



## Classrooms without borders

Lectures, labs, required reading and—service learning?

If it's been awhile since you were on a college campus, you're probably familiar with the first three. Now, some NMC classes are expanding beyond that familiar formula by adopting service learning as the centerpiece of the syllabus.

Service learning itself isn't new. Traditionally, however, it was something individual students pursued. Akin to an unpaid internship, they earned credit in exchange for volunteering in a position related to their career field.

What's changing now is that whole classes—two in NMC's Business Academic Area and a third in Sociology just last semester—are structuring around service learning projects. Students say they are more engaged, and the community reaps the rewards.

"Service learning tends to elicit a different kind of investment from students," said Brandon Everest, a sociology instructor whose class project was production of a "mythbusting" video about poverty produced with Progress Village, a local poverty advocacy organization.

That investment occurs in energy, effort, and time.

"I think I put more hours into this than any other class," said Jonathan Steele, who as a student in NMC's Entrepreneurship course co-founded MAD Cherries, a public art fundraiser for three local charities.

► For more on service learning, see p. 3



Eight large cherries and 20 smaller ones were auctioned to benefit three local charities as part of a class service learning project. Here, NMC Visual Communication students paint their cherry into a 3-D color wheel.



Birds of Paradise at The Dennon. See more p. 4

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## Find and friend NMC

You can find NMC, the Dennon Museum Center, Great Lakes Maritime Academy, WNMC radio, student groups and more on Facebook and Twitter.



Northwestern  
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College

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From the President

## NMC launches first bachelor's degree



Timothy J. Nelson

Innovation has been a hallmark here at Northwestern Michigan College since 1951, when our founders made history by opening the doors of the first community college in Michigan. We've had many milestones

during the decades since. This fall, we'll mark another when we offer our first bachelor's degree.

The Michigan Legislature made this possible last year by passing the Community College Baccalaureate Authorization bill, which was subsequently signed by Gov. Rick Snyder. It allows community colleges to offer bachelor's degrees in four technical areas. NMC's first will be a Bachelor of Science (BS) in Maritime Technology.

This is a logical extension of the highly-respected program our Great Lakes Maritime Academy has offered since 1969. As they have for years, maritime cadets will be able to choose either the Maritime Deck Officer program or the Maritime Engineering Officer program. Pending approval from the Higher Learning Commission, both programs will begin in the 2013-14 academic year, and be a great addition to the Bach-

elor's of Science in Business Administration our cadets have been able to pursue through Ferris State University.

It's important to point out that the maritime bachelor's degree has a direct connection to three of NMC's five strategic directions:

- Ensure that NMC learners are prepared for success in a global society and economy
- Establish national and international competencies and provide leadership in select educational areas connected to the regional economy and assets—in this case, fresh water
- Transcribe most learning to establish credentials of value

I mention this because in these times of ours, with constant change and shifting priorities and finite resources, NMC's strategic directions serve as a compass. They help us decide whether and why to invest the college's energies and resources as we do.

Offering limited bachelor's degrees is the right thing for NMC, our students and our economy. This fall, I'll look forward to welcoming NMC's first bachelor's-bound students.

As always, let me know what you think at [tnelson@nmc.edu](mailto:tnelson@nmc.edu)

## NMC's New Annual Fund

NMC was established as Michigan's first community college more than 60 years ago by community residents who shared the goal of bringing higher education to northern Michigan. The new college was funded by many like-minded people who came together to raise money through bake sales, penny drives, dances and more.

Today, the NMC Foundation continues to encourage broad participation and gifts of all sizes to support the continued success of the college. As part of our philanthropic evolution, the Annual Fund is shifting to a focus on priority needs. This will allow the Foundation and college leadership to:

- Respond to needs and opportunities as the world around us continues to change
- Support scholarships that impact learners in all stages of their educational journey
- Build new programs in many of our specialty areas
- Provide support for current scholarship needs and essential program investments

NMC's 2013-14 Annual Fund campaign will formally kick off this fall. You can help make history as once again, we come together as a community to establish this critical resource for the future of NMC and our students.

► Learn more at [www.nmc.edu/foundation](http://www.nmc.edu/foundation)



## Service learning

*continued from p.1*

Steele's class was divided into four teams. Two created for-profit businesses. Steele's and another were organized as social entrepreneurs, seeking to raise money for nonprofits. His MAD (Making A Difference) Cherries team raised \$10,000 for the Women's Resource Center, Third Level Crisis Center and Freedom Builders, mostly through an auction of the cherries painted by local artists as well as an NMC Visual Communications class.

