in a classroom setting,” said Born.

In his role, Born works with program directors to recruit new students and establishes and maintains relationships with local employers to help students find internships. Born also teaches a seminar in professional science practice and meets with students in an advising role.

Born’s background is in biochemistry. Before coming to Grand Valley, he earned a bachelor’s degree from Calvin College in 1990 and a doctoral degree in 1996 from the Mayo Clinic in

Rochester, Minnesota. He spent the next four years doing post-doctoral work at Albert Einstein College of Medicine, then taught biochemistry for 13 years at George Mason University.



Tim Born

During his time at George Mason, Born said he realized that he enjoyed the interactions he was able to have with students more than performing research in a lab. This experience is what fostered his interest in student affairs and administration.

“I enjoying sitting down with students who may be unsure of where they are headed and working with them to figure out how they got here and where they are going next,” said Born.

Looking ahead, Born hopes to continue to build relationships with local employers in order to increase the number of internship opportunities available to students and to grow the size of the PSM program overall.

In his spare time Born said he enjoys baseball and golf. He also recently put his biochemistry background to use by brewing his first batch of beer.

What's Ahead

Sesame Street cast member to visit campus

Known for three decades as “Maria” on PBS’s Sesame Street, Sonia Manzano will give presentations on campus and in Grand Rapids that focus on how the civil rights movement impacted the Hispanic community.

Manzano will be at the Mary Idema Pew Library Learning and Information Commons on Monday, October 14, and at the Cook Library Center, 1100 Grandville Ave. SW in Grand Rapids, on Tuesday, October 15.

Her visits, each with a book signing, are sponsored by the Kutsche Office of Local History, Liberal Studies Department and Community Reading Project in partnership with Grandville Avenue Arts and Humanities.

Monday’s presentation will begin at 4:30 p.m. with a book signing, followed by the presentation at 5 p.m. The Cook Library Center visit will begin at 4:30 p.m. Manzano’s book, *The Revolution of Evelyn Serrano*, explores Latino heritage and civil rights in an accessible and historically poignant format.

Societal impacts focus of Columbus Day event

Historical and societal impacts of the colonization of the Americas, and movements that challenge the holiday, will be discussed at an event on Columbus Day, October 14.

“Rethinking Columbus” will run from 6-8 p.m. in the Cook-DeWitt Center. A panel discussion will be moderated by Native News Network’s Levi Rickert.

The Hispanic Heritage Month celebration will conclude Wednesday, October 16, with a discussion about domestic violence in the context of immigration at 7 p.m. in the DeVos Center, Loosemore Auditorium. It is in collaboration with the Community Reading Project, Hispanic Center of West Michigan and Women’s Center.

For more information, visit www.gvsu.edu/oma.

Divinity school dean to speak at conference

Margaret Mitchell, University of Chicago Divinity School dean, will be the keynote speaker at the West Michigan Academic Consortium Conference, in collaboration with

the Kaufman Interfaith Institute at Grand Valley.

The conference on Tuesday, October 15, will be held at Calvin Theological Seminary in Grand Rapids. “Religious Polemics and Religious Fairness” is free and open to the public.

Mitchell’s research and teaching span a range of topics in New Testament and early Christian writings up through the end of the 4th century.

For more information visit www.interfaithunderstanding.org, or call x15702.

Students to help with ‘Find Within’ campaign

Grand Valley recently launched the “Find Within” campaign and students are encouraged to share what they have found while attending the university.

Student ambassadors will be stationed at various locations from 9 a.m.-6 p.m. on Tuesday and Wednesday, October 15 and 16, on the Allendale and Pew Grand Rapids campuses, handing out prizes and spreading the word about the new campaign.

Students will have the chance to upgrade their prize by recording a short video explaining what they have “found within” since coming to Grand Valley. Students can also record and share short videos on Facebook, Twitter and Instagram with the hashtag #GVFind.

The student ambassadors will be located in Kirkhof Center, Henry Hall, Fieldhouse, DeVos Center, Seidman Center and Cook-DeVos Center for Health Sciences.

Some videos will be chosen to be used on the campaign’s website, www.gvsu.edu/find.

Workshop on compensation scheduled

Participants who attend a workshop on compensation will gain a better understanding of the university’s philosophy behind salaries.

