

MSU ALUMNI MAGAZINE • WINTER 2012
FOR ALUMNI AND FRIENDS OF MICHIGAN STATE UNIVERSITY

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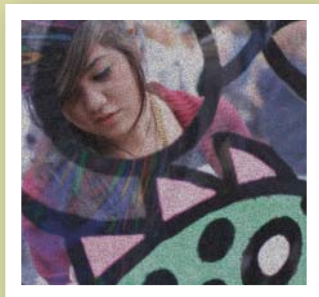
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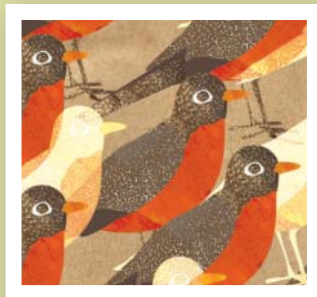
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MSU's new integrated media arts program prepares students for a digital world where communication is experienced via multimedia rather than simply read, watched or heard.



32 THE ROBINS OF MSU, GEORGE WALLACE AND RACHEL CARSON'S *SILENT SPRING*

A half century ago, George Wallace—and the robins—of MSU helped inspire Rachel Carson's *Silent Spring*, arguably the most important book in the 20th century.



38 THE CORAL GABLES— WHERE SPARTAN MEMORIES WERE MADE

We take a nostalgic look back at the iconic Coral Gables, which for several decades served as the epicenter of social life for MSU students.

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Cover: Photo by Kurt Stepnitz, *University Relations*. (L to r) Amber Taylor (Chicago, IL), Elizabeth Izzo (New Berlin, WI) and Liam Zanyk McLean (Midland) are MSU freshmen in the Media Sandbox program.

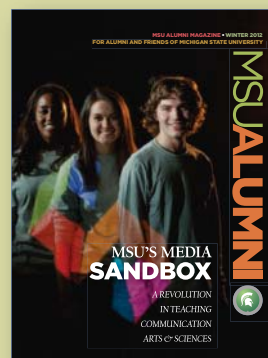
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MSU ALUMNI



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PRESIDENT'S MESSAGE



In classical antiquity's most epic saga, the seer Cassandra warns a Trojan prince against provoking the Spartans. As told in Greek mythology, her words go unheeded and thus launched a thousand ships.

In our own time and place, a humble government biologist provoked ferocious denial by assembling a mosaic of evidence that launched a new environmental movement. Rachel Carson, who died soon after her seminal book, *Silent Spring*, was published, at least was heard.

This year we observe the 50th anniversary of *Silent Spring*, in part because this community's experience with the overuse of chemical pesticides inspired the title. The book and its ensuing controversy foreshadowed today's debates over climate change, genetic research, vaccination, sustainable energy and organic foods.

Public opinion on these issues now seems tied as much to political persuasion as to empirical persuasiveness. Even that effect now attracts sociological inquiry among some faculty members, as well as ruminations on the extent to which scientists should engage in advocacy informed by their research.

Carson's legacy might be subject to debate, but in 1974 it did produce a ban on the pesticide DDT, linked to bird deaths and reproductive problems. Sixteen years later, the U.S. Fish and Wildlife Service still counted just 174 breeding pairs of bald eagles in Michigan. But 16 years after that, despite continued loss of habitat, 482 pairs were counted, and today it isn't unusual to see the national bird patrolling our waterways.

Scholars have stood against the javelins of orthodoxy forever, testing prevailing wisdom and sometimes overthrowing it. Scholarship isn't just about absorbing facts, but steadfastly and creatively engaging in the discovery process. Those laboring in academia understand it is rarely glamorous and the results of research are often incremental, even at times misunderstood if they are noted by a wider public at all. And only after a scholar faces the judgment of peers and publishers, and possibly politicians and the public, maybe then he or she will be heard.

Sometimes discoveries have immediate, direct application—our crop research comes to mind, producing disease-resistant varieties that reduce or eliminate the need for chemical pesticides. More often, the knowledge we gain takes time to develop. I'm thinking of the Long-term Ecological Research Program at the W. K. Kellogg Biological Station, which examines ways to work with natural systems to promote crop productivity. Such knowledge will have impact across the bio-based economy spectrum, including in biofuel applications.

We can be proud that Michigan State is one of the leading places where this critical work takes place. And it happens deliberately, resting on the shoulders of earlier work and sustained very often by public or stakeholder funds. Your engagement—your voice—is a critical component in developing this institution's capacity for the exceptional and supporting voices that can make a positive difference in the world. So speak out in support of Michigan State, our scholars and researchers, our students, our outstanding alumni and their contributions, and all that we stand for. Together, we are nearly 500,000 Spartans strong, and we are a formidable force for good.

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Lou Anna K. Simon, Ph.D.
President, Michigan State University

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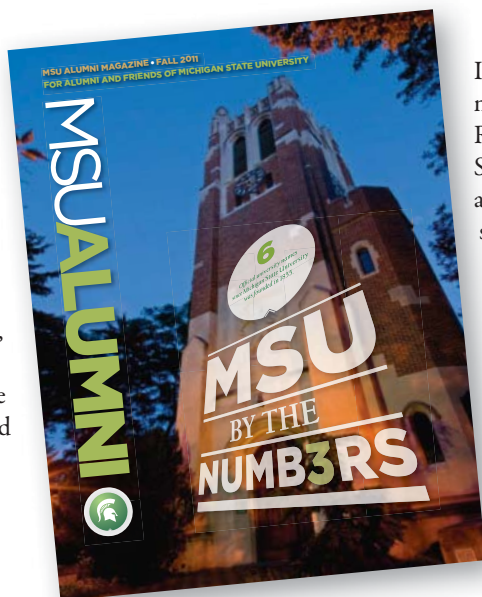
BY THE NUMBERS

"MSU By The Numbers"—great article; great issue. On page 48, Tom Izzo says, "There are a lot of unknowns, but I like what I know about the unknowns. Of course, you don't know for sure until you get them in game situations." Did Izzo spend a lot of time with (Detroit Tigers manager) Jim Leyland over the summer? Jim VanDevelde, '61 Frankenmuth

Two—the number of MSU faculty who were elected to both the National Academy of Sciences and to the American Academy of Arts and Sciences (Anton Lang, plant physiologist, 1967 and 1968; and James L. Dye, chemistry, in 1989 and 1990).

Doug Noverr
Professor, Writing, Rhetoric and American Culture

"MSU by the Numbers" was interesting and informative. Here's another number for you: 67. That's the percent share of the television audience that watched MSU's 1956 Rose Bowl win over UCLA. That's the game that Dave "Golden Toe" Kaiser made a 41-yard field goal with seven seconds remaining, giving MSU a 17-14 win. To this day, that's the



highest rated college football bowl game of all time.

Sixty-Seven is a good MSU number!

Bruce McCristal, '54
Bloomfield Hills

How about these numbers: 8,000—the number of Spartans in the New York City area. 200—the average number of Spartans at our club's game watch parties. And finally 3—the number of times I've returned to MSU when we play Michigan (and we've won each time, including the latest 28-14 win!).

Jason Slomack, '92
Flemington, NJ

☛ *Jason is currently a vice president of the Greater New York alumni regional club. —Editor.*

MATH & SCIENCE EDUCATION

In my 37 years of teaching high school English, I questioned certain aspects of educational research—questions that emerged as I read Susan Pettit-Riley's "Why Can't America Compete in Math and Science?": How do we balance career-oriented math and science with subjects like litera-

ture, languages and history to foster more well-rounded learners? How can we ensure that researchers are not insulated from the real world of the schools, where too many teachers and administrators are constrained by time, disciplinary matters and other demands? How do we motivate schools?

Pettit-Riley used the phrase "including motivation," which

I would change to "especially motivation." MSU's Institute for Research on Mathematics and Science Education has taken on a tremendous challenge. I hope solutions are forthcoming.

Mary Ann Potter, '67
Oxford, NC

ALTRUISM AT MSU

Read your Summer 2011 issue from cover to cover and was gratified to learn that altruism is alive and well in East Lansing in the form of alternative spring breaks. It was heartwarming to see MSU students forsake the bacchanalian pleasures for a caring and learning experience that they will never forget. In my four years in East Lansing, I never ventured beyond Detroit city limits. Had the concept of an alternative spring break been around back then, I surely would have explored signing on for one. Kudos to all involved.

Pat Gallinagh, '67
Ironwood

BUBBA SMITH

I sincerely appreciated your Bubba Smith remembrance. You captured that MSU 1963-66 football era perfectly. As a student aide in Fred Stabley's sports publicity office, my task was to write hometown stories on all new team members. When I interviewed Bubba, he said his older brother, Willy Ray, at Iowa, was getting all the news back home. Then he commanded me to "make sure" his story made the paper. After a game or so, I don't think he ever worried about publicity again.

Michael McVeigh, '65
Irvine, CA

FREAKY DEAKY

You mentioned that 15 interns from MSU worked on the set of *Freaky Deaky*, the upcoming

movie based on a novel by Elmore Leonard. The location manager, George Constatas, and the assistant video coordinator, Mark Adler, are both MSU graduates. We are working with Brian Winn, associate professor of Telecom, Information Studies & Media and director of MSU's Games and Entertainment Laboratory, on developing a possible mobile video game based on the film. Stay tuned.

Bob Cantrell, '62
Executive Producer,
Freaky Deaky
DeWitt

MONSTROUS SIGNING

I greatly enjoyed the story about Glendon Swarthout (Summer 2011). I had the distinction of being taught by him as a freshman in 1951 and of being his colleague in the MSU English Department as a graduate student/instructor in 1958-60. He was my best instructor. I was on the campus when both *They Came to Cordura* and *Where the Boys Are* were published. After *Cordura* was published, the bookstore across from campus was filled to overflowing. It was a monstrous book-signing. The irony was that had it not been for that success, Glendon would not have been able to interest Hollywood in *Boys*—which, of course, eventually became a far bigger hit.

It was fun to read about Glendon and to see that he and his excellent work have not been forgotten.

Robert Reising, '55
Conway, AR

☛ *English Professor Reising, co-author of Chasing Moonlight (John F. Blair, 2009), was the catcher on MSU's 1954 Big Ten championship baseball team and was the baseball coach at Duke and Furman universities. —Editor.*



AROUND CIRCLE DRIVE



MSUAA MOST SAVVY IN SOCIAL MEDIA

Best Colleges Online.com recently ranked the MSU Alumni Association among the Top 30 most “social media savvy” alumni groups in the nation.

The website notes that the MSUAA “has leveraged a wide range of tools to help connect alumni.” It continues:

“Currently, (MSU) uses LinkedIn and Twitter to share job leads with alumni and offers

\$5 MILLION IN GRANTS FOR CROP SCIENCE

Three MSU researchers landed federal grants totaling more than \$5 million for crop research. The grants are from the U.S. Dept. of Agriculture’s National Institute of Food and Agriculture.

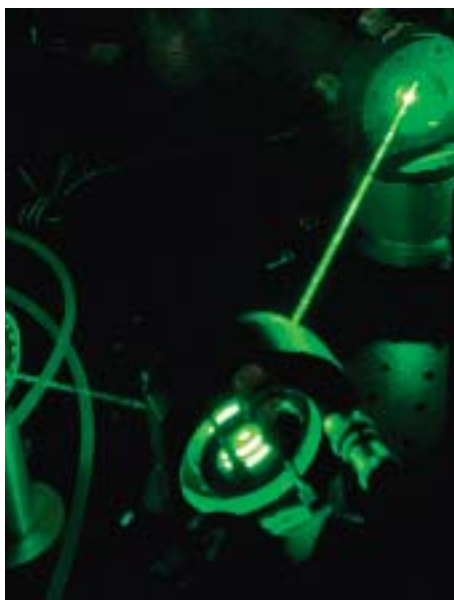
The three MSU researchers and their projects include:

- ▶ Matthew Grieshop, assistant professor of entomology, will use \$2.5 million for the development of resource-efficient and ecologically sustainable production systems for apple and cherry producers.
- ▶ Catherine Lindell, associate professor of zoology, will use a \$2 million grant to study ways to limit bird damage to fruit crops.
- ▶ Ryan Warner, associate professor of horticulture, will use a \$1.6 million grant to study genomics-based approaches for improving petunia production efficiency and performance.

“Our goal, as researchers, is to be responsive to new trends that

not only affect growers, but also that help consumers end up with a better product,” says Doug Buhler, interim dean for MSU’s College of Agriculture and Natural

Resources. “These projects, and the grants from the USDA, move us forward in efforts to advance agriculture and economic development in a sustainable way.”



MSU LASER CAN DETECT BOMBS

An MSU research team has developed a laser that could detect improvised explosive devices (IEDs)—weapons that account for about 60 percent of soldiers’ deaths in Iraq and Afghanistan.

The laser, which has output comparable to a presentation pointer, could canvas large areas and detect IEDs. Marcos Dantus, chemistry professor and founder of BioPhotonic Solutions, led the team and has published the results in *Applied Physics Letters*.

“Having molecular structure sensitivity is critical for identifying explosives and avoiding unnecessary evacuation of buildings and closing roads due to false alarms,” says Dantus.

The laser beam combines short pulses that kick the molecules and make them vibrate, as well as long pulses that are used to “listen” and identify the different “chords.” The high-sensitivity laser can work in tandem with cameras and allows users to scan questionable areas from a safe distance.

up advice on the job hunting process through YouTube. MSU has also been acute in understanding that older alumni might not be as social media-savvy as their younger counterparts, and the Alumni Career Services office gives tutorials and presentations about how to use social media at a variety of alumni events.

“While the group has a fair number of followers on Facebook (just under 5,000) and Twitter (@MichiganStateAA with 2,470), where it has really shone is on LinkedIn — through which there are over 32,500 members connected.”

GENOMIC BASIS OF BREAST CANCER

Eran Andrechek, an assistant professor in the Dept. of Physiology, has received a \$450,000 grant from the Susan G. Komen for the Cure Foundation to study the differences within and between breast cancers.

“When you look at a breast cancer tumor under the microscope, there are different patterns of cancer cells within that one tumor; it isn’t necessarily uniform,” he says. “Complexity is one of the major hurdles in treating and potentially preventing cancer.”

With breast cancer research, Andrechek says, mouse models are used giving the research opportunities that are not possible with human breast cancer cell lines or with human patients. However, the models often lack the complexity of human breast cancer cases. Andrechek seeks to see if the human heterogeneity can be duplicated in major mouse models, to identify which genes are important in different types of tumors and use that information to make predictions for therapies.



MSU MOMENTS

This capsule of MSU history was written by Megan J. Badgley, assistant archivist at MSU Archives & Historical Collections.



Forest Akers as a child. Forest Akers is a familiar name at MSU—it’s on two golf courses and a residence hall. But few are familiar with the man behind the clever name. Akers attended MSU from 1905 to 1908. He dedicated his college career to baseball and pranks, rather than academics. He was the star pitcher for the Aggies, helping them place second in the 1906 M.I.A.A. championship. He was also a notorious trouble maker. During a brief stint at the *Detroit Free Press*, he wrote a story declaring College Hall to be unsafe and in need of demolition.

In 1907, while President Theodore Roosevelt was giving his commencement speech, a stolen powder keg was lit behind the Engineering Building. The explosion blew out windows in nearby buildings and was heard 20 miles away. Despite denials, Akers was assumed to be the perpetrator. In 1908 President Snyder arranged for Akers to withdraw from MSU due to abysmal academic performance—which, Akers conceded, resulted from his “raising too much hell.”

Having been politely kicked out, Akers took up a career in sales and actually did very well. He

Forest Akers (middle, third row) stood head and shoulders above his teammates on the 1906 MAC baseball team.

enjoyed great success and in 1938 became vice president of Dodge. That same year Akers made a triumphant return to MSU—as a Republican member of the Board of Trustees.

During his 18 years on the board, Akers did not accept a salary and contributed his mileage allotment to a fund which helped poor students. He funded an athletic scholarship, financed both golf courses and bequeathed a substantial portion of his estate to MSU. Thus a fun loving hell-raiser ultimately became an exemplar of generosity and dedication to MSU.



Forest Akers (left) and baseball great Ty Cobb.

Photos courtesy of the Wharton Center



The Addams Family

BROADWAY HITS AT THE WHARTON CENTER

Hit Broadway musicals continue to fill this year's schedule at MSU's Wharton Center for Performing Arts. January will see two successes, *Million Dollar Quartet* (Jan. 10-15), based on a recording session with Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins, and *The Addams Family* (Jan. 31-Feb. 5), the

macabre musical comedy created by *Jersey Boys* authors Marshall Brickman & Rick Elice. Then comes *Memphis* (Mar. 27-Apr. 1), a new show featuring explosive dancing, laughter and roof-raising rock 'n' roll. Also returning are fan favorites *Les Misérables* (Apr. 3-8) and *Wicked* (Jun. 27-Jul. 8).

Classical fans await pianists Christina and Michelle Naughton (Mar. 16), guitarist Sharon

Isbin (Mar. 18) and the Academy of St. Martin in the Fields with Joshua Bell (Apr. 21). Dance enthusiasts will welcome the Lakota Sioux Indian Dance Theatre (Apr. 15) and *Motown in Motion* with the Eisenhower Dance Ensemble (May 20). In addition, the famed *Riverdance* returns for performances on March 23 and 24.



Joshua Bell



Christina & Michelle Naughton.



HYENAS CAN COUNT, REALLY

Being able to count helps spotted hyenas decide to fight or flee, according to MSU researcher Sarah Benson-Amram, a graduate student studying zoology.

When animals fight, the larger group tends to win. In a recent issue of *Animal Behaviour*, Benson-Amram showed that hyenas listen to the sound of intruders' voices to determine who has the advantage.

"They're more cautious when they're outnumbered and take more risks when they have the numerical advantage," says Benson-Amram, who conducted the study through MSU's BEACON Center for the Study of Evolution in Action. "Hyenas appear to be as capable as chimpanzees or lions at assessing their advantage."

The finding supports the concept that living in complex social groups—as hyenas, lions and chimpanzees do—is a key to the evolution of big brains. MSU students Virginia Heinen and Sean Dryer also contributed to the study.



Every semester, MSU faculty, staff and students garner kudos too numerous to list exhaustively here.

Here are some examples:

► **Christine Geith**, MSU assistant provost and executive director of MSUglobal,

has won the 2011 Nofflet Williams Service Award from the National University Telecommunications Network. MSUglobal develops strategic frameworks and business models and leads all activities that impact revenue growth.



► **Christopher Schotten**, a senior in MSU's James Madison College and past president of ASMSU, has been named Michigan's first Kremlin Fellow by the Russian Federal Agency on Youth Affairs. He traveled to Moscow and met with senior Russian officials from all branches of government.

► **Wenona Singel**, assistant professor of law and associate director of MSU's Indigenous Law and Policy Center, has been named by the White House to serve on the advisory board of the St. Lawrence Seaway Development Corp. Singel serves on the appellate court of the Little Traverse Bay Bands of Odawa Indians.

COMPUTER HELPS STUDY OF PLANTS

Research by MSU plant and computer scientists has shed light on how plants cope with extreme environments.

As detailed in the online version of the *Proceedings of the National Academy of Sciences*, MSU researchers explain how certain genes in a plant turn on and off depending on the stress the plant is experiencing, be it cold or heat, drought or too much water, or bacterial infection.

The genome of the *Arabidopsis thaliana* contains more than 25,000 genes, of which 3,000 to 10,000 cope with extremes under just one particular stress.

"Until now, we did not know how these genes were turning on and off at a genome-wide scale," says Shin-Han Shiu, a member of the research team. "Now we have a better idea."

The switches that essentially turn on and off the necessary genes are called cis-regulatory elements. By using the artificial intelligence of computers, Shiu and colleagues were able to run myriad switch combinations simultaneously to speed the research along.

Other contributors to the paper were Cheng Zou, Kelian Sun, Joshua Mackaluso and Alexander Seddon from the plant biology department; Rong Jin from computer science and engineering; and Michael Thomashow of the MSU-DOE Plant Research Laboratory.

NEW DEVICE WORKS LIKE SMARTPHONE

Farmers and field scientists can now instantly identify diseases attacking crops and plants, thanks to a new invention by Syed Hashsham, MSU professor of civil and environmental engineering.

Hashsham has developed the Gene-Z device, which performs genetic analysis using a low-cost handheld device that uses smartphone technology.

The traditional approach to identifying plant pathogens involves collecting field samples, sending them to a laboratory and awaiting the results. Hashsham's device can correctly identify diseases and speed treatments. Researchers simply take a swab for pathogens and transfer the sample to a microfluidic chip, which is inserted into the device. Used with an iPod Touch or Android-based tablet, Gene-Z can identify the pathogen, its genotype and its amount in less than 30 minutes.

"We've already successfully proven Gene-Z's capacity for quantifying cancer markers," says Hashsham, who is working with MSU Technologies to bring the product to market. "With this application, we can speed the analysis of pathogens in plants, water and food with the ultimate goal of improving the safety and security of food supplies anywhere in the world."

MICROBES PERFORM USEFUL TASKS

MSU researchers have figured out how microbes generate elec-

tricity while cleaning up nuclear waste and other toxic metals.

The process, which is described in the *Proceedings of the National Academy of Sciences*, could eventually benefit sites that suffer from nuclear contamination, says MSU microbiologist Gemma Reguera.

"Geobacter bacteria are tiny micro-organisms that can play a major role in cleaning up polluted sites around the world," says Reguera. "Uranium contamination can be produced at any step in the production of nuclear fuel, and this process safely prevents its mobility and the hazard for exposure."

The ability of Geobacter to immobilize uranium has been well documented. However, identifying the Geobacters' conductive pili or nanowires as doing the yeoman's share of the work is a new revelation. Reguera has filed patents to build on her research.

The research team included Dena Cologgi and Allison Speers, MSU graduate students; and Sanela Lampa-Pastirk and Shelly Kelly, post-doctoral researchers. The National Institute of Environmental Health Science and the U.S. Department of Energy funded the study.



G.L. Kohuth/University Relations



\$3.6 MILLION FOR PHYSICAL ACTIVITY

With a \$3.6 million federal grant, an MSU nursing researcher is expanding a pilot program statewide to help middle school girls—particularly minority girls in urban, low socioeconomic settings—increase their physical activity.

The five-year Girls on the Move project, led by Lorraine Robbins of the College of Nursing and funded by the National Institutes of Health, focuses on individual and web-based counseling sessions with school nurses and an after-school physical activity club.

Less than 4 percent of middle school girls meet physical activity recommendations, Robbins says, and as they progress from sixth- to eighth-grade, moderate to vigorous physical activity declines, contributing to weight gain. The decline is particularly evident among urban, minority girls of low socioeconomic status.

School nurses are well positioned to drive school-based health programs such as those targeting

physical activity, she says: “Nurses can adequately counsel students on increasing physical activity by exploring their personal, and sometimes unique, perceptions and providing support for positive change.”

TOP NUMBERS FOR WORLD-GRANT MISSION

MSU is one of only four higher education institutions in the nation to rank in the top 10 for study abroad participation and international student enrollment, according to the *Institute of International Education’s annual Open Doors Report* (Nov. 14, 2011).

MSU is the only Big Ten school to hold the distinction.

For the seventh year in a row, MSU sent more students abroad than any other public university, with 2,589 students studying overseas in 2009-10. In 2010-11, MSU hosted 5,748 international students on its campus—or 12 percent of MSU’s student body—for an increase of 7.3 percent from the previous year, mostly from an increase in Chinese undergraduates.



“The rankings reflect our strategic effort to align our research and international education efforts to create world citizens,” says MSU President Lou Anna K. Simon.

“From the beginning, we stress to students the importance of developing a global knowledge base in an increasingly interconnected world.”

ENROLLMENT RISES FROM LAST YEAR

MSU student enrollment for 2011-12 will be about 47,800 students, according to preliminary estimates—more than last year’s 47,131.

Preliminary enrollment statistics:

- ▶ MSU received a record 28,547 applications this year. The number of first-year students is about 7,775.
- ▶ Total undergraduate enrollment is estimated to be about 36,580, an increase of about 500 students.
- ▶ The entering class comes with strong academic credentials. The high school grade point average of the entering class ranges from 3.4 to 3.9 with the ACT average ranging from 23 to 27.
- ▶ First-time Honors College enrollment is estimated at 485 students. The Academic Scholars Program is enrolling about 160 new students this year. The ASP is designed for high-achieving incoming freshmen who are interested in enhancing their academic program during their first two years of college. Together the two programs comprise about 8.3 percent of the entering class.
- ▶ It’s expected that the entering class will be composed of about 76 percent Michigan residents.
- ▶ It’s anticipated that the College of Social Science, the Eli Broad College of Business and the College of Natural Science will have the largest enrollments.



WHY IT HELPS TO BE SOCIAL MEDIA SAVVY

By Scott Westerman III, '78,
MSUAA Executive Director

Go where the customers are. That’s the first rule of providing great service. And it’s one of the reasons that the MSU Alumni Association was recently recognized by BestCollegesOnline.com as one of the top “Social Media

Savvy Alumni Groups” in the nation.

As the website notes, Internet outposts like Facebook, Twitter, LinkedIn and YouTube can be, “a great way for former students to stay in touch.” The MSUAA was singled out as one of the top 30 alumni organizations that have “gone above and beyond in their efforts to connect with alumni.”

