
The Academy

SCHOOL OF COMMUNICATION
ALUMNI ACADEMY

Celebrating 100 years of Excellence

1906 -2006

COLLEGE OF ARTS & SCIENCES
Western Michigan University
Kalamazoo, Michigan



WESTERN MICHIGAN UNIVERSITY

www.wmich.edu/communication

PLEASE NOTE

The information provided in this booklet is dated material.

The following biographies outline individuals' activities at the time they were inducted in the Academy and do not reflect current information.

LAWRENCE C. WINSTON

Larry graduated from Western Michigan University in 1987 with a Bachelor of Science degree in Communication and a minor in Marketing. He began his career working for Toshiba in downtown Chicago and was recruited to work for Dictaphone where he was Government/Education Manager and a District Sales manager. After five years with Dictaphone, Larry was recruited and hired by International Paper to develop a national account team. While at International Paper, he was responsible for cross-divisional selling within the company.

Larry was promoted to Vice President of Xpedx, a division of International Paper. In his new position, he directed and oversaw more than 100 distribution centers both domestic and international. Among his accomplishments with Xpedx was the successful creation of customer alliance teams, resulting in significant percentage growth in revenues. With an ongoing interest in personal and professional development and over fifteen years of corporate experience, Larry completed an Executive Management Curriculum from Xavier University, did coursework with the American Management Association, served as a Board Member for the Strategic Account Management Association (SAMA), was a lifetime member of the NAACP, and actively participated with and supported the Minneapolis based nonprofit organization, Urban Ventures.

Most recently and prior to his untimely passing in the summer of 2005, Larry served as the vice president of sales for the five hotel brands of Carlson Hotels Worldwide, which include: Regent International Hotels, Radisson Hotels and Resorts, Park Plaza Hotels and Resorts, Country Inn and Suites by Carlson, and Park Inn. In this position, Larry was responsible for the development and implementation of sales strategies and the administration of the worldwide sales team representing the company's hotel brands.

Larry is survived by his wife of thirteen years, Daphne, and their twin daughters Ariel and Alana. His family, friends and colleagues all over the world will miss him in his hometown of Plymouth, Minnesota.

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GRETA WILLIAMS

Greta Williams received her undergraduate degree in education from Western Michigan University in 1964, followed by a year of foreign study at the University of Grenoble, France. In 1986, she earned a master's degree in organizational communication from Western Michigan University.

Greta taught elementary, secondary and college French, English and English as a Second Language (ESL) in a variety of settings from 1964 through 1982. In 1982, she took the positions of job specialist and deputy director of Jobs for Michigan's Graduates. Greta continued in her roles with Jobs for Michigan's Graduate until 1986 when she became associate director of the YWCA of Kalamazoo. She was associate director until 1993 and during that time one of her many outstanding accomplishments was to establish the YWCA Mentoring Program for women seeking to get out of dependent care situations.

In 1993, Greta became the Executive Director of Big Brothers Big Sisters of Kalamazoo—a position she holds today. Under Greta's leadership Big Brothers Big Sisters of Greater Kalamazoo merged with Big Brothers Big Sisters of southcentral Michigan and became Big Brothers Big Sisters, A Community of Caring.

Over the years Greta has held numerous positions in community associations and received many awards for her work. Most recently, she served as program committee chair for 2000 Big Brothers Big Sisters' International Conference in Windsor, Ontario; presented papers (*Integrating Asset Based Approach Language Into All Aspects of BBBS Agency* and *Integrating Program Outcomes into All Aspects of the Big Brothers Big Sisters' Agency*) at the national conference of Big Brothers Big Sisters of America and the Ohio Association of BBBS, respectively. Greta is past president of the Michigan Association of Big Brothers Big Sisters.

Greta and her husband met as undergraduate students at WMU. Following graduate school, Greta's husband, Larry, joined the WMU faculty in 1968. The Western tradition is a family affair. Greta and Larry's four grown children received three of their six degrees from WMU, bringing the total WMU family degrees to seven. Besides academia, Greta enjoys their two grandchildren, maintains extensive perennial gardens, participates in a book club, plays bridge, is a certified scuba diver and an enthusiastic white water rafter.

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THE ALUMNI ACADEMY

The purpose
of the academy
is to give
honor and recognition
to a select group
of our outstanding
graduate and
undergraduate alumni.

It is with great pride
and enthusiasm
that we honor them –
and thank them
for their willingness
to give back
to our department.

**School of Communication
Alumni Academy Inductees**

2006

Denise Fleckenstein
Suzanne Geha
Ed Gordon
Bob Hercules
Cynthia Kay
Anne Linsdau
Rick Merpi

2005

Roz Abrams
Susan M. Bunda
John Greenhoe
Paul Klapproth
Edd Snyder
Lawrence Winston

2004

Randy Doran
Todd Hufford
Tsutomu Kanayama
Brent Larson
Gregory Moorehead

2003

Kyle Caldwell
Jack Clifford
Morris Davenport

2002

Carl Botan
Roger Mattens
Laurie Stewart

2001

Kaye Bennett	Barbara McDaniel-Suggs
Ron Boyd	James McHale
Marion Boyer	Barbara Mieras
Elizabeth Brink	Sharon Ratliffe
Mary Beauchamp Cohen	Holly Rosenhagen
Della DiPietro	James Thelen
James Hickey	Shirley Van Hoeven
Brian Hire	Cheri Van Kuren-Bales
JoAnn Keyton	Greta Williams

CHERI VAN KUREN-BALES

While attending WMU, Cheri Van Kuren-Bales served as Communication Specialist with the Kalamazoo Public Schools. After leaving KPS in 1997, Cheri traveled to Costa Rica, then returned to launch her own communication agency, Hannah/Gold Communications. What had been a part-time endeavor since 1991 quickly became the heart and soul of Cheri's existence. Since its formation, the agency has had many successes.

Specializing in nonprofit organizations and educational institutions, Hannah/Gold Communications is a full-service agency providing expertise in a wide variety of fields including marketing, public relations, employee training and development, focus group and management facilitation, publication design and production, advertising, and special events management.

In April 2006, Cheri accepted a position as Coordinator of Communications and Events for the College of Arts and Sciences at Western Michigan University. She currently teaches Nonverbal Communication, Public Speaking and Desktop Publishing for the School of Communication.

Cheri is a regular presenter at area workshops and conferences, including WMU's Public Relations Organization and the Michigan School Public Relations Association (MSPRA). She is the recipient of several "Distinguished" and "Commendable" awards from the MSPRA, and is a member of Professional Women Communicators.

In addition to her degree from Western Michigan University, Cheri holds a Bachelor of Business Administration (cum laude) from Nazareth College and an Associate of Arts in Business Administration (cum laude) from Kellogg Community College. On a personal note, shortly after graduation, Cheri's son, Max was born. Since then she and her family (husband Bob, and second son, Blake) have relocated to Schoolcraft where she is an active school and community volunteer.

