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## Grand Valley Forum, volume 028, number 22, January 19, 2004

Grand Valley State University

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# FORUM

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

## Grand Valley students, staff 'Dashing' to success

Grand Valley students have decided in huge numbers that saving money, the environment and their sanity is good reason to ride the bus.

The DASH to the Hill shuttle saw an increase of 333 percent from September 2002 to September 2003. Ridership totals went from 6,901 in September 2002 to 29,909 for the same month in 2003, an amazing increase of 23,008 passengers.

"We've created a culture of transit," explained Lisa Haynes, director of operations for Pew Campus and regional centers. "We have increased the frequency of routes and extended hours and weekend service, but it takes more than just increased service. You have to create a culture that embraces public transportation."

To coincide with the opening of the Cook-DeVos Center for Health Sciences in August, Grand Valley began operating the DASH to the Hill/CHS shuttle in partnership with the Grand Rapids Parking Services and the Rapid. The route modified the former DASH to the Hill route to stop at CHS.

Grand Valley is committed to solving all parking challenges, including the one in the Michigan Hill area. The ridership numbers illustrate the success of the program, but Haynes said the program itself illustrates the

spirit of cooperation that made it possible.

"The willingness to have three separate entities — the city, the Rapid and Grand Valley — all come together as a team is what made the improved service and ridership possible," Haynes said.

The three entities also got a great deal of help from students. "Believe it or not, 'bus buddies' have become a norm for many Grand Valley students," explained Rachael Voorhees, president of Grand Valley's Student Senate.

Voorhees cited saving time, money and frustration, as well as protecting the environment as reasons for riding the shuttle and the Campus Connector, the bus that runs between the Allendale and Pew Grand Rapids campuses.

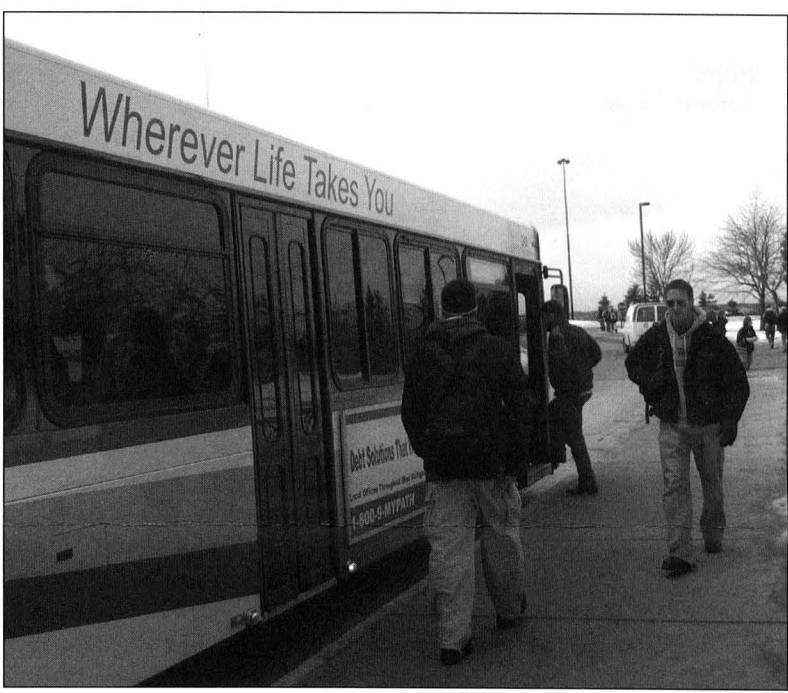


Photo by Bernadine Carey-Tucker

Students get on and off the Campus Connector bus at the Kirkhof Center. Route ridership rose 53 percent in one year. The DASH to the Hill bus, which runs to CHS, saw a 333 percent increase in riders.

"We love it," Voorhees said. "It's normal to be packed into Campus Connector buses, with conversations flying, and forget the 25-minute ride between the campuses. The Student

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## Across Campus

### Marketing packet showcases messages

The Institutional Marketing Department mailed marketing reference packets to all faculty and staff members recently.

The packet contains a flyer that explains the marketing initiative, advertising examples, logo do's and don'ts and a message card that reminds everyone to know and refresh the messages by sharing stories about faculty, staff, students and alumni that illustrate success.

Rhonda Lubberts, assistant vice president for

Institutional Marketing, said the packet integrates Grand Valley's strategic planning and marketing research.

"I hope people will use the packet information to consistently profile the university," she said. "This consistency will be instrumental in shaping the image of Grand Valley."

