



Western NEWS

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For and about WMU faculty and staff

Bailey to announce selections in Innovation Fund competition

The results of a campuswide search for ideas that are “truly transformational” will be revealed by President Judith I. Bailey at a reception from 3 to 5 p.m. Wednesday, Feb. 15, in the Bernhard Center’s North Ballroom.

During the event, the winning proposals in the President’s Innovation Fund competition will be honored and all 80 groups who submitted proposals will be recognized.

Those submitting proposals range from top research scientists and department chairpersons to office support personnel and campus technical staff. Work on the proposals that receive funding could begin as soon as next month.

The Innovation Fund will provide one-time monetary awards that could range from \$100,000 to \$1 million. The president is making the final selections after receiving the advice and recommendations of a nine-member review panel led by Dean Nicholas Andreadis, Extended University Programs.

Grandmothering subject of talk

A renowned anthropologist will speak on “Grandmothering and the Evolution of Human Longevity” at 7:30 p.m. today in 2304 Sangren. The talk by Kristen Hawkes, head of the Department of Anthropology at the University of Utah, is part of WMU’s Visiting Scholars and Artists Program.

For more than 20 years, Hawkes has researched age- and sex-related variables in the behavior of modern hunter-gatherers. She has helped lead two major field projects, which have produced some of the most comprehensive data sets ever assembled on modern forager ecology.

A fellow of the National Academy of Sciences, Hawkes is recognized by her peers as one of the top anthropologists in the nation.

Grants total \$22 million to date

The University received \$14,557,326 in grants during August, September and October, WMU trustees learned during their Dec. 9 meeting. That total brings the amount in grants received since the July 1 start of the fiscal year to nearly \$22 million.

Notable awards received included two previously announced grants—nearly \$2.8 million for research on using aviation training techniques in medical fields and \$2.75 million to the University’s GEAR UP educational reform project.

Other major awards included: \$1 million for improving mathematics education in rural middle and high schools; \$788,438 for research on helping blind and low-vision pedestrians negotiate complex intersections, and \$419,488 to implement effective intervention strategies to curb children’s exposure to violence.

Alumnus wins one of world’s top honors

A WMU graduate has won a 2006-07 Gates Cambridge Scholarship, which is one of the world’s most prestigious awards in higher education.

Tristan Brown of Franklin, Mich., is one of only 100 students worldwide and fewer than 40 in the United States to receive the award and the first from WMU to be selected for the honor.



Brown

Brown, who completed an environmental studies major and a broad-based student planned major, earned his bachelor’s degree in April 2005 and finished a two-year fellowship at the University’s Gibbs House for Environmental Research and Education this past August.

The former member of WMU’s Lee Honors College will start graduate school at Cambridge next fall and plans to pursue a master of philosophy degree in environmental policy with a concentration in law and economics through Cambridge’s Department of Land Economy.

“I think it’s safe to say that the Gates Cambridge Scholarship is the Cambridge counterpart to the Rhodes Scholarship at Oxford,” notes Assistant Dean Emeritus John Martell, honors college, who wrote Brown’s recommendation for the award.

“I worked with Tristan for three years and found him to be an intellectually outstanding young man of great energy and integrity,” Martell says. “This is one of the highest honors a student can receive, and all of us

at the Lee Honors College are immensely proud of him.”

Lynne Heasley, history and environmental studies, served as Brown’s honors thesis advisor. Heasley says being selected for the scholarship to study at Cambridge speaks volumes about Brown’s accomplishments and the opportunities available at WMU for talented students, given that the vast majority of finalists were from Ivy League or “flagship” universities.

“Tristan made the most of his environmental studies major. He took on an incredibly challenging interdisciplinary course load and applied it to a variety of outside research projects, including one funded by the National Science Foundation,” Heasley says.

“With his upcoming graduate work in environmental economics, Tristan has a real opportunity to participate in worldwide efforts to solve environmental problems by bringing together the business community, activists, policy makers and citizens.”

