

# Alumni Academy

## School of Communication 2012 Alumni Academy Inductees



**DR. JAMES MULCRONE, B.A. '76, M.A. '82** (pictured above, right) is a Director of Research Services at Maritz Research, one of the 20 largest market research firms in the world. Mulcrone's reputation in Maritz rests on his knowledge of the marketplace and ability to interpret data and extract meaningful insights that are communicated via reports and presentations. In 2007, he received "The Standing Ovation President's Award" given by Maritz, LLC (the parent company of Maritz Research).

During his 30-year career, Mulcrone has established, designed, managed, conducted and reported research globally for automotive clients, working with nearly all automobile manufacturers selling in North America. Other clients include: Michelin and Bridgestone, National Car Rental, and Navistar International Truck and Bus, Caterpillar, Xerox, Grainger, John Deere, and Marriot. His areas of expertise include market segmentation, brand image, and brand positioning research and consultation.

Mulcrone has also been active in the Detroit chapter of the American Marketing Association, serving on the Board for 10 years and as president in 2002-03. He has served on the School of Communication External Advisory Board since 2000. In his free time, he chooses to contribute volunteer hours to his community.

**CARLEEN MYLNAREK CRAWFORD, B.A. '70, M.A. '99** (pictured left, on left) is Vice President of Marketing and Communications for Pine Rest Christian Mental Health Services, the largest freestanding provider of comprehensive mental and behavioral health services in Michigan.

In addition to leading development of strategy and planning for marketing and communications for the entire organization, she is responsible for managing corporate branding, marketing, internal communication, public and media relations and crisis communications.

Crawford's 25-year work history includes management positions in broadcast media, health care and higher education. She launched Crawford Communications in 2003, providing public relations, marketing, and communications counsel to a diverse client base consisting of insurance, manufacturing, professionals, nonprofit agencies and municipalities, along with health care.

Crawford has been an active volunteer in the community, recently serving as President of the Board of Directors for GROW (Grand Rapids Opportunities for Women) from 2008-10, and also serving the Grand Rapids Area Chamber of Commerce Leadership Grand Rapids program.

**DR. NANCY A. BURRELL M.A. '74** (pictured below, center) is a Professor of Communication at the University of Wisconsin-Milwaukee. Burrell joined the faculty at UW-Milwaukee in 1989 and became the founder and program director of the campus Mediation Center in 1995.

Her research centers on managing interpersonal conflict in family, organizational and educational settings. She has edited several books focused on issues in interpersonal communication, classroom instruction and media effects that synthesize quantitative research through meta-analysis and has multiple book chapters, journal articles and conference papers to her credit.

Burrell administers the Graduate Certificate in Mediation and Negotiation at UWM. She has trained more than 1,000 mediators for the state of Wisconsin and helps design and evaluate mediation programs.

Burrell has presented conflict management seminars and workshops for 20 years and she conducts mediation for the U.S. Postal Service and Department of Justice.



# Alumni Highlights & News

John Greenhoe (B.A. '83), author of *Opening the Door to Major Gifts*, a guide to successful fundraising techniques and discovery calls for organizations looking to secure donors, has recently been recognized as a best-selling author on Amazon's Non-Governmental Organizational Policy list. This summer, the book peaked at number one on the list and has remained in the top 25 listings.

Dr. Nancy Greer-Williams (M.S. '97, M.A. '01), assistant director for community based health research at the University of Arkansas, developed a new educational digital video series, *Straight Talk*, to educate the general

public on common health issues of concern in low income communities.

Recent graduate Holly Deal (B.A. '11) has received a new position as copy editor at the *Times Herald*, in Port Huron.

Indira Bahner (B.A. '92) currently works as a social justice coordinator at the YWCA of Seattle, WA, where she leads an antiracism training, focused on helping staff develop their perspectives and understanding of race.

Terrece Walker (B.A. '02) is now the senior publicist at Black Entertainment Television.

Jeremy Lwande (B.A. '12) took part in a youth-led project centered on social health in Kalamazoo, *Photo Voice*. The project, a short video/documentary, focuses specifically on the relationship between racism and sexual health. Lwande worked as an editor on the project, which was presented at a summit over the summer.

Kyle Caldwell (B.S. '91, M.A. '93) left the Michigan Nonprofit Association to become director of the Charles Stewart Mott Foundation's Pathways Out of Poverty program.

## Filmmaker's Debut on PBS

Nationally renowned documentarian and filmmaker, Bob Hercules (B.A. '79), celebrated the release of his film, *Joffrey: Mavericks of American Dance* in December of 2012.

*Joffrey* was featured on "American Masters," a PBS special highlighting influential arts and culture innovators, throughout the history of America.

When Hercules attended WMU, he worked as a disc jockey at WIDR and wrote for the *Western Herald*. He also worked under Stu Dybek and Arnie Johnston, an experience that he says shaped him to be the writer and director he is today.



## Thought-Provoking Talk T.V.

WMU Alumni LZ Granderson (B.A. '96) continues to make waves on ESPN and CNN through his work as a television commentator and journalist.

Granderson, a Detroit native who decided to attend WMU after an admissions advisor recruited him, cites his experience at the University as transformational, and a major turning point in his life.

Granderson's TED talk, "The Myth of the Gay Agenda," was recently recognized by *The Guardian* as one of "20 Online Talks That Could Change Your Life."

## Winning the Job

Bryan Paas (B.A. '12) knows what it's like to get a job the hard way -- in order to receive his new position as the Prep Sports Reporter for the *Columbia Daily Tribune*, he had to enter a write-off.

After receiving the email from the *Tribune*, explaining the parameters of the contest, Paas had to rush to cover the assigned football game, interview the coaches on both sides, two players from the winning team, and hand in a box score with the article, by midnight that evening.

"I woke up the next morning to the sounds of screaming and laughter," he says. "My article had been published. It was the only article that wasn't from a staff member or a contributing writer from Jefferson City."

To receive the job, Paas had bested five graduates from the University of Missouri, one of the top-ranked colleges for journalism in the nation.

That was May of 2012, and Paas has since continued to expand his career and geographic horizon.

Paas now works as the Sports Editor of the *Peru-Tribune*, as well as an assistant men's basketball coach at Goshen College in Goshen, IN.

**Tell Us Your Story!** The School of Communication wants to know what you've been up to since graduation! Tell us your story, including degree and graduation year at [leigh.ford@wmich.edu](mailto:leigh.ford@wmich.edu)



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