

Points of Pride

Honorary Doctorate Recipients,
2012 Graduates and
Distinguished Faculty Represent

Faces of Opportunity



PRESIDENT'S CORNER

This issue of *Points of Pride* highlights Ferris State University's emphasis on providing opportunity. The profiles in these pages represent views of what opportunity looks like from very different perspectives. The talented and driven students highlighted here come from a wide range of backgrounds, including one student, Irma Masetic, who survived social upheaval in her native Bosnia to pursue her education here. Although from different backgrounds and pursuing different areas of study, they are united in a commitment to excellence and to transforming these experiences into skills for the next phase of their lives.

During spring commencement, two of the three honorary doctorates awarded were conferred upon Ferris alumni. Dr. JoLaine Draugalis and Dr. Brent Knight exemplify the success that our current students are preparing for through their hard work. Sharing the extraordinary achievements of our alumni is a powerful way to demonstrate what a Ferris education can help current students achieve.

Whether it is on our Big Rapids campus, our Grand Rapids campus, at one of our locations throughout Michigan or online, Ferris State University is a place where opportunity continues to grow and prosper. It is a pleasure to share these examples of what a Ferris education has done, and is doing, for our students.



David L. Eisler



Honorary Doctorate

**JoLaine
Draugalis**

Hometown: Battle Creek, Mich.

SHE IS: A Ferris alumna and dean of the College of Pharmacy, The University of Oklahoma Health Sciences Center

ON FERRIS: "I am very proud of my degree from Ferris."

POINT OF PRIDE: "The Distinguished Pharmacy Educator Award I received from the American Association of Colleges of Pharmacy. I was the first woman to ever receive it and also the first associate professor. It meant a lot to me."

Ferris State University is the place **JoLaine Draugalis** began her prestigious career in pharmacy. It also is the place her husband asked her to marry him.

Draugalis, who received an Honorary Doctorate of Business and Industry from Ferris during commencement ceremonies in May, graduated in 1976 from Ferris' School of Pharmacy. During a recent driving tour around Michigan, she and her husband, Paul (B.S. Pharmacy, 1974), stopped in Big Rapids.

"We visited Hillcrest Apartments, where my husband proposed to me, and the pharmacy school, which looks much different now," said Draugalis, who still keeps in touch with her roommate and contemporaries in the pharmacy field with Ferris connections.

Draugalis, who also holds a Master of Education degree with a major in Educational Psychology and a Doctor of Philosophy with a major in Pharmacy from the University of Arizona, has served as dean of the College of Pharmacy, The University of Oklahoma Health Sciences Center, since 2007. She also holds the David Ross Boyd Professorship.

Her research focuses on pharmacy education program design, administration and evaluation. Her research program is concerned with determining how resources, curricula and academic programs are administered in pharmacy education, as well as pursuing the definition, evaluation and reward structures of teaching and learning.

Her many honors include the American Pharmacists Association's Gloria Niemeyer Francke Leadership Mentor Award; the American Association of Colleges of Pharmacy's Distinguished Pharmacy Educator Award; the University of Arizona's Henry and Phyllis Koffler Prize for Teaching; and the American Pharmacists Association's Research Achievement Award in the Pharmaceutical Sciences.

She served on the American Association of Colleges of Pharmacy Board of Directors from 2004 to 2006 and as its president from 2004 to 2005.

She was close to her fellow Pharmacy school classmates.

"We did a lot of studying together," Draugalis said. "We studied hard, played hard... we had many euchre tournaments in the dead of winter."

She continues to meet many people in her field with Ferris connections.

"A lot of people in pharmacy, whether they're in industry, practice or academia, are Ferris graduates," Draugalis said. "My degree has taken me a long way. I've always felt very proud of my pharmacy education. It's a fine degree in and of itself, but it also prepares you well for additional pursuits."

Honorary Doctorate

Brent Knight

Hometown: Bay City, Mich.

HE IS: A Ferris alumnus who now leads Lansing Community College, one of the largest community colleges in Michigan with an enrollment of more than 20,000.

ON FERRIS: "I enjoyed the entire experience of attending Ferris State University."



POINT OF PRIDE: Knight became president of Triton College in River Grove, Ill., when he was 29 years old. Since then, he has achieved significant national recognition during the course of his career.

Brent Knight, president of Lansing Community College and a Ferris State University graduate, was honored by his alma mater during spring commencement ceremonies with an Honorary Doctorate of Public Service.

The Bay City, Mich. native graduated from Ferris in 1968 with a bachelor's degree in Business Administration, was a Mott Fellow while earning his doctorate from Western Michigan University and completed postdoctoral studies at the University of Michigan. He also was named one of 100 emerging leaders in American higher education by the American Council on Education in 1978.

"My education at Ferris was very broad and enriching, and exposed me to a multitude of subjects that helped me reach many goals as a college president," Knight said. "It provided an excellent foundation for these challenges."

"President" is a title that Knight has held for a while. In 1976, he was named president of Triton College in River Grove, Ill., a large Chicago suburban community college. He also served as president of Pierce College in Tacoma, Wash., and Morton College, also in Illinois. He was vice president of development at Meijer, Inc. and in 2008 became president of Lansing Community College, one of the largest community colleges in Michigan with an enrollment of more than 20,000.

Since joining LCC, Knight has focused his efforts on student success, offering programs relevant to the 21st century workforce, ensuring access to education and being a good steward of public resources. He has been a staunch advocate of low tuition and responsible student loan debt. His unique job-training program, Get a Skill, Get a Job or Your Money Back, was featured on CNN and in *Time* magazine.

"I would like to salute Dr. Brent Knight for this very prestigious recognition by Ferris State University," said Walter G. Bumphus, president of the American Association of Community Colleges. "Dr. Knight has truly been a visionary since being named president of Triton College at 29 years of age, and he has established a legacy of outstanding leadership in American higher education."

