



OAKLAND UNIVERSITY MAGAZINE | Fall 2009



Pretty in pink

A well-heeled American dream

INSIDE: Life lesson | Economic deluge | Prime time with the President

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Oakland University is an equal opportunity and affirmative action institution.



ON THE COVER

*Tawny Thieu, SBA '02, combined a love of high-fashion shoes with a savvy business plan to create a winning retail operation with a make-you-want-to-shop name, **Pink Pump**.*



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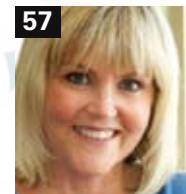
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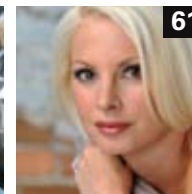
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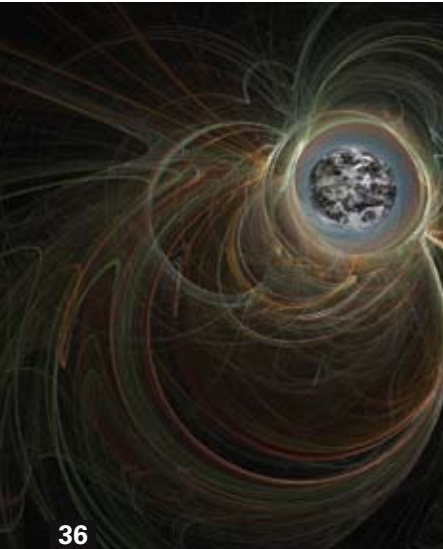


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Behind the stories



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I could have written this column about so many things, but I chose black holes. It's not that I know anything about black holes, or physics for that matter (no pun intended), but I've always harbored a fascination with the mysteries of our universe. David Garfinkle's story of making the very complex science of black holes understandable to the non-physics majors of the world held real appeal for me — and I'm thinking it will do the same for a lot of our readers.

When I talked with David (a professor of Physics here at OU) and confessed that I knew virtually nothing about black holes — or the properties of the universe — he assured me that he could explain it to me in a way I could understand. Given my dismal performance in college physics classes, I was skeptical. But he wasn't kidding. Much to my surprise (and delight), I was actually able to follow his explanations and grasp the basic concept of black holes — a moment of understanding.

It occurs to me that there are many such moments in this issue of the magazine. Alumnae Phoebe Mainster and her husband, Dr. Harris Mainster, travel each summer to a foreign land to offer help, medical care and education. Their seasonal pilgrimages over the past 20 years have led to a real understanding of day-to-day challenges, strength and compassion across a myriad of cultures. Our Distinguished Professor, Judith Brown, spent a career increasing the understanding of gender roles in non-industrialized societies, and a foursome of OU professors take a look at our current economic situation to help us understand what happened to the U.S. economy and where we go from here. You'll also find a tale of three tireless researchers working to understand, and harness, the exciting potential of stem cells in restoring sight.

With this issue, I'm saluting understanding — and the courage to foray into new arenas and new places to achieve that satisfying moment when you realize, "Hey, I get it."

Lillian Lorenzi

Lillian Lorenzi
Executive Editor



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Letters

Welcome to *OU Magazine's* Letters section. If you've read us in the past, you know we like to hear from our readers. Sometimes they comment on stories, sometimes they just drop us a line to share experiences they've had with OU or with fellow alumni. In this issue, we're happy to share a wonderful story of a group of alumni who have been getting together for more than 40 years. Drop us a note. We'd like to hear from you, too. oumag@oakland.edu

—LL



An omission

We have neglected to recognize Candice and James Schwark in the *OU Magazine* Donor Honor Roll. We apologize for the omission and any inconvenience it may have caused. Please let us take this opportunity to thank Mr. and Mrs. Schwark for their support of OU.



Thanks to Mary VanderVen Schwark for writing to tell us about her long-time OU friendships.

A group from the 1965 graduating class — teachers all — have maintained contact and gotten together periodically for nearly 44 years. Although not everyone from the group of six was present in Sarasota, Fla., last winter, there were four from the class of '65, one (a spouse) from the class of '64, two non-OU spouses, and one non-OU son.

They are: front row, left to right: Patricia Wilkinson Smith, SEHS '65; Bradley Fitch; Barbara McClure Fitch, SEHS '65; back row, left to right: Matthew Smith (son of Pat Smith); William Schwark, SECS '64; Mary VanderVen Schwark, SEHS '65; Jenita MacDonald Day, SEHS '65; Douglas Day.

Pat Smith is a retired Clarkston, Mich., elementary teacher. She and her son Matt live in St. Petersburg, Fla. Barb Fitch is a retired Kimball High School French teacher. Bill Schwark is a retired Ford engineer and Mary Schwark is a retired University of Michigan-Dearborn Spanish instructor. Jenita Day is a retired Milford High School Spanish teacher. Missing from the Sarasota gathering were: Ginger Dodge Winter, SEHS '65 (former elementary school teacher) and her husband Ralph; and Jackie Vallad Urbaniak, SEHS '65 (retired Bloomfield Hills elementary teacher), and her husband, Fred.

*You're cordially invited ...
to the wedding of your dreams.*



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Photograph: Harry Vitanis Photography

Cinema STUDIES

Lights, camera — action!

Growing tax incentives, the promise of new jobs and national interest in film production in Michigan make Oakland University's newly approved bachelor of arts degree in cinema studies a very smart idea.

The cinema studies program, which began this fall, puts OU among a very few public and private universities supporting similar programs. The combination of coursework in film history, film theory, video production and screenwriting sets Oakland's program apart.

Students armed with a cinema studies degree will be prepared to begin a career in the field or move on to graduate coursework in cinema studies, higher education, curatorial, research and archival positions.

Career options include film criticism, education, production, film archiving, screenwriting, story editing, film-related public relations, advertising, marketing and legal representation.

"In five years, we hope that the major is thriving and that we have created an intensive film production track within the cinema studies major that cultivates students' creative abilities and offers valuable practical experiences, as well as regularly presenting exciting special events and dynamic speakers to the university community," said Kyle Edwards, director of the cinema studies program.

More information on the cinema studies major as it develops will be added to oakland.edu/cinemastudies/. Students interested in declaring a cinema studies major should contact Edwards at edwards2@oakland.edu. ●

OU researchers awarded more than \$2.4 milion

A group of Oakland University researchers has been awarded a total of more than \$2.4 million of federal stimulus funding to advance studies intended to help improve people's health and perhaps even save lives.

Shravan Chintala, associate professor at OU's Eye Research Institute, recently received a \$740,000 grant from the National Institutes of Health to investigate the mechanisms at work in glaucoma that lead to blindness. Glaucoma is a leading cause of blindness in the United States and around the world.

Several other Oakland University researchers will be using American Recovery and Reinvestment Act funding, also awarded through the National Institutes of Health, to advance their studies, as well as to hire exemplary undergraduate students interested in reaping the intellectual benefits of real-world research opportunities.

"In and of themselves, each of these investigative projects holds the potential to produce new and vital insights of interest to both the scientific and health care communities," says Virinder Moudgil, Oakland University's senior vice president and provost. "The fact that we have distinguished faculty members giving undergraduate students a chance to learn

from and contribute to the findings that will emerge from these projects underscores Oakland's strong commitment to offer students a truly distinctive educational experience." ●



Water, water everywhere

Oakland University's third annual Clinton River Water Festival brought approximately 1,400 fifth-grade students ready to learn about ecosystems, the hydrologic cycle and the difference between frogs and toads to campus this past spring.

Topics included everything from water quality, water pollution, fish biology, wildlife management, chemical and oil spills, soil erosion and the Great Lakes as a unique freshwater resource, according to Reginald McCloud, director of the Department of Pre-College Programs.

The festival supplements lessons taught in science classrooms and provides an opportunity for teachers to show their students around a college campus. The sessions are hands-on and designed to encourage student interaction.

Oakland Plus, a non-profit organization dedicated to the protection of fresh water resources, is the primary sponsor. ●

Clinton River Review
2009

Abdul Kalam speaks at OU

India's former president, Abdul Kalam spoke to a standing-room-only crowd of more than 1,000 people at OU on Sept. 17. His overall message — international cooperation can solve global problems.

Kalam stressed that youth and education are the most important factors in creating borderless cooperation between nations and across religions and cultures. International collaboration is the key to solving issues with climate change, energy, disease, economic turbulence and war.

"Every responsible global citizen should stand by the three billion youth of the world who are restless with the hope that youth can do it, nations can do it and the world can do it," Kalam said.

Kalam received an honorary degree from Oakland and met with faculty and students in smaller group settings to continue discussions on topics such as engineering science and the future of education. Known as the "people's president," Kalam also is a noted aeronautical engineer popularly known as the "Missile Man of India" for his work on the development of ballistic missile and space rocket technology. His previous work includes positions with India's Defense Research and Development Organization and the Indian Space Research Organization. ●

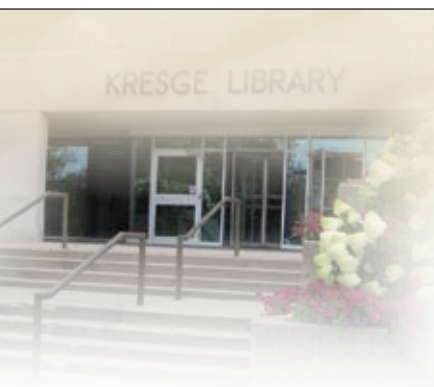


High-tech learning

Last month, Kresge Library officially opened the Technology Learning Center (TLC), designed to facilitate and expand creative collaboration and innovation in technology-based teaching, learning and research activities. Specifically, the TLC brings together a new Information Commons area, e-Learning and Instructional Support (E-LIS) services and the University Technology Services Help Desk. As both a physical and a virtual community serving students and faculty, the center supports the expansion of online teaching and learning; places a focus on teaching students information literacy and technology skills necessary for critical thinking and lifelong learning; and serves as a nexus for the vital role of information in a digital age and of learning in a knowledge-based economy.

The Information Commons, located on the main floor, was designed with input from students to provide a centralized site where students can:

- collaborate on projects
- work solo or in groups
- produce media-rich papers and projects
- develop and practice presentations
- receive technology support and research assistance
- learn information literacy skills to facilitate lifelong learning



The new commons area provides state-of-the-art computer workstations, laptops, software and peripherals; media computers with large-screen LCD monitors; a CopyCam which captures images of work created on white boards available throughout the Commons; breakout rooms for group study and presentation practice; flexible learning spaces designed to take full advantage of the wireless network, Web 2.0 and other technologies, and digital library resources; immediate access to staff for computer assistance and librarians for research assistance.

With expanded space and a centralized presence, E-LIS offers support to faculty, staff and students in teaching and learning online and in the development of custom Web solutions for academic needs. Specifically, E-LIS supports e-Learning; online program development; training for faculty and students in instructional technologies; and technical support for Web-based databases and Web servers. ●

Among the best

U.S. News and World Report tapped Rochester, Mich., as one of the 10 best places in the country for lifelong learning, citing Oakland University, as well the Older Persons Commission, in their report. The search comprised a list of 2,000 cities. Criteria included cities with lots of people with undergraduate and graduate degrees; heavy employment at higher education institutions; concentrations of schools, libraries, and museums; and plenty of literary and cultural activities nearby. ●





Dr. Robert Folberg



Frank Giblin



Barry Winkler



Dr. George Williams



Venkat Reddy

Patrice Chapman-Holm

ARVO names four OU faculty distinguished fellows

Four Oakland University faculty members have been named to the inaugural class of distinguished fellows of the Association for Research in Vision and Ophthalmology for their accomplishments, leadership and contributions to the association.

The honorees are Dr. Robert Folberg, founding dean of the Oakland University William Beaumont School of Medicine; Frank Giblin, professor of Biomedical Sciences and director of OU's Eye

Research Institute (ERI); Barry Winkler, professor of Biomedical Sciences at ERI; and Dr. George Williams, clinical professor at ERI. Venkat Reddy, co-founder and former director of ERI was also recognized as a fellow.

"We are very excited to offer this new prestige to our membership. We know that it will galvanize current members and inspire future ones," said ARVO President Dr. Todd P. Margolis.

Fellows are selected through a rigorous point system, and are professionals who serve as role models and mentors in the vision and ophthalmology field. They have all contributed to the advancement of basic and clinical knowledge and vision research and serve as advocates for vision science worldwide, according to ARVO. ●



New space for School of Medicine

This past fall, space on the second floor of O'Dowd Hall was renovated for the Oakland University William Beaumont School of Medicine's Student Affairs Center, small breakout rooms, and medical student lounge. The medical school is slated to open in 2011 (pending Liaison Committee on Medical Education accreditation) with an inaugural class of 50 students. ●

Examining China's ethnic clashes

As an expert on minority studies and inner China, Professor of History Linda Benson has garnered national attention on NPR's "Morning Edition," in a *Washington Post* article and on a flurry of other radio shows across the country as the ethnic clashes in China made headlines.



The interviews center on the violent conflict between the Han Chinese and the Muslim Uighurs, a Turkic-speaking minority group more closely associated with Central Asian cultures than the Chinese.

"There have been ongoing tensions all through the 20th century," she explains. "Part of the problem has come with restrictions placed by the government, viewed by some of the Uighurs as really impinging on their religious freedoms."

Benson's interest in China and Chinese culture was sparked in an undergraduate course. She then moved to Hong Kong and was soon trying to uncover information about the little-known ethnic minorities of northwestern China. "It is a fascinating region," she said. "It has been a place difficult to access as late as 1986 — you simply could not get there. Travelers needed special authorizations."

Benson has written several books about ethnic minorities in modern China and participated in a 2004 Fulbright Hays Group Project trek through Mongolia. ●

SBA International Learning Experience Program

Through its new International Learning Experience Program, the School of Business Administration (SBA) moves beyond the traditional educational setting by offering virtual classrooms, global team projects with international students, and study abroad opportunities to expose undergraduate and graduate students to relevant international business experiences.

"Certainly many schools immerse their students in study abroad programs and use technology to connect students internationally — but our programs, whether virtual or face-to-face, leverage our business connections to add value to the program that will differentiate our students and program from others," says SBA Dean Mohan Tanniru.

While the SBA is starting out with a small group for the pilot, it promises to grow quickly — other universities in China and India have already expressed interest in joining the program.

The three models are: the all-virtual model, which allows OU and international students to work together through a virtual classroom; the hybrid model, where students meet face-to-face overseas for the initial project startup and utilize the virtual classroom for the remainder of the semester; and the international immersion model, where students study abroad for an entire semester working on global projects.

"We're meeting a business need," Tanniru adds. "Our graduates will be even more effective in the workplace, and thus more desired by employers, thanks to these experiences." ●



Crossing oceans, expanding perspectives

Nine students from Oakland University expanded their world view both culturally and academically this past summer during an archaeological dig and two-week stint in Israel. Led by lecturer Mike Pytlik from the Department of Religion and Richard Stamps, associate professor of anthropology, undergraduate students from across the religion, anthropology and sociology departments traveled to the Middle East.

Participating in a course that ran January through April, students researched and analyzed how archaeology, culture and the Bible work together, culminating in the actual trip that put theory into real-world terms.

The first week of the trip immersed students in the historical, cultural, religious and educational sites of the region, including a visit to the Dead Sea. The second week took them outside Jerusalem to participate in an archaeological dig. This excursion marked the first international field work opportunity for anthropology students. Through research grants and outside funding, the trip was made affordable for students. Visit Oakland's www2.oakland.edu/religiousstudies/ to learn more. ●

National autism symposium held at OU

Oakland University played host to a national symposium focused on the quality of life for individuals with autism spectrum disorder (ASD) at Meadow Brook Hall this past May. Although the quality-of-life concept has been increasingly used in the field of intellectual disabilities, the specific factors that contribute to an improved quality of life for people with ASD are unknown.

Symposium facilitators and attendees concentrated discussions and brainstorming sessions on determining identifying factors that could lead to an improved quality of life for individuals with autism. The symposium findings will help provide information for future conferences and research.

With troubled economic times in Michigan, attendees recognized that when individuals with ASD gain independence, they rely less on services from the state, the family or the community, thereby reducing the amount of tax dollars needed for some programs. Oakland offers an autism endorsement program as a first or second special education endorsement, as well as a cohort program and graduate program. For more information, visit oakland.edu/autism.

To learn about additional autism events and news, visit the Oakland University Center for Autism Research, Education and Support (OUCARES) Web site at oakland.edu/oucares. ●

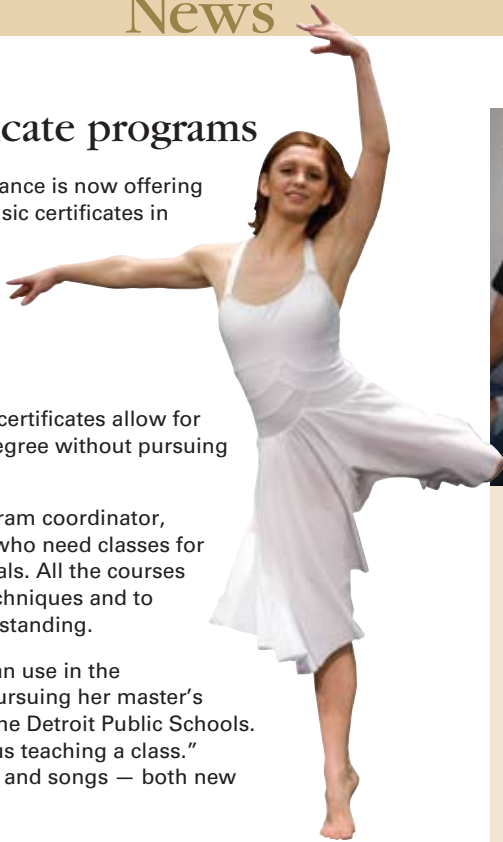
MTD offers new certificate programs

The Department of Music, Theater and Dance is now offering 16-credit graduate and post-graduate music certificates in music education, conducting, pedagogy and performance. The graduate certificates are for anyone interested in pursuing graduate study in a planned program, without committing to a degree.

Along the same lines, the post-graduate certificates allow for a more in-depth study after a master's degree without pursuing a doctorate.

According to Joe Shively, graduate program coordinator, these programs are geared for teachers who need classes for certification, as well as music professionals. All the courses are designed to expand knowledge of techniques and to further personal skills and musical understanding.

"I've gained practical knowledge that I can use in the classroom," says Robin Barker, who is pursuing her master's degree in vocal education and works in the Detroit Public Schools. "We try to teach lifelong musicians versus teaching a class." She now has her students writing poetry and songs — both new experiences in her classroom. ●



At home far away

Oakland University's increased focus on diverse and global views is being brought home, quite literally. This fall, a new on-campus residence hall, the International Village welcomed students from across the globe.

The village opened with four apartments housing a total of 16 students, and will grow to encompass the entire building. The village is open to all Oakland students, both domestic and foreign, and is centered on cultural exchange, learning and celebration. It offers a complete immersion experience and fosters new opportunities for students, faculty and staff.

"It will definitely attract a more diverse group of students. Students with different majors, whether it is political science or French, will find it refreshing to engage in a conversation with a student coming from a different country and with a different perspective," says Amanda Fylan, assistant director of housing, enrollment and marketing. "The village will provide an atmosphere for students to gain a global outlook and become well-rounded, well-informed individuals."

The International Students and Scholars Office will sponsor monthly meetings and events to promote discussion, address student concerns and inform students about campus events, activities and organizations. Additionally, they will celebrate cultural holidays and offer diverse social activities, as well as organize international potlucks, movie nights and excursions to plays, museums and festivals. ●

Disaster preparedness courses offered to local nurses

New training courses in disaster preparedness techniques are being made available to nurses in the community this year. The program was created by the Detroit Community Health Nursing Institute, which is a partnership between OU's School of Nursing and the City of Detroit's Department of Health and Wellness Promotion.

Although public health departments were originally established to address disease outbreaks, changing needs dictate that modern public health initiatives also protect citizens from potential dangers, such as bioterrorism. The board's primary focus on disaster preparedness is to enhance the role of nurses in the community.