### Voice student honored in national arts recognition

Freshman Jason Coffey was one of 10 voice students chosen nationally — and the only voice student selected from Michigan — to

participate in the recent Arts Recognition and Talent Search (ARTS) Week, held January 5-11 in Miami, Fla.

As part of the event, the Allendale native received one-on-one voice instruction from international opera star Placido Domingo, who is recognized around the world both as an individual artist and as part of the Three Tenors.

ARTS is sponsored by the National Foundation for the Advancement of the Arts (NFAA), which honored Domingo at a black tie gala on January 10. Earlier that morning, Domingo

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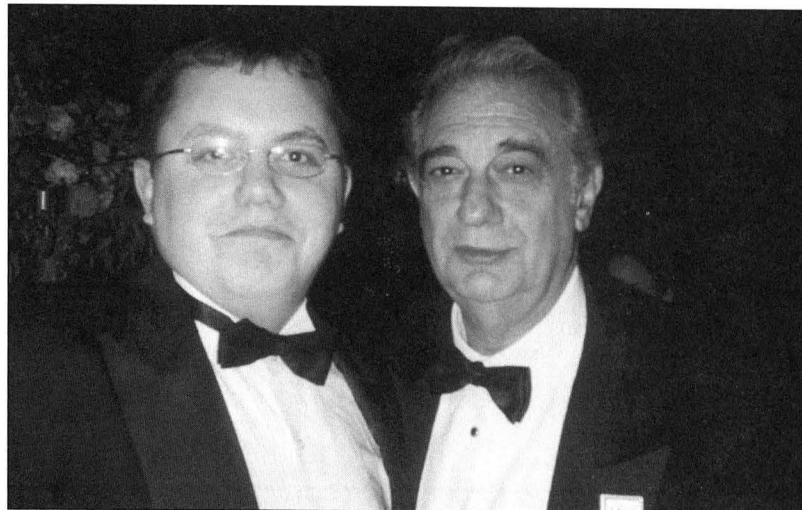
# Across Campus

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conducted a master voice class in which Coffey received individual instruction from the master himself. The awards ceremony and master class will be aired by WGVU at a future date.

More than 6,500 17- and 18-year-olds from all over the nation applied for the ARTS honor in nine categories. Of those, 125 were selected as finalists, including the 10 voice students. Though young, all 10 vocal students have already distinguished themselves with many awards honors, and scholarships.

Coffey's vocal honors include 2003 NATS Great Lakes Regional Auditions winner (freshmen men); Most Promising Undergraduate for Great Lakes Region; Verdi Opera Theater of Michigan Ninth Annual Italian Songs and Arias First Place Winner; 2002 and 2003 Bach Festival top honors, and more. He is studying vocal performance under Associate Professor Dale Schriemer.



Jason Coffey received voice instruction from Placido Domingo during the recent Arts Recognition and Talent Search Week.

## FORUM Volume 28, Number 22

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](http://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/](http://www.gvnow.gvsu.edu/)

# GVNOW

## Sale of championship books, DVDs begins

News and Information Services is producing a photography book, DVD and VHS to commemorate the 2003 championship football season.

The highlight video, DVD and book are \$15 each, or \$25 for any two items. Limited supplies of the 2002 championship books and DVDs are available for \$5 each.

To order, call x12221, mail this form or order online at [www.gvsu.edu](http://www.gvsu.edu) and click on "National Champions." Forms can be mailed to News and Information Services Office, 1 Campus Drive, 260 LMH, Allendale, MI 49401.

Faculty and staff members can save on shipping by picking up orders in the News and Information Services office, 260 LMH. Shipments should be available by late March.

### Order Form

#### 'Back to Back Champions' book, highlight video or DVD

	Quantity	Total
• VHS \$15.00	_____	_____
• DVD \$15.00	_____	_____
• Photo Book \$15.00	_____	_____
• VHS and Photo Book \$25.00	_____	_____
• DVD and Photo Book \$25.00	_____	_____
• 2002 items (book, DVD, VHS) \$5 each	_____	_____