Among his many service efforts, Knight served as chairman of Frederik Meijer Gardens and Sculpture Park in Grand Rapids, Mich. during its inaugural year, helping raise \$20 million for its construction.

Knight has served as an advisor to members of Congress and mayors of Chicago. He also has been a guest lecturer across the nation and published numerous professional articles.

Knight lives in Lansing with his wife, Risé, also an educator, and has two adult sons.

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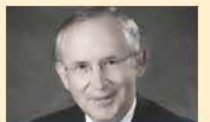
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ON FERRIS: *"Ferris has made a commitment to downtown Grand Rapids, and that also is part of my family's legacy."*

POINT OF PRIDE: *"I am most proud of ArtPrize, the success it has enjoyed, and seeing the positive, ongoing public ripple effects it has had across the community – often in ways that totally surprise me."*



Honorary Doctorate

Rick DeVos

Hometown: Grand Rapids, Mich.

HE IS: A social entrepreneur and founder of ArtPrize, an international art exhibition and competition held annually in Grand Rapids that carries the world's largest art prize.

Rick DeVos wants to empower, expand and enlighten conversation.

The social entrepreneur from Grand Rapids, Mich. is doing just that, and Ferris State University is acknowledging his efforts.

DeVos, who received an Honorary Doctorate of Business and Industry from Ferris during commencement ceremonies in May, is best known for launching ArtPrize. The international art exhibition and competition focused on expanding the conversation about art and spurring economic growth in 2011 drew more than 200,000 visitors to Grand Rapids.

The event, which has created global interest in West Michigan since it began in 2009, boasts the world's largest art prize decided by public vote. More than \$470,000 in prize money was awarded to artists last year. A total of \$560,000 will be awarded following the fourth run of the competition from Sept. 19 to Oct. 4, including a \$20,000 prize for Best Venue.

Ferris State University's Kendall College of Art and Design serves as a venue for the competition and also hosts the ArtPrize speaker series. This year, elements of ArtPrize also will be held at 17 Pearl St. NW – commonly known as the Old Federal Building – a location Ferris has extensively renovated to enable KCAD to expand its campus into 91,000 square feet of new classroom, studio and gallery space.

"I'm most familiar with Ferris through Kendall and our relationship there," DeVos said. "But I see so many of their programs offered statewide creating opportunities for students to expand and develop skills to excel and pursue their goals and passions."

Ferris' commitment to downtown Grand Rapids, through KCAD, the College of Pharmacy and its satellite campus at Grand Rapids Community College, complements the DeVos family's legacy.

"A commitment to downtown is key to the future of the city, the region and the state," said DeVos, whose family has been involved in major philanthropic efforts in the Grand Rapids community. His grandfather, Richard, co-founded Amway, and his parents, Dick and Betsy, have dabbled in politics. Dick ran for governor of Michigan in 2006 and Betsy once chaired the state Republican party.

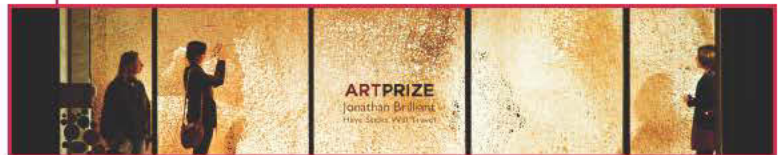
The Dick and Betsy DeVos Family Foundation provided the venture capital to launch ArtPrize.

DeVos, a 2004 graduate of Calvin College in Grand Rapids with a degree in Communications, also is behind other ventures, including Pomegranate Studios, a business development lab focused on Web-enabled business, social entrepreneurship and empowering individual voices through technology.

His work nurturing entrepreneurship includes establishment of Momentum, a business accelerator for companies focused on Web-based technologies, and "5x5 Night," a pitch event that gives five presenters the opportunity to share ideas for a chance to receive a grant of up to \$5,000.

Members of Ferris' Entrepreneurship Institute have traveled to Grand Rapids to compete in "5x5 Night."

"It's a great opportunity for the student community," DeVos said. "I'm fascinated with creativity. My real goal is to provide a platform for people doing interesting work. I want to provide the framework for people to show their ideas, create new businesses. What can I do to empower them? I take joy from that."



Pomegranate's most recent endeavor is "Start Garden," a venture capital fund that will invest \$5,000 in two business ideas each week. Ideas that take root will have the opportunity to get additional funding.

Also, in support of nonprofit organizations, he started TheCommon.org, an online network that helps connect volunteers to groups that are a match for their skills and interests.

DeVos, who lives in Ada with his wife, Melissa, and their daughter, Clara, also is a board member of the Urban Institute for Contemporary Arts and the Grand Rapids Art Museum.

He was thrilled to receive recognition from Ferris for his work.

"It's a great honor; I was totally surprised," DeVos said. "It's wonderful to be recognized."

2012 Graduate
College of Allied Health Sciences

Irma Masetic

Hometown: Grand Rapids, Mich.

DEGREE: Bachelor of Science in Nursing

ON FERRIS: *"Ferris has taught me numerous skills that I will be applying in the nursing world."*

POINT OF PRIDE: *"I'm proud that my parents left Bosnia with two suitcases to give me and my sister a better life here in the U.S. After 14 years of living here, we have adjusted well. I am proud to be graduating with a nursing degree. In a small way, it is a payback to my parents."*



Irma Masetic is motivated by a lot of things:

"My parents, who did not go to college, my daughter and my husband. The pressure to make this second degree more applicable in the real world. The desire to have a job that offers flexibility in shifts and autonomy," Masetic said.

She also is driven to work in a field she is passionate about.

Masetic, 27, graduated from Ferris State University this spring with a Bachelor of Science in Nursing after completing the one-year accelerated program.

"I've waited a few years," she said. "But it's been worth it."

After graduating from Forest Hills Northern High School in Grand Rapids in 2003, Masetic attended Grand Valley State University and earned a bachelor's degree in Biology. However, she didn't have the grade point average needed to get into GVSU's nursing program.

