centralight
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spring 2014

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Stories of CMU grads who are rewriting Michigan’s economic story

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Boyd and others

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Become a CMU Alumni Association Gold Member, and strengthen lasting connections with your alma mater and fellow alumni near and far who share your sense of CMU pride.

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Make yours a heart of gold.
How does the shoe fit?

By Marcie Otteman Grawburg, ’87
Executive director of alumni relations

Because CMU was established more than 120 years ago in 1892, it isn’t a rare occasion that we stumble upon a little historical mystery.

In the most recent case, a shoe was discovered in the crawl space in Warriner Hall. It’s a man’s shoe, circa the 1920s or ’30s. And the weirdest part? It is filled with cement. You read that correctly: cement shoes under our administration building.

We can’t help but wonder, was this part of a bygone campus tradition? Did someone put the shoe there as a practical joke? A way to christen a new building?

I know that many of you enjoy a good mystery, too. I enjoy receiving your notes filled with fond memories of Central, often accompanied by black-and-white photos and your questions about “Whatever happened to …” — the buildings, professors and classmates you remember. Together with CMU’s Clarke Historical Library and the Museum of Cultural and Natural History, we try our best to track down answers to your questions. And more often than not, we learn about a new chapter of our institution’s history in the process.

In this edition of Centralight, we are introducing two new features that will run in every issue. “Hidden Central” will explore a side of CMU that most people do not get to see (this past winter, we climbed atop Warriner to get the full history of the chimes). We delved into our archives for the most captivating historic photos for our new back-page feature, “Do You Remember?”

We hope these will spark your curiosity and allow us to travel together for a moment through our long, proud history.

For those of you with nagging questions about those larger-than-life personalities you remember from campus throughout the decades, our story “Where Are They Now?” will help to answer a few of those questions. We enjoyed tracking down Dick Enberg, peace activist Cathy Courtney and President Bill Boyd.

Thanks for taking the trip with us down memory lane. And if anyone’s missing a cement shoe, you know where to find it.

Marcie

Calendar

April
5

May
10
CMU commencement ceremonies, CMU Events Center, Mount Pleasant campus

June
6
CMU night at Comerica Park
7
CMU day at the Detroit Zoo
13
CMU night at Great Lakes Loons
18-20
Grandparents U, Mount Pleasant Campus

This is a small sampling of the many alumni events throughout the United States. Please visit alumni.cmich.edu for a complete list.
CMU Online programs ranked No. 1 in U.S.

U.S. News & World Report ranks CMU’s online undergraduate programs No. 1 in the nation in its annual rankings for 2014.

The ranking evaluates programs on student engagement, faculty credentials and training, student services, and technology as well as a peer review.

“CMU continues to be an innovator in online learning,” says Provost Michael Gealt. “Much credit can be given to the CMU faculty for our ongoing success. Students continually tell us that the accessibility of faculty is tremendous and that requests for information or help are responded to within 24 hours in virtually every case.”

More than 10,000 students from around the nation are enrolled in online classes at CMU each year, some as full-time online students and others supplementing their face-to-face classes at the Mount Pleasant campus.

CMU’s graduate education programs for teachers and administrators placed No. 3 and its online graduate business program placed 17th in the nation.

Mobile CMU health clinic hits the road

Since many people in Michigan’s rural and medically underserved areas live a long way from medical facilities, CMU is bringing health care services to them starting this spring.

Operated by The Herbert H. & Grace A. Dow College of Health Professions, a customized RV will serve Michigan residents by providing access to quality medical care, preventive health education and community outreach efforts.

The clinic’s specialties, as an extension of the campus-based Carls Center for Clinical Care and Education, include cochlear implant services; fall and balance therapy; hearing aid sales, service and repair; physical therapy; and speech-language therapy.

The mobile clinic also will allow CMU health professions students and faculty to work with school districts and civic groups to promote healthy lifestyles and research regional health issues.

Comedy gold

If you were on campus in January, you might have caught a glimpse of Jim Belushi along with his “According to Jim” co-star and CMU alumnus Larry Joe Campbell. They paid a visit to Central as part of Belushi’s Board of Comedy Tour.

The actors invented hilarious sketches incorporating audience favorites such as The Cabin bar, supplemented with Campbell’s deft blues harmonica skills.

The actors stuck around for a Saturday morning improv workshop with CMU theater students.
Lending a hand

“You have to focus on the issue and not the tasks you’re doing. You have to look at the impact you’re making. That’s what makes a good volunteer. There’s a social issue out there for everyone. You just have to find your passion.”

– Cody Wilson, Tipton, Mich., sophomore and CMU Service Ambassadors Volunteer

Overheard

“We’ve gotten too comfortable sitting with our laptops and phones. We don’t take the challenge to actually stand up anymore and go march. We just ‘like’ or ‘share’ something. The Civil Rights Movement had a lot more strength to it.”

– Shelbie Moore, Detroit senior
CMU 2014 Martin Luther King Jr. Oratorical Contest winner
“People were taking pictures, saying ‘Is President Ross in my class?’ Everyone loved it,” Reimers said. “President Ross’ office staff had a lot of fun, too.”
He sported cowboy boots and jeans while playing Luther Vandross on his iPod. 

She wore a purple dress and suit jacket and prepared for a full day of meetings.

It was an ordinary November Tuesday at CMU for everyone on campus – except for President George E. Ross and Student Government Association President Marie Reimers, who decided to trade places for the day in order to gain a better understanding of each other’s lives and roles.

Ross’ first surprise: a pop quiz in women’s studies. Junior Reimers is a triple major in women’s studies, political science and sociology.

“I haven’t been an undergrad in 40 years,” Ross says. “And, I had no idea what her classes were. I checked out a book from the library to read ahead and then her professor changed the lesson plan.”

His fallback strategy? Take as many notes as possible.

“Marie can’t get those lectures back,” he says. “So I was pretty nervous about taking good notes for her.”

Meanwhile, Reimers spent the day meeting with vice presidents, development officers, individuals from CMU Research Corp., the Isabella County Commission and the Mount Pleasant city manager. She also presented at the Academic Senate meeting – something that initially made her nervous.

“The Academic Senate really enjoyed the address,” she says. “Plus, they thought it was hilarious that President Ross was off somewhere on campus taking a quiz.”