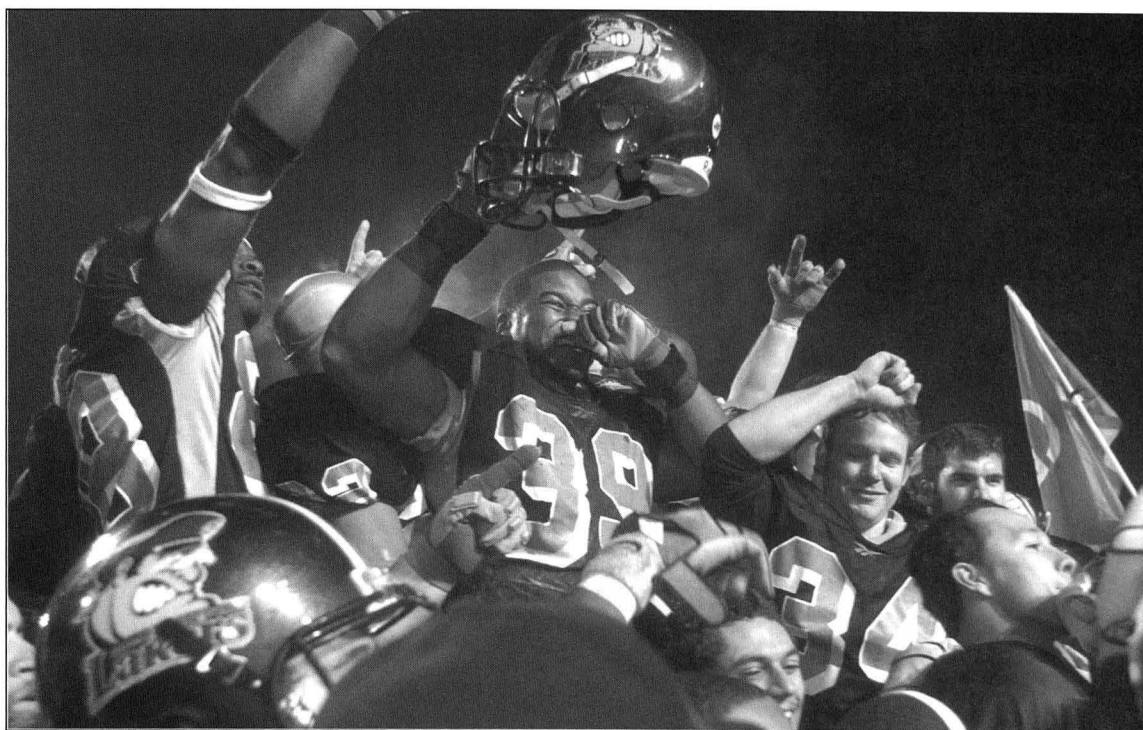
- Sales Tax (MI residents add 6%)
- Shipping and handling (up to \$35 add \$3; \$35.01 and over add \$6)

Total \_\_\_\_\_

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, ZIP \_\_\_\_\_  
 Phone number \_\_\_\_\_

#### Method of payment

Check enclosed (payable to Grand Valley State University)  
 Credit card (circle): VISA    MC    DIS    AMEX  
 Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_  
 Name on card: \_\_\_\_\_  
 Signature: \_\_\_\_\_



The Lakers celebrate their second straight national title in Alabama in December. Order 2003 season photography books, highlight DVDs and VHS tapes by calling the News and Information Services office at x12221 or using the form above.



## What's Ahead

### Theater comedy is fun for the whole family

A zany tale of murder and misunderstanding will be presented this week as theater students in the School of Communications present "The Real Inspector Hound," running January 23 and 24 at 7:30 p.m., and January 25 at 2 p.m. at the Louis Armstrong Theatre, PAC.

The hilarious "play within a play" by contemporary British dramatist Tom Stoppard features two rival and eccentric theater critics who are reviewing the latest murder mystery. They become caught up in the onstage action and one of them is accidentally murdered. The other must then discover who the murderer is before he gets the ax.

The comedy, directed by theater senior Patrick

Holt, is a delight for the entire family. All tickets are \$6, available at the door, through the LAT Box Office (x12300), or by calling Tickets PLUS at 616-222-4000.

### Support group forms for Alzheimer's disease caregivers

The Counseling Center is organizing a support group for faculty and staff members who care for a loved one with Alzheimer's disease.

The group will meet on Tuesdays, at noon, beginning January 27 in room 204 of the Student Services Building. For more information or to sign up, call Tammison Smith at x13266. Participants are encouraged to bring their lunches.

### Allies and Advocates hold winter training session

Faculty and staff members are invited to the Allies and Advocates winter training session. Allies and Advocates is a volunteer group that offers support and resources in a safe environment for the members of the university community concerned with issues of sexual orientation.

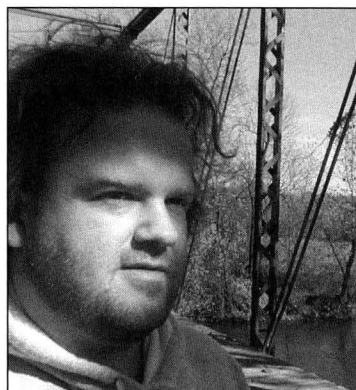
The training session will be held on Friday, January 30, from 12:45-4 p.m. in the Laker Village South Community Center. Refreshments will be served. To RSVP, contact Brian Hinterscher at hinterbr@gvsu.edu.