"I was told I was never going to be a nurse," she said.

But Masetic certainly is no stranger to adversity.

She was just 11 when her parents fled war-torn Bosnia with her and her 7-year-old sister. They lived as refugees in Germany when the war ended in 1995 before petitioning to move to the United States. They came in 1998.

"I had a normal childhood until the war," Masetic said. "We have adapted pretty well."

But her family's survival of the conflict has not been easy. When her parents – both of whom have five siblings each – left Bosnia,

they left the rest of their family. Now some relatives live in Canada and Germany, and many remain in Bosnia.

"It's so far away," she said. "It's very expensive, but we try to visit every couple of years. My parents struggle with that."

Her parents and sister, now a social worker, live near Masetic and her husband, Muhamed, who also is a Bosnian refugee. They married in 2007 and have a young daughter, Hanna.

"We don't have a big family here," Masetic said. "But what we have is pretty dear and close to heart."

To keep connected to their heritage, Masetic and her family are active with the Bosnian Cultural Center in Grand Rapids, a non-profit organization focused on preserving Bosnian culture and identity.

"There are 10,000 Bosnians in Grand Rapids," she said. "The Bosnian Cultural Center offers ways to maintain cultural familiarity."

For her family's sake, Masetic is thankful for that.

"I'm proud that my parents left Bosnia with two suitcases to give me and my sister a better life here in the U.S.," she said. "After 14 years of living here, we have adjusted well. I am proud to be graduating with a nursing degree. In a small way, it is a payback to my parents."

Masetic was working as a pharmacy technician at Lemmon Holton Cancer Center when she decided to pursue a nursing degree.

"I wish to work as an oncology nurse and make a difference in cancer patients' lives," she said.

Masetic was thankful to find the accelerated nursing program at Ferris, which came highly recommended by several pharmacists she worked with who are graduates.

She was accepted at Ferris after a comprehensive interview process.

"The number one thing I love about Ferris is that I was good enough," she said. "There are still strict guidelines, but they take into account the person."

"(The program) is very intense and has a sharp learning curve. It was challenging to balance being a wife, mother and student at the same time."

Masetic credits Ferris nursing faculty member Margaret Smith, RN-MSN, with making a positive impact on her education because "she is passionate about her job, and that is reflected in her teaching."

Smith praised Masetic's dedication to her craft.

"Irma is a truly genuine person with the care, compassion, knowledge and generosity essential to nursing practice," Smith said. "As she transitions into the profession, these attributes will be an asset to all."



2012 Graduate
College of Arts and Sciences

Angela Walukonis

Hometown: Muskegon, Mich.

DEGREE: Bachelor of Science in
Technical and Professional Communication

ON FERRIS: *"The connections students make at Ferris go way beyond the classroom, and the faculty here really focuses on helping students succeed. I wanted to make an impact on Ferris, but it truly has made an impact on me."*

POINT OF PRIDE: *"Being able to showcase my personality in class, at events and around campus, knowing I have a support system here unlike anywhere else."*

Angela Walukonis knows what she wants to be when she grows up. And she gets to do it in the most magical place on earth.

The 21-year-old from Muskegon will begin her career this summer at Walt Disney World in Lake Buena Vista, Fla., where she will put her new Bachelor of Science in Technical and Professional Communication to work. Walukonis landed an internship in internal communications and will work with Disney College Program students.

Walukonis is already familiar with the program. After graduating in 2008 from Mona Shores High School, Walukonis attended Muskegon Community College, where she earned an associate degree in Arts and Sciences. After completing her degree, she got a six-month paid internship with Disney.

"I met people from around the world and learned how to transform vacations by simply talking to people. This turned my focus to a degree in communication," Walukonis said. "Without that internship at Disney, I think my life would be a lot different."

When she returned to Michigan, Walukonis was ready to work toward a bachelor's degree. She abandoned initial plans for a career in dental hygiene and entered Ferris' Technical and Professional Communication program.

"I never knew what kind of difference a college education would make in my life, but now I do," Walukonis said.

She adapted her major to meet her additional interests by completing a certificate in Public Relations and Special Event Planning. She further developed her communications skills through networking events, classroom presentations, group projects and one-on-one instruction.

"I wasn't just another student in another class to the professors," Walukonis said. "They know me by name and want me to succeed."

Her work toward the Public Relations specialty led her to a class with College of Business associate professor Patrick Bishop, a man she describes as "a phenomenal teacher who is so dedicated to his students and the program.

"Not a single class went by without purpose or meaning to it," she said.

When she came to Ferris, Walukonis wanted to become involved in as much as possible. She joined *The Torch* newspaper staff as a photographer and news writer, played Club Tennis and joined Entertainment Unlimited, the campus programming board. She also became involved with the Hospitality program and participated in the Ferris chapter of the National Association of Catering Executives networking events.

"At first, it was just for fun, to meet people," said Walukonis, who has worked the past two years as a student writer in the News Services department of University Advancement and Marketing.

This school year, she joined the executive board of EU as publicity coordinator and became Opinions editor for *The Torch*. She also acted on her love for Disney and became a Disney Internships and Programs Campus Representative, and created a Disney Internships and Programs Alumni Association Registered Student Organization that is open to all students.

And if that wasn't enough, she also participated in Ferris Theatre's performance of the musical "Avenue Q."

"I don't sleep," she said with a laugh. "I wanted to experience as much as I could in as many ways as possible."

Walukonis said she would have been lost without her advisor, Languages and Literature department head Sandy Balkema, "who really helped guide me over the past two years, especially when I didn't know what I wanted to be when I grew up."

"Angie's energy and enthusiasm, and her dedication to professionalism have been incredible, and it impacts the students around her," Balkema said. "Disney is the perfect place for her to start her career. She fits their whole philosophy of making people happy.

"She is the kind of student we like to claim we taught."

Walukonis hopes her internship at Disney turns into a full-time job. She would love to work in events or recruiting, or with Disney Vacation Club. Traveling would be a bonus.