The Gates Cambridge Scholarship is an international scholarship program that was established in 2000 by the Bill and Melinda Gates Foundation of Seattle, Wash., through a \$210 million donation to the University of Cambridge.

“We’re thrilled that Tristan was singled out for this scholarship,” WMU Provost Linda M. Delene says. “Winning one of these awards is a tribute to his talent and drive as well as to the Lee Honors College and WMU’s academic programs.”

Gates Cambridge Scholarships are awarded based on the applicants’ intellectual ability, leadership capacity and desire to

continued on page 4

WMU professors say Bud Light scores highest in Super Bowl XL

A Bud Light ad featuring a magic revolving wall and refrigerator took top honors as the best commercial of Super Bowl XL, according to faculty in the marketing department and advertising and promotion program.

While millions of football fans watched Sunday’s game, a panel of WMU professors focused on the ads, rating them on a 10-point scale for their creativity, strategy, execution and production values.

They shared their findings with statewide media immediately following the game.

Budweiser and Bud Light dominated the top 10 ads, they say. In addition to winning the top spot, ads for Budweiser came in second and fifth, while a second Bud Light ad came in eighth.

Results for the top 10 were:

1. Bud Light: Magic Revolving Wall/Fridge
2. Budweiser: Fans in the Stands With Placards
3. Fed Ex: Prehistoric



4. Ford Escape Hybrid: Kermit
5. Budweiser: Lamb Streaker
6. ESPN Mobile
7. Dove: Real Beauty Campaign
8. Bud Light: Hide the Beer for Co-workers
9. Amerquest: Airplane
10. Sprint Phone: Golf Locker Room

Ads in the top 10 hit the group’s criteria for effectiveness. Panelists thought these ads were entertaining, had excellent production qualities and were consistent with the brand strategy. They also looked for uniqueness and the ability to cut through the clutter and get the brand message out.

continued on page 4

Eimers and Eversz to give next Gwen Frostic series readings

Poet Nancy Eimers, English, and novelist Robert Eversz, an artist in residence at WMU for 2005-06, will present readings from their works in the Gwen Frostic Reading Series at 8 p.m. Thursday, Feb. 16, in the Little Theatre.

Eimers will be reading from her newly published collection of 38 poems, "A Grammar to Waking." She has been the recipient of a Nation "Discovery" award, two National Endowment for the Arts Creative Writing fellowships and a 1998 Whiting Writers Award. Her poems have appeared in numerous anthologies and magazines.



Eimers



Eversz

Eversz is a graduate of the University of California at Santa Cruz and a UCLA Film School dropout. He pounded the pavements of Hollywood for a decade before fleeing to Europe to write his four novels about Nina Zero and the American obsession with celebrity culture. He helped found the Prague Summer Writers' Workshop—now the WMU Prague Summer Program—where he continues to serve on the faculty.

All readings in the series are free of charge and open to the public.

Children's Trauma Assessment Center gets \$420,000 grant

The University's Children's Trauma Assessment Center has been awarded a \$420,000, two-year grant from the U.S. Department of Justice to help build strategies to curb children's exposure to violence.

CTAC, operated by the College of Health and Human Services, will use the funds to implement effective intervention strategies designed to curb children's exposure to violence. The grant is renewable for an additional two years, under the Office of Justice Programs' Safe Start Promising Approaches for Children Exposed to Violence program.

The program enables communities to strengthen existing alliances among community groups such as law enforcement, mental health practitioners, child welfare organizations, and domestic violence victim advocates and providers in order to supply the best services to meet the needs of young children and families who have been exposed to violence or who are at risk of exposure.

CTAC will be working in partnership with Kalamazoo County Head Start, Kalamazoo Community Mental Health and Substance Abuse Services, Kalamazoo Family Court and the court appointed special advocates, and the Elizabeth Upjohn Healing Center.

Under the leadership of center director Jim Henry, social work, and the center's clinical director, Connie Black-Pond, the

partners will manage a School Intervention Project through Head Start, for children ages 3 to 6.