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SHIRLEY VAN HOEVEN

Immediately following the completion of the master's degree in communication in 1970, Shirley Van Hoeven joined the Department of Communication as an instructor. As she pursued graduate education at WMU, earning the EdD in Education Leadership in 1976, she continued teaching and earned tenure and promotion in the department that same year. In 1978, Shirley was hired at Western to direct one of the first masters level organizational communication curriculums in the country. She was promoted to full professor in 1990 and served in that capacity and as graduate director until her retirement from Western Michigan University in 1999.

In 1985, Shirley was awarded a postdoctoral fellowship at Purdue University, providing her the opportunity to expand her research in the area of managing and negotiating conflict in organizations. With this expertise, she began consulting in various organizations throughout the west Michigan.

Awards for teaching and service have been numerous in Shirley's tenure as a faculty member at Western. In 1976, she received the Alumni Association Teaching Excellence Award; in 1990, was given the Women of the Year Award by the WMU commission on the Status of Women and a WMU University Teaching Excellence Award; and in 1995, the Michigan Campus Compact Faculty Award. In 2000, the university awarded her with one of its highest honors, the Distinguished Service Award. And most recently, the National Communication Association has awarded her their Lifetime Teaching Excellence Award. She has served as a member and former president of the Western Chapter of The Honor Society of Phi Kappa Phi and served as board president of the local Habitat for Humanity. Throughout her thirty-some years of living in Kalamazoo, Shirley has served on many boards and continues to find participation in community service very much a part of her life.

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ROZ ABRAMS

Roz Abrams earned a Bachelor of Science degree in Communication from WMU, a Masters Degree from the University of Michigan, an Honoree Doctorate of Humane Letters from the New York Institute of Technology and has been a reporter for almost 30 years. In April 2004, she was named co-anchor for New York City's WCBS-TV, the flagship station of the CBS Television Network. Roz spent 18 years at WABC, also in New York, taking part in award-winning coverage of some of the biggest stories of our time, including 9/11 as well as the end of the apartheid in South Africa, the Chernobyl nuclear disaster and the Blackout of 2003. Roz also has been a news anchor with Turner Broadcasting and helped launch CNN.

In December 2003 Roz was named to the Editorial Advisory Board of "Making Waves," the new quarterly publication of American women in radio and television. She currently serves as co-chairperson of *NY Reads Together* and is active in numerous community and charitable organizations.

In 2005, Roz was recognized by Western Michigan University when she was selected as one of two recipients of WMU's Distinguished Alumni Award. This is the WMU Alumni Association's most prestigious honor. It was initiated in 1963 to recognize graduates who have achieved a high level of success in their respective professions. To date, 124 alumni have received the prestigious award.

In 2006, Roz honored WMU's School of Communication and its students by establishing the School's first endowed scholarship. The "Roslyn M. Abrams Endowed Scholarship in Communication" is a \$ 100,000 endowment that will allow the School of Communication to provide scholarship support for students who have overcome obstacles such as socioeconomic, educational disadvantages, or disabilities; or who are the first generation college students, or are members of groups who are underrepresented at Western such as African Americans, Native Americans or Hispanics. Roz's generous gift will provide up to four students per year with needed financial support.

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KAYE BENNETT

Kaye Bennett received her undergraduate degree from Brigham Young University in advertising and public relations, has completed graduate work in mass communications research at the University of North Carolina -Chapel Hill, and earned a nursing degree from Bronson Methodist Hospital School of Nursing. She earned a masters degree in organizational communication from Western Michigan University in 1984.

Kaye worked for many years at The Upjohn Company / Pharmacia, now Pfizer, first as a medical writer and then in a variety of public relations positions, ranging from audiovisual script writer and producer, to positions in product and corporate public relations, management, executive communications, and community relations.

She received the W. E. Upjohn award in 1993 for her work in crisis communications and retired from Pharmacia as director of public relations in 2000.

In September 2000, after doing public relations consulting for a short time, Kaye returned to full-time public relations work for a former employer, Bronson Methodist Hospital.

Kaye has taught college courses and conducted communications seminars throughout the state, and has been active in many types of volunteer work for more than 30 years. She is married with one teenage daughter, three grown stepchildren, a flock of step-grandchildren, and two step-great-grandchildren.

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JAMES THELEN

James Thelen received his undergraduate degree, magna cum laude, in organizational communication in 1992. While at Western, he served as vice-president of the student government for two and a half years and was honored as a Medallion Scholar, Presidential Scholar in Communication, and a Rhodes Scholar nominee.

After graduating from Western, Jim went on to receive a law degree, cum laude, from Tulane University School of Law in New Orleans in 1995. While at Tulane, Jim served as vice president of Phi Delta Phi, a legal honor society, and participated with the Appellate Law Clinic.

Jim initially worked as an attorney in the labor and employment field with the Kalamazoo office of the Detroit-based firm Miller, Canfield, Paddock and Stone, PLC, and he currently works in that capacity. His practice includes employment litigation and traditional management-side labor work with union contract negotiations and related issues. He is a frequent speaker on employment law issues for the Council on Education in Management and the Michigan Chamber of Commerce, among others.

From 1997-1999, Jim served as Assistant Vice President for Legislative Affairs and Assistant General Counsel at WMU, a position in which he served both Presidents Haenicke and Floyd in a variety of legal and legislative capacities. He has also served as an adjunct professor for the Political Science Department and Lee Honors College, teaching courses in American judicial process and political history.

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LAURIE STEWART

Laurie Stewart, CSP, Director of L.A. Stewart Presentations, is a nationally known public speaker and consultant. Her areas of expertise are leadership, respect, school climate, and human relations improvement. Laurie received her Bachelor of Science degree in Communication Arts & Sciences in 1984.

Since graduation, Laurie has established herself as a highly successful motivational speaker with a national reputation. Her primary areas of focus are youth, education, and school/community climate. Laurie presents keynote addresses and conducts workshops for conferences, conventions, retreats, rallies, leadership forums, and gifted and talented programs. She also does in-depth student council and student leadership training, conducts staff development programs, facilitates parent talks, and makes church youth group presentations.

In 1992, Laurie received the Certified Speaking Professional designation from the National Speakers Association. The CSP is a designation of professional achievement through proven speaking experience. She was named the youngest speaker in 14 countries and in the history of the National Speakers Association to receive this honor. Less than 7 percent of the 5,000 speakers who belong to the International Federation for Professional Speakers hold this professional designation.

Laurie has authored a book and audio-tape cassette program entitled *The Winning School: The Team Approach to Healthy School Climate*. She is currently a member of the National Speakers Association and the Professional Speaking Association of Michigan.

Laurie lives in Kalamazoo with her husband, Jeff, her golden retriever, Annie, and Maxi, a spaniel and beagle mix.