Started with seed money from the NMC Foundation, Steele noted that the traditional tasks of starting a business—including finding vendors and suppliers, sales, marketing and awareness of the bottom line—still applied to the MAD Cherries project.

"If we're going to be successful and give any money to these organizations, we've got to have more income than expenses," he said.

Also in the Business Academic Area, for the third consecutive semester instructor Kristy McDonald conducted her Professional Communications class around a service learning project. This time, students organized NMC Business Students for Habitat to benefit Habitat for Humanity's Depot Neighborhood. To promote the sustainable, affordable housing community to be built in Traverse City, students conceived and executed a competition of model homes built out of recyclable materials.



Students at the Leelanau Montessori School built this house out of used cardboard tubes for another class service learning project, benefitting Habitat for Humanity.

Held at the Grand Traverse Mall in April, the event drew 50 homes built from everything from toilet paper tubes to floral detritus and raised \$300 for Habitat. Students, meanwhile, learned how to work in small groups, solicit sponsors and media coverage, traveled around the region to recruit participants, built homes themselves and delivered a multi-media final presentation. "I would hire any one of you," Habitat Executive Director Wendy Irvin told the students at the final presentation.



The VisComm cherry sitting pretty outside the City Opera House in downtown Traverse City.

## More service learning projects at NMC

**Poverty mythbusting video** – For his Modern Social Problems class, instructor Brandon Everest, a former social worker, approached area agencies for service learning projects and ideas. Students decided to work with Progress Village, a local poverty advocacy organization. Progress Village proposed a mythbusting video, addressing the most pernicious myths of poverty and people living on low income, to use in their advocacy work.

Through the project, students found their own stereotypes upended.

"The most powerful outcome of this semester, according to student reports, was that students transformed their ideas about poverty—debunking the myths within themselves and gaining a deeper connection with our community and the people in it," Everest said.

Watch the video: Go to [youtube.com](https://www.youtube.com) and enter "Challenging Myths: Stereotypes of Poverty" into the search bar.

**Veterans History Project:** For about ten years, students in Jim Press' history classes have conducted more than 130 interviews with area veterans as part of the Library of Congress' Veterans History Project, a nationwide effort to preserve the memories, correspondence, photographs and more from American veterans dating to World War I. Two dozen interviews are digitized in audio and/or video format online. To listen and view:

- Go to [www.loc.gov/vets](http://www.loc.gov/vets)
- Click "Search the Veterans Collections"
- Select "contributor/interviewer affiliation" from the field choices and choose "yes" under Digitized Collection
- Type "Northwestern Michigan College" into the search bar
- Click "Go"

**Visual Communications design projects** – Every spring semester, VisComm students work with area nonprofits on graphic design, art direction and new media projects. The goal is a real-world assignment that allows students to interact with clients and exposes them to the commercial printing and production worlds, including film and new media production, creative advertising, graphic design and packaging.

Past projects have included the Bay Bucks local currency, branding and communications for the Traverse City Parks Department and film editing and DVD production for The History Center.





## Birds of Paradise: Amazing Avian Evolution

The Dennos Museum is proud to host the debut of this traveling exhibition, almost a decade in the making.

In 2004, National Geographic photographer Tim Laman and Cornell University Lab of Ornithology scientist Edwin Scholes began a series of 15 targeted expeditions to document the bizarre species known as birds-of-paradise.

The fascinating stories of ground—breaking research and adventure paired with amazing footage and photography are the foundation of this highly interactive exhibition—part science exhibition, art show and natural history display - designed to appeal to a wide audience.

Birds of Paradise has been co-developed by the National Geographic Society and the Cornell Lab of Ornithology.

Museum admission during this special exhibition will be \$10 adults, \$5 children (5-12 years) and Museum members.



Top right: National Geographic photographer Tim Laman. At left, Cornell University Lab of Ornithology scientist Edwin Scholes on expedition.



In conjunction with Birds of Paradise, The Dennos is holding over Wings of Icarus, by local artist Rufus Snoddy. Made from natural materials, found and fabricated objects, Snoddy describes his wings as “construction paintings.”



## Britten, Jonkhoff named 2013 Outstanding Alumni

Two Traverse City business leaders have been named Northwestern Michigan College's Outstanding Alumni for 2013.

Paul Britten, founder and CEO of Britten, and Peg Jonkhoff, co-owner of Reynolds-Jonkhoff Funeral Home, were named the recipients at NMC's annual Commencement ceremony on May 4.