At its best, engagement is a conversation. Our social media conversations help us better understand how to serve Spartans, via whatever communications channels they prefer.

Our former Alumni Career Services director, John Hill, who recently became the worldwide educational evangelist for LinkedIn, says, “It’s important to connect with alumni in their own language. We custom-

ized our approach for each social medium to maximize our ability to dialogue, to learn and to help.”

That customization includes encouraging alumni association team members to speak in their own voices. Follow @DaveSpartyBrown, @MSUSueP or @TimBograkos on Twitter and you get the flavor of each of their unique personalities.

And input from alumni who work in the social media world plays a critical role. Paul Prewitt, our newly minted director of Online Engagement for University Advancement, agrees.

“Tapping the expertise of our National Advisory Board Communications Committee has transformed our Facebook presence,” he says. “Thanks to great thinkers like Ryan Schram, Leigh Graves Wolf and Henry Balanon, we’ve built an interface that is dynamic, relevant and usable.”

The MSUAA’s website at alumni.msu.edu is also in a constant state of reinvention. Randy Brown is the director of our University Advancement web team. When I asked him about his secret sauce, he told me, “What we call ‘alumni 2.0’ is the direct result of the feedback from survey data we get from our members. The state-of-the-art is constantly changing. And we’re changing with it.”

Read more about the “30 Most Social Media Savvy Alumni Groups” and the MSU Alumni Association’s award winning strategies online at BestCollegesOnline.com.



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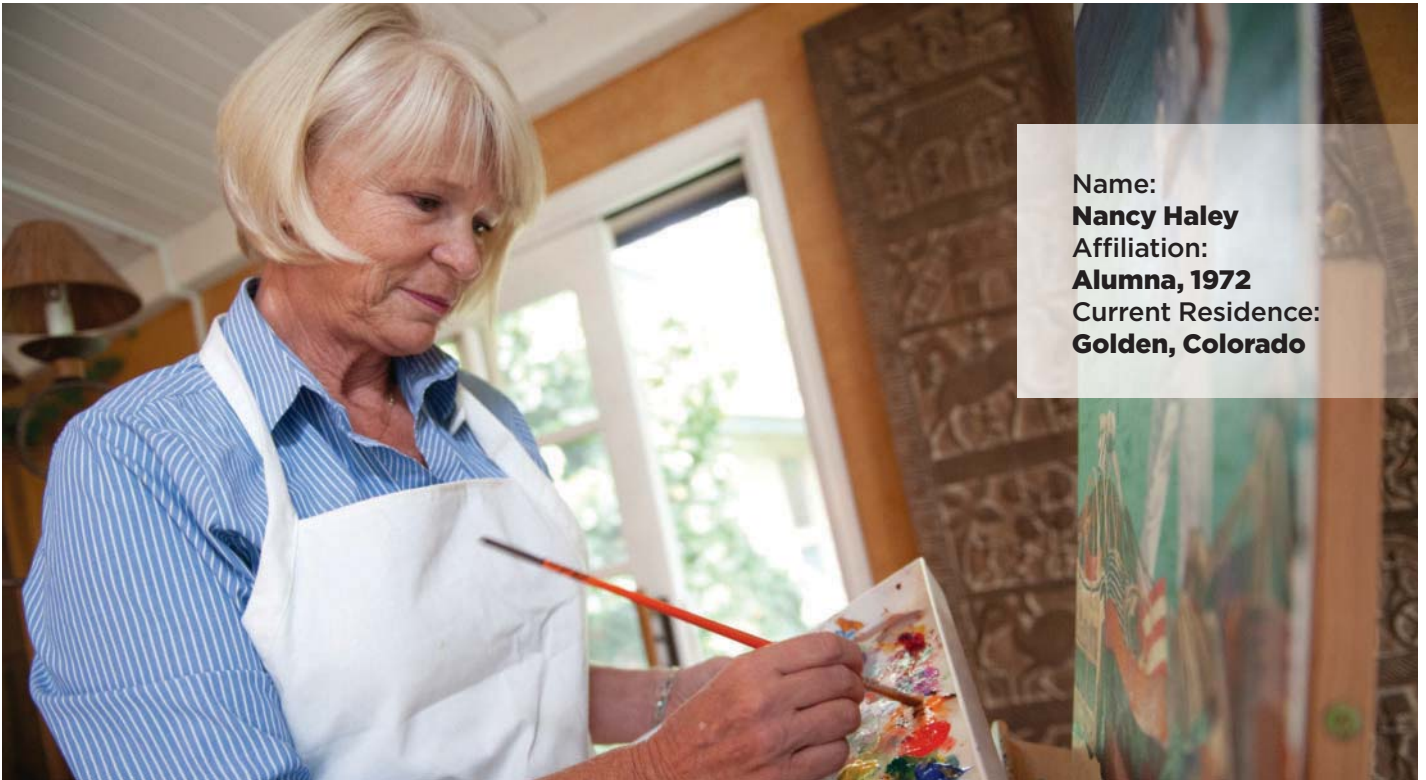


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Name:
Nancy Haley
Affiliation:
Alumna, 1972
Current Residence:
Golden, Colorado

For Nancy Haley, success is par for the course.

"I discovered golf because my husband is a golfer." Working as an interior designer, Nancy Haley had no idea this discovery would lead her to inspiration and success. "For the 10 years that I was doing interior design, I was working on my golf game. But also at the same time, I realized how ugly golf clothes were. And I kept saying, 'Why can't somebody make golf clothes that are attractive?' I mean there are attractive sports clothes for all other sports. Why ugly golf clothes?"

Haley worked on designs in her studio, creating attractive, functional sportswear. She and her husband got a loan and started a sportswear company called Sport-Haley, which she successfully ran until she retired. She says seizing an opportunity is the key.

"I'm just shocked at how unattractive some of these clothes were," she says. "They had little embroidered golf skirts with golf carts on them. And that's not for everybody. I mean women want to be attractive. So I realized the need."

Shortly after she left Sport-Haley she met Clint Eastwood at a golf outing and they got talking about what she was going to do next. That meeting led to the creation of Tehama Sportswear. Partnered with Eastwood, the company's success was remarkable. Haley says going to Michigan State gave her the confidence she needed to realize when an opportunity is flying past, a critical thing.

"Because often times they do fly by and you have to grab them as they go by and not be afraid to take the chance."

She says luck plays a role in success, but that you need a lot more than luck to see your dreams come true.

"I think there is a karma. And the fact that I ended up being Clint Eastwood's business partner is lucky. But you have to put yourself out there. I mean it's not going to come to you if you are hiding under a rock. So if you put yourself out there, these opportunities are more and more and more and then something like that happens. And who would ever guess that Clint Eastwood would have asked me if I would go into business with him?"

Nancy Haley is again retired, but this is not a woman at rest. She's gotten back into painting, an early passion, and is thinking about finding an outlet to sell her work. Perhaps one more opportunity grasped. One more challenge.

"I am so grateful that I've learned all of the things that I have learned through these past 23 years that will help me be successful in my next career and maybe my next one. Who knows?"

Challenge drives alumna Nancy Haley. "I'm a real challenge taker. I think that's what helps get me up in the morning."

After years working in interior design, Haley set her sights on another passion, golf. She started out designing golf wear for women, then added a men's line. A chance meeting with Clint Eastwood turned into what she called the opportunity of a lifetime. They began a business relationship that turned into a heady marriage of opportunity and success with almost \$50 million in sales.

"You only get one go-around in life," she says. "And if you don't do what you love then you've missed another opportunity."

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SPARTAN PROFILES



GEOFF JOHNS: THE NEW 52

The world of comic books has just been dramatically transformed. On Aug. 1, DC Comics launched *Justice League #1*, the first of a new line of 52 number one issues. Newer and more contemporary looks have been created for such iconic superheroes as Superman, Batman, Wonder Woman, Green Lantern and The Flash. Behind this change is **Geoff Johns**, '95, creative chief officer

of DC Entertainment, Burbank, CA, and a superstar in the comic book industry. He wrote *Justice League #1*, working with legendary artist Jim Lee. He has been writing for characters such as Green Lantern, The Flash and Superman. He has also written episodes of TV's *Smallville*. Last year, he co-produced the movie *Green Lantern*. "I've always enjoyed movies and been passionate about comics," says Johns, whose company is also filming

new movies about Superman and the Dark Knight. "When you can find work where you can do both, it's exciting." So far, the early indications of the transformative changes in the new comic book series have been positive. "Sales of comic books are the strongest they have been in at least a decade," Geoff notes. "The digital stuff has risen by leaps and bounds. We have our core audience but we are now capturing a new audience." Born in Detroit, raised

in Clarkston, Geoff chose MSU over the University of Michigan. "MSU was a perfect fit for me," he explains. "It was a well known school, the campus is beautiful, and there was a comics shop on Grand River. The library has the largest comics collection in the country. I had a great experience." Geoff was president of the MSU Film Club—"I think (*Spiderman* director) Sam Raimi founded the club," he recalls. He cites Carrie Heeter and Brian Winn, MSU professors of Telecommunication, Information Studies and Media, as friends and mentors. "Bill Vincent (former professor of film studies) was a massive influence," adds Geoff. "He opened the door to story-telling in a way I had never thought about. I took his course on the movies of Hitchcock to Fellini, on screenwriting, and after that I took every course I could take from him."

JIM RICE: SOUTH PACIFIC SURVIVOR

What has made CBS's *Survivor* so successful? The reality show just finished airing its 23rd season and is often ranked among the top ten most watched television shows. "It's a combination of things—the game itself, the host and the casting," says **James Rice**, '98, a businessman from Denver, CO, who was one of 18 contestants in *Survivor: South Pacific*. "They pick people who are going to be interesting to viewers." Rice certainly sounded "interesting," having worked for a Wall Street investment bank on mergers and acquisitions, won some 40 poker tournaments and started a wine store, and two medical marijuana stores in Denver, CO. "I give CBS credit for being willing to take risks," says Jim. "Not many would pick someone who sells medical marijuana." (For the

record, medical marijuana has been legal in Colorado since 2002.) In September Jim flew to his hometown, Flushing, to watch the 2011 *Survivor* show's premiere with family and friends. "So many people wanted to attend we ended up using a venue in Auburn Hills," says Jim. "Afterwards I drove to South Bend, IN, to see our football game against Notre Dame. Not many people have as many frequent flyer miles as I do following MSU football and basketball." While attending high school in Flushing, Jim

developed a fondness for MSU. "Everyone I knew who I liked and enjoyed being with were from MSU," he explains. "That was the best decision I made. The people I met at Hubbard Hall are still some of my closest friends." He touts *Survivor* as a life-transforming experience. "It gave me a new definition of giving 100 percent," says Jim. "This game really brought it out. I've always been competitive. I've won and I've lost. But here I truly felt the thrill of victory and the agony of defeat."



Daniel Lippitt



LEAH MOSS: JACK DETROIT

Can't find a job opening? How about creating one's own job? That's just what native Detroiter, *Leah Moss*, '10, did. After sending out 152 applications to journalism outlets and not landing a job in four months, she decided to make her own fate. "I just threw up my hands," recalls Moss, who then decided to launch her own magazine—*Jack Detroit*, a lifestyle magazine for young professional men. "There's a lot of content available for women," explains Leah. "On the other hand, there aren't really any entertaining sources of information for men to read that is localized." Leah was able to raise \$10,000 from Kickstarter, a web-based fundraiser for creative projects. "We got donations from friends and family, total strangers and everything in between," says Leah. "We had 30 days to achieve our goal." With the funding secured, she was able to launch her bi-monthly magazine in May. Much like a Detroit version of *Esquire* magazine, it covers local people and cultural topics—"Sports, food, fashion and artistry, entertainment as well as information," says Leah, who is delighted with the readers reaction. "We published 15,000 copies of each issue and they're all gone. We pushed it heavily via social media (for more information, visit www.jackdetroit.com). People are really loving it." Among the more popular features is "Jill of the Month," which Leah says is "sexy and sensual but not over the top." A native of Southfield, Leah chose to attend MSU after a "very, very good offer" from the Honors College. "I could not have had a better four years," says Leah. "It was an amazing educational experience and I'm a proud Spartan for life." Leah says she enjoyed many professors, especially English Professor Stephen Deng, who led her study abroad program in London.



Monty Brinton/CBS © 2011 CBS Broadcasting, Inc.



**CARMEN MARET &
ANDREW BERGERON:**
FOLIAS TANGO MUSIC

Tango music may have originated in the River Plate basin, but today it is also alive and well in ... Grand Rapids! In 2002 *Carmen Maret*, MA '03 & '05, and *Andrew Bergeron*, MA '05, founded Foliass Music, a flute and guitar duo as well as music publishing company there. "I was first exposed to tango as an undergrad at (the University of) Missouri, where I played with a tango band," says Carmen, who earned two master's degrees (in flute and in ethnomusicology) at MSU. She met and later married Bergeron, a fellow MSU graduate student in music composition. Recalls Carmen, "We became involved with tango communities just starting up in Michigan, and we eventually landed a gig playing tango music at a Grand Rapids restaurant." Today, the duo performs

all over North America, composes both classical and jazz tango music, produces recordings which are sold online at foliasmusic.com, and does a lot of teaching "so we can pay our mortgage bills," says Carmen, who teaches at Aquinas College along with Andrew, who also teaches at Grand Valley State University and Grand Rapids Community College. "We just finished a national tour that included Alaska, the West Coast and Canada," says Carmen. "I'm now working on another tour from San Francisco to Alaska. We'll play tango music in wineries and at the end of the tour we'll be at the national flute convention in Las Vegas." Carmen says they play both traditional tango music and also "neo-tango," a modern version inspired by the late, classically-trained composer Astor

Piazzolla. "When we tour, we play mostly traditional tango music because that's what dancers respond to," explains Carmen. "But we appreciate both and believe there is a place for both." Carmen and Andrew tout MSU's College of Music and special professors, Michael Largey in musicology, and Charles Ruggiero in composition.

KATIE LAROCHE: ONE WORLD, ONE FUTURE

When she competed in last year's Miss America contest, she won two major honors (on top of over \$30,000 in scholarships)—"Miss Congeniality," which is



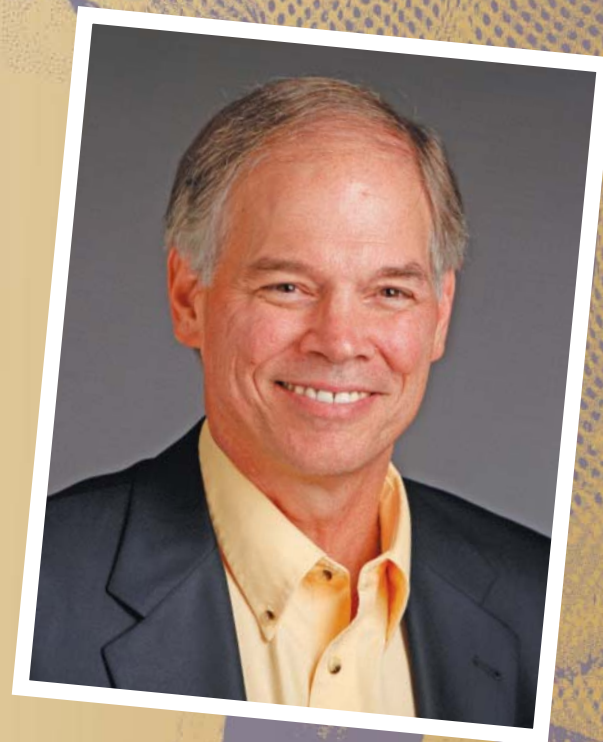
voted on by fellow contestants, and the "Quality of Life" award, which is based on how committed one is to one's platform. And *Katie Laroche*, '08, Miss Michigan 2010, remains totally committed to her cause—the problem of human trafficking. "I'll be speaking with young people throughout the world about human traffick-

ing,” says Laroche, who is founder and CEO of One World, One Future, a nonprofit organization that raises funds to help victims in Nepal. “I try to raise awareness of the issue, which is a huge international problem.” Katie has enlisted the help of former Spartan athletes like Drew Stanton, now quarterback for the Detroit Lions, and T.J. Duckett, who performed as a running back in the NFL. “*Taken* (with Liam Neeson) is not just a movie, it’s reality,” says Katie, who first became aware of the issue in 2009, when she spent two months doing volunteer work in Nepal. A native of Bay City, Katie decided on MSU after taking a campus visit. “I fell in love with MSU,” she recalls. “I loved

my experience. I was president of my sorority (Alpha Chi Omega).” A dancer since age 2, she has done every style of dance and now uses the art form to help reinforce her message. She cites two MSU psychology professors as mentors—Carlos Navarrete and Todd Tarrant. Tarrant led her study abroad class in Kenya in 2007. “That was when I started to recognize the issue of extreme poverty and human injustice,” says Katie. In her senior year at MSU, Katie did volunteer work via Partners of the Americas and spent her spring break working at an orphanage in Belize City. “It was eye-opening,” says Katie, who is currently performing and taking her message across three continents.

RICK GOSSELIN: GURU OF THE NFL DRAFT

For the last decade or so, the most accurate prognosticator of the NFL draft has been *Rick Gosselin*, ’72, NFL columnist for the *Dallas Morning News*. One website that looks at all “mock drafts” ranks Gosselin No. 1 for the past five years and also for 2011, when he nailed 14 of 32 first round picks (versus nine by ESPN’s Mel Kiper). “This has become a cottage industry, almost a season in itself,” says Rick, a member of the Pro Football Hall of Fame writers division. “I take a lot of pride in what I do. After the Super Bowl, I’m on the phone for two straight months. I talk to all 32 teams. I talk to coaches, scouts, agents, personnel directors—all NFL people who have access to draft boards.” Rick notes that the visitors to his mock drafts and players rankings on the web “rise dramatically” in late April. His “Top 100 Players” list serves as a guide to the televised rounds of the draft. “I don’t watch any tape,” he notes. “I don’t pretend to be a scout. I’m a writer. I talk to the people who know and build a consensus.” A native of Detroit, Rick grew up playing hockey. He graduated from St. Ambrose High School (in 2009 he wrote *Goodfellows: The Champions of St. Ambrose*, about its football tradition). He followed his older brother to MSU. “I remember (journalism professor) Stan Soffin,” recalls Rick. “I had a great experience at the *State News*, where I became the sports editor after my sophomore year.” After MSU he worked two years for UPI in Detroit, transferred to New York City in 1975 and then to Kansas City in 1977, covering the Giants and the Chiefs. He moved to the *Dallas Morning News* in 1990 and two years later became its NFL columnist. Since then, he spends some 17 weekends on the road watching NFL games of his choosing. “I never saw a bad game,” he says. “That’s how I’ve been able to build my contacts and develop rapport with football people. I still love hockey, but football is the place to be for a sportswriter.”





SPARTAN PATHWAYS TRAVEL PROGRAMS 2012

EXPEDITION TO ANTARCTICA

February 15-29

From: \$6,995 pp + air

Program Type: Cruise

Gohagan & Co.

Highlights:

Buenos Aires · Drake Passage
· Half Moon Island · Deception
Island · Paradise Bay · Neko
Harbor · Port Lockroy · Wiencke
Island · Petermann Island

Wait List

CARIBBEAN PEARLS

March 7-19

From: \$1,999 pp, including airfare
from select cities

Program Type: Cruise

Go Next

Highlights:

Miami · Virgin Gorda · St. Barts
· Dominica · St. Lucia · Antigua ·
Tortola · Dominican Republic ·
Turks & Caicos Islands

THE GALAPAGOS ISLANDS

featuring MSU Alumna

Jessica Pociask

April 14-22

From: \$5,490 pp + air

Program Type: Cruise

WANT Expeditions

Highlights:

Small group of 16 · Quito · Baltra/
Bachas Beach · Genovesa Island ·
Bartolome/Sullivan Bay · Santiago
Island · Daphne Island · Caleta
Tortuga Negra · Charles Darwin
Research Station · Santa Cruz
Island · Floreana Island · Espanola
Island · San Cristobal

*WATERWAYS OF HOLLAND & BELGIUM

*featuring the Floriade Expo
and with MSU Professor Alan
Prather*

Wait List

April 17-25

From: \$2,795 pp + air

Program Type: Cruise

Gohagan & Co.

Highlights: Amsterdam · Volendam
· Venlo · Florida Expo · Antwerp ·
Bruges · Willemstad · Kinderdijk ·
Aalsmeer · Keukenhof Gardens

LONDON ~AN INSIDER'S PERSPECTIVE

New Dates

April 25-May 1

From: \$2,595 pp + air

Program Type: Land

AHI International

Highlights:

The Lansdowne Club · Windsor
Castle · The BBC · Royal Academy
of Dramatic Arts · Blenheim
Palace · Cotswolds · Oxford

SPLENDORS DOWN UNDER ~ AUSTRALIA & NEW ZEALAND

Wait List

February 19-March 8

From: \$4,999 pp, including airfare
from select cities

Program Type: Cruise

Go Next

Highlights:

Sydney · Melbourne · Hobart ·
Tasmania · Dunedin · Christchurch
· Wellington · Napier · Tauranga ·
Auckland

*THE MASTERS GOLF TOURNAMENT

featuring MSU Golf Pro

Bryan Harris

April 4-7

From: \$3,539 pp + air

Program Type: Land

Premiere Global Sports

Highlights: Friday Round Admission

· Executive Club Admission

· Viewing Social · Golf Outing

TAHITIAN JEWELS

Wait List

April 22-May 4

From: \$2,799 pp, including air
from select cities

Program Type: Cruise

Go Next

Highlights:

Papeete · Moorea · Huahine ·
Raitea · Bora Bora · Nuku Hiva ·
Hiva Oa · Rangiroa



*THE KENTUCKY DERBY

*featuring MSU Professor
Brian Nielsen*

May 3-6

From: \$2,179 pp + air

Program Type: Land

Premiere Global Sports

Highlights:

Saturday Admission to the Derby
· Churchill Downs Reserved
Seating · Horse Farm Tour ·
Bourbon Distillery Tour

HISTORIC REFLECTIONS ~ ATHENS TO BARCELONA

May 13-24

From: \$3,549 pp, including air
from select cities

Program Type: Cruise

Go Next

Highlights:

Athens · Santorini · Kusadasi ·
Sicily · Amalfi/Positano · Rome
· Florence/Pisa · Marseille ·
Barcelona

ESSENTIAL EUROPE FOR NEW GRADUATES

May 13-31,

extension May 31-June 5

From: \$3,375 pp + air

Program Type: Land

AESU World Travel

Highlights:

England · France · Belgium ·
Holland · Germany · Switzerland
· Liechtenstein · Austria · Italy ·
Vatican City · Greece Extension

*WOLVES, BEARS AND GEYSERS

*featuring Michigan DNR
Specialist Kevin Frailey*

May 19-24

From: \$2,195 pp + air

Program Type: Land

Environmental Adventure
Company

Highlights:

Yellowstone National Park ·
Mammoth Hot Springs · Lamar
Valley · Hayden Valley · Yellowstone
Lake · Old Faithful

EUROPEAN MOSAIC

June 16-27

From: \$3,999 pp, including air
from select cities

Program Type: Cruise

Go Next

Highlights:

Lisbon · Gibraltar · Casablanca
· Granada · Valencia · Barcelona
· Marseille · Monte Carlo ·
Florence/Pisa · Rome

WASHINGTON D.C. FAMILY TOUR

June 28-July 1

From: \$1,069 pp +
transportation, Child (17 and
under) \$579

Program Type: Land

Conlin Travel

Highlights:

Spy Museum ·
U.S. Capitol · Pentagon

BEST OF THE CANADIAN ROCKIES

July 8-14

From: \$4,090 pp + air

Program Type: Land

Tauk

Highlights:

Lake Louise
· Jasper Park · Banff National
Park · Icefields Parkway
· Fairmont Hotels

BALTIC TREASURES ~ STOCKHOLM TO COPENHAGEN

July 11-22

From: \$3,999 pp, including air
from select cities

Program Type: Cruise

Go Next

Highlights:

Stockholm · Helsinki · St.
Petersburg · Tallinn · Riga ·
Visby · Gdansk · Ronne · Berlin ·
Copenhagen

* ICELAND

*featuring MSU Professor
David Hyndman*

July 20-28

From: \$4,195 pp + air

Program Type: Cruise

Gohagan & Co.

Highlights:

Reykjavik · Grundarfjörður ·
Grimsey Island · Akureyri ·
Isafjörður · Heimaey Island ·
Surtsey Island · Thingvellir
National Park · Gullfoss · Geysir

THE BLUE DANUBE ~ PRAGUE TO BUDAPEST

August 8-20

From: \$4,290 pp + air

Program Type: Cruise & Land

Tauk

Highlights:

Prague · Regensburg · Passau ·
Linz · Wachau Valley · Dürnstein
· Vienna · Slovakia · Bratislava ·
Budapest

CRUISING ALASKA'S GLACIERS AND INSIDE PASSAGE

August 9-16

From: \$4,384 pp including air
from select cities

Program Type: Cruise

Gohagan & Co.

Highlights:

Vancouver · Ketchikan · Juneau ·
Skagway · Sitka · Seward · \$250
Shipboard Credit

SCOTLAND ~ ALUMNI CAMPUS ABROAD

August 22-30

From: \$2,795 pp + air

Program Type: Land

AHI International

Highlights:

Stirling · Trossachs National Park
· Loch Lomond · Scone Palace
· Famous Grouse · Edinburgh
· Military Tattoo · Scottish
Highlands · Loch Ness



ODYSSEY TO OXFORD

August 25-September 8

From: \$4,995 pp + air

Program Type: Land

MSUAA Lifelong Education

Highlights:

Courses offered in British history, literature, science, art, archaeology, historic houses, castles, and gardens with specific field trips and group excursions throughout England.