Ross formed the idea for the switch, inspired by a similar undertaking at the University of Tennessee Chattanooga, where he previously had served as executive vice chancellor. “I’m responsible for the students here,” he says. “I got a chance to be in classrooms and interact with students and faculty members. And, I wanted to expose Marie to what the university looks like from the president’s chair.”

Reimers says the experience was rewarding for her, too, and she’d like to do it again. Ross says he’d like to make the switch an annual tradition.

“I didn’t make Ross go to my 7:45 a.m. yoga class, but next year I totally would,” says Reimers, adding that she was still waiting to hear back on the results of the pop quiz.

text by Morgan Macdermaid
photographs by Steve Jessmore, ‘81

What happened when CMU president George Ross traded places with the SGA president

A lot of the students stared at me, like ‘Who is this guy in my class?’” said Ross.
WHERE ARE THEY NOW?

You remember them from your college days – those rabble rousers, athletes, class clowns and leaders whose personalities always seemed larger than life. Then you went your separate ways and you always wondered, “Whatever happened to …”

Well, wonder no more. We checked in with eight of the biggest campus personalities from across the decades to reminisce about their time at CMU and ask about life after Central.

BY TERRI FINCH HAMILTON, ’83
WILLIAM BOYD, PRESIDENT OF CMU FROM 1968-1975

Racine, Wis.
Retired

WHAT HE WAS KNOWN FOR AT CMU:

One of Central’s most beloved former presidents, who left a legacy of peace during a politically charged time

THE BACKSTORY:

“I’ll tell you one thing,” Boyd says. “I’ll probably be the oldest person in this story.”

At 90, Boyd is as charming as ever.

That charm came in handy during his days at CMU as he pioneered collective bargaining with the faculty unions.

You can thank his administration for CMU’s beautiful campus. “It was mostly parking lots,” Boyd recalls. “We tore them out and put in berms.”

Boyd also knew how to smooth things over. “After Kent State, there was a lot of rioting on campuses,” he recalls. “A village sprung up of student tents and shanties. After a few days, it got to be quite a sanitation problem.”

Boyd compromised with the students, letting them camp out at night if they took down their tents during the day. After a few days, the students packed it in for good.

AFTER CENTRAL:

After leaving CMU in 1975, Boyd was president of the University of Oregon for five years. He gave the OK for a movie to be filmed on campus. You may have heard of it – “Animal House.”

“I thought the nation needed a funny movie,” he says about granting the Hollywood producers’ request. They even used his office for Dean Wormer’s digs.

“It was a lot of fun,” Boyd says. “The barbers in town loved it. Any students who wanted to be extras in the movie had to get a 1950s haircut. So the barbers were rich.”

Boyd moved to Racine, Wis., in 1980 and was president of the Johnson Foundation until his retirement. Then he and his wife, Karen, traveled the world – India, Bhutan, New Guinea, Northern Australia and the Pacific Islands.

These days?

“Well, I’m 90, so I have less energy than I had 20 years ago,” Boyd says. He’s legally blind so he feeds his hunger for reading with audio books on history and current events.

Any message for the CMU folks who remember him?

“Tell ‘em I love ‘em,” he says. >
When several football coaches left during a less than stellar football season, Fosgitt drew a Titanic-like ship, the S.S. CMU Football, sinking, with a lifeboat full of coaches rowing away.

The head coach called him on the phone. He wasn’t happy. He knew how to ruffle feathers – but even administrators would grudgingly concede his talent from time to time. Fosgitt became something of a celebrity on campus. People recognized him when he signed credit card receipts. Classes discussed his cartoons.

“I got people talking,” he says, “and I loved that.”

After Central:

These days Fosgitt’s cartoons are read all over the world. He works from his home in Plymouth with his cat, Goonie. He’s the creator of the all-ages comic book, “Bodie Troll,” published by Red 5 Comics. He also created the graphic novel “Dead Duck,” now an ongoing web comic. His single-panel comic, “Necronomicomics,” lampoons horror films and is published monthly in Rue Morgue magazine.

“My time at CM Life was invaluable,” Fosgitt says. “To have that publishing experience was fantastic. I wouldn’t be where I am today without that experience.”

JAY FOSGITT, ’04
Plymouth, Mich.
Cartoonist

WHAT HE WAS KNOWN FOR AT CMU:
Cartoonist for CM Life from 2001-2004 known for his lampoons of campus administrators

THE BACKSTORY:
When Fosgitt came to campus in 2001, there was an opening at CM Life for a cartoonist. Perfect – he had been planning a career as a cartoonist since he was 5 years old.

“My goal was just to do a funny comic strip,” Fosgitt says. “I didn’t want to be political.”

But the newspaper wanted an editorial cartoon, as well as a funny strip, so “Waste Products of a Warped Vision” and “Mother’s Goofs” were born.
CATHY COURTNEY, '74
Houston
Health care consultant

WHAT SHE WAS KNOWN FOR AT CMU:
Political activist

THE BACKSTORY:
“Most people will remember me as that political girl who showed up to anything radical on campus,” Courtney says. “I was at anything involving free speech, civil rights, women’s liberation, social injustice, women’s health. My interest in all of that goes way back to CMU.”

Courtney founded the campus organization WHIP – the Women’s Health and Information Project. She worked to get birth control prescriptions available at the University Health Center.

“There was no gynecologist on campus, no sex education,” she says. “There were physicians who would not see unmarried girls for birth control. It was dismal.”

AFTER CENTRAL:
Just two years after graduation, in 1976, Courtney was named Feminist of the Year by the Michigan chapter of the National Organization for Women.

Courtney went on to a successful career that often focused on women’s health, including time as senior project coordinator at the Baylor College of Medicine’s Center for Research on Women With Disabilities. She’s been education coordinator at a medical school, trained community health workers and been a public health educator. She helped found the Detroit Feminist Women’s Health Center.

Now Courtney is an outreach coordinator for Health Care for All Texas, an all-volunteer grassroots organization working to improve health care access.

Her passion was fueled at CMU, she says.

“Mount P – the radical hotspot of mid-America,” Courtney says, laughing. “It was a microcosm of the larger society, with all the same issues. My time there enabled my growth.”

Courtney was part of a group of anti-war protesters who climbed on Gov. William Milliken’s car as he was leaving CMU in 1972.
Dick Enberg, '57
La Jolla, Calif.