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CARL BOTAN

Carl Botan graduated from Western Michigan University with a Bachelor of Science degree in Communication Arts & Sciences in 1970. After his studies at Western, Botan earned an M.A. in 1982, and a Ph.D. in 1985, both from Wayne State University. Currently, Botan is an Associate Professor of Communication at Purdue University where he is a noted scholar in public relations and electronic surveillance in the work place.

Professor Botan is both a noted teacher and scholar. He was co-chair of the 1998 National Communication Association Summer Conference on Public Relations Education, was the 1997 Australian National Eminent Scholar/Practitioner, and has been recognized by the National Communication Association with the Presidential Citation. His international research record, which includes over 25 essays and six books, is well recognized, as evidenced by his invited presentations in such diverse areas of the globe as Romania, Brazil, Australia, Egypt, Austria, and Germany. His second book, *Public Relations Theory*, co-authored with Vincent Hazelton, was awarded the NCA Public Relation Division's Pride Award as the top book published in 1989. *Investigating Communication*, written by Botan and co-authors Larry Frey and Gary Kreps, has gained recognition as one of the two most used texts on research methods written in the communication disciplines.

Carl and his wife, Jennifer McCreddie, live in Zionsville, a suburb of Indianapolis. Jennifer is Director of Research, Evaluation and Assessment for the Indianapolis Public School System. In addition to simply valuing down time from their careers, both enjoy selected fitness activities and travel, and Carl has a sports car that he enjoys working on and is working toward earning his racing license.

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RON BOYD

Ron Boyd received his Bachelor of Science degree in communication from Western Michigan University in 1982. He is continuing his education towards a degree in meteorology. Ron is a member of the National Weather Association and the National Association of Black Journalists.

As a NEWS 3 weathercaster, Ron has covered Michigan from one side to the other during his broadcast career. Traveling back and forth between Kalamazoo and Detroit has given him the opportunity to experience the metropolitan attractions of both cities as well as the cultural differences. For someone who describes himself as “easygoing and friendly,” Ron feels broadcasting continues to be a great way to enjoy Michigan and the people who live here.

Before joining the NEWS 3 staff Ron worked as a weather caster at WJBK-TV in Detroit. He is a native of Detroit and has a strong attraction to the ever-changing weather in Michigan. Ron describes himself as “sometimes impatient” and that’s an asset with Michigan weather because it changes so rapidly.

Being part of the community is important to Ron. He is active in the Multiple Sclerosis Society and the United Negro College Fund.

In his spare time Ron enjoys playing tennis, chess or basketball. He also enjoys reading and movies. When he can find time he will travel or devote time to sharpening his cooking skills. Ron lives with his family in the Kalamazoo area.

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EDD G. SNYDER

Edd Snyder graduated from Western Michigan in 1970 with a BS in Communication. He began his career as a staff writer for the *Kalamazoo Gazette* in 1972 and was with the Gazette until 1974 when he was hired by the Upjohn Company as a Public Relations Assistant. In 1977 Edd went to work for Ford Motor Company as a Media Relations Specialist remaining with them until 1984.

American Motors Corporation (AMC) hired Edd as the Manager of Stockholder Relations and Corporate News in 1984 -- in 1987 he began working with Toyota and in 1990, became Co-owner, President and General Manager of Mid-State Toyota.

Edd became Vice President of Casey Communications / Shandwick USA in 1993 and developed and implemented public relations and investor relations programs for their clients. He also worked with Fahlgren Advertising from 1994-1995 and created advertising campaigns and provided council to many of Fahlgren’s largest clients. He became the Public Relations Regional Director of the EDS Corporation in 1995. While with EDS he developed and managed public relations campaigns, communication initiatives and supervised over 90 communication professionals.

Edd began his work with General Motors as Director of Communications in 1999 and in 2000, was promoted to his current position as GM’s Executive Director of Global Corporate External Communications. In his current position, Edd is responsible for communications support for manufacturing, labor, news relations, diversity and growth markets, philanthropy, economic development, worldwide purchasing, and human resources.

Throughout his career, Edd has been involved in numerous community and professional organizations. He is a member of the WMU Alumni Association, and Lifetime Member of the NAACP, a founding board member of the Automotive Press Association, Chairman of the Corporate Marketing and Communications Committee for the Boys & Girls Clubs of Southeast Michigan, to name a few. Edd currently resides in Ann Arbor with his wife Elena.

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HOLLY ROSENHAGEN

Holly Rosenhagen has spent more than 20 years of her professional life planning, creating, and supervising corporate and human resource communications for organizations. During her ten years with the former Upjohn Company, Holly served as an advertising specialist, and advertising and promotion manager for the home health care services division. While at Upjohn, she also worked as a communications specialist for antibiotic products in the international pharmaceutical division before becoming the senior product manager for reproductive health. In 1993, she supervised the national product launch for Depo-Provera™ Contraceptive Injection and received an Upjohn Operations Excellence Award.

Holly joined the former First of America Bank Corporation (FOA) in the fall of 1993. Acting as FOA's first employee communications manager, she worked with senior management to develop strategic communication planning and tactics for business issues, employee benefits, and corporate policies. She created an Employee Communications Department and managed a staff responsible for both corporate and human resources communications. In 1993, Holly also networked with area businesswomen to create *Dreaming Me*, a nonprofit organization designed to promote self-esteem and independence in young girls. *Dreaming Me* programs have linked working women with area girls in school programs where the women share their "work" stories and explain different types of careers through interactive activities.

In 1996, Holly created Strategic Communications, her own company dedicated to helping companies identify and create strategic communications that accomplish business goals. She continues to provide consulting, creative services, communication skills training, and project management to a wide range of companies, including Pharmacia, TSI Consulting, Inc., Arcadia Investment Management Corporation, netdoll.com, The Edge Design, and Engineered Plastic Components.

Holly has spoken to a variety of audiences on developing effective communications, communication planning, and best practices in human resources communications. In 2001, she spoke on careers in communication as the keynote speaker at the WMU Communication Day. Since 1996, Holly has been a member of the Council for Communication Management, a national network of managers, consultants, and educators who work at the policy level in organizational communication to advance the practice of communication in business.

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MARION BOYER

Marion Boyer taught classes in Communication and English on a part-time basis from 1988 until 1993 at Western Michigan University in the Communication and Engineering departments, and at Kalamazoo Valley Community College. During these years she also taught classes for Davenport College to employees at Michigan Bell Telephone and the Eaton Corporation.

In 1993, Marion was hired by Kalamazoo Valley Community College (KVCC) to teach full time in the Communication Arts Department, where she continues as a tenured faculty member. At KVCC she has helped design new communication courses for her department and worked within the department and college on committee work, continuing to develop her professional skills and conducting communication skills training.

