

GRAND VALLEY

SUMMER 2013

MAGAZINE



Mary Idema Pew Library
BLAZES TRAIL INTO 21ST CENTURY

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MAGAZINE

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On the cover:

photo by Bernadine Carey-Tucker

The June supermoon shines on the Mary Idema
Pew Library Learning and Information Commons.

On these pages:

photo by Bernadine Carey-Tucker

Pictured is the green roof of the Mary Idema
Pew Library.

On the back cover:

photo by Amanda Pitts

Pictured is the L. William Seidman Center,
which opened in May.

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cover includes a minimum of 10% postconsumer recovered fiber.



Arthur C. Hills was Grand Valley's first fine arts professor and composed the alma mater, 'Hail to Thee Grand Valley.'

Pioneer faculty member dies

Arthur C. Hills, a pioneer professor and administrator, died March 31 at age 92. A memorial service was held May 23 at the Cook-DeWitt Center.

Hills joined Grand Valley in 1963 as one of 14 original faculty. A musician and music instructor, Hills was the first fine arts professor and the composer of Grand Valley's alma mater, "Hail to Thee Grand Valley."

In 1971, Hills was appointed vice president for Administration and chief academic officer and became founding director of the Performing Arts Center. In 1978 he became executive assistant to President Emeritus Arend D. Lubbers and secretary of the Board of Trustees, a position he held until his retirement in 1987.

The Arthur C. Hills Living Center on the Allendale Campus, the Arthur C. Hills Music Scholarship and the Art Hills Spirit Award are named in his honor.

Campus community mourns Finnerty's death

The Grand Valley community and Laker Nation mourned the death of former quarterback Cullen Finnerty. Finnerty's family reported him missing May 26 following a fishing trip near Baldwin.

His body was recovered after two days of searching. Many current and former Laker football players and coaches joined in the search.

President Thomas J. Haas said: "I'll always remember the victory embrace we shared on the field after the national championship game in Alabama his senior year. You can tell by the outpouring of support, and now grief, just how much this young man means to the Grand Valley community."

Athletic Director Tim Selgo said: "Cullen embodied the term competitive spirit and led Grand Valley football to tremendous success. We appreciate the outpouring of support from everyone, and want to thank all who assisted with the search efforts, especially our current and former GVSU football players. Our thoughts and prayers are with Cullen's family and loved ones."

Former Laker football players, including Curt Anes, Brad Iciek, Blake Smolen and Bill Brechin, shared their memories of Finnerty, saying his legacy will last forever at Grand Valley.



Former Laker quarterback Cullen Finnerty died following a fishing trip in late May.

Interviews with former players and video highlights from Finnerty's Laker career are posted online, click www.gvsu.edu/s/nl. New York Times reporter Greg Bishop wrote an article about Finnerty; it's online at www.gvsu.edu/s/nH.

New charter schools will serve homeless students, dropouts

Grand Valley will open new charter schools with specialized programming in Grand Rapids and Detroit that serve students ages 16-22 who are or were homeless or former dropouts.

Covenant House Academy Grand Rapids will be housed in the former Grand Rapids Public Schools Campau Park Elementary building, which the Grand Rapids Public Schools Board agreed to sell to Covenant House in April for \$400,000.

The authorization of Covenant House Academy Grand Rapids is a continuation of the long-standing partnership between Grand Valley, Grand Rapids Public Schools, and the City of Grand Rapids that will ensure that all children have access to high-quality public schools.

"I am very pleased and excited to partner with Covenant House and Grand Valley to serve children," GRPS Superintendent Teresa Weatherall Neal said. "Many of these students are going to age out of Grand Rapids schools or may

have already dropped out. We need them to be productive members of society, so that's why we are not just selling the building, but partnering with both organizations to ensure they have a high-quality support system."

Seventeen percent of Grand Rapids families live in poverty, 86 percent of GRPS students live in poverty, and an estimated 5,000 individuals in Grand Rapids are homeless. Covenant House Academy Grand Rapids will be the first school in Grand Rapids dedicated to serving this unique population.