NORMANDY AND PARIS ~ ALUMNI CAMPUS ABROAD

August 29-September 7

From: \$2,995 pp + air

Program Type: Land

AHI International

Highlights:

Honfleur · Lisieux · Giverny · Rouen · Bayeux · Caen · Omaha Beach · Paris

TUSCANY CULINARY TOUR

September 8-14

From: \$3,595 pp + air

Program Type: Land

LeChat Gourmet

Highlights:

Hands-on Cooking Classes · Tuscan Food & Wine · Vineyard Tour · Olive Mill Tour · Food Market Tour · Florence · Montepulciano · Cortona

*THE JEWELS OF MICHIGAN ~ STATE PARKS TOUR featuring Michigan DNR Specialist Kevin Frailey

September 6-9

From: \$719 pp, including transportation from Lansing

Program Type: Land

Conlin Travel

Highlights:

Mackinac Island · Tahquamenon Falls · Great Lakes Shipwreck Museum · Hartwick Pines · Fort Michilimackinac · Petoskey · Oden Fish Hatchery

*BEST OF TANZANIA featuring MSU Professor Barbara Lundrigan

September 10-21

From: \$5,090 pp + air

Program Type: Land

Safari Legacy

Highlights:

Serengeti · Ngorongoro Crater · Olduvai Gorge · Tarangire National Park · Lake Manyara

CANADA & NEW ENGLAND FALL FOLIAGE

October 7-19

From: \$3,999 pp, including air from select cities

Program Type: Cruise

Highlights:

Montreal · Quebec City · Corner Brook · Charlottetown · Sydney · Halifax · Saint John · Bar Harbor · Rockland/Camden · Newport · New York

TUSCANY WITH FLORENCE ~ ALUMNI CAMPUS ABROAD

October 10-18

From: \$2,795 pp + air

Program Type: Land

AHI International

Highlights:

Cortona · Assisi · Perugia · Montepulciano · Pienza · Siena · Florence

TREASURES OF PERU WITH MACHU PICCHU & LAKE TITICACA

October 22-November 1

From: \$3,895 pp, including air from select cities

Program Type: Land

Highlights:

Lima · Larco Herrera Museum · Cuzco · Sacred Valley · Ollantaytambo · Machu Picchu · Lake Titicaca · Taquile Island

AEGEAN MARVELS ~ ISTANBUL TO ATHENS

October 31-November 8

From: \$1,999 pp, including air from select cities

Program Type: Cruise

Go Next

Highlights:

Istanbul · Dikili · Volos · Kusadasi · Rhodes · Crete · Athens

HOLIDAYS IN BAVARIA & AUSTRIA

December 4-11

From: \$1,995 pp + air

Program Type: Land

Orbridge, Inc.

Highlights:

Munich · Salzburg · Vienna · Innsbruck · Christmas Markets

All dates, prices and itineraries are subject to change. Most prices listed are early booking prices and will change depending on the early booking deadlines. Call the MSUAA at (888) 697-2863 for early booking deadlines. Reservations are on a first come, first serve basis. Since the MSUAA partners with other universities, many tours fill quickly. It is essential that you make your deposit early to reserve space on the tour. Brochures are generally mailed printed and mailed eight to eleven months prior to trip departure.

**A minimum number of participants are needed to send the MSU host.*

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- **Containerized Moving & Storage** – Containers come in multiple sizes, are easy to load, weatherproof and secure.
- **The Small Move Solution** – Includes a shipping container and quick transportation to your destination.
- **You Load. We Drive.** – A moving van arrives, you pack it and then a professional driver safely transports your items.
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MSU'S MEDIA



A REVOLUTION IN **TEACHING** **COMMUNICATION** ARTS & SCIENCES

MSU's new integrated media arts program prepares students for a digital world where communication is experienced via multimedia rather than simply read, watched or heard.

As communications technology evolves and an increasingly agile media alters a landscape once dominated by static words, MSU's College of Communication Arts and Sciences has positioned itself well ahead of the curve with what they have named the "Media Sandbox."

This past fall, MSU launched an integrated media arts program—the heart of the Media Sandbox—to meet the increasing demand for graduates with creative and multimedia skills and experience.

The program boasts more than 600 freshmen majoring in advertising, journalism, and media and information. Rather than waiting until their junior year to delve into courses specific to their majors, these freshmen are getting hands-on training from day one in integrated media arts.

They have one thing in common: When they graduate, they will be uniquely well-prepared for a dynamic and evolving media of the future.

A **SANDBOX**



The new program is the brainchild of college leadership and more than 20 faculty members in the Media Sandbox—a concept so named because of the spontaneity, creativity and unpredictable magic that can arise in an experimental space. MSU's Media Sandbox includes an integrated media arts curriculum, visiting artists, special events and creative projects by faculty and students. And it builds upon recent successes: Emmy awards, Addy awards, documentary honors, film festival screenings and other honors.

Over the past 10 years, explains Dean Pamela Whitten, the MSU College of Communication Arts and Sciences has been reshaping its curricula to prepare students for this new technology-heavy world. The college began to robustly invest on the arts side about two years ago. Collectively, the result is the Media Sandbox.

In today's digitally connected world, the need for creative solutions and well-designed multimedia is more important, and more in demand than ever, she notes.

"Today, we don't just read or watch media—we experience them," says Whitten. "Demand for well-educated media students who can create stories and experiences in an integrated and creative way is exploding, and MSU can fill that need."

Bob Albers, longtime professor of telecommunications, is the director of the Media Sandbox. "We wanted to encourage collaboration between these majors, which is important with media convergence today and for the exciting future of media, whatever shape that takes," he notes.

Most importantly, Albers says, students will have more opportunities to make job connections. He notes that they will have access to an extensive creative network, which includes CEOs, award-

winning editors, Academy Award winners, Pulitzer Prize winners, musicians, journalists and creative thought-leaders—many of whom are MSU alumni.

"These new graduates will be the most employable new media artists, innovators and storytellers who will be well equipped to tackle the challenges of a continually evolving and unpredictable industry," he says. "Every business requires communication today."

"This is a revolution inside our college that touches our communities."

Classes you love going to

Hayley Kluska is a Media Sandbox student. Originally from Chicago, Kluska was looking for an out-of-state school that was a good fit with her creative background. She had completed early college coursework during the summers at the Art Institute of Chicago, along with high school art classes. Soccer, art and video editing are her hobbies.

"I like being creative, but in this economy I wanted to make sure I'm as employable as possible," she says. "So I decided to study advertising."

She says she made a great decision. Her high school counselor suggested MSU's advertising program, and she visited last winter. Finding the campus beautiful during her winter visit, she enrolled and was accepted. Now that she's on campus, she is definitely in her element. She has joined the MSU Telecasters student group and is an editor for the student production Giraffe House. She is considering getting involved in more activities, like the student-run Impact Radio. "I love Comm Arts," she notes. "I'm meeting so many new friends. I love the classes—they are the kind you love going to."

The foundations courses

Kluska took “Creative Processes” with journalism faculty member Karl Gude last fall. It is one of three foundations courses required of all students in the integrated media arts program. The others are “The Digital Image,” taught by advertising faculty member Henry Brimmer, and “Story and Motion,” taught by telecommunication, information studies, and media faculty member Bob Albers. These three courses form the core of the integrated media arts program.

The courses are intended to spark students’ creativity. You might see students tweeting in class with the faculty member or photographing or filming a local blues concert for an assignment.

In addition to the foundations courses, students choose from a series of one-credit media production courses ranging from animation to web design.

Renaissance approach to 21st century education

Throughout the planning of the program, alumni have been pivotal sounding boards, especially successful creative executives W. Clark Bunting and Craig Murray—both recent winners of MSU’s Distinguished Alumni Award. Both regularly hire MSU interns and graduates for their companies. Bunting (see p. 58), the president and general manager of Discovery Channel, is proud of the direction his college is taking with the integrated media arts program.

“The Media Sandbox is definitely a result of Dean Pamela Whitten’s forward-thinking vision and of the efforts of a forward-leaning college,” Bunting says. “This is a leap ahead of most other universities because of the

integrated approach. It’s really a renaissance approach to 21st century education, yet the students will still specialize in a particular major.

“The integration of all these skills does prepare students better,” says Bunting. “Most organizations today use a multimedia approach. At Discovery, for example, we heavily use social media while producing our TV shows—it’s a very different approach than 10 years ago.

“The foundation of this new program is built on the same principles that guide us at Discovery—that humans are naturally curious beings, and we all love

at the heart of the entire integrated media arts program.

“And while it is true that the Media Sandbox will teach students how to design, write, shoot, program and edit using the latest technological wizardry—the real success will lie in inspiring them to use their imagination to create new ideas, to tell the kind of stories that maybe, one day, can help change the world.”

Blown away by the creativity

Meet Jack Meloche. He’s a media and information freshman from Chelsea, with strong Spartan roots. “Both of my parents are

cable TV show. A video he made in high school, “Symphony from Shawshank,” uses the sounds from the movie to create a musical piece. Being creative is his hobby.

Now, he’s putting his creativity to use at MSU. He has joined Telecasters as an editor for the student production Sideshow. He loves his classes, especially The Digital Image.

“I remember the first day of class thinking ‘This is awesome.’ My professor (Henry Brimmer) is passionate about what he does, and it truly shows in the way he teaches. I’m learning so much.”

Meloche points out that access to a TV studio and stations “is truly something special. To see your work go on the air is rewarding.”

WKAR offers more experiences

Students have more options than ever for hands-on experiences with the move of MSU Broadcasting Services into the college in July. Having shared physical space within the Communication Arts building since 1981, the move completed a unifying philosophical, administrative and operational process that will lead to both greater efficiency and greater growth.

Students have the opportunity to work with experienced producers, reporters and content creators. Likewise, the energy and enthusiasm of the students involved at all levels offers the stations a fresh look at connecting with a new young audience. Starting this fall, students have been using the larger studio spaces of WKAR, and the stations have utilized a variety of equipment from CAS. In a challenged budgetary environment, these collaborations are essential.

“Leading the changes in an aggressive media landscape, while

“These new graduates will be the most employable new media artists, innovators and storytellers. (They) will be well equipped to tackle the challenges of a continually evolving and unpredictable industry.”

a good story, no matter how it’s shown or told.”

Craig Murray agrees. He is the founder and CEO of CMP Entertainment Group, Inc., and mOcean, one of the largest creative marketing/design agencies and production companies in the entertainment industry.

“I think this is a very exciting time for the MSU College of Communication Arts & Sciences,” says Murray. “Beyond the new tools and instruction that Media Sandbox represents, it also boldly proclaims: We believe in the power of storytelling. That is

MSU grads,” he says. That was an influence on his decision to enroll, but so was his visit to MSU last fall.

“I was blown away by the creativity in Comm Arts. I had no idea how developed the integrated media arts program was. You have the resources of a Big 10 school and the quality of the best creative programs.”

Meloche knew he wanted to pursue a creative career path, as his interests show: 12 years of piano, eight years of violin, many roles in the local theatre guild and a regular stint video editing a local

forging a new model for collegiate media integration, is at the top of our agenda as we move into the future,” says Gary Reid, acting director of MSU Broadcasting Services.

I like telling stories in unique ways

Liam Zanyk McLean is a freshman from Midland majoring in journalism.

“My teachers in Midland raved about MSU and it’s a popular choice for graduates of my high school,” says Zanyk, who was very involved in his high school newspaper and spent a lot of time working on personal creative projects.

He chose MSU “because I thought it would be a good fit for my areas of study, particularly in graphics and other areas of journalism,” he explains. “I love and enjoy practicing journalism. I like telling stories in unique ways.”

He’s taking journalism and writing courses, as well as Chinese and tennis in year one. “I love it so far,” he says. “There are so many social and academic opportunities to always keep life interesting. I would tell people that MSU is a place where students are the focus. It’s a huge improvement from high school. The campus is huge, but in many ways, that’s a good thing.”

Thinking about the job market after graduation

Elizabeth Izzo is from the Milwaukee area. She is majoring in advertising and pursuing the multidisciplinary design specialization, and she is in the Honors College.

“I grew up watching MSU basketball with my family and I came with my brother when he toured MSU,” she says.

She says she was “incredibly involved in everything!” in high

school. “I really enjoyed our student government and acting in our school’s plays and musicals,” she says. “I was also really interested in photography and design so I took pictures for sports teams and designed T-shirts for Homecoming and other events. Both of those interests in addition to my graphic arts classes led me to join the yearbook staff my senior year. The graphic arts class was definitely my favorite because I found something I was passionate about and could excel in.

“I was originally considering a career in design, graphic design specifically,” she notes. “When

industry besides just design. To be doing something creative that I love and makes me happy, that’s my dream career.”

Being your true creative self

Rebecca Guajardo is originally from Brownsville, TX. She moved to Traverse City when she was 13 years old, and today she is majoring in journalism and communication at MSU.

“Growing up in Michigan during my teenage years really exposed me to the different universities that Michigan has to offer,” she says. “Alumni from

“Other classes have certain expectations and this class is focused on getting out of your comfort zone and being your true creative self.

“My MSU experience has been amazing so far. Because MSU is such a big campus, a lot of people assume that students really don’t receive individual attention. In the Communication Arts and Sciences Building, I have never received that vibe. From the first day of orientation, I’ve felt that the whole staff is very hospitable and positive. I enjoy how much the faculty and staff are interested in their students being successful. Students get hands-on experience earlier to discover what they truly enjoy and what career they want to pursue.”

The “sandbox” metaphor

The sandbox metaphor is a good one for this program, says Media Sandbox Director Bob Albers. “A sandbox is a receptacle for holding lots of sand. This is one large enough for great ideas, amazing tools and creative play. It’s truly magical to watch what happens in this sandbox.”

Craig Murray summarizes what can be expected in the future. “It’s been my experience that most universities offer new media courses that focus primarily on the latest and shiniest technology,” he says. “But technology constantly becomes outdated—the art of storytelling, however, never does. With the Media Sandbox concept, MSU is focusing not on the year 2012, but on preparing our Comm Arts graduates to make a difference in the years 2020, 2030...and far beyond.”

► **Kirsten Khire**
is communications manager of the MSU College of Communication Arts and Sciences.

“Every business requires communication today. This is a revolution inside our college that touches our communities.”



I toured other schools that had graphic design as a major, the focus of the curriculum was studio art, and I am not an artist in that respect.”

Izzo says thinking about the job market also affected her choice of MSU. “I needed something to give me a leg up on the competition,” she says. “When I applied to MSU, advertising was the closest major to graphic design I could find, and the more I thought about it, the more I realized that studying advertising would make me more knowledgeable and well rounded for other aspects of the

my high school went to MSU and have been successful. I also attended journalism camps at MSU. I decided to attend MSU during my junior year after hearing from students that have loved the university and because of the journalism program.”

Guajardo has been involved in yearbook since the 8th grade. “Working on publications is like second nature to me,” she says.

As part of the integrated media arts program, she enrolled in Creative Processes her first semester. “I’ve never taken a class that has just let you be yourself,” she notes.



EXPERIENCE THE MEDIA SANDBOX

► **Meet a data visualization guru**—Ben Fry, a graduate of the MIT Media Laboratory, principal of design firm Fathom and author of *Visualizing Data*, will speak at MSU April 12-14 (www.cas.msu.edu/events).

► **Enjoy new faculty and student produced programs on WKAR**—This fall WKAR launched “Beneath The Pines: Inside the Spartan Marching Band,” a seven-part series. Other programs include a cooking show in cooperation with the Kellogg Center’s Visiting Chef series, a Michigan business roundup show and another musical program supplementing the “Backstage Pass” series.

► **See student work on display at the MSU Museum**—Student work is a part of the MASKS exhibit. The exhibit includes 30 photographic images from a Digital Image class.

► **See a student film premiere at the Detroit Institute of Arts**—MSU students worked with Michigan Creative Film Alliance colleagues from Michigan and Wayne State on a 30-minute film, “Beauty Queen,” which premieres this spring at the Detroit Institute of Arts.

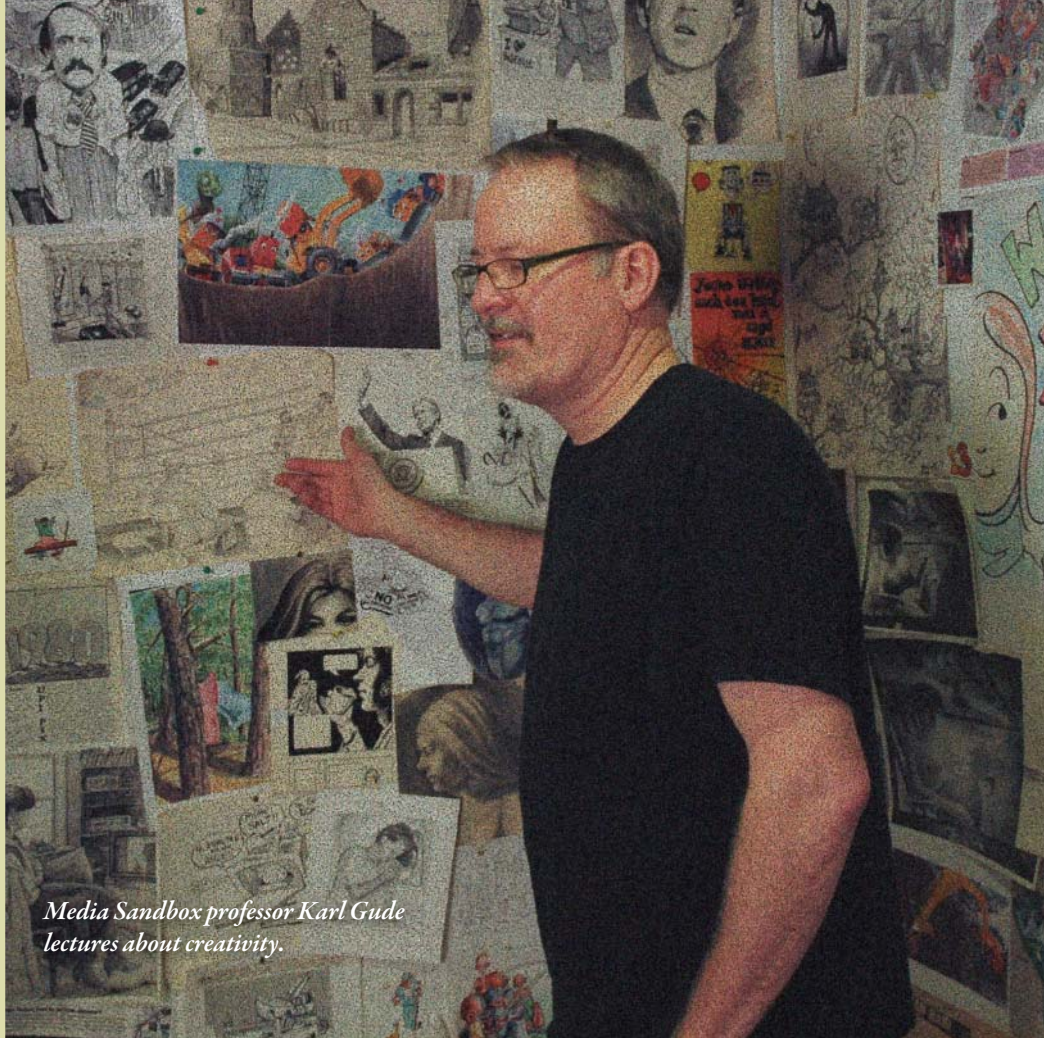
► **Hire students and faculty members for project help**—CAS Media is a service offered by the College of Communication Arts and Sciences for clients seeking media production services. Contact Amol Pavangadkar at pavangad@msu.edu.

► **Support a creative project**—Faculty members and students are currently working on photography, museum exhibits, documentaries, feature films, video games, creative campaigns and other projects. Make a difference by becoming a donor (visit www.cas.msu.edu/giving).

► Visit mediasandbox.cas.msu.edu for more information.



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Media Sandbox professor Karl Gude lectures about creativity.



Media Sandbox students are in the process of producing an award-winning documentary.



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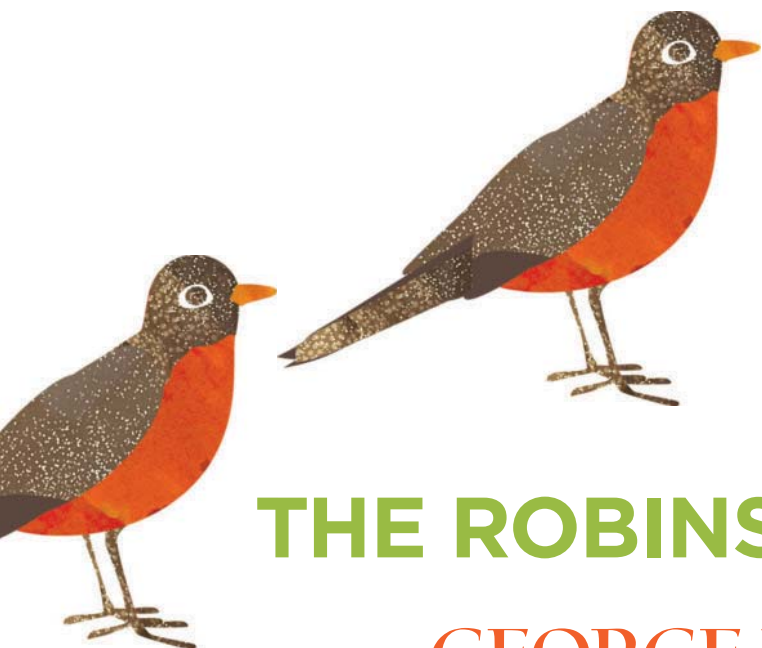
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THE ROBINS OF MSU GEORGE WALLACE AND RACHEL CARSON'S SILENT SPRING

by Gary Morgan

A half century ago, George Wallace—and the robins—of MSU helped inspire Rachel Carson's *Silent Spring*, arguably the most important book in the 20th century.

The past is a foreign country: they do things differently there. British author L.P. Hartley opens his famous novel, *The Go-Between*, with these lines. We might think that they could have no truer application than in comparing society's attitudes towards the environment today to what they were 50 years ago.

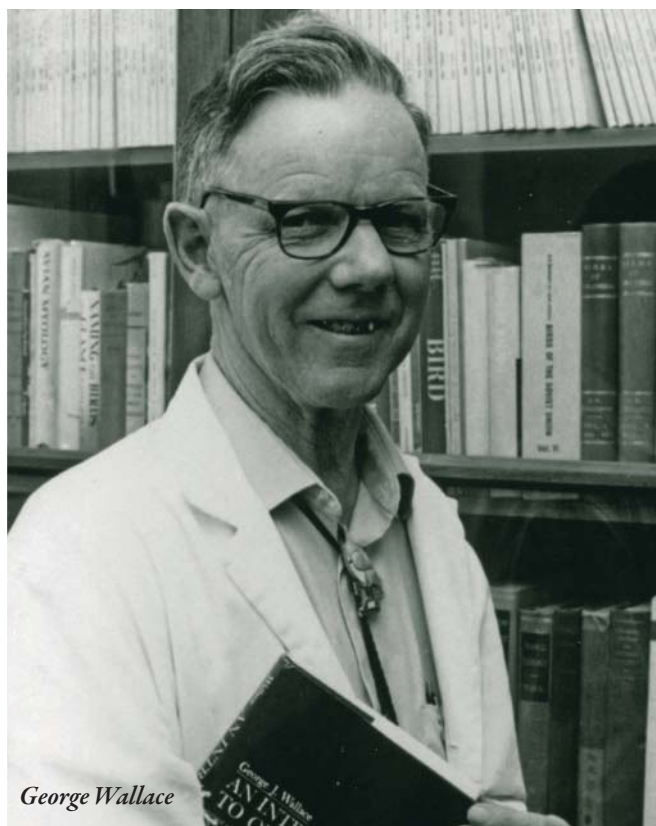
And 50 years ago, the world received one of the seminal books of the 20th century. In September 1962, Houghton Mifflin published Rachel Carson's *Silent Spring* some months after it had been serialized in the *New Yorker*. The book caused an immediate conflagration. It divided readers into two camps—those who eulogized it for its revelations, and those who condemned it as hysterical, poorly researched or just bad science.

What was the furor all about? *Silent Spring* was the first major popular publication that documented the effects of incautious or excessive use of pesticides on the natural environment, and in some cases, on the health of livestock and even humans. In its 355 pages, the book lists hundreds of studies where pesticide use was implicated in unintentional negative effects on living organisms or was shown to have become less effective in controlling target pests over time. Critics raised doubts about her use of scientific data and the justification of her conclusions. Some called her a liar. Carson was a university-trained biologist who had worked for many years with the U.S. Fish and Wildlife Service, yet there were those who cast aspersions on the ability of a woman to write on such weighty matters, the world of science in the 1960s being dominated by men. The majority of the public, however, received the book with acclaim. It opened the eyes of many and confirmed the suspicions of others.