"Our ever-changing world requires that education keeps pace," says Linda Thompson Adams, SON dean. "Terrorism, disease and natural disasters won't wait on a curriculum overhaul. Through our partnership with Health and Wellness Promotion, we have a streamlined approach to educate our nursing work force. This ensures we're ready to handle any health care crisis that comes our way."

The training classes prepare nurses for a wide range of possible health emergencies within southeast Michigan, including biological, environmental or weather-related events. Faculty and consultants from SON developed the curriculum built on best practices in training. ●

Linda Thompson Adams, SON dean, (left) and Gwendolyn Franklin, director for the Office of Nursing for the Detroit Department of Health and Wellness Promotion, work to prepare area nurses to handle any health care crisis.



COME HOME TO OU 2010

Thursday, February 4 - Sunday, February 7, 2010.

Mark your calendar now to join your fellow OU alumni and supporters at Come Home to OU, Oakland University's second homecoming Feb. 4-7, 2010.

Four days — packed full of events — will center around OU's men's and women's basketball games against Oral Roberts University. Whether you are a current student, a new alumni or a longtime friend and supporter, this event will have something for everyone to create more cherished memories of OU.

THE WEEKEND'S EVENTS WILL INCLUDE:

OUAA FAMILY FESTIVAL

Saturday, February 6 | 1 until 3:30 p.m. | Campus Recreation Center

This carnival-like event will feature a range of activities and arts and crafts spread throughout the lower level of the Recreation Center. The emphasis will be on having fun in a family-friendly atmosphere. There is no cost to attend this event. Food will be provided. Visit www.grizzlink.oualumni.com/events to register.

ALUMNI HOSPITALITY TENT

Saturday, February 6 | 2 until 6 p.m. | O'rena Parking Lot

A new feature of homecoming weekend, the hospitality tent is an opportunity for fun and fellowship before the women's and men's basketball games against Oral Roberts University. This event will offer attendees a variety of delicious tailgate foods and beverages from Buffalo Wild Wings. Tickets are \$15 per person through Jan. 29 and \$20 after Jan. 29 and at the door.

OU BASKETBALL vs ORAL ROBERTS

Saturday, February 6 | 3:30 until 8 p.m. | Athletic Center O'rena

Gather your Grizzly spirit to cheer on the OU men's and women's basketball teams as they host Oral Roberts University. Both games will feature exciting half-time activities. Women's game time is 3:30 p.m., followed by the men's game at 6 p.m. Free admission for the first 100 fans in attendance. For ticket information visit ougizzlies.com/tickets/oakl-tickets.html.

OTHER ACTIVITIES WILL INCLUDE

- Dance Competition
- Friday Night Live Comedy Show
- Ice Skating, Sculpture Competition and Bonfire
- Hall of Honor reception and dinner
- Fraternity and Sorority Alumni Event
- Center for Multicultural Initiatives Black Alumni Social
- Barnes & Noble at OU bookstore extended hours
- Casino Night
- 5K Fun Run and Walk



For a complete schedule of events, visit oakland.edu/comehome.



OU welcomes new SECS dean

Louay M. Chamra, PACCAR endowed chair and head of Mechanical Engineering, Mississippi State University, is the new dean for the School of Engineering and Computer Science.

Chamra received his B.S. in Mechanical Engineering from the University of Texas, Austin; his M.S. in Mechanical Engineering from the University of Portland; and his Ph.D. in Mechanical Engineering from Pennsylvania State University. During his tenure at Mississippi State University, Chamra led his department in successfully strengthening its research areas and increasing research expenditures, increasing the number of graduate students, promoting a diverse faculty, encouraging faculty opportunities in the professional community, and fostering student-focused activities to showcase the work of both undergraduate and graduate students.

Chamra has been primary or co-investigator of projects totaling more than \$10 million in research projects concerning enhanced heat transfer and energy utilization and efficiency. In addition, he has served as a co-director of the Southeast Combined Cooling, Heating and Power (CHP) Regional Application Center, established in 2004 for the U.S. Department of Energy. Chamra's scholarly output includes more than 60 journal articles and conference papers, a textbook, and five textbook chapters. ●

Student Life Corner



Students Angela Look, Rob Drozdowski and Ed Reamer work in OU's summer corps program to earn money and build their resumes while gaining experience in a variety of fields.

Summer jobs corps a big plus

Oakland University launched an innovative Summer Student Campus Corps program this past summer, and if the participant responses are any indication, it was a big success. The trial program placed undergraduate students in temporary on-campus jobs for the summer months.

More than 60 students participated in the internship-style positions.

"The program has been absolutely wonderful, a real blessing in disguise," says senior Angela Look, who worked as a marketing intern in the graduate business school. "It's a definite resume-booster."

The marketing major plans to graduate in December and enter the work force with hands-on experience garnered from the program. She spent two days a week at the internship while taking classes and

holding another part-time job.

"I got hands-on experience with advertising, market research and marketing tools," Look adds.

The corps offered limited positions from April 27-August 30 at up to 40 hours per week to help provide an affordable education to students in increasingly difficult economic times. Students earned up to \$10 an hour or a maximum of \$7,200 over 18 weeks.

Projects included a variety of longstanding infrastructure projects, including information technology, grounds and landscaping, recreation and administrative offices. The projects were all outside the scope of routine positions and were all temporary.

Junior and transfer student Ed Reamer found plenty to be happy about with his situation. He worked five days a

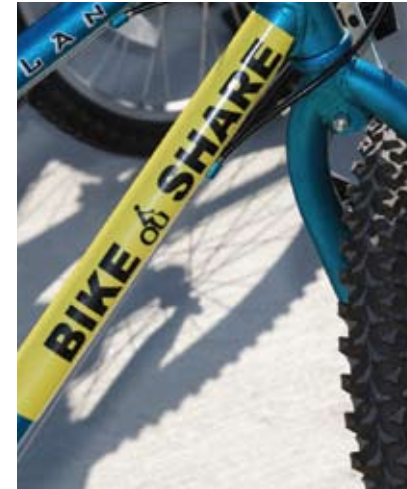
week as a heating, ventilation and air conditioning (HVAC) assistant. Reamer already earned an associate's degree in robotics, so working with machinery and hydraulics was something that came easy to him.

"It has been a really valuable experience," Reamer says. "Doing this every day all summer long, I learned a lot."

Finance major Rob Drozdowski spent his summer writing a blog for the executive MBA program and doing research for a potential new finance program, both experiences that he plans to highlight on his resume. "I've been able to meet professors who can give me references," he says.

A review of available funding will determine if the corps will continue on into another year. ●

Compiled by Katie Land



New wheels on campus

Two new forms of transportation hit Oakland University's streets this past fall. With the new school year came the launch of the OU Bike Share Program and the OU Bear Bus Shuttle Service.

Based on successful programs at other colleges and universities, these programs offer a free, eco-friendly and convenient choice for students, staff and faculty to cover distances on and off campus deemed too far to walk.

Largely a student-led initiative, the bike share program provides a convenient method of transportation and offers other benefits including reduced traffic on campus, decreased parking demand and

reduced fuel emissions, while promoting physical fitness and a sense of community. The bikes are for use on campus only and will be stored during the winter months.

Developed to be used on an honor system model, the program began with approximately 30 bikes and 30 designated bike racks. The arsenal was quickly increased by an additional 23 bikes donated by students, faculty and staff. The new bikes hit OU's sidewalks after a quick tune up and paint job.

"It is important to start looking at alternative forms of transportation," said Glenn McIntosh, dean and assistant vice president for Student Affairs. "The bike share program serves a dual purpose by promoting an eco-friendly system and wellness concept to our faculty, staff and students."

The free shuttle bus service operates every weekend from September to April. Two 12-passenger vans run in loops to locations such as Busch's shopping center, Buffalo Wild Wings, the Village of Rochester Hills and downtown Rochester.

"As our on-campus population continues to grow, we have seen a need for this type of service," says Dave Tindall, assistant director of residence life for University Housing. "Many students in the dorms don't have vehicles or don't want to lose their parking spaces. I've seen students walking down the Walton corridor with bags of groceries, and this shuttle service will help keep them safe." ●

Grand opening for Macomb-OU INCubator

As many as 400 dignitaries, industry leaders, business advocates and other supporters gathered this past July to help the Macomb-OU INCubator celebrate the grand opening of its Sterling Heights, Mich., facility.

A business support system designed to accelerate the successful development of start-up companies, Macomb-OU INC is dedicated to supporting the development of technology of the future and creating new jobs.

"Those who are discouraged about Michigan's future should look at this incubator," said Congressman Sander Levin, who worked with a number of other legislators to appropriate federal funding to support the project. "This is a moment of hope for this state and this county. This is a spring toward the future."

A joint venture between Oakland University, Macomb County and the City of Sterling Heights, the incubator will focus on nurturing companies in the fields of defense and homeland security, advanced manufacturing and alternative energy.



Charles H. Cloud LTD.

OU INC hopes to create up to 12 new companies and 130 jobs by 2010, and up to 55 new companies and nearly 600 jobs by 2015.

The incubator will provide entrepreneurs with support services, shared resources, capital acquisition assistance and flexible leases. Client companies also will benefit from minimized start-up costs. It is now located at 7205 Sterling Ponds Court in Sterling Heights. ●



Join in celebrating the Dream

Susan L. Taylor, editor emerita of *Essence Magazine* and founder of the National Cares Mentoring Movement, will serve as keynote speaker at OU's 18th annual Keeper of the Dream celebration on Jan. 18, 2010. Held on Martin Luther King Jr. Day at the Oakland Center, the event kicks off African-American Celebration Month on campus and recognizes OU students who exemplify King's vision and promote interracial understanding and acceptance. For more information, call (248) 370-4915. ●



Alumnus gives for the future

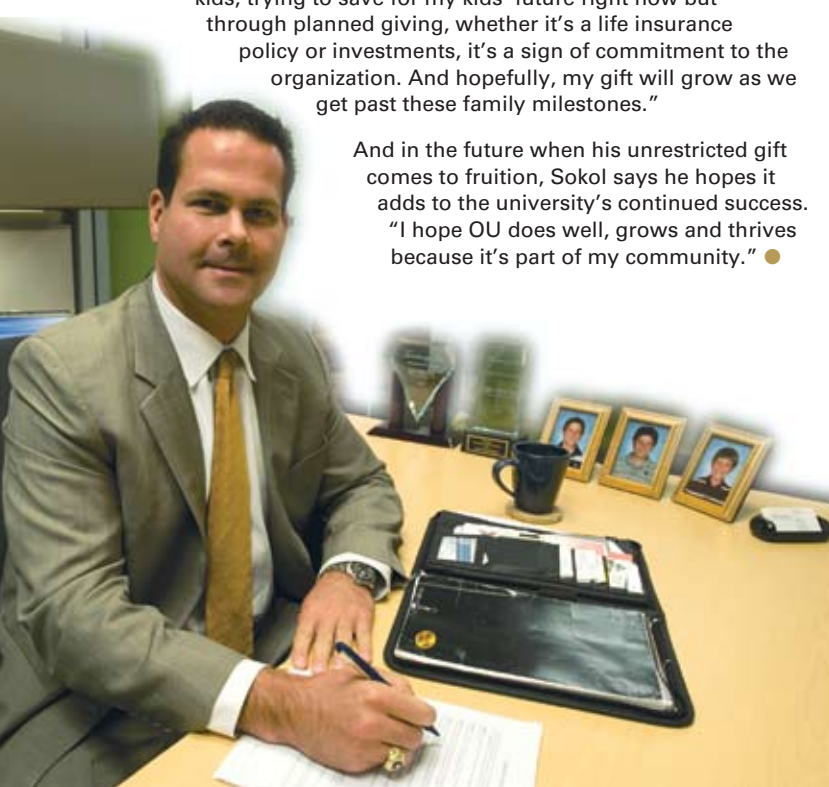
For David Sokol, supporting Oakland University with a bequest was a way to say thank you to the many generous donors who had given before him and helped build the programs that gave him so much as a graduate student in the late 1990s. "To me, Oakland University exists not just because of the tuition that people pay, but because of the many people who contributed to create OU so that it was there for me and other students when we needed it," Sokol says. "Great schools don't happen with just tuition dollars."

After earning his undergraduate degree in engineering from West Point, Sokol began working in the field of human resources. After relocating to Michigan in 1996, he became interested in OU's then newly-conceived MBA program and enrolled in 1997. While working full-time, Sokol earned his MBA, specializing in human resources, and immediately saw results. "It helped me gain a lot of credibility as an HR professional, especially with my employer," Sokol says. Today, he is a vice president with Humana, one of the nation's largest health and supplemental benefits companies. "If I'd just had my engineering degree and not the MBA from OU, I never would have been considered for my current role at Humana."

A resident of Rochester, Mich., Sokol believes that Oakland University plays a significant role in the community's quality of life and is grateful to work for an employer who encourages community involvement. As a result, in 2006 when he was invited to join the School of Education and Human Services (SEHS) Resource Development board, he immediately agreed and now serves as vice chair.

Giving back to OU in the form of a bequest made good financial sense for Sokol. "I'm a single dad with three kids, trying to save for my kids' future right now but through planned giving, whether it's a life insurance policy or investments, it's a sign of commitment to the organization. And hopefully, my gift will grow as we get past these family milestones."

And in the future when his unrestricted gift comes to fruition, Sokol says he hopes it adds to the university's continued success. "I hope OU does well, grows and thrives because it's part of my community." ●



Generous gift makes trip to Israel possible

Six Oakland University students experienced the trip of a lifetime this past July when they journeyed to Israel as part of the university's Judaic Studies program. Participants studied at the Max Stern Academic College of Emek Yezreel, where they took a four-credit course and had the opportunity to teach English as a Second Language to Israeli sixth graders. When not in the classroom, OU students took part in day trips to

historical and culturally significant sites. Funded through a generous gift from the Nora and Guy Barron Millennium Fund, the trip came about through Oakland University's participation in the Jewish Federation of Metropolitan Detroit's Partnership 2000 Initiative. Through the initiative, the Federation provides ongoing support and interaction with Israel's Central Galilee region.

Students were able to immerse themselves in Israeli culture during the month-long trip, spending the majority of their time in the Central Galilee area. For the young people who took part, it proved to be a truly powerful experience. "It helped me see a very complicated part of the world for myself," says Julia Hunko, one of the participating OU students. "I got to see both sides of a very difficult conflict, and that has helped me as a person and as a student. I think that seeing such a historical place has helped me look at the world in a different way."

The Judaic Studies minor in the College of Arts and Sciences was launched in 2007 with the goal of expanding to establish a full program in the near future. In the spirit of scholarship, OU opened the study abroad program to students from other universities and 10 other young people from Michigan State, the University of Michigan, the Maryland Institute College of Art and Brandeis University joined the excursion. By reaching out internationally and academically, the program helped Oakland students broaden their global perspectives.

With such success on this inaugural journey, the hope is that more trips will take place in the future, opening the doors to even more academic and cultural exchanges and experiences for students at Oakland and beyond. ●



Exploring energy

Two Oakland University professors recently went back to school with a professional training internship at Michigan's FERMI II nuclear power plant in Monroe. Funded through DTE Energy, the training is part of a new nuclear power engineering option within the mechanical engineering undergraduate degree program.

To gain the kind of practical, on-site experience vital to executing and crafting the curriculum for the program, Chris Kobus and Brian Sangeorzan, both associate professors of Mechanical Engineering, spent three months this past summer at the FERMI II plant learning the practical aspects of nuclear power generation, including the technical and regulatory side of the business. This first-hand knowledge will give OU engineering students an edge, both academically and in the job market.

The new nuclear power engineering component will prepare students through courses on everything from the fundamentals of nuclear engineering to a nuclear physics lab that will show students how to use various tools of the trade, from Geiger Counters to spectrometer systems. And thanks to the DTE Energy funding, professors will be able to share real-world experiences that will enhance and expand the lessons found on the page and in the lab. ●

Gift helps preserve Meadow Brook Hall

A recent \$3.3 million matching gift from the Matilda R. Wilson Fund will ensure the long-term preventative maintenance, preservation and interpretation of one of the country's true historic treasures, Meadow Brook Hall. The funds will help protect the infrastructure, collections and architectural fabric of the 110-room home, which was the former residence of OU founders Matilda R. and Alfred G. Wilson.

"This generous and forward-thinking support by the Fund's trustees directly supports Matilda Wilson's wish to share her treasure — The Hall — and its grounds as a cultural center for the campus and the community," says Geoff Upward, executive director of Meadow Brook Hall. "We know how tough times are. Receiving such support, especially right now, means a lot."

The matching gift means that every dollar given by supporters to Meadow Brook Hall will double in value, up to a total of \$3.3 million.

The gift comes on the heels of the Fund's recent \$7 million grant that supported The Hall's vast, four-year-long restoration. As part of that project, which was completed in 2008, Meadow Brook Hall commissioned a building assessment that was carried out by the SmithGroup architectural firm. The assessment detailed the comprehensive preservation needs of the Hall and its collections through 2016 and found that \$3.3 million — or \$366,000 annually for nine years — would be needed over that time span to provide the necessary maintenance to preserve such a culturally significant structure. Through their own legacy and through the generosity of others, the place Matilda and Alfred Wilson called home will continue to flourish as one of the nation's finest historic gems. ●



Sue Goepp, vice president for University Relations; Geoff Upward, executive director, Meadow Brook Hall; and David Stephens, Wilson Fund trustee.

Nursing expands training opportunities

At a time when Michigan's work force needs new job training and the nation as a whole needs nurses and caregivers, OU's School of Nursing has stepped up with a solution addressing both problems. In collaboration with St. John Health System, the School of Nursing earlier this year opened its doors to a new training program at the Riverview Center, located on Detroit's east side. With St. John providing grants to cover the leasing costs, Oakland moved its one-year accelerated registered nursing program to the second floor of the Riverview space, which was made available when St. John moved its facilities. Currently training 50 students per year at Riverview, OU plans to expand that class size to 200 students.

The program is part of the St. John-sponsored Healthy Neighborhoods Detroit, which seeks to expand economic development at three of its former hospital campuses in Detroit. The goal is to create partnerships that will improve job training and other educational opportunities in the area.

The Riverview Center training efforts are being supported, too, through funding from the Community Foundation for Southeastern Michigan which has provided grants to the School of Nursing for curriculum development as well as continued student recruitment.

"While auto and manufacturing jobs are on the decline, the demand for qualified health care personnel remains strong," says Linda Thompson Adams, dean of OU's School of Nursing. "The Center seeks to meet that demand by preparing individuals for employment in the health care industry. For some, this is an opportunity to pursue a lifelong ambition. For others, it represents a chance to start fresh with viable career options following a layoff or job loss."

Working together with eager partners throughout the state, OU's School of Nursing is becoming a vital hub in the education and training of tomorrow's health care work force, offering economic opportunity to a state in need. ●

Sports Wrap-Up

Athletic— and academic — all-stars

Oakland University athletes have proven, once again, that they excel academically as well as athletically. “We have a motto here at Oakland University, ‘Graduates and Champions,’” says Athletics Director Tracy Huth. “Our academic support staff and coaches should be commended on the job they do with our student-athletes in the classroom.”

Oakland led the league with 143 student-athletes earning Academic All-Summit League honors, marking the second consecutive term that OU’s athletes have taken the top spot. Oakland’s 143 selections bolster a field of 963 Summit League student-athletes from baseball, men’s and women’s basketball, men’s and women’s golf, softball, men’s and women’s swimming and diving, men’s and women’s tennis, and men’s and women’s track and field. To be selected to the Academic All-Summit League, a student-athlete must have a 3.0 or better grade point average in the semester in which they compete and must use a year of eligibility.

Oakland also led the way with a league-best 146 selections to the 2008-09 Summit League Commissioner’s List of Academic Excellence. A total of 803 student-athletes from all 19 league-sponsored sports were honored. For a student-athlete to be selected, he/she must carry a 3.0 or better cumulative GPA, achieve sophomore academic standing at the institution, have used a year of eligibility and be on the squad list in the sport in which he/she is nominated. Transfers, graduate students and junior college graduates must have completed one academic year at the nominating institution. True freshmen, redshirt freshmen and first-year transfers are not eligible for the award.