Covenant House Academy Detroit is a group of three charter schools that also serve homeless and at-risk students. It has been in operation since 2005 and was previously authorized by Detroit Public Schools. Since 2005, more than 600 students have earned their high school diploma through the academies.

New degree program established

Grand Valley's Board of Trustees approved establishing a master's of public health degree program at its April 29 meeting.

Housed in the College of Health Professions, the program will begin in the fall 2013 semester. Provost Gayle R. Davis said the approval process was expedited due to demand for the program, as 22 students have expressed interest in enrolling for the fall semester.

Roy Olsson, dean of the College of Health Professions, said the program will be divided into three emphases: epidemiology, health promotion and health administration. Olsson said the program is designed to accommodate a cohort of 60 students.

Public health professionals work in both the public and private sectors. There are a variety of jobs available: food safety inspectors, health educators, policy analysts,

epidemiologists, researchers and many more.

Earlier in April, President Thomas J. Haas approved two new minors: an LGBTQ minor, housed in Women and Gender Studies, and German Secondary Education, housed in Modern Languages and Literatures. The minors were also announced at the meeting.

Board names two trustees honorary members

The Board of Trustees named two former trustees as "honorary life members" at its April 29 meeting.

Dorothy A. Johnson and Donna Brooks received the distinction, recognizing their years of service as trustees.

Johnson served as trustee from 1995-2011,

including as board chair from 2001-2004. Brooks was a trustee from 1993-2009, and served as board chair from 1997-2001 and 2006-2007.

Johnson and Brooks will not have voting rights as the title is ceremonial.



Roy Olsson, dean of the College of Health Professions, discusses the master's of public health program during the Board of Trustees meeting. (Photo by Amanda Pitts)



City and university officials join students to celebrate the opening of the Detroit Center. (Photo by Amy Cronkite)

University opens Detroit Center

President Thomas J. Haas and several members of the Board of Trustees took part in a ribbon-cutting ceremony to celebrate the opening of the Detroit Center on May 8.

The ceremony on the front steps of the building also included a dozen students from the Grand Valley-authorized charter school Henry Ford Academy: School for Creative Studies and Detroit elected officials.

The GVSU Detroit Center, 163 Madison Ave., will house classrooms for both the Grand Valley Charter Schools Office and the College of Education. It will also hold the regional

offices for the Small Business and Technology Development Center and serve as a central meeting location for Grand Valley professionals conducting business in southeast Michigan.

"We need to invest in our young people, we need to invest in our businesses," Haas said. "We need to create the talent that's so important to our state, and each region needs that talent. I think that's what we're doing today. We're celebrating a special occasion that will help us educate students and improve our society well into the future."

Laker athletes join You Can Play campaign

Grand Valley is the first NCAA Division II institution to join the You Can Play campaign, a national effort seeking to change locker room culture and support all athletes, regardless of sexual orientation and gender identity or expression.

A video featuring Laker student-athletes and Tim Selgo, director of athletics, was posted on the You Can Play Facebook page. View it at www.gvsu.edu/s/no.

In the video Lakers from many different sports send the message "If you can shoot (swing, race or swim), you can play."

Colette Seguin Beighley, director of the LGBT Resource Center, said the vision for the project lies with Joe Miller, a sports leadership major who produced the video with Mark Switzer, a film and video graduate.





DELIBERATE DESIGN

*PLANNING, FEATURES,
GIVE FLOW TO
NEW LIBRARY SPACES*

BY NATE HOEKSTRA | PHOTOS BY BERNADINE CAREY-TUCKER

When students return to campus in the fall, the library they will come back to will be drastically different than a typical library with stacks of books and a nearly silent atmosphere throughout.

The difference is by design. Grand Valley's new Mary Idema Pew Library Learning and Information Commons will serve a variety of needs, and is a space that can do much more than hold books and accommodate quiet study sessions. With a Knowledge Market with expert assistance on class projects, group study areas, food service and dedicated event space, the new library is designed with versatility in mind.