"I have big dreams," she said.

She doesn't play an instrument or sing professionally, but **Danielle Bouwman** knows the Bachelor of Science she received this spring from Ferris State University will help her land a job in the music industry.

As a Music Industry Management major, the Big Rapids resident has learned what it takes to put on a concert, produce and distribute recordings, and how to manage legal issues within the music industry. The College of Business bachelor's degree program is one of very few of its kind in the country. Students take classes in accounting, financial management, marketing, advertising, public relations, consumer behavior and retail principles. Two internships are required.

"Ferris has allowed me to obtain a rare degree with the added stability of a business background," Bouwman, 21, said. "This allows me to pursue any business field should I decide to not follow the music industry one day."

Her goal, however, is to combine a passion for music with her business education and turn it into a lucrative career in the music or film industry, perhaps in copyrighting and licensing.

"Music is something that I've always really loved," she said. "As soon as I heard it in shows and movies, I decided I want to be a part of choosing what people hear."

MIM students gain practical experience through involvement in the Music Industry Management Association, a registered student organization that functions as a model production company. MIMA produces live events on campus, such as Autumn Alive and spring's Turn up the Good electronic music festival.

"I gained amazing leadership experience through MIMA," said Bouwman.

She has been involved with the organization three years, including on its executive board.

Her internship last summer with the Grand Rapids Symphony, working primarily on its Picnic Pops summer concert series, gave her hands-on experience with contracts, hospitality and day-of-event assistance.

She plans to complete her final internship this summer, hopefully in Los Angeles or another metropolitan area. The program consistently places interns and employees in major markets including L.A., New York and Nashville, and regional markets such as Chicago and Detroit. Many find themselves working for record labels, radio stations, manufacturers, agents and concert venues.

"I'm from a small town, but I want to be in the city," Bouwman said. That won't be a problem if that's what she wants to do, said program coordinator Daniel Cronk.

"The industry is everywhere – it's just a matter of scale, and that's the beautiful part of it," said Cronk, whom Bouwman credits along with administrative assistant Lori Armstrong with making a significant impact on her "because of their endless dedication to MIM and its students."

"(Danielle) is the ideal – the model student for this program. Academically, she performs well and she has an old-school work ethic. She's the first one there and the last one to leave. Nothing is above her. That's the kind of student who makes it."

2012 Graduate
College of Business

Danielle Bouwman

Hometown: Big Rapids, Mich.

DEGREE: Bachelor of Science in
Music Industry Management

ON FERRIS: "Ferris has helped me by allowing me to obtain a rare degree with the added stability of a business background."



POINT OF PRIDE: "Being a part of such an incredible and unique program and association with MIM and MIMA. That is what will prepare me for my future career."

2012 Graduate
College of Education and Human Services

Tom Medendorp

Hometown: Zeeland, Mich.

DEGREE: Bachelor of Science in Technical Education

ON FERRIS: *"Ferris has provided me with a top-notch education. What I have learned will serve me well in my position as a technical education instructor and in my pursuits outside of my full-time classroom."*

POINT OF PRIDE: *"I have finally made it to the point of becoming an educated educator. I have learned more about teaching from the examples of my professors than I have from books. Seeing, in action, what I wanted to be made it possible to achieve my goals toward being a 'teacher,' rather than just a guy telling people about what I know."*

When **Tom Medendorp** received his Bachelor of Science in Technical Education during spring commencement ceremonies at Ferris, it was with his son by his side.

The 43-year-old Zeeland father walked with Jacob, 20, who earned an Associate in Applied Science in Welding Technology from the College of Engineering Technology.

"That makes it more special,"
Medendorp said.

Ferris is a special place for the Medendorp family. Jacob will continue his education in Ferris' Welding Engineering Technology program to earn a Bachelor of Science degree. His brother, Lucas, will attend in the fall with the goal of becoming an engineer.

Tom hopes to return one day to teach at Ferris.

"I have an affinity for the town of Big Rapids," he said. "I have been frequenting Big Rapids since the year I was born by going to Cran-Hill Ranch every year with my parents and then with my own children. It just seems to be the right fit.

"I would love to complete my master's in an area that will allow me to teach for Ferris State University."

Medendorp worked for 20 years as an electrician before becoming an electrical apprenticeship instructor on the adjunct staff at Grand Rapids Community College and later at Careerline Tech Center in Holland, Mich., where he has been for the past nine years. Once he began teaching there, he was required to obtain a bachelor's degree in Technical Education in order to teach at the secondary level.



"It has been a long, hard road to completion," he said. "Completing a four-year degree in eight years is not as easy as one might think. With a full-time teaching job, three growing children, peripheral business and a home to care for, it's not a simple task. With the patience of my family and the patience of my instructors at the college level, I have made it."

He also credits Ferris staff with making his experience positive.

"From taking classes online, to attending at the Grand Rapids campus, to attending classes during the summer semester on the Big Rapids campus, the staff have been outstanding and helpful," Medendorp said.

Medendorp, who hosts "The Outdoor Show" at 7 a.m. Saturdays on WHTC-AM (1450) or online at whtc.com, also has a business called West Michigan Firearms Education that aims to educate people in the safe and responsible use of firearms.

"It was born out of my love for the outdoors, hunting and shooting sports, and an apparent need for people to become educated," said Medendorp, who teaches Michigan Hunter Safety as well as NRA classes in home firearm safety, basic shotgun, rifle and pistol shooting, personal protection and range safety. He will be adding the NRA's "Refuse to be a Victim" course shortly.

While obtaining his degree was not without its challenges, he was motivated by a desire to educate high school students "as well as the desire to be an example for my children in regard to the value of an education."

That example obviously has been recognized by his sons.

"Ferris is one of the top welding schools in the nation," said Jacob, who throws javelin and discus for the Bulldogs' track and field team. "Ferris has provided me with the skills and knowledge to succeed in the workplace."