And in this year’s NCAA Academic Progress Report (APR), the women’s golf team posted a perfect multi-year score of 1,000. The data released by the NCAA includes the past four academic years, 2004-05 through 2007-08. Each team is given a grade of up to 1,000 for each of those years as well as for the past four years combined. Eight of Oakland’s 14 intercollegiate sports eligible for APR penalties or recognition finished above the national average, including baseball, men’s basketball, men’s golf, men’s swimming and diving, women’s basketball, women’s cross country, women’s golf and softball. Women’s golf received a Public Recognition Award for being in the 90th-100th percentile within all sports. Using single-year data for 2007-08, four athletic teams posted a score of 1000, or 100 percent, including men’s swimming and diving, women’s basketball, women’s golf and women’s tennis. ●

Men’s hockey gets new head coach

Jeremy Bachusz was promoted to head coach for the men’s hockey team this past spring after Sean Hogan resigned to accept a head coaching position with the Yellowstone Quake of the Northern Pacific Hockey League. Hogan took over as head coach for Oakland in the 2005-06 season and went on to win two national championships at two different levels with the team.

Bachusz has served as assistant coach for three seasons, and as the team’s manager. He brings an impressive hockey pedigree to the position. He played NCAA Division I hockey for Lake Superior State University (LSSU) from 1998-2003, where he both led his team in scoring and served as captain his junior and senior seasons. He was named Freshman of the Year at LSSU and honored with the Copper Coaches Choice, an award voted on by all LSSU varsity sports coaches and given to the LSSU athlete who best displays leadership and exemplary athletic performance. ●

CLUB HOCKEY



Compiled by Samantha Franz, OU Athletics Communications



Jeff Decator

THE SCOREBOARD

Team makes great strides

The men’s track and field team showed great strides in its program growth, posting the highest point totals scored for OU at both the indoor and outdoor championship with a 6th place finish at the indoor championship (48 points) and seventh in outdoor (56 points). The men set 11 school records for indoor and seven for outdoor. At the indoor championship, five Golden Grizzlies were named all-league. Senior **Jason Bigelow** took the championship title in the mile run and was a part of the first-place distance medley relay team. At the outdoor championship, junior **Jeff Decator** set a school, league and facility record in the 100-meter dash and his first-place finish earned him a spot at the NCAA Regional. In all, four Golden Grizzlies were named all-league.

A record-setting run

The women’s track and field team made history during the 2009 outdoor campaign when junior **Erica D’Angelo** and freshman **Lia Jones** became the first Golden Grizzlies to earn all-league honors, finishing in second and third place, respectively, in the 5K. With a sixth-place finish at the outdoor championship (50.5 points) and seventh at the indoor (38 points), this marked the



Erica D’Angelo and Lia Jones

highest point totals accumulated at both championships in the program’s short history. The women’s team posted 10 new school records in the indoor season and 11 during the outdoor season.

Baseball’s good finish

The Golden Grizzlies compiled a 22-34 overall record and finished 10-18 in The Summit League, picking up non-conference wins over Eastern Kentucky, Wright State, Dayton, Eastern Michigan, and Notre Dame. In addition, Oakland beat league rival Oral Roberts for only the third time in school history during the 2009 season. Senior **Justin Wilson** finished his career with 251 hits, and carried a streak of 32 consecutive successful stolen bases into the final two weeks of the season. Also, senior **Andrew Stafford** became just the second player in OU history to rack up 200 career hits. Wilson and sophomore **Tommy Jablonski** were both named all-league and senior **Rob Merkle** was tabbed *ESPN The Magazine* Academic All-District.



Andrew Stafford

A tough season

The women’s tennis team finished the 2008-09 campaign with a 3-5 record in Summit League play, missing the league championship. The Golden Grizzlies were led by sophomore **Jackie Dinicu**, who finished with a 9-6 overall singles record, senior **Amanda Scheer** and freshman **Caitlin Young**, who led Oakland in doubles with an 8-4 record.



Jackie Dinicu

Personal stand-outs

The Oakland University softball team finished the 2009 season with a 24-27 overall record and went 12-11 in league play. Oakland just missed making the league’s postseason tournament, finishing one spot behind Southern Utah as the Thunderbirds finished 13-11. Senior **Julie Owen** was an all-league first team selection, as she led The Summit League in batting average at .408 and in on-base percentage with a school record mark of .544. Owen led the nation with a league record 27 hit-by-pitch (3rd all-time in NCAA history) and finished 10th in the conference with 29 runs batted in. Senior **Jessica Granger** was named to the all-league second team, having tied a single-season school record with seven complete-game shutouts and ranked second in the league with 195 strikeouts. She posted a 2.40 earned run average, sixth-best in the league, and ranked third with 19 wins, second most for any single season in OU history.



Julie Owen



Frank McAuliffe

Men’s golf looking to next year

Oakland finished another season that witnessed some bumps and hills along the way. The Golden Grizzlies posted a third-place finish at the Spartan Invitational during the fall, but only cracked the top 10 twice during the spring. OU dropped one spot at The Summit League Tournament from a season ago, finishing in seventh place. Junior **Frank McAuliffe** earned All-Summit League first team honors at the league tournament after shooting 1-under-par 215 (76-70-69) at Oakwood Country Club in Kansas City, Mo., April 27-28. He finished the season with a scoring average of 75.11 and posted four rounds of par or better.

Weather a factor for women’s golf

Weather seemed to play a major role in every single tournament OU played in this season. If it was not the fall, it was the spring, with many tournaments getting shortened due to snow, rain and wind. That weather would continue into the conference tournament, hosted by Oakland. On day one of the championship, rain postponed the first round and eventually had everyone leave the course to come back for a 36-hole event that would start on day two. The Grizzlies would post a third-place finish with an overall score of 661 (328-333). Freshman **Liz Ecker** made the all-league first team when she shot rounds of 79 and 81 to finish in a four-way tie for fourth place. ●



Liz Ecker



Mind game

Professional golfer sets sights on LPGA **By Alice Rhein**

Legendary golfer Bobby Jones once said, “Golf is a game that is played on a five-inch course — the distance between your ears.”

If that’s the case, then Cheryl Tooshkenig Mitchell, CAS ’03, MA ’09, may soon be on par with the pros. Her degrees in psychology and counseling from Oakland University have taught the professional golfer that anything’s possible with the right mindset.

“I feel very confident about my entire game right now,” says Mitchell, who turned pro in 2005 and was the first North American Indian to compete in a Ladies Professional Golf Association (LPGA) event.

Gaining a spot in the CN Women’s Tour LPGA event in London, Ontario, has been a highlight of her career, as were finishing in the top five in several Canadian Tour Events, and top three in a CPGA event.

“The tournaments that I participate in give me confidence and the chance to play against some of the top players in the world,” says Mitchell, who also won the Ontario Ladies Amateur Championship in 2003.

She is hoping to win a CN Women’s Tour event this year to have a chance to play in an LPGA event in Calgary, Canada.

Staying steady

In her amateur and professional career, Mitchell has learned a great deal about the mental game of golf, too, especially the time she drove the ball right into the water on the first hole and got very rattled. “The nerves continued to kick in for a few more holes after that,” says Mitchell, who likened her performance to a panic attack. “I am hoping to have that chance again because there are many things I would do differently now that I have a counseling degree on my side.”

From the diaphragmatic breathing she learned in her counseling for wellness class to “negative thought stopping” when she’s overexcited or frustrated, Mitchell observes that winning the game involves both skill and the ability to defeat internal doubts.

Now 30, Mitchell began her golfing career when she was a 10-year-old living on the Walpole Island Reserve in Ontario, Canada, a First Nation reservation on the U.S.-Canadian border. Mitchell’s heritage is part Ojibway, Potawatomi and Delaware, and her maiden name means “he who stays young” in the Ojibway language.

Mitchell was born into a golfing family, and her older brother Steve played in many junior golf tournaments. “I wanted to follow in his footsteps and play competitively,” says Mitchell, who realized her talent for the game when she began winning junior golf tournaments and won golf scholarships to Kent State, Yale, Illinois and OU, where she was captain of the golf team.

A golfing life

Mitchell met her husband, Robert, CAS ’05, in an undergraduate statistics class at OU, and they have two children, Robert Jr., who is 5 years old, and Rheanna, almost 2. While the family lives in Strongsville, Ohio, where Robert works as a lab tech, the couple still returns to Detroit now and then to bartend at Harpo’s Concert Theater.

Mitchell travels throughout Canada and the United States as a motivational speaker for North American and First Nations communities, and is considering a doctoral degree in Clinical Education and Supervision once her children are older. But right now it’s golf that’s on her mind.

“I feel very confident about my entire game right now.”

— Cheryl Tooshkenig Mitchell

Every day she hits golf balls at the driving range, sometimes with kids in tow, and then goes to the golf course to work on her short game.

When she played on the Duramed Futures Tour a few years ago, she lived out of a suitcase with mom (Shirley), dad (Bill) and her son. “My dad would caddie while my mom watched my little guy. It was a family affair,” she says.

Though the cost of competing and traveling can be considerable, the Dreamcatcher Fund, a Canadian organization that aids First Nations individuals and groups in sports, education, health and culture, has sponsored Mitchell for three years.

And what does Mitchell say about the superstars of the LPGA like Michelle Wie and Natalie Gulbis who get a lot of press for their multi-million-dollar sponsorships and sultry calendars?

“They take care of the business end of things. These players are great ambassadors for women’s golf because they get people to come out and watch the tournaments,” says Mitchell. “People watching brings money to the game of golf and therefore means bigger prize money for players in general.” ■

Alice Rhein is a freelance writer from Huntington Woods, Mich.



An every day hero

FBI agent has gone from street gangs to paper trails By Amy Lynn Smith

Being an FBI agent has to be the closest any of us will ever come to being a superhero.

After all, FBI agents are bona fide crime fighters, whether they're in the field or behind a desk.

But working for the FBI isn't always as "sexy" as it seems on TV, says Daniel D. Roberts, SBA '84. And he would know, having served the agency since 1987 in a variety of assignments. "It's really rewarding to lock up a bad guy or jump out of a helicopter as part of a SWAT team," he explains. "But today, my biggest fear is getting a paper cut."

Roberts says a sense of humor is indispensable, considering what can come across an FBI agent's desk. He's only half kidding about the paper cut, though. His newest assignment involves massive amounts of information that's largely electronic, but undoubtedly involves plenty of paper, too.

Plugged in

Earlier this year, Roberts was named assistant director of the FBI's Criminal Justice Information Services Division — the agency's largest division, with a staff of about 2,800. He's in charge of the National Crime Information Center (NCIC), which shares information with the FBI's more than 18,000 law enforcement partners, such as police departments across the country.

For example, when a car is pulled over by a police officer, the officer can use an in-car computer to run a check on the vehicle occupants. Relevant data in the NCIC is relayed back to the officer and vice versa.

"In my new assignment, my mission is to give local, state and federal law enforcement what they need to do their job," Roberts explains. "I'm here to identify and provide data that can support them in making intelligent investigative decisions."

Roberts brings an invaluable perspective to his new position, having served at the street level — both as a police officer and an FBI field agent — and in a supervisory capacity. Before being appointed to his current position, Roberts was deputy assistant director of the Criminal Investigative Division. There, he provided support to the roughly 4,500 FBI agents who work criminal cases at 56 field offices across the country.

"It wiped out that entire chapter of the gang and certainly made that area better for the people who live there."

— Daniel D. Roberts on Chicago's gang problem

"I was tied to a Blackberry that buzzed on my nightstand all night long," Roberts says. He never knew when he might be needed to direct financial or personnel resources to a case, or to offer guidance or operational advice.

A long track record

Of course, years of experience went into getting an assignment like that one. Roberts began his FBI career as a special agent and was assigned to the Chicago Division as a primary SWAT team member.

He was later promoted to supervisory special agent over the Chicago Division's Joint Task Force on Gangs, where he and his fellow agents made serious headway in fighting Chicago's significant gang problem.

One gang, for example, had taken over an entire neighborhood, down to having kids on bikes as their lookouts. After a long investigation that involved sophisticated techniques, undercover drug buys and extended surveillance, the FBI team was able to indict more than 40 gang members.

"It wiped out that entire chapter of the gang and certainly made that area better for the people who live there," Roberts says.

Among his many assignments, Roberts has also played an integral role in some high-profile events. He served as assistant special agent in charge during the 2002 Winter Olympic Games in Salt Lake City, which came right on the heels of 9/11.

"Those games came within a whisper of being canceled," Roberts recalls. "But there were more badges and guns and law enforcement around in that city than you could ever imagine — people don't really ever know that our SWAT guys and snipers are all over the place at an event like that. And the games came off without a hitch."

According to Roberts, the most "interesting and bizarre" case he's ever worked on was the kidnapping of Elizabeth Smart. The teenager was abducted from her Salt Lake City home in 2002, when Roberts was the acting special agent in charge there.

"That case took so many twists and turns, and for her to be recovered alive nine months later beats every statistical odd you can imagine," he says.

Roberts emphasizes that although the FBI worked long and hard on the Smart case, in the end it was a local police officer in Utah who recovered the girl. This underscores the critical importance of teamwork within and across law enforcement agencies.

"If 9/11 showed us anything, it's that we all have to work together," Roberts says. "We're all focused on the same mission, and it's a noble one, and sharing information is the most effective and efficient way to handle investigations today." ■

Amy Lynn Smith is a freelance writer from Birmingham, Mich.



FBI

Daniel Roberts has served the FBI for more than 20 years. His current assignment is all about data.



Global etiquette

By Susan Thwing-McHale

Miss Manners may want to take a refresher course.

With the global economy expanding and awareness of cultural diversity increasing, there is a lot more to learn about good etiquette. And while the basics of behavior we learned as children lay a solid foundation, good manners are evolving and becoming more complex to keep up with the changing world.

Pamela Barc, BGS '90, owner of Lake Orion-based Etiquettes Edge, says the move to a global economy has created a “new norm” for what we need to know.

“This is a new chapter in American business,” Barc explains. “The customer is no longer necessarily someone with your cultural background. An action that is perfectly acceptable in the American business scene could be considered offensive to someone from another country.”

Barc gives an example.

“In the Japanese business culture, direct eye contact is detrimental. It is considered offensive. Additionally, when you hand your business card to a Japanese client, use both hands as though it is a gift,” she explains. “These are subtle actions that show your respect and your knowledge. It’s important to note that if you do these things, it may not be consciously noted. But a lack of cultural knowledge will signal your incompetence. It could make or break the deal.”

More than manners

Barc noticed the need for further education in business etiquette when she worked at GM, AT&T and General Electric. “I had the opportunity to see a diversity of corporate cultures,” she explains. In 2005 she opened Etiquettes Edge. Since then, about 80 percent of her business is working with staff at universities and corporations and with individual business professionals. Barc says her expertise comes from experiencing other cultures, researching modern day protocols, interviewing hundreds of business leaders and being certified by The Etiquette Institute of St. Louis, Mo.

“Business leaders tell us they have never seen such a population of new graduates who are well-traveled and well-educated, yet who do not have a strong grasp of business etiquette, especially on a global level,” Barc says.

“We are light years behind other cultures in civility. The traditional American business model is aggressive, assertive and focused on getting what we want. We need professionals with the skills to change focus and work with other cultures.”

Traditionally, Barc explains, such skills are only taught to students pursuing a business degree. Yet the same rules apply whether an individual is pursuing a first job or trying to land an international contract.

“There are universal principles of behavior,” she explains. “And the seemingly smallest thing can be important. For example, if you are out to lunch with your boss and he or she orders a beer, do you? The answer depends on your relationship — if you are new to the company, it’s better to take the safe route and not order one.”

It is the small details that add up to an overall impression of who we are, she explains.

Subtle cues

“I worked with a young man who was concerned that he was not being taken seriously in the office,” she says. “So I visited his work site. At his cubicle he had beach photos, college pictures ... and his clothing was rumpled. We talked about making minor changes to his appearance and the appearance of his work area. Without telling his managers, he simply got rid of the college photos, pressed his shirts and within two months his managers had commented on his new, professional demeanor.

“In this way, etiquette is changing your behavior to achieve the outcome you want,” she adds. “As I often tell clients ‘polish equals profit.’”

Barc stresses that etiquette applies to all areas of interaction with others. New social networking outlets should be approached with the same guidelines as face-to-face contact.

Pamela Barc spends her days helping professionals navigate business etiquette in a global economy.

“Be selective in what you say and post. These technical sites often open the door to misinterpretations so they need to be cautiously used. In business e-mails, always be formal,” she says, adding that with thank-you letters and business correspondence, high quality paper and old-fashioned snail mail make a strong impression.

No matter what the setting or group, etiquette is essential. “Good etiquette shows that you value the individual and demonstrates respect,” she says. ■

On your best behavior ... some basics

- R.S.V.P. is a French expression for “répondez s’il vous plait,” which means please respond to an invitation. It does not mean respond only if you are coming, nor does it mean respond only if you are not coming. “Regrets only” is reserved for this.
- Cubical codes of conduct include: awareness of voice volume as we seldom realize how loud we really are; avoiding finger tapping; hygiene maintenance; not slamming phones too hard; and not peering over a divider into another’s personal space, which can be offensive.
- Research the cultures of people you work with. Demonstrating specific behaviors communicates sincerity as long as you do not draw attention to yourself. For example, namaste (nah-mah-stay) is a Japanese greeting used to show appreciation.
- Personal telecommunication devices should be used only outside of the office unless they are necessary for the job function.
- Try to know the names of everyone you work with and how to pronounce them correctly.
- During introductions always introduce the lower ranking individual to the higher ranking individual including their title (i.e. Dr., Mr., Mrs., Ms.). Never use a person’s first name unless you’ve been given permission to do so.
- Follow appropriate business attire guidelines. Business attire includes suits and dresses or a skirt and blouse. Business casual is trousers/khaki, collared shirts but no jeans. Black tie and black-tie optional mean formal evening wear. ●

High-tech success story

OAKLAND UNIVERSITY

INCubator

Where ideas, discovery and entrepreneurship meet.

**OU INCubator
helps
businesses
thrive**

By Rene Wisely

When Glen Simula had a question about how to run his high-tech business, he often found the answer in his kitchen cabinet. Don't think pots and pans, think brains and initiative.

Simula, owner of Houghton-based GS Engineering Inc., is the first graduate of Oakland University's SmartZone Business Incubator (OU INC). Housed in the Shotwell-Gustafson Pavilion on east campus, the three-year-old incubator nurtures young technology-based and life science businesses, helping them weather the difficult start-up phase. OU INC offers university resources, office space, technology, capital, networking opportunities and, the most helpful aspect to Simula, free confidential business-counseling services through its Kitchen Cabinet Program.

Kitchen cabinets are advisory boards made of eight to 12 local executives and experts who volunteer to mentor a company and address strategic business issues. They meet with the client company at least quarterly to review milestones, product development and financial progress. Retired American Axle & Manufacturing executive Mike Straney chaired the GS Engineering Kitchen Cabinet Board.

"Our goal was to help prevent mistakes at the set-up stage," Straney says. "We've all walked down those roads in our own careers and learned successful ways to tackle a business problem."

Expert advice

One problem Simula wanted to avoid was any hint of nepotism when he considered making GS Engineering a family business. Before adding his son and

daughter to the payroll, he consulted his kitchen cabinet. "Of course one of the members had experience with it and we sat down, addressed all the potential problems before they came up and created a plan on how to make it all work," Simula explains.

GS Engineering, which provides vehicle testing, prototype development, and lightweight material research and development for commercial and military applications, also turned to the kitchen cabinet to help secure patents. "We had a patent attorney on the kitchen

cabinet who helped us with all of our intellectual property," he says. "It was a real asset."

Simula applied to OU INC after a chance meeting with its Executive Director David Spencer, who was visiting the Michigan Tech Enterprise Corporation SmartZone incubator, where Simula launched GS Engineering. Simula mentioned he wanted to open a satellite office in Detroit, but didn't know how. Not long after that discussion, GS Engineering joined OU INC as one of its first clients.

"David Spencer is an amazing guy," Simula says. "He has a wealth of information and business contacts right at his fingertips, and he's always quick to share them."

