

11-10-2003

Grand Valley Forum, volume 028, number 15, November 10, 2003

Grand Valley State University

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Recommended Citation

Grand Valley State University, "Grand Valley Forum, volume 028, number 15, November 10, 2003" (2003).
2003-2004, Volume 28. 15.

<https://scholarworks.gvsu.edu/forum28/15>

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FORUM

Monday, Nov. 10, 2003

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

Research project will rethink energy distribution

When the blackout of 2003 began on August 14, more than 50 million people saw the limits of the U.S. power grid firsthand. The Michigan Alternative and Renewable Energy Center hopes to show people a new direction that would avoid such widespread outages.

Grand Valley's Michigan Alternative and Renewable Energy Center in Muskegon is a business incubator and research and development center for alternative and renewable energy technologies. It will also serve as a major demonstration project of those technologies.

The key to avoiding future blackouts is distributed generation, said Imad Mahawili, executive director of MAREC. Under the current system, people receive power from a few centralized power plants that transmit energy through lines. In a distributed generation system, the power is generated by fuel cells and other technologies for use nearby.

To that end, MAREC will serve as an example of a distributed system using renewable energy sources. The facility was designed and is being built by Workstage LLC, an innovative real estate development and design firm that is part of this integrated team working to make buildings run on eco-friendly power.

The center is equipped with a fuel cell that turns natural gas into electricity, provided by FuelCell Energy, Inc. of Danbury, Conn. It also has photovoltaic cells to capture the sun's energy, and a nickel metal hydride battery to store excess energy from peak times for use later.

Mahawili said there are several problems with the country's current power grid. Not only is it vulnerable to terrorist attack, but the plants supplying it use antiquated and inefficient technologies that rely on dwindling resources to operate.

Mahawili himself brings much to the table. He is a prolific inventor who holds 16 patents and has another five pending. Most recently, he served as founder, president and chief executive officer of Micro C Technologies, Inc. and IsoComforter Co.

"I see the MAREC as a timely and critical vision for the development of economically viable technologies for alternative and renewable energy resources for our nation," he said.

MAREC is one of 11 SmartZones created by the Michigan Economic Development Corp. in 2001 as part of an effort to promote and attract

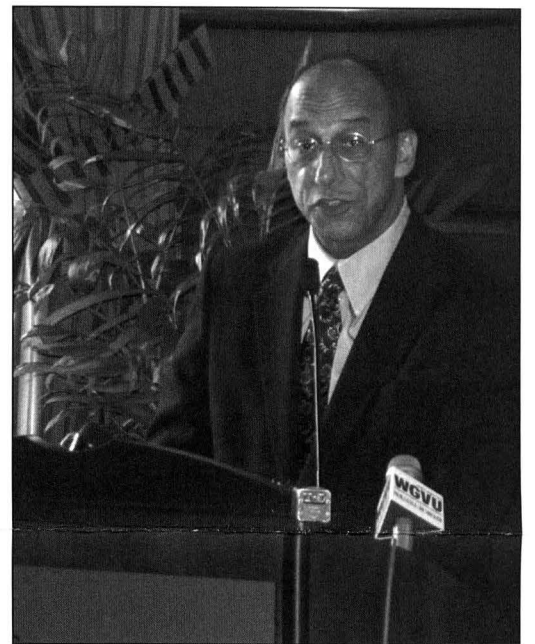


Photo by Heidi Noorman

Imad Mahawili, executive director of MAREC, speaks at the DeVos Center during a news conference in June. He said MAREC is critical to future development of viable renewable energy resources.

high technology business development in the state. Grand Valley was the only university in Michigan to be granted two SmartZones — one in Grand Rapids and one in Muskegon.

Contemporary religion explored by top theologian

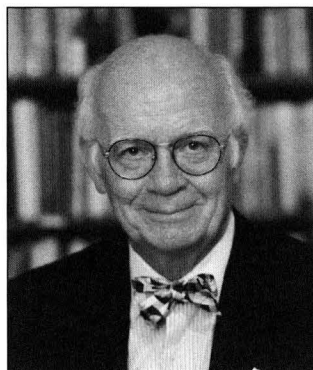
Grand Valley will conclude this year's inaugural Fall Arts Celebration with a lecture on Wednesday, November 12, by one of the nation's top theologians, Martin E. Marty.

Marty's presentation, titled "Beauty and Terror: Art, Religion, and Public Life Post 9/11," will be held at 7 p.m. at the Loosemore Auditorium, DeVos Center. It is open to the public and free.