### Writers will read from their works

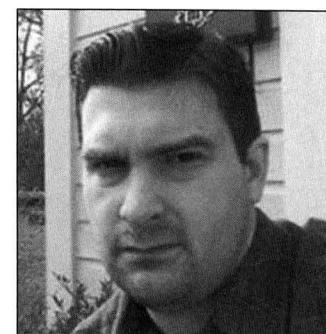
Three up-and-coming writers who are teaching in Grand Valley's Writing Department this semester will be featured in a public reading on Monday, January 26. The writers, Ander Monson, Anthony Neil Smith, and Alison Stine, will read from their works at 7 p.m. in Lake Superior Hall, room 174. Refreshments will follow.

Ander Monson's poetry book coming out this year, "Elegies for Descent and Dreams of Weather," has already won the Editor's Prize in the 2003 Tupelo Press First Book Contest. He also has a novel being published next year and edits the magazine *Diagram* ([thediagram.com](http://thediagram.com)) and New Michigan Press.

Anthony Neil Smith readily admits that his work has been called "creepy" and "too gonzo for the mainstream," but with over 20 short stories published in magazines including *Exquisite Corpse*, *Connecticut Review*, and *Bellevue Literary Review*, he knows his audience. An editor for *Mississippi Review Web* and his own crime-writing webzine, *Plots with Guns*, he walks the fence between literary and pulp writing, sometimes forcing them to duke it out on the page.



Ander Monson



Anthony Neil Smith

Alison Stine is author of "Lot of my Sister," winner of the Wick Prize. Her poems have appeared in *Poetry* and *Paris Review*, and her plays have been staged off-Broadway. Her many writing awards include a Pushcart Prize nomination.

The reading is open to the public. For more information, call x13411.

## Faculty and Staff Sketches

### In the News

**Curtis Dean Smith**, assistant professor of Modern Languages and Literatures, was interviewed by the *Grand Rapids Press* for a story on the murder of a Chinese woman in Wyoming.

**Jefferson Baum**, associate dance professor, was interviewed for a feature story in *Dance Teacher Magazine*.

Been interviewed by a reporter? E-mail a "Sketch" to the Forum, [forum@gvsu.edu](mailto:forum@gvsu.edu).

### Sketches

The **News and Information Services Office** received awards for video production of "Around Grand Valley" and "Finish What We Started: 2002 National Champions" from the Communicator Awards 2003 Video Competition.

**Gayla Jewell**, assistant professor of nursing, gave a presentation, titled "Toward a Path to the Cultural Competence," at the American Anthropological Association Annual Conference, Nurse Anthropologist Section in Chicago.

**Dan Immergluck**, assistant professor of public and nonprofit administration, wrote an article, titled "Measuring Neighborhood Diversity and Stability in Home-Buying: Examining Patterns by Race and Income in a Robust Housing Market," published in the *Journal of Urban Affairs*. He also wrote an article, titled "How Changes in Small Business Lending Affect Firms in Low- and Moderate-Income Neighborhoods," which was published in the *Journal of Developmental Entrepreneurship*.

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## Campus Connector, CHS shuttle see ridership increases

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Senate has been a strong advocate for mass transit, and students are quickly embracing the opportunities available to us because of the ease, convenience and reliability."

The love affair with the Campus Connector is shown by an increase in ridership of nearly 53 percent. Ridership during September 2002 was 28,842. It increased to 44,013 in September of 2003.

"We are very pleased with the tremendous increase in students riding the buses," said Tim Schad, vice president for Finance and Administration. "We as a university community are joining together on a continual basis to address our transportation and parking needs. The tough economy and the growing pressure on resources demand that Grand Valley be creative and forward thinking, and the bus system is just one way we are doing that."

# 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.**

### Tues., Jan. 20

9 a.m.- 4 p.m.: Human Resources Leadership Development Program, "The Leadership Attitude and the Negativity Trap." 204 KC. Call x12215 for more information.

12 noon-1 p.m.: Campus Wellness Health Presentation, Weight Management. 215 KC. Call x13659 for more information.

### Wed., Jan. 21

7:30-9 a.m.: Toastmasters International Club weekly meeting. 142 KC. Call x12204 for more information.

12 noon-1 p.m.: Campus Wellness Health Education Series, "Building a Better Body I." 215/216 KC. Call x13659 for more information.