By introducing an inclusive curriculum designed to meet the needs of children affected by violence and by offering a concurrent parenting component, the project aims to reduce the impact of violence, including community violence, and give children better opportunities to develop healthy behavior early in their lives.

The curriculum will be the subject of a research project to measure its effectiveness, and project directors hope to develop and expand the program in the local community.

In addition, the partners will invite other community agencies to collaborate in regular meetings, evaluating current practices and developing general policies that improve and sustain the systematic response in our community to young children from birth to age 6 exposed to violence.

"We hope to develop ways of narrowing service gaps and establishing effective response systems that anticipate and minimize the harmful effects of violence," Henry says.

Any organizations interested in participating in the community collaboration should call the CTAC Safe Start Project at (269) 387-7046, Ext. 2.

Graduate College relocates its West Campus site to Welborn

The Graduate College site on West Campus has moved from McCracken to 1145 Welborn. The move consolidates the college's recruitment and retention efforts and accommodates the addition of one staff member. The site's phone and fax numbers remain the same. All of the college's other units, as well as the Graduate Student Advisory Committee, remain housed in Walwood.

The West Campus site now has three staff members: Natalie Morton, director of graduate student recruitment and retention; Tony Dennis, associate director of graduate student recruitment and retention; and Linda Comrie, administrative assistant. Morton replaced Griselda Daniel, who retired last year as assistant to the Graduate College dean and director of graduate diversity programs. Dennis has filled a newly created position.

Thompson gets honorary degree

Joyce E. Thompson, nursing, will be presented with an honorary doctor of laws degree from Scotland's University of Dundee. She is being honored for her contributions



Thompson

to the field of midwifery and her work to improve maternal and child health around the globe.

Thompson came to WMU from the University of Pennsylvania in 2002 after being named the Bernardine

Lacey Professor of Community Health Nursing, an endowed professorship established to honor the founding director of what is now WMU's Bronson School of Nursing.

She has held the highest elected office in the world for a midwife, as director of the board of management of the International Confederation of Midwives.

Yoshida garners Abe Fellowship

Takashi Yoshida, history, has been awarded the Abe Fellowship by the Social Sciences Research Council in coordination with the Japan Foundation Center for Global Partnership. The Abe Fellowship is named



Yoshida

for a former prominent Japanese statesman.

The grant will enable Yoshida to take a year's leave of absence to conduct research in Japan, China, Korea and the United States for his new project, "Remembering War,

Commemorating Colonialism: A Comparative Analysis of Postwar Japanese Peace Activism and Museums."

Quintet celebrates 40th birthday

Members of the Western Brass Quintet will celebrate the 40th anniversary of their widely acclaimed ensemble by presenting a concert at 3 p.m. Sunday, Feb. 12, in the Dalton Center Recital Hall. The event will kickoff a 40th anniversary celebration national tour.

Repertoire for the Feb. 12 performance will include the world premiere of a new work by WMU faculty composer Richard Adams. Other highlights of the anniversary celebration include release of a retrospective CD.



Western Brass Quintet

The Western Brass Quintet, one of the longest lived brass ensembles in North America, is a resident faculty ensemble in the School of Music. Its members are: Lin Foulk, horn; Stephen Jones, trumpet; Dan Mattson, trombone; Deanna Swoboda, tuba; and Scott Thornburg, trumpet.



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WMU is an equal opportunity/employer/affirmative action institution.



Obituaries

Arnold M. Gallegos, emeritus in education and professional development, died Nov. 26 in Albuquerque, N.M. He was 76.



Gallegos

Gallegos served as dean of the College of Education from 1984 to 1990, when he returned to the faculty. He retired in 1994. Before coming to WMU, Gallegos was dean and professor of education at Northern Arizona State University. Prior to that, he was dean of the School of Education at Western Washington University in Bellingham.

During his career, Gallegos served as an expert on programmed instruction for UNESCO in Madrid, a member of an international team working with the Spanish Ministry of Science and a member of the coordinating board of the National Council for Accreditation of Teacher Education. While at WMU, he served as president of the Teacher Education Council of State Colleges and Universities.

