



# NorWesterner

A Publication for  
Alumni & Friends  
of Northwestern  
Michigan College

Spring 2010

## Innovation everywhere

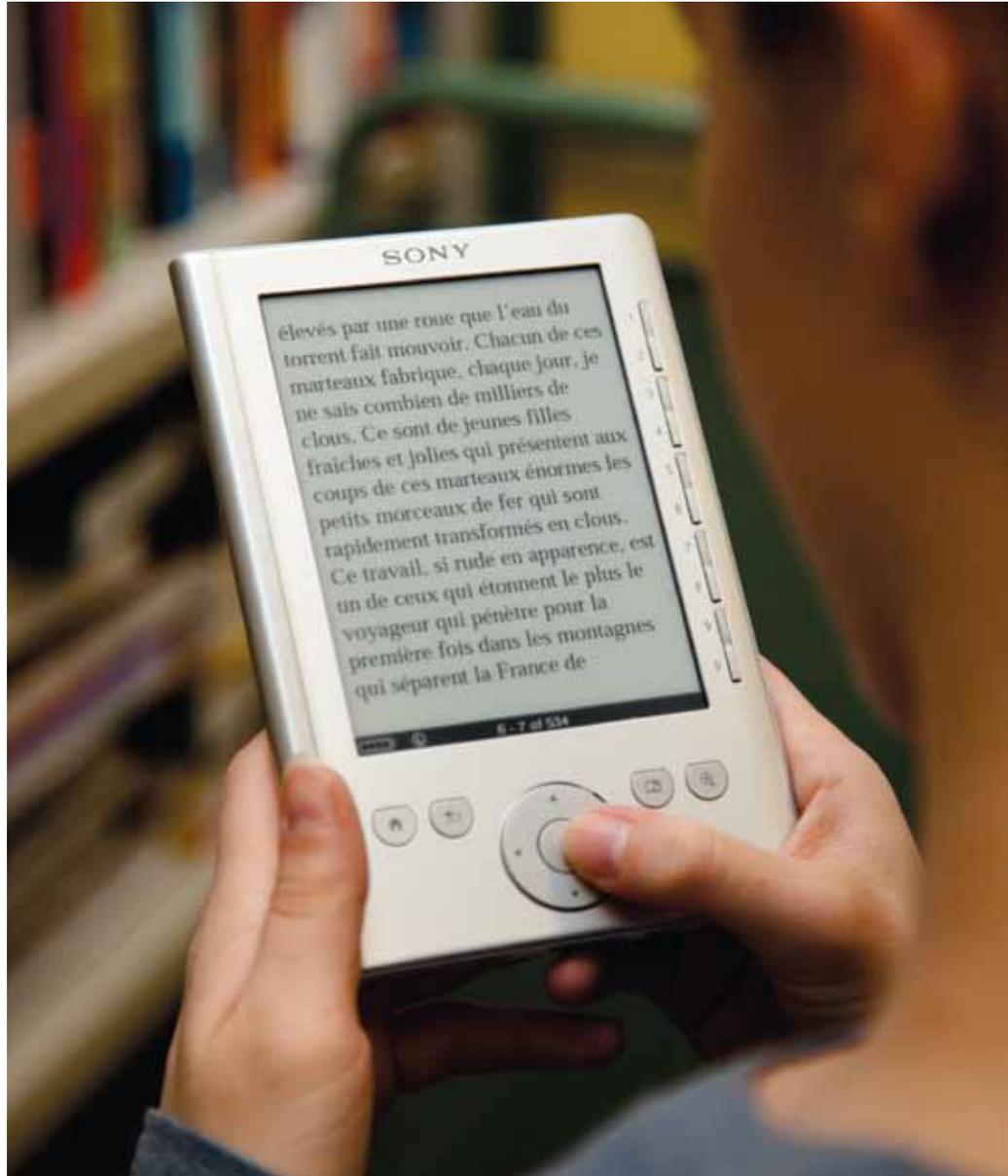
**“Innovation distinguishes between a leader and a follower.”**  
– Apple CEO Steve Jobs

At NMC, a new Innovation Grant program is striving to create future generations of leaders like Jobs, whose company most recently unveiled the iPad. Leaders like aviation pioneers Orville and Wilbur Wright. Leaders in education, science and fields that are still emerging.