One of the most respected and distinguished church scholars in the country, Marty is known for his many writings and, in particular, for his shrewd insights into contemporary life. He writes the "M.E.M.O" column for the bi-weekly *Christian Century*, on whose staff he has served since 1956, and has been editor of

Context newsletter on religion and culture since 1969. The author of more than 50 books, Marty has written the three-volume *Modern American Religion* and *The One and the Many*:

America's Search for the Common Good. His most recent book is *The Promise of Grace: A Journey of Faith*.



Martin Marty

Marty is a distinguished professor emeritus at the University of Chicago, where the Martin Marty Center has been founded to promote "public religion" endeavors. He has served on two U.S. Presidential Commissions, is past president of the American Academy of Religion, and was recently named director of the Pew Foundation's Public Religion Project. His honors include the National Humanities Medal and 70 honorary doctorates.

The lecture is the final event of Grand Valley's Fall Arts Celebration, introduced this year with premier music, art and literary events. The Fall Arts Celebration is sponsored by MassMutual Financial Group, with support for the academic lectures from Clare F. Jarecki.

Across Campus

Grand Valley to offer MA in English

In response to increased demand from the West Michigan public, Grand Valley has established a master of arts program in English, to begin in fall 2004.

The MA in English will be particularly attractive to area English teachers, said Grand Valley English Professor Ben Lockerd, director of the new program. All teachers are required to take graduate-level courses to keep their certification current, but until now, a master's program in English was unavailable in West Michigan. The need for the program became evident when the Grand Valley English Department circulated surveys to high school English departments throughout the tri-county area (Kent, Ottawa, Muskegon) to gauge interest.

"The response was overwhelming," Lockerd said. "There are many teachers who want to pursue an MA in English but it's just not available unless you drive to Western or Central or Michigan State," the nearest campuses now offering the degree.

A master of arts degree in English and a master of science degree in Biology — the latter initiated this semester — are the first liberal arts graduate programs offered at Grand Valley. Up until now, graduate degrees have been offered only in professional programs, including education and business.

Admission to the English MA program is limited. Pre-requisites include an undergraduate degree in English or a related field. Candidates will be required to take the Graduate Record Exam. For more information, contact Lockerd at x13575.

New prescription provider becomes effective in January

Advance PCS will be the new prescription provider, effective January 1 for GVSU Group, Flexible and Priority Health participants. Human Resources is working with Priority Health, WeyCo, Inc., and Advance PCS to ensure a smooth transition.

Faculty and staff members will have to obtain new prescriptions from their physicians in order to use the mail order program. Faculty and staff members who have special prior authorizations on file for certain drugs (Retin A for those over age 25) will need to contact Human Resources. Advance PCS will need authorization approvals before dispensing these drugs.

New ID cards will be issued and mailed to homes in December. GVSU

Group and Flexible participants will have a combined card for health and prescription drug services. Priority Health members will receive two ID cards: one for medical services from Priority Health and one for prescription drug services from Advance PCS.

Annual benefits enrollment will be online

Benefit-eligible faculty and staff members will make changes to their benefit elections online this year. Dates for the open enrollment period are November 17 through December 1.

Materials, including instructions on enrolling online and a newsletter explaining what's new for 2004, will be sent to faculty and staff this week.

Mary Warner, director of benefits, requested that all faculty and staff log-in to enroll, even those who are not making changes to their plans. The e-Benefits enrollment system will look like past enrollment forms. This information will be shared with the insurance vendors and should reduce the verification requests mailed by WeyCo for GVSU Group and Flexible Medical Plan participants.

Once online annual enrollment is complete, the system will display a confirmation statement and compensation information.

Human Resources staff members will be available to assist during the enrollment period, call x12215 with questions. The online system will be available 24 hours a day during the enrollment period.

WGVU hangs antenna

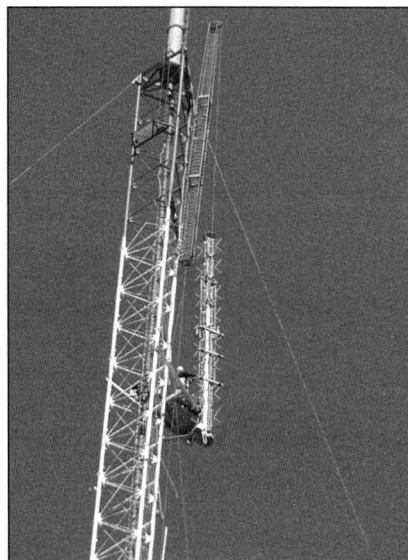


Photo courtesy of WGVU

By hanging a 5,000-pound, 52-foot-long antenna, WGVU stepped closer to broadcasting digital television. Digital broadcasting will not only dramatically improve the picture quality, but will also allow transmission of several simultaneous services to viewers, like high definition television, multi-casting in standard definition television and data transmission.