“Compensation 101” will be presented by Linda Yuhas, director of Compensation and Employment Services; Joe Godwin, associate vice president for Academic Affairs; and Jon Jellema, associate vice president for Academic Affairs.

The workshop will run from noon-1 p.m. on Thursday, October 17, in the Kirkhof Center, room 1142. Another is set for February. Register

online at www.gvsu.edu/seminar.

Participants will better understand how market data is used to benchmark administrative/professional positions, how starting salaries are set and how the annual merit increase program is designed.

GVSU sponsors Global Trade Days

Five international market specialists will offer business advice during Global Trade Days, sponsored in part by the Van Andel Global Trade Center. The event will be held Thursday, October 17, from 8 a.m.-noon at the Cook-DeVos Center for Health Sciences.

Participants will learn about trends in top export markets, hear success stories from Michigan companies and have the opportunity for one-on-one meetings with featured speakers.

The event is also sponsored by the Michigan Economic Development Center. Partner organizations include the U.S. Small Business Association, U.S. Department of Commerce and Pure Michigan.

Register at www.vagtc.org. For more information, contact the Van Andel Global Trade Center at x16811.

Homecoming 2013 inspired by classic film

With the theme ‘There’s No Place Like the Valley,’ Homecoming 2013 will put a new twist on the classic film, “The Wizard of Oz.” Events will run Friday and Saturday, October 18-19, and are open to students, faculty and staff members and the public.

The highlights of Saturday’s events include the Laker football game at 7 p.m. against Northern Michigan University. Other events are highlighted below.

- Laker Homecoming 5K Run/Walk: Run/walk will begin at 9 a.m. with a Kids Fun Run at 10 a.m. at the Kelly Family Sports Center. For more information call Nick Polk at x13360.

- Pancake Breakfast: Refuel after the race at 10 a.m. on the basketball courts near the Kelly Family Sports Center. Register online, www.gvsu.edu/homecoming, price is \$5 for adults, \$3 for children 4-12.

View the website for a full list of events or call Alumni Relations at x13590.

Across Campus

Career Center offers mini-grant program

Faculty and staff members can apply for internship mini-grants from the Career Center to create, enhance or expand internship or practicum initiatives in their departments.

The deadline to submit a proposal is November 15. For more information, visit www.gvsu.edu/careers and click on the Faculty Internship Mini Grant button.

Questions can be directed to Rachel Becklin at x13468 or becklira@gvsu.edu.

All campuses, centers join celebration

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Music faculty members Dale Schriemer and Min Jin sang “High Hopes,” the theme song the founders played as they traveled the region and asked for support from community organizations, area banks, businesses and labor unions, as well as individuals who gave

a “buck a brick” to help transform Seidman’s idea into reality.

Cake was served on the Allendale, Pew Grand Rapids and Holland campuses as well as at Grand Valley centers in Muskegon and Traverse City.

CALENDAR OF EVENTS

General Events

Mon., Oct. 14

10 a.m.: FTLC Workshop: "Disruptive Behavior in the Classroom." 324 KEN. Call x13498 for more information.

Noon: 2014 Benefits Open Enrollment Group Presentation. 302E DEV. Call x12215 for more information.

Noon-5 p.m.: Women's Center hosts Clothesline Project. KC. Call x12748 for more information.

4:30 p.m.: Kutsche Office of Local History hosts "Black Latinos and the Civil Rights Movement," with Sonia Manzano. MIPL. Call x18099 for more information.

6 p.m.: Office of Multicultural Affairs hosts "Rethinking Columbus." CDC. Call x12177 for more information.

8 p.m.: Choral Concert, Women's Ensemble. LAT, PAC. Call x13484 for information.

Tues., Oct. 15

Noon: FTLC Workshop: "Disruptive Behavior in the Classroom." 2266 KC. Call x13498 for more information.

1-5 p.m.: Career Center hosts Fall Career Fair. DeVos Place, Grand Rapids. Call x16708 for more information.

8 p.m.: Jazz Orchestra. LAT, PAC. Call x13484 for more information.

Wed., Oct. 16

Noon: Allendale Toastmasters. 2259 KC. Visit www.gvsu.edu/toastmasters for more information.

Noon: Arts at Noon: Dodworth Saxhorn Band. CDC. Call x13484 for more information.