Longtime sportscaster, now TV announcer of the San Diego Padres baseball team

What He Was Known For at CMU:
Announcer for football and basketball games; student body president

The Backstory:
Little known fact: Dick “Oh, My!” Enberg, now considered one of CMU’s most prominent alumni, had to hitchhike to get to CMU from his hometown of Armada, Mich.

When he was graduating from high school, CMU president Charles Anspach gave the commencement speech. Young Enberg introduced himself after the speech, and Anspach sent him away with a $100 scholarship – “my ticket to Central Michigan,” Enberg recalls.

At Central, he worked at WCEN radio as a junior and squeezed in a stint as student body president his senior year.

“My experience at CMU was incredible,” Enberg says. “From the required freshman speech class to being a member of the CMU debate squad to serving as the public address announcer for football and basketball games. Little did I know that it was the foundation being built for an amazing life as a sportscaster.”

After Central:
“After 56 years in broadcasting, I’m still living my dreams,” he says. Enberg, who lives in California with his wife, Barbara, has taken viewers on a trip through all major sports in America and through Olympics around the world. He’s called everything: tennis tournaments, basketball, football, baseball, golf.

He’s won 14 Emmy Awards, nine National Sportscaster of the Year Awards and has a star on the Hollywood Walk of Fame.

He’s maintained a sense of wonder throughout it all, captured by his signature “Oh, my.”
F. DEE BOERSMA, ’69

Seattle
Conservation biologist/penguin expert; Wadsworth Endowed Chair in Conservation Science at the University of Washington

WHAT SHE WAS KNOWN FOR AT CMU:
Student Senate president; won Outstanding Freshman/Woman of the Year in 1966

THE BACKSTORY:
Dee Boersma was a biology major at CMU, on the road to becoming one of the world’s foremost experts on penguins. But when she shares her best memories of Central, it has nothing to do with biology. It’s about fairness.

Getting rid of the residence hall curfew for women was a milestone during her time at CMU, Boersma says.

“Finally, both men and women were treated the same,” she says, “and one sex didn’t have to be in their dorm halls by 11 p.m. while the opposite sex did not. It was a small move forward, but a meaningful one.”

AFTER CENTRAL:
Boersma has applied her passion for fairness to leadership and advisory roles all over the world, from the United Nations to a hometown position on the CMU Board of Trustees. But mostly, she looks out for penguins.

The New York Times calls Boersma “the Jane Goodall of penguins.” For 30 years, she’s been the director of the Wildlife Conservation Society’s study of Magellanic penguins at Punta Tombo, Argentina, home of the world’s largest colony of the species.

Using numbered metal bands, Boersma and her team follow hundreds of individual penguins to learn where they go, what they eat and how they survive to the next breeding season.

Oil pollution and climate change take a toll on the well-dressed birds. But conservation efforts Boersma spearheaded, such as moving oil tanker lanes further from the coast, have helped her beloved birds.

“Penguins are not that different from us,” Boersma told an audience at a TED talk. “They’re trying to make a living, they’re trying to raise their offspring, they’re trying to get on and survive in the world.”
ISHA COGBORN, ’00
Chandler, Ariz.
President of the professional development firm Epiphany Institute; co-founder of Entrepid Inc, a business management company and startup incubator

WHAT SHE WAS KNOWN FOR AT CMU:
Anchorwoman extraordinaire

THE BACKSTORY:
If you were on campus during the late 1990s, you probably saw Isha Cogborn on TV.
She was on the team of students who helped transform “News Central 34,” as she tells it, “from a 30-minute taped news show to a four-days-a-week, live, butt-kickin’ newscast.”
She interviewed actor Edward James Olmos and introduced poet Maya Angelou to a standing room only crowd at Rose Arena.
Cogborn co-founded the Minority Media Professionals Association and was a peer adviser for Minority Student Services.
And she did it all as a single mom.
When Cogborn started at CMU as a freshman, she was pregnant. She left school after a semester and came back a year and a half later – her 1-year-old, Deon, in tow.
“I dragged this little kid all over campus – people might remember me for that,” she says. “He would be in the editing suite with me. I’d push two chairs together for him to lie on, I’d cover him with my jacket, and he would go to sleep.”

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Deon is a freshman in college now, and his mom has come a long way, too.
After a successful career at Dow Chemical, Cogborn was laid off in 2009. She had new business cards printed the next day and launched a career as a life coach, motivational speaker and trainer, helping people connect their passion to their career.
“There are always opportunities,” Cogborn says. “Sometimes they already exist, and sometimes you have to create them.”

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JIMMY “DJ” GREENUP, ’01
Miami Beach, Fla.
Production manager at LIV nightclub in Miami

WHAT HE WAS KNOWN FOR AT CMU:
Wrote the song “Central Girls” that became legendary on campus

THE BACKSTORY:
Greenup first wrote “Central Girls” as a poem for a friend to recite in a public speaking class. “He came back and said, ‘Dude – I got an A plus!’” he recalls. He turned it into a song, which became a big hit at parties.
“Then somebody put the song on Napster, and the next thing you know people were asking for my autograph and to take their picture with me. People could recite all the lyrics. Hilarious, right?”

AFTER CENTRAL:
Jimmy Greenup has made a career out of the party scene. Just like the Central girls he wrote about more than a decade ago, Greenup, 36, likes to have fun.
A physical education major, Greenup worked as a phys. ed. teacher in California for a year.
“It was a sweet gig, but I hated waking up before noon,” he says. So he headed to Las Vegas to work in the nightclub scene.
“I’m a very social person,” he says. “I love to dance. I love making sure everybody’s having fun. Now, that’s my job.” Greenup hosts parties, mingles with guests and keeps the scene lively at the hip Miami night spot, LIV, where celebrities like Miley Cyrus and Kanye West are frequently spotted.
Greenup still has fond memories of CMU.
“It all goes back to Central,” he says. “I used to deejay and I was always the first one at the party, getting everything ready. Central is an awesome place. It was some of the best years of my life.”
Dan LeFevour, ’10
Burlington, Ontario
Quarterback for the Hamilton Tiger-Cats
of the Canadian Football League

What he was known for at CMU:
Standout quarterback

The backstory:
LeFevour was called off the bench to replace
an injured quarterback during the first game
of the 2006 season against Boston College and
soon became a touchdown-scoring machine.

The football standout holds all sorts of MAC
records and is the only player in National Collegiate
Athletic Association history to throw for at least
12,000 yards and rush for over 2,500 yards.

But he characteristically shrugs off his campus
fame, calling himself “just another guy.”