Linked in

Soon after GS Engineering joined OU INC, Simula mentioned to Spencer that he needed some parts made for a project. Spencer called around to companies he's nurtured and found a reliable supplier for the task. "Having his recommendation is much better than if I had opened the phone book to find one," Simula says. "He's made a big difference for GS Engineering."

Perhaps the most important business advice Spencer and the kitchen cabinet board gave GS Engineering was to diversify to generate a steady revenue base. Not only did it expand beyond its commercial business, it created a staffing agency arm that "loaned out" engineers to key military projects. As a result, GS Engineering, which began in 2001 with three employees who worked out of their homes, is one of a handful of companies thriving in Michigan's sagging economy. It now has 54 employees and offices in Houghton, Warren and Washington, D.C. The employee growth and a healthy balance sheet led to its graduation from the incubator in December 2008.

"It's gone much better than I ever expected," Simula says.

So, too, has the incubator program, notes Spencer. "One of the key benefits of having OU INC on campus is the way it has engaged Oakland University students," he says. "About 17 or 18 students have gotten internships and

employment opportunities from our (nine) client companies," including one at GS Engineering. The teaching staff has benefited as well. Two professors have used their university research to launch their own businesses through the incubator.

The incubator's future looks bright, too. Spencer is now in talks with another potential OU INC client who's considering a spinoff of his already successful business. This time the entrepreneur is a familiar face. It's Simula with a groundbreaking product — the next generation of unmanned robotic vehicles. He's just about ready to make another visit to the kitchen cabinet and set off confidently on a new venture. ■

Rene Wisely is a freelance writer from West Bloomfield, Mich.



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Smart business

The OU INCubator, which has been in operation since 2006, works to create jobs and advance the development of technology-based and life science businesses by offering entrepreneurial resources, business solutions, access to student interns and proactive support to businesses at every stage, from start-ups to large organizations seeking to spin-off new intellectual property.

OU INCubator collaborates with partners including Biotechnology Business Consultants, Inc.; the cities of Rochester Hills, Troy and Southfield; Automation Alley; Michigan Economic Development Corporation; Michigan Small Business and Technology Development Center Network; Oakland County and the State of Michigan. Last fall, OU launched the Macomb-Oakland University Incubator in partnership with the Macomb County Planning and Economic Development Department and the City of Sterling Heights. The venture was awarded \$250,000 this past spring by the Joint Evaluation Committee of the Michigan Economic Development Corporation (MDEC) in grant funds to help support the business accelerator program. A Sterling Heights facility was opened this past summer to focus on nurturing companies in the fields of defense and homeland security, advanced manufacturing and alternative energy. ●

Clear vision

OU researchers focus on stem cells to awaken sleeping eyes

By Mary Gunderson-Switzer

Which of our senses is most precious? According to a 2006 American Optometric Association survey, people most fear the loss of sight.

About 50,000 Americans lose their eyesight each year. Some vision loss is normal. Like the rest of the body, the eyes age over time. The first sign of eye aging typically occurs in the early-to-mid 40s, when close-up vision grows increasingly fuzzy — a problem easily corrected with reading glasses.

But not all vision problems have such a simple fix. Aging also increases the possibility for serious visual disturbances, such as degenerative eye diseases that can lead to blindness. For instance, due to rapid aging of the U.S. population, age-related macular degeneration, which currently affects 1.75 million individuals, will rise to almost 3 million by 2020.

The field of ophthalmology continues advancing treatment for eye diseases. Medical and surgical procedures can now lower glaucoma pressure, and laser treatments help prevent the progression of diabetic retinopathy. But there's more work to be done.

For the 1.3 million Americans who are blind and the 2.4 million more who are significantly visually impaired, a dream-come-true would be a treatment that's not just preventative in halting further vision loss but restorative in its ability to awaken sleeping eyes.

Unrealistic? Scientists say “no” — they have this goal in sight.

Shedding light on stem cells

The tiny, circular cells may not look like much under the microscope, but scientists believe stem cells pack a regenerative wallop — making them increasingly optimistic that these precious cells can ease many of today's most devastating health problems, including debilitating eye diseases.

Stem cells are relatively unspecialized cells that, when

OU professors Rasul Chaudhry (left) and Sumi Dinda are investigating how stem cells can be used to reverse the course of retinal degeneration.

they divide, can replicate themselves to produce a variety of more unspecialized cells. Researchers believe that these biological building blocks can be directed to produce many types of cells that can repair the human body, cure disease and alleviate suffering.

“The research tells us stem cells can make a big difference in all our lives,” says Biological Sciences Professor Rasul Chaudhry, a molecular biologist and stem cell researcher at OU.

Chaudhry heads up an OU retinal regeneration project that delves into understanding how stem cells can be used to reverse the course of degenerating retinas — which could ultimately cure blindness.

The retina is a light-sensitive tissue lining the inner surface of the eye that converts light and images into electrical impulses. Those impulses are transmitted by the optic nerve to the brain, where the signals are interpreted — into sight. The photoreceptor (retinal nerve) cells known as “rods” enable us to see in black-and-white and low light, while the “cones” enable color and high-acuity vision. In diseases such as macular degeneration, these types of photoreceptor cells are dying.

Can unhealthy optic cells be replaced and retinal function fully restored? In digging into this exciting possibility, OU's retinal regeneration researchers are working with mice models with rd-12 (retinal degeneration 12), an inherited mutation that causes progressive weakening (degeneration) of the retina.

The mouse eye is quite similar in structure to a human eye, and with the mouse having a much shorter lifespan, its visual deterioration occurs in months — not years — which allows scientists to gather valuable data at an accelerated rate.

In this retinal regeneration project, neural derivatives of stem cells were injected into defective eyes of mice. The study's results are clear: transplanted stem cells survived, grew and spread into the area of retinal degeneration. These initial results are highly encouraging and prompted the OU researchers to devise more elaborate, longer term experiments to restore vision loss using a regenerative medicinal approach.

“Now we must do extensive testing to make sure the mice really are seeing better,” Chaudhry says. “Science is an endless series of questions, so we continue on for more answers.”

Chaudhry says that the eye research is not limited in scope.

“What we learn in this project can also be used to help in the advancement of solving other neurodegenerative disorders or diseases, such as Parkinson's, Alzheimer's, multiple sclerosis, incontinence and spinal cord injuries,” he explains.

The retinal regeneration project is one of several important OU stem cell research projects that offer both undergraduate and graduate student participation in

Dr. Kimberly Drenser, a surgeon at Beaumont Hospitals and an OU faculty member, is using stem cell research to unlock possibilities for healing retinas damaged by macular degeneration, a condition typically found in the elderly.

investigating the most effective and efficient use of stem cells for public health benefits [See: Detectives at work page 26].

Health Sciences Professor Sumi Dinda, who collaborates on the stem cell projects, points to the importance of encouraging young scientific minds by involving them in the research.

“Our undergraduates have a one-of-a-kind opportunity that's not available at other universities,” Dinda says. “Undergrads can work alongside research faculty and personally contribute to these projects. This hands-on research training is invaluable toward their future as scientists and also benefits society.”

While enthusiastic about the potential of stem cell research to benefit mankind in a big way, Chaudhry says they are disciplined in the day-to-day work necessary.

“I feel like we're contributing our part — our brick — to the overall building,” Chaudhry reflects. “The building standing someday will be the eventual cure for a number of heartbreaking human conditions that devastate so many families. Working toward that end is quite meaningful to me.”

Biomedical Sciences faculty member Dr. Kimberly Drenser agrees — and she's adding her own brick onto stem cell research by conducting two optical studies at OU's Eye Research Institute (ERI).

Seeing possibilities

An eye surgeon at Beaumont Hospitals, Drenser specializes in macular degeneration and retinopathy of

prematurity (ROP). Macular degeneration, a loss of central vision due to retinal deterioration, typically afflicts the elderly. In ROP, the underdevelopment of the retina afflicts premature newborns. Both conditions can lead to blindness.

Drenser's up-close look at newborns afflicted with ROP prompted her to join the cooperative research between Beaumont and Oakland University ERI, where she serves as assistant professor of Biomedical Sciences.

"I always approach the research from a clinical standpoint of therapeutic care," Drenser says. "What we see with patients is the roadmap to the research."

Drenser's eye research is two-fold. The first part involves visualizing and tracking the developing eyes of mice and rats with retinopathy of prematurity; this is done through noninvasive real-time in vivo imaging using confocal microscopes. Through this retinal imaging, Drenser concentrates on uncovering the genetics behind both normal and diseased retinal ganglion cells — another class of photoreceptor cells located in the inner retina.

"The question really is: what causes the retina to develop normally, and what goes wrong when it does not?" Drenser explains. "Understanding this is necessary for effective treatment with stem cells for all the retinal diseases."

The second study, recently funded with an \$890,000 grant from the Lincy Foundation, entails finding the most effective way to heal mouse and rat retinas damaged by

macular degeneration — first by trying to activate resident (host) stem cells.

"We all have our own stem cells," Drenser explains. "So if we can activate those stem cells already in the host, by figuring out what agents [pharmaceutical compounds] will turn those developmental signals on...then those signals can be activated to heal the unhealthy tissue. We want to turn on dormant adult stem cells and see if they can differentiate and proliferate into normal cells."

The other way to approach this is with adult stem cells from a different (donor) source.

"We introduce stem cells supplied from outside the host," Drenser explains. "In essence, we want to fool the developing eye into accepting these stem cells and creating neurons that activate the neural pathways."

The research is now entering the test phase, and Drenser expects it to be completed in two to three years.

"Stem cell research is encouraging," Drenser says. "I anticipate that with all the research that is being conducted in the United States, we will see stem cell clinical [human] trials in the next five years."

With dedicated researchers expending their time and energy in pursuit of answers, it's abundantly clear: there's hope in sight. ■

Mary Gunderson-Switzer is a freelance writer from Warner Robins, Ga.



Detectives at work

Oakland University faculty, associates and students are super sleuths at work — uncovering answers on how stem cells can benefit humankind. Their ongoing, cutting-edge work focuses on stem cell differentiation, tissue bioengineering, toxicology and therapeutic applications.

Students and fellows participating in this research are led by OU faculty including: Rasul Chaudhry, Biological Sciences; Sumi Dinda, Health Sciences; Mike Sevilla, Chemistry; Kimberly Drenser, Biomedical Sciences/Eye Research Institute; and Anne Mitchell, School of Nursing.

The International Society for Stem Cell Research counts on creative scientific minds pooling their talents and resources to advance stem cell research. Oakland's vital stem cell investigations are carried out in cooperation with physicians and researchers from: Beaumont, Providence, Henry Ford and Oakwood Hospitals; University of Michigan; Georgia Institute of Technology; National Institute of Genetic Engineering (Pakistan), as well as colleagues from the Departments of Chemistry, Physics, Engineering, and the Eye Research Institute at Oakland University.

At OU, hardworking scientific detectives are hot on the trail of health care solutions through a number of biomedical research investigations including:

Regulation of stem cell differentiation

- Neurogenesis (process by which neurons are created)
- Osteogenesis (process of biosynthesis of new bone material by bone-forming cells)
- Chondrogenesis (process by which cartilage is developed)
- Myogenesis (process by which muscular tissue, including heart tissue, is developed)

Stem cell generation, stability, and differentiation

- Utilization of normal skin cells
- Reverse engineering of disease pathways

Tissue engineering of skeletal structures

- Replacement of bone and cartilage tissues/structures
- Regeneration and replacement of neural and skeletal tissues damaged by spinal cord injuries and of the

nucleus pulposus (the jelly-like substance in the middle of the spinal disc, respectively)

Restoration of damaged tissue/organ function

- Regeneration of pelvic nerve to restore muscle function in spinal cord injuries
- Rescue and treatment of retinal degeneration using stem cell therapy
- Cardiac muscle regeneration

Treatment of age-related degenerative diseases using stem cell therapy

- Incontinence
- Multiple sclerosis
- Parkinson's disease
- Alzheimer's disease

Umbilical Cord Blood Bank

- Future treatments of developmental and early childhood diseases, including leukemia, sickle cell anemia and other immune-related deficiencies

- Use of stem cells to investigate inherited disorders and disease processes

Toxicological studies

- New toxicity test for screening drugs and chemicals
- DNA damage/repair

Hormonal regulation study (estrogen and progesterone)

- Investigating the molecular mechanism of hormonal regulation of stem cell differentiation, and to devise strategies for treating breast, uterine and ovarian disease.

Funding helps facilitate speedier research. Those donating may specify their contribution go toward any of these ongoing stem cell projects. For more information, call (248) 370-3350 or e-mail stemcell@oakland.edu. ●

The U.S. economy — the fury and its wake

By Susan Thwing-McHale

It was the perfect storm. A combination of factors — unchecked consumer spending, unregulated mortgages, complicated securities issues, the decline of U.S. manufacturing, and more — that together were strong enough to topple the U.S. economy last fall in what seemed like an instant. In the wake of the storm, as Americans regroup, adjust and move forward, many ask why we didn't see it coming and now, in the aftermath, is the damage repairable?



OU Magazine spoke to five university experts for their take on the current economy and what is in store for our future. Weighing in are: Karen Miller, associate professor of history and chair of the history department; Rajeev Singhal, assistant professor of finance; Ronald Tracy, associate professor of economics; Paul Kubicek, professor and chair of the political science department; and Graham Cassano, assistant professor of sociology.

The causes...

So what actually happened? "Manufacturing in the U.S. decreased, technology and jobs went overseas, and the banking sector profited from the growth that was occurring and then collapsed," says Kubicek. "It was worse than anything since the Great Depression." Miller explains that many of the financial issues could have been curtailed. "I have been very critical of the deregulation of financial markets over the past 10 years — even longer. As we developed new financial instruments, we didn't look at them critically. We only saw what benefits they had, not the downside," she says, indicating that this includes the way mortgages were marketed. "Banks used to have a vested interest in asking if the mortgage holder could actually *pay* the mortgage. Once lenders started bundling mortgages and selling them as mere paper, it took away the anchor of risk. Mortgages became like hot potatoes where sooner or later someone got stuck with a hot bag of mortgages with deflated values."

"Those who refuse to learn from history are condemned to repeat it."

— George Santayana, poet and philosopher

Like a house of cards, these mortgages were backing shaky investment and unchecked spending by consumers, Cassano explains. "Over the years, the middle class has lost ground because they were paying more for health care, for housing ... However, consumption continued to increase. How? Easily available credit. The average household has \$9,000 to \$12,000 in credit card debt. Americans have largely financed this debt through home equity financing. They used equity to pay credit cards, for cars, for student loans. But the housing prices they thought would continue to rise have fallen."

Drawing on his sociology background, Cassano adds that although common sense would tell us to only purchase what we can afford, it's not the mindset of most consumers, and it never has been. "A century ago Thorstein Veblen wrote *The Theory of the Leisure Class*, which is essentially a version of keeping-up-with-the-Joneses. People think they gain respect out of what they have and will consume more to look good to their neighbors. Add to this mass media images with the message that 'happiness is consumption.' You'd think that in this economy we'd realize that we are all in the same boat. However, it's human nature for many Americans to feel alone in their poverty."

Have we been here before?

Among the OU professors, the consensus is that despite similarities to the Great Depression, the current economy will never dip so low.

"This period does echo the time leading up to 1929 in that there was a growing inequality of wealth versus middle class. And we're again seeing that wide gap," Cassano says.

Miller, who has studied the 1930s extensively, explains that other factors from today are similar to the Great Depression — high unemployment, unregulated financial markets — however, the 1930s were far worse. "At that time unemployment was in the high 20s and low 30s percentile. Today we will see it in the high teens at its worst. And the economy of the 1930s was much more fragile. There was no global context, no external factors that we could look to to improve conditions." Today, Miller says, actions such as selling treasury bonds to China will provide income for the federal government for relief measures like the recent stimulus package.

"We can begin to spend again, which begins the cycle of regrowth. In addition, we can sell goods to external



(Left to right) Graham Cassano, assistant professor of sociology; Ronald Tracy, associate professor of economics; Karen Miller, associate professor of history and chair of the history department; Paul Kubicek, professor and chair of the political science department; and Rajeev Singhal, assistant professor of finance.

markets. In the 1930s we didn't have that option," she says.

She also explains that the current unemployment system provides support and hope for individuals who are out of work. "People aren't as afraid as they were in the '30s. I've read a great deal of material from those years, and the language of the '30s was utter despair. People thought in terms of never having a job again. This mindset is where the term comes from. Depression was never used in economics before. It refers to the psychology of the people at that time."

Tracy sees similarities to years past, but only goes back to the 1980s for his comparison.

"This isn't new," he says. "It's not the first time, and it's not the worst. But it is a bad recession, similar to 1982. We're looking at some of the same issues and same solutions to fixing the problem. Especially in Michigan. We're again talking about how we need to change Michigan's reliance on manufacturing."

The difference from 1982, he explains, is Michigan's automotive and manufacturing industry has even greater competition from global companies. "Our middle class is still built on manufacturing. And manufacturing jobs are going global. We didn't have that problem in the '80s. We now have to find a solution with what to do with the middle class."

The road ahead

Most of the professors agreed that this recession either has or is reaching its bottom. Tracy, Singhal and Miller believe the bottom will hit this year with unemployment lagging behind until early 2010. Kubicek and Cassano see the bleak outlook for jobs lasting a bit longer — two to

three years nationally; three to four in Michigan.

How we dig ourselves back out is multi-faceted. And while stimulus packages and bail out money may be quick fixes to jump start the economy, they are not long term solutions.

"We can't add to the debt, which is already so huge, and really that money is putting a Band-Aid on the situation," Kubicek said.

Singhal agrees, "You can't just throw money at it. The U.S. economy has structurally changed. People's mindset, business practice, and industry outlook need to change, too."

A new attitude may be the first order of business.

"First of all, people in general need to remember that they cannot buy a \$1 million home if they really can't afford it. Those days are over," says Singhal. "And the U.S. edge is gone. Fifty years ago, the United States was producing more than 50 percent of the global national product. Now we're producing about 25 percent. This is a global economy, and we need to change our focus to be a part of it."

"There's no doubt that the Michigan economy is too durable-goods oriented. We build cars, appliances, furniture," Tracy says. "Even in 1982, our solution was to bring in robotics. Robotics is still manufacturing."

The country needs a new job market for the middle class, as manufacturing jobs are lost to outsourcing and technology, he says. "Low-skilled, high-paying jobs are going away. We still need the unskilled labor, but those jobs are only going to pay \$10 per hour. You can't create a life on \$10 an hour. Retraining will be huge."

Cassano agrees, "Globalization has hit the middle class particularly hard. While diversified financial firms will profit on a global recovery because of transnational investments (bringing the wealth to the top 4 percent of American income earners who have investments in such firms), the industrial sector in this country will probably not return in a way that looks anything like the mid-20th century, when unionized industrial jobs helped create a blue-collar middle class."

"Middle-class workers will increasingly enter the service sector which, even at the high end — medical care, teaching, law and law enforcement — tends not to have the same level of benefits or higher wages as the industrial sector through much of the 20th century. With the majority of Americans in the middle of the middle class (making \$35-\$45,000 a year) suffering, those white-collar workers with slightly higher incomes will also tend to lose ground as the overall American economy lags behind China and other parts of the world."

Where are the jobs?

Cassano believes returning to broad unionization of the service sector, implementing fair trade laws, and a national health care system would help turn the economy around.

"Today, jobs in the service sector are not considered very desirable. That's largely because of low wages and poor benefits. Strong unions brought high wages and benefits to their workers. In 1947, 35 percent of non-governmental workers were in unions; today 8 percent of non-governmental workers are in unions. ... In addition, we need fair trade laws. Globalization isn't a force of nature; it's a human creation. Today, workers in China making near slave wages are competing with American

workers. China has lower health and safety standards, no minimum wage, and poor environmental laws. If we are to compete with China, let's compete on an equal footing."

He adds that a national health care system, that takes the health care burden off of U.S. companies, could also help the economy.

Kubicek says the key "is finding something (for Americans) to do — the jobs that used to be here aren't available. We need to look at new industries. Look at the green economy. That's an untapped industry, essentially."