FORUM Volume 28, Number 15

The GVSU *Forum* is published by the News and Information Services Office every Monday when classes are in session and biweekly during the summer. 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.

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

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

Visit *GVNow*, Grand Valley's daily online publication, on the Web at: www.gvnow.gvsu.edu/

GVNOW

Faculty and Staff Sketches

In the News

John Taylor, associate professor of marketing, was interviewed by the *Detroit News* for a story about border traffic in and out of Canada.

Anton Tolman, assistant professor of psychology, was interviewed by WZZM Channel 13 for a story about impersonating police officers in the area.

Tim Penning, assistant professor of communications, was interviewed by the *Christian Science Monitor* for an article about non-profit branding.

Cindy Bartman, Kirkhof School of Nursing student services coordinator, won the East Grand Rapids mayoral election.

Been interviewed by a reporter? E-mail a "Sketch" to the Forum, forum@gvsu.edu.

Sketches

Scott Grissom, associate professor of computer science, gave a presentation, titled "The Trials and Tribulations of Usability Testing," at WebDevShare 2003, a meeting of university web professionals held in Bloomington, Indiana.

Martha Golensky, associate professor of social work, wrote an article, titled "Governance Challenges in Nonprofit Organizations," for the fall newsletter of the Association for Research on Nonprofit Organizations and Voluntary Action.

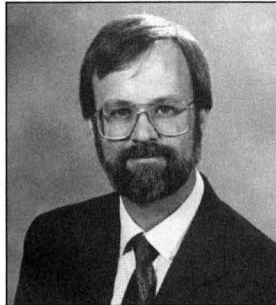
Writing faculty members **Mark Schaub** and **Roger Gilles** consulted with the Grand Rapids Fire Department, leading workshops with firefighters on effective run reports. They were also consultants for

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What's Ahead

FDR historian will speak on Veterans' Day

Author and historian Burt Folsom will challenge what history textbooks and teachers have been saying about the Great Depression when he speaks at the Ford Museum this week.



Burt Folsom

Folsom will mark Veterans' Day, November 11, by sharing his path-breaking research for the book he is writing on Franklin Delano Roosevelt.

Folsom will challenge conventional views on the 32nd president's war against the Great Depression and the Axis powers.

In a speech at the Accuracy in Academia's Conservative University summer conference, Folsom told the audience that textbooks do not inform students about the high income tax rates in the 1930s. FDR subsequently raised the top level from 63 percent to 79 percent. "I wonder why the Great Depression continued," said Folsom.

Grand Valley's Hauenstein Center for Presidential Studies is co-sponsoring the event with the Gerald R. Ford Foundation and the Gerald R. Ford Library and Museum.

The event begins at 8 p.m. in the auditorium of the Ford Museum. Seating is limited, call x12770 to reserve a seat.

Folsom earned a doctorate from the University of Pittsburgh and is currently the Charles Kline Professor of History and Management at Hillsdale College. He was senior fellow at the Mackinac Center for Public Policy and historian-in-residence at the Center for the American Idea.

HBO executive to discuss effective PR

Communications professionals are expected to anticipate challenges and perform at a high level every day. Cheryl Procter-Rogers, a top communicator with HBO, will discuss her strategies for effective public relations in an upcoming lecture at Grand Valley.

Procter-Rogers' talk, "Strategic Risk Taking," takes place at 7:30 p.m. Thursday, November 13, at the Loosemore Auditorium, DeVos Center. The public is invited; there is no admission charge.

Procter-Rogers, regional corporate affairs manager for HBO, is responsible for public relations and marketing strategies in 14 states. Prior to that she owned her own public relations firm in Los Angeles, with Eastman Kodak Co. as a client, and served as a communications consultant in Chicago. The youngest member to be inducted into the Public Relations Society of America's College of Fellows, she now serves on the PRSA's board.



Cheryl Procter-Rogers

Citing examples from her more than 20 years in the public relations arena, Procter-Rogers will share her set of values and beliefs that help her maintain high energy, creativity, and success as a communicator. The topic is relevant not only for communicators, but also for business leaders, managers, and others navigating in today's economic and legal environments.

Procter-Rogers' visit is sponsored by Grand Valley's School of Communications in celebration of its 20-year anniversary. For more information on anniversary events and speakers, see the SOC website at gvsu.edu/soc or call x13668.