Among the many case studies in her book, none occupies more space or imagery than that of the dying robins of Michigan State University. In this story, the fates of Carson, the reluctant “environmental warrior,” and of an MSU faculty ornithologist, converged. It was Professor George Wallace of MSU who documented the dying birds on campus, of which the robins were a significant proportion. He and his students collected birds from MSU and surrounding suburbs in the late 1950s. The birds were found either dead or dying from tremors. The scientists carried out tests on many of the birds' carcasses, and in most cases found elevated levels of the pesticide DDT.

It was this study as described in *Silent Spring*, arguably more than any other, that publicly raised the specter of the possible adverse impacts of one of the most widely used pesticides of the 1950s. These results were rejected by some, who suggested no causal relationship with DDT, or that other toxins such as mercury used to control soil fungi were the cause of the birds' deaths. There remains some controversy even to the present day, but most scientists now recognize DDT and many other insect-focused pesticides as having significant risks to other living organisms.

In the 1950s, the world had emerged from World War II to rebuild itself on the back of new industrialization and technology. America was affluent and confident, having established itself as the dominant economic power in the world. The cars of Detroit were getting ever bigger, and their fins and chrome ever more extravagant. Economies were becoming global, and success was founded on industry. Where humans faced challenges, we would prevail through our ability to devise new technologies. Nowhere was that faith held more profoundly than in



George Wallace



Rachel Carlson

the development and use of chemicals in industry and in environmental management. The variety and quantities of human-made chemicals in common use exploded. Of the many, DDT is one of the best known, and possibly the most infamous.

DDT (or dichlorodiphenyltrichloroethane), is a synthetic organochlorine. DDT was synthesized in 1874 but its properties as a pesticide were not recognized until 1939. It was used in World War II as an effective control of malarial mosquitoes and typhus-carrying body lice. A Swiss chemist, Paul Hermann Müller, won the 1948 Nobel Prize in medicine for revealing the effectiveness of DDT against insect pests that were carriers of disease.

DDT kills insects by over-activating their nerve cells or neurons, causing the insect to go into spasms and then die. By the 1950s, the effectiveness of DDT as a pesticide had resulted in its ever growing application, often in large scale and rather indiscriminate fashion. It could be used as a dust or, once dissolved in petroleum oils, xylene or other organic solvents, as a spray. At the same time, there was growing evidence that DDT and other toxins could enter the food chains and be concentrated in organisms ranging from earth worms to birds and mammals. Rachel Carson mentions many pesticides in *Silent Spring*, but for her, DDT was the poster child of the chemical industry—heavily promoted, over-used and under-appreciated for its ecological effects.

Insects have shown considerable capacity to develop resistance to DDT and other pesticides. It starts when a few individuals in an insect population have a certain genetic mutation that gives resistance to the effects of the toxin. These individuals survive the treatment, breed, and convey the resistant gene to their offspring, and thus the percentage of resistant individuals continues to grow. After many generations, most of the population may be resistant. Widespread use of DDT in agriculture is one reason that insects such as mosquitoes built up resistance to the toxin. Still, there are those who argue that DDT remains one of the best control agents for major insect pests such as anopheline mosquitoes, the vectors of malaria which continues to kill approximately a million people around the world each year.

Carson was not the first to raise concerns about the potential deleterious impacts of pesticides. In the 1940s and 1950s, many scientists were expressing their views that caution was warranted. We see this clearly in the 1952 U.S. Dept. of Agriculture Yearbook, which cautioned:

“Although the science of entomology has made great progress in the past two decades, the problems caused by insects seem to be bigger than ever. We have more insect pests, although we have better insecticides to use against them and better ways to fight them . . . We must stop the destruction of our crops and forests, but the insecticides we use must leave no dangerous residues on foods, destroy no beneficial wildlife, and do no damage to our soils.

“We thought we had some of the problems solved when we got such good results from the new insecticides. DDT ... made medical history in 1943 and 1944 when an outbreak of typhus in Naples was controlled in a few weeks by its use. Entomologists hoped then that DDT could end all insect-borne diseases and even eradicate the house fly. In less than a decade, however, DDT was found to be a failure against the body louse in Korea, and the specter of typhus hung over that area. DDT and the insecticides substituted for it failed to

control mosquitoes in some places. In 1952 the house fly was no longer controlled in many places by any of the residual-type insecticides in use, and it seemed likely that other pests (those of agricultural, as well as medical, importance) in time would develop resistance.”

The above was written by Charles F. Brannan, then U.S. Secretary of Agriculture, 10 years before the publication of *Silent Spring*. It could have been written by Rachel Carson herself. Indeed, here is what she did write in *Silent Spring*:

“It is not my contention that chemical insecticides must never be used. I do contend that we have put poisonous and biologically potent chemicals indiscriminately into the hands of persons largely or wholly ignorant of their potentials for harm.”

Of course, history is not a story written in black and white; history is a spectrum of greys. The use of DDT at MSU—and elsewhere in Lansing in the late 1950s—was prompted by a devastating plant killer, Dutch Elm disease. At that time, MSU had over 2,000 elms, glorious features of a bucolic campus. Dutch Elm disease is caused by a fungus, which in turn is spread by the Elm Bark Beetle that burrows through the bark and moves from tree to tree. DDT was being used to kill the beetles, in the hope of restricting the spread of the disease and controlling the loss of some of the most beautiful trees of America.

Unfortunately as Wallace found, the DDT did not just kill the beetles. The poison remained on the leaves of the elms, which dropped in fall to become compost in the soil. Some of the poison probably fell directly onto the soil during spraying. Soil and compost were ingested by earthworms, and the worms were eaten by robins and other birds. As we now know, many chemicals can bio-accumulate. This means that they do not break down quickly and can become more concentrated within organisms as they move up the food chain. So a little DDT in an earthworm can become a lot when a robin eats hundreds of earthworms in a day. Wallace and his students recorded over 80 species of birds, with various feeding modes, showing symptoms of poisoning. In the years that followed the publication of *Silent Spring*, other impacts of pesticides like DDT became better recognized.

The research of Wallace and others showed that DDT could be conveyed from birds to their offspring still in the egg. Another related and catastrophic result was the reduction in the thickness of bird eggshells, most evident in upper level predators such as birds of prey. Populations of American raptors such as the Peregrine Falcon and Bald Eagle plummeted as the birds failed to rear young. America was at risk of losing its heraldic avian symbol.

We know this now, but today we are a different country, right? What *Silent Spring* achieved in 1962 was to take the debate to the greater audience of people across the United States and around the world. It became a best seller, and Carson became something of a symbol for a growing grass-roots movement of citizens concerned about their environment, and about the health of their families. Many regard *Silent Spring* as spawning the modern environmental movement.

There is another poignant story to this real-life drama. While finalizing her book about the death of so many natural things so dear to her, Rachel Carson was also dying. Cancer would take her life at age 56 on April 16, 1964, less than two years after the publication of *Silent Spring*. She would live long enough to see the tide of public opinion turn solidly against over-application of toxins in the environment, and the wheels of government begin turning to tighten the controls on pesticide use. She would not see the creation of the Environmental Protection Agency in 1970, an organization dubbed, “the extended shadow of *Silent Spring*.” Nor would she see the banning of DDT in the USA in 1972.

George Wallace would see more of the impacts of Carson’s book. Wallace worked at MSU until 1972 and died in 1986 at age 79. In 2009, a small metal box containing some of his papers was donated to the MSU Museum by his family. The museum staff discovered 28 letters between Rachel Carson and George Wallace. The letters document a correspondence over six years, revealing great respect and warmth.

On October 2, 1958, in his first letter to Carson, Wallace writes:

“I am happy to learn that you are working on a book on insecticides. It is something that needs doing badly . . . And, in spite of the unfortunate lack of really conclusive data, it needs doing now. Twenty years from now, when we have more complete information, will be thirty years too late.”

In the series of letters, Carson inquires after details of Wallace’s work and Wallace responds promptly with both results and updates of research in progress. After a yearlong lapse from September 1960 to October 1961, their correspondence continues on October 8, 1961, when Carson writes to Wallace:

“I hope you can forgive me when I explain that a long and quite severe illness set in shortly after that (the last letter), with the result that for a long period I did no work and wrote no letters.”

Carson deliberated for some time over a suitable title for the book. In a letter of April 14, 1962, Wallace writes, somewhat tongue-in-cheek:

“Somehow I liked the earlier title . . . ‘Man Against Nature?’ better than ‘Silent Spring.’ In spite of seven years of spraying, our campus is hardly silent. We have an abundance of quite vociferous grackles, starlings, house sparrows, domestic pigeons and semi-domesticated mallards.”

Soon after that, *Silent Spring* would change the way people saw their world.

Carson and Wallace maintained their correspondence after the release of the book, until a few months before her death. In what may be the last letter between the two (January 23, 1964), discussing some recent field experiments at MSU comparing effects of DDT and another treatment for Dutch Elm disease, methoxychlor, Carson writes to Wallace:

“ . . . a lot of these things seem to me an attempt to impress the public with activities whereas actually what is being done is pretty meaningless. On the whole, however, I agree with you that some of the recent activi-

History is not black and white; history is a spectrum of greys. The use of DDT at MSU was prompted by a devastating plant killer, Dutch Elm disease.

ties do represent progress and certainly the awakened public opinion is a good thing.”

The 1950s and early 1960s were a time when technology was sincerely believed by many to be a panacea for most, if not all, of the challenges facing humanity. *Silent Spring* dented that faith, and also reminded us of our common heritage with the Earth and all ecosystems on it. As much as anything, Rachel Carson observed that we are not above nature, but are a part of it, that our future is intimately linked with the futures of the waters, the air, the plants and the animals all around us.

Today we face other challenges. The debate on global climate change can be as rancorous and polarizing now as the debate over pesticides was in the early 1960s. Again, though, we hear from some commentators that science and technology will “solve” our dilemma, that we need not be embracing significant changes in our ecological impact as our scientists will save the day. And we hear the voices that question the place of the EPA – Carson’s legacy – in restricting “necessary” industrial development.

Is the past such a different country after all? 🍀

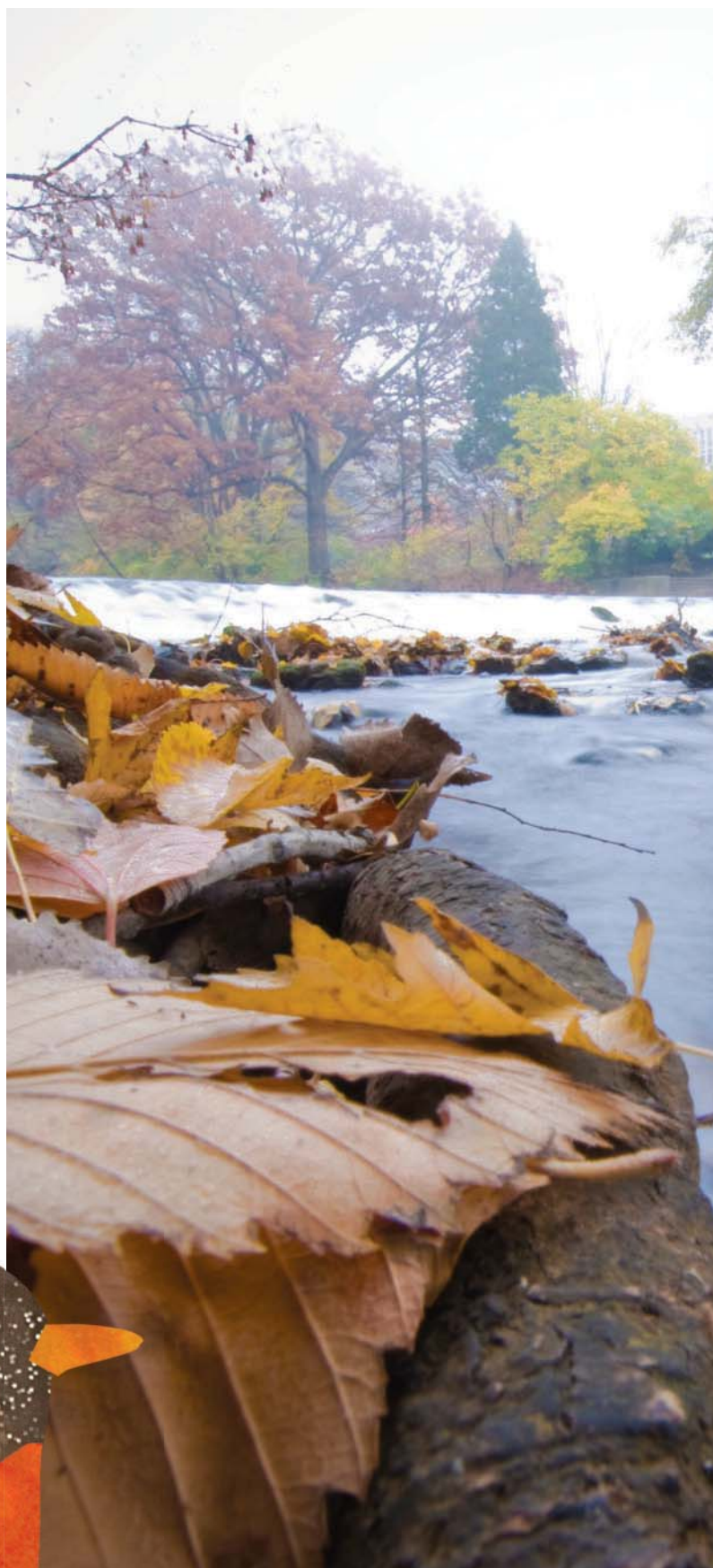
Gary Morgan is director of the MSU Museum. A marine and freshwater biologist by training, he studied the biogeography of crustacean faunas in Australia, New Guinea and the Indo-West Pacific region. He now leads MSU’s museum of natural science and culture.

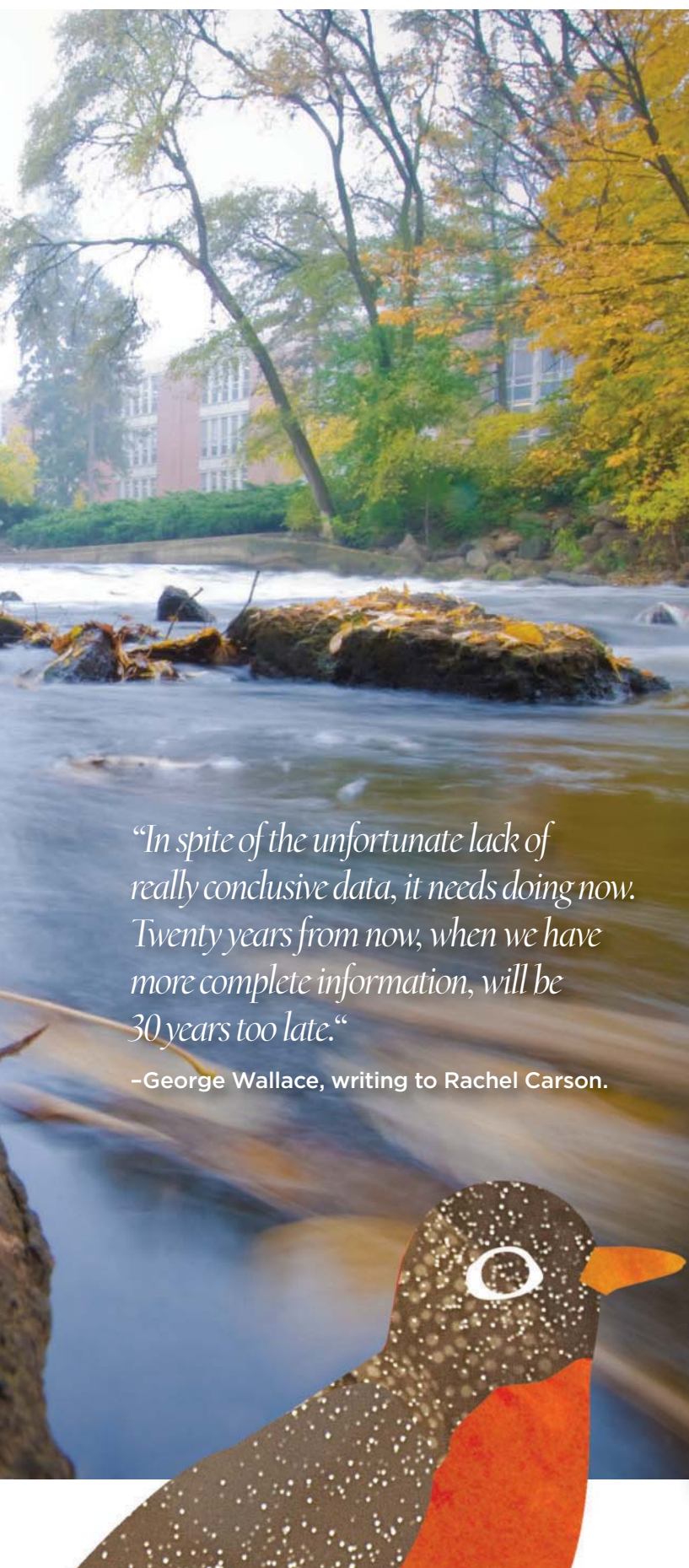
UPCOMING EVENTS

► In May 2012, the MSU Museum will open an exhibit on the story and legacy of *Silent Spring*, including specimens of the robins collected by Wallace and his students on the campus of MSU. Check out the *Silent Spring* walking trail that connects campus spots where events happened relevant to the book.

► The MSU Museum will feature *Dying to be Heard*, a 30-minute documentary based on the story of Wallace and his robins produced in 2007 by MSU’s Knight Center for Environmental Journalism.

► Each year, the MSU Center for Systems Integration and Sustainability and Dept. of Fisheries and Wildlife stage the Rachel Carson Lecture Series about global environmental challenges. The MSU Department of Zoology offers an annual George J. Wallace and Martha C. Wallace Endowed Scholarship Award for graduate students in ornithology.





“In spite of the unfortunate lack of really conclusive data, it needs doing now. Twenty years from now, when we have more complete information, will be 30 years too late.”

—George Wallace, writing to Rachel Carson.



MSU CONTINUES TO LEAD IN ENVIRONMENTAL RESEARCH

Since George Wallace’s seminal work, MSU has continued to lead in environmental education and research. Some milestones:

- ▶ 1978: The Center for Environmental Toxicology (now Center for Integrative Toxicology) is created to help Michigan deal with environmental contamination issues and to establish a multidisciplinary Ph.D. program.
- ▶ 1980: The National Science Foundation establishes the Long-Term Environmental Research Program at MSU’s Kellogg Biological Station. The program develops sustainable techniques for row crop agriculture as part of a national network of ecology research.
- ▶ 1994: John S. and James L. Knight Foundation creates the nation’s first endowed chair in environmental journalism at MSU. The chair heads the Knight Center for Environmental Journalism, which offers various academic options.
- ▶ 2006: The MSU Land Policy Institute is founded, dedicated to carrying out a statewide mission to provide a better quality of life through science-based solutions that help to bolster the economy and better protect the environment.
- ▶ 2008: MSU signs a Water Resource Partnership with the Michigan Dept. of Environmental Quality. Using MSU’s engineering research and work at the Institute of Water Research, the partnership aims to develop GIS technologies to map, model and visualize groundwater research, as well as outreach and water resources management.
- ▶ 2009: The Civil and Environmental Engineering Dept. celebrates its 100-year commitment to engineering education and research in hydrology and water resources, and environmental, structural and pavement engineering.
- ▶ 2010: MSU’s curriculum adds a specialization in sustainability, offered through multiple colleges. The program provides a unique, hands-on approach to learning about sustainability.

Compiled by Liz Pacheco, news writer for the Environmental Science and Policy Program.



Scan this QR code for additional information.

THE CORAL GABLES WHERE SPARTAN MEMORIES WERE MADE

By Bill Castanier, '73

We take a nostalgic look back at the iconic Coral Gables, which for several decades served as the epicenter of social life for MSU students.

If East Lansing's Coral Gables had a theme song, it would have to be "Memories are Made of This."

Sitting on the border between East Lansing and Meridian Township, the Coral Gables has been more than a roadhouse, bar and restaurant for tens of thousands of MAC and MSU students since it first opened in the 1920s with the fancy pants name Fleur-de-Lis Inn.

It's been a place where MSU memories were made, recalled and then shared decades later.

Take Lois and Everett Downing of Mason. During World War II the couple went on their first date at the Gables. Lois was 16, Everett 20. It was a blind date. It was a friend of a friend sort of thing and Lois still remembers their first dance and surprisingly the song that was playing, "You Belong to My Heart" by Bing Crosby.

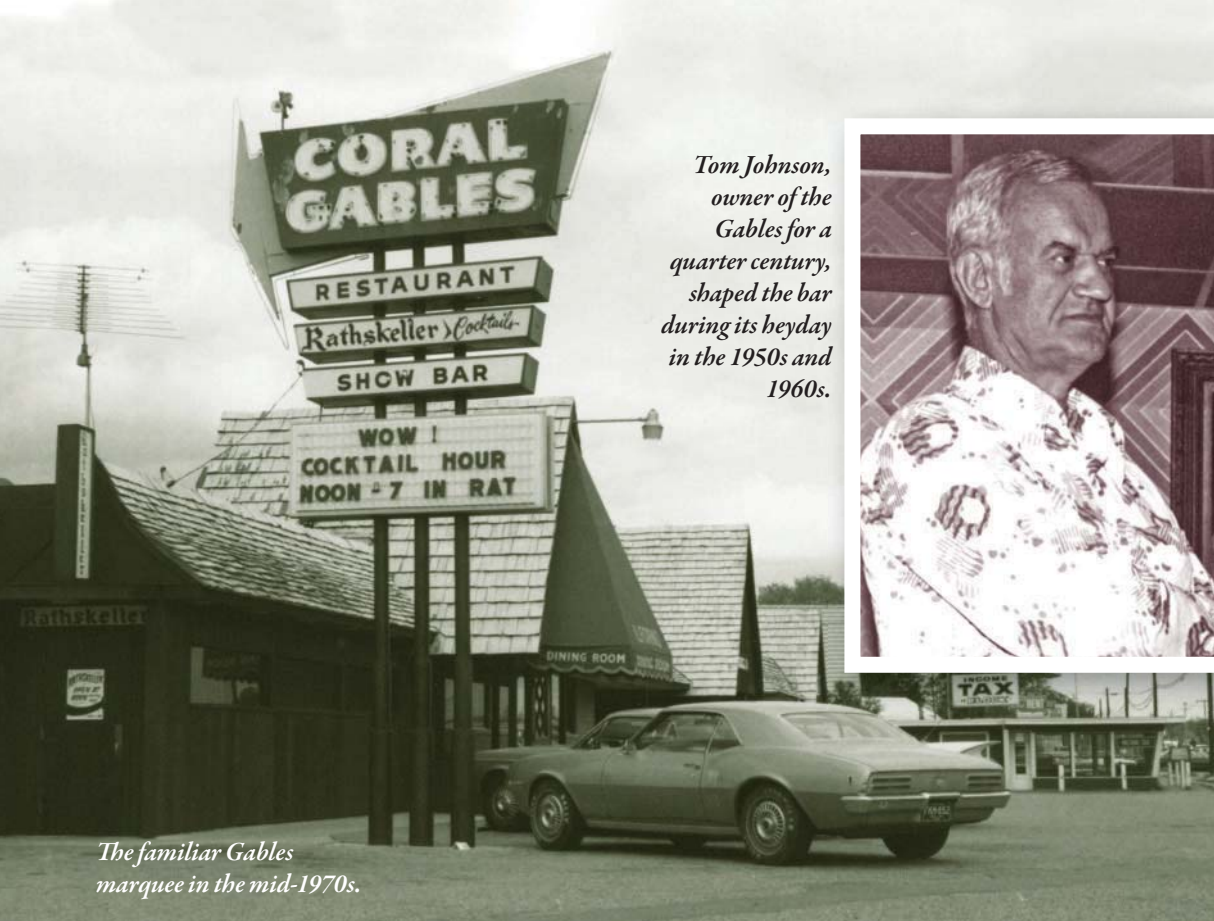
Lois remembers the Coral Gables as the "hotspot" back then especially when the big bands played. "A lot of soldiers met there when they came home on leave," she recalls. "You grew up fast with soldiers thinking 'Hey, will I ever see this place again?'"

Two weeks after that big dance Lois and Everett were engaged. They married when Lois graduated from high school. Later Lois attended MSU. Occasionally "when we could get the gas," she says, they would go back to the Gables. This past summer the Downings returned to the Gables for their 65th wedding anniversary party. Lois had "their song" played.

And they danced once again, like college sweethearts.

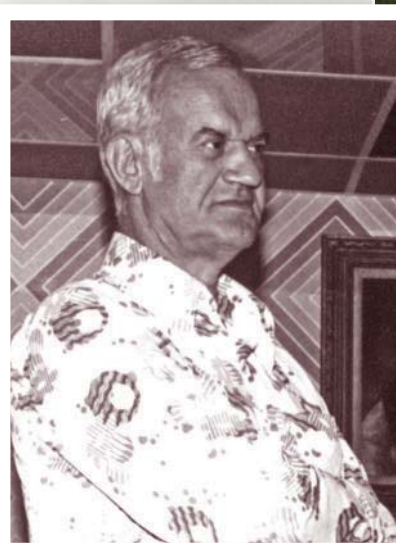






The familiar Gables marquee in the mid-1970s.

Tom Johnson, owner of the Gables for a quarter century, shaped the bar during its heyday in the 1950s and 1960s.