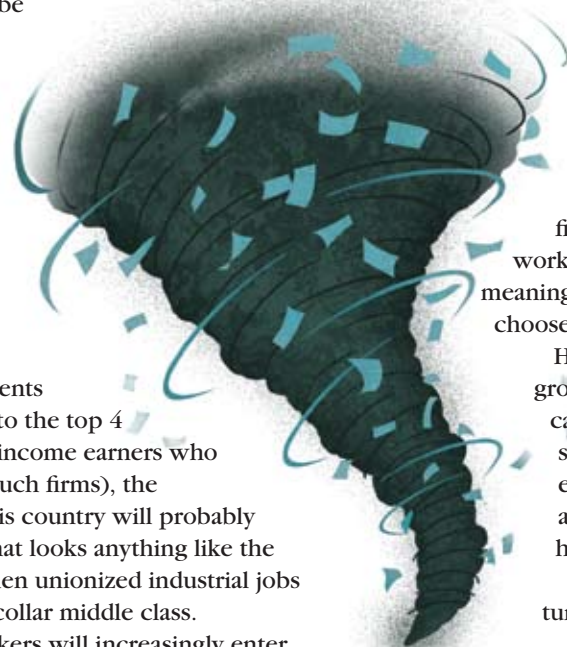
He adds that thinking globally can also mean rethinking where Americans work. "I tell students to consider going overseas for that first job," he said. "They can volunteer in the Peace Corps, teach English, participate in a language study program, or find a job in their field. If they have a choice of working at Starbucks or being part of a larger, meaningful project in Kenya, which would they choose?"

He sees the jobs of tomorrow in distinct, growing sectors filled with good promise. "Health care, education, government and the energy sector are all growing...and the world needs entrepreneurs. Small start-ups in a new industry are a risk, but you can never tell what might happen," Kubicek says.

Through it all, there is light at the end of the tunnel, according to Miller.

"This nation is extraordinarily resourceful. We can work our way out of this," Miller says. "This economy is based on consumer spending, so we will need to maintain some level of spending, even though our instinct is to save every dollar right now. Investment banks will need to begin investing again — but carefully. We'll also need to stabilize manufacturing and build a base of the service industry jobs with decent wages."

"This recession comes after a time that was like a big party — that exuberance has dissipated — and it's time to come home, sober up and be sensible," she says. "If we do so, it may be a few years, but we'll get back on our feet." ■



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Life lesson

Couple sees the world by reaching out to remote communities By Amy Lynn Smith

Imagine a summer vacation that requires days of travel to reach your destination, flying in planes with no seats alongside livestock, or riding in vehicles so old you have to get out of them so the driver can make it up a hill. Consider eating a steady diet of rice and beans, if you're lucky enough to get three meals a day. Picture being thrilled to have both electricity and running water where you're staying for six weeks.

Nearly every summer since 1971, these have been realities for Phoebe Mainster, MA '71, and her husband, Dr. Harris Mainster. This successful couple could easily travel in comfort and style, but that isn't the point — and their trips aren't vacations. Instead, they're outreach missions to provide medical care and education, which the Mainsters undertake entirely at their own expense. The art and many artifacts in their home represent the cultures and the beauty of each country they have visited, most particularly of the village or town where they have lived and worked.

What has become a life's passion for this couple — often referred to as “the dynamic duo” — was sparked by a casual conversation with a physician visiting

a Capuchin Brother who was serving as a nurse in a Catholic missionary hospital in Bluefields, Nicaragua.

Starting point

“Back in 1971, getting permission to do something like this was a very involved process, and we never really had complete confirmation so we just went down there on faith,” says Phoebe, a full-time lecturer in the English department at Wayne State University in Detroit, Mich.

Their first experience taught the Mainsters some valuable lessons they've applied to every trip since then, most of which have been arranged through personal contacts.

“The criteria became not so much what we could bring to the place, but what we could leave behind in the way of skills and expertise,” Phoebe says. “We do sometimes bring equipment or medicine, but what's most important is to teach people skills that are relevant to them.”

After all, she explains, there's not much point in showing doctors all the wonderful capabilities that exist today if those technologies or techniques aren't available in their small hospital in Bhutan or Cambodia, just two of the more than 35 countries the Mainsters have visited on their missions.

“The object is to see if you can help people do a little better job with what's available,” explains Harris, who is chairman of the department of surgery and senior consulting staff surgeon at Botsford Hospital in Farmington Hills, Mich. “That includes not only surgical skills, but other aspects of health care, like making sure the water comes from the top of the river and not from the bottom.”

On every mission — such as the one they took in June 2009 to Burundi, East Africa — Harris provides medical care to the people of the community. On that trip, for example, he delivered 20 babies, many by Cesarean section, and treated about 50 patients a day for illnesses ranging from malaria to tuberculosis. Harris also spends time on each mission educating the physicians and other hospital staff who will continue to provide care after the Mainsters have returned home.

In country

In addition to planning all the logistics of their trips, Phoebe teaches in each community they visit. “I have taught from one end of the teaching spectrum to the other, from nursery schools to teachers' colleges,” she explains.

Phoebe doesn't bring prepared lesson plans because she often doesn't know until she arrives exactly what kind of education is required. In Ethiopia, for example, Phoebe helped the entire hospital staff learn the English words for the jobs they do, so they could explain them to other English-speaking volunteers who might visit in the future.

Or in Vietnam, Phoebe taught a class of 45 educators who were being trained as English teachers but had never heard a native English speaker. She helped them with their language skills, as well as educating them in teaching strategies not typically used in Asia, such as role-playing.

But as much as the Mainsters bring to the countries they visit, they bring home every bit as much — or more. “You learn a lot about life, medicine, compassion and empathy,” Harris says.

In June 2010, when the Mainsters will celebrate their 50th wedding anniversary, it may very well get overlooked in the midst of their next mission.

“We always seem to be away on our anniversary and we never remember,” Phoebe says. “But we're just so passionate about what we're doing because it's incredibly rewarding to know that you're going somewhere where you can really do something meaningful.” ■

Amy Lynn Smith is a freelance writer from Birmingham, Mich.





*"Dark matter is still a mystery,
and although scientists are closing in
on the answers, we haven't gotten
to the end of the story yet."*

— David Garfinkle

Shedding light on black holes

Professor puts knowledge of the universe within
everyone's reach **By Amy Lynn Smith**

When my editor assigned me to write this story, she didn't realize she'd chosen an ideal person for the task. You see, I struggled with most of my science classes in high school and college, despite my best efforts. But now, having interviewed physics professor David Garfinkle, I realize that what I really needed was a teacher who could explain the complex concepts of science in a tangible, real-world way.

Garfinkle has co-authored a book with his brother, Richard, an established science-fiction writer. Published in 2008, *Three Steps to the Universe: From the Sun to Black Holes to the Mystery of Dark Matter* sets out to make science more accessible to everyone — even those of us who have never dared to boldly go anywhere near a physics class.

"It's always great when you explain something to someone and you see them get it, so we use examples people can relate to," Garfinkle says. "And we want people to ask 'How do they know that?' which will give them a much better understanding of the science than just being spoon-fed some facts."

Consider the sun, for example. Garfinkle doesn't simply tell you that the sun is 93 million miles away — he explains how scientists figured that out. It wasn't with a really long tape measure, he says, but by using a principle called parallax.

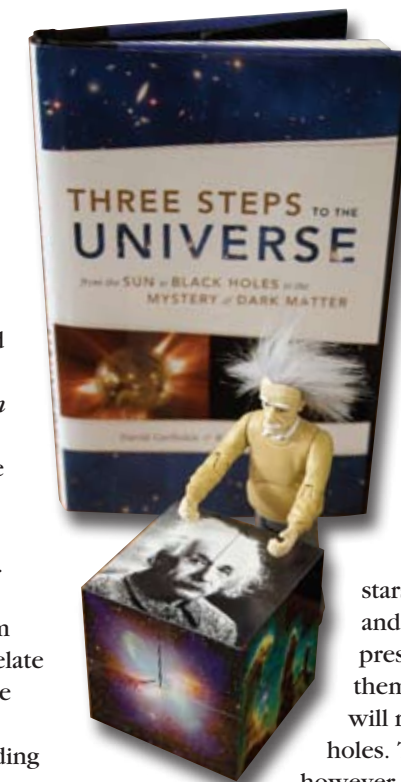
Physics is fun (!)

He demonstrates parallax like this: Hold one arm out in front of you with your thumb pointed up. Close one eye and locate your thumb against the background of a wall. Now look at your thumb with just the other eye. It looks like your thumb has moved, doesn't it? Calculating the distance between your eyes along with the distance your thumb seemed to move tells you how long your arm is. The same principle works for measuring faraway objects like the sun and stars.

Dr. Garfinkle uses a similarly down-to-earth approach to explain black holes. First, you need to understand a concept known as escape velocity.

"Everyone's heard the old cliché, 'What comes up must come down,' but that isn't necessarily true," Garfinkle says. "If we launch a rocket fast enough, it will escape the Earth's gravity instead of being pulled back down to Earth."

Escape velocity is the speed required to break away from the gravitational pull of a celestial object like the Earth or the sun (which is actually a star). For the Earth, it's



about seven miles per second. For black holes, the escape velocity is much, much bigger. In fact, black holes have an escape velocity greater than the speed of light and, as Einstein proved, nothing moves faster than that.

Starry, starry night

Black holes are created when massive stars succumb to their own force of gravity and collapse in on themselves. Normally, the pressure of the gas that stars are made of keeps them from collapsing. But eventually, some stars will run out of energy and collapse, forming black holes. The star's gigantic gravitational field remains, however, sucking in anything that comes close enough, including sources of light.

The Garfinkles even venture into the topic of dark matter, which scientists are still trying to figure out. After all, the universe and every scientific discipline are frontiers with a great deal left to be explored.

If you look up into the sky, you see constellations of stars, but what are the dark areas in between? That's what scientists call dark matter, and the Garfinkles explain it using an example from the movie *Casablanca*.

"There's a scene where the police captain says, 'Round up the usual suspects,' and that's exactly what we do. We treat the question of dark matter as if we're writing a mystery novel," Garfinkle adds.

The Garfinkles outline all the things dark matter might be: black holes, low-mass stars that put out less light than others or clouds of gas that haven't yet turned into stars. Then, through the process of elimination, they explain the reasons why dark matter can't possibly be any of those things.

"Dark matter is still a mystery, and although scientists are closing in on the answers, we haven't gotten to the end of the story yet," Garfinkle says. "We've set out for the reader what's known so far, and then we hope to convey the excitement of science as it's being done — the excitement of trying to work out the answer to the mystery." ■

Amy Lynn Smith is a freelance writer (and newly inspired science buff) from Birmingham, Mich.

Role playing



Professor pioneers study of gender, age in non-industrial societies By Ann Marie Aliotta

Although Judith K. Brown grew up in Manhattan, she's spent most of her 40-year career studying people and places that are about as far away from Broadway and 42nd Street as you can get. Recently named OU's Distinguished Professor, Brown's urban beginning led her to feminist anthropology and a career examining gender roles in tribal societies.

Growing up in then-rural Washington Heights (in northwest Manhattan) and attending New York's High School of Music and Art (of *Fame* fame), Brown might not have seemed destined to conduct pioneering research on women's roles in society. Encouraged by her parents to go on for a master's degree after studying child development at Cornell University, she found herself among only a handful of female students in graduate school at Harvard during the early 1950s.

She took a class by anthropologist John Wesley Mayhew Whiting, celebrated for his study of child development and parental behavior in non-industrial societies. "I had an epiphany: This is fabulous data. I want to study this for the rest of my life," she says. "And I've never been sorry." Luckily, Whiting was one of a very few Harvard professors who would take a woman graduate student in his laboratory back then. Brown eventually did her doctoral work under his direction.

Petite and self-effacing, she peppers her remarks with an almost girlish laughter, waving her hands in the air and tossing her bobbed hair. But Brown is no lightweight. She has done ground-breaking work in the areas of gender roles, women's studies and feminist anthropology and was the recipient of a Fulbright Scholarship and a grant from the National Institutes of Health. Internationally recognized in her academic field, she has also been tapped as a media resource, giving interviews to *Newsweek* and *CBS Morning News* with then co-anchor Diane Sawyer, among others.

A world of women

Brown's studies have taken her across a wide range of issues in the field of gender studies, starting with her doctoral dissertation, a cross-cultural study of the initiation rites of adolescent girls in non-industrial societies. (Published in 1963, the paper is relevant today and is about to be reprinted.) She is considered an expert in the area of the division of labor and was one of the first to look at women's contributions to the subsistence of pre-industrial societies.

She also did ground-breaking work on women past childbearing age in non-industrial societies. "No one had looked at that data before," she explains. "The literature was very scant." She was particularly fascinated by the special status middle-aged women received in pre-industrial cultures. "It is very different from industrial societies," she adds. In non-industrial societies, middle-aged women have special statuses and have more authority than younger women. "They don't have to observe the restrictions they had to when they were younger," she says. "The one constant was that the lives of women became better." Brown has tackled some difficult subjects, including a work entitled *To Have and to Hit: Anthropological Perspectives on Wife-Beating*, which looked at the subject of domestic violence across many different cultures.

Brown's innovative research complements her enthusiasm and dedication in the classroom. In her 40-plus years at Oakland, she has inspired legions of students who have gone on to careers all over the country and the world doing everything from conducting research to running companies.

"To women of my generation at the cusp of the women's movement, Judy was an inspiration both personally as a professor and professionally with her work on women's roles," says Shelagh O'Rourke, a contractor for the U.S. Agency for International Development/East Africa. "I was a divorcee with two children, no degree and little

work experience when I returned to OU to finish my BA. Largely due to Judy's influence, I went on to graduate school in anthropology. Today I apply that training — and Judy's work on women's roles — in AIDS programs in East Africa."

Learning from life

Brown came to Oakland University in 1961 when her husband, Maurice, got a job in the English department. "Woody Varner was president, and the school only had about 500 students and a few buildings," she recalls. "Matilda Wilson would have us all over for dinner — faculty, students, the whole kit and caboodle, all under one roof, eating wonderful food in the mansion."

She started teaching part-time in 1964, the only anthropologist on the faculty, and one of a small number of women. She became a full-time faculty member in 1969.

Not surprisingly, one of her interests became working mothers in these non-industrial societies. "In our society at that time, only if she were desperate would a mother work," she says. "I taught one night class a week — *one night class* — and I think my neighbors were appalled."

Her husband, who died in 1985, was her biggest supporter, urging her to finish her thesis, and then to publish her work.

Proud mother of a son and a daughter and doting grandmother of one ("who coincidentally happens to be the most perfect child in the world"), Brown rounded out her academic training in her own living room. "I studied human development. I got a lot out of watching these kids grow up," she adds. ■

Ann Marie Aliotta is a freelance writer from Grosse Pointe, Mich.

This story is the ninth in the *OU Magazine* series on Distinguished Professors. Past stories highlighted Shelton Appleton, Michael Chopp, Ron Cramer, Jane Eberwein, Robert Eberwein, Mike Sevilla, Paul Tomboulion and Ronald Finucane. For links to their stories, visit *OU Magazine* online at oakland.edu.

Tell us about a professor who inspired you. Write to us at Oakland University, Anibal House, Rochester, MI 48309-4401. Or e-mail your thoughts to OUMag@oakland.edu. Please include your full name, city of residence and phone number.

Editor's Note: This past September, Distinguished Professor of History Ronald Finucane passed away. Professor Finucane was our magazine's cover story in the fall of 2007. For the cover photo, we took him — on one of the hottest, most humid days of the summer — to Meadow Brook Hall. He put up with more than an hour of climbing up and down stairs, standing in various poses, trudging back and forth to different rooms, etc. It was a bit of an endurance test given the heat, but he was gracious and good natured through it all. He was passionate about his field, the Middle Ages, and made 700 years ago seem fascinating and current. He was as timeless as his subject.



Pretty in pink

Hard work paves the way to well-heeled American dream

By Mary Gunderson-Switzer

What's tiny, pink and runs all over? A Volkswagen Beetle with a "Pink Pump" logo on the side.

Part of the shoe store's "Heels on Wheels" low-cost gift delivery service for customers, Beetle Bugs regularly crawl out into Detroit Metro traffic to deliver beautifully wrapped packages.

Treating customers to cushy perks is one reason why Pink Pump owner Tawny Thieu, SBA '02, was named among the "Top Ten Business Women of 2009" by the National Association of Women Business Owners.

Her business philosophy is refreshing. "Everyone who walks through our doors is important to us," Thieu says. "My sales team doesn't work on commission or gab on cell phones. We give customers our undivided attention — without any pressure to buy."

The word is out.

With Pink Pump stores in Bloomfield Hills, Royal Oak and Birmingham, Mich., orders are also pouring in from out of state. With Pink Pump now being the first women's shoe boutique to franchise, stores will soon be opening in Ann Arbor, Mich., and Atlanta, Ga.

"I don't care for cookie cutter stores," Thieu says. "It's important that our larger franchises keep the charm and feel of a small boutique."

While delighted with the success of Pink Pump, Thieu fully understands what it's like to have the shoe on the other foot.

Shoestring budget

Born to a widowed Vietnamese mother while the family was in route to America in 1979, Thieu was three months old when they arrived at Detroit Metropolitan

Airport. "We didn't speak English, and my Mom had just \$20 in her pocket," Thieu says. "After landing, my two older sisters were so hungry that my Mom spent \$5 on airport food."

Times were tough but Thieu's memories are by no means negative. "I had a fun childhood," she reflects. "I didn't even realize how poor we were until I later went to school and got picked on for my clothes and shoes."

Perhaps because of that, Thieu took an early interest in fashionable clothes and high heel shoes.

"I got a little tired of my sisters' hand-me-downs," she laughs. "So I'd save up my babysitting money and treat myself to a new pair of shoes."

At 15, Thieu began working as a receptionist at a local hair salon, working her way up to salon manager. Continuing work there while later attending OU, Thieu earned a bachelor's degree in business/marketing in 2002. After graduation, she took an office job as a marketing assistant. Her heart wasn't in it, so she returned to her passion for the beauty industry.

In 2005, Thieu and her brother-in-law, hair stylist Tim Upchurch, opened the stylish Liquid Salon in Bloomfield Hills. "My mom raised her daughters to be strong and self-reliant," Thieu says.

Thieu learned the lesson well.

Pumping it up

With the salon clipping along, Thieu stepped into a new adventure: the fun-filled world of shoes. In 2006, she opened her first shoe store, Shoe Envy, in Keego Harbor, Mich. The small storefront soon expanded to a 1,700-square-foot store in the heart of



Tawny Thieu

Bloomfield Hills. She changed the name to Pink Pump in 2009.

The trendy stores offer a unique variety of designer shoes, such as Charles David, Michael Kors, Betsey Johnson, Velvet Angels, Ugg and Hunter. The stores also offer a select line of designer clothes, handbags and other accessories.

Thieu is hands-on in every aspect of the business: answering phone calls and emails, attending to interior design of the stores, and focusing down to the feet.

"I hand-pick all the merchandise and try out the shoes first," she says. "I love talking to customers to see what they like and what designs they want."

Thieu appreciates that customers are spending wisely in today's economy. Having walked a mile in their shoes, Thieu selects luxurious shoes that are affordable.

"We do offer high-end shoes, but you can walk out of our store with a great pair of \$30 shoes," Thieu says. "We always take time to go over how to keep the shoes in great condition."

Thankful for her profits, Thieu uses her success to give back.

Shoe store owner with soul

In an industry dominated by men, Thieu looks for opportunities to speak to women about entering the business. "Women are the ones who buy the shoes," she says, "so I think it makes sense that women are the ones to pick out the products and run the stores."

Thieu also donates a portion of her profits to charities such as Grace Centers of Hope, Oakland County's oldest and largest homeless shelter. She downplays her generosity. "I do what I can," she says. "If a friend mentions that her neighbor's kids can't afford winter boots, I'll head to the store to set up an Ugg delivery. It's the least I can do."

At just 5'2", Thieu is a standout — before she ever dons the four-inch heels she always wears to work. ■

Mary Gunderson-Switzer is a freelance writer from Warner Robins, Ga.