What motivates him? "Knowing that when I graduate with my bachelor's degree, I have a job waiting for me."

For Tom Medendorp and his sons, Ferris is a family affair.

2012 Graduate
College of Engineering Technology

Brandon Rhodes

Hometown: Allegan, Mich.

DEGREE: Bachelor of Science in Construction Management

ON FERRIS: *"Ferris' Construction Management program is not only dedicated to academics, but also to making sure that we have the proper resources to succeed when we graduate."*

POINT OF PRIDE: *"Winning the Associated Schools of Construction Estimating Competition with my teammates last fall. Winning the competition and being able to represent Ferris State University was great, but being part of a team like that and doing it together with five other guys who were as excited as I was, was even better and something that I haven't been a part of since playing sports in high school. I really missed that."*



Brandon Rhodes was in elementary school when he developed an interest in building things.

"I loved figuring out how things were put together," said Rhodes, 23. "People told me I should be an architect."

Aptitude tests in high school revealed similar results, and he also took trade courses before graduating from Allegan High School in 2007.

"I loved it," Rhodes said. "Ferris was highly recommended to me by my high school wrestling coach, as well as one of my teachers. I knew that I wanted to be in the construction industry, and both of them knew that Ferris' program was one of the best in the country."

Rhodes, who attended Kalamazoo Valley Community College for two years before transferring to Ferris, graduated in May with a Bachelor of Science in Construction Management. "It's not architecture, and it's not engineering," he said. "It trains you for the entire construction process."

The program blends technical instruction in construction and engineering with a strong business education that prepares students to manage and supervise the complete construction process from initial considerations through bidding to final completion. Graduates typically obtain leadership positions in general contracting, project coordination, field supervision, quality assurance and control, estimating, marketing, field inspection and contracting.

In addition to coursework, Rhodes has been a member of Associated Construction Students since 2010 and has served as treasurer. The Registered Student Organization's goal is to develop a better understanding of the construction industry and broaden the skills of members by promoting leadership, teamwork, ethics and club involvement. He also is a member of Sigma Lambda Chi, an international honor society that serves the construction industry, and was elected the Ferris chapter's president in Spring 2011.

He is most proud of his involvement in the Associated Schools of Construction Estimating Competition, held each fall. In 2010, his team "finished dead last," he said. Last year, his team won the commercial division, marking the first time Ferris had won the student competition in their region in the 20 years the competition has existed.

The competition requires teams to develop a proposal that includes estimated project cost, scheduling, development of a site safety plan, site logistics plan and evaluation of a design for value engineering cost savings. The second day of the competition is presentation of the plan to a 10-person panel of judges.

"It was exciting," Rhodes said. "I remember physically dripping sweat. It was rough."

Ferris' Construction Management program is not only dedicated to academics, Rhodes said, but to "making sure we have the proper resources to succeed when we graduate.

"The most important resource that the program has offered, for me, is a very large network of alumni and other professionals in the construction industry. They keep up strong lines of communication with these people, and it is up to us to take advantage of that opportunity."

Program faculty take a "genuine interest" in their students, he said.

"That has made an impact on me because it has made me feel like I am part of something," he said. "It also makes me more confident in my decision to enter into the construction industry."

2012 Graduate
Kendall College of Art and Design

Claudia Bruce

Hometown: Traverse City, Mich.

DEGREE: Bachelor of Science in Art History

ON KENDALL: *"The faculty is incredibly dedicated and knowledgeable. Even if my interest wasn't theirs, they still encouraged me. My education was very personalized to what I wanted to do, what my needs were.*

POINT OF PRIDE: *"The relationships I have been able to build with students half my age have been extremely rewarding. Hopefully, they have been able to gain as much from my life experience as I have from their fresh perspective and talent."*



Claudia Bruce had already built a successful career, lived in some of the world's most influential locales and learned to speak multiple languages. She still wanted more.

"I love to learn," said Bruce, who at 53 received a bachelor's degree in Art History from Ferris State University's Kendall College of Art and Design during commencement ceremonies this spring. "I have people ask me all the time, 'Aren't you doing this backward?' But what I did all those years was also very valuable."

Bruce lives in Traverse City, Mich., where she moved three years ago to be closer to her 91-year-old mother. She was born and raised in Detroit and Dearborn, Mich., and completed her senior year of high school in France as recipient of the American Field Service Scholarship. That is where her love of fashion was fueled.

"I started sewing from the womb," said Bruce, who returned from France to work at Lanvin, a French boutique in Detroit's Renaissance Center. That position led to a promotion with the House of Lanvin in New York City, where she worked as a project coordinator and sales manager for women's ready-to-wear and accessories.

"I did that for about six years, but grew tired of not being able to create," she said. "So I started my own custom-apparel business."

For the next 17 years, Bruce provided professional services to more than 1,500 clients in the United States and Europe, including design and execution of fine clothing, alterations and style consultation. She designed and created clothing for *Bride's* magazine and the Hindsgaul Mannequins showroom, and was a style consultant for *Glamour* magazine.

Family reasons necessitated a move to Miami.

"I didn't want to start my business over there; it would have been too much work," Bruce said.

Instead she turned her creative focus to designing and creating decorations for the staging of residential units. She eventually got her realtor's license and also served as president and first vice president of a homeowners association that represented the concerns of more than 17,000 area residents.

She decided to nurture her love for fashion and art by pursuing an associate degree in art education and enrolled in Miami Dade College. After her father died, she decided to move to Traverse City to be closer to her mother, who lives nearby with Bruce's sister, an art history professor at Northwestern Michigan College in Traverse City and at North Central Michigan College in Petoskey.

Through an agreement between NMC and Miami Dade, Bruce was able to take classes needed to finish her associate degree. But that still wasn't enough.

"That's when I looked at Kendall," said Bruce, who was impressed by the Art History department's faculty, the school's reputation and the commutable location.

“Returning to formal studies after a lifetime of work presents numerous challenges, but the most challenging has to be living like a student again — long hours of homework!”