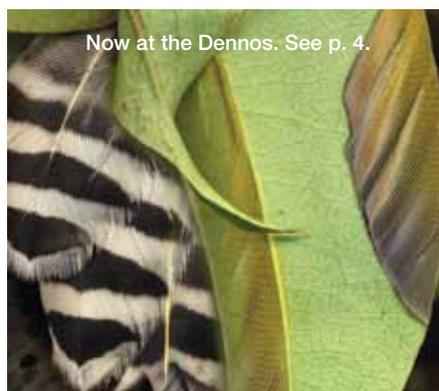
Started in the fall of 2008, the NMC Foundation makes up to \$75,000 available annually to fund student, faculty and staff proposals. Individual awards of up to \$5,000 are made on a quarterly basis to fund innovative initiatives, defined as ideas and opportunities that emerge during the year and occur outside of normal NMC budget sources and processes.

“Our students need to be prepared for a knowledge-based economy and a world where change is constant. The best way to do that is to cultivate innovation among them,” said Kathleen Guy, executive director of the NMC Foundation.

On p. 3, you’ll learn about four recently-funded innovation projects in the areas of Aviation, the NMC Bookstore, Dental Assisting and the Chemistry Department.



An e-reader pilot program is one of the many projects the NMC Foundation has funded with its Innovation Grant program, available to NMC students, faculty and staff.



Now at the Dennon. See p. 4.

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**NMC received a 98 percent positive rating from respondents to its recent Attitude and Awareness survey.**



**Northwestern  
Michigan  
College**

The NorWester is published by the NMC Office of Institutional Advancement. Alumni news and updates may be submitted online at [www.nmc.edu/alumni](http://www.nmc.edu/alumni) or by e-mailing [alumni@nmc.edu](mailto:alumni@nmc.edu)

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From the President

## A record-breaking year



Timothy J. Nelson

We are thrilled to be in a position to meet the increasing learning needs of our communities – particularly during such trying economic times. However, with record enrollments comes a host of challenges including parking, food services, hiring more faculty and staff, and financing double-digit growth.

Unlike K-12 schools, our state aid doesn't go up when we have more students. And the tuition our students pay covers only half the cost of their education.

That creates a gap.

Fortunately, NMC has planned well. We have been systematically reducing expenses and becoming more efficient, saving on everything from energy to healthcare.

And to no one's surprise, our faculty and staff have embraced the challenges to con-

The response to our two consecutive semesters of record enrollment has been the same everywhere I go:

“Record enrollment? That's great!”

tinue the top-quality education for which we are known. (They've even given up prime parking spaces to better serve students.)

It is hard to know what will happen with enrollment, but we do believe we will see declines in the future. We are planning for that, and also planning for a more severe drop in state funding a year from now.

This may all sound like dire news, but because NMC has planned well, the opposite is true. Amid all of the economic turmoil, NMC remains strong, dependable and valued.

That's more than just my opinion. Two recent independent studies support that conclusion: An economic impact analysis concluded that taxpayers receive a 10 percent annual return on their investment in NMC.

A random community survey of people throughout the region revealed an overall 98 percent positive rating of the job that NMC is doing.

It doesn't get much better than that. But we'll still keep trying to raise the bar, which is what I think makes NMC such an incredible asset for the region and – increasingly – the world.



## New at the UC

### Master's in Occupational Therapy Grand Valley State University

A comprehensive program designed for working adults. Online format offers unique flexibility. Some travel required to the Human Occupations Lab in Grand Rapids.

### Viticulture Certificate Michigan State University

Pursue alongside an NMC degree in Plant Science-Applied, or as a stand-alone certificate.

### Bachelor of Science in Nursing Spring Arbor University

An accelerated degree-completion program designed to allow working RNs to earn a bachelor's degree in a one-night/week format. Specialty options in leadership/management, gerontology and community nursing.

► Visit [www.nmc.edu/uc](http://www.nmc.edu/uc) to find out more about these and the 50 other bachelor's, master's and doctoral programs offered in Traverse City by NMC's UC partners.

## NMC Foundation Innovation Grants

*Continued from cover*

**Aviation** – Awarded \$5,000 to develop partnerships with British universities specializing in aviation training for a twofold purpose: 1) Enable NMC students to study abroad and UK students to flight train at NMC 2) Allow NMC Aviation to offer European pilot license training. In late 2009 NMC aviation instructors Bill Donberg and Steven Ursell - a native Londoner who also graduated from NMC's flight instructor program – visited four potential partner schools. So far one has made a return visit to Traverse City, with more planned for the summer. A small number of British students will also flight train at NMC Aviation this summer.