Prime time with the President

Local executive at forefront of health care reform **By Sandra Beckwith**

When 4.7 million Americans tuned in to watch ABC-TV's primetime health care special in late June, George Corona, MBA '85, didn't have to turn up the volume on his television to hear what Barack Obama had to say about his plan for health care reform. Corona just pulled his chair a little closer to President Obama in the East Room of the White House.

Corona, executive vice president and chief operating officer of Kelly Services, Inc., was one of more than 160 guests handpicked for the "Questions for the President: Prescription for America" audience in late June. The group — a mix of physicians, students, business owners, Fortune 500 executives, and insured and uninsured individuals — mingled during a reception before the Q & A session moderated by Diane Sawyer and Charles Gibson. They also met the president.

"He is very engaging," says Corona. "During the commercial breaks, he would get up and talk with the audience. It was clear that he is very passionate about the subject and well-versed on the issues."

Kelly Services is a powerful advocate for health care reform; the company provides temporary help to more than 90 percent of the Fortune 500 companies and employs more than

650,000 people. Kelly's chief executive officer, Carl Camden, is a founding member of the Better Health Care Together coalition, an organization that advocates for significant changes in the U.S. health care system. "It's very important that our free agent workforce have access to health care and that it's affordable," Corona says.

People first

Corona got to his seat in the East Room through an unexpected route, not one he would have predicted as an accounting major at Wayne State University or as a graduate business student at Oakland. He started his career in finance, as planned, but when a position at Digital Equipment Corp. exposed him to other sides of the business, he was intrigued. Advised that a stint in sales would open the door to more business management opportunities, he walked away from his director-level finance job to start over as a sales representative.

"I am an analytical introvert and had to work hard to overcome that," he says of his career about-face. His efforts led Kelly, then a customer, to recruit him to work first in sales and later in regional management. Corona's work guiding the company's shift away from selling to smaller businesses to focus on large companies eventually led to his current position as chief operating officer.

Soft spoken and humble, Corona gives credit to his own hard work, determination and willingness to push himself outside his comfort zone, but says the major reason for his professional success is the people who work for him. "If you select good people, lay out the plan for them and let them do their jobs, you and the organization will do well," he says.

Corona should know. He researches how to attract and retain the best people so that Kelly can stay ahead of the competition. "Every study we've ever done about recruiting and retaining people shows that when employees leave, it's not because of pay or benefits. It's about how their direct manager treats them," he says. As a result, Kelly has invested heavily in leadership development.

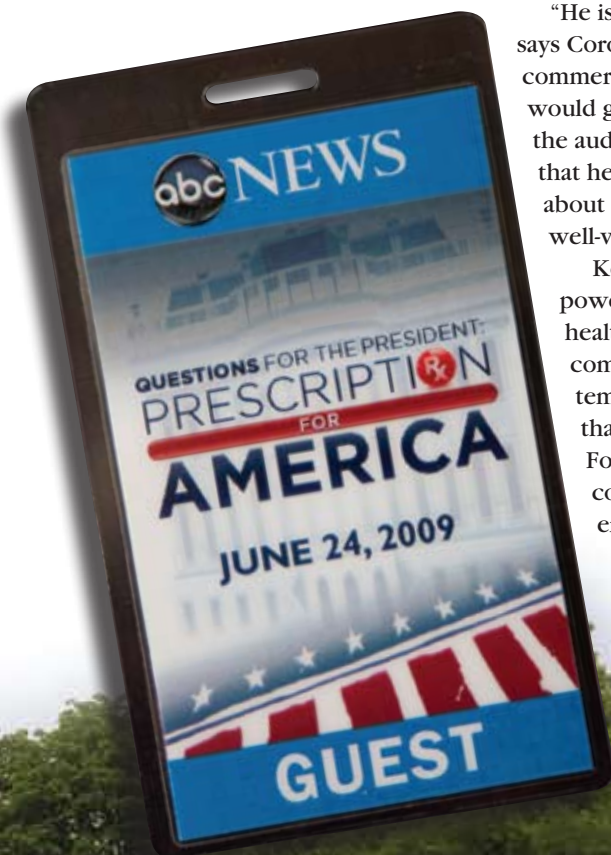
Workforce savvy

This is especially critical, he says, as employers anticipate a global shortage of skilled labor. "It's not obvious now because of the recession, but the skills shortage will be acute. The companies that win when that happens will have access to the best people in the marketplace. We want to get our fair share of them to run the Kelly business and to work at customer sites," he says.

A believer in the servant leadership philosophy that encourages managers to see themselves as working for employees, customers and shareholders, Corona is collaborative. "If you involve the team in the decision-making and allow them to have a seat at the table, you'll get better results because you'll have buy-in," he says.

While Corona enjoys impressive professional success in a Fortune 500 corporation, he's most proud of his ability to be a good husband and father for his two children, now in their teens. "Even with all my travels, I have always managed to attend their games, coach their teams and be there for the real milestones in their lives," he says. "That's the most important thing to me." ■

Sandra Beckwith is a freelance writer from Fairport, N.Y.



Half a world away

OU hockey player competes in collegiate world games in China **By Kevin Knapp**



Think of it as the ultimate hockey travel-team experience. The long journey from familiar surroundings in Rochester, Mich., to halfway around the world in the northernmost reaches of China is something that Jarrett Samp is likely never to forget.

The OU senior seized a once-in-a-lifetime opportunity to play intercollegiate ice hockey in an international tournament in China as a member of Team USA last February.

"It was an amazing experience," Samp says. "We were up in a relatively remote part of China, so the cultural differences were vast. To me, it was a totally different world."

Samp, a business major from Troy, made his trip as part of a U.S. college all-star team that played in the 2009 Winter World University Games, held this year in Harbin, China's northernmost major city, near the Siberian border.

For the past four years, Samp had played in the position of defenseman for OU's ice hockey club, which was coached by Sean Hogan. Samp was also the president of the club, which is affiliated with the American Collegiate Hockey Association, the sponsor of the U.S. University Select Team that plays in the World University Games.

Encouraged by Coach Hogan, Samp last year submitted an application to play on the U.S. Select Team. Hundreds of players from across the country also had hopes of being chosen for the team, but Samp's statistics and gritty play earned him a spot on the reserve roster.

Chance of a lifetime

It was, however, a twist of fate that finally put him on his way to China.

Shortly before the team embarked on its trip to Asia, one of Team USA's first-string defensemen was injured. Samp was given the nod to fill those skates and was quickly moved to active duty.

"It was unfortunate for the other guy, but it was a big break for me," Samp says. "It was the chance of a lifetime."

Samp and Team USA left for China in mid-February for the two-week tournament. The games coincided with the 24th Harbin International Snow and Ice Festival, which is one of the world's largest festivals of its kind. The frigid climate provided the perfect setting for a hockey tournament, which included teams representing Russia, Japan, Korea, China, Slovakia and other nations.

Team USA opened up its play with a 5-4 overtime win against Korea, followed by yet another 5-4 overtime win against Slovakia. The next rounds saw them losing 8-0 to a skilled Russian squad, followed by a 6-3 defeat to Japan. In the final match-up, Team USA beat China 10-2, to take a 7th place overall.

"It wasn't the result we hoped for," Samp says, "but it was pretty incredible to be part of it. The fans in China were inexperienced, but they were enthusiastic. They cheered anytime someone scored a goal. It didn't matter what team it was. And any time a player fell down on the ice, everyone laughed."

Samp says that ice hockey already has a devoted following in China, having recently gained its first professional team, the China Sharks.

"One thing the Chinese really were interested in was our equipment. They really don't have anything comparable, so we were often asked to donate any old or cast-off equipment we could spare," he says.

Big Mac attack

Cultural differences were one thing; the language barrier was another. Fortunately, Team USA had a team trainer who was an English major at Iowa State University and happened to be a native of Harbin. He was able to translate and help the team members negotiate their way around the local community.

Team members from all winter sports teams were housed in dormitories on the campus of a local university. In something that would seem to transcend all borders, Samp says many of the temporary boarders were less than enamored with their daily dormitory fare, and felt compelled to seek sustenance elsewhere.

"Some of the players just couldn't take the food there, so some of the parents who'd made the trip would go out on food runs to a McDonald's in town," he says. "Oh yes — they're even in Harbin."



OU senior Jarrett Samp's ice hockey skills earned him a spot playing defense for Team USA in the Winter World University Games, which were held in Harbin, China, last February.

Still, Samp says the experience left him with an appreciation for the enthusiasm shown by the home country for a sport that is still a relative newcomer in China.

"The spirit of competition was really good. Some teams were better skilled, but I think overall the Chinese people enjoyed the whole spectacle. I know I did." ■



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We would like to extend our appreciation to our board members for their hard work, dedication and generous giving of their time and talent to our Alumni programs.



ALUMNI ASSOCIATION

Check out what we've been up to!

Alumni go nuts for baseball

The Oakland University Alumni Association extended its reach by bringing together Lansing-area alumni and their families for a Lansing Lugnuts baseball game on June 25. Attendees gathered for a pre-game reception at the popular Nuthouse Sports Grill before attending the Midwest League game — and having the satisfaction of seeing the home team beat the Dayton Dragons with a final score of 6-5.



Good golfing for a good cause

Nearly 90 golfers participated in the annual OUAA Golf Challenge on July 20, which raised \$20,000 for the OUAA Scholarship Program. An Oakland University Alumni Association tradition for more than 25 years, the tournament was held on the OU campus at the R & S Sharf Golf Course. This year's event — which was attended by 24 local and national companies who supported the scholarship fund by sponsoring the outing — included an afterglow reception for the golfers, with raffle prizes and awards for achievements such as lowest score.

Black Alumni Chapter enjoys a perfect picnic

The Black Alumni Chapter gathered on Aug. 1 for its eighth annual Black Alumni Chapter Picnic. Hosted at the Auburn Hills Community Center park, this family-oriented event attracted 150 alumni, family and friends, who gathered for a relaxed day of food and fun.



Gathering hits a home run

The OUAA kicked off its 2010 events season with OU Day at Comerica Park. Held on Aug. 9, the event included a pre-game brunch at the beautiful Fox Theatre and free OU baseball caps for everyone who attended, which were all on proud display during the game thanks to 90-degree temperatures. Best of all, the Detroit Tigers beat the Minnesota Twins by a score of 8-7. Other highlights of the day included special appearances by two OU alumni: Judge Leo Bowman, CAS '76, who threw the first pitch, and Karen Newman, CAS '82, who sang the national anthem. ●



OUAA conducts member survey

In late August, the OUAA launched an alumni survey to solicit feedback on the association's current performance and its members' expectations. Nearly 25,000 surveys were distributed and more than 10 percent of alumni and friends responded. An evaluation of the data is currently underway, and a summary of the responses will be shared with members once the data compilation is complete. The OUAA thanks everyone who provided input, which will be invaluable in planning future benefits and programs. ●

Save these dates: UPCOMING OUAA events

Dec. 5, 2009

OU vs. IPFW Road Trip 2009

Jan. 5, 2010

Lit to Film Book Club: *The Reader*
by Bernhard Schlink

Jan. 14

Alumni Night at the Joe:
Wings v. Carolina

Jan. 16

Black Alumni Chapter basketball
event (Everyone welcome)

Feb. 2

Lit to Film Book Club:
The Yacoubian Building by
Alaa el-Aswany

Feb. 4 – 7

OU Homecoming Weekend

Feb. 13

Sweethearts Dinner

March 2

Lit to Film Book Club: *The Kite
Runner* by Khaled Hosseini

March 24

Alumni Night at the Joe:
Wings v. St. Louis

April 6

Lit to Film Book Club: *East of Eden*
by John Steinbeck

April 16

OUAA Scholarship Auction

April 17

Explore with OU at the Detroit
Science Center ●

OUAA to host scholarship fundraising auction

Who doesn't enjoy a good auction — especially when it's being held to benefit an excellent cause? The Oakland University Alumni Association is hosting a fundraising auction to benefit the OUAA Scholarship Fund on April 16, 2010. This very special event will be held at the Royal Park Hotel in Rochester, Mich., from 6 - 11 p.m., and will feature a cocktail reception, strolling dinner and entertainment. Tickets start at \$75 and the goal is to raise \$50,000 for the OUAA Scholarship Fund through ticket sales and auction proceeds.

The OUAA hopes to offer an array of auction items such as trip packages, gift certificates, experiential items and much, much more. Invitations to the event will be distributed to alumni, donors, corporate partners and members of the community — bringing excellent visibility to the event, auction item donors, and Oakland University.

Donations of auction items are welcome. To donate an item, or for additional details about the event, contact Katie Groves, director of Special Events for University Relations, at (248) 364-6109 or groves2@oakland.edu. To learn more about the OUAA Scholarship Fundraising Auction or to order tickets online, visit oakland.edu/ur and click on "Special Events." ●



New benefit available to OUAA members

In an effort to provide Oakland University Alumni Association members with a resource for protection against identity theft, the OUAA is pleased to announce a partnership with iSekurity, a national identity theft protection provider.

OUAA members who subscribe to iSekurity will benefit from risk reduction and early detection services that help expose identity breaches before damage is done. Additionally, if a member should become a victim of identity theft, iSekurity provides access to the industry's largest team of former Federal agents to assist in the investigation process.



The OUAA is delighted to provide this important and valuable service to its members. Please visit oualumni.com for more information. ●

Get in the game: Black Alumni Chapter to host Oakland basketball

Join members of the Black Alumni Chapter on Saturday, Jan. 16, for a special day of Oakland basketball. For just \$10 per person, enjoy a basketball double header featuring the women's and men's teams — plus a food voucher for dinner at the game and a special gift. In addition, all attendees will be seated together in the OUAA's Gold Zone section with other OUAA members, alumni and friends. To join the fun, register by Jan. 11 at www.grizzlink.oualumni.com/events or (248) 364-6140. Everyone is welcome! ●

Keep OU in the family

Become an Alumni Admissions Ambassador for OU

As an alumnus of Oakland University, you remember what it was like to cheer for the black and gold at sporting events, to participate in student organizations and programs, to be a part of the OU family.

Remain connected to your alma mater and share your experiences with future generations of Golden Grizzlies by joining our growing team of Alumni Admissions Ambassadors.

By volunteering as an ambassador at events such as regional and national college fairs and on-campus visit programs, you can share your enthusiasm for Oakland with prospective students and their families, providing them with a valuable, genuine connection as they explore their college options. Through your own collegiate and professional successes, you will illustrate the benefits of the OU experience.

The Alumni Admissions Ambassador Program (AAP) invites you to learn more about volunteer opportunities.

Call (248) 370-GRIZ and speak with the program coordinator about how to get involved with the AAP.

E-mail aaap@oakland.edu with your name and graduation year, and any questions you may have about the AAP program.

Log on to oakland.edu/aaap to view a list of upcoming events for Alumni Admissions Ambassadors, sample training materials, recent news stories on our volunteers and pictures from recent events.



Join ambassadors Julie Van Marcke, CAS '03, the Grizz, and Joe Van Marcke, CAS '02, as they share their OU stories with future students.

FAST FACTS

- Ambassadors have served the university at 77 undergraduate recruitment events
- Just a few hours per year from each ambassador makes a big difference in our recruitment efforts
- Everyone can participate – OU graduates from 1967 to 2009 are actively engaged in the AAP

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Alumni

OUAA announces Alumni Award winners

On Nov. 7, the Oakland University Alumni Association honored the recipients of the 15th annual Alumni Awards:

2009 ALUMNI AWARDS BANQUET

Distinguished Alumni Service Award

OU's highest alumni honor, this award recognizes peerless volunteer leadership in service to OU or its alumni association.

Jackie Long, SON '81

Chair, OU Board of Trustees
Long devoted her professional career to the field of nursing, as a registered nurse and the former director of program development at North Oakland Medical Centers. In addition to serving as a board member for the Oakland University Alumni Association, she has shared her valuable experience in the field of nursing as an active member of the OU School of Nursing Affiliate Board.

Distinguished Alumni Achievement Award

This award recognizes outstanding professional achievement or contribution to the community.

Beth Gotthelf, CAS '80

Shareholder, Butzel Long
In addition to heading up the environmental, energy and land use practice at Butzel Long, Gotthelf is active in the State Bar of Michigan and the American Bar Association. She is also involved with many charitable organizations and serves on the Detroit Regional Chamber of Commerce Leadership Committee for Transportation.

Dr. Kenneth McMillan, CAS '72

Director of Medical Services, Kola Health Outreach Program
Through this program for homeless Native Americans in Minnesota, McMillan helps deliver primary care and substance abuse treatment. Over the years, his team has returned many people to more functional, independent lifestyles, and drastically reduced the population's reliance on emergency room visits for primary care.

The Odyssey Award

Awarded to alumni whose lives exemplify Oakland University's motto to "seek virtue and knowledge."

Kevin Grazier, CAS '87

Investigation Scientist/Science Planning Engineer, NASA Jet Propulsion Laboratory
The creator of multi-mission planning and analysis software that has earned NASA-wide awards, Grazier conducts research, teaches children and adults about science and space, and serves as the scientific advisor for television shows and movies. He is also a longtime planetarium lecturer at the Griffith Observatory at Santa Monica College.

Dr. Paul McGhee, CAS '63

Founder/President, The Laughter Remedy
Having spent more than 20 years conducting research on humor and laughter, McGhee is internationally known for his humor research and teaches at the university level. He also leads the only program in the country that teaches participants to use laughter to improve effectiveness and reduce stress on the job.

The Spirit Award

This award recognizes exemplary volunteer service to the university.

Cindy Thieme, SBA '94

Detroit Director, Conde Nast Media Group
In addition to her job responsibilities, which include managing more than \$5 million in revenue generated by sales and marketing programs for a variety of client accounts, Thieme has been a member of the OUAA for nine years. She has served on the OUAA Board of Directors since 2001 and has been chair of the Marketing and Membership Committee for the past six years.

Jonathan Crawford, SEHS '76

Retired Principal, Detroit Public Schools (DPS)
Crawford devoted 28 years to DPS: six as a teacher at Joy Middle School and the remainder as a principal. Today, he continues to work with young people as an academic tutor in reading and math, and as a life mentor and role model. He also serves as an OU Alumni Admissions Ambassador, volunteers for 4-H and tutors at the Detroit Public Library.

The Honorary Alumni Awards

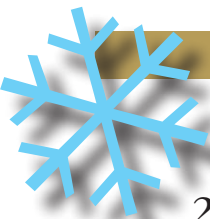
Awarded to individuals who have not graduated from OU, but who have given outstanding service to the university.

Ron May

Senior Vice President Major Enterprise Projects, DTE Energy Company
In addition to his many responsibilities at DTE Energy, May has served as chair of OU's School of Engineering and Computer Science (SECS) Advisory Board for the past five years. He has also been instrumental in obtaining funding support for OU's Fastening and Joining Research Institute and has served as an active member of the President's Campaign Council.

L. Brooks Patterson

Oakland County Executive
During his 17-year tenure as Oakland County Executive, Patterson has launched many innovative and successful programs including Automation Alley, Wireless Oakland, Emerging Sectors and the Oakland Medical Initiative. He has served on the OU Board of Trustees and has been a strong advocate for the Oakland University William Beaumont School of Medicine. ●



Alumni

26th annual Black Alumni Chapter Just Friends holiday celebration

Don't miss one of the most festive events of the season: The OUAA Black Alumni Chapter's Just Friends holiday celebration on Saturday, Dec. 12, at the Oakland Center Ballroom. A reception begins at 7 p.m. with dinner at 8 p.m. Tickets are \$40 per person and include dinner, refreshments and a cash bar.