3:30 p.m.: Area Studies Lecture: "Kongzi (Confucius) and the Confucianism Rave: Episodes in Spectacular Invention," by Lionel M Jensen. 2263 KC. Call x18110 for more information.

4 p.m.: Latin American Studies hosts "Identity/Identification," by Mandy Cano Villalobos. CDC. Call x18110 for more information.

6 p.m.: Health and Wellness hosts Financial Fitness. 2259 KC. Visit www.gvsu.edu/seminar to register.

7 p.m.: Office of Multicultural Affairs hosts "The Distance Between Us: Domestic Violence within Immigrant Populations." Loosemore Auditorium, DEV. Call x12177 for more information.

8 p.m.: Concert Band. LAT, PAC.

Thurs., Oct. 17

7:30 a.m.: Downtown Toastmasters. 107C DEV. Visit www.gvsu.edu/toastmasters for more information.

11:30 a.m.: Area Studies hosts African Diaspora Lecture Series. MIPL. Call x18110 for more information.

11:30 a.m.: Health and Wellness hosts Alzheimer's Caregivers Support Group. 302C DEV. Call x12215 for information.

Noon: Cancer Warriors Network. 302E DEV. Visit www.gvsu.edu/seminar to register.

8 p.m.: Choral Concert, Varsity Men. CDC. Call x13484 for more information.

Fri., Oct. 18

Noon: 2014 Benefits Open Enrollment Group Presentation. 240 CHS. Call x12215 for more information.

Noon: Women's Center Workshop: Elder Abuse Awareness. 102 HOL. Call x12748 for more information.

Sports

Fri., Oct. 18

7 p.m.: Soccer hosts University of Findlay.

7 p.m.: Volleyball hosts Wayne State University.

Sat., Oct. 19

4 p.m.: Volleyball hosts University of Findlay.

7 p.m.: Football hosts Northern Michigan University.

Sun., Oct. 20

1 p.m.: Soccer hosts Tiffin University.

4 p.m.: Women's Lacrosse hosts Michigan Club Lacrosse.

Faculty and Staff Sketches

Sketches

Teresa Castelao-Lawless, professor of philosophy, wrote an essay in Portuguese, "The Value of Modern Education for the Formation of the Scientific Mind," published in *Ensaio Filosofico, Brasil*.

Michael Ricco, visiting assistant professor of management, served as a panelist for "Negotiating Effectively Across Global Cultures," at a Van Andel Global Trade Center event held in Kalamazoo.

Jason Crouthamel, associate professor of history, was invited to contribute to an exhibition on German Jewish soldiers in World War I for the Jewish Museum in Munich, Germany.

Michael Moody, Frey Foundation Chair for Family Philanthropy, gave keynote

presentations about next generation donors at events hosted by the Western New York Grantmakers Association in Buffalo and by the Indiana Grantmakers Alliance in Indianapolis.

Gagik Yeghiyan, visiting assistant professor of physics, wrote articles, "New Physics Contribution," published in *Physical Review D*, and "Dominant Contribution to the Mass Difference," published in *High Energy Physics-Phenomenology*.

George Grant, dean of the College of Community and Public Service, and **Aaron Haight**, director of judicial and special programs, were panelists at the President's Interfaith and Community Service Campus Challenge National Gathering at Georgetown University. Grant participated on a panel discussing Days of Service and Haight's panel focused on Health Services and Healthy Living.

Adriel A. Hilton, assistant vice president for Inclusion Initiatives, co-wrote an article, "Assessing Life Styles, Stressors and Health Status Among a Predominately African American On-Campus and Off-Campus Student Population," published in *College Quarterly*.

Keith Piccard, adjunct biology faculty member and Allendale Public School teacher, **Peter Riemersma**, associate professor of geology, and **Steve Rybczynski**, assistant professor of biology, were interviewed by WOOD-TV for a story about efforts to expand outdoor education at Allendale's K-8 campus and Allendale Community Field Day.

Ellen Schendel, associate dean of Brooks College of Interdisciplinary Studies, co-wrote a chapter, "Assessing the Effects of Faculty and Staff Writing Retreats: Four Institutional Perspectives," in a book, *Working with Faculty Writers*, published by Utah State University.