Her interest in creative writing has grown over the years and she has become a poet and essayist. Marion's work has been published in a number of literary journals, including *The Atlanta Review*, *The MacGuffin*, as well as mainstream magazines such as *Canoe and Kayak, Paddler*, and anthologies such as *Voices of Michigan*. Her poetry won "best of issue" for the fall 2000 volume of *Educational Travel Review*. The prize was a trip for two to London, England, which she took with her husband in January 2001.

Marion has spent summers traveling, finding adventure sea kayaking with humpback whales near Juno, Alaska, spending three days among grizzly bears at Katmai National park, and whitewater rafting the Colorado River for eleven days through the Grand Canyon.

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ELIZABETH BRINK (RANK)

Elizabeth Brink received her undergraduate degree in Public Relations in 1992, and her masters in Organizational Communication in 1994. Upon receiving her master's degree, Elizabeth accepted a position with the Hospital Purchasing Service, in Middleville, Michigan, where she served as marketing/public relations coordinator.

Among Elizabeth's many accomplishments while at the HPS includes receiving three Apollo Awards, from the Michigan Health Care Communicators Association, which recognizes excellence in health care communication. She is a member of the Michigan Health Care Communicators Association and the Society for Healthcare Strategy and Market Development of the American Hospital Association. .

When not at work, Elizabeth finds herself busy with several philanthropic endeavors. She has served on the Barry County United Way board of directors since 1994, has been on the executive committee of the BCUW, and has chaired their public relations committee for the last four years. She's been an active member of the Grand Rapids Junior Chamber of Commerce since 1998. As part of her work with the Jaycees, she has been responsible for all public relations and media relations for four years for the Senior PGA Tour event in Grand Rapids, presently known as the Farmers Charity Classic. This past year, she worked with the tour overseeing all scoring areas and directly overseeing 500 volunteers. Last year she also served as the public relations executive for the Special Olympics Michigan state-wide basketball tournament. Elizabeth and her husband, Cliff, live in Grand Rapids.

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SHARON RATLIFFE

Sharon Ratliffe received her bachelors degree in speech from Western Michigan University in 1963. She earned the M.A. (1965) and Ph.D. (1973) in Speech Communication from Wayne State University. She received a Certificate in Teaching English as a Second Language (1984) from the University of California, Irvine. Sharon taught at Western Michigan University (1965-1976), Ambassador College in Pasadena CA (1976-78), and Golden West College in Huntington Beach, CA (1980-1997), where she served as Director of Staff Development during the ten-year period prior to her retirement in 1997. She was also visiting professor at the University of Southern California (1978) and taught at several community colleges in Southern California on an adjunct basis.

During her career, Sharon held leadership roles in professional associations including president and secretary general of the World Communication Association; president of the National Communication Association; president of the National Council for Staff, Program, and Organizational Development; president and executive secretary of the Michigan Association of Speech Communication; and executive secretary of the California Speech Association.

Sharon has authored or co-authored seven textbooks in communication education, group discussion, interpersonal communication, professional sales, and learning English as a second language. In addition, she has co-produced six video learning packages. She has also written several chapters, booklets, and articles. In addition, Sharon served as editor/associate editor of *Communication Education, Leadership, The Speech Communication Teacher, The Staff Development News, The Staff Development Newsletter, and The Western Journal of Speech Communication*.

During her distinguished career, Sharon has received recognition in numerous ways, a few of which are: Outstanding Alumni Award, Arts and Sciences Division, Western Michigan University (1999); Distinguished Service Award, National Communication Association (1998); Glen Schmidt Service Award, National Council for Staff, Program, and Organizational Development (1998); Leadership Award, California Community College Council for Staff Development (1996); Master Teacher Award, National Institute for Staff and Organizational Development (1986, 1987); featured in the Teachers on Teaching Series, National Communication Association (1989); Distinguished Service and Honorary Life Membership Award, Michigan Association of Speech Communication (1978); Outstanding Young Teacher Award, Central States Speech Communication Association (1970); Honorary Member, Theta Alpha Phi (1967).

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GREGORY MOOREHEAD

Gregory Moorehead received his bachelor's and master's degrees in Organizational Communication, as well as a doctorate in Educational Leadership, all from Western Michigan University.

After earning his undergraduate degree from WMU, Gregory briefly worked in broadcast sales for WKZO Radio in Kalamazoo, and then worked as an internal claims adjuster at TransAmerica Insurance Company in Battle Creek. In 1991, he returned to WMU to begin graduate school, working as a Graduate Assistant for Project Focus; a program designed to increase the number of underrepresented minorities that successfully transfer from Kalamazoo Valley Community College to WMU. Eventually, he was appointed director, and worked to expand the program to Lake Michigan College in Benton Harbor, and Southwest Michigan College in Dowagiac. In 1998, the Kalamazoo Family YMCA recognized Gregory as an "Outstanding Black Achiever."

In 2001, Greg was appointed Assistant Director of Alumni Relations at WMU, where his responsibilities included homecoming and class reunions. In 2003, he was named Director of the Student Support Services Program at Rutgers, The State University of New Jersey. In 2004, the New Jersey Commission on Higher Education, Educational Opportunity Fund (EOF) Board of Directors, recognized Gregory as an "EOF Champion", for his dedication, advocacy, outspoken support and commitment to the New Jersey EOF Program. Increasing the recruitment, retention and graduation of first-generation and low-income college students is the mission the New Jersey EOF Program.

In his spare time, Gregory enjoys many of the arts and other cultural amenities provided in the New York/New Jersey area. Still, he remains connected to his Kalamazoo roots where much of his family resides.

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SUSAN M. BUNDA

Susan M. Bunda is senior vice president of news at CNN/U.S. Based in CNN's world headquarters in Atlanta, she is in charge of programming and all editorial content from CNN's domestic bureaus and Newsource, CNN's affiliate news-feed service distributed to more than 900 broadcasters worldwide.

Before being named to her current position, Susan was senior vice president for talk shows/guest bookings. She also worked as senior vice president for CNN/U.S., responsible for coordinating the network's daily programming and working with executive producers and news gathering units to facilitate news coverage on CNN/U.S. Susan was executive producer with the CNN Special Projects Unit from April 1997 to April 1998. In this position, she was responsible for producing *CNN Special Reports*, the network's ongoing series of prime-time specials that air breaking news or major announcements, as well as assisting with background for scheduled news events and in-depth reporting, analysis and continuing coverage of ongoing stories.

During Susan's tenure at Special Events, the unit produced the network's extensive coverage of significant world events such as the 2001 terrorist attacks on the World Trade Center and the Pentagon, Great Britain's handover of Hong Kong to China, Princess Diana's funeral, President Bill Clinton's Africa visit, and Pope John Paul II's Cuba visit. Susan also served as executive producer of CNN's legal analysis show, *Burden of Proof*, from 1995 to 1997 -- executive-produced *CNN & Company* from 1991 to 1997.