“We had a lot of good seasons,” he says. “All the
championships. Going to the bowl game every
year. Beating Michigan State. I loved walking around
campus, feeling like you’re part of a community,
part of something bigger than football.”

After Central:
After graduation, LeFevour bounced around a bit
from team to team, which he says was tough.

“I went from Chicago to Cincinnati to Indianapolis
to Jacksonville to Hamilton in four years,” he says.
“I lived in five places in less time than I spent
at CMU. But that’s how this business works.”

Recently, with the Hamilton Tiger-Cats’ season
hanging in the balance, LeFevour delivered a
touchdown run in overtime that rallied Hamilton to
a thrilling 19-16 win over the Montreal Alouettes. His
touchdown secured Hamilton’s first home playoff
win since 2001 and prompted his teammates
to hoist him onto their shoulders in victory.

Canada is cool, but he’s still getting used
to seeing signs for gas for $1.25.

“That’s for a liter,” he says with a laugh. “It works
out to about $5 a gallon for gas. Everything’s more
expensive here. I’m only an hour from Buffalo,
but it still really feels like a different country.”

He celebrated the New Year in style –
getting married to wife, Arica, on New
Year’s Eve in Mount Pleasant. •
Would you be successful according to your 14-year-old self?

Alumna’s debut novel explores that question

Text by Cynthia J. Drake, M.A. ’08
Photographs by Steve Jessmore, ’81
Once in a while something small and seemingly insignificant can change the trajectory of your life.

That was the case when Lori Nelson Spielman, ’83 M.A. ’84, came across a sheet of paper titled “Lori’s List” that she had written around age 14. Tucked away in a small cedar box that traveled with her to college and beyond, Spielman unearthed her treasures while cleaning out her closet in 2009.

“I opened this box, and I saw that I had kept my grandmother’s rosary and my CMU ID card. Then I found this paper that I vaguely remembered,” she says. “On it were 27 things that I thought would make for a good life, along with ‘Ways to be’ – friendly, funny, don’t talk about anyone …”


The list was something any 14-year-old girl might write – Spielman dreamed of owning a horse, living by a lake, designing and building her own house, having babies, and ‘going to collage’ – I think that’s supposed to be ‘college,’” she says, laughing.

When she found the list, Spielman began to imagine what would happen if someone were forced to accomplish the things they always dreamed they would achieve when they were young.

That plot is the premise of “The Life List,” the story of 34-year-old Brett Bohlinger, who is reeling following the loss of her mother. Instead of a traditional inheritance, Brett’s mom leaves her a list of the life goals her 14-year-old self imagined she would achieve. Oh, and there’s a one-year deadline involved.

Spielman has achieved many of the items on her own life list, including several neither she – nor her family – could have ever dreamed.

“I came from a very humble background. My dad was a bricklayer,” she says, recalling a time when her mother improvised a solution to a broken shoelace, because even a new pair of shoelaces had to wait until payday.

“My parents were avid readers, though, and smart. When I went off to college, my mom – being practical and thinking that I would someday be married with kids – said, ‘Nurse or teacher. Those would be the careers for you,’” she says.

Instead, Spielman was thrilled to discover the world of communication disorders at CMU and not only earned her bachelor’s degree, but also her master’s in a very rigorous and challenging field.

After working as a speech-language pathologist for several years and then as a guidance counselor, Spielman found out about homebound teaching, which involves providing lessons for children who are physically or mentally unable to attend school. She has taught many teen mothers, along with children with life-threatening illnesses and students in homeless shelters.

“The Life List” incorporates characters that represent each of these areas of Spielman’s life – a speech-language pathologist, a homebound teacher and a teen mother all play key roles.

Writing the novel came strangely easily, Spielman says, after a few earlier attempted works that didn’t flourish.

“I loved the writing,” she says. “I would just rush home from work as soon as I was finished with everything and go straight to my computer. I remember thinking this could either be great or complete rubbish.”

Soon after finishing the book, Spielman landed an agent, who began to pitch the book to publishing houses. Within short order, the writer found herself in the midst of a bidding war for her debut novel.

“It’s been such a dream,” she says. The book has been published in 16 languages, all with different covers and slightly different titles (in Italy, it’s called “The List of My Desires”).

Producer Hutch Parker (“The Wolverine” and “X-Men: Days of Future Past”) and a screenwriter who worked on one of the “Bridget Jones’s Diary” films have been picked for the movie adaptation, but Spielman says it’s still too early to get her hopes up – film rights often expire without producing the anticipated blockbuster.

Still, the process is exciting for the woman who started at CMU feeling not quite confident in her shoes, asking, “Can I do that?”

Though a few things may never get checked off her life list, you get the sense that 14-year-old Lori Nelson would be smiling in response.
Good medicine

Dr. Francis I. Achike, M.D., demonstrates clinical skills for College of Medicine students Stefanie DiGiandomenico and Colin Hagen. CMU’s second class of 104 CMED students will arrive on campus in August. They were culled from a group of 3,007 applicants.

PHOTO BY STEVE JESSMORE, ’81
CMU WELCOMES NEW TRACK AND FIELD DIRECTOR

Central track and field director Mark Guthrie’s passion for track and field developed early on as the former shot-putter reveled in the challenges the sport presented. “For me, it was the fact that you are out there and you’re all by yourself and there is no place to hide,” says Guthrie. “I enjoyed that challenge. You had nobody else to blame. If you didn’t do the preparation and didn’t take care of things, it always came back to you.”

Now, Guthrie finds his passion has turned into a successful career as he takes the reigns of a program in need of his leadership. His attention to detail and ideas for revamping the program have created buzz among the student-athletes.

Guthrie joins the Chippewas after spending the last six seasons at the University of Wisconsin as an assistant coach. Previously, he was the head coach at the University of Wisconsin-La Crosse for 19 seasons. In total, Guthrie’s teams have won 12 indoor national titles and 10 outdoor championships. Only five head coaches in NCAA history have won more team championships.

MAKING THE GRADE

While working hard on the court, the CMU men’s basketball program also has scored high points for hitting the books off the court. In the classroom this fall, a record 10 student-athletes received above a 3.0 grade point average. Sophomore forward Blake Hibbitts had a team-high 4.0 while senior forward Zach Saylor (3.50), sophomore guard Austin Stewart (3.48), sophomore point guard Chris Fowler (3.44), sophomore forward John Simons (3.23) and junior guard Austin Keel (3.03) also finished strong.