Grant leader Ursell said U.S. flight schools offer high quality training, equipment and facilities at significantly lower cost than in Great Britain. Dual licensure by American and European aviation authorities also will make NMC students more attractive on the job market, he said.

“The partnership program will open up new learning and career opportunities for students and make NMC's Aviation Program more marketable,” he said.

**NMC Bookstore** – Awarded \$5,000 for an electronic textbook pilot project. Planned for the Summer 2010 semester, the project will target students in four different courses to determine whether electronic devices like e-readers and iPads can substitute for hard-copy course materials and save money in the process. Students will receive downloads, electronic reading devices and an orientation on electronic textbook use, track usage, and then share their feedback.

“We want to involve students in testing lower-cost e-textbooks to determine what impact it has on learning,” said Wendy Rogers, course materials buyer.

If successful, the Bookstore will explore business models for offering e-readers/course material downloads on a wider basis.

**Dental assisting** – Awarded \$3,200 for visual enhancement of dental assistant chairside procedures. A dental assistant camera and LCD screen were purchased and installed in the dental clinic area. Procedures done in the oral cavity are now projected on the screen, allowing students a better view and thus enhancing learning.

Student surveys had revealed a need to improve lab demonstrations, dental assisting instructor Beckie Wooters said, leading to the grant request.

“When you have 10 or 20 people trying to look in a little mouth, it's pretty difficult,” she said.

Wooters added she's already finding other applications for the system beyond chairside procedures. She's used it to demonstrate mixing dental cement, and how to trim a crown.

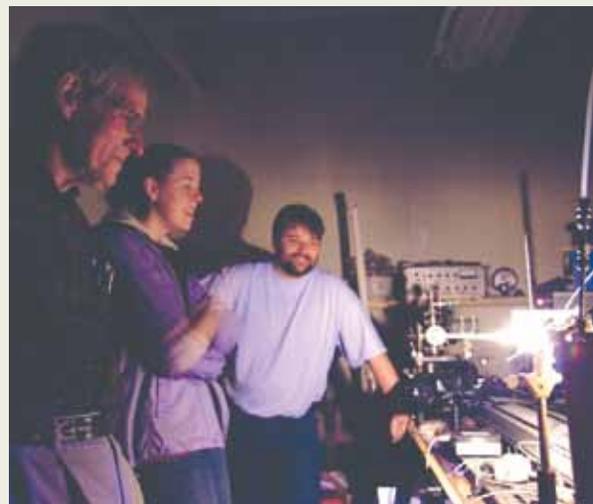
“I can reach them and see the light go off in their head,” she said.

**Chemistry department** – Awarded \$2,400 for the ongoing investigation of nitrogen plasma. Two students will receive stipends to participate in research this summer. It is anticipated that the research will be submitted to a scientific journal for publication. The grant builds on research that began as an honors project last year. As a result of the research, four NMC students had the rare privilege of presenting as an undergraduate at a regional meeting of the American Chemistry Society.

Chemistry instructor Mary Jo Elliott, who submitted the grant, said she believes such projects are the best hope for building the nation's community of scientists.

“Getting undergraduates involved in research is going to retain more people in science in the long run,” she said. “Hook these kids and keep them around.”

► Visit [www.nmc.edu/foundation](http://www.nmc.edu/foundation) for more information on Innovation Grant projects.



**Top:** From left, NMC aviation director Aaron Cook; Paul Hogan, Head of Aviation Degrees at London Metropolitan University; and Steven Ursell, NMC Aviation Instructor and London native are exploring partnership possibilities.

**Middle:** A new projection system allows dental assisting students a better view of procedures like the one Dr. Richard Hoadley and student Tiffany Brigham perform in class.

**Bottom:** From left, NMC volunteer Gerry Provencher and students Amanda Van Haitsma and James Pickard investigate the generation of nitrogen plasma.

## The Dennos introduces annual Business Membership Program

As the region's premier center for visual and performing arts for 20 years, the Dennos Museum Center has established a first-class reputation. The Business Membership program offers businesses the opportunity to link their brand with one of the most valued community assets in northern Michigan.