Her Story series features Academic Affairs officer

Wendy Wenner, associate vice president for Academic Affairs, will talk about her life and career decisions in an informal setting as part of the Her Story series, held at noon on Monday, November 17, at the Kirkhof Center, room 250.



Wendy Wenner

The Women's Center began the series to give the Grand Valley community an opportunity to learn more about women in leadership positions and to highlight the critical role of women mentors. The talks are open to all; attendees are encouraged to bring their lunches.

Racial struggles of the '60s set the stage for "Dutchman"

A tense story of racial strife set in the 1960s by a leading American playwright will be the next mainstage production offered by Grand Valley's Theatre Arts program. "Dutchman," LeRoi Jones' moving drama about a tragic confrontation between a black man and a white woman on a New York subway, runs for five performances November 14-22.

This play was written in the turbulent 1960s when racial conflict and the struggle for black rights were at a high point. First performed in New York City in 1964 at the Cherry Lane Theatre, the play received much acclaim and won a coveted Obie Award for excellence in an Off-Broadway production. Grand Valley's presentation marks the West Michigan premiere of the work.

The show runs November 14, 15, 21 and 22 at 7:30 p.m., and on Sunday, November 16 at 2 p.m. at the Louis Armstrong Theatre, PAC. A reception follows the opening night performance, and a panel discussion will be held after the performance on November 21. The play is in one act, running approximately 40 minutes. Due to adult language and situations, it is not recommended for children under high school age.

Tickets are \$12 general admission, \$10 faculty/staff/seniors/alumni, and \$6 students. Purchase tickets at the PAC box office or by calling Tickets PLUS at 616-222-4000. For more information, call the box office at x12300.

"Dutchman" follows a subway car's journey through the underbelly of New York City with passengers Lula, a Caucasian woman played by student Nykkie Rizley, and Clay, an African-American man played by student Matt Bryant. As other passengers look on, Lula taunts, badgers and ridicules Clay, causing long-buried passions to erupt in a sudden, tragic series of events. Jones leaves audiences to decide for themselves the true causes and implications of the conflict.

Director Robin Reese, visiting theater professor at Grand Valley, has employed a combination of realistic acting and stylized dance movements in order to explore themes of racism, violence and sexuality that are present in the work.

Reese has recently completed her training in New York at the Actors Studio M.F.A. Program and has written, directed and acted in theater and films in New York City.

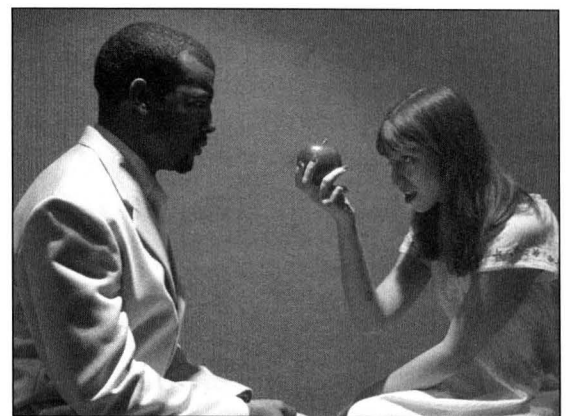


Photo by Heidi Noorman

Nykkie Rizley, who plays Lula, and Matt Bryant, as Clay, rehearse a scene from "Dutchman."

Born in 1934, Jones is one of America's most prolific and respected contemporary African-American authors. Since writing "Dutchman," he underwent a social and political transformation and changed his name to Amiri Baraka. Regarded as a legend as well as an anomaly, Baraka is a poet, playwright, political activist, former poet laureate of New Jersey and leader of the Black Arts Movement.

The student cast includes eight ensemble members and two lead actors. The show is produced by the GVSU School of Communications, with partial sponsorship by GVSU's African/African American Studies and Office of Multicultural Affairs.

CALENDAR OF EVENTS

General Events

Arts Hotline 616-331-ARTS
Gallery Hours: Mon.-Fri. 10 a.m.-5 p.m.
Thurs. 10 a.m.-7 p.m.

Mon., Nov. 10

11:30 a.m.-1 p.m.: Luncheon to dedicate Cecelia Brown Conference Room. LMH. Call x12171 for more information.

6 p.m.: College Student Affairs Leadership Program co-sponsor film, "Berkeley in the '60s," followed by panel discussion at 8 p.m. KC, Grand River Room. Call x16250 for more information.