Their legacy of memories extends to their son Dave Downing, '77, '84, station manager of Lansing Community College's WLNZ Radio. A teenager in the late 1960s, Downing was a part-time disc jockey at WILS Radio in Lansing and spun records at the Gables for private parties. He recalls people often requesting the Beatles' "Hey Jude" as the last slow song.

"I think it had something to do with it being a seven-minute song," he says.

"Everyone remembers going to the Gables," says Al Rose, who worked there as a bartender and ID checker in the late 1960s. Rose said men drank mostly beer, but women often preferred Whiskey Sours, Singapore Slings or Tom Collins. "Nothing fancy," he says.

Over the years nothing fancy were key words as the bar and restaurant concentrated on cold beer, good cheap food and loud dance music.

Rose, who has retired from a career in law enforcement, says contrary to its reputation, the Gables was tough to sneak into. "ID checkers saw it as a badge of honor to confiscate fake IDs," he remembers.

Many MSU students of that era had their first legal drink there as the Gables would give the 21st-birthday celebrant one free drink and a small pizza.

Others may have met their future spouse on the dance floor, attended a daddy-daughter

sorority event, seen the Miss Michigan pageant, appeared in the Show Bar when Playboy recruited center folds or attended a meeting of one of the many social clubs that regularly held meetings there.

Many MSU groups, such as the Vets Club, the Sailing Club and the Ski Club, held their meetings at the Gables. Controversial speakers Allen Ginzburg and Timothy Leary reportedly spoke and read poetry at the Rathskeller after being banned on campus. Indeed, the bar was so popular with MSU students that an article in the *MSU Alumni Magazine* (Summer 1976) called it "The Pioneer Land-Grant Tavern," a moniker longtime owner Tom Johnson bestowed on his establishment.

Okemos resident Phil Weichman, '69, a bartender at the Gables in the late 1960s, says those years marked the beginning of the end of its heyday. When East Lansing went wet in 1970, numerous bars such as Lizards would open and give the Gables stiff competition. Newer night clubs such as The Stables sitting right across on Grand River Avenue and Grandmothers on Michigan Avenue would siphon off student crowds.

Although the Gables first opened in the 1920s as a roadhouse, it went through many changes over the decades. In the 1930s it was known as the Green Gables, a square dance

hall boasting a roller rink. In the 1940s it evolved into a big band showcase known as the Coral Gables Ballroom and attracted well-known musicians such as Tommy Dorsey, Duke Ellington, Stan Kenton, Woody Herman and the Ink Spots.

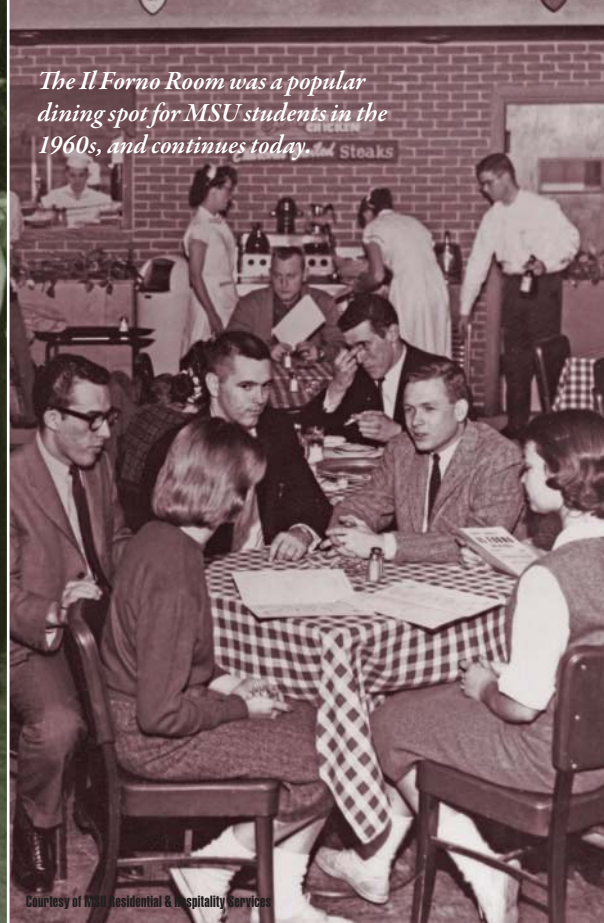
After being destroyed by a fire in August 1957, the Gables was rebuilt by then owner Tom Johnson, the man who masterminded the bar atmosphere so attractive to MSU students. Johnson opened several other "Coral Gables" bars across the state, along with the Old Crow Bar in Saugatuck, which continues operating to this day. When the East Lansing Gables re-opened in the late 1950s, the Big Band era was being ushered out by the emergence of Rock and Roll. It did not take long for the Gables to adapt to change as it began featuring many rockers, including the likes of Chubby Checker and Little Richard—now Hall of Famers.

In the 1960s the Gables became the place for MSU students to go for weekend entertainment. Its famous Show Bar could legally hold 350, but on a good night it might have packed twice that number. Former patrons recall that up to a hundred couples might be dancing at one time to such tunes as "Shout!" and "Wooly Bully."

Robert "Boogie Bob" Baldori, '71, Lansing attorney and boogie woogie artist, played there



On weekends it is believed crowds of up to 700 students packed the Show Bar.



Courtesy of MSU Residential & Hospitality Services

with the Woolies—their biggest hit, “Who Do You Love,” made the national charts—and attracted sell-out crowds.

“The Gables was packed to the max with lines out the door,” recalls Baldori.

“We played there dozens of times.”

The bands were selected for how they could get the kids dancing, recalls Baldori. “Johnson wanted the kids dancing so he could sell more beer,” he explains.

The Gables hired local bands like Plain Brown Wrapper, the Kingtones, the Otherside and the Cordarons. One popular group was the Sunliners, which morphed into Rare Earth (“Get Ready Cause Here I Come”). A group called Me and Dem Guys recorded the 45 single “Black Cloud” at the Gables one summer and it became the default house band for the 1966-67 school year.

Periodically, the Gables would host groups that had a national following, such as Baby Huey and the Babysitters, the outlandish Wayne Cochran and his C.C. Riders and the Four Freshmen.

There was seldom any trouble at the Gables, which employed very brawny “floor managers”—a euphemism for bouncer. More

often than not they were MSU football players. At that time, it was perfectly legitimate for football players to work. Owner Tom Johnson, who was recruited to play football at MSU by Charles Bachman—a sports career that ended after a car accident—hired such MSU gridiron stalwarts as Tony Conti, Ron Curl, Roger Lopes, Jim Nicholson, Gary Nowack, Roger Tasky, Charlie “Mad Dog” Thornhill and Rob-

The Flaming Hog Night was created by Tony Conti, who came up with the outrageous idea simply as a marketing gimmick.

ert Viney. Fights seldom broke out and were quickly broken up if they did.

Until the 1970s only men were allowed to be waiters in the show bar. Dressed in khakis and white shirts, they were trained by Johnson and current owner Alex Vanis to be efficient. They learned to move adroitly through the crowd clearing bottles and asking, “Can I get you another one?”

The bar featured Happy Hours and special nights, such as Ripple Night and Quart Night with Altes for 50 cents. There was also Spaghetti Night, Hot Dog Night, Vets Night and a never-ending array of other special nights. In the mid-1960s came the Flaming Hog Night, courtesy of Tony Conti, who came up with the outrageous idea as a marketing gimmick. “The big night was ‘Thursdays,’” recalls Rose. “Lines began forming real early.”

Thursday night became the defacto Greek night and a select group of sorority women and men known as the Society for the Advancement of Extra Curricular Activities (SAECA) would get there early and retreat to a small backroom where they would come up with new ideas for drinks and promotions—much like an

advisory board for a company.

The members of SAECA also cranked out a weekly mimeographed sheet called *The State Urinal*. Typically 8-10 pages long, the publication featured one main article, a humorous essay and pages of bawdy one-liners. It began publishing in the late 1950s and adopted the rapid-fire, one-liner comedic style of Rowan and Martin’s Laugh-In.



The *Urinal* was meant to be savored and tossed, so few have survived the trash bin. Jamie (Bobit) Wiechman, '69, who worked as a cashier at the Gables, saved a handful of copies—which was fortunate, because the *Urinal* provides great insight into the student culture and ethos of the times.

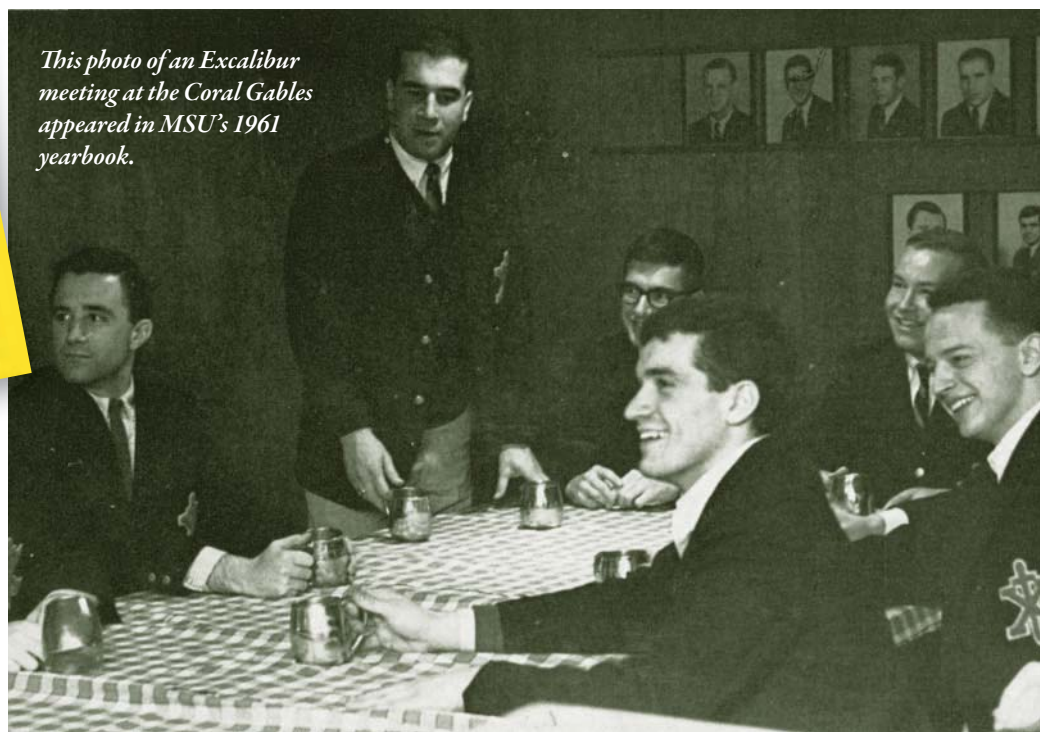
The rag contained a wide range of content ranging from world events and political commentary to the love follies of fraternity and sorority members. Its humor ranged from satire and gossip to zany, inane fun. Some of the material was cute, some ironic ("Somebody should do something about apathy"), and some—"I think I asked Jamie to marry me, Phil"—prophetic. Phil and Jamie, both MSU grads, did marry and now live in Okemos.

Louie Bender, '71, an active member of SAECA in the early 1960s, says he jumped right in "with both feet and a full beer mug."

"A couple people took notes and sorta put them into sentences," he describes the *Urinal*'s journalistic methodology.

Bender says he spent too much time with SAECA, flunked out of MSU, and was drafted and sent to Vietnam. He returned to campus in the fall of 1968 and was able to parlay his previous SAECA experience into a humor column for the *State News*. In one column, he wrote about infiltrating Freshman Orientation using a Mission Impossible-style strategy.

When John Hannah left MSU's presidency in 1969, Bender threw his hat in the ring. The Coral Gables would become his campaign headquarters and Alex Vanis would spring for bumper stickers and buttons. "Alex put 'Louie Bender for MSU President' on the marquee out front," Bender recalls.



This photo of an Excalibur meeting at the Coral Gables appeared in MSU's 1961 yearbook.

Bender would later win an excellence for teaching award as a graduate assistant at MSU. The award might have been based on his unorthodox teaching methods. He once had a stripper perform in his class on non-verbal communication. He later taught at Rutgers University before going into private business. Now retired, he and his spouse divide their time between East Lansing and New Jersey.

Although MSU students went to the Gables primarily to drink and dance, they were just as likely to have visited the Il Forno Room for a homecoming lunch with parents or the basement Rathskeller for a quieter atmosphere. Maureen (Michel) Jordan, '71, of St. Louis, MO, for example, remembers taking her father to the Rathskeller for a Kappa Kappa Gamma sorority event.

Peter Secchia, '63, industrialist, MSU philanthropist and former U.S. Ambassador to Italy, remembers being the first liquor bartender for the Gables in 1959. "They had just gotten the liquor license," he recalls. "I had tended bar on the Jersey Shore and while I was with the marines, and I taught the guys how to mix drinks."

Secchia says Tom Johnson loaned him money so he could finish his education at MSU. "One day a motorcycle gang stopped by," recalls Secchia. "Johnson did not want them there and told me to take care of it. I was

in pretty good shape then. We ended up having a fight, and ever since I was his hero."

Many academic campus groups met regularly at the Gables. For example, Excalibur, the senior men's honors society, met there weekly for lunch while donning special sport coats. Former Gov. James Blanchard remembers wearing his blue blazer with the stylized X on the pocket for a weekly Excalibur lunch. He says MSU luminaries such as Duffy Daugherty, Biggie Munn or political scientist Wesley Fischel would stop by to speak. Other members of Excalibur who met at the Gables include the late Dallas Cowboy star Pete Gent, author of *North Dallas Forty* and Ken Beachler, the first director of MSU's Wharton Center for Performing Arts.

"We thought more of ourselves than anyone else did," says Blanchard, who as governor would schedule some of his staff holiday parties at the Gables. While in town recently he and his wife popped into the Gables. "This town has changed a lot but the Gables has endured," he muses.

The Gables has indeed endured, but former MSU students will hardly recognize it today. Alex Vanis, '54, a graduate of MSU's The School of Hospitality Business, has completely transformed the place. Vanis and investors bought the Gables in 1968 from Tom Johnson. With an onslaught of new bars around town,

Vanis decided to end live bands in 1985. He converted the Gables into a family restaurant and a meeting place catering to older patrons. Vanis' son Stewart, '00, helps run the Gables today.

Visitors often wonder about the significance of a giant duck that guards the back entrance to the Gables. The 10-foot, paper-maché figure was the informal mascot of the World War II veterans group that began meeting at the Gables after the war. Some believe it might have been a part of a Homecoming or Water Carnival float. It remains intact.

Besides the duck, a large cartoon mural in the Show Bar still survives, though hidden behind a false wall. The mural depicts MSU celebrities from the 50s and early 60s. Today the people portrayed are unknown, although the hulking, scowling figure chomping on a cigar is clearly Tom Johnson. Vanis says he might uncover the mural some day soon.

On display near the entrance of the Coral Gables are some classic menus from the past. Retired MSU Professors Jim and Gloria Kielbaso of Okemos remember actually ordering from some of those menus. They frequented the Gables as young graduate students in 1963. Gloria would drive up from Dayton, OH, with her friends to visit Jim, then a graduate student in forestry. When they married they would continue to frequent the Gables.

"It was the only place to go," Gloria recalls, who adds that recently Jim hosted a 60th birthday celebration there for her.

Nancy Kara, '73, was a waitress in the Il Forno Room from 1970-73 and remembers her experience with

fondness. "It was family-owned and they treated you as family," she says. She recalls wearing "cute, as in, not so cute" outfits consisting of red button-up jackets and a skirt with a zig zag hem. She said during the week it was mostly students in the restaurant but on weekends parents would take their kids to lunch and dinner. "That's when you got the tips," she remembers.

When it opened the Gables was smack dab in the middle of the countryside. Across the street was Northwind Farms, where race horses were bred and trained. In the 1960s Northwind was converted into a blues bar. The trailer park sprawling behind the Gables today used to be a horse training track and an airport.

John Patenge, '73, remembers as a young boy riding his bicycle to the Gables from his home just east of it on Park Lake Road. "When I was 10 or 12 it seemed like an exotic place," he recalls. "You could hear the loud music outside." Later, he recalls, his Okemos high school football team had their banquet in the Rathskeller Room—courtesy of Tom Johnson, who had two sons on the team.

Recently, another sports banquet was held at the Gables. The family of Academic All-American Don Japinga, co-captain of MSU's 1965 National Championship football team, held a post-funeral luncheon there to commemorate his life.

It was just another of many events that have evoked nostalgia for several generations of Spartans whose MSU experience included the Gables.

Memories are made of this. Thanks, Coral Gables. 🍷



SOCIAL LIFE ON CAMPUS TODAY

Students no longer have to venture outside of East Lansing, or even off campus, to find social life—the way pre-1970s students migrated to the Coral Gables. Today's students have many options, including many popular alcohol-free activities on campus. Some examples:

► **UFest**, a free Welcome Week event held at the MSU Union, features outdoor activities, live music, games, freebies and food.

► **Sparty's Spring Party**, sponsored by the Student Alumni Foundation (SAF) and the Union Activities Board (UAB), offers live music, laser tag, sumo wrestling, a 3-on-3 basketball tournament and food from local vendors.

► **Fall Welcome Cookout and Participation** allows students to mingle during Welcome Week and to see some 600 student organizations. Cookout eats are provided by MSU Culinary Services. The event ends with a Spartan Spectacular fireworks show!

► **Izzone Campout**—a 24-hour event at Munn Field for students wishing to be members of the Izzone during basketball season. Campers enjoy live entertainment and visits by Tom Izzo and members of the men's basketball team.

► **Homecoming Week** sees many student activities, including a Spartan Sprint 5K, Hayrides with MSU history lectures, Sparty's Flag Find, pumpkin-decorating craft night, Ice Cream at the Rock, the MSU Homecoming Parade and, of course, the football game!

► Weekly UAB activities include free *Cosmic Bowling & Billiards* on Tuesdays, weekly *craft nights*, *Open Mic Nights* on Thursdays, first-run *movies* screened before they are even on DVDs every weekend at Wells Hall and more.

► **Midnight Madness** in the Breslin Center kicks off the men's and women's basketball season. It includes promotional giveaways, opportunities to get athlete autographs, appearances by the Spartan Marching Band, cheerleaders, MSU dance team and Sparty.

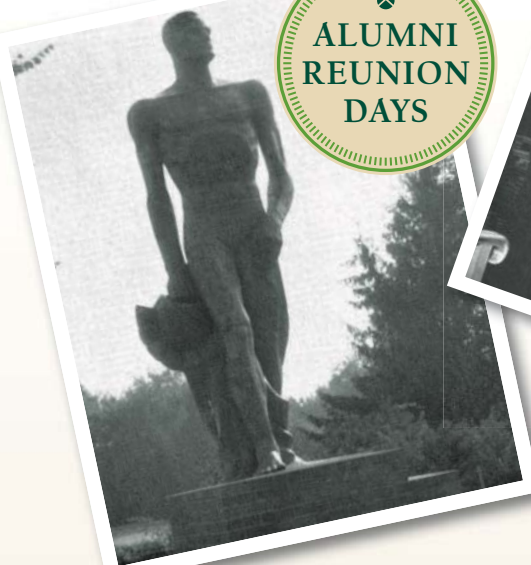
► Special Themed Dining Hall Events are put on by Culinary Services throughout the year in the residential dining halls – from the *Martin Luther King, Jr. Day Celebration Dinner* to the annual *Halloween spectacular* at Akers Dining Hall, these events give students the opportunity to spice up their week while dining on campus.

► To see the photos of these events, please go to Flickr: www.flickr.com/photos/msuliveon/sets.

Bill Castanier, '73, writes the Michigan literary blog Mittenlit.com and is co-founder of lansingonlinenews.com. He is the literary columnist for City Pulse, a weekly Lansing newspaper. While a student, he was a waiter at the Coral Gables in 1968 and in 1970, something he did "for fun" and not for money.



ALUMNI
REUNION
DAYS



ALUMNI REUNION DAYS

Save the Date!

Alumni Reunion Days
June 7 & 8, 2012

Celebrating Graduates of the 1960s and earlier

All Michigan State University Spartans from the 1960s are invited to return to campus for Alumni Reunion Days, sponsored by the MSU Alumni Association. Members of the Class of 1962 celebrating their 50th reunion will be recognized.

A block of rooms has been reserved at the following locations:

Kellogg Center: (800) 875-5090 | Marriott Hotel: (517) 337-4440 | Candlewood Suites: (517) 351-8181
Courtyard By Marriott: (517) 482-0500 | Hampton Inn: (517) 324-2072

Make sure you mention Alumni Reunion Days. Space is limited and will be released on May 1, 2012.

To see the latest information: alumni.msu.edu/ARD



In 1896, Professor Kedzie lectured on gasoline to a chemistry class...



...Today, MSU faculty and students are involved in research on alternative fuels and complex materials (and the chairs in the lecture halls are much more comfortable).

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Julian H. Gonzaliz/Detroit Free Press

(Inset) Edwin Baker looks like a dancer choreographing for the Flight from the Bumblebees as he amasses 167 rushing yards against Michigan. Kirk Cousins celebrates MSU's 37-31 win over Wisconsin in the first contest between the Big Ten's best two teams.

MSU FOOTBALL PROVIDES THRILLS ENROUTE TO BIG TEN TITLE GAME

By Robert Bao

In Mark Dantonio's fifth season, MSU football has established a winning consistency, slayed countless demons and provided some unforgettable memories.

The so-called "October gauntlet"—games at Ohio State, against Michigan and Wisconsin, and at Nebraska—loomed heavily in the preseason.

Experts looked at the scheduling horror and many predicted that MSU could not survive unscathed; few thought MSU would repeat as Big Ten champions. That pessimism was not diminished by an early-season 31-13 loss at Notre Dame.

Then came October.

First, the Spartans beat powerhouse Ohio State 10-7 in the "Horseshoe," where MSU hadn't won since 1998. The Spartans not only snapped a seven-game losing streak but they also nearly blanked the Buckeyes.

Next, MSU survived 15 penalties to beat No. 11 Michigan 28-14—its fourth straight win over its archrivals. Although the Wolverines went on to win 10 games,

Andy Staples of SI.com notes, "beating Michigan has just gotten too easy for Michigan State."

Next, the Spartans faced No. 4 Wisconsin, an offensive juggernaut that one writer likened to "the Alabama team that annihilated the Spartans in the Capital One Bowl." In a stunning night game with ESPN's Gameday in town, MSU upset the Badgers 37-31 with a late "Hail Mary" pass that will be forever etched in Spartan lore.

Next, MSU sallied forth to No. 13 Nebraska but looked emotionally drained in its lone regular-season conference loss, 24-3.

Still, weathering the gauntlet with a 3-1 record gave the team a huge lift that ultimately propelled MSU to win the Legends Division. With a 7-1 conference record—including a perfect 4-0 in November—MSU made the first

Big Ten Conference championship game in Indianapolis.

MSU's triumph was sweet vindication for fifth-year Head Coach Mark Dantonio and his staff, who have transformed the football program from mediocrity to sustained success—notching back-to-back Big Ten titles, back-to-back 10-win seasons, four straight W's over its archrival and two straight undefeated home seasons. It also proved satisfying for the 17-player senior class, which surpassed last year's class as the winningest ever in MSU history with 36 wins and counting. It was especially satisfying for the senior captains Kirk Cousins, Joel Foreman and Trenton Robinson—players who were not highly-regarded coming out of high school and who achieved far more than their recruiting stars might have predicted.



Cousins emerged as MSU's all-time winningest quarterback with 25 wins as a starter. He is the first quarterback in MSU history to beat Michigan three times. Known for leadership, he is only the second Spartan to ever be elected football captain three times, some seven decades after the late Robert "Buck" McCurry, who was captain from 1946-48. Representing the players, Cousins gave the keynote speech at the Big Ten Kickoff Luncheon that was lauded across the nation and widely shared via YouTube.

Guard Foreman and Safety Robinson, both two-star recruits who blossomed into All-Big Ten players, proved to be mainstays on offense and defense, providing leadership and making untold plays in the trenches and in the defensive backfield. Foreman often played over injuries, including at Iowa, where he helped key MSU's "revenge" 37-21 win and snap a seven-game losing streak at Kinnick Stadium dating back to 1989. Last year, the Hawkeyes had trounced the league-leading Spartans 37-6.

MSU's ability to navigate through the October gauntlet enroute to a 10-2 season and the Big Ten's Legends Division championship was widely recognized. Brian Bennett, Big Ten blogger for ESPN.com, supported Mark Dantonio for Coach of the Year honors. "Most people were predicting a fall-off for the Spartans this year because of that schedule," he writes. "Dantonio, who was the Big Ten's coach of the year last season, has done an even better job... in 2011."

The most memorable games this year were the gauntlet wins plus the road wins at Iowa and Northwestern. All of them exorcised longstanding demons and required emotional energy.

The visit to Columbus was significant to Dantonio, an Ohio native who was defensive coordi-



Seconds after catching this rebound off Kirk Cousins' "Hail Mary" pass, Keith Nichol twists the ball just enough to break the endzone plane—leading to MSU's 37-31 win. The play is now etched in MSU lore.

nator at Ohio State in 2002 when the Buckeyes won the national championship. MSU put on a tour de force defensive performance, limiting the Buckeyes to 178 yards total offense while recording nine sacks for 64 yards and 13 tackles for losses. In one memorable play, linebacker Denicos Allen leaped over a blocker to tackle the quarterback. Only a very late touchdown prevented Ohio State from being shut out.