### Dennos Business Membership offers:

- Onsite recognition as a business member
- Company logo placement and hyper-link on Museum sponsor web page
- Rental discounts for company functions held at the Museum or Milliken Auditorium, and priority booking consideration

Business membership further enriches employer benefits programs by enabling employers to extend Dennos amenities to their employees.

### Employees of business members receive:

- Two-for-one admission vouchers (one use per year)
- Ten percent discount at the Dennos Museum Store when presenting admission voucher
- Ten percent off individual memberships when presenting admission voucher
- Special access to concert discount opportunities

► For more information, visit [www.dennosmuseum.org](http://www.dennosmuseum.org) or call (231) 995-1055.

## NMC congratulates the following retirees who have dedicated 150 years of combined service to students.

**Linda Anderson**  
1991-2010  
Social Science Instructor

**Ulle Koolmar**  
1989-2009  
Clerk-Bookstore Textbook Inventory Control

**Mary Pierce**  
1996-2009  
Communications Instructor

**Donald Shikoski**  
1979-2009  
Director – Information Technology

**John Tanner**  
1974-2010  
Superintendent-Great Lakes Maritime Academy

**Barbara Zupin**  
1989-2010  
Director-Upward Bound

**Ann George**  
2000-2010  
Communication Instructor



## Now at the Dennos

### Beyond the Lens

Cameraless images are as old as photography itself, begun in the mid-1800s. Kim Kauffman embraces this tradition using modern tools and techniques, combining cameraless recording of her subjects and photo collage.

### ConTEXTure

Sculptor Bill Allen and poet Fleda Brown, both of Traverse City, engage in an artistic conversation between genres. The result is a dynamic interplay that pushes the limits of language and image.

More images and info on both exhibits:  
[www.dennosmuseum.org](http://www.dennosmuseum.org)

# CONTEXTURE

## A CONVERSATION BETWEEN ARTISTS IN TWO FORMS

## Ensuring a legacy with planned giving

When Bruce Byl received a scholarship that made it possible to attend NMC back in the 1970s, he vowed to return the favor someday.

He and his wife Mary made good on that promise in 2007, when they created the Byl Family Scholarship. To increase the scholarship's impact and longevity, the Byls subsequently named NMC in their estate plans, insuring a stream of resources that will fund their scholarship for future generations.



Bruce and Mary Byl

Naming NMC in your estate plans is the ultimate gift to the college. Now it's easier than ever with new planned giving tools available online. Among the tools you'll find at [www.nmc.edu/plannedgiving](http://www.nmc.edu/plannedgiving):

- Planned giving calculator - gives tax incentives for various types of gifts including property and charitable gift annuities
- Regularly-updated news articles on planned giving
- Quizzes that assess the suitability of various planned giving vehicles based on a giver's age
- Brochures e-mailed upon request
- Donor stories
- Bequest language for anyone considering putting NMC in their will
- IRS forms and other information for professional advisors

► For more information on planned giving, contact Chris Studenka at [cstudenka@nmc.edu](mailto:cstudenka@nmc.edu) or (231) 995-1855.



## College for Kids starts June 21

Stimulate and nurture the minds of kids ages 4-17 all summer long. See the schedule of 159 classes at [www.nmc.edu/ees](http://www.nmc.edu/ees) or call (231) 995-1700.



## Kids' Free Fishing Day June 26

Join 500 other kids for the annual event at NMC's Great Lakes Campus 10 a.m. – 2 p.m. All equipment provided. More info at [www.nmc.edu](http://www.nmc.edu)

## Tobacco-free NMC

NMC's Board of Trustees voted in November 2009 to make all NMC campuses tobacco-free beginning with the Fall 2010 semester.

In order to promote a healthy culture of learning for students, staff, faculty and guests, the policy will prohibit smoking and tobacco use indoors and outdoors on all NMC's campuses: Main, Aero Park, Great Lakes, University Center and Rogers Observatory.

An internal committee spent several months researching a tobacco-free policy before recommending implementation.

► Visit [www.nmc.edu/tobacco-free](http://www.nmc.edu/tobacco-free) for more information.



## Zero-waste BBQ

Serving 10,000 meals without generating landfill waste is a tall order, but one the NMC Barbecue Board is aiming to fill.