Come see old friends — or make new ones through the Black Alumni Chapter of the OUAA, which provides a communication network for African American alumni and friends and provides a variety of programs to encourage minority involvement. The deadline for registration for the Just Friends holiday celebration is Dec. 1. For more information, visit www.grizzlink.oualumni.com/events or call (248) 364-6140. ●



All aboard! Join the *Grizzly Getaway* for a unique travel adventure

Experience the unspoiled beauty of the Canadian Rockies, taking the road less traveled with a very special tour by train. OUAA members and their travel companions will journey aboard VIA Rail's *The Canadian*, which provides first-class meals and accommodations with private sleeping rooms and baths. Stops along the way will also include overnight stays at lovely hotels — not to mention stunning sights from Vancouver, British Columbia to Calgary, Alberta. Nothing can compare to the natural beauty of the Canadian Rockies, including the chance to stand on glacial ice more than 1,000 feet thick at Columbia Icefields, a day at Yoho National Park in Banff and a visit to the turquoise, glacier-fed Peyto Lake. The Rockies Highlights by Train package will be available to OUAA members Oct. 2-10, 2010, for a cost of \$3,099 per person. For more information, visit oualumni.com and click on the travel section. Please join us for a special Rockies Highlights tour presentation on Jan. 27, 2010 at 5:30 p.m. in the Lake Huron Room of the Oakland Center. Please R.S.V.P. to (248) 364-6137. ●

New to Homecoming for 2010: Alumni Hospitality Tent

Join the Oakland University Alumni Association for fun and fellowship before the Homecoming basketball games on Saturday, Feb. 6. The Alumni Hospitality Tent is a new feature of this year's weekend-long Homecoming celebration and will be located just outside the O'rena. The tent will be open from 2 - 6 p.m., and will include a wide array of beverages as well as appetizers and snacks from Buffalo Wild Wings.

Admission is \$15 through Jan. 29, and is \$20 after Jan. 29 and at the door. The cost includes a wristband, three drink tickets, and appetizers and snacks inside the tent. Registration is available online at www.grizzlink.oualumni.com/events or by calling the OUAA Events Hotline at (248) 364-6140.

Wristbands will be distributed upon arrival to the tent at the check-in area. Admission to the Alumni Hospitality Tent will be available only to guests age 21 and older; attendees will be asked to provide identification. The tent will be heated in case of inclement weather. ●



Check out the Golden Grizzlies
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ougrizzlies.com

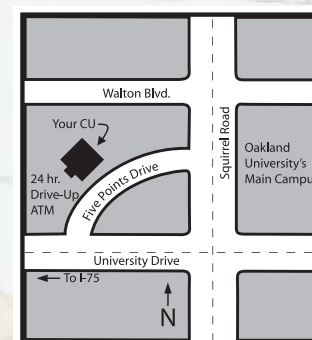


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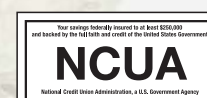
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CAS

Exploring 'Religion and Society'

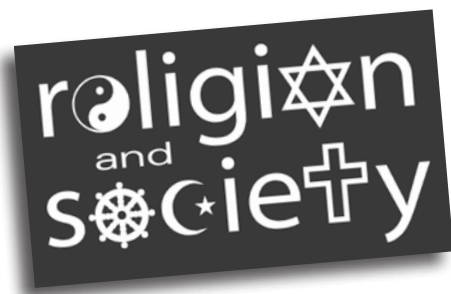
With the arrival of a new academic year comes a new opportunity to explore through the College of Arts and Sciences a large issue impacting modern society. The college's 2009-10 theme, "Religion and Society," invites the OU community to delve into the religious and spiritual ideas that are expressed in a modern pluralistic society.

The Religion and Society theme is part of the college's "Celebrating the Liberal Arts" initiative, which was established in 2002 to illustrate how understanding arts and literature, the sciences, the humanities and the social sciences enriches lives. Participants explore each year's theme through books, classes, lectures and special events.

This year, the CAS will tackle "Religion and Society" from an interdisciplinary and multi-cultural perspective. Student activities for 2009-10 year will include reading groups, debates, lectures and performances. These events are still being scheduled, but several already have been finalized, including a performance titled *One Muslim. One Jew. One Stage.* to be presented this spring, and a Rethinking Religion and Society Conference, set for March.

Theme-related courses this fall will include Buddhist Art, Gender Communication, World Religious Traditions and Early Christianity, among others. Among the numerous winter course selections are Sociology of Pop Culture & Religion, Music of World Cultures and Evolutionary Biology.

For more information, visit oakland.edu/religionandsociety



SBA

International perspectives

MIS Professor Vijayan Sugumaran will be spending the next three years researching the Service Systems Engineering (SSE) concept at Sogang University in South Korea.

Sugumaran will be working with faculty members from Sogang's business school and its physics, computer and engineering departments to complete SSE research and launch a new major there. Six additional international scholars will join the project for joint research and teaching.

The scholars' efforts are being funded by a \$10 million grant from Korea's Ministry of Education, Science and Technology for the World Class University (WCU) project. The project brings together international scholars and Korean faculty members to establish new academic programs. The SSE major at Sogang College will combine business management, physics and computer engineering in an effort to integrate engineering and management in a more scientific way.

"SSE could have a major impact on how everything from automobiles to computers are manufactured and marketed," Sugumaran says. "Typically, when you look at manufacturing the emphasis is on the product and production. In service science, you look at product inception, design, manufacturing, service and disposal. It's a much broader look at the product life cycle."

Because of Sugumaran's role in this research project, Sogang University is now an affiliate to the SBA's Center for Integrated Business Research and Education (CIBRE). The partnership will assist the SBA as it seeks ways to integrate SSE into its curricular and research activities. With a joint appointment at OU and Sogang, Sugumaran will spend the 2010 academic year, and one semester each of the following two years, in South Korea.

SECS

Expanding opportunities

The School of Engineering and Computer Science (SECS) is taking steps to give undergraduates an opportunity to capitalize on growing opportunities in the field of nuclear engineering.

The school is in the process of creating a Nuclear Engineering Option for its Mechanical Engineering program. The energy behind this effort comes largely from professors Christopher Kobus and Brian Sangeorzan of Mechanical Engineering, who have championed the concept of a nuclear engineering program. The professors have committed to completing training in the practical aspects of nuclear power generation.

The SECS anticipates increasing opportunities in nuclear engineering in upcoming years. With growing interest in the production of clean energy, nuclear energy is assuming greater importance in this country. Once the Nuclear Engineering Option is finalized, its required courses will include Energy Systems Analysis and Design, Thermal Energy Transport, Fundamentals of Nuclear Engineering, Nuclear Reactors and Power Plants and Nuclear Physics Laboratory.

SEHS

Fostering interest, talent

The School of Education and Human Services, in collaboration with the College of Arts and Sciences, will soon be recruiting talented science, technology, engineering and mathematics (STEM) professionals to new careers in teaching.

The effort is being funded by an \$893,000 Robert Noyce Teacher Scholarship Program award from the National Science Foundation (NSF), which will provide full scholarships for up to 30 new science and/or mathematics teacher candidates over a three-year period. The program will begin accepting applications in January 2010, and the first cohort of Noyce Teaching Scholars will begin classes that June.

"In Oakland County, with the economic downturn, we have the potential to tap into folks with great quality in math and science," says Mark Olson, assistant

professor, science education, who served as a principal investigator (PI) for the NSF grant application. "This program gives them an opportunity to foster an interest they already had."

Noyce Teaching Scholars can complete the Master of Arts in Teaching in 12 months and begin teaching in a middle school or high school setting by fall 2011. The degree program includes coursework, a practicum, student teaching and the teacher certification process. In exchange for accepting the scholarship, graduates will commit to teach in a high-need school district for at least two years. The SEHS already has partnerships in place with the Avondale, Hazel Park and Oak Park School Districts, which have agreed to provide mentors for the participating scholars during both their preparatory year at the university and during their first two years as science or mathematics teachers. "We don't just send them into the classroom and say, good luck," Olson says. "They'll have support."

For more information about the program, visit oakland.edu/teach.

SHS

Grandparents — and parents

The phenomenon of grandparents raising grandchildren was explored recently by Denise Stinson, a Wellness, Health Promotion and Injury Prevention major in the School of Health Sciences, who conducted her senior culminating project on the subject.

Under the direction of Patricia Wren, assistant professor in the School of Health Services, Stinson used the "photovoice" methodology in her research. With funds provided by a \$2,000 OU Undergraduate Research Award, she put cameras in the hands of five grandparents who agreed to document their day-to-day lives as second-time parents.

The story told by these pictures — of those forced by life's circumstances to raise their grandchildren when their adult children are not present, willing or capable — is both immediate and powerful. The project demonstrates far better than words the struggles faced by seniors who have had to resume their



roles as parents even as they grapple with their own infirmities and limited financial resources.

Stinson's photovoice project also has attracted the attention of several Washington, D.C., representatives of the American Association of Retired Persons (AARP), who viewed the project recently during a visit to the Detroit Area Agency on Aging.



SON

Helping students SOAR

The Oakland University School of Nursing and St. John's Hospital recently partnered to create the St. John Oakland University Assistant Readiness program (SOAR), an educational initiative designed to prepare students for careers as patient care technicians and enhance their prospects for further advancement within the nursing profession.

"For nursing students who wish to gain valuable nursing skills before they even begin the program, the SOAR program is ideal," says Linda Thompson Adams, dean of SON. "Hospitals will gain qualified patient care technicians, and the nursing students will have the opportunity to begin their careers a little sooner."

The program's comprehensive curriculum seeks to develop a wide range of core competencies in nursing. Students learn to measure vital signs; monitor Foley, NG, peripheral IV and feeding tubes; administer daily care, including bathing, feeding and dressing; apply hot and cold treatments; admit, transfer and discharge patients; collect specimens; and care for patients recovering from operations, coping with chronic illnesses or facing death.

The SOAR program is now working with its second cohort of 20 students. All participants who successfully complete the program are eligible for hire as patient care technicians at St. John's Hospital. For more information on the SOAR program, contact Jaime Sinutko at (248) 370-2761 or sinutko@oakland.edu.

HC

Interim director chosen

Longtime OU professor Barbara Mabee was named interim director of The Honors College in July and will preside over a burgeoning program that includes an incoming freshman class of nearly 200 students, the largest in its history.

A veteran educator, Mabee has spent more than 30 years in higher education, including the last two decades at Oakland University, where she has taught a variety of courses in German language and literature, as well as courses in the Master of Arts in Liberal Studies program, gender studies and The Honors College. In her new role, Mabee plans to promote increased collaboration with university partners such as Macomb Community College and Cooley Law School, as well as establish ties with the university's medical school, slated to open in 2010.

Jude Nixon, The Honors College director since 2002, resigned earlier this year to accept a position as dean of arts and sciences at Salem State College in Massachusetts. The professor of English was the fourth director to lead The Honors College since it was established in 1977. ●



CAREER/ACCOMPLISHMENTS

1970s

Sal S. Aragona, DDS, MAGD, CAS '76, maintains a low-volume, high-quality general dental practice in Clinton Twp., Mich., when he is not enjoying playing golf at Katke Cousins and R&S Sharf golf courses at Oakland University.

Dr. Patricia Book, CAS '72, joined the University of Northern Colorado as assistant vice president for Continuing Education and Academic Outreach.

Leigh Gerhardt, CAS '73, MA '78, is a retired health care director living the peaceful life in Scotland.

Marcia (Pike) Huff, CAS '79, is art director for the Howard Miller Company of Zeeland, Mich., a global clock and furniture manufacturer. Marcia credits her first job on campus as an artist designer for inspiring her career as a graphic artist ... after receiving a BS in Biology from Oakland, and MS in Biology from the University of Delaware.

Donald Johnson, CAS '74, was recently appointed city manager for the City of Royal Oak, Mich. He has served as director of finance in Royal Oak since 2005.



Thomas Neighbors, CAS '70, was the first — and to date only — member of the Palm Beach County, Fla., Sheriff's Office to receive the 35-year service award. He is currently assigned to the Bureau of Homeland Security

where his duties include coordination of security details for dignitaries. He has been married to Dana for 38 years, and the couple has two children. His son is pursuing a law enforcement degree in Boston.

Zim Olson, SECS '79, presented on his Creative Mathematics called Zim Mathematics at the Rocky Mountain Section of the Math Association of America annual conference on April 18, 2009. The conference was held at the School of Mines in Golden, Colo. Despite an imperfect delivery of his speech, he

managed to convey many new important mathematical concepts, approaches and paradigms including the modeling of all existential items/events as systems and/or subsystems. He outlined many applications to this in the presentation. His math site is located at www.zimmathematics.com.

Charles Russella, SBA '74, has been named president of Wilmington Trust Retirement and Institutional Services Company. In his new role, he will be responsible for overseeing all sales, marketing and service-related activities for the company's comprehensive trust solutions.

Robert E. Socia, SBA '76, has been appointed GM vice president, Global Purchasing and Supply Chain, by General Motors President and Chief Executive Officer Fritz Henderson. He was formerly executive vice president of Shanghai General Motors.

1980s

Bridget Bohnet, SEHS '88, a seventh-grade math teacher at Coachman Fundamental Middle School in St. Petersburg, Fla., was selected as the recipient of Florida's Outstanding Educator award for 2009.

Annice Dieters-Williams, CAS '83, MPA '09, earned a master's degree in Public Administration with a concentration in non-profit in 2009, and is continuing to pursue a post-master's certificate in Local Government Relations. She is employed at Oakland University as a research analyst in University Relations. Dieters-Williams is married to Joe Williams and has four children, two of whom are OU students. Her younger two children have plans to attend OU, as well.

Christel Behnke Gehlert, MA '83, recently published *Recollections of a Hamburger — Growing up German, 1941-1962*. This memoir takes the reader through World War II and the postwar years in Hamburg, Germany. Sad and humorous, it highlights the plight of ordinary Germans, and especially the resilience of children caught up in a horror not of their making.

Tom Govan, SBA '82, has been appointed head of worldwide sales at Zetta, Inc.

Anthony Luttrell, MAT '88, president of Life Sciences, has been selected by Raland Technologies, LLC to present at the 2009 PDA/FDA Joint Regulatory Conference in Washington, D.C. He will present and participate in a panel discussion at the Vaccines Interest Group Forum which focuses on issues that affect the biological, biotechnology and vaccine industry.

John Manoogian II, SBA '80, along with Colin R. Phipps, has developed an ornamental design for a vehicle body. They were issued U.S. Patent No. D592,551 on May 19, 2009. The patent has been assigned to GM Global Technology Operations Inc., Detroit, Mich.

Tom Metzger, CAS '84, joined ATX Group as senior vice president over the company's global sales and account management functions.

Mark Meyers, MIS '86, recently relocated to Milwaukee, Wis., to take on the chief architect position at an energy company.

Thomas Miller, CAS '83, MBA '94, completed the Senior Executive Fellows Course at Harvard University in May 2009. He is the program manager for Marine Corps Truck Systems and is a certified project management professional.

Gregory Quick, MBA '81, is the new senior vice president and chief operations officer for the mortgage division of HomeBanc. He oversees all mortgage operations including underwriting, secondary marketing, compliance and post closing. He has more than 31 years of mortgage banking experience.

Daniel D. Roberts, SBA '84, has been named assistant director of the FBI's Criminal Justice Information Services Division. He began his FBI career in June 1987 as a special agent assigned to the Chicago Division and served as a primary SWAT team member and firearms instructor. He was later promoted to supervisory special agent over the Chicago Division's Joint Task Force on Gangs, and later to the Critical Incident Response Groups Crisis Management Unit as a supervisor/instructor at the FBI Academy. In March 2000, he was assigned to FBI Headquarters as unit chief of the Violent Crimes/Fugitive Unit

Teaching others to lead life to the max

Katy Caschera's mission in life arose from her darkest hour.

In 1996, Caschera, SEHS '95, was struggling through a divorce, an illness and the sale of her printing and publishing business — all while trying to find a new job to support her two children. Her eldest child, 12 at the time, had cried, "Now I know I'll just end up being a loser like every other kid in divorce."

"That statement shook me up," Caschera says. Concerned but curious, she decided to study why some people succeed in the face of adversity while others crumble.

After years of researching the topic, she founded Need2Be,® a systematic approach to applying leadership principles in everyday life. It's a proven model for success that she refined and tested both in her professional and personal life.

Caschera says the strategies are designed to help people focus on what's really important, allowing them to enjoy life — every day — with energy and passion.

Her findings came in handy as manager of leadership development at Chrysler, where she crafted a program called "Leaders of Today and Tomorrow," which provides a framework for developing company leaders.

At home, she and her second husband, Louie, applied those same strategies in raising a blended family that included five teenagers.

"It's all about taking control of your life and setting goals," Caschera says.

She points out that corporations will invest heavily in developing the skills of their leaders, but most individuals don't take the time to apply leadership principles in their daily lives.

"People spend more time planning a two-week vacation than planning their lives," she observes.

In November of 2008, amid the auto industry shakeout, Caschera took a buyout from Chrysler. Within weeks, she had published *Need2Be Leading Life to the Max*, which describes her philosophy and takes readers on a journey of self-discovery. The book is available at www.need2be.com.

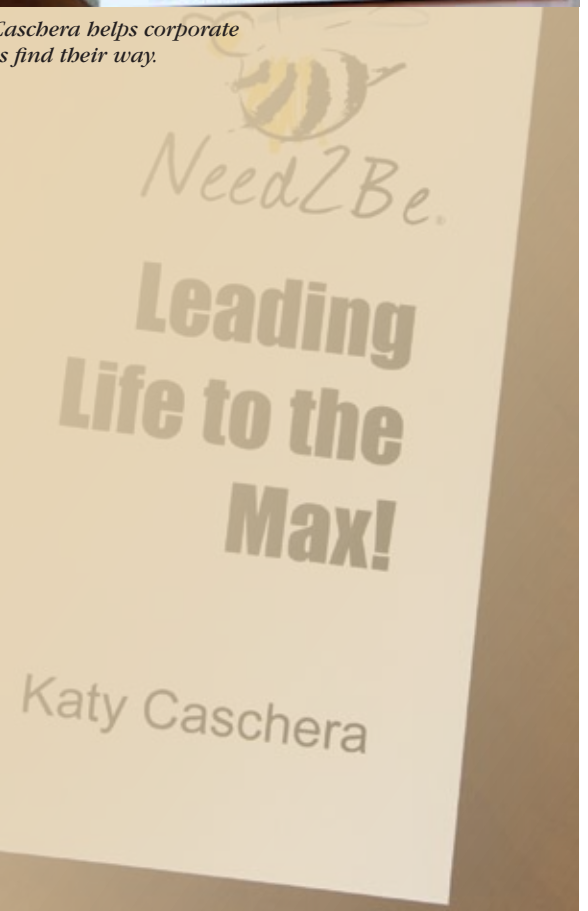
Caschera, who lives in Fenton, Mich., is now a senior leadership consultant at Lee Hecht Harrison, and continues to promote the Need2Be Way to groups across the nation.