That academic success occurred while the squad completed a successful nonconference portion of its 2013-14 schedule. Fowler led the team in scoring, assists and steals, and CMU posted seven wins for the second consecutive season. During that stretch, the Chippewas captured the championship at the Central Michigan Tournament.

Academic success is nothing new for coach Keno Davis’ group, as his 2012-13 squad was one of two Mid-American Conference teams to receive the Team Academic Excellence Award from the National Association of Basketball Coaches, which recognizes outstanding academic achievement by a team with a cumulative grade point average of 3.0 or better.
The philosophy is simple: Penetrate the gaps in the defense, force the defender to double down and kick out to a shooter for an open three. If the defender doesn’t help, take it to the basket and finish in the paint.

CMU women’s basketball coach Sue Guevara implemented the “dribble-drive” offense prior to her second season at the helm of the Chippewas in 2008-09.

“When I took the job at CMU, we went 6-23 in my first season doing the best we could,” Guevara says. “After the season, former assistant coach Bill Ferrara came to me and asked if he could study the dribble-drive offense, and we felt we had the players to implement and run with it.”

Since then, the Chippewas’ program has been transformed into one of the best in the country in both three-point field goals and scoring. Despite the simple strategy, opponents have not had much success in stopping it.

Guevara’s Chippewas have racked up more than 100 wins in the last five-plus seasons and won 20-plus games for the third-straight season last year, setting a new program record.

“People like our offense because it’s up and down, and we score a lot of points,” Guevara says. “You have one job when the ball is in your hands and that is to score a layup, and if you can’t, you have three options to find shooters or low post players because it forces the defense to double down.”

During Guevara’s tenure, the Chippewas have ranked in the top 25 in three-point shooting in five of her seven seasons. No team in the Mid-American Conference has made more three-point field goals or scored more points. Thanks to Guevara’s dribble-drive offense, the Maroon and Gold have turned into a power in the MAC that is the odds-on favorite to repeat as MAC Champions after claiming their first title since 1984 last season.

This season, the Chippewas are shooting better than ever, ranking in the top five nationally in three-point field goals per game and are on pace to not only break the single season CMU record, but the single-season MAC record.

“Our schedule is the gift that keeps on giving,” Guevara says. “I want players that will come in and aren’t afraid to play the best teams in the country, because we want to be one of the best teams in the country.”
CMU’s Global Campus offers busy working adults the quality and convenience they deserve:

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Michigan is emerging from what some have called its “lost decade,” a period in which it nearly lost its signature auto industry and hundreds of thousands of jobs in the most prolonged economic recession since the Great Depression.

Today the state is bouncing back with a revitalized auto industry and a renewed entrepreneurial spirit that is reshaping older companies and creating new ones.

And guess what? CMU and its graduates are leading many of those efforts. >
When he graduated from CMU nearly 25 years ago with a degree in production operations management, Jim Kamsickas had fairly modest career aspirations. “I thought I’d be a plant manager,” he says. Kamsickas, ’89, has since climbed to the highest rung on the corporate ladder. Today he is the CEO of International Automotive Components, one of the largest privately held companies in Michigan. IAC, as the company is known, is based in Luxembourg but has its operational headquarters in Southfield, Mich., where Kamsickas has a panoramic view of a bustling southern Oakland County landscape from his corner office. Under Kamsickas’ leadership, the automotive interior supplier has grown from its startup in 2006 to become the third-largest privately held company in Michigan, with 90 locations and 28,000 employees worldwide. IAC posted record sales of $5.2 billion last year, up nearly 11 percent from $4.7 billion in 2012. Founded by billionaire investor Wilbur Ross Jr., IAC employed an unusual business model to become the 12th largest auto supplier in the country. Rather than acquire well-run, profitable companies, Ross decided to buy troubled companies, turn them around and take a leading role in the auto interiors business. Ross and Kamsickas formed IAC by acquiring the struggling interior systems business Lear Corp. and the auto carpeting and acoustics business Collins & Aikman, which ended up liquidating in bankruptcy. From there, IAC acquired 15 more distressed auto interior-related companies in a bid to become one of the biggest players in the industry. “A crisis is a terrible thing to waste. We knew instantly that we needed to consolidate the industry,” said Kamsickas, who worked at Lear for 18 years before Ross asked him to run IAC. “Our business plan was to shrink the number of companies in the interior business.” Fewer competitors and a recovering industry have resulted in IAC riding a wave of prosperity. In an industry populated with executives educated at some of the most prestigious and best-known universities in the country, Kamsickas says his degree from Central has given him an edge in the business world. “I think graduating from a mid-major school makes you a little more hungry to go out and prove yourself,” he says. “It makes you want to get up every morning and work a little harder than the average person.”

“A crisis is a terrible thing to waste.”
– Jim Kamsickas, ’89

Kamsickas says CMU’s curriculum in production operations management was a forerunner of what today is called supply chain management, one of the hottest fields for aspiring manufacturing executives. He calls his own management style “no ego, no politics” and says everyone in an organization must be treated with respect. “The new generation of workers doesn’t respond well to the dictatorial leadership of the past,” he says. “You can’t have silos. You need everybody’s input. “This is a complex business,” Kamsickas says. The guy in the corner office can’t get it all done. All I am is the head coach.”

the Enterprising Businessman
Katie Flickinger grew up in the busy Detroit suburbs, but she dreamed of having a life on the farm. “I used to ask for chickens for Christmas,” says Flickinger, ’09, adding that she got her love for growing things from her grandparents and from her father, “who was big into tomatoes.”

Flickinger started Garden Hoard in 2010. Working from a small sunroom in her Livonia home and half a dozen garden plots in metro Detroit, Flickinger propagates 1,000 heirloom tomato plants a year and sells seeds from them, primarily online. The rest of her revenue – up to 60 percent of her business – comes from selling produce at farmers markets during the summer with her husband, Christian.

Heirloom tomatoes are varieties that have been in existence for more than 50 years. Flickinger says there are more than 10,000 varieties of heirloom tomatoes that come in a variety of colors, including yellow, purple and black.

Wintertime finds her cleaning fruit, vegetable and flower seeds and packaging them for sale for the spring planting season. She even makes the seed packages by hand. “It’s a nonstop process,” Flickinger says.

Her business bloomed last year after she entered a business plan competition sponsored by the Michigan Women’s Foundation in Detroit and won the top $10,000 prize in the lifestyle business category.