Gallegos earned a bachelor's degree from the University of the Americas in Mexico City, a master's degree from Fresno State College and a doctoral degree from the University of California at Los Angeles.

Jobs

The following vacancies are currently being posted through the Job Opportunity Program by the Human Resource Services Department. Interested benefits-eligible employees should submit a job opportunity transfer application during the posting period, and may contact a human resource services staff member for assistance in securing these positions.

Employees may call the Applicant Information Service at 7-3669 to hear the weekly Job Opportunity Program postings, seven days a week, 24 hours a day from a Touch Tone phone.

For persons interested in faculty positions, there are openings in selected fields. A letter of application should be submitted to the appropriate dean or chairperson.

(R) **Associate Professor**, I20, University Libraries, 05/06-5070, 02/06-02/13/06

(R) **Professor**, I10, Music, 05/06-5071, 02/06-02/13/06

(R) **Assistant Professor**, I30, Blindness and Low Vision Studies, 05/06-5073, 02/06-02/13/06

(R) **MFS-Professional Specialist**, I40, Physician Assistant, 05/06-5074, 02/06-02/13/06

(R) **Chairperson**, 000, Physician Assistant, 05/06-5075, 02/06-02/13/06

N= New R= Replacement

Safe on Campus training set

Safe on Campus training will be held Tuesday and Wednesday, Feb. 14-15, to teach the basics about being supportive and visible to WMU's lesbian, bisexual, gay and transgender students. Both sessions will be from noon to 2 p.m. in the Faculty Dining Room (located inside the Bernhard Center's public cafeteria). Signs will be posted. For more information or to register, call 7-2123 or e-mail lbgt-coordinator@wmich.edu.

WMU researchers tackle disposal of greenhouse gas emissions

As evidence of global warming mounts across the globe, WMU researchers are investigating a new way to stem its spread—a way that could end up making a lot of money for Michigan.

It's called geological carbon sequestration, a process that essentially liquefies carbon dioxide—CO₂—and disposes it thousands of feet beneath the ground. With the help of grants from the U.S. Department of Energy, researchers at WMU's Michigan Basin Core Research Laboratory are investigating the feasibility of burying the harmless gas in the billions of cubic feet of porous rock that lie deep beneath Michigan's farm fields and forests.

Odorless and tasteless, CO₂ is used by plants in photosynthesis and poses no direct health risk to humans. But most scientists agree that the gas is wreaking havoc on the world's climate because its molecules deflect solar radiation back to the earth, resulting in a gradual, but steady warming of the atmosphere.

Many government officials and scientists recognize that it's only a matter of time before the United States, the No. 1 producer of greenhouse gases, has to take decisive action to limit greenhouse gas emissions.

And that's where geological carbon sequestration comes in.

"The state of Michigan possesses a substantial volume of underground void space," says David Barnes, geosciences, who is leading the research effort. "This huge volume of sub-surface space provides a potential repository for waste materials. This is a real economic opportunity for the state of Michigan."

Barnes says states like Michigan with huge underground reserves of porous rock could become sites for large, modern power plants, where CO₂ is captured, liquefied and pumped into the ground. The state, part of the DOE's Midwest region CO₂ sequestration program, would benefit by gaining new jobs and tax revenue.

WMU began the first phase of its CO₂ sequestration research project in mid-2004 with the first of two DOE grants. The first phase was funded by a \$100,000 grant that ran through mid-2005 and a \$280,000 grant began the second phase. Barnes is being assisted by two co-investigators from the

geosciences department, G. Michael Grammer and William B. Harrison, core research laboratory director.

The project is assessing the feasibility of capturing CO₂ from large-scale emitters, such as ethanol plants, cement factories and coal-fired power plants; compressing the CO₂ into a dense, fluid-like state; then injecting it deep into the ground. To eliminate any threat to fresh water quality, the porous rock strata to be used are far deeper than any fresh water aquifers used for drinking water.