The win against archrival Michigan was yet another emotional contest, given the significance of the rivalry. The Wolverines boasted a new coaching staff, an undefeated record, a No. 11 AP ranking and a Heisman Trophy candidate. For the game, both teams wore special, one-time uniforms—Nike's Combat Gear for the Spartans, and a retro design with shoulder stripes for the Wolverines. MSU won 28-14 by dominating the trenches and outgaining Michigan in rushing yardage 213-82. The No. 2-ranked Spartan defense remained stout, producing seven sacks and 10 tackles for losses. "They were definitely more physical," admits Michigan Safety Jordan Kovacs. "They pounded us."

In a normal year, beating Ohio State and Michigan in the same season would be considered an achievement. MSU last pulled off

that coup in 1999. But in 2011 MSU found itself with a bigger fish to fry—No. 4 Wisconsin, a formidable offensive machine averaging over 50 points a game, would pose a test for MSU's defense. Badgers had revenge in mind as MSU dealt them their only loss last season.

The game was expected to be a classic Big Ten slugfest and was slated for prime time, with ESPN's *Gameday* on hand.

The action did not disappoint. Wisconsin struck early for two touchdowns. Then MSU showed its speed and athleticism, scoring 23 unanswered points with dazzling plays on special teams, including a blocked field goal and a blocked punt that led to a touchdown. In the second half, Wisconsin re-found its rhythm and scored twice to knot the score at 31-31. It was a classic knock-down, drag-out fight.

With just 1:19 left, MSU had one last chance from its own 21-yard line. In a drive during which Wisconsin called three timeouts, two of them stopping the clock, MSU reached Wisconsin's 44-yard line with four seconds left. After all the punches and counterpunches, the Spartans had one more—a knockout punch. Cousins dropped back, moseyed toward the sidelines and threw a "Hail Mary"

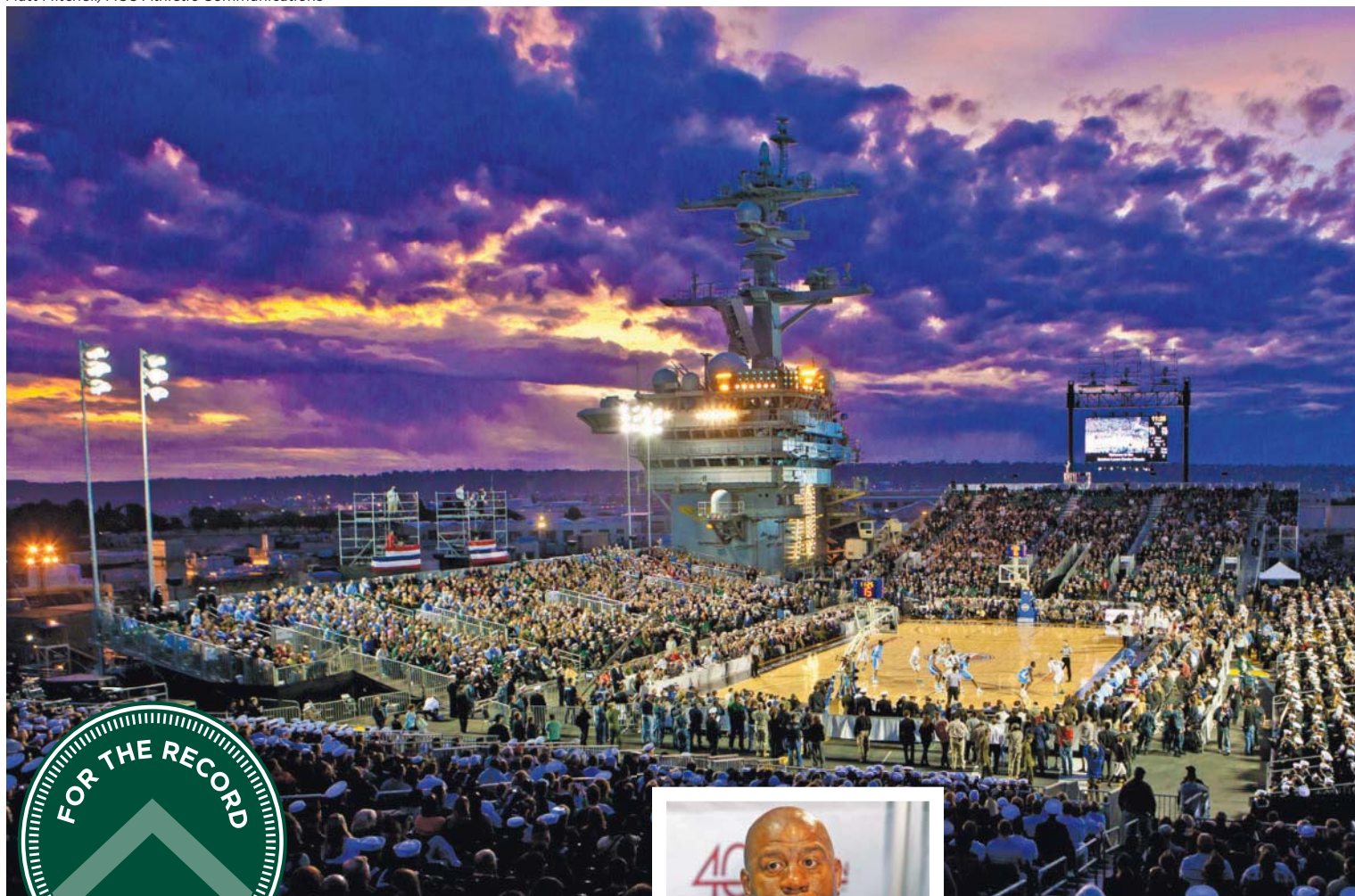
into the endzone. The pigskin caromed off B.J. Cunningham's facemask into the hands of fellow wide receiver Keith Nichol at the one-yard line. Nichol, who once vied with Cousins to be starting quarterback before changing positions, twisted and turned to get the pigskin just over the line—something that was scrutinized like the Zapruder film in TV replays, finally overturning the ruling on the field.

"Upon further review, the runner did cross the line," uttered the referee who raised his arms to signal a touchdown while the sell-out crowd of 76,405 in Spartan Stadium exploded into delirium.

The uproarious ending will be remembered for a long time. The drama might have overshadowed a bigger story—the steady rise of the MSU football program under Mark Dantonio. Yes, MSU was the "same old Spartans" that last year beat Notre Dame with a dramatic overtime fake field goal, that came from behind to beat Northwestern and Purdue, that beat Michigan four straight and won the week after those wins. MSU football was not only just relevant again on the national stage, but also for one moment it lay at the very epicenter of the college game. The stunning win was MSU's 17th triumph in its last 20 games.

The Spartans could not mount a fourth straight emotional peak, however, and incurred their first conference loss at Nebraska. But they did overcome Minnesota at home 31-24, pulled off a revenge win at Iowa 37-21, trounced Indiana 55-3 and withstood a surging Northwestern 31-17 at Evanston. The close loss to Wisconsin at Lucas Oil Stadium was heart-breaking, but the way the Spartans competed showed the program is here to stay.

As Dantonio says, "We'll rise again." 🍀



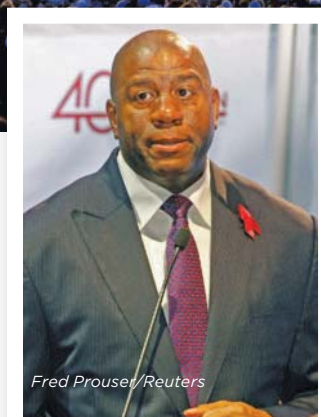
HOOPS ON AN AIRCRAFT CARRIER—

MSU opened its men's basketball season against No. 1-ranked North Carolina aboard the USS Carl Vinson in Coronado, CA. Although the Spartans lost 67-55 in the inaugural Quicken Loans Carrier Classic, the game delighted those it was designed to honor—President and Commander in Chief Barack Obama and some 7,000 soldiers in attendance on Veterans Day. For Tom Izzo and the MSU cagers, it was a Final Four-type “memory maker.” For ESPN, it was the highest-rated November college basketball telecast ever.

MSU Athletics Director Mark Hollis, who previously staged world record-setting events—a hockey game in Spartan Stadium and a basketball game in Ford Field—put it best. “I don’t think this is going to be topped,” he says.

MAGIC JOHNSON TODAY

—Twenty years ago the world was shocked by Earvin “Magic” Johnson’s announcement of having contracted the HIV virus. Today, many fans are happy the former basketball superstar remains in good health. “Here I am 20 years later,” says Magic, who served as MSU’s honorary captain in the Carrier Classic. “I’m good for the virus and bad for it,” Johnson muses. “I’m good because I’m doing better . . . On



the flip side, people see that I’m doing well so they kind of relax on HIV and AIDS.”

IZZO GIFT TO MSU—

Men’s basketball coach Tom Izzo and his wife Lupe and their children have made a \$1 million gift to MSU—among the largest ever by an active coach at any university. “My wife Lupe and I, along with our children Raquel and Steven, have dedicated our

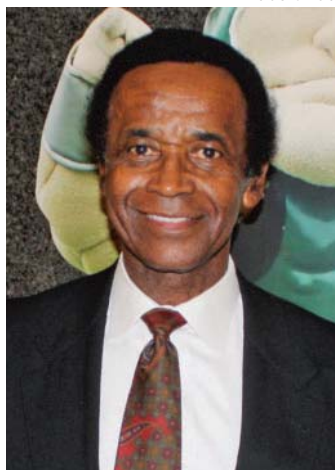
lives to (MSU) because we believe in intercollegiate athletics and the positive role it plays in so many lives,” explains Tom. The gift goes mainly to football because, says Izzo, “it truly benefits everyone across the university.”

CROSS COUNTRY WINS 4TH TITLE—

MSU women’s cross country team captured its second-straight Big Ten Championship at the conference meet in Urbana, IL, in October, marking the team’s second straight title and fourth overall. “This win certainly helps set the program up for years to come,” says Walt Drenth, MSU’s director of cross country and track & field. “It will help put MSU on the radar nationally.” Sophomore



Robert Bao



GENE WASHINGTON IN HALL OF FAME—Former All-American Wide Receiver Gene Washington, '67, has made the Spartan Stadium Ring of Fame. A member of the 1965 and 1966 national championship football teams, he entered the College Football Hall of Fame on May 17—following teammates George Webster and Bubba Smith. He played seven years in the NFL and made the Pro Bowl twice. The photo was taken at the gala reunion of the 1965 and 1966 teams at Kellogg Center this past fall during Homecoming weekend.

KIRK GIBSON HONORED—Kirk Gibson, manager of the Arizona Diamondbacks, was named National League Manager of the Year by the Baseball Writers' Association of America. In his rookie season as manager,

Gibson, who starred in both football and baseball at MSU, took his club from worst to first, winning 94 games for a 29-game improvement over last season and its first division title since 2007.

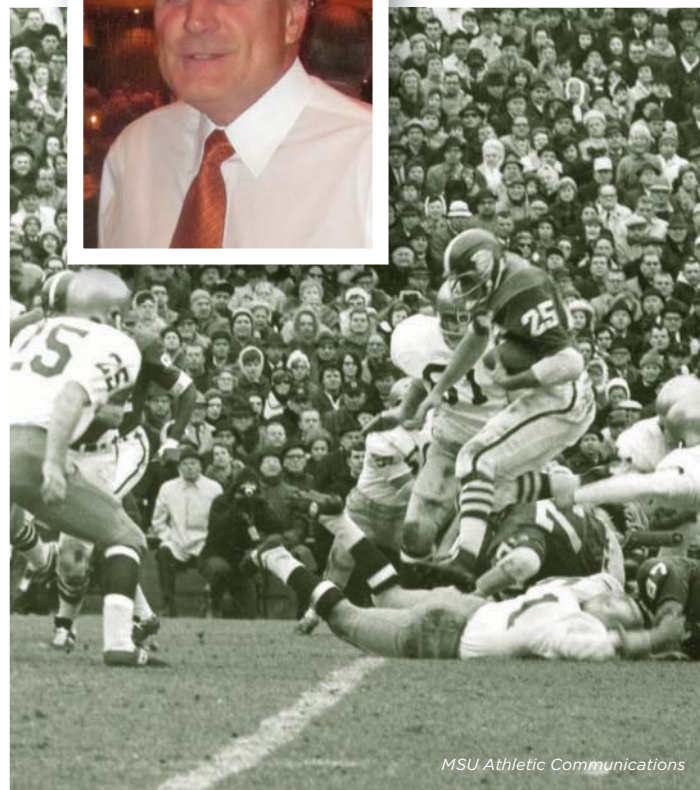
“When an opportunity presented itself to me to be the manager of a ballclub, I had to put my stamp on it,” says Gibson. “And my stamp is what I learned through all my years in the game.”

WHERE ARE THEY NOW?

In the “Game of the Century” in 1966, sophomore fullback Regis “Reggie” Cavender scored MSU’s only touchdown enroute to a 10-10 tie with Notre Dame—a four-yard run in the second quarter. After MSU, Reggie worked 25 years at Chrysler Corporation in sales training. In 2002 he became athletic director at Birmingham Brother Rice High, where he remains today. He now sees a value to the tie. “When the game ended and people sat there like someone had died, it was hard to see that,” says Cavender at the 1966 team reunion during Homecoming weekend. “But we went down in the history books because of that.”



Robert Bao



MSU Athletic Communications

Julia Otwell placed sixth with a personal-best time of 20:30, earning first-team All-Big Ten honors. Sophomore Sara Kroll and senior Carlie Green also placed in the top ten and earned second-team All-Big Ten honors. MSU finished six points ahead of second-place Michigan. ▼



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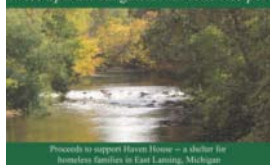
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ALMA MATTERS

REGIONAL CLUBS

BLUEWATER AREA—

Jul. 31: More than two dozen area Spartans attended a picnic for incoming MSU freshmen at Ft. Gratiot Park on the shores of Lake Huron.



CENTRAL ▲

PENNSYLVANIA—Aug. 13:

Incoming MSU student Nick Hartley (3rd from right) received a \$500 scholarship from the club at a gathering in York, PA. A graduate of Penn Manor High School, Millersville, he will major in criminal justice at MSU.

FORT WAYNE, IN—Jul. 15:

About 32 area Spartans attended a dinner at Parkview Stadium followed by a AAA baseball game between the Tin Caps and Padres. Jul. 17: Nearly 20 area Spartans attended a picnic at Swinney Park. ▼



GREATER NEW YORK—Aug. 6: Incoming MSU students were among some 40 area Spartans who attended a family picnic at Central Park's Ross Pinetum. The newcomers were taught the MSU Fight Song and MSU Shadows. Aug. 20: Nearly a dozen area Spartans gathered for a walking tour of Governors Island, including scholarship recipient Kathryn Vetter and her parents.



GREATER CADILLAC—

Jul. 24: More than 100 area Spartans took part in a golf and tennis outing at Caberfae Golf and Ski Resort in Cadillac. Club scholarships were awarded to A. J. VanAlst and Marissa Mitchell. Special guests included MSU Trustee Mitch Lyons and radio broadcaster Will Tieman. About \$5,000 was raised for student scholarships.

GREATER ST. LOUIS, MO—

Jul. 17: About 20 area Spartans gathered at Ballpark Village for a tailgate party prior to the Cardinals-Kansas City Royals baseball game.

KANSAS CITY—Aug. 27:

(L to r) Mark and Jan May, Ben Gaeth, Terrell Smolinski, Miki Mertz, Albert Keane and Jenny Frederick Keane were among the





▲ 30 area Spartans who participated in a Big Ten tailgate at the Fox and Hound, Overland Park, KS. Club President John Mertz emceed the event, which raised \$2,000 for a local food bank.

LIVINGSTON COUNTY— Aug. 14: More than 40 area Spartans attended a picnic at the

KENTUCKIANA—Jun. 26: Two dozen area alumni attended the annual “Day at the Races” at Churchill Downs, Louisville. The club raised \$845 for its scholarship fund. ▼



Howell City Park’s Thompson Lake. Guests included four text book scholarship recipients and their families. ▲

MID-MICHIGAN—Jun. 28: About 180 alumni and friends participated in the 12th Annual Steve Smith Charity Challenge at the Country Club of Lansing. Special guests included President Lou Anna K. Simon, Trustee Mitch Lyons, and many Spartan

coaches and former athletes. About \$30,000 was raised to support various charities and the club’s scholarship endowment. Aug. 17: About 40 area Spartans, seen here in the Varsity S Club, took part in a tour of MSU football facilities with Assistant Coach Mark Staten and running back Le’Veon Bell. ▼



NORTHEAST OHIO—Jun. 18: About 20 area Spartans enjoyed a picnic at the Cleveland Metroparks Zoo. Jun. 23: About two dozen area Spartans attended a dinner for Megan Luck in Cleveland. Luck is the latest winner of a grant from the club’s endowment. Jul. 9: About 20 area Spartans attended a ball-

game between the Lansing Lugnuts and the Lake County Captains at Classic Park, Eastlake.

SACRAMENTO VALLEY, CA—Jun. 5: About 90 area Big Ten alumni enjoyed a picnic at the William Pond Park, Sacramento, CA. Aug. 28: More than 40 area Big Ten alumni participated in a bowling competition at the AMF Mardi Gras Lanes, Sacramento. ▼



SAN DIEGO, CA—Jul. 31: About 60 area Spartans attended a picnic at Mission Bay Park. Sparty was a special guest.

SEATTLE, WA—Jul. 8: About two dozen area Spartans attended a Spartan Nation Live Broadcast with Hondo Carpenter. Proceeds from a silent auction and raffle helped the club raise \$350 for the scholarship fund. Special guests at the event included two MSU cheerleaders.



SAN FRANCISCO BAY AREA, CA

—Jul. 6: About 20 area Spartans participated in a habitat restoration project at the Golden Gate National Parks Conservancy, removing invasive species from Park Presidio.

WILX and host of the “Staudt on Sports” radio program.

UTAH—Sep. 9: More than 40 area Spartans attended the annual picnic at Millcreek Canyon near Salt Lake City. ▼



◀ **TAMPA BAY, FL**—Aug. 27: More than 500 Big Ten alumni attended the Big Ten Football Kickoff Party at Boston’s Restaurant & Sports Bar, Tampa. More than 60 Spartans were in attendance, including six-week-old Finnian McCallen.

TOP OF THE STATE—

Jun. 18: About 30 area Spartans attended a golf outing at the Belvedere Golf Club in Charlevoix. About \$1,500 was raised for the club’s scholarship fund. Special guests included Tim Staudt, sports director for Lansing’s



CONSTITUENT ASSOCIATIONS



BIOMEDICAL LABORATORY DIAGNOSTICS ▲

PROGRAM—Sep. 10: Esther Brown (in white), program director from 1960-70, and her family were among 120 alumni and friends who attended a home football tailgate reception.



▲ **ENGINEERING**—Aug. 18: About 30 alumni and friends took part in the golf outing and dinner at Forest Dunes Golf Course, Roscommon. Special guests included Dean Satish Udpa, Trustee Emeritus Don Nugent, and Houston alumnus John Ogren.

HONORS COLLEGE—

Aug. 25: More than 50 Spartans attended a reception at the

Renaissance Center, Detroit, prior to the MSU Debate Team public performance at the Environmental Protection Agency’s conference. ▼



OSTEOPATHIC MEDICINE—

Sep. 9-10: More than 400 alumni participated in Silverfest Weekend activities ranging from a golf fundraiser to a pregame tailgate that was at-



tended by President Lou Anna K. Simon and Tom Izzo, MSU head coach, men's basketball (center, photo). ▲

INTERNATIONAL CLUBS

BEIJING, CHINA—Sep. 28: About 100 guests attended a reception at the Park Hyatt Hotel, Beijing, in honor of visiting Gov. Rick Snyder (left) from Michigan. Next to Snyder are Weihong



Li, vice minister of the Chinese Education Ministry, and Weijun Zhao, director, MSU Office of China Programs. ▲

STUDENT AMBASSADORS—Thirty-two members of the Student Alumni Foundation (SAF) board of directors recently completed the Greater Lansing Tourism Ambassadors Program and are now Certified Tourism Ambassadors (CTAs). "Every member of the SAF team can now give the best possible customer service and accurate local information to every student, alumni and visitor we encounter," says Dan DiMaggio, director of the SAF. ▼



Courtesy of Julie Pingston

The Spartan Hall of Fame Café

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HOMECOMING 2011—This year's homecoming kicked off a new MSU tradition with its theme—"Glow Green, Go White"—which called for Spartans to switch out their porch or house lights to green ones during the week. In addition to the annual Grand Awards Ceremony, the Homecoming Parade with Suzy Merchant serving as grand marshal, the Green and White Brunch and the football game

featuring the Homecoming Court at halftime, this year's weeklong celebration also saw a Spartan Sprint 5K race sponsored by the Residence Halls Association, Sparty's Flag Find sponsored by the Student Alumni Foundation, and many activities at the MSU Union, from the Pumpkinpalooza Craft Night to the "Sounds of Homecoming" musical performances.



BOATING SPARTY—Bonnie Knutson (front right), former vice chairperson of the National Alumni Board, and husband Bob (front left), enjoyed a great boating experience at Crystal Lake with their family clan and an oversized friend who also bleeds green. Sparty "was a riot," according to Knutson, professor of hospitality management.

ST. MALO SPARTANS—While vacationing in a small village in the Brittany region of France, Craig Murray (left), '76, CEO of Craig Murray Productions, Burbank, CA, ran into fellow Spartans Lucia Florido, PhD '99, and her husband Randal Garza, PhD '01, members of the faculty at the University of Tennessee-Martin. Murray, who received a



Courtesy of Craig Murray



Distinguished Alumni Award in 2010, noted that all are members of the MSU Alumni Association. Looks like things were quite “bueno” in St. Malo.

MSU BIKES FIFTH ▲ ANNIVERSARY—September: Tim Potter (lower left), manager of the MSU Bikes Service Center, and assistants celebrated the cen-

ter’s fifth anniversary. Located at Bessey Hall, the center has grown fast and now helps service some 20,000 bicycles on campus. “Probably (because of) gas prices, we’ve seen a lot of growth in bike riding the past few years,” says Potter. Last spring, MSU was named a “Bicycle Friendly University” by the League of American Bicyclists. The bike center distributes

information on bike safety and is hoping to create a better system of campus paths to help bicyclists follow the rules of the road.

MSU DOCS IN HAITI—A group of osteopathic physicians and medical personnel from MSU treated more than 700 patients and delivered more than \$10,000 in donated supplies during a four-day trip to Haiti in

October. The group was led by Gary Willyerd, associate dean of the College of Osteopathic Medicine’s Detroit campus, and William Cunningham, the college’s assistant dean for West Michigan. The mission was sponsored and organized by MSU’s Institute of International Health and made possible by donations from MSU’s Caribbean Student Association. ▼



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THE MSUAA'S GRAND AWARDS

Eight individuals were honored October 20 at the annual MSU Alumni Grand Awards Reception held at the Kellogg Hotel and Conference Center.

Selected by the MSU Alumni Association Awards Committee, honorees received five awards—the MSU Distinguished Alumni Award, the Philanthropist Award, the Alumni Service Award, the Honorary Alumni Award and the Distinguished Young Alumni Award.

Distinguished Alumni Award:

The distinguished alumni award is given annually to alumni who have distinguished themselves by obtaining the highest level of professional accomplishments and who possess the highest standards of integrity and character to positively reflect and enhance the prestige of MSU.



W. Clark Bunting, '77, MA '84, president and general manager of the Discovery Channel,

and founder of Animal Planet, has overseen the growth of the company and its many mainstays, such as Shark Week, American Choppers and Mythbusters. Bunting oversees all aspects of the network's programming, production, development, operations, new media, marketing, communications and research teams, and under his leadership the network has become a global icon.



Kenneth Earhart, '83, director of the Center for Disease Control, Global Dis-

ease Detection Center, New Delhi, India. Before joining the CDC he was commanding officer of the US NAMRU-3, an infectious diseases research institute in Cairo, Egypt, leading operations throughout North Africa, the Middle East, Eastern Europe and Central Asia. His diverse and successful 22-year career in the U.S. Navy included

duties in Japan as 7th fleet diving and submarine medical officer.

Philanthropist Award:

This award is presented to an individual, family, association, corporation or foundation with a proven record of providing major, on-going financial support and leadership to MSU. The candidates will have demonstrated outstanding philanthropic responsibility toward MSU; their generosity encourages others to take leadership roles in philanthropy toward MSU.



Bernadette, '80, and Timothy Marquez, of the Timothy and Bernadette Marquez Foundation, Denver, CO. Bernadette worked for many years as a nurse and today manages a corporate giving program for Venoco, Inc., an energy company founded and led by Timothy Marquez. They made the lead commitment that will enable MSU's Nursing Research Center and faculty to relocate into the new Bott Building for Nursing Education and Research.

Alumni Service Award:

This award is presented to MSU alumni who have demonstrated continuing outstanding volunteer service to MSU and/or meritorious public service on a local, state, national or international level. Candidates must possess the highest standards of integrity and character to positively reflect and enhance the prestige of MSU.



