

President's Memorandum to Faculty and Staff

Office of the President
March 19, 2012

Marketing Awards

The Higher Education Marketing Report in its 27th annual Educational Advertising Awards competition recently recognized a range of Ferris' marketing endeavors. This is the largest educational advertising awards competition in the country with more than 2,900 entries submitted by American colleges and universities, as well as some international schools. Ferris received the following awards for its 2010-2011 statewide marketing brand campaign: Gold for outdoor advertising (billboards); Silver for newspaper advertising series/print campaign; and Merit recognition for magazine advertising series/brand campaign, new media/web banners, and total advertising campaign/brand campaign. Copies of these materials are accessible at <http://www.ferris.edu/HTMLS/administration/president/goodnews/homepage.htm> .

Please join me in congratulating University Advancement and Marketing on their success. These awards reflect the careful long-range planning that has sought to best publicize the quality of education we provide at Ferris, and our commitment to graduating career-ready students to meet the state of Michigan's needs.

Hockey Success

Congratulations to men's ice hockey head coach Bob Daniels on being named the Central Collegiate Hockey Association Coach of the Year for the second time in his career. Coach Daniels received the award at the annual CCHA Awards Show held last Thursday, March 15, at the Fox Theatre in Detroit. A pre-season poll picked our team ninth in the league. They then went on to finish first in the conference during the regular season for the second time in school history. Coach Daniels previously earned recognition as the CCHA's unanimous choice for Coach of the Year honors in 2002-03, and was also a CCHA Coach of the Year finalist in both 2007-08 and 2009-10.

In a very special recognition, Chad Billings was honored as the CCHA scholar athlete of the year. This is a first for Ferris State University and recognizes excellence both on the ice and in the classroom. This award is selected by the faculty athletic representatives of CCHA institutions. Chad's achievement exemplifies the ways in which the men's ice hockey team exceeded all expectation this year, and did so in ways that are in the best tradition of Ferris State University.

Taylor Nelson and Chad Billings earned CCHA first team honors, while Jordie Johnson was named to the CCHA's second team. Our Bulldogs had a remarkable 15-game unbeaten streak leading up to the end of the regular season, and a number one ranking in the nation for the first time in program history. On Sunday they were named the number two seed in the NCAA Tournament Midwest regional at Green Bay, Wisconsin. At 5:30 p.m. on Friday they take on the University of Denver. The winner plays the winner of the Cornell and Michigan game Saturday evening at 9 p.m. Best of luck and good wishes to our hockey team, student athletes and coaches.

Good News

A new listing of Good News items from across our university has been collected and posted on our website. This list is an excellent indicator of the outstanding success that is happening throughout Ferris State University. My hope is that these kinds of successes will provide new opportunities for collaboration and accomplishment at our university. Here are a few examples of recent achievements:

- Dave Murray, Associate Professor in the Welding Engineering Technology program, was recently recognized by the American Welding Society for his outstanding career of accomplishment and was inducted into its 2011 Class of Counselors.
- Sandy Burns was recently recognized for the Michigan Campus Compact Faculty Community Service-Learning Award at the biennial meeting of Michigan Campus Compact.
- Dr. Mike Ennis was elected President of the Michigan Association for Community College Educator Programs for 2011-2013.
- Glen Okonoski was elected to serve as Chair of the Board for the West Michigan Film and Video Alliance.
- Devyn Podsiadlik was recognized as Student of the Year for overall exemplary service among all the members of the Michigan Organization of Residence Hall Associations.
- Six graduates of our Graphic Design program were awarded a Silver Addy Award from the American Advertising Federation of West Michigan for their work on the Student Advancement Foundation of Grand Rapids' 2011 MindShare event. They were a part of the Ferris Design Project Center that pairs Design seniors with real client projects. The student's work helped raise more than \$160,000 to support Grand Rapids Public Schools students. Congratulations to photographer Brian Kelly, students Dawn Brink, Calvin Carter, Jess Gordon, Emily Ross, Jessica Shirey, Michelle Theobald, and Professors Alison Popp and William Culpepper. Kendall student Anna Geurink won the student Best of Show for her ad for the Kent District Library, and Kendall student Evan Ames received a Judge's Choice award for a commercial about Parkinson's Disease.
- Bryan Williams, current captain of Ferris' Rube Goldberg Team, and Mike Dunakin, a former team captain, partnered with Ice Sculpture LLC in Grand Rapids to build a Rube Goldberg style putt-putt golf hole for the Rockford Ice Festival. The production was filmed by the Food Channel and has been shown on the cable network several times. Recently, Tom Hollen learned the Food Channel has sold the program overseas. Saturday Professor Hollen hosted the national high school Rube Goldberg competition in Wink Arena with high schools from throughout the country participating. These teams were all winners of regional competitions and the level of work displayed was amazing.
- The 23rd Friends of Ferris Annual Dinner and Auction on Feb. 24 set record attendance this year with nearly 300 people attending.

If you work with any of these people who are among the many contributing to Ferris' success, I hope you will take the time to congratulate them in person. The entire listing of Good News is accessible at

<http://www.ferris.edu/HTMLS/administration/president/goodnews/GN2012March.pdf> .

21st Annual Hospitality Program Gala

This Friday, March 23, the Hospitality program will hold “An Evening in the Emerald Isle” at the Holiday Inn & Conference Center Ballroom. The evening begins with a soirée and silent auction at 5:30 p.m., followed by dinner and shindig at 7 p.m. The event features Irish haute cuisine along with traditional live Celtic music and Irish dancers. Edward Hayden of Ireland’s TV3 and author of “Food to Love” and “Edward Entertains” is guest speaker, offering his thoughts on Irish Culture, Cuisine and Hospitality.

The gala is entirely directed by students, who benefit from the event’s proceeds. Student leaders orchestrate the event and develop ideas for creating a truly special event. Hospitality students’ roles in the gala include being parking valets, wait staff and chef assistants. To find out more about this special evening and to order tickets, visit

<http://www.ferris.edu/business/programs/hospitalty/gala> .

Sincerely,

David L. Eisler, president