Susan graduated with a major in Communication from the College of Arts and Sciences in 1986 and served as a producer at WWMT, the CBS affiliate in Kalamazoo, from 1985-1987 producing the 11 P.M. newscast. Susan also worked as a videotape editor at WMAQ in Chicago from 1983-1985. When not covering the news, Susan lives in Marietta Georgia with husband James Bunda and their children Alex and Casey.

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KYLE CALDWELL

Kyle Caldwell completed both his undergraduate degree in Communication in 1991 and a Masters in Organizational Communication in 1993 from Western Michigan University. Shortly after graduation, Kyle applied to be a Governor's Management Intern with the Michigan Community Service Commission (MCSC)—a state agency that promotes volunteerism. After three years as a program officer, Kyle decided to return to the classroom simultaneously teaching Interpersonal Communication at WMU part-time and teaching photography full-time to high school students in Van Buren County. Kyle served as a development officer at Olivet College, where he created the Leadership Awards Program. In May of 1998, Kyle was selected by Governor Engler to serve as Executive Director of the Michigan Community Service Commission (MCSC).

Kyle's public service career started out with the MCSC in 1993 as a Governor's Management Intern (GMI). This program reached out to graduate colleges in the state to provide their students with learning opportunities in public service. Part of Kyle's internship involved serving as the first Program Director of Michigan CARES (Communities Accessing Resources to Engage in Service). Kyle worked with five Michigan communities (Alpena, Detroit, Flint, Grand Rapids, and Muskegon) to help develop local comprehensive plans for volunteerism.

Over the years, Kyle has focused the organization on building sustainable programs and partnerships for service and volunteerism. During his tenure, he has helped to build a team that has strengthened the organization's budget to \$7.5 million in federal and \$2 million in state support, developed a comprehensive statewide partnership—the Connect Michigan Alliance, and moved the organization in the direction of grant making and partnership building.

He and his wife, Juliann, have two children—Emma and Zachary. The Caldwell's live in Augusta, Michigan.

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BARBARA MIERAS

Barbara Mieras began her career in education in 1972 as a business education teacher and instructional manager in Van Buren County. In 1984, she joined the staff at Davenport's Kalamazoo Campus, managing campus programs, students, faculty, and facilitating the work of curriculum development, marketing, and admissions.

Barbara became Senior Vice President of Davenport College in 1996 and was appointed President in 1998. Following the merger of Davenport College, Detroit College of Business, and Great Lakes College into Davenport University in July of 2001, Barbara was named Executive Vice President for Advancement and President of the Foundations. She is responsible for the advancement initiatives throughout Michigan and northern Indiana, which include expanding fundraising, broadening alumni relationships, and increasing the involvement of the university in public and community affairs. She earned a doctorate in College and University Administration from Michigan State University (1990), an M.A. in Communication (1984), an M.A. in Teaching of Business Education (1974), and a B.S. in Business Education (1972) from Western Michigan University.

Barbara has always made students a top priority and is committed to expanding her university's advancement efforts for the benefit of students. Her extensive community and professional involvements include: chair of the Michigan Campus Compact; board treasurer of the Metropolitan Hospital Foundation; advisory board member for the Michigan State University College of Education; director of the Founders Trust Personal Bank; executive committee member of the Connect Michigan Alliance; board member of the Grand Rapids Economic Club; and board member for the Michigan Trails Girl Scouts.

Barbara has been recognized in the 1999 *Business Direct Weekly* as one of the most Influential Women of West Michigan. She is a 1999 Athena Award nominee, and a 1999 Woman of Achievement Tribute nominee. She received the Michigan State University Crystal Apple Award and was named Western Michigan University's 1999 Distinguished Alumnus. In 2001, she was named President of the Year by Alpha Beta Gamma, a national college student organization, for her extended support of their mission of community service and volunteerism.

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JAMES MCHALE

James McHale earned his bachelor's degree in public relations and journalism at Western Michigan University, and his master's in business administration at Aquinas College in Grand Rapids.

Currently, Jim is assistant vice president at the W.K. Kellogg Foundation in Battle Creek, Michigan. In this role he assists the president and chief executive officer in a wide range of administrative and program-related duties and activities. He is also responsible for the Foundation's programming in the greater Battle Creek area.

Before joining the Foundation in 1993, Jim was a community foundation program associate for the Council of Michigan Foundations (CMF) in Grand Haven. There, he was responsible for helping to implement a \$35 million challenge grant to build and strengthen community foundations throughout Michigan. Jim also developed an annual statewide youth leadership conference and represents CMF on youth-related issues.

Jim has worked as a development manager and marketing specialist for Hackley Hospital in Muskegon, Michigan, and as a development associate for St. Mary's Health Service in Grand Rapids, Michigan.

In addition, Jim founded Camp Catch-A-Rainbow, a summer program for children with cancer, and helped establish a program for children in Russia. He also co-founded Kalamazoo Special Skiing, a program that trains the blind and physically disabled how to downhill ski. He served on boards of the Family Y Center, the Community Prayer Breakfast, and the Minority Health Advisory Board, and also chaired the 2000 Greater Battle Creek United Way Campaign.

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JACK CLIFFORD

Jack Clifford received his BA in Communication in 1956 and was one of the students who helped create Western's campus radio station WIDR-FM. He is a life member of the WMU Alumni Association and a member to the WIDR-FM Alumni Association.

Though currently semi-retired, Jack Clifford currently serves as a consultant to major broadcast corporations including Ziff-Davis Publishing, Belo, ABN, AHN and TVFN; is active in the community through the Clifford Family Charitable Foundation; is a guest lecturer at numerous universities; and has received a variety of cable TV industry awards.

Jack has been in the broadcast industry for more than 50 years. He got his start as the first sports anchorman at KTVK in July 1957. He left KTVK in 1962 to work at KTAR-TV in their sales department. Eight years later, he became the station's president and general manager. He later ended up in Rhode Island with the Providence Journal Company, where he was executive vice president. Jack developed their electronic media business into one of the nation's largest broadcast TV, cable TV and TV programming companies. He founded and was chairman of the Food Network and of the Northwest Cable News.

In 2001-02, Jack was inducted into the Silver Circle Society of the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences (NATAS). This Society recognizes individuals with 25 years or more of experience within the Rocky Mountain region for their significant contributions to the region and the broadcast industry.

Jack enjoys golf, tennis, swimming, camping and music. Currently, Jack and his wife, Marguerite, are actively pursuing their love of ballroom dancing.

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MARY BEAUCHAMP COHEN

Mary Beauchamp Cohen is a writer, editor, facilitator, and project manager with over 15 years experience assisting organizations with communication projects and planning. She has worked in health care systems, taught communication courses, and managed the development of print, audio, and video materials for corporate, nonprofit, and philanthropic organizations.

Since receiving her degree, Mary has written and edited hundreds of articles, dozens of reports, brochures, newsletters, assorted video scripts, speeches, and several books. To that end, she has interviewed people, commissioned and directed photo shoots, collaborated with graphic designers, printers, and video producers, and facilitated or presented at meetings of all sizes. In the course of her research, she has made connections across the United States, Africa, South and Central America, Europe, and the United Kingdom.