Steven Heacock, '78, senior vice president, Community Relations, Spectrum

Health, Grand Rapids, MI, has worked as an executive for health and medical research organizations for many years, helping to create or oversee results for many community organizations, including the Kent County Commission representing Cascade Township, Convention and Arena Authority chairman, Priority Health, Van Andel Institute and Spectrum Health. Previously he worked as a CPA and later as an attorney and partner at Warner, Norcross and Judd, Grand Rapids.

Honorary Alumni Award:

The Honorary Alumni Award is given annually to candidates who have demonstrated continuing outstanding volunteer service to MSU on a local, state, national or international level, and who possess the highest standards of integrity and character to positively reflect and enhance the prestige of MSU.



Carole Ames served 18 years as dean of MSU's College of Education, stepping down

last year after a sustained No. 1 ranking in elementary and secondary education by *U.S. News & World Report*. Ames initiated the college's first online-only degree program, championed cutting-edge research that makes a difference, and promoted many global initiatives. Her

scholarship and research have been recognized with the award of fellow status in the American Psychological Association.

Distinguished Young Alumni Award:

The Distinguished Young Alumni Award is given annually to candidates who have distinguished themselves by obtaining a high level of professional accomplishment and who possess high standards of integrity and character to positively reflect and enhance the prestige of MSU. These individuals demonstrate a commitment to MSU by continuing outstanding volunteer service on behalf of the university and/or participation and leadership in meritorious public service on a local, state, national or international level.



Brittany Fox, '09, is the director and founder of Thai Song Fair Trade, a social business dedi-

cated to empowering Thai women to overcome poverty, improve their community and better their

environment by using recycled materials to craft trendy accessories for a global market. Today Thai Song's work isn't limited to the slums of Bangkok but spreads globally through advocacy for environmental and humanitarian awareness to its customers across three continents.



Aaron Scheidies, '04, is a physical therapist and a professional triathlete, a

five-time world champion and seven-time national champion. Though legally blind, he has competed in 125 triathlons around the globe. At MSU, Aaron achieved a perfect 4.0 GPA, was president of the MSU Triathlon Club, volunteered over 100 hours helping other students with disabilities and was inducted into the Athletes with Disabilities Hall of Fame. He is currently enjoying a career in modeling.

Ladies First, MSU's only all-female cappella group, provided entertainment for the MSUAA's Grand Awards Gala.



PENTECOST PLAZA TO CAP BASEBALL, SOFTBALL AND SOCCER FACILITIES

The heart of Old College Field will soon add a striking entrance thanks to a \$2 million gift from the Joe D. Pentecost Foundation. Starting in Spring 2012, the gift will be used to construct Pentecost Plaza at Michigan State's most historic athletic site and the current home for Spartan baseball, softball and men's and women's soccer.

The Pentecost Foundation was established in 2002. Joe, who died in 2006, was an entrepreneur and real estate developer whose love and passion for MSU was evident for more than 35 years as a season-ticket holder and loyal donor. During his life, he contributed to the Spartan Stadium Expansion Project, the Berkowitz Basketball Complex and the Clara Bell Smith Student-Athlete Academic Center. The Pentecost Foundation has faithfully continued to carry out Joe's passion by establishing the Joe D. Pentecost Foundation Scholarship, the naming of the Joe D. Pentecost Football Team Meeting Room and several other special projects. Fittingly, Pentecost Plaza will include a donor recognition wall for others who support MSU.

"We are so pleased to add the Pentecost name to Old College Field," says Mark Hollis, athletics director. "Joe Pentecost meant a great deal to MSU and his generosity elevated our program, MSU

and our entire community. We are tremendously grateful for the ongoing commitment of the Pentecost Foundation to significantly enrich the student-athlete experience and provide a state-of-the-art complex for our coaches to recruit top notch student-athletes."

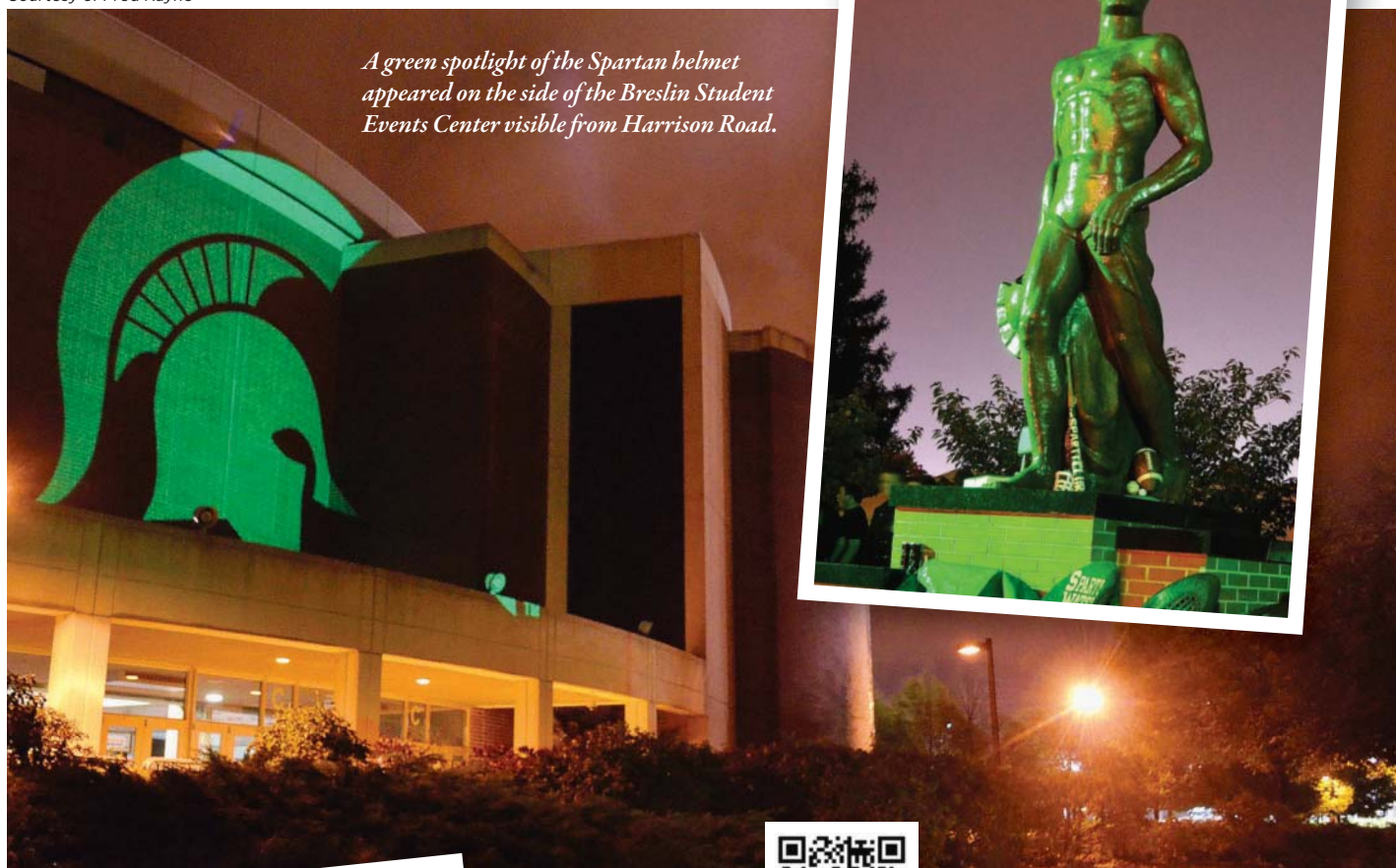
Pentecost Plaza will join McLane Baseball Stadium, built in 2009 following a \$4 million gift from alumnus Drayton McLane, Jr.; the Secchia Softball Stadium, completed earlier this year after a lead \$1 million gift from alumnus Ambassador Peter F. and Joan Secchia; and a \$750,000 lead gift by the Doug DeMartin family in 2008 to construct the new soccer complex.

The addition of Pentecost Plaza makes MSU's baseball, softball and soccer facilities collectively the best in the nation, say the coaches.

Gathered around an artist rendering of Pentecost Plaza near the spot where construction will begin in Spring 2012 are (from left) Men's Soccer Coach Damon Rensing; Women's Softball Coach Jacquie Joseph; Athletics Director Mark Hollis; Pentecost Foundation Board Members Pete Lutz, Rita Stoskopf, president and executive director, and Robert Phillips; and Men's Baseball Coach Jake Boss, Jr.



Courtesy of Fred Kayne



A green spotlight of the Spartan helmet appeared on the side of the Breslin Student Events Center visible from Harrison Road.

Editor's Column

BIRTH OF A NEW TRADITION: GREEN GLOW

By Robert Bao, Editor



In past issues we've noted the passing of MSU traditions such as the Water Carnival, the wearing of freshman beanies, the underclass tug-of-war, and assorted other practices that waned with the times. I remember going to basketball games at Jenison Field House and seeing the gift exchange between the late Walter Adams and Indiana basketball coach Bob Knight—a neat tradition while it lasted.

Now I'm delighted to report the launching of a new MSU tradition this past Homecoming. Those of you who returned

to campus and partook in activities such as the Grand Awards Gala, the Green and White Brunch and the incredible football game may have noticed the many green lights shining throughout campus and the community.

It was part of a concerted effort to encourage Spartans to swap their porch lights for green bulbs. On campus, the MSU Union, Beaumont Tower and the football tower were among the buildings that featured green lighting. The Breslin Student Events Center spotlighted a massive green image of the Spartan helmet on its wall.

They were a part of "Green Glow," an MSU Alumni As-

sociation campaign designed to generate Spartan Spirit.

"We wanted something to inspire Spartan Spirit," says Regina Cross, chairperson of the Homecoming Committee. "We thought this would be something everyone could do easily. Those who did not return to campus could also be involved."

Cross notes that Meijer, Inc., a Midwest retail chain, donated 4,000 green bulbs to help launch the tradition. "Many people on campus helped our effort," she adds. "In particular, Mike Ramirez and Joe Ellsworth from the Physical Plant were instrumental in helping us make this happen. Fred Kayne (from residential and hospitality services) helped project the green Spartan

helmet onto the Breslin Center."

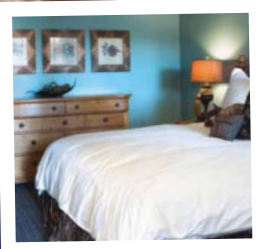
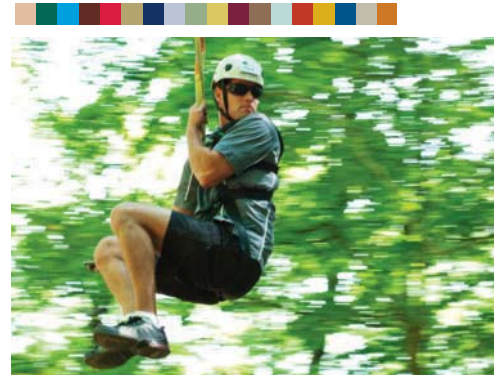
President Lou Anna K. Simon participated in a "Green Glow" video available on YouTube, as did Women's Basketball Coach Suzy Merchant, former MSU basketball star Mateen Cleaves, WILX-TV anchor Jason Colthorp, and Scott Westerman, associate vice president for Alumni Relations and executive director of the MSU Alumni Association. Many also participated in a Green Glow photo contest, eventually won by Andy Clements of East Lansing (homecoming.msu.edu).

"The reactions have been all positive," says Cross. "Everyone we've heard from loved the idea. We'll be promoting it again next year."



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STATE'S STARS

Kim Schatzel, PhD '99, dean of the College of Business at the University of Michigan-Dearborn since 2008, has been named provost and vice president at Eastern Michigan University, Ypsilanti. As provost, Schatzel will lead EMU's Division of Academic Affairs and its more than 200 degree programs in five colleges. Prior to becoming a dean, Schatzel was founding president and CEO of ICM/Krebsogge, Livonia, a manufacturer that employs about 1,400 workers. She is also a marketing professor at U-M's Stephen M. Ross School of Business.

Karen L. Gillmor, state senator of Ohio, has been named chairman and CEO of the Industrial Commission (IC) of Ohio. From 1983 to 1986, Gillmor served as IC's chief of Management

Planning and Research. She also served as the employee representative on IC's Regional Board of Review and as a member of the Ohio Bureau of Workers' Compensation Oversight Commission. Elected to the Ohio Senate from the 26th Senate District in 1992, 1996 and 2008, Gillmor chaired the Senate Insurance, Commerce and Labor Committee and was a member of the Unemployment Compensation Advisory Council and the Labor-Management-Government Committee.

Seth A. Drucker, '93, has been named partner at Honigman Miller Schwartz and Cohn LLP, Detroit. Drucker practices in the Commercial Law, Bankruptcy and Reorganization

Dept. in the firm's Detroit office. His practice focuses on advising clients in commercial negotiations and disputes, including litigation, and secured and unsecured creditors,

debtors and landlords in commercial bankruptcies. He is also an active participant in the firm's pro-bono program, providing legal services to underrepresented individuals. He has also been recognized as a Michigan Super Lawyer "Rising Star."

Andrea Hansen, '88, a partner in the Litigation Dept. of Honigman Miller Schwartz and Cohn LLP, Detroit, has been named to the Elder Law of Michigan Board of Directors—a nonprofit organization serving the elder community. Hansen focuses her practice on representing and counseling casinos and their suppliers, particularly with relationship to gaming regulatory issues. She also represents and counsels candidates and companies on campaign finance issues, and the formation of candidate and political action committees.

Judge Christine Ann Carney, '77, of Ft. Collins, CO, received the Colorado State Judicial Excellence Award. Earlier in the year, Carney received the Conrad Ball Award with respect to her duties in Larimer County, CO. Christine acts as a mentor for new judges entering the system on a regular basis. She is highly commended by her colleagues of the Colorado criminal justice system.

David L. Bradley, '63, a professor of acoustics and senior scientist at the Applied Research Laboratory, Pennsylvania State University, State College, PA, has been named president-elect of the Acoustical Society of America (ASA), Melville, NY. His research centers on underwater acoustic propagation. Previously, Bradley has served as director of the NATO Underwater Research Center, La Spezia, Italy, and as Mine Warfare Technical Advisor to the Chief of U.S. Naval Operations.

Jason Levin, '92, president and "chief gringo" of Dos Gringos, Vista, CA, the largest distributor of ornamental sunflowers in the U.S., has received the Ernst & Young Entrepreneur of the Year 2011 San Diego Award in the Earth Sciences category. Levin was selected by judges who recognize outstanding entrepreneurs demonstrating excellence and extraordinary success in their business and the community. His company supplies bouquets to supermarkets throughout the U.S. and Canada.

Jennifer McMaster-Reid, '95, a 20-year veteran working in the Detroit advertising and graphic arts industries, has joined J.R. Thompson Company, Farmington Hills, as a senior art director. Previously she was art director for 12 years at BBDO Detroit. Founded in 1974, J.R. Thompson Company is a creative communications and marketing services firm specializing in planning, publishing, Web development and event marketing.

Richard Cordray, '81, the chief of enforcement at the Consumer Financial Protection Bureau, has recently been nominated by President Obama to be the bureau's director. The former Ohio attorney general has received many awards throughout his career, such as the 2008 Financial Services Champion Award from the U.S. Small Business Administration, a Government Services Award from NeighborWorks America, and the 2005 Country Leader of the Year Award by *American City & Country Magazine*. He was a five-time undefeated *Jeopardy!* champion. Cordray is a member of MSU's Presidents Club.

Jennifer Tret, '96, the laboratory director of Sherry Laboratories' Northern Materials Division, Daleville, IN, has been promoted to vice president of Materials Testing at the company. Tret will oversee



Sherry's materials laboratories in both Daleville and Broken Arrow, OK. She has 15 years of experience in metallurgical engineering, 10 of them at Sherry Laboratories.

Joel Hondorp, '95, Certified Municipal Clerk, clerk of Byron Township in Kent County, was elected as president of the Michigan Association of Municipal Clerks (MAMC). Hondorp has been Byron Township Clerk since 2000, and was re-elected for 2004 and 2008. He also served on the Township Board from 1996–2000 as trustee. He is a member of the International Institute of Municipal Clerks and a past president of the Kent County Clerks Association.

John Zehnder, '69, the executive chef/food beverage director at Zehnder's Restaurant in Frankenthum, has received the American Culinary Federation's (ACF) 2011 Hermann G.



Rusch Chef's Achievement Award. Zehnder's Restaurant, which serves one million meals a year, has received wide recognition. He has received more than 35 national awards for culinary competitions and recipe contests, and is the author of three cookbooks. He is a member of ACF Flint/Saginaw Valley Chapter and served as chapter president from 1988–97.

Margaret Lamb, '83 and MBA '91, has been named vice president and controller at the Bank of Ann Arbor. Before joining Bank of Ann Arbor, she was the CFO at Marine Credit Union in LaCrosse, WI. She has held senior financial officer positions at several other financial institutions, including DFCU, CapCom Credit Union, and Bank

One (now Chase). For five years, she has been a member of CUNA CFO Council Executive and served as their secretary and treasurer for two years.

Mark Boonstra, '79, senior principal with Miller, Canfield, Paddock and Stone, PLC, Ann Arbor, has been named by Gov. Rick Snyder to the Michigan Judges Retirement



Board. The board oversees the Judges Retirement System Defined Benefit plan. Boonstra has been a practicing attorney for 27 years with experience covering all aspects of general business and commercial litigation and counseling.

Michael Stoskopf, '85, CEO of the Building Industry Association (BIA) of Southeastern Michigan, West Bloomfield, has received the New Executive Officer of the Year Award



by the National Association of Home Builders. Michael became an executive officer of the BIA in 2008. Michael is the seventh executive officer to serve during BIA's 83 year history.

Nancy Faught, '87, was named vice president/partner and member of the Board of Directors of Hubbell Roth & Clark, Inc., Bloomfield Township. Recently, she



became manager of the company's Traffic Engineering Dept. Faught has over 24 years of project management and road design experience for state and federally funded projects. She is a registered professional engineer in Michigan, and a member of the American Society of Civil Engineers, the American Public Works Association and the Transportation Research Board.

Ashley VanHorn, '07, an account coordinator at Eisenbrenner Public Relations, Royal Oak, has been named senior account executive at the firm.



Prior to joining the Detroit-area firm, VanHorn held not-for-profit and public relation agency internships in areas around Lansing. She is a member of the Automotive Press Association, INFORUM, Royal Oak Chamber of Commerce Business Womens' Network and Public Relations Society of America (PRSA).

Richard Yost, '79, the Robin & Jean Gibson Professor in the College of Liberal Arts & Sciences at the University of Florida, Gainesville, FL, has been elected to the Board of



Governors (Regents) for the state university system in Florida. Yost is also professor and head of Analytical Chemistry at UF. Previously, he served as chair of the Faculty Senate at UF and served on the UF Board of Trustees.

Ron Linton, '85, a veteran public administration professional, has been selected as chairman of the Washington, D.C. Taxicab Commission. Previously, Linton has served terms



on the Metropolitan Washington Airports Authority and was also on the board of the D.C. Water & Sewer Authority. His professional career includes working for the U.S. Defense Department and on Capitol Hill as staff director of the U.S. Senate Committee on Public Works. He later taught at Rensselaer Polytechnic Institute, Troy, NY.

Scott Goodwin, '83, a Birmingham attorney, was named secretary of the Michigan Association



for Justice. He has been named Lawyer of the Year by *Lawyers Weekly* magazine, was chosen as a top 100 Trial Lawyer for 2011 by the National Trial Lawyers Association and has been given the highest rating from Martindale Hubbell for ethical and legal ability. Goodwin sits as a case evaluator in Oakland County and is a Life Member of the MSUAA.

Sue Hansen, '88, an 18-year veteran in health care, has been named



vice president in the Healthcare and Professional Services Group of Fifth Third Bank in East Lansing. She is the chair of the MSU National Alumni Board and also the chair of the Rotary Club of Lansing Foundation Board. In 2000, Hansen started the MSU Alumni Club of Mid-Michigan's Steve Smith Charity Challenge. Hansen is a member of the Beaumont Tower Society and a Life Member of the MSUAA.

Tammy Mann, PhD '94, of the Campagna Center, Alexandria, VA, has been named president and CEO of the company. The Campagna Center serves more than 1,700 residents daily through various early education, tutoring and mentor programs. Mann previously worked for Frederick D. Patterson Research Institute at UNCF and Zero To Three prior to joining the Campagna Center. She also previously served on the Advisory Committee for Head Start Research and Evaluation.

Timothy Griffith, '91, has been named vice president of finance and treasurer for Marathon Petroleum Corp., Findlay, OH. Prior to Marathon, Griffith worked at Smurfit-Stone, St. Louis, MO. Before that, he was vice president and treasurer of Cooper-Standard Automotive, where he had execu-



tive responsibility for the company's investor interface and treasury operations. He also held positions as assistant treasurer at Lear Corp., Comerica Inc. and Citicorp Securities. Griffith is a Life Member of the MSUAA.

Ziyad Hermiz, '04, attorney at Butzel Long, Detroit, has been elected vice president of the Chaldean American Bar Association (CABA). Hermiz previously served on CABA's board of directors. Prior to joining Butzel Long, Hermiz interned for the Hon. Judge Avern Cohn for the U.S. District Court for the Eastern District of Michigan. He is a member of both the State Bar of Michigan and the American Bar Association and is admitted to practice before the U.S. District Court for the Eastern District of Michigan.

Amy McDowell, '97, was appointed by Michigan Gov. Snyder as judge to the 5th Circuit Court in Barry County. She co-founded her current law firm, McPhillips and McDowell in



2003. Previously, she spent five and a half years with the Barry County prosecutor's office. Her practice involves domestic relations, criminal law, estate, corporate, contract and bankruptcy cases.



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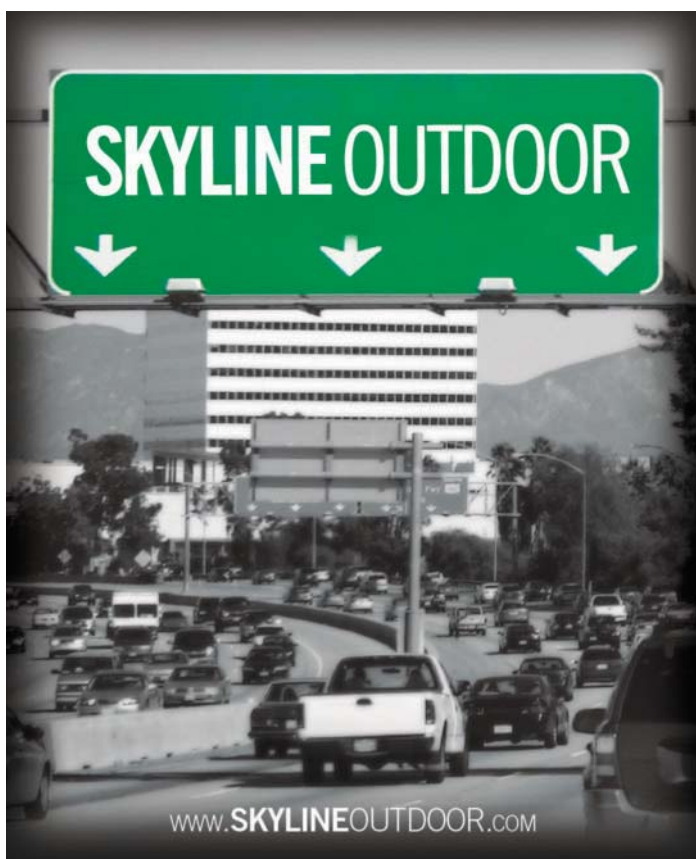
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OBITUARIES

'30s

James E. Arnold, '33, of Austin, TX, Aug. 22, age 101.
Merle M. Utter, '35, of Saint Ignace, Aug. 7, age 98.
Eldon M. Durkee, '36, of Alameda, CA, Jul. 10, age 97.
Kenneth H. Hagberg, '37, of Okemos.
Mary Jane N. (Warren) Misener, '37, of Byron Center, Aug. 19, age 94.
Ben Neman, '37, of Belton, TX.
Charles F. Helmboldt, '38, of Rockport, ME, Mar. 9, age 96.
Homer H. Sharp, '38, of Silver Spring, MD, Oct. 14, age 95.
Robert L. Johnson, '39, of Niles, Sep. 16, age 95.
Mina M. (Hahn) Schaefer, '39, of Sioux Falls, SD, Sep. 1, age 94.