Paul Britten



Peg Jonkhoff

Created in 1988, the Outstanding Alumnus award recognizes alumni for professional achievement, community and professional leadership and/or donations of time, talent and resources to NMC.

Britten took an unconventional path to NMC, literally. As a nine-year-old in the mid-1970s, he cut through the woods behind his home on Apache Pass to the then-new NMC Art Building to take pottery classes.

The faculty he met shaped him and prepared him for a future as an entrepreneur in commercial art. Britten's Traverse City-based company is the leading provider of creative production services, event signage, and large-format digital printing.

"I just spent basically an exorbitant amount of time in that Fine Arts building. I was this little kid that was always there," Britten said. "I do believe today, 30 years later, that the culture of my company is partly a reflection of a lot of those wonderful years at NMC."

He added that about one-third of Britten's 220 employees are current or former NMC students.

Jonkhoff, who graduated from NMC in 1976, is co-owner and administrative director at the Reynolds-Jonkhoff Funeral Home. Prior to joining the family business full time in 1992, she earned bachelor's and master's degrees from Ferris State University, the latter through NMC's University Center. She also taught for five years in NMC's business division.

"I am so proud of NMC. We are so fortunate to have such a valuable educational resource in our community," Jonkhoff said. "NMC enabled me to further my education yet continue to live, work and play in this area I am blessed to call home. To see NMC's evolution over time is most impressive."

► See past Outstanding Alumni winners at [www.nmc.edu/alumni](http://www.nmc.edu/alumni)

## International profile: Wei Cao and Koji Iwamoto

How do you get to happily ever after? Take two adventurous students, a trans-Pacific journey (and back), six years, and mix well.

Back in 2007, NMC students Wei Cao, originally from Beijing, China, and Koji Iwamoto, originally from Nagoya, Japan, met through NMC's International Student Club. A few weeks later, Iwamoto needed help with a class project. The aviation student emailed everyone in the club, but only one replied – Cao, who was studying business.

"We started hanging out and soon became really good friends, but things really started moving once our rock climbing friends decided to go to Kentucky for a climbing trip. We had lots of fun and really got to know each other," the couple says. "We're not sure when we actually started 'dating' as we don't have the traditional sense of a start date, but we do know in 2008 we were officially 'together.'"

Iwamoto graduated from NMC in December 2007 and Cao in May 2009. That year, with Iwamoto's visa running out and Cao graduating, they decided to start a new adventure in Beijing. Most recently they co-founded a destination management company, ZeroK DMC Ltd., which organizes events and tours for visitors to Beijing.



One of the first clients: Dennon Museum Center Executive Director Gene Jenneman, who led a group from Traverse City to China in April.

"I have benefitted from the friendship of Wei and Koji on numerous prior trips to Beijing. On this trip, having the personalized service and daily flexibility provided by their new company made the planning and logistics much easier and, frankly, essential to the unique Beijing experience I requested from them," he said.

Along with the guests, Jenneman brought something else to Beijing – a packet of congratulatory cards from some of their NMC friends. Cao, now 24 and Iwamoto, 28, will wed on June 23.

► Ensuring that learners are prepared for success in a global society and economy is a strategic direction for NMC. Periodically such learners and alumni will be profiled in NorWester. To suggest subjects, contact Cari Noga at [cnoga@nmc.edu](mailto:cnoga@nmc.edu) or (231) 995-1027.

# News digest

## Hiring Our Heroes a success

NMC hosted a first of its kind hiring fair for veterans April 23 at the Hagerty Center.

Among the nearly 200 veterans, active duty military members, guard and reserve members and military spouses who attended, 21 accepted job offers from one of the 65 employers in attendance.

The Traverse City event was part of a national initiative led by the U.S. Chamber of Commerce. Other sponsors included the Traverse City Area Chamber of Commerce, the Department of Labor Veterans' Employment and Training Service, the Michigan Committee of the Employer Support of the Guard and Reserve, the U.S. Department of Veterans Affairs, The American Legion, NBC News, and other local partners.

Organizers expect to hold a second Hiring Our Heroes event in 2014.

## Children's Choir tops in Big Apple

The Northwestern Michigan College Children's Choir's top group—Cantus—earned the Grand Champion honor at a festival competition at the College of Staten Island in April.

Cantus, made up of fifth through ninth graders, was awarded a gold medal for their performance at the festival, as well earning the competition's top award for choirs. The festival featured middle school and high school choirs, bands and orchestras from around the United States.

The group also toured many of New York's attractions and performed at St. Paul's Chapel. The chapel served as the center for rescue operations after the events of September 11, 2001. One of the few buildings next to the Twin Towers that was undamaged, the church

remains a shrine to those lost in the tragedy.