As a nontraditional student, she also has been faced with how to finance her education.

“Fortunately, I saved enough to do this and worked really hard to get good grades for scholarships,” she said. “Nontraditional students are growing in numbers, and finances are an issue. At my age, I’m not going to make that tuition money up.”

Her goal, ultimately, is to work as a curator at an art museum with fashion archives or as an instructor. She will continue to work toward that by attending New York University Steinhardt in New York City this fall to earn a master’s degree in Costume Studies.

“The field is really booming,” said Bruce, who, in addition to French, also speaks some Russian and Spanish. “There are museums all over the world that are showing clothing collections and don’t have enough curators.”

Where she will end up living or what she will do is an adventure Bruce is looking forward to. She is thankful her education at KCAD, which included a Study Abroad trip to Spain, put her on the right track.

“I’ve had access to members of the faculty who have superior knowledge in their areas of specialty,” Bruce said. “Both of the Art History chairs — Suzanne Eberle and Anne Norcross — welcomed and nurtured my interest in the history of fashion, which has allowed me to prepare for graduate work specific to that topic.

“And faculty members have consistently appreciated the knowledge and experience I bring with me to Kendall as a nontraditional student.”

Bruce, who won the Art History Excellence Award from KCAD, had a digital slide presentation entitled “Balenciaga and the Art of Dress” at the annual Student Exhibition, held in the newly renovated Federal Building.

Bruce also was chosen as the student representative on the Presidential Search Committee charged with finding a replacement for retiring KCAD President Oliver Evans.

“It was a huge honor to be asked,” Bruce said. “It was a great experience.”



ART OF THE DRESS: Claudia Bruce, who won the Art History Excellence Award from Ferris’ Kendall College of Art and Design, exhibited a digital slide presentation entitled “Balenciaga and the Art of Dress” at the annual Student Exhibition held this spring in the historic Federal Building. The inspiration for her presentation came during a KCAD Study Abroad trip to Spain in June 2011. She made a “pilgrimage” to the Cristobal Balenciaga Museum, which houses a collection of women’s fashions by Balenciaga that spans six decades.

“During my time at Kendall, I strengthened my historical knowledge of fashion, which, for me, is an art form integral to the telling of history,” she said.



POINT OF PRIDE: *"I really pride myself on being able to take care of my patients and their needs. I try to be a very open and easy-to-approach person because I like to make people comfortable."*

Patrick Meade's decision to serve people as a doctor of optometry has evolved into a desire to serve his country, as well.

The 2004 Ionia High School graduate, who received a Doctor of Optometry degree this spring from Ferris State University, is headed to officer training school at Maxwell Air Force Base in Biloxi, Miss. to begin a career caring for the vision of Airmen and their families.

"I've always been open to the possibility," said Meade, 26. "I'm glad I made the decision to pursue that goal."

Meade credits Dr. Robert Buckingham, interim associate dean for Student and Academic Affairs of the Michigan College of Optometry, with helping shape his career. Buckingham, who served in the U.S. Air Force for 20 years, was "an excellent resource and mentor for me" and helped Meade land a Health Professions Scholarship to help pay for his education. The scholarship requires a three-year commitment in the armed services.

"Dr. Buckingham exemplifies the hard work and caring demeanor that MCO aims to instill in all of its graduates," Meade said. "It was never a surprise to drive past MCO after everyone had left and see Dr. B's light still on or to receive an email response from him long after business hours."

"Pat is an outstanding student and future leader in optometry," Buckingham said of Meade. "He is someone who will give back to the community."

Meade's extracurricular involvement in MCO exemplifies his commitment to service. He was elected the college's student government president and was an active member of the Student Volunteer Optometric Services for Humanities that traveled to Mexico to treat 1,700 patients.

"Outside of academics, I tried to take part in every intramural sport that Ferris has to offer, always with the goal of winning the championship T-shirt for (classmate) Courtney Moliterno," said Meade, who first earned a Bachelor of Science from Michigan State University. "Sadly, we never quite made it."

Meade, whose first tour will be at Andrews Air Force base in Washington, D.C., is thankful he never faced any personal-life complications during the eight years he spent in school.

"I consider myself lucky not to have had to deal with any challenges outside of the tough academic challenges obtaining a graduate degree presents," he said. "Once you realize how much you're really taking on, it's a little overwhelming. But worth it."

"My greatest motivator is to be able to best serve my patients," Meade said. "MCO has been a great beginning to my career, however, it has been instilled in us that practicing optometry means being a lifelong student. There will always be new information to learn in order to care for patients to the best of your ability. In the end, that is the goal."

2012 Graduate
Michigan College of Optometry

Patrick Meade

Hometown: Ionia, Mich.

DEGREE: Doctor of Optometry

ON FERRIS: *"The really close-knit, family environment made the transition into professional school much easier. The open-door policy made it easy to approach faculty members and further my education to the best of my ability."*

Faith in God is what motivates **Alex Barker** to pursue the practice of restoration of health.

"I believe that God can use pharmacists to improve health of the sick," said Barker, who received his Doctor of Pharmacy this spring from Ferris State University. "Many people forget that health care professionals, like nurses and physicians, are here to help heal the sick, not to be a barrier to health. Too often people focus on the problems of health care. We are trained to restore people to original health, and it brings us satisfaction."

The 2006 Norway High School graduate chose to attend Ferris because of the university's emphasis on job placement.

"The word 'recession' has many college students afraid of spending thousands of dollars on education and receiving no benefit of employment after graduation," said Barker, 24.

"As many of us already know, health care is affected by our market's recession and limited the availability of jobs. However, Ferris' College of Pharmacy faculty is exceptional at developing students into clinical and critical thinkers who get jobs. I would not be successful if it wasn't for the mentorship of my professors."

He credits Dr. Jeff Bates, who he met during his first year of Pharmacy school, with pushing him to succeed.