Tues., Nov. 11

10 a.m.-12 noon: Women's Center, COT Committee and Human Resources co-sponsor "Rat Race Relaxer," presented by author JoAnna Carey. 303C DEV. Also 2-4 p.m. in 215/216 KC. Call x12215 for information.

12 noon-1 p.m.: Campus Wellness Health Awareness Presentation: Headache and Migraine Management. 215/216 KC. Call x13659 for more information.

3:30-5 p.m.: FTLIC Seminar, "Applying for a Pew FTLIC Competitive Grant." DEV 488C. Call x13498 for registration information.

8 p.m.: Hauenstein Center for Presidential Studies co-sponsors Veterans' Day event. Burt Folsom discusses research for his book on FDR. Gerald R. Ford Museum. Call x12770 for information.

Wed., Nov. 12

8:30 a.m.-4:30 p.m.: Communication Exploration: 20-Year Celebration. The day-long event includes a panel discussion from 2-3 p.m. KC, Grand River Room. Call x13668 for more information.

12 noon: Arts at Noon Series. The Baltimore Consort. CDC. Call x13484 for information.



The Baltimore Consort

3:30-5 p.m.: FTLIC Seminar, "Applying for a Pew FTLIC Competitive Grant." 2301 MAK. Call x13498 for registration information.

5 p.m.: State of the Universities closed-circuit broadcast. 103 Loutit and second floor EC.

7 p.m.: Fall Arts Celebration. Academic Lecture featuring Martin Marty, lecturer, writer and theologian. DEV, Loosemore Auditorium. Call x12180 for information.

Thurs., Nov. 13

11 a.m.-2 p.m.: Annual Ethnic Festival: World Without Borders. KC. Call x12345 for more information.

7:30 p.m.: School of Communications 20th Anniversary Event. "Strategic Risk Taking," by Cheryl Procter-Rogers, regional corporate affairs manager of HBO. DEV, Loosemore Auditorium. Call x13668 for information.

Fri., Nov. 14

9 a.m.-12 noon: Human Resources Leadership Development Program, "Why Can't We All Just Get Along?" 204 KC. Call x12215 for more information.

1-3:30 p.m.: FTLIC Seminar, "Designing Classroom Assessment Techniques Using Blackboard and Respondus." 111 HRY. Call x13498 for more information.

7:30 p.m.: School of Communications presents "Dutchman." PAC, LAT. Call x12300 for more information.

Sat., Nov. 15

7:30 p.m.: School of Communications presents "Dutchman." PAC, LAT. Call x12300 for more information.

Sun., Nov. 16

1:30 p.m.: Music Department Concert. Small Ensembles Concert featuring the Madrigal Ensemble and Chamber Orchestra. CDC. Call x13484 for more information.

2 p.m.: School of Communications presents "Dutchman." PAC, LAT.

Mon., Nov. 17

12 noon: Women's Center and Women's Commission sponsor "Her Story," featuring Wendy Wenner. 250 KC. Call x12748 for more information.

4 p.m.-5:30 p.m.: Middle East Studies Lecture. "Archeology and Politics in the Middle East," presented by Israeli archaeologist Neil Silberman. 204 KC. Call x13184 for more information.

Sports

Fri., Nov. 14

6 p.m.: Swimming and Diving hosts Ashland University.

Sat., Nov. 15

10:30 a.m.: Swimming and Diving hosts Ashland University.

7 p.m.: Men's Basketball. Finlandia University at Grand Valley.

Mon., Nov. 17

7 p.m.: Women's Basketball. Aquinas College at Grand Valley.

Faculty and Staff Sketches

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Herman Miller's Test Labs, leading workshops on effective test reports.

Patricia Rowe, associate professor of movement science, received Michigan Association for Health, Physical Education, Recreation, and Dance's "Honor Award for Distinguished Service" at the MAHPERD annual conference in Traverse City.

Jason Crouthamel, assistant professor of history, wrote an article, titled "Nervous Nazis: War Neurosis, National Socialism, and the Memory of the First World War," published in the journal *War and Society*.

Natalia Gomez, assistant professor of Modern Languages and Literatures, completed a NEH Seminar, titled "Critical Approaches to Hispanic Poetry at the Turn of the Twenty-First Century." She also wrote an article, titled "Pluralidad en César Vallejo," for *Encuentros 2003*.

Prince Anyalebechi, assistant professor of engineering, received the "Best Paper" award from the Manufacturing Division at the 2003 American Society for Engineering Education Annual Conference for his paper, "Engineering Materials — A Necessary Component of a Course on Manufacturing Processes," which was published in the ASEE conference materials.