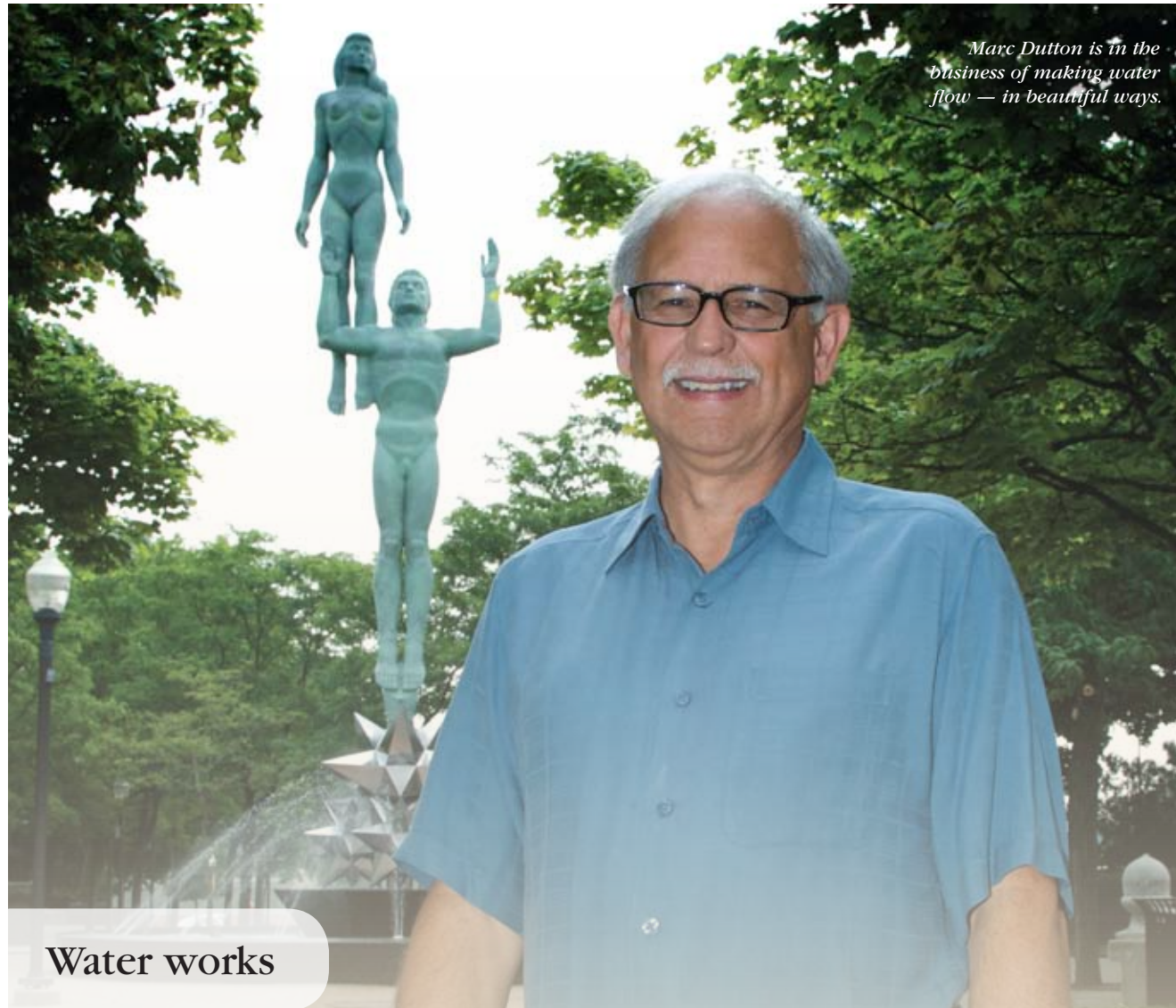
"I feel as though my life has gone full circle," she says. "At Oakland University, my focus was education, and that's my focus once again." ■

By Allan Nabajewski, a freelance writer from Lake Orion, Mich.



Katy Caschera helps corporate leaders find their way.





Marc Dutton is in the business of making water flow — in beautiful ways.

Water works

Marc Dutton, SBA '71, knows how to make water beautiful. The owner of Marc Dutton Irrigation, a Waterford-based irrigation company, has parlayed his entrepreneurial spirit and interest in the unusual into an array of beautiful waterworks located around metro Detroit. The creations include the easily recognizable fountains at the Somerset Collection in Troy, the vast fountain in front of the Renaissance Center in downtown Detroit, and the brick beauty at the entrance to Greenfield Village in Dearborn, among others. The company also creates fountains for private residences.

Dutton's branching into waterworks creation began in 1988, when he opened the John A. Brooks Company as a subsidiary of his parent company. The name is in recognition of the renowned creator of the first patented underground pop-up sprinkler system.

Building fountains is an exciting challenge, he says, because "Usually the piece is built for a dedication and the deadline is critical. Also, you have to be very precise in the

design. We use a lot of materials, such as concrete, and if you are off by a quarter inch, you're starting all over."

His favorite fountain graces the entrance to Greenfield Village. The fondness stems from meeting a difficult challenge.

"Everyone worked all winter, in the cold and unfavorable conditions, digging in the frozen ground, pouring cement just so, because it had to be done on June 1," he says. "Because of the time constraints we did our test the day before the opening ceremony. It was the most beautiful fountain unveiling I ever experienced ... perfectly smooth."

Other creations — which always begin with a scale model before construction — can be temporary, and even lighthearted, including a piece for Cobo Hall, during the Home & Garden Show.

"It was a winding river that extended through the facility. They held duck races during the show," he explains. ■

By Susan Thwing-McHale

but returned to the field after being named assistant special agent in charge (ASAC) of the Salt Lake City Division of Violent Crime, Organized Crime/Drug, Civil Rights, and White Collar Crime/Public Corruption Programs. He served as ASAC during the 2002 Winter Olympic Games. In May of 2003, he was promoted to special assistant in the Office of the Deputy Director where he provided oversight for a myriad of research projects and other assignments, and in 2004 he was appointed as special agent in Charge of the FBI's Detroit Field Force. (See story on page 18.)

Rebecca Smith, SBA '81, is president of Huntington Bank's East Michigan region.

Jennifer (Arvo) Walsh, SBA '80, has been promoted to human resource site lead/director for JPMorgan Chase, Card Services Division. She has worked with the company for three years.

1990s

Robert Chalker, SBA '94, was appointed global managing director for the American Society for Quality (ASQ). He provides leadership to ASQ Global Development LLC.

David Davis, SBA '98, is an agent with Farm Bureau Insurance Company of Michigan. His goal is to assist clients in designing personalized insurance plans that provide them financial security.

Marguerite DeBello, SON '97, has been appointed to a tenure-track faculty position at Eastern Michigan University's School of Nursing. Prior to joining Eastern Michigan, she was an adjunct faculty member at Oakland Community College and worked as a clinical program coordinator of neuro-oncology, oncology nurse case manager extender, and a staff nurse at Harper Hospital. She has also run Legal Nurse Consulting since 2001.

Jarrod Dexel, CAS '99, was promoted to vice president at Campbell Ewald, Detroit, Mich.

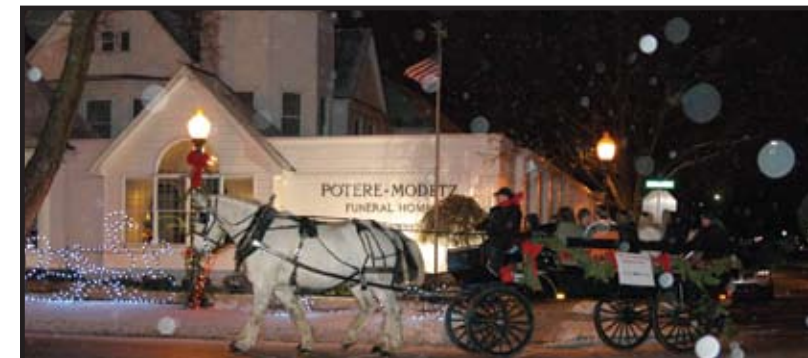
Colette Russell, CAS '99, is moving to Florida to pursue a new business enterprise.

Jennifer Smith, SECS '94, MS '98, has joined Buehler Motor, Inc. as general industries key accounts manager.

2000s

Thomas Biljan, SEHS '00, is agency manager at Farm Bureau Insurance of Michigan.

Jill Brown, CAS '05, is now working for Huron County SafePlace, a domestic abuse shelter in Bad Axe, Mich., as shelter operations manager and advocate. She coordinates and supervises client services and provides legal advocacy services to victims of domestic violence, assault and stalking by guiding them through the criminal justice case process.



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facebook.com/downtown.rochester | twitter.com/rochesterdda

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Mike Brown, CAS '05, has been named program manager for Global Clinical Programs at M.D. Anderson Cancer Center in Houston, Texas. He will work to develop national and international extensions for the nation's leading cancer hospital.

Christina Cibrario, SEHS '08, competed in the 93rd Michigan Women's Amateur golf tournament at Great Oaks Country Club in Rochester, Mich.

Kendra Corman, SBA '02, is marketing director at Burns & Wilcox in Farmington Hills, Mich.

James W. Craig, MBA '07, is the Parks and Recreation Commissioner for the City of Burton, Mich.

Nick Dubin, CAS '00, wrote *Asperger Syndrome and Anxiety: A Guide to Successful Stress Management*. This is the first book to focus exclusively on Asperger and anxiety, and Dubin applies evidence-based treatments and self-help strategies to offer practical advice on managing stress.

Brandon Heilig, MBA '00, is a program manager at TRW in Washington Twp., Mich. He recently passed the Project Manager Professional exam.

Laura (Mosey) Jasurda, CAS '07, is owner and business manager of INCAT, specializing in helping famous doctors launch their new companies.



Patrick Johnston, CAS '05, received his Doctor of Osteopathy degree from the Chicago College of Osteopathic Medicine. During the past year, he worked rotations in

Michigan, Illinois, California, Utah and Alaska. After a month off, he began his residency program at Olympia Fields Hospital outside of Chicago, Ill.

Geoffrey Ko, CAS '08, was accepted to the University of Santo Tomas Faculty of Medicine and Surgery Medical School in Manila, Philippines.

Christopher Manduzzi, CAS '05, earned his Doctor of Dental Surgery (DDS) degree from the University of Detroit - Mercy.

Norine McElroy, SEHS '05, is a full-time instructor at Macomb Community College's newly unveiled Administrative Assistant Academy.

Kelly Rutt, SHS '02, MPT '04, has joined All for Kids Pediatric Therapy as a physical therapist. She focuses on factors affecting a child's mobility in the home, school and play environments. Techniques used are aquatic therapy, normal development of gross motor activities and/or a neuro-developmental approach to therapy.

Thanh "Tawny" Thieu, SBA '03, is owner of Liquid Salon, LLC in Bloomfield Hills, Mich., and Pink Pump shoes with stores in Bloomfield Hills, Birmingham and Royal Oak. For more information, visit her Web sites at www.liquidsalon.com and www.shoppinkpump.com. (See story on page 40.)



Stefen Welch, CAS '05, a Molina Healthcare of Michigan community outreach coordinator had the honor of leading The Pledge of

Allegiance at President Barack Obama's recent town hall meeting at Macomb Community College. Welch recited The Pledge of Allegiance proudly in front of more than 2,000 people who gathered to hear the president talk about the American Graduation Initiative and health care reform.

ENGAGEMENTS & WEDDINGS

Dawn Aubry, CAS '92, married **Noel Slowik, SEHS '09**, on Dec. 20, 2008.

Karly Bialkowski, SBA '97, married Michael Leese on Sept. 20, 2008.

Ashley Marie Dahms, BGS '07, married David Allan Kirksey on April 18, 2009.

Lori Beth Fox, SECS '97, married Darren Rodner in a June wedding in Bloomfield Hills, Mich.

Kimberly (Boyd) Joseph, SBA '07, married James Joseph on May 16, 2009, at Old St. Mary's in Detroit, Mich.

Steven Kligman, SECS '04, is engaged to Meri Datiashvili.

Carly Kraft, SEHS '06, is engaged to Keith Wurn. A November 2009 wedding is planned.

Garrick Landsberg, CAS '97, married Cassandra Pettiford. He is an associate and an architectural designer at CO Architects in Los Angeles, Calif.

Maran Maguran, SEHS '08, married Joshua Scott in May.

Lauren Amie Montgomery, BGS '06, married Brett Cory Anchill in October at the Royal Park Hotel in Rochester, Mich.

Courtney Youngblood, SHS '06, married Paris Harmon on May 4, 2009, at the Royal Park Hotel in Rochester, Mich. They enjoyed a honeymoon in Aruba.

BIRTHS & ADOPTIONS



Calvin Gilbert, CAS '03, and his wife, **Janina (Brock) Gilbert, SEHS '03**, announce the birth of their daughter, Skylar Lynne, on April 29, 2009.

Jeff Olson, SEHS '03, and his wife, **Kristin (Kouba) Olson, CAS '02**, announce the birth of their second child Luke Jeffrey on Oct. 20, 2008.

Kimberly Redmond, CAS '02, and her husband, Jeff, welcomed their first child, Connor Marcus, on Jan. 29, 2009. The Redmonds are part owners of a nationally accredited and federally funded college in central California.

Denise VanHee, SEHS '98, and James Wren III are proud to announce the birth of their daughter, Isabel Grace, on Feb. 12, 2009.

Counting on your health

When it comes to staying fit, we could all use a little support.

Chelsea Charles Gossett, CAS '02, has created jewelry that actually helps women keep track of their progress toward a healthier lifestyle.

Her "Count Me Healthy" bracelet monitors key objectives for the women who wear it with beads that slide from one end to the other each time that objective is reached. Some women use it to track how often they've exercised; others to keep an eye on their snacking.

The idea came to her (where else?) at the gym. "I know the best way to reach your goals is to journal, but sometimes it really isn't practical," says Gossett. "I was working out on the treadmill when I thought, 'Wouldn't it be cool to design a health journal for your wrist?' "

An English major at Oakland University, Gossett's internship and subsequent marketing job at Volkswagen helped her realize she wanted to use her "creative side" in a career. She had always designed jewelry as a hobby and took a chance to make it a business.

Though the line just launched in January, it is already making a profit — and a big splash in the media. The bracelet has been featured in magazines including *Shape* and *InTouch*. The *Today Show* listed it as one of the "Must-Have Get Healthy Items for 2009." And it was even included in the official gift basket at the 2009 Academy Awards and Grammy Awards.

"It's grown into an amazing business," Gossett says.

Gossett has two patents on the bracelet, one for the overall design and one for a device on the beads that makes them stay put once they've been moved. The bracelets are made with sterling silver beads in four different styles: Count Me Healthy; Happy and Blessed; Golf Goddess and Mommy & Me. Gossett hopes to use other precious metals, charms and colored stones in future pieces. "The possibilities are endless," she says. She has three new styles due out before Christmas and hopes to someday design a line for men and other pieces.

A walking testament to her jewelry, Gossett wears three bracelets herself — one to remind her to drink her water, one to monitor her intake of artificial sweetener, and one to count her weekly workouts. "They look really beautiful stacked," she says. "I look down and it's a constant reminder to be healthy."

Find out more at www.countmehealthyjewelry.com. ■

By Ann Marie Aliotta, a freelance writer from Grosse Pointe, Mich.



Chelsea Charles Gossett has created a line of jewelry that goes beyond beauty.





Nick Schillace has recorded two solo albums and is the owner of Orion Music Studio in downtown Lake Orion.

Guitarist chooses lessons in life through music

The Student Center basement studio of WXOU is larger and nicer than when Nick Schillace, CAS '97, first lobbied for its FM license. Yet he credits the experience with broadening his musical horizons beyond the blues and traditional folk music that his parents, both amateur musicians, weaned him on. It's also where the Ferndale, Mich., acoustic guitarist met his wife, Lisa Belanger, CAS '98, and forged his closest relationships.

Like many musicians who choose to stay in Michigan, Schillace balances numerous projects including several bands, owning a music studio in Lake Orion, Mich., playing banjo, mandolin and electric guitar, composing and songwriting, and teaching music.

"Music for me is about expression and connecting with people. Being able to help other people become musicians helps to perpetuate that goal," he says.

At 35, Schillace says Orion Music Studio is his proudest accomplishment. "It would probably surprise most people to hear me say it," says Schillace, whose graduate thesis on American 20th-century musician John Fahey earned him a master's degree at Wayne State University. "(Teaching) can be frustrating and even heartbreaking sometimes, but when a 10-year-old writes a song and sings it to you, it can be incredibly rewarding."

His studio handles more than 200 lessons per week — that's a lot of people making music.

In addition to recording two solo albums (*Box Canyon and Landscape*, and *People*), Schillace just completed

recording a full length CD with Jennie Knaggs and the Sure Shots, a trio that includes longtime collaborator, bassist Joel Peterson. The traditional American group plays original material and a canon of music that stretches from the early 20th century to post-World War II.

He and Peterson established "Duo un Duo," featuring American and world traditional music folk styles mixed with composed and improv-based compositions. His other duo with drummer Jon Moshier called IndoorPark has recorded several CDs.

Schillace is also a member of the traditional Afrobeat group, ODU Afrobeat Orchestra, fronted by Nigerian musician Boye Adeboye, a former member of worldbeat pioneer Fela Kuti's Egypt 80 Band. "It's like going to music school again and is a real privilege to learn a traditional music style from the source," says Schillace.

For the next several months, Schillace will be sharing his music onstage in solo concerts and with the trio. A European tour is scheduled for early next year. "It's like I tell my students, if you never pick up your guitar, it will never make music. On the same page, if I don't get on stage to perform, no one will ever hear my music."

Luckily for his listeners, connecting with an audience and sharing whatever the moment brings is what Schillace does best. ■

By Alice Rhein, a freelance writer from Huntington Woods, Mich.

DEATHS

Alice Warr Assaf, CAS '75,
died March 11, 2009.

Ruth Bardes, SEHS '70,
died Feb. 4, 2009.

Michael A. Birr, SBA '81,
died Sept. 28, 2008.

Mary Bowling, SEHS '67,
died June 27, 2009.

Lillian J. Brown, SEHS '81,
died April 9, 2009.

Christopher D. Burt, CAS '91,
died April 18, 2009.

Janet (Belczynski) Commarford, SBA '92,
died Sept. 22, 2008.

Donna Costeiu, MSN '05,
died Nov. 4, 2008.

William L. Cronin, BGS '87,
died Nov. 16, 2008.

Matthew DeClerck, CAS '08,
died March 14, 2009.

Meredith Driscoll, CAS '91,
died April 25, 2009.

Helen Efthim, CAS '74,
died Feb. 1, 2009.

Gregory A. Foster, SBA '76,
died May 23, 2008.

Robert B. Grousd, CAS '82,
died Feb. 20, 2009.

Jeanette Holman, SEHS '81,
died April 28, 2009.

Kimberly Indish, SON '81,
died June 3, 2009.

Judith Johnson, SEHS '86,
died June 18, 2009.

Marian (Timlin) Kirberg, CAS '73,
died April 2, 2009.

Kristine Kohler, CAS '88,
died Sept. 20, 2008.

Helen Kurrasch, CAS '64,
died Aug. 8, 2008.

Margaret "Peg" Kurzman, CAS '67,
died Feb. 14, 2009.

Brian Lamparski, SECS '90,
died April 28, 2009.

Marianne Adams Lamping, SECS '84,
died May 17, 2009.

Eileen Lynch, CAS '77,
died Feb. 20, 2009.

Virginia Muller, SEHS '72,
died July 6, 2009.

Lawrence J. Noe Jr., CAS '68,
died Oct. 7, 2008.

Kathleen Pless, CAS '78,
died Feb. 28, 2009.

Allan Poulin, CAS '79,
died July 16, 2009.

Ronald J. Reedy, BGS '89,
died Feb. 16, 2009.

Darren M. Reynolds, CAS '91,
died Feb. 28, 2009.

Kathleen Florence Rossier, SEHS '68,
died Nov. 26, 2008.

Carole Royer, CAS '70,
died March 6, 2009.

Rev. Dr. Margaret Allen Scabich, CAS '67,
died April 18, 2009.

Robert L. Schrupp, MAT '90,
died Oct. 2, 2008.

Rosemary Barbara Scopel, SEHS '77,
died Aug. 2, 2008.

Stacie Marie Seymour, SBA '08,
died March 15, 2009.

Patrick Strahan, Jr., CAS '75,
died June 28, 2009.

Betty Jo Strickland, SEHS '74,
died May 5, 2009.

Paul Thomson, BGS '80,
died April 20, 2009.

Bernard "Bernie" Travnikar, SEHS '76,
died Sept. 28, 2008.

Fazio "Jeffrey" Vincent, CAS '92,
died May 10, 2009.

James A. Wawrzyniak, SBA '87,
died Feb. 8, 2009.

Peggy Ann Wilczak, SEHS '71,
died May 29, 2009.

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OU Moment

Flowing through OU's Biological Preserve on campus, Galloway Creek plays host to many species of fish, crustaceans and other invertebrates. The water and surrounding forest are rich with opportunities for OU's undergraduate ecology students — who, under the guidance of Assistant Professor Scott Tiegs and graduate students from the Department of Biological Sciences Stream Ecology Lab — recently sampled fish communities through the use of a backpack electrofisher, collecting colorful Johnny darters, and species of suckers and chub. Students also measured stream discharge, characterized water quality, studied macroinvertebrate assemblages, and evaluated water chemistry. It's all in a day's work for the ecologists, for whom field experience is a vital part of a strong education. From left to right, they are: Jenna Jakubik, Tim Campbell and Allasandra Walkowiak. ●



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Emily Kuhlman
InterVarsity Christian Fellowship member