“People are more interested now in locally grown food. I thought Katie hit a nerve with her business plan. She’s visionary,” says Maria Thompson, entrepreneur-in-residence at Arsenal Venture Partners.

“She got you so excited, you almost wanted to start gardening,” says Thompson, a non-gardener.

Flickinger says she calls on the lessons she learned in her CMU retailing classes to help her think through business problems. “I learned in my retail classes that you need to take time to plan,” Flickinger says. “If you don’t do market research, you’re going to fail.”

Garden Hoard’s sales rose 250 percent last year. She also gives away older seeds to online customers.
Giving away your product might not seem like a smart business move, but Flickinger says it has helped to create loyal customers who purchase newer varieties of seeds she offers each year.

“I really believe you have to share knowledge,” she says. “There’s a lot to learn about seeds.”

Flickinger and her husband are looking to purchase a small farm where they can grow the business and realize Katie’s dream of raising goats and chickens.

“We want to produce enough so that we can get into local restaurants,” Flickinger says. “I come home every night covered in dirt, but I love it.”

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Five ways to grow an entrepreneur

(and why CMU does it well)

01  Provide a solid educational foundation in the business world.
CMU’s entrepreneurship program begins immediately in the freshman year with a course on Discovering the Entrepreneur Within and Entrepreneurship Launch Pad. Seniors complete a course on Launching a Venture.

02  Inspire innovative thinking and problem solving.
A consulting course in CMU’s entrepreneurship program provides a training ground for students, challenging them with real world business problems that require team-based problem solving for clients.

03  Give them ample opportunities to get their feet wet.
Internships are one of the best educational tools – all CMU entrepreneurship students are required to complete one before graduation.

04  Invest in good ideas.
CMU’s popular Make-a-Pitch competition, offered four times a year, offers $500 to the student team that pitches the best startup idea (in two minutes) to judges. The New Venture Competition is the culmination of an eight-month period of coaching, workshops and networking, awarding more than $65,000 in startup cash and capital last year.

05  Gather expertise across many fields.
CMU’s proximity to the CMU Research Corp. and the Center for Applied Research and Technology (also known as the Mount Pleasant SmartZone) means resources and expertise are available for incubating, researching, funding and growing a business from scratch.
The Awrey family founded the iconic company in Detroit in 1910. It grew to produce baked goods for a variety of customers, ranging from grocery stores to the United States military. It currently operates from a 218,000-square-foot plant in Livonia.

Awrey had struggled financially in recent years. The company filed for bankruptcy in 2005 and was sold that year to a newly formed company backed by investment banking firms in New York and Chicago.

Beebe says he thinks absentee ownership played a role in Awrey’s near demise. He and McColgan have taken a hands-on approach in revitalizing the company.

The new owners have cut operational costs, restored relationships with customers and vendors, and expanded Awrey’s offerings, including a gluten-free line of baked goods.

Awrey also is in the process of getting government approvals to produce a line of ready-to-eat foods.

“We’re looking at our operation as a broader food manufacturing operation, not necessarily just a bakery,” Beebe says.

Awrey had about 130 unionized employees when the company’s previous owners ceased operations. Those employees had agreed to wage cuts of $1.85 an hour in a failed effort to keep the bakery lines going.

The company now has 80 nonunion employees, most of whom worked for the company under its previous ownership. McColgan says he hopes to hire additional workers in coming months.

“This had nothing to do with the union being bad,” he says. “It was very good. It’s just that we do not operate union companies.”

With tighter financial controls and quality products, Awrey is poised to prosper for years to come, McColgan says.

“It has been a very exciting challenge,” he says. “We’ve finally convinced customers and vendors that we are here to stay.”
You’re attending a business conference at a huge convention center in an unfamiliar city.

Where are the breakout sessions located? What’s the easiest way to get to your hotel room? Where is the meeting room where you’re scheduled to meet a prospective client?

A small Mount Pleasant company that received crucial startup assistance from CMU can help you find your way.

Tangerine Mobile, founded by three CMU geography grads, works with concert halls, convention centers and other public venues to provide event participants with mobile apps that feature indoor maps and indoor location services on Apple and Android mobile devices.

“I used what I learned in school to make money. That’s not always the case for people, especially in geography,” says company co-founder Ken Curry, ’94, chuckling.

Curry, along with J.J. Schlafley, ’04 MS ’11, and David Nichol, ’04 MS ’11, started the company in 2012. Tangerine Mobile is a subsidiary of Amalgam LLC, which they started in 2005.

Amalgam sells geographic information systems mapping to local governments and businesses, primarily in central and northern Michigan. Its maps allow citizens to view their property and obtain a variety of tax, assessment and other information on those properties.

The three men maintained strong connections with CMU following graduation, having worked in the university’s Center for Geographic Information Science before starting Amalgam.

Tangerine, founded in 2012, received crucial startup assistance from CMU Research Corp., which provides a variety of services to new companies.

“They connected us to market research information and are helping us find financing,” says Curry, the company’s business development director. “We’re still in that process with them.”

While Google and other companies offer mobile mapping applications, creative director Schlafley says few offer interactive indoor location maps in the growing event business, Tangerine’s specialty.

Tangerine has developed mapping applications for DeVos Place and the Amway Grand Plaza Hotel in Grand Rapids, Suburban Collection Showplace in Novi, Radisson Plaza Hotel and Suites in Kalamazoo, Boyne Mountain Civic Center in Boyne City, Grand Traverse Resort in Acme, and Weber’s Inn in Ann Arbor, in addition to other hotels and convention centers in Kansas, Indiana and Louisiana.

The company also is targeting visitors and convention bureaus to provide event participants with online maps that give them information about hotels, restaurants and other services.

The young company hopes to grow nationally over the next several years.

“We are really in a big build-up phase,” says Schlafley. “We’re showing our maps to people in the event industry and getting our name out there.”

In addition to the three founders, Tangerine employs several graduate student interns from CMU’s GIS program and contracts work out to other companies.

“One of the things we learned from serving small communities up here in Amalgam is that you have to stay lightweight,” Curry says.

Tangerine’s connection to CMU helps the company keep “lightweight” during its crucial early development stage when resources are tight, while also providing an educational benefit to the university’s students.