'40s

Nancy (Vaughn) Bonser, '40, of Dearborn, Aug. 1, age 93.
Donald W. Brice, '40, of Alma, Jul. 20, age 93.
Kathryn A. (Wolfe) Burns, '40, of Madison, AL.
Robert W. Clark, '40, of Oak Park.
Ralph May, '40, of Valentine, NE.
Roland E. Tibbetts, '40, of Petoskey, Sep. 21, age 93.
Mary C. (Gould) Hubbard, '41, of Ada, Jun. 6, age 93.
Donald W. Kilbourn, '41, of Tucson, AZ, Aug. 11, age 94.
Cecil G. Sharpe, '41, of Novi, Jun. 4, age 91.
David P. Overholt, '42, of Dublin, OH, Jul. 27, age 90.
Elizabeth (Anthony) Pearce, '42, of North Augusta, SC, Aug. 22, age 90.
Fred K. Quigley, '42, of Surprise, AZ, Jul. 21, age 90.
Nellie A. Warren, '42, of Cypress, TX.
Harry A. Brunger, '43, of Lebanon, Aug. 15, age 91.
Thomas H. Maybaw, '43, of Traverse City.
Virginia L. (Loughead) Pierpont, '43, of Poughkeepsie, NY, Sep. 5, age 88.
Frederick Wilson, '43, of New Port Richey, FL, Mar. 28, age 90.
Herman A. Birnbaum, '44, of Westwood, NJ.
Virginia E. (Laycock) Ricker, '44, of Kearny, AZ.
Donald L. Wallace, '44, of Edwardsville, IL.
Perry H. Ziel, '44, of Cincinnati, OH, Mar. 10, age 89.
Priscilla L. (LaVanway) Reeves, '46, of Granville, OH, Aug. 2, age 87.
Elinor E. (Johnson) Seitz, '46, of Grand Rapids, Sep. 10.
George B. Adastik, '47, of Belmont, Jul. 25, age 91.
Anthal H. Albaugh, '47, of Hillsdale, Jul. 13, age 88.
Robert H. Bates, '47, of Brook Park, OH, Sep. 20, age 92.
Jack A. Crockford, '47, of Chamblee, GA, Jul. 16, age 88.
Ruth E. (Kotz) Nixon, '47, Aug. 21, age 86.
John B. Robbins, '47, of Lansing.
Fred A. Stone, '47, of Chandler, AZ, Feb. 1, age 91.
Dane F. Andresen, '48, of Flint, Jun. 30.
Charles E. Claffey, '48, of Davison, May 2, age 86.
John W. Gunn, '48, of Bradenton, FL, Sep. 7, age 87.
Jack N. Hepinstall, '48, of Fort Myers, FL, Oct. 3, age 89.
Richard H. Kropschot, '48, of Santa Fe, NM, Sep. 30, age 84.
Ruth E. (McLean) Roeser, '48, of Saginaw, Aug. 19, age 86.
Grace M. (Boulton) Ruppel, '48, of East Lansing, Oct. 12, age 85.
William R. Susdorf, '48, of Rancho Mirage, CA, May 1, age 85.
Howard R. Winans, '48, of DeWitt, May 8, age 90.
Orrin H. Barrett, '49, of Midland, Jul. 7, age 87.
William L. Black, '49, of Okemos, Sep. 11, age 90.
Irene J. (Hill) Clafflin, '49, of Greenville.

William F. Faulhaber, '49, of Lansing, Aug. 9, age 91.
Richard Galer, '49, of Hoffman Estates, IL, Aug. 27, age 89.
Leland A. Hickox, '49, of Big Rapids, Sep. 5, age 85.
Bernard L. Lutz, '49, of Lexington, KY, Aug. 20, age 88.
George F. Nemetz, '49, of Carmichael, CA, Sep. 8, age 86.
Robert D. Oaks, '49, of Montague, Aug. 16, age 95.
William M. Sanderson, '49, of East Jordan, Jul. 25, age 88.
John R. Vandervoort, '49, of Delton, Sep. 7, age 87.

'50s

Ivan D. Allison, '50, Jul. 31, age 83.
Joseph E. Bechard, '50, of Waukesha, WI, Sep. 5, age 82.
Donald J. Budde, '50, of Astoria, OR, Apr. 3, age 84.
Roger E. Dinsmore, '50, of Livonia, Oct. 1, age 84.
Gaylord Gardner, '50, of Okemos.
Charles W. Miller, '50, of Haslett, Jul. 19, age 84.
Katharine S. Richards, '50, of Dearborn.
Lorin C. Richtmeyer, '50, of Atlanta, GA, Jun. 8, age 86.
Philip R. Rumbold, '50, of Hudson.
Warner B. VanAken, '50, of Jacksonville, OR, May 1.
Louis J. Verme, '50, of Munising, Mar. 9, age 87.
David J. Wakefield, '50, of Sebring, FL, May 23, age 85.
Clarence J. Ampey, '51, of Clovis, NM, Apr. 23, age 83.
Basil L. Antenucci, '51, of Northport, Aug. 24, age 81.
Norwood E. Baughman, '51, of Oswego, NY.
Jack E. Copp, '51, of Rochester, Jun. 27, age 86.
Julia C. (Hockman) Hinds, '51, of Alanson, Jul. 26, age 82.
Kenneth E. Ohmer, '51, of Coldwater, Sep. 23, age 87.
Samuel Pantel, '51, of Clarkston, Aug. 7, age 82.
John W. Podesta, '51, of Clarkston, WA, Sep. 8, age 82.
Odette (Mirza) Steiger, '51, of Rochester Hills, Sep. 18, age 82.
Herbert L. Wright, '51, of Vickery, OH.
John P. Aldrich, '52, of San Luis Obispo, CA.
Helen H. (Green) Arnold, '52, of Lapeer, Aug. 22, age 81.
Ernest J. Cook, '52, of Berea, KY.
Charles M. Dewild, '52, of Rockford, IL, Mar. 29, age 88.
Roger D. Kullenberg, '52, of Frankfort, Apr. 30, age 80.
David A. Mean, '52, of Adrian, Sep. 7, age 84.
James E. Miller, '52, of Silverthorne, CO, Apr. 9, age 81.
Keith E. Oman, '52, of Kingsford, Aug. 21, age 83.
Joe H. Peck, '52, of Spring Arbor, Jul. 4.
Harold K. Pederson, '52, of Grand Rapids, Jul. 2.
Albert W. Peppel, '52, of Holland, Aug. 29, age 90.
Janet A. (Hubbard) Reed, '52, of Indio, CA.
Eleanor M. (Nelson) Renfrew, '52, of Lansing, Aug. 17, age 80.
Gerald D. Tupper, '52, of Peoria, AZ, Jun. 30, age 81.
Glen B. Walters, '52, of Lansing, Aug. 8, age 88.
Robert W. Widdicombe, '52, of Ft. Wayne, IN.
Charles D. Benson, '53, of Lansing, Oct. 18, age 83.
Arthur Brandt, '53, of Livonia, Aug. 22, age 82.
Charlene H. (Kent) Brelsford, '53, of Evans, GA, Jul. 27.
Robert F. Curren, '53, of New Orleans, LA.
Jacquelyn P. (Dudley) Hunkins, '53, of Auburn Hills.
William H. McCready, '53, of Tawas City, Mar. 23, age 83.
David B. Miller, '53, of Hilton Head Island, SC, Jun. 23, age 80.
Helen (Elias) Morgan, '53, of Rochester, Sep. 10, age 79.

Joseph J. Robbins, '53, of Trenton, Jul. 30, age 88.
John D. Wheeler, '53, of East Tawas, May 19, age 81.
Robert C. Wild, '53, of Granby, CO.
Dorothy M. (Smith) Colby, '54, of Barrington, IL.
Richard H. Dillon, '54, of Royal Oak, Jul. 2, age 82.
Robert M. Hays, '54, of Grosse Pointe, Sep. 19, age 79.
Vito Perrone, '54, of Cambridge, MA, Aug. 24, age 78.
Ngairé M. (Domigan) Van Eck, '54, of Cary, NC, Feb. 4, age 83.
John R. Wagner, '54, of Kalamazoo.
August C. Weir, '54, of Lansing, Aug. 14, age 82.
Robley D. Evans, '55, of Saint Paul, MN.
Kathleen A. (Powers) Harris, '55, of Livermore, CA, Sep. 10, age 78.
John E. Kessler, '55, of Fiddletown, CA.
Margaret A. (Williams) Mann, '55, of Lutz, FL, Sep. 19, age 78.
Lincoln C. Parker, '55, of Raleigh, NC.
Milton R. Stern, '55, of Needham, MA, Jul. 26, age 82.
Victor Berezenoff, '56, of Jackson.
Irene (Triplett) Brett, '56, of Grand Ledge.
Alger B. Colthorp, '56, of Lake Saint Louis, MO, Oct. 18, age 77.
N. Bruce Ferris, '56, of Lincoln City, OR, Jul. 31, age 81.
Richard H. Price, '56, of Tallahassee, FL.
Theodore R. Raatikka, '56, of Durand, Aug. 15, age 88.
Franklin W. Roenicke, '56, of Freeland, Aug. 7, age 76.
Winthrop P. Rowe, '56, Jul. 21, age 82.
Daniel M. Smith, '56, of Cleveland, MS.
James B. Fox, '57, of Wayland, Sep. 15, age 76.
Robert D. McDaid, '57, of Rochester, NY.
Phillip C. Paramo, '57, of Pontiac, Jun. 22.

Alice M. (Pritchard) Proctor, '57, of Lima, OH, Jul. 19, age 76.
Gail Reader, '57, of Fort Collins, CO, Jul. 27, age 76.
Danford C. Sharp, '57, of Palm Coast, FL, Jul. 8, age 75.
James B. Smith, '57, of Hot Springs, AR, Sep. 8, age 81.
Raymond G. Surbeck, '57, of Three Rivers.
Roberta M. (Harrington) Thomas, '57, of Lake Worth, FL, Oct. 22, age 76.
George F. VanGorder, '57, of Lansing.
E. Gordon G. Young, '57, of Portsmouth, NH, Apr. 20, age 76.
Mildred Barnes, '58, of Ionia.
Thomas Gill, '58, of Elmira, Aug. 21, age 82.
Dorothy R. (Schmidt) Granskog, '58, of Stephenson, Aug. 18, age 91.
Patricia A. Kelsey, '58, of St Petersburg, FL, Jul. 2, age 74.
John M. Little, '58, of Apo, AP, Jul. 20.
Edward A. Mote, '58, of Lansing, Jul. 16, age 76.
Millis F. Mulkey, '58, of Chattanooga, TN.
William R. Thomas, '58, of Lake Worth, FL, Sep. 18, age 79.
Harry J. Bodak, '59, of Clifton Park, NY, Aug. 21, age 80.
Michael J. Brennan, '59, of Detroit, Oct. 13, age 75.
Ronald C. Clarke, '59, of Carefree, AZ, Oct. 16, age 74.
Robert P. Dove, '59, of Prospect Heights, IL, Sep. 27, age 76.
Philip E. French, '59, of Traverse City, Aug. 22, age 81.
Bertram N. Graham, '59, of Weeki Wachee, FL, Jul. 31, age 79.
James F. Hogan, '59, of Suttons Bay, Aug. 23, age 74.
James O. Lewis, '59, of Pompano Beach, FL.
Alan L. Middleton, '59, of Northport, Jun. 25, age 77.
John B. Osborne, '59, of Brooksville, FL, Mar. 4, age 78.
Norman F. Rodgers, '59, of Hillsdale, Oct. 3, age 74.

'60s

Gerald K. Baier, '60, of Traverse City, Apr. 12, age 76.
Leslie P. Flounders, '60, of Sandusky, OH, Sep. 22, age 76.
Mary (Haviland) Martin, '60, of Clarksville.
Max D. Melchi, '60, of Midland, Sep. 5, age 78.
Joseph J. Shantz, '60, of Mt. Gilead, OH, Aug. 12, age 80.
John E. Smith, '60, of Rolla, MO, Sep. 3, age 79.
David I. Verway, '60, of Columbus, OH, Sep. 6, age 79.
Francis G. Wickstrom, '60, of Muskegon.
Sondra J. (Baetz) Wiegandt, '60, of Carnelian Bay, CA.
Claire A. (Thrun) Day, '61, of Milford, CT.
Robert A. Emerson, '61, of Muskegon.
Gerald L. Jensen, '61, of Tucson, AZ, Jun. 30, age 74.
James V. Kirkendall, '61, of Sugar Land, TX, Sep. 24, age 72.
Edward Kolenda, '61, of Grand Rapids, Jun. 13, age 81.
Charles Korpak, '61, of Knoxville, TN.
Valerie R. (Haan) Mohr, '61, of Hudsonville.
Mary J. Rodger, '61, of La Mesa, CA.
William F. Stehney, '61, of New Martinsville, WV.
Arthur S. Teot, '61, of Midland, Nov. 5, age 89.
Wayne A. Williams, '61, of Okemos, Oct. 17, age 77.
Robert W. Barnes, '62, of Coldwater.
Joellen H. Butters, '62, of Charlotte, Oct. 1, age 77.
Gordon W. Fish, '62, of Brooklyn, Jul. 31, age 72.
Jana G. (Cleveland) Kerns, '62, of Climax, Aug. 23, age 71.
Mitchell L. Newman, '62, of Rochester Hills, Jul. 26, age 70.
Ralph R. Parks, '62, of Pittsford, NY, Dec. 8, age 72.
Robert D. Schrader, '62, of Sebring, FL, Sep. 7, age 78.
Henry J. Watts, '62, of Buffalo, NY.
Edmund L. Young, '62, of Riverdale.
George T. Appleton, '63, of Las Vegas, NV, Aug. 11, age 85.
Mildred M. (Marquardt) Boepple, '63, of Edwardsburg.
William T. Gabriel, '63, of Midland, Aug. 27, age 76.
Margaret A. (Lipperd) Morse, '63, of Stevensville, Aug. 18, age 70.
Karl E. Ranous, '63, of Cora, WY.
Ellsworth Q. Runyon, '63, of Cadillac, Aug. 16, age 89.
John D. Toma, '63, of Athens, GA, Oct. 12, age 72.
Ardace E. (Rolph) Troxel, '63, of Battle Creek.
James W. Calhoun, '64, of Plymouth.
J. Edwin Carothers, '64, of Ruston, LA, Dec. 20, age 94.
Robert L. Crafton, '64, of Okemos.
Frances E. (McAvoy) Elliott, '64, of San Francisco, CA.
Janet M. (Fay) Force, '64, of Leland, Feb. 14, age 68.
George Davis P. Gent, '64, of Bangor, Sep. 30, age 69.
Frances E. Gill, '64, of Grand Rapids, Sep. 2.
Robert W. Lang, '64, of Saginaw, Sep. 18, age 71.
Edgar A. Lovette, '64, of Mason, Jul. 25, age 73.
Tommy L. O'Brien, '64, of Highland.
Stephen M. Paull, '64, of Southfield, Aug. 21, age 69.
James W. Roe, '64, of Rives Junction, Aug. 26, age 70.
Rebecca E. (Runser) Roush, '64, of Cedar Rapids, IA, May 14, age 68.
Robert M. Vuilleminot, '64, of Melrose, MA, Oct. 10, age 70.
Sandra L. (Haack) Adamson, '65, of Grand Rapids.
Lynn C. Bender, '65, of Chapel Hill, NC, Oct. 11, age 68.
David R. Burke, '65, of Canada.
Norman W. Downs, '65, of Wayne, NJ.
Alice (Blüch) Fox, '65, of Oxford, OH.

Gordon E. Gibson, '65, of Lakeland, FL, Aug. 13, age 77.
Robert E. Harburn, '65, of Grand Blanc.
Ralph A. Hoxie, '65, of Ubly, Aug. 11, age 68.
John A. Petru, '65, of Highland, Dec. 10.
Paul Powers, '65, of Holt.
Stanley J. Robeson, '65, of Stockbridge, Aug. 24, age 69.
Lydia J. (Sparks) Schmidt, '65, of Cassopolis.
Bryan L. Simsa, '65, of Traverse City, Aug. 5, age 73.
Robert W. Steffens, '65, of Battlefield, MO, Aug. 20, age 68.
Jonathan N. Cortright, '66, of Orange, CT, Aug. 5, age 68.
William G. Graf, '66, of California, PA.
Kathleen A. (Ebele) Morton, '66, of Greenwood, SC, Oct. 6, age 69.
Harry A. Nagy, '66, of Plymouth.
Donald L. Phelan, '66, of Baltimore, MD, Dec. 2, age 67.
John L. Schmidt, '66, of Holland, Sep. 24, age 67.
Terrence R. Warner, '66, of Yale, Jun. 20, age 67.
Harold E. Werth, '66, of Corvallis, OR, Mar. 22, age 89.
Bruce S. Beal, '67, of Castro Valley, CA, Jan. 2, age 66.
Michael L. Bigelow, '67, of Grand Ledge, Aug. 8, age 66.
Carolyn E. Lipp, '67, of Milwaukee, WI, Sep. 15, age 68.
Ronald E. Hoffman, '68, of Yorkville, IL, Aug. 24, age 65.
Henry J. Ludwick, '68, of Newaygo, May 3.
Robert F. Plante, '68, of Saint Joseph, Aug. 26, age 88.
Gilberto S. Trevino, '68, of San Antonio, TX, Mar. 28, age 86.
Albert F. Welch, '68, of Wichita Falls, TX, Sep. 3, age 88.
Irvin J. Zylstra, '68, of Grand Rapids, Jul. 14, age 76.
Deanne M. Christiansen, '69, of Buffalo, NY, Sep. 25, age 66.
Phillip L. Dawson, '69, of Jackson, Sep. 4, age 64.

Carma M. Dryer, '69, of Spring Arbor, Sep. 7, age 72.
Gyneth E. (Nevins) Novak, '69, of Grand Rapids.
David C. VanHuysen, '69, of Central Lake, Sep. 24, age 69.
Robert J. Winchester, '69, of Jackson, Jul. 11, age 66.

'70s

Bill T. Coombs, '70, of Lake Bluff, IL, Jun. 23, age 63.
Edward E. Heckler, '70, of McAllen, TX, Oct. 17, age 65.
Peter M. Lynagh, '70, of Glen Burnie, MD, Oct. 9, age 76.
James E. Maccani, '70, of Glendale, CA, Sep. 10, age 63.
David E. Orsburn, '70, of Atwater, OH, Jun. 9, age 62.
Eugene D. Tate, '70, of Canada, Jul. 25, age 75.
Frank C. Young, '70, of Cleveland, MS, Sep. 8, age 66.
Rosemary L. Ford, '71, of Springfield, MO, Apr. 2, age 80.
Marilyn J. Franey, '71, of Pebble Beach, CA, Jun. 29, age 62.
Linda H. Hester, '71, of Dallas, TX, May 11, age 72.
Willy Sellekaerts, '71, of Saginaw, Oct. 1, age 70.
Elizabeth J. Arnovits, '72, of Lansing, Aug. 3, age 61.
Beverly J. (Anderson) Miller, '72, of East Lansing, Jul. 27, age 87.
Richard R. Moore, '72, of East Lansing, Aug. 21, age 70.
David J. Veeneman, '72, of Spring Lake, Sep. 14, age 61.
Carol A. Field, '73, of Saint Johns, Jul. 7, age 62.
Elwyn A. Limberg, '73, of Midland, Oct. 24, age 61.
William W. Lutz, '73, of Palms, Aug. 29, age 92.
Roger W. Murphy, '73, of Columbus, OH, Aug. 16, age 66.
Norine R. (Nickerson) Reedy, '73, of Waterford, Jul. 29, age 89.
Sarabeth Stewart, '73, of Martinsville, IN, Aug. 29, age 59.
James W. Wirick, '73, of Canton, Jul. 23, age 72.

Marlene A. Girbach, '74, of Las Vegas, NV, Jun. 20, age 59.
Douglas J. Keyes, '74, of East Lansing, Jul. 24, age 59.
Dick B. Lawitzke, '74, of Carmel, CA, Nov. 11, age 84.
Julie A. (Blough) Wyckoff, '74, of Battle Creek, Sep. 16, age 59.
Mark R. Brown, '75, of Troy, Aug. 24, age 57.
David E. Bryan, '75, of Tucson, AZ, Jul. 25, age 61.
Ralph L. Hawes, '75, of Maitland, FL, Jul. 7, age 79.
Candace J. Lakin, '75, of Cadillac, Aug. 17, age 58.
Sally L. McClintock, '75, of East Lansing, Aug. 27, age 72.
Edward J. Prince, '75, of Lansing, Aug. 13, age 67.
Brant F. Schultz, '75, of Okemos, May 6, age 60.
Donald W. Zantop, '75, of Fallston, MD, Oct. 13, age 59.
Melvin E. Goodell, '76, of Seattle, WA, Jul. 6, age 62.
Scott H. Reed, '76, of Spokane, WA, Jul. 29, age 58.
Catherine G. Teal, '76, of Midland, Aug. 20, age 60.
William J. Cochran, '77, of East Lansing, Oct. 3, age 80.
Donald M. Garringer, '77, of Greenwood, IN, Apr. 8, age 59.
Cordette A. Herrington, '77, of Detroit, Aug. 11, age 54.
Ellen A. (Henrikson) Campbell, '78, of Prairie Village, KS.
Erric P. Johnson, '78, of Midland, Sep. 21, age 57.
Edward J. Lago, '78, of West Pawlet, VT, Sep. 9, age 59.
John C. Rempala, '78, of Haslett.
Joyce M. Porter, '79, of Canton, Aug. 31, age 61.

'80s

Gary P. Mutnick, '80, of West Bloomfield, Sep. 18, age 56.
Marilyn R. (Reeb) Shirey, '80, of Happy Valley, OR, Jun. 25, age 86.
Norman G. Slee, '80, of Lansing, Aug. 7, age 53.
Ward T. Brown, '81, of

Doylestown, PA, Aug. 25, age 52.
Frank Codispoti, '81, of East Lansing, Jul. 13, age 63.
Richard H. Grover, '81, of Honolulu, HI, Aug. 8, age 54.
Sue A. Lloyd, '81, of Phoenix, AZ, Mar. 5, age 51.
Barbara J. (Logan) McManus, '81, of DeWitt, Jul. 8, age 54.
Thaddeus A. Rusztowicz, '82, of Fort Lauderdale, FL, Jul. 16, age 52.
Richard P. Speirs, '82, of Laingsburg, Aug. 17, age 56.
Michael S. Fanning, '83, of Bogart, GA, Jul. 11, age 50.
George N. Wirth, '84, of Saline, Sep. 23.
Andrew R. Percy, '85, of Troy, Aug. 14, age 49.
Charles A. Potter, '85, of Holmes Beach, FL, Sep. 26, age 49.
Ethel E. Owens, '86, of Grand Ledge, Aug. 14, age 53.
Sheryl L. Roe, '87, of East Leroy, Apr. 6, age 67.
Phillip D. Haines, '88, of Reading, Jul. 13, age 68.
Alfonso Robinson, '88, of Jersey City, NJ, Sep. 1, age 44.

'90s

Eric C. Ostdieck, '91, of Bloomfield Hills, Aug. 4, age 43.
Mary A. Heindorf, '92, of Lansing, Oct. 3, age 52.
Karl A. Schmidt, '92, of Plantation, FL, Aug. 11, age 41.
Suzanne M. Makowski, '93, of Bay City, Jul. 18, age 40.
Colleen K. Milligan, '93, of Mount Pleasant, Jul. 23, age 45.
Marvin L. Vanek, '93, of Okemos, Aug. 1, age 51.
Arthur R. Davis, '94, of Houston, TX, Aug. 6, age 39.
Mary A. Hikade, '94, of Rockford, Jul. 21, age 63.
Mary J. Kloko, '95, of Lansing, Sep. 12, age 66.
Richard J. Wagner, '95, of Williamston, Jul. 29, age 38.
Murrianna L. Neessen-Robinson, '99, of Sun City Center, FL, Aug. 29, age 35.

'00s

Nicholas L. Barbu, '04, of Waterford, Dec. 13, age 30.

FACULTY & STAFF

Thomas Adams, of Okemos, Aug. 19, age 80.

Carole C. (Overmier) Bettinghaus, '66, of Lakewood, CO, Aug. 21, age 79.

J. B. Burke, of Sarasota, FL, Aug. 9, age 77.

Robert E. Clouse, of Williamston, Sep. 27, age 76.

Doris H. Dahl, of East Lansing, Aug. 27, age 88.

Ada W. (Weintraub) Finifter, of Haslett, Oct. 30, age 73.

Hugh B. Fox, '78, of East Lansing, Sep. 4, age 54.

James R. Gibbard, '49, of East Jordan, Aug. 24, age 87.

Paul G. Gray, of Okemos.

David S. Greenbaum, of East Lansing, Aug. 15, age 87.

Helen B. (Brush) Hiscoe, of Novi.

Robert Holsinger, of Burnside, KY, Oct. 16, age 59.

Glenn Huyck, of Okemos, Aug. 17, age 87.

Waldo F. Keller, '61, of East Lansing.

Judith L. Lessard, '75, of Mason, Jul. 15, age 60.

Daniel W. Litwhiler, of Clearwater, FL.

Marilyn C. Mook, '73, of Lansing, Aug. 18, age 70.

John H. Reinoehl, '48, of Kalamazoo, Jul. 12, age 91.

Donald Starin, of Midland, Jul. 22, age 83.

Victor Swartout, of Leslie, Aug. 7, age 81.

Helen B. Walker, '92, of Gladstone.

Lonnie C. Woods, of Potterville, Jul. 9, age 52.



MSU was notified of these deaths between Aug. 1 and Oct. 31, 2011.

Send Obituaries to:
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LASTING IMPRESSIONS



ALL RISE

Sophomore center Adreian Payne shoots as the sun sets behind the deck of the USS Carl Vinson. MSU opened its season on Veterans Day against North Carolina in the inaugural Quicken Loans Carrier Classic at Naval Base Coronado, CA, with President Obama and some 7,000 servicemen in attendance. See p. 48.

Josh Radtke/The State News

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