As a communication professional, Mary's role varies with the objective. Sometimes her name and face are out in front of her work. More often, though, the images and names of the corporations, nonprofits, consortiums, institutions, and philanthropies she assists are "front and center" and her efforts serve to solidify other identities and underscore related objectives. Some of Mary's clients in the past years include the W.K. Kellogg Foundation, Public Sector Consultants, Sisters of Mercy of the Americas, Michigan State University Extension, and APCO Worldwide.

A graduate of the University of Michigan College of Literature, Science, and Arts Honors Program (BA 1974) and Western Michigan University (MA 1987), Mary is married with three grown children and lives in Kalamazoo.

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BARBARA MCDANIEL-SUGGS

Barbara McDaniel-Suggs graduated with honors from Jackson State University in 1971 with a major in Speech Education and a minor in English. In 1973, she graduated summa cum laude with a Master of Arts degree in Communication Studies and Science from Western Michigan University. She continued her studies at the University of Southern Mississippi in Hattiesburg, Mississippi where she graduated in 1984 earning the Ph.D. in Communications with an emphasis in Higher Administration.

She has taught English and speech at Gentry High School and in the Atlanta Public School System. Barbara has worked in higher education at Mississippi Valley State University in Itta Bena, Mississippi; Western Michigan University in Kalamazoo, Michigan; University of Southern Mississippi in Hattiesburg, Mississippi; and presently serves as Chairperson and Associate Professor of Speech at her alma mater, Jackson State University, Jackson, Mississippi, a position she has held since 1986.

Barbara's honors include Who's Who Among Outstanding Young Women of America; Leadership Award from the Department of Speech and Dramatic Art; Jackson State University Outstanding Faculty Member Award sponsored by the Mississippi Legislature; and Who's Who Among Outstanding Women in Education.

Professional affiliations for Barbara include the Mississippi Speech Communication Association, Southern States Communication Association, Zeta Phi Beta Sorority, Phi Kappa Phi Honor Society, Jackson State University's One Thousand Dollar Club, Jackson State University's Second Century Club, and the Mississippi International Ballet, Inc.

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ROGER MATTENS

Roger Mattens received his M.A. in Communication Arts and Sciences from WMU in 1976. His professional career was devoted to public education, and he retired from the Battle Creek Public Schools in 1999 after a thirty-one year tenure.

As a classroom educator, he taught courses in interpersonal communication, public speaking, performance and technical theatre, radio and television broadcasting, debate and forensics. Through his guidance, students achieved state and national recognition in interscholastic speech competition. As Director of Theatre he helped students develop theatrical skills through the production of thirty-six full-length plays.

Believing in the importance of establishing and nourishing professional collegial relationships, Roger personified involvement in communication organizations. His leadership skills found him serving as president, officer, or executive board member for virtually every Michigan speech/communication/theatre association, as well as for regional and national organizations.

Roger has been honored for his leadership with the Michigan Association of Speech Communication Distinguished Service Award, the Michigan Speech Coaches Association Hall of Fame, the Kalamazoo College Pauline Byrd Johnson Award, the W.K. Kellogg Foundation Outstanding Educator Award and the first Educator Emeritus status from the Battle Creek Public Schools.

In addition to serving as an ambassador for the communication discipline, Roger believes his greatest accomplishments in communication are convincing his wife, Carol, to stay married to him for over thirty years and helping his two sons mature into loving, selfless men.

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MORRIS (MO) DAVENPORT

Morris (Mo) Davenport is a senior coordinating producer in ESPN's remote production department overseeing the day-to-day administration of ESPN and ESPN2's production of college football, professional golf and other sports. He assumed the role in November 1996. He has also played a role in the launch of ESPN HD, ESPN's 24-hour high-definition television simulcast service—launched March 31, 2003.

In 2003, he was #95 on Sports Illustrated's list of most powerful minorities in sports. In 1999, Mo was named the Outstanding TV Sports Executive by the All-American Football Foundation.

Mo is a two-time Emmy winner for his work on animation (also ESPN's first Emmy) and for technology on the famed "1st and 10" line used in football. Mo joined the network in February 1985 as an associate producer. He was promoted to producer in January 1986 when he began to work extensively on ESPN's college football and NCAA basketball coverage. In 1988, Mo was promoted to coordinating producer, a position he held until assuming his current position.

Prior to joining ESPN, Mo worked for three years as a production assistant at ABC Sports where his assignments included Major League Baseball, college football, *Wide World of Sports* and boxing. From 1979-81, he was an account executive at WQLR-FM in Kalamazoo, Michigan.

Mo currently serves on the board of Camp Focus, a group designed to build the self-esteem, leadership, sports, academic, and etiquette skills of fatherless boys between the ages of eight and 15.

A native of Hesperia, Michigan, Mo graduated from Western Michigan University, where he lettered four years in college football as a defensive back. He received his BA in Communication in 1979.

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DELLA DIPIETRO

Della DiPietro earned a Bachelor of General Studies degree from the University of Michigan in 1976, where she won a Hopwood Award for creative writing. In 1982, she earned a masters degree in Communication Arts and Sciences from Western. Since then Della has had distinguished careers in both public relations and broadcast journalism. During the past 15 years, she has held numerous management positions in public relations with Ford Motor Company. Currently she heads global communications for Ford's manufacturing operations, with 110 plants in 25 countries, as well as Ford's purchasing operations with a \$90 billion annual buy.

Della also has served as director of Ford's internal communications with responsibility for daily video broadcasts, publications, and websites, reaching as many as 220,000 employees and retirees on a regular basis. Earlier, she headed communications for Ford Credit, the world's largest automotive finance company. Her teams have won many public relations honors for websites, annual reports, employee newsletters, and communication programs.

Before joining Ford, Della was an award-winning broadcast journalist. Many of her 12 years in journalism were spent at WWMT-TV in West Michigan, where she served as a news anchor, reporter, documentary producer, and talk show host. Her work garnered various awards for reporting and documentary production from organizations such as the Radio-TV News Directors Association and United Press International.

An accredited member of the Public Relations Society of America, she has lent her communication skills to nonprofit groups such as Junior Achievement, the Huron River Watershed Council, and the American Financial Services Association.

Her long-time involvement in social, charitable, and local government activities also include elections in 1996 and 2000 to the governing body in Ann Arbor Township where she and her husband have lived since 1989. Adventure travel is a passion for Della and for the past several years, she has combined social outreach and travel as part of medical and home building teams working in the highlands of Guatemala.

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BRENT LARSON

Brent is a legislative advocate for Borgess Health Alliance, continuing a communication career of nearly 25 years in health care and medical education.