Cantus is one of NMC's four Children's Choirs open to students in grades two through nine.

► For more information visit [www.nmc.edu/music](http://www.nmc.edu/music)



Jessica Abfalter

## Grad earns two prestigious scholarships simultaneously

Jessica Abfalter, a member of NMC's chapter of Phi Theta Kappa, the national honor society for two-year colleges, has been named

a New Century Scholar and a Guistwhite Scholarship recipient. She was among more than 1,800 applicants for both distinctions and has been awarded \$7,000 toward her BA studies.

Abfalter, 29, of Grayling, originally came to NMC to complete an associate's degree she had started at Kirtland Community College. After completing that degree, she decided to pursue a general associate's degree. Classes she took to obtain that second degree exposed her to engineering, and she plans to transfer to the University of Michigan this fall to complete a bachelor's in electrical engineering.

NMC has had two New Century Scholars in the past, but never a Guistwhite. To earn both simultaneously is even more rare.

"We are extremely proud of Jessica's accomplishments," said Kari Kahler, advisor to Alpha Rho Pi, NMC's chapter of Phi Theta Kappa. "Her stellar academic record, leadership in her chapter and commitment to serving her campus and community set her above other student leaders."

## Go Hawk Owls

For the first time in more than 35 years, NMC has an official nickname.

The college hasn't used a nickname since it last competed in intercollegiate sports in 1976. While there are no plans to reinstate intercollegiate athletics, NMC has reclaimed some of that missing identity. NMC trustees unanimously voted to formally adopt Hawk Owls as the college's nickname in February.

Hawk Owls incorporates NMC history since the college's previous nickname was the Tomahawks, and owls have long served as a symbol of wisdom.

Dozens of potential nickname suggestions were considered and narrowed to a final field of four. Polls were conducted of students and staff at the PinePalooza event on campus, through the college's employee and student newsletters and community-wide through NMC's Facebook page.

The final results had the Hawk Owl with a commanding 36 percent of the vote. Other contenders were the Black Squirrel, the Bison and the Pine Marten.

Next steps include creation of an official graphical representation of the Northwestern Michigan College Hawk Owl, and development of plans to create a mascot.

## Extended Education

### CNA info sessions in August

Find out more about a career as a Certified Nursing Assistant. Two free information sessions will be held Aug. 13 and 21 at 5:30 p.m. in the University Center, room 209. CNA training runs Sept. 25-Nov. 10. Visit [www.nmc.edu/ees](http://www.nmc.edu/ees) or call (231) 995-1700 for more information.

### Look beyond the view of the bay

**June 28:** LIFE Luncheon with Mimi Wheeler of Grocer's Daughter Chocolates. Wheeler will speak about her latest chocolate journey to Ecuador.

**July 11:** "Has the Arab Spring Been Hijacked?" with NATO advisor Jack Segal

**July 18:** "The Boston Bombing and Russia's War Against Islam" also with Segal

► See more classes at [www.nmc.edu/ees](http://www.nmc.edu/ees)





## Plan ahead...

### June 15

#### Kids' Free Fishing Day

10 a.m. – 2 p.m., Great Lakes Campus

Info: John Noonan, john@glcm.org, (231) 932-4526

### June 15

#### Public viewing night, Rogers Observatory

9-11 p.m. Also July 5 and 20, Aug. 2 and 17.

- For a complete list of 2013 dates, visit [www.nmc.edu/observatory](http://www.nmc.edu/observatory)

### June 20

#### International Affairs Forum lecture

India and the Religion of the Heart. Speaker John Stratton Hawley is a professor at Barnard College, Columbia University. 6 p.m., Milliken Auditorium. \$10 at the door, students/educators free

### June 21

#### Missy Memorial Scholarship fundraiser

Magnum Hospitality will donate a portion of proceeds from sales at Red Mesa Grill restaurants in Traverse City and Boyne City and Pearl's in Elk Rapids to a scholarship in memory of the late Magnum employee.

- [www.magnumhospitality.com](http://www.magnumhospitality.com)

### June 22

#### Appraisal Day

9 a.m.-5 p.m., Dennos Museum Center

Local art appraiser Don Butkovich will verbally appraise your hidden treasures. Fee of \$8/object donated to the Museum. Reservations required, call (231) 995-1573 or visit [dennosmuseum.org](http://dennosmuseum.org)

### July 6

#### National Cherry Festival Cherry Royale Parade

Pre-parade continental breakfast, brats along the route, free T-shirt and fun! Contact Kay Hall, (231) 995-1119 or [khall@nmc.edu](mailto:khall@nmc.edu), if you would like to march with NMC's parade contingent.