"When we met, we didn't just discuss pharmacy-related topics, but discussed politics, philosophy, faith and how these important issues affect how we live today,"

Barker said. "I am so thankful for our relationship and the wisdom that he shared with me. I will continue our relationship many years past my time at Ferris."

Barker also benefited from the "inspiring" relationships he developed during his fourth year of training under faculty and adjunct preceptors' supervision.

"Our preceptors have a strong desire for us to succeed," Barker said. "They continually push us to excel in our professional practice, and they rejoice with us when we succeed. My relationships with experienced and wise faculty have given me a sense of motivation and a clear feeling that 'I can do this.'"

During his graduate years, Barker gained valuable work experience at multiple pharmacies, including Rite Aid, Spectrum Health and the U.S. Department of Veterans Affairs.

"I strongly recommend future students work in a pharmacy setting, even if it's for four hours a week," he said. "Work experience is a critical adjunct to learning and has the bonus of creating great networking opportunities for your career."

Barker balanced the tough demands of pharmacy school with involvement in student pharmacist organizations and local church

events. He attended Big Rapids Trinity Fellowship Church, where he met his wife, Megan (Mason) (EHS '10). They were married in January 2010 and now have a young daughter, Elizabeth Ann.

Barker and his family will move from their home in Kentwood to Oakwood, Va., where he will complete a one-year pharmacy residency at Appalachian College of Pharmacy.

"My residency is an intensive training program in which I will focus on rural health care," he said. "The college's mission is focused on promoting health care to less-privileged people in the Appalachian area."

After that, the possibilities are endless. Barker has been offered interviews at multiple colleges of pharmacy, and he also is considering work as an ambulatory care pharmacist. However, he also is intrigued by the idea of returning to Ferris to teach.

"I found as a fourth-year pharmacy student that I loved to help 'younger' students understand the pharmacy profession," he said. "I love creating a passion within students to strive for a better tomorrow in health care. I believe Ferris facilitates an environment of creative and innovative thinkers to develop the next generation of workers, and I want to be a part of that."

College of Pharmacy Dean Stephen Durst has no doubt Barker will succeed, no matter what career path he takes.

"He's an ambitious student," Durst said. "His confidence is what I'm impressed by."

2012 Graduate
College of Pharmacy

Alex Barker

Hometown: Norway, Mich.

DEGREE: Doctor of Pharmacy

ON FERRIS: "Ferris' College of Pharmacy faculty is exceptional at developing students into clinical and critical thinkers who get jobs."

POINT OF PRIDE: "I finished six years of training to become a Doctor of Pharmacy. Not only that, but during those years, I became a husband and father."



2012 Graduate
College of Professional and Technological Studies

Zane Devon

Hometown: Grand Rapids, Mich.

DEGREE: Bachelor of Applied Science
in Digital Animation and Game Design

ON FERRIS: *"The greatest benefit I've received from Ferris is the networks I've been given the opportunity to connect with."*

POINT OF PRIDE: *"I've been blessed to have the opportunity to take a leadership role as an artist in a game studio while still a student."*



While other kids were playing with Tinker Toys and Lincoln Logs, **Zane Devon** was playing with Photoshop and Illustrator.

And now the Grand Rapids native is living his dream. Devon works as junior creative director at YETi CGI, a design and production studio based in Grand Rapids for Web, mobile and social gaming.

What is cool is that he has worked at YETi CGI for two years, but he has just recently completed a Bachelor of Applied Science in Digital Animation and Game Design from Ferris.

"Connections through Ferris resulted in me getting an internship in my target industry while only a sophomore, which then turned into a full-time job," Devon said. "This means I'm graduating with a degree in Digital Animation and Game Design in addition to having two years of experience in the industry already."

He became enamored with the industry after becoming addicted to a game called "Halo: Combat Evolved" on Xbox. A friend showed him a concept sketch he had done for a human counterpart to an alien vehicle, and Devon's response was "Let's make a game!"

Thus the seed of passion for creating art for video games was planted.

Devon grew up in a creative household. His parents are graduates of Ferris' Kendall College of Art and Design. His mother left her job in fashion design to homeschool Devon, now 22, his brother and two sisters. His father, who majored in Illustration, is creative director and owner of Grey Matter Group, a marketing firm in Grand Rapids. Devon was a high school student working at Grey Matter when a co-worker recommended Ferris' DAGD program.

"I chose Ferris because it was recommended, it was located in downtown Grand Rapids and because it was affordable," Devon said. "It was pretty much a no-brainer for me."

Devon credits Robert Evans, a DAGD instructor, with pushing him to grow as an artist.

"He is always willing to help and will go the extra mile to help solve any problems that I or other students may face," Devon said. "He is one of the most technically proficient people I know and is willing to give a realistic critique if a student's work is not up to professional standards."

Beyond academics, Devon has participated several times in Ferris' Frag Fest, a 24-hour game event held each semester, and began working at YETi after seeing an advertisement for an apprenticeship there. The business is run by three partners, two of whom have worked as instructors at Ferris and one who continues to teach.

"The moment I saw the poster, I booted up one of the lab computers and sent in my application," he said. "Now, at 22 years of age, I am finishing my senior year at FSU and am junior creative director at YETi CGI."

"One of the greatest challenges I face is balancing academics with work. I don't get a lot of sleep."

As for future goals, Devon is pretty happy doing what he's doing.

"I'm there right now. I'm really blessed to have the opportunity to take a leadership role as an artist in a game studio while still a student," he said. "I love to tell stories through visuals and graphics and am very passionate about honing my craft to become the best possible artist I can become... I would like to take a lead art director role on some game projects, but this is where I want to be. I was born and raised here."



DEVON DESIGN: *"Maltair" is a medieval, fantasy-style character he designed and built targeting next generation games. "I literally started by doing drawings and painting," Devon said. "Then once I had concept art that I liked, I built a digital 3D model of the character that could now be used in a game."*

Franklund Named Ferris' 2011-12 Distinguished Teacher Recipient

Clifton Franklund is a self-professed nerd. He is also one of the most respected professors at Ferris State University, where he has received the 2011-12 Distinguished Teacher Award.