At current levels, researchers estimate there is enough porous rock in the Midwest region to store CO₂ from large-source emitters for some 600 years. Pumping it deep into the ground also will maintain the pressure needed to keep the CO₂ in a liquid form.

If CO₂ emissions become regulated, which seems likely, companies would be interested in building new power plants located where the gas can be cheaply and easily disposed of on site. Michigan, with its vast reserves of porous rock, would provide an ideal place for such modernized plants.

CO₂ sequestration can have a secondary benefit by enhancing oil recovery. In places where oil has been extracted and production through natural pressure drive is depleted, CO₂ could be pumped into the field and used to force additional oil from the ground.

WMU is part of one of 14 consortia in the nation studying various aspects of carbon sequestration. The Midwest region is being overseen by Battelle, a global science and technology firm that develops and commercializes new technology. The DOE has awarded it \$14 million to study CO₂ sequestration and has contracted with U.S. State Geologic Surveys in six states and WMU to carry out studies in the Midwest.

"Geological carbon sequestration should be considered as one technology in a suite of technologies we must develop to address environmental concerns over CO₂ emissions," Barnes says.

"Maintaining our capability to provide relatively inexpensive power is a critical component to security and stability in modern industrialized societies and is especially important during the inevitable transition period to alternative methods for industrial-scale power generation."

Exchange

For Sale—Unique, 2,500-square-foot, ranch-style home surrounded by evergreens, near end of cul-de-sac. Three bedrooms, two and one-half baths, full kitchen with adjacent dinette, office/family room, four-season porch, patio, four skylights and cozy fireplace. Studio with kitchenette and bath. New roof and central air. Kalamazoo Promise eligible. Contact owner by e-mail at robert.hinkel@wmich.edu.

For Rent—Cute Cape Cod style house at 2528 Lorraine, Kalamazoo. Three bedrooms, one and one-half baths, wooden floors, arched doorways, built-in bookshelves, fireplace, garage, fenced yard and screened porch. \$850 per month. Utilities not included. Rental period September 2006 to June 2007. Will consider renting for portion of that period.

'Dead Man Walking' scheduled

The Michigan debut of Tim Robbins' stage adaptation of "Dead Man Walking" will be presented today through Sunday, Feb. 19, in York Arena Theatre. Performances are set for 8 p.m. Thursday through Saturday, Feb. 9-11 and 16-18, and 2 p.m. Sunday, Feb. 19. Seating is by general admission.

Each performance will be followed by a public discussion of the play's content. An opening night reception sponsored by Tiffany's Wine and Spirit Shop will take place after today's performance and discussion.

The discussions will be led by representatives of the Kalamazoo Trial Lawyers Association, the Sisters of St. Joseph of Kalamazoo, the Committee of Survivors of Violence, the WMU Criminal Justice Program, the WMU Department of Sociology and the Kalamazoo County Prosecutor's Office.

On Campus with Sue Moorian



BANNER DAYS
(Photo by Jeanne Baron)

Suzanne Moorian, office coordinator for the Department of Foreign Languages, went from a garage sale to WMU.

Moorian was reluctant to apply to the University until she learned from a garage sale shopper that she could do so by mail and, at least initially, avoid on-campus traffic and parking. The secretary for a marketing firm, she quickly landed a job in the computer science department in 1990.

Eleven years later, she moved to the Department of Asian and Middle Eastern Languages, which merged with the Department of Foreign Languages in 2003. Her duties primarily involve managing the budget, handling purchasing and class scheduling, and doing the paperwork associated with appointing some 25 part-time instructors each year.

Much of her day is spent online, doing Web-based accounting and using Banner, the new student information system.

"Banner was fairly easy to learn, and I love it," she says. "It's fun to do that kind of computer work. I also enjoy this department because we're exposed to so many different cultures and there's a lot of faculty interaction.

"I miss not having as much student contact as I used to," she adds, "but I'm very blessed. I've been able to work with so many great people and I'm very grateful for having made several lasting friendships with students."