Brent started his career in 1979 as executive director of CFC-TV, a non-profit agency serving churches and other community organizations in Grand Rapids through cable television production and programming. In 1983, Brent decided to pursue a communication career in health care, and landed a position as the first dedicated staff person for public relations and fund development at a small rural hospital in Carson City, Michigan. He built on his health care communication experience over the next twelve years with positions in the public relations department of Bronson Healthcare Group, the parent organization of Bronson Methodist Hospital in Kalamazoo; as director of development for the Michigan State University Kalamazoo Center for Medical Studies, the area's graduate medical education campus; and in Battle Creek, Michigan as manager of public relations for Battle Creek Health System.

Brent's focus changed to home health and hospice care as he returned to Kalamazoo in 1995 as community-relations manager for the Visiting Nurse Association of Southwest Michigan. In 1998, Brent gained experience in philanthropy and fundraising as a senior development officer for the Borgess Foundation. Concurrently, he learned new skills for his current role as a legislative advocate, handling government affairs on the state and national levels for Borgess' regional health care system.

In 2002, Brent was selected by area professional communication colleagues to receive the Tony Griffin Golden Word Award "to recognize the exemplary practice of professional communication and to honor an individual or organization that has made a significant contribution to the field in Southwest Michigan."

Brent and his wife Pamela (also a WMU graduate) have a teenage daughter, Celia, and a pre-teen son, Eric. They live in Portage.

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PAUL J. KLAPPROTH III

Paul earned his BS in Mass Media at Western in 1969 and completed his MA in Mass Communication at Wayne State University in 1970. Currently he is the Director of Communications and Marketing for Kolbenschmidt Pierburg in Detroit. At Western, Paul worked at the student radio station (WIDR) as an engineer and on-air talent, serving as the station's GM before graduating. Paul also wrote for the *Western Herald* and later for the *Kalamazoo Gazette* and worked as on-air talent at WKZO and WTPS in Kalamazoo.

In 1975 Paul joined the Engineering Society of Detroit as Director of Communications and Member Services. During his tenure there he helped establish the rebirth of the organization, where the membership tripled in size and reached its highest level in history. In 1980 Paul joined the international public relations firm of Carl Byoir and Associates. While there he worked on or lead such projects as the Republican National Convention in Detroit; Super Bowl XVI; dedication of the Gerald Ford Library and Museum; and the introduction of Formula 1 racing – The Detroit Grand Prix -- winning two PRSA Silver Anvils.

In 1985 Paul joined Campbell and Company, a specialty marketing and public relations company as Director of Communications. The agency's primary account at the time was Ford Motor Company. In 1989 Paul joined Siemens, an international German technical firm looking to seriously expand business in the North American market. For fifteen years, he and his team worked to grow the auto parts business (\$3 billion to a \$9.5 billion), and won 29 awards for their communication efforts. In 2004 Paul left Siemens to grow another German company with a strong presence in Europe and looking to be a meaningful supplier in North America — Kolbenschmidt Pierburg.

Paul has served on and held offices in several national and community-based organizations — representing his companies and industries while staying involved with professional organizations that help further the communications industry. He continues to mentor young people looking to make a career out of communications. Paul and wife, Susan live on a lake in Waterford, Michigan.

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RANDY DORAN

Randy is the Senior Vice President and Partner with Koll Development Company, a national real estate development firm.

Since graduating, he has worked in the real estate field and has managed, leased and renovated over 10 million square feet of office, industrial, high tech and warehouse / distribution space in the metropolitan Detroit market. Most recently, he assisted in the financing and development of the Ford Premier Automotive Group headquarters building in Irvine, California, the EDS Fulfillment center in Des Moines, Iowa and the Koll Corporate Center in Auburn Hills, Michigan. Additional real estate holdings include properties in Dearborn and Romulus, Michigan and Tampa, Florida.

Prior to establishing his real estate career, he worked for Hyatt Hotels and was responsible for all automotive related business, union and sports team reservations and convention business. He also worked for the Kalamazoo Wings while attending WMU.

Randy sits on the Board of Trustees at the Henry Ford Hospital in Dearborn and also heads up the Philanthropy committee. He is also on the Board of Directors for the Detroit Boy Scouts and the Board of Directors of the Dearborn Country Club.

Randy, his wife Lisa, and their 11 year old son Wayne, live in Dearborn, Michigan and are involved with the Divine Child School.

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JOHN J. GREENHOE

John graduated from Western Michigan University in 1983 with a major in Communication and minors in English and Journalism. He worked with Kalamazoo College as their Sports Information Director from 1989-1995 – responsible for news releases, weekly team roundups, feature articles and hometown sports releases. He also wrote award-winning feature and season wrap-up stories for K-College's alumni publications.

John was promoted to Director of Public and Media Relations for Kalamazoo College in 1995. He coordinated all public relations and publications efforts, and was responsible for developing communications for external constituents regarding College fundraising efforts. In 1998 John became the Director of Development and Assistant Executive Director for the American Red Cross Chapter in Kalamazoo and started working on his MA degree. John's experiences with Kalamazoo College clarified his passion and commitment to philanthropy and higher education – a passion that led to John deciding to return to school and study philanthropy. John received his MA in Philanthropy and Development from Saint Mary's University in Winona, Minnesota in 2000.

During his first year with Kalamazoo's Red Cross Chapter, John helped the chapter move to its new facility and played a significant role in planning the chapter's Community Open House. He directed the Kalamazoo chapter to its most successful holiday fundraising campaign and enabled the chapter to capture the "Silver Award" from the national organization responsible for fundraising during the 1999 Hurricane Campaign.

Currently, John is an Associate Director of Development at Western Michigan University where his primary responsibility is to work with all of the departments in the College of Arts and Sciences — the largest academic unit at the university.

Described as an avid sports enthusiast and "great Dad," John enjoys spending quiet time with wife Getchen (Johnson) and daughter, Anya.

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JOANN KEYTON

Joann Keyton graduated from Western Michigan University summa cum laude with a B.A. in organizational communication and theatrical dance in 1983. She completed the M.A. program in Communication at The Ohio State University in 1985, and received the Ph.D. in Communication and Management from Ohio State in 1987. After having appointments at University of South Alabama, Baylor University, and the University of Memphis, Joann is currently teaching at the University of Kansas.

Joann's research interests revolve around two specific issues. Her research agenda, with Steve Rhodes, Western Michigan University, explores how organizations deal with sexually inappropriate behavior. Specifically, their research examines the relationships among policy, procedure, and training, and how employees' behaviors and perceptions are modified through these channels. Second, Joann has a career-long focus on group communication. Currently, she is developing a model of relational logics—the strategic behaviors that organizational group members engage in while addressing organizational concerns in group decision making. Also with respect to group communication, Joann explores how children learn the skills needed for effectively working in groups. She has just been awarded a National Science Foundation grant to hold an interdisciplinary workshop exploring these issues.