The Barbecue Board hopes to recycle or compost up to 90 percent of all waste generated at this year's event, set for May 16, and eventually make the Barbecue a zero-waste event.

The big change this year is a switch to compostable plates, cups and forks, and arranging for compostable materials to be delivered to Food for Thought's commercial compost operation in Benzie County. Food for Thought is run by NMC alumnus and Foundation Board member Timothy Young.

Last year the Barbecue recycled more than 50 percent of its waste. The Board has dedicated additional funds to cover the higher cost of compostable materials. Additional volunteers will help patrons properly dispose of their items.

► Advance tickets just \$5, \$6 on BBQ day.  
Buy online: [www.nmc.edu/bbq](http://www.nmc.edu/bbq)

## BBQ, parade, baseball, oh my!

Dates to save for alumni and friends

### MAY 16 Alumni reception at BBQ

Scheduled for noon to 2 p.m. in the Health & Science Building, room 101, the Alumni Reception is a chance for former NMC students to visit with each other as well as faculty and staff. No RSVP required. Simply show up to reminisce and renew acquaintances.

### JUL 10 March with NMC

Join in celebrating the college by marching with NMC in the 2010 National Cherry Festival's Cherry Royale Parade through downtown Traverse City on July 10.

NMC will provide banners from the various academic programs as well as NMC T-shirts for participants. Participants will convene at 9:30 a.m. on July 10 on State Street.

Alumni interested in participating should e-mail Kay Hall at [khall@nmc.edu](mailto:khall@nmc.edu) by June 1 to provide a shirt size and be informed of further details.

### JUL 23 NMC Night with the Beach Bums

Put on your NMC cap and take yourself out to Wuerfel Park to cheer on the Beach Bums with fellow alumni and NMC friends. The first 500 fans will receive NMC swag.

Watch for a surprise guest to throw out the first pitch, see team mascots Suntan and Sunburn attired in caps and gowns, and enjoy the regular Friday night post-game fireworks. Game time 7:05 p.m. Ticket info at [www.tcbeachbums.com](http://www.tcbeachbums.com)

### Anytime...tell us your NMC Story

Maybe you're an NMC alumnus – or a parent. Maybe you're a volunteer – or a donor. Maybe you've visited the Dennon Museum or Rogers Observatory or listened to WNMC radio.

Maybe all of the above apply. Whatever your connection is, we hope you'll share why NMC is important and meaningful to you in "My NMC Story," a broad-based endeavor to collect and share the personal experience of NMC's many constituencies in print, video and online. Visit [www.nmc.edu/mystory](http://www.nmc.edu/mystory) to share yours and see others.

### And finally...

NMC has a new online community for alumni and friends.

Visit [www.nmc.edu/alumni](http://www.nmc.edu/alumni) to search the alumni directory and class notes, submit your own notes or NMC story, sign up for customized news by e-mail, and more.

## Tee up Aug. 4

From left, Ron Crofoot, Christine Davis, Tina Poindexter and Jim Feil enjoy the 2008 Scholarship Open.

Sign up your foursome now for the 30th annual tournament, set for Aug. 4 at Crystal Mountain Resort.

To support scholarships by sponsoring or playing, e-mail [cpaul@nmc.edu](mailto:cpaul@nmc.edu) or call (231) 995-1021.



## Plan ahead...

Mark your calendar for the following upcoming NMC events.

### May 6-9

#### Small Works Exhibit and Sale

Peruse original art no larger than 5" x 7" and priced at \$50 or less.  
Dennos Museum Center

### May 16

#### 55th annual NMC Barbecue

11 a.m.-5 p.m., Main Campus

### May 20

#### International Affairs Forum lecture

Dr. Mustafa Mohatarem, chief economist of General Motors Corp., speaks on "The Global Automobile Economy"  
6 p.m., Milliken Auditorium

### May 8, 21, June 5, 18

#### Public Viewing Nights

9-11 p.m., Rogers Observatory  
For more dates, see  
[www.nmc.edu/rogersobservatory](http://www.nmc.edu/rogersobservatory)

### June 3

#### Community Cinema

"Copyright Criminals" presented in partnership with WCMU Public Television  
7 p.m., Dennos Museum Center

### June 17

#### International Affairs Forum lecture

Joseph W. Elder, sociology professor at the University of Wisconsin, speaks on "Afghanistan and Its Neighbors."  
6 p.m., Milliken Auditorium