“Being able to come back here, working with CMURC and supporting student internships is rewarding on many levels,” Curry says. >
Anthony Lazzaro is not your average college student. One of 300 signed majors in the entrepreneurship program at CMU, the 22-year-old recently returned to campus after taking a yearlong hiatus to start his own company.

“I knew there was a lot I needed to learn,” Lazzaro says. “Now that I’m in the entrepreneurship program, I understand what I could have done differently when starting my company, Kruüe.”

Kruüe, (pronounced “crew”), is a branding concept used to endorse businesses and events in college towns throughout the U.S.

CMU’s Entrepreneurship Program, led by the Isabella Bank Institute of Entrepreneurship, offers a comprehensive program focused on launching a new generation of creative and well-versed business owners.

“CMU provides a great classroom environment but also goes beyond that, giving students an opportunity to learn skills and connect with resources that will help them build a strong business someday,” says Deb Zellner, executive director of the entrepreneurship program. “Our education really goes beyond the classroom.”

Lazzaro is just one example of a student who has ventured beyond his classroom education. Inspired by the spirit of entrepreneurship taking root at CMU, Lazzaro recently created Motivated Mitten, a speaker series that brings Michigan-made entrepreneurs to campus.

“I wanted to motivate students in an organic way,” he says. “Seeing what other people have done can help you with your own vision. No matter the size of the idea, you can be successful.”

BY MORGAN MACDERMAID
Hidden Central:

warriner chimes

TEXT BY CYNTHIA J. DRAKE, M.A. ’08
PHOTOGRAPHS BY STEVE JESSMORE, ’81
If there is a certain romance to a university culture, it is aided by the sound of chimes and bells resonating throughout the campus.

Like echoes of a bygone time, Warriner Hall’s chimes have pealed since 1939, when 21 cathedral chimes were purchased for $1,000 by the student council and played manually on a keyboard. In those times, songs like “Danny Boy,” “The Bells of St. Mary’s” and “I Love You Truly” made a regular rotation.

Nowadays, the system is quite different – it’s all managed electronically, with digitally sampled Carillon chimes ringing on the hour from 8 a.m. to 10 p.m. In addition, three times a day, a preset program treats the campus to a song from a playlist ranging from patriotic songs to popular show tunes, with the CMU fight song sprinkled in occasionally.

The “chimes,” which amount to a computer, amplifier and small keyboard, are housed in a tiny cinderblock room in Warriner – the same place where the original chimes lived. The sound is piped through four loudspeakers stationed atop Warriner’s bell tower.

People still can play the keyboard live if they wish – CMU music students recorded the fight song. “There’s a certain nuance to playing the Carillon chimes,” says Keith Voeks, the university’s official master of the chimes.

Once in a while Voeks receives a complaint that the chimes are too loud (he recently cranked down the volume). Or someone will trudge through campus in the middle of December and question the choice of “Younger Than Springtime,” the old Rodgers and Hammerstein tune.

But for the most part, the chimes are a beloved part of CMU history, and just like love, they’re here to stay.

Prime chime. The newest chime system, which was installed in 2010, may not look very “chime-ish,” but it still produces the same sound students would have heard back in 1939.

Hear our song loud and strong. Keith Voeks, CMU’s master of the chimes, picks his way across Warriner’s snow-covered rooftop. Four speakers carry the sounds of the chimes – including, occasionally, the CMU fight song – throughout Isabella County. Cranked up to top volume, the speakers could reach a two-mile radius.
CMU Bookstore
Spring Hours
Monday - Thursday  8 a.m. to 6 p.m.
Friday            8 a.m. to 5 p.m.
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Photos by Steve Jessmore
Check out Chippewas Everywhere

CMU’s alumni relations office has just released a site that allows CMU alumni to keep in touch and find out about the activities and achievements of former classmates.

Chippewas Everywhere invites all alumni to submit their news about employment, educational achievements and family updates at go.cmualum.com/Chips Everywhere. You can also upload a photo with your news.

For information on alumni chapters and clubs in your area or to see how to host alumni events in your geographic region, check out the Chapter and Club pages under the Engage tab on cmich.edu/alumni.

Congrats, Mr. President

Kudos to Ray Cross, ‘81, who has been appointed as president of the University of Wisconsin System.

Cross had been serving as chancellor of UW Colleges and UW-Extension since 2011 and has earned the respect of Wisconsin legislators and Gov. Scott Walker.

Among the most recent achievements under Cross’s tenure is the UW Flex program, which allows working adults to earn a degree by demonstrating competencies.

Check out Chippewas Everywhere CMU at Comerica Park – June 6

Enjoy the 12th annual CMU Night at Comerica Park. The Tigers take on the Red Sox! The first 750 in attendance at the pre-game reception will get a FREE CMU t-shirt!

CMU at the Detroit Zoo – June 7

Bring the whole family for a day of fun at the Detroit Zoo. Enjoy having lunch in the exclusive CMU Alumni tent during your day of fun!

CMU at Cellular Field (Tigers vs White Sox) – June 12

Come root for the Detroit Tigers at Cellular Field with other CMU alums. Enjoy a pre-game All-You-Can-Eat and drink BBQ an hour and a half prior to first pitch!

CMU at NASCAR (Michigan International Speedway) – June 15

Join CMU Alumni for the first ever NASCAR event. This discounted ticket gets you a full day of NASCAR, including access to the famous Acceleration Club!

We have a limited number of tickets to these events. Be sure to make your purchase quick…they will go FAST!

Visit go.cmualum.com/CMUEvents or call (800) 358-6903 for tickets!
Driving technology development at GM

If you drive a vehicle that uses OnStar, you can thank alumnus Darren Smith, ’90, for his work. He worked on a team that helped develop the technology from the ground up.

“A voice calls you in your vehicle to ask if you’re OK? How cool is it to be part of that?” says Smith, director of Information technology for General Motors Co. “We had to completely figure it all out. It had never been done.”

GM is in the middle of one of the largest transformations in corporate history, one in which thousands of new employees are being hired in new software development centers in the U.S. Graduates with a knowledge of SAP, a global enterprise software system which is emphasized at CMU, are being snapped up.

“Four out of five students GM hires for SAP-related jobs are from CMU,” says Smith.

Funny guys. Easily the biggest applause of the night came when Jeff Daniels asked President George E. Ross to join him on stage for a little fancy whistle blowing. The duo received a standing ovation.

“No matter where you go to school, you can take the stuff you learn there and kick someone else’s a--. That audition was ‘Terms of Endearment.’”