### August 1

#### NMC Scholarship Open

Grand Traverse Resort

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

### August 24

#### Fall semester begins

- 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>

## Alumni Notes

**Barbara Beckett, 1973**, received the Michigan High School Athletic Association's top Women in Sports Leadership Award in March. A 30-year MHSAA registered official, Beckett was the first woman to officiate an MHSAA Boys Basketball Final in 1995. She has also been the Grand Traverse Bay YMCA program director for the last 28 years, developing women's, men's and co-ed softball leagues that now include more than 1,500 players and a men's recreational basketball league with more than 250 participants. Under her guidance, the YMCA's Pop Warner football league has grown to become one of the largest in the Midwest, with 2,500 players.

**Angela Donnette Gould, AAS 1981**, published *My Mommy's Toys*, a children's activity book. Born with cerebral palsy, Gould has used a wheelchair since 1996. The book is written from the point of view of her oldest son at the age of six. Gould, who now lives in southern California, said both her sons created their own definition of the phrase "assistive devices" while growing up.

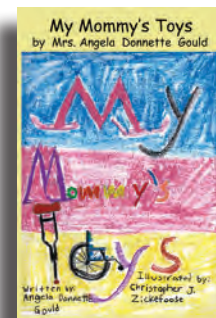
"My walker was the bridge of a space ship, the crutches were a ladder to reach Halloween candy, and they were the best pit crew ever with the wheel chair," she said.

*My Mommy's Toys* is available in paperback and e-book formats on Amazon.com.

**Thomas Paron, AAS Maritime Management, 1985**, is president of Compass Capital Management (CCM), a registered investment advisor servicing over \$535 million in assets under management. He is also a Principal of NFP (National Financial Partners) a NYSE public company. His leadership has placed him among the top 25 investment advisors in Barron's Top 1000 Advisor ranking since 2010. At NMC, Paron was student government president in 1985 and has established a business scholarship.

**Troy Huff, AAS, 1990**, retired from the Gaylord Police Department, ending a 25-year career in law enforcement in Otsego County. Huff spent his rookie year, 1988, working for the Otsego County Sheriff's Department on Marine Patrol. Huff joined the Gaylord City Police Department in September 1990.

**Jennifer Russell, AAS, 2004**, is the new coordinator of the Otsego County United Way Volunteer Center. Prior to her new position, Russell worked as a manager at Enterprise Rent a Car and spent 13 years in the U.S. Army Reserve, serving in Traverse City. She also attended Davenport University through the University Center. The Bellaire native now lives in Alba.



## College for Kids

Beginning June 17, kids ages 3-17 can explore art, music, dance, science, computers, technology, astronomy, sports, aviation and much more. The emphasis is on fun and learning in a hands-on environment. Nearly 200 classes to choose from, most lasting one week. Browse and register for classes at [www.nmc.edu/kids](http://www.nmc.edu/kids) or call (231) 995-1700.





# NorWesterner

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## Scholarship Open

NMC's annual Scholarship Open will tee off Aug. 1 at a new location—the award-winning Wolverine and Bear courses at the Grand Traverse Resort. The Scholarship Open is the premier tournament in northern Michigan, raising more than \$1 million for merit-based scholarships since it began in 1980. Greens fees are \$200 per player and include a round with cart, golfer gift, light breakfast, lunch on the course, three drink tickets to use on course, post-tournament reception and eligibility for door prizes including a \$1,000 airfare voucher. Register and find out more at [www.nmc.edu/golf](http://www.nmc.edu/golf)



## Congratulations!

NMC congratulates the following employees, who retired this year after collectively providing more than 150 years of service to the college.

- Bob Chauvin: 1985 - 2012
- Bill Donberg: 2001 - 2013
- Martha Griggs: 2005 - 2012
- Bill Hardy: 2007 - 2013
- Suzanne Hutchcraft: 1974 - 2013
- Kathleen Sedlacek: 1987 - 2013
- Rick Spires: 2009 - 2013
- Nancy Summers: 2005 - 2012
- Steve Westphal: 1977 - 2013

## From the archives: Mystery photos

Contact Ann Swaney, [aswaney@nmc.edu](mailto:aswaney@nmc.edu), (231) 995-1016, if you can provide any identification or details on the alumni in life jackets. The black and white photo of the outdoor class is known to be from the 1970s. Instructor Joe Rogers is at right. Any other details or identifications appreciated.