During her academic career, Joann has published research in *Communication Studies*, *Communication Yearbook*, *Journal of Applied Communication Research*, *Management Communication Quarterly*, *Small Group Research*, *Southern Communication Journal*, and numerous edited collections including the *Handbook of Group Communication Theory and Research*. Her scholarship has received 10 top paper awards, the Gerald R. Miller Distinguished Book Award, and twice, the Ernest Bormann Research Award. Joann's scholarship is integrated with pedagogy as she has published textbooks in group communication and research methods.

Joann has served the profession through appointments to the editorial boards of *Communication Monographs*, *Communication Studies*, *Small Group Research*, and *Southern Communication Journal*. She serves her community by developing and conducting training in group facilitation for nonprofit organizations. Most recently, Joann serves as the editor of *Journal of Applied Communication Research*.

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TSUTOMU KANAYAMA

Tsutomu “Tom” Kanayama received his master’s degree in General Communication from Western Michigan University in 1993, setting aside seven years as a former evening news anchor at Television Yamaguchi System (TYS) in Japan.

Upon earning his master’s from Western, Tom briefly worked in broadcast programming and covered national politics for YYS in Tokyo. In 1994, he returned to the United States to pursue a doctorate in mass communication at Ohio University. During his studies, Tom was selected as a 1997 inductee into the Ohio University chapter of Phi Beta Delta, an international honorary society. Immediately after earning his Ph.D., Tom joined the Department of Journalism at Sophia University in Tokyo, where he currently is an associate professor.

During 2001-2002, Tom served as a research supervisor and consultant with Sony Corporation’s Life Style Institute of Strategy, reporting directly to Chairman Nobuyuki Idei. As an international telecommunications and journalism scholar, Tom was featured on NPR’s “All Things Considered” from Japan to comment on communication technology and current affairs. Since 2002, Tom’s analytical column on “Media Information in the United States” has appeared monthly in the *Japan Press Research Institute Bulletin*.

In 2004, Tom was selected as a Fulbright Visiting Scholar. He is currently based in the School of Media and Public Affairs at the George Washington University in Washington, DC. Tom’s current research focuses on the impact policy making has on the digitization of terrestrial television in the United States.

Tom lives outside Tokyo with his wife Tomoko. As an academic couple, they enjoy hosting international students at their home. They have found these events to be a good way to assist students and to help them manage the stresses of university life.

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JAMES HICKEY

James Hickey received a Bachelor of Arts degree in speech and political science from Western Michigan University in 1960. In 1999, he was granted an honorary doctor of public service degree from Western in recognition of his distinguished career in journalism. He began his broadcasting career at WIDR, the university’s student-run radio station, and while still in college, worked at WKZO Radio/TV in Kalamazoo.

Jim is currently a New York-based correspondent for ABC and the morning “drive time” anchor for the Entertainment Network of ABC News Radio, which is heard on more than 600 radio stations across the county. He also broadcasts “ABC News Notebook for Kids” on Radio Disney, the only daily radio newscast designed specifically for young children.

Over the years, Jim’s informative and even-handed reporting has allowed millions of Americans to gain a better understanding of momentous events, such as the return of American hostages from Iran, the dismantling of apartheid, the fall of the Soviet Union, the Gulf War, Pope John Paul II’s visit to Cuba and most recently, the World Trade Center bombing.

He served from 1970 to 1972 as the U.S. Army’s radio and television information officer at Ft. Benning, Georgia, attaining the rank of lieutenant. During the next several years, he served in a variety of capacities for television stations in Georgia and Pennsylvania.

In 1980, Jim joined ABC as a Chicago-based correspondent. Two years later, he began nearly a decade of work overseas as a foreign correspondent, earning news bureau postings in Frankfurt, West Germany, (1982-1985); Johannesburg, South Africa (1985-1989), where he also was bureau chief; and Rome (1989-1991).

Jim has won numerous radio and television awards, including an Emmy nomination for his coverage of the Union Carbide gas leak in Bhopal, India; an Edward R. Murrow award for his Radio Disney work and one for his coverage of the TWA 800 crash; a United Nations bronze medal for a series he did on drugs; and an American Bar Association Gavel Award for “distinguished contribution to public understanding of the American system of law and justice.”

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BRIAN HIRE

Since graduating in 1991 with an M.A. in communication, Brian Hire has been working as a presentation consultant at Steelcase, Inc. His duties include the concept, design, and production of all Steelcase internal meetings, sales, and dealer events. As a producer, Brian collaborates with others to produce music, video, and PowerPoint presentations. He also furnishes sound, lighting, and set designs for shows along with operating the Steelcase Town Hall and Corporate Theater.

Brian also collaborates on design and construction of the company's theatrical spaces, showrooms, and audio visual facilities. These spaces have been featured in several publications including *Sound and Video Communication*, *Architectural Lighting*, *Lighting Dimensions*, and *Architectural Record*. The most recent project was the conversion of 16,000 square feet of a former manufacturing facility into a meeting space for 1,200. This space includes full lighting, sound, and video production systems, and is capable of staging a small meeting or a full theatrical production.

In addition to his work at Steelcase, Brian also has his own company, Symposia, LLC. Symposia is a consulting business that focuses on presentation and communications systems for corporate clients. Projects now include a communications center for Sub Zero freezers. This building incorporates a number of electronic systems to facilitate presentations to internal and external audiences.

Brian lives in Grand Rapids with his wife Barbara and daughter Maggie. His personal interests include a project to break the wind-powered world speed records on ice, land, and water.

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TODD HUFFORD

Todd Hufford is employed by Biggs /Gilmore Communications where he is responsible for strategic analysis, planning and implementation of digital solutions for Pfizer Animal Health. He identifies and promotes interactive projects and opportunities to strengthen the client's business/brand position. In addition to Pfizer, Todd has worked with Nu-Gro Technologies, MidMichigan Health Systems, Steelcase Inc., the Eaton Corporation and the Stryker Corporation.

Todd joined Biggs /Gilmore in 2001 from Western Michigan University, where he served as Assistant Director for Programming and Marketing in the Office of Residence Life, Assistant Director for Judicial Affairs in the Office of Residence Life and Coordinator of Campus Programming in the Office of Student Activities and Leadership Programs. In 1998, he was honored with the Golden Bronco Award for Advisor of the Year for his work with the Campus Activities Board, 89.1 WIDR-FM and the Stallion Hockey Club. Previous to WMU, Todd worked as a graphic designer and as a production manager for ImproVisions Inc., a marketing communications firm.

Todd was honored with the WMU Class of 1939 50th Reunion Medallion Scholarship and holds Bachelor of Science (1994) and Master of Arts (1999) degrees in Organizational Communication from Western Michigan University. He has taught public speaking part-time in the School of Communication at WMU and was inducted into Phi Kappa Phi in 1999. Todd continues to consult and present for various departments at WMU.

Todd married Laura (Raad) in 1993 and they have three children: Alexander, Kaitlyn, and Zachary. They reside in Portage, Michigan.

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