Daniels trotted out his Emmy statuette, which he won last year for best drama actor in HBO’s “The Newsroom.” He said it was fitting to bring that award back to CMU, where it all began.

Daniels – and his Emmy – pay a visit to CMU

Jeff Daniels, who attended CMU from 1973 to 1976, visited campus in January for a night of homespun storytelling and guitar plucking, courtesy of the Max and Emily’s Concert Series.

Daniels talked of his first major audition in New York City, with actors from The Juilliard School, Yale University and the Royal Academy of Dramatic Art in London. When Daniels revealed that he had gone to CMU, “they all just kind of looked away,” he said.
Z to A in the Great Lakes Bay

Children in the greater Saginaw area can enjoy a beautifully illustrated book showcasing destinations around the Great Lakes Bay, thanks to a collaborative effort by the READ Association of Saginaw County.

The nonprofit organization, led by president and director Carol Lechel, ’76, began in 1965 as a response to the high correlation between juvenile delinquency, poverty and illiteracy.

Lechel’s group launched a children's book, Z to A in the Great Lakes Bay, which sells for $12 and benefits literacy efforts. Co-author Nancy Owens, ’70 M.A. ’80, and photographer Michelle McManaway Porra, ’08, are fellow alumni who teamed up on the project. It’s available at greatlakesbaymag.com/shop/books.

So glad for dads

Former CMU running back Brian Pruitt, ’96, has formed a nonprofit organization to honor the important role that dads play in kids’ lives and reduce fatherlessness in Michigan’s tri-city region.

The Power of Dad organization celebrates up to eight men each year from Michigan’s Great Lakes Bay region who demonstrate effective and responsible fatherhood.

This year fellow alumnus Eric Buschlen, M.A. ’95 Ed.D. ’09, a professor of educational leadership at CMU, was one of the honorees.
In Memory


Diane H. (Eissinger) Fraser, ’50, Venice, Fla., died Nov. 6, 2013, age 83.


Donald J. Tobias, M.A. ’71, Ithaca, N.Y., died Nov. 22, 2013, age 68.

Leroy N. McDermid, M.A. ’72, Nappanee, Ind., died Dec. 31, 2013, age 70.


Kenneth L. Fisher, M.A. ’76, Milliani, Hawaii, died Oct. 24, 2013, age 82.

Robert D. Haley, ’76, Lake St. Louis, Mo., died Nov. 19, 2013, age 73.

Robert C. Jackson, M.A. ’76, Ormond Beach, Fla., died Dec. 24, 2013, age 64.

Marvin C. Noll, M.A. ’76, Kansas City, Mo., died Nov. 8, 2013, age 79.

Jerry D. Richards, M.A. ’76, Fairhope, Ala., died Nov. 13, 2013, age 78.

George R. Campbell, M.A. ’77, St. Marys, Ga., died Oct. 27, 2013, age 70.

David C. Cowman, ’77, Caldwell, Idaho, died Nov. 12, 2013, age 59.


Barbara A. (Stuhlmacher) Heeschen, M.M. ’77, Gettyburg, Pa., died Dec. 1, 2013, age 82.


Leo R. LeCompte, M.A. ’78, Dover, Del., died Jan. 4, 2014, age 77.


Roger W. Brodt, M.A. ’82, Jacksonville, Fla., died Nov. 26, 2013, age 72.

Reid W. Chave, M.A. ’82, Mount Pleasant, S.C., died Dec. 5, 2013, age 78.


Deborah J. Pifer, ’89, Sheffield Lake, Ohio, died Dec. 18, 2013, age 47.


Patricia A. Shiamone, M.S.A. ’89, Cleveland, Ohio, died May 10, 2013, age 55.


Michael D. DeChambeau, M.S. ’01, Winter Haven, Fla., died Dec. 14, 2013, age 60.


Matthew T. Young, ’06, Mount Pleasant, died Dec. 27, 2013, age 41.

Staff


Peter G. Froczak, Remus, Mich., died Dec. 1, 2013, age 86.

Freedom Hall

“Central Hall is still occupied today while other students continue to picket classroom buildings in an effort to gain support for a strike called by Student Senate Monday night. Except for the second floor offices, CMU’s oldest building, renamed ‘Freedom Hall’ by protestors, has been occupied by students protesting the war in Southeast Asia and the shootings at Kent State since Monday night.

A spokesman for the students occupying Central Hall said, ‘We want to stay at least until our demands are met.’ Among the student demands are a student vote on the abolishment of ROTC, the abolishment of military recruiters and complete amnesty for all those involved in the strike.”

– Central Michigan Life, May 8, 1970

For five days, from May 6 to May 13, 1970, students occupied Central Hall, CMU’s first gymnasium, in protest of the Vietnam War. Then President William Boyd (p. 9) eventually negotiated with the students to reach a peaceful end. Boyd was a diplomat who was sympathetic to student causes, once donating hundreds of dollars of his own money toward the cost of chartering a bus for students to attend a rally in Washington, D.C. Central Hall was demolished in 1974. Ronan and Grawn Hall now stand at the building’s original site.

PHOTO COURTESY OF CLARKE HISTORICAL LIBRARY
The Susan Colby Maly Endowed Scholarship encourages students to keep striving despite challenges.

Susan and Tim Maly began their love story on the CMU campus in the halls of Saxe/Herrig. It continued through her extensive career as an educator holding positions including elementary through high school-level teacher, an interim principal, and student achievement and instructional coach. Susan, ’73, and Tim, ’74, moved around the country as their careers grew until she lost her battle with cancer this past year.

During her fight, Susan and Tim developed the Susan Colby Maly Endowed Scholarship. It will support students enrolled in the Teacher Education Program whose families are experiencing or have experienced financial hardships due to treating cancer patients within their families.

The endowment will continue to uphold and advance Susan’s legacy of excellence and innovation in education.

Give today for the future
Like Susan and Tim you too can help students in an incredibly special way. To learn more about this and additional ways you can give to Central Michigan University, contact:

Ted Tolcher, Associate Vice President
Development and External Relations
989-774-1441
ted.tolcher@cmich.edu
giftplanning.cmich.edu
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For more information:
- Call 1-800-CMU-4FUN (268-4386)
- Visit CMUCHippewas.com/camps

Camps are open to any and all entrants. CMU is an AA/EO institution (see cmich.edu/aaeo). For ADA accommodations, call 800-268-4386 at least one week prior to the event.