### June 20 - September 5

#### Michigan Water Color Society's 63rd Annual Exhibition

Dennos Museum Center

### June 26

#### Kids' Free Fishing Day

10 a.m. - 2 p.m., Great Lakes Campus

### July 23

#### NMC Night with the TC Beach Bums

Wuerfel Park south of Traverse City.  
Ticket info: [www.tcbeachbums.com](http://www.tcbeachbums.com)

### August 4

#### NMC Scholarship Open

Crystal Mountain Resort  
More info: [www.nmc.edu/golf](http://www.nmc.edu/golf), (231) 995-1021

► Get customized NMC news and information via e-mail at [www.nmc.edu/news](http://www.nmc.edu/news)

► Follow NMC on Twitter to find free events on campus: <http://twitter.com/NMCFree>



## From the archives

The NMC Barbecue remains a springtime tradition for young and old, just as it was in the late 1950s, when this photo was taken.

## Hike inspires scholarship

Even before he completed his 2,000-plus mile hike of the Appalachian Trail last year, Tim Keenan's hiking boots were pretty dusty.

"The only time I've actually walked and camped was when I was in Vietnam," said the 63-year-old Traverse City resident, who hit the AT in Georgia in March 2009, four months after retirement.

Due to that history, perhaps it was destiny that Keenan would connect his hike to one of his passions, the Veterans for Peace organization. President of the northern Michigan chapter of the national organization founded in 1985, Keenan decided to raise pledges per mile hiked and create a Veterans for Peace scholarship at NMC. Matching 50 cents per mile himself, he raised more than \$9,000 by the time he reached the trail's end in Maine last September.

Children of veterans are eligible for the \$1,000 scholarship. Applicants must also write an essay describing how they personally can advocate for world peace.

To Keenan, who served in the U.S. Army from 1967 to 1969, establishing the scholarship was a way to address a cause dear to his heart.



Tim Keenan at Mt. Katahdin, Maine, at the end of his hike.

"Veterans for peace, we've been there, done that. We know the horror of war, and we think war's wrong," he said.

The Veterans for Peace scholarship is one of nine new scholarships created this year at NMC. Thanks to the generosity of donors like Keenan and his supporters, NMC is proud to donate more scholarship dollars to more students than any other community college in Michigan, more than \$640,000 in the 2009-10 school year.

► To find out more about establishing a scholarship at NMC, contact Sonia Clem at [sclen@nmc.edu](mailto:sclen@nmc.edu) or (231) 995-1030.



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Win a full tuition  
scholarship  
[www.nmc.edu/bbq](http://www.nmc.edu/bbq)



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## Biederman, Janis named 2010 Outstanding Alumni

Traverse City businessman Ross Biederman and longtime community volunteer Susie Janis are the recipients of NMC's 2010 Outstanding Alumnus award.

Created in 1988, the award recognizes alumni who donate their time, talent and resources to NMC in addition to professional achievement and community and professional leadership.

Biederman attended NMC in 1958-59 and went on to graduate from Michigan State University. The son of NMC founder the late Les Biederman, he has carried on his family's commitment to the college by supporting projects through the Biederman Foundation, including scholarships in nursing, maritime and business.

Under Ross Biederman's leadership as President and General Manager, Midwestern Broadcasting Co., the company his father founded, has expanded to nine radio stations. In 2007 he received a lifetime achievement award from the Michigan Association of Broadcasting.



Ross Biederman



Susie Janis

Beyond his business, in 2001, Biederman developed Radio Centre, a mixed-use development in downtown Traverse City that is home to flagship station WTCM.

His many community involvements include Munson Medical Center and chairing the joint Traverse City-Garfield Township Recreational Authority board.

Janis attended NMC in 1965-67 and has since dedicated her life to being a full-time volunteer. She led the membership and development program at the Dennon Museum for three years, exceeding membership goals. She served on the NMC Foundation Board for six years. Three as chair occurred during the final phase of fundraising for the Museum, whose capital campaign goal was also exceeded.

Her many community involvements include the Grand Traverse Community Living Center, Child & Family Services and Traverse City Chamber. She has served as a gubernatorial appointee on three statewide bodies, and in 1997 won the State of Michigan Volunteer of the Year award.