"I like science, technology and science fiction," said Franklund, an associate professor of Biology. "I try to incorporate those interests into my classes to enhance my students' comprehension."

One of his favorite sets of lectures involves using "The Lord of the Rings" to illustrate the nature of the immune system.

"I bring it all to class with a dry sense of humor – lame jokes, bad puns and all. I don't mind if my students groan. At least I know they're listening."

Franklund, who also coordinates the Biology program at Ferris, received the university's prestigious award this spring during the annual Employee Service Award Celebration in the Rankin Student Center Dome Room.

"I'm pleased and honored," Franklund said. "And a little intimidated – I greatly admire and respect the individuals who have previously won this award."

Franklund, who has been employed at Ferris since 2006, was the choice of the Distinguished Teacher Award Committee, chaired by Adnan Dakkuri, a professor of Pharmaceutical Sciences in the College of Pharmacy. The recipient is selected after extensive evaluation that includes classroom visits, student input, evaluation of semifinalist essays and curriculum vitae, and interviews with finalists.

"Our institution is proud to have among its professoriate individuals of high caliber who are committed to excellence in teaching and to advancement of higher education," Dakkuri said. "Dr. Franklund truly represents these faculty members."

Franklund teaches Microbiology courses to about 200 students each semester. Most of them are students in allied health associate degree programs or in a Clinical Laboratory Science program.

He prefers to see his role as a coach rather than a content expert.

"I tell all of my classes that Microbiology is more than a mere assemblage of arcane facts with Latinized names," Franklund said. "It is both a method for exploring the interactions within and between living systems, and a way of understanding the material world in which we live."

"The only way to truly teach Microbiology, and the only way that it can be learned, is to emphasize and understand these interactions. Microbes impact our lives every day – whether you are in the grocery store or just reading the newspaper, you will find microbes are all around us. The things students learn in my classes are things they will use for their entire careers."

Franklund's interest in science began in fifth grade, thanks to an inspiring teacher. He started experimenting in a makeshift chemistry lab in the basement of his home and "accidentally discovered how to produce chloramine gas as well as other less-potentially deadly compounds."

Franklund earned a Bachelor of Arts in Biology from Concordia College in Moorhead, Minn., a Master of Science in Bacteriology from North Dakota State University in Fargo, N.D., and a Ph.D. in Microbiology and Immunology from the Medical College of Virginia in Richmond, Va.

He moved to Big Rapids in 2006 following six years as an assistant professor at California State University in Long Beach, Calif.

Franklund speaks highly of those he works with in the Biology department at Ferris, and admires the work done by the Faculty Center for Teaching and Learning, facilitated by Director Todd Stanislav.



"The Faculty Center is an excellent resource for people who choose to use it," Franklund said. "It is a great place to share ideas, and I know that it has made me a better teacher."

He's also a big fan of his students.

"We have really terrific students at Ferris," Franklund said. "Ferris is part community college, part general studies, part liberal arts, part vocational school... and it's a comprehensive university. With such a mixture of programs, we attract a very diverse student body. Perhaps we are not as racially or ethnically diverse as some colleges, but I cannot think of a school with more diverse academic programs than Ferris."

Franklund's wife, Carrie, also works for Ferris in Institutional Research and Testing. His daughter, Jennifer, is a student at Hillsdale College, and his daughter, Emily, will attend Ferris' Kendall College of Art and Design in the fall.

Ferris Faculty, Staff Receive Honors

Ferris State University faculty who displayed excellence in their professional endeavors were recognized with prestigious awards by the Office of Academic Affairs.

Awards were presented this spring during the annual Employee Service Award Celebration in the Rankin Student Center Dome Room.

Members of the campus community nominate their colleagues for each of the Academic Affairs awards. Each award is assigned a committee of faculty and staff members to evaluate the nominations and determine the recipient.

"So many of our faculty are just outstanding at what they do and truly embody a passion and work ethic worth emulating," said Fritz Erickson, provost and vice president of Academic Affairs. "These awards provide our faculty with an opportunity to be recognized for excellence in areas such as teaching, scholarship, service, diversity enhancement and academic advising. We are delighted to celebrate with these individuals as they have demonstrated outstanding commitment to better our students, our university and our community."

Recipients include:

ACADEMIC SCHOLAR AWARD – Kim Colvert, College of Arts and Sciences Chemistry professor

ADJUNCT TEACHING EXCELLENCE AWARD – Nell Hill, College of Arts and Sciences adjunct instructor

DIVERSITY ENHANCEMENT AWARD – Michael Berghoef, College of Arts and Sciences Social Work professor

DISTINGUISHED SERVICE AWARD – John Schmidt, Construction Technology and Management professor, College of Engineering Technology

OUTSTANDING ACADEMIC ADVISOR – Christine Vonder Haar, Languages and Literature associate professor, College of Arts and Sciences

During the awards celebration, the university also recognized employees who have demonstrated exemplary service, including:

DISTINGUISHED STAFF – Nicholas Campau, Student Life coordinator; Deborah Ducat, School of Education and Human Services secretary; Bryan Marquardt, Dining Services assistant director

DISTINGUISHED TEAM – Commencement Team, coordinated by Sherry Hayes and including 125 members of faculty and staff throughout campus.

RSO ADVISOR OF THE YEAR – Laura Dix, professor, College of Business

OPPORTUNITY @ 125 – Tracy Powers, assistant dean, College of Professional and Technological Studies

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FACES OF OPPORTUNITY:

More than 1,700 Ferris State University students and 270 Kendall College of Art and Design students earned degrees this spring during six ceremonies over two days. The university also awarded three honorary doctorates, two of them to Ferris alumni — one a university college of pharmacy dean and one a community college president — and a West Michigan entrepreneur who founded ArtPrize.