### Thurs., Jan. 22

7:30-9 a.m.: Toastmasters International Club weekly meeting. University Club Room, DEV. Call x12204 for more information.

3-4 p.m.: Counseling and Career Development Center Seminar, "Meditation: Don't Worry, Be Happy." (1st of 6 Sessions). 204 STU. Call x13266 for more information.

4-8 p.m.: Provost's Office and the Office of Multicultural Affairs co-sponsor FTLC Leadership Roundtable. 308 PAD. Call x13498 for more information.

8 p.m.: Music Department concert. Into the Soundscape IV. Loosemore Auditorium, DEV. Call x13484 for more information.

### Fri., Jan. 23

7:30 p.m.: Theater performance of "The Real Inspector Hound." LAT, PAC. Call x12300 for ticket information.

### Sat., Jan. 24

7:30 p.m.: Theater performance of "The Real Inspector Hound." LAT, PAC. Call x12300 for ticket information.

### Sun., Jan. 25

2 p.m.: Theater performance of "The Real Inspector Hound." LAT, PAC. Call x12300 for ticket information.

### Mon., Jan. 26

2 p.m.: Women's Commission. 161 KC. Call x12748 for more information.

3-5 p.m.: FTLC Essential Teaching Skills Seminar, "Leading Discussions." 215/216 KC. Call x13498 for more information.

7 p.m.: Writing Department Guest Writers. Featuring readings by Ander Monson, Anthony Neil Smith, and Alison Stine. 174 LSH. Call x13411 for more information.

## Sports

### Home events only

### Thurs., Jan. 22

6 p.m.: Women's Basketball against Mercyhurst College.

8 p.m.: Men's Basketball against Mercyhurst College.

### Fri., Jan. 23

6 p.m.: Swimming and Diving. Calvin College at Grand Valley.

### Sat., Jan. 24

1 p.m.: Women's Basketball against Gannon University.

3 p.m.: Men's Basketball against Gannon University.

## Faculty and Staff Sketches

*continued from page 3*

**William Morison**, visiting assistant professor of history, wrote an article, titled "Property Leases for Athenian Cleruchs or Colonists?: Notes on IG I3 420," published in *Zeitschrift für Papyrologie und Epigraphik*.

Seidman School of Business faculty **Jitendra Mishra**, **Suzanne Crampton** and **John Hodge** wrote an article, titled "The FLSA and Overtime," published in *Public Personnel Management*.

**Martha Golensky**, associate professor of Social Work, co-wrote a paper, titled "Finding Common Ground: A New Governance Model for the Public Museum of Grand Rapids," presented at the 32nd Annual Conference of the Association for Research on Nonprofit Organizations and Voluntary Action in Denver, Colorado. Golensky also received a Special Service Award in recognition of her scholarship and commitment as editor of *ARNOVA Abstracts*.

**Don Pottorff**, professor of education, wrote a poem published in an anthology, *The Colors of Life*, edited by Howard Ely.

**Gina DeLapa**, assistant director of Career Services, wrote an article, titled "Four Ways to Choose a Career You'll Love," published in the online newsletter, *CollegeJournal.com*.

**Nan Schichtel**, Off-Campus Library Services coordinator, was appointed to a two-year term on the Michigan Library Consortium's Reference, Resource Sharing & Collections Members Forum.

**Richard E. Veazey**, associate professor of accounting and taxation, presented a paper, titled "Critical Factors That Determine Success on the CPA Exam," at the American Academy of Accounting and Finance Annual Meeting held in New Orleans.

**Millie Jackson**, associate librarian, was appointed as a board intern for the Healing Story Alliance, a special interest group of the National Storytelling Network.

**Al Owens**, Athletic Department game operations, was recently selected by USATF to officiate the 2004 Olympic Track and Field Team Trials in July in Sacramento, California.

**Karen Gipson**, assistant professor of physics, presented a seminar, titled "Acoustic Cavitation" at Southeastern Louisiana University. The seminar was sponsored in part by the American Physical Society.

**Janet Vail**, associate professor of water resources at the Annis Water Resources Institute, spoke and served on the planning committee for the West Michigan Regional Watershed Conference, funded by the U.S. Environmental Protection Agency.

**Catherine Frerichs**, director of the Pew Faculty Teaching and Learning Center, was elected to a three-year term on the Core Committee of the Professional and Organizational Development Network, the national organization of faculty developers.

**Mary Seeger**, dean of Academic Resources and Special Programs, spoke on the holiday theme in mystery writing at the December meeting of the Grand Rapids branch of the American Association of University Women.