Moorian also is giving back to the WMU community. She represents Sprau Tower's fourth floor on the building's emergency preparedness team—a volunteer commitment she made after 9/11, when her office was on Sprau's eighth floor.

Off the job, the Mattawan resident enjoys taping movies and hanging out with friends. "But what I live for," she says, "is to spend all the time I can with my 6-month-old grandson, two sons and daughter-in-law and with my dog Bailey."

WMU alumnus

continued from page 1

use their knowledge to contribute to society throughout the world. They cover the full cost of study at Cambridge and are awarded only to students who gain admission to the school through its regular procedures.

"It wasn't until I studied abroad in Southeast Asia that I realized that the world is facing many challenges and it is up to us to make things better," Brown says, adding that after his sophomore year, he unsuccessfully applied for numerous internships and scholarships but still kept applying.

"I harbor a passion for helping make our world better and for making the most of my circumstances," he explains, "and I keep the idea that a 'failure' or 'mistake' is only so when you aren't actively trying to learn from such experiences.

"I didn't expect to win a Gates Scholarship, but I knew the experience would be valuable if I went through the process and blazed a

trail for future applicants from WMU. It's always been important to challenge myself and encourage others to challenge themselves."

And challenge is something Brown knows a lot about. While at WMU, he earned some of the nation's highest academic honors, including being named to USA Today's All-USA College Academic Team and being selected for a Lloyd Meeds Policy Fellowship and a Udall Undergraduate Scholarship.

WMU's 2005 Presidential Scholar in environmental studies, Brown completed five funded research projects and developed one into a documentary film called "Jaunt to Malaysia," which has been selected for airing on a national cable network.

Brown also participated in numerous political and volunteer activities on and off campus.

Staff award nominations due

Nominations are due by Feb. 28 for the spring round of WMU's semiannual Make a Difference awards.

Make a Difference is a campuswide peer-to-peer program that recognizes staff members for their accomplishments and daily investment of energy and creativity. It features semiannual and annual awards that go to non-faculty employees who provide exceptional services to the University.

Each fall and spring, semiannual awards carrying a \$250 prize are presented to up to 15 people. Annual awards, which include a \$1,000 prize, go to each year's four most outstanding semiannual award winners.

More information and nomination forms are available online year round at www.wmich.edu/makeadifference. Nominations may be submitted through campus mail to Mail Stop 5216 or by e-mail to Make-A-Difference@wmich.edu.

Super bowl ads

continued from page 1

In general, the panel felt that this year's crop of ads was entertaining, but less cutting-edge than was the case in previous years.

The participating professors also felt that this year's ads were directed slightly more toward women. Several of those that were successfully reached the estimated 44 percent of viewers who were women, says Karen Lancendorfer, marketing.

Women on the panel responded favorably to the Dove Real Beauty campaign, but their male colleagues had little clue as to what the campaign was about. Similarly, the Cadillac Escalade fashion spot scored as hip with the women and unimpressive with the men.

As a group, meanwhile, the panelists thought the Desperate Housewives promos were good and provided a nice network-sports tie-in.

Ads that sunk to the bottom of the barrel were from Godaddy.com, Gillette Fusion, Emerald Nuts, an Aleve ad featuring Leonard Nimoy, Burger King and the PS line of antibacterial soap. Panelists agreed that there were several movie promos that were just ordinary spots that anyone could see at any other time. Other ads that received a lot of pre-publicity, but were judged "middle-of-the-road" were those for Diet Pepsi, Careerbuilder.com and the Toyota

hybrid/Spanish spot.

"At \$2.5 million, at 90 million people, good, bad or indifferent, all of the advertisers were winners," says John Weitzel, marketing.

But the expensive ads also can be a large waste of money, says Weitzel's departmental colleague JoAnn Roznowski.

"It's about creativity, production value and, most important, strategy," Roznowski says. "In the end, if consumers don't remember the name of the brand or the company that spent \$2.5 million, or more, on the ad, then they completely wasted their time, effort and money."