The design process for the library began more than a decade ago, but was initially based on American Library Association design standards, which focused heavily on a ratio of books to space. Standards for academic libraries have drastically changed since 2001 due to the prevalence of online resources, the ubiquity of social media and the need for variable and often team-based spaces for student work. Now, the library has open space that's designed to encourage cooperative learning and a blend of work environments. The building even has an engineered noise profile that ranges from the clatter of an Argo Tea location on the main level's southwest corner to pin-drop quiet reading rooms with individual study spaces on the upper floors in the northeast corner.

"The building has been designed to create a noise profile that runs diagonally through the building," said James Moyer, associate vice president of Facilities Planning. "Certain spaces have been put in specific places to make the building inviting and useful, while containing louder activities in areas that students will identify as group space."

The concept behind the new library is to make it an integral part of campus that students want to use, and can move through freely, said Lee Van Orsdel, dean of University Libraries. "We made conscious decisions to try to make the space permeable, and tried to unscript the movement. We wanted to be sure students could manage their own experience."

Several key design features are important to helping students use the new library as a learning space. One of the first spaces students will see on the main floor is called the Learning Alcove, which will feature an interactive video screen that will play different multimedia content, like interesting videos from YouTube, lectures and TEDx talks.

"We designed the Learning Alcove as a place where students can walk by and see something interesting, and engage with the content," Van Orsdel said. "It's part of integrating the experience — we want the building to help facilitate learning moments."

The first-floor Learning Alcove is part of a larger group- and noise-friendly area near the food service space and the entrances. That space will also hold a major feature called the Hines Corporation Knowledge Marketplace, a creative workplace where students can get help writing, speaking, searching and sharing with

Looking down on the Keeler Atrium Floor, features include a connector to the Kirkhof Center, multipurpose rooms, seating areas and study areas.

EFFORTS TO INTEGRATE THE NEW BUILDING INTO THE EXISTING CAMPUS SPACE WERE ALSO MADE, INCLUDING A CONNECTOR THAT LINKS THE LIBRARY TO THE EXISTING KIRKHOF CENTER.

their peers. (See more on page 14.) Students who need help in any of these areas will get the help they need from highly trained peer consultants.

The design changed several times over the years of planning to fit the building site, which was specifically picked as well. Efforts to integrate the new building into the existing campus space were also made, including a connector that links the library to the existing Kirkhof Center, and a location that's near a bus stop in Kirkhof's driveway and close to other academic buildings. A terraced outdoor space on the north side of the building with plenty of seating and a large patio on the south side near the Argo Tea location will add to the atmosphere that's designed to encourage an academic and social mix.

While creating spaces to work and collaborate were major design concepts in the building, maintaining spaces where students could work individually in a comfortable, quiet atmosphere was a priority as well. The library houses around 150,000 books on open shelves on the building's east side, which is accessible by bridges on each floor.

"The bridge spaces maintain the open floor plan and don't close anything off, but we hope they serve as a subconscious demarcation line that will separate the 'loud' side of the building from the 'quiet' side," Van Orsdel said.

Each of the floors from two through four have quiet areas intended for individual study and reading, including window seats similar to those in the old Zumberge Library which were favorite study spaces for students. "The comfortable seating areas near the windows were always full in Zumberge Library, and we wanted to pay homage to that design and functionality in the new space," Van Orsdel said.


One of the reading rooms — the "pin-drop silent" spaces that are walled off from other areas of the building for ultimate noise control — features a nearly 20 foot-wide fireplace, designed to make students feel comfortable

and relaxed. The Idema Foundation fourth floor also has the Steelcase Foundation Roof Terrace with a deck and garden with outdoor seating that students can use. A portion of that space is dedicated green roof that won't be accessible. A second outdoor space, the Schowalter Terrace, is an area on the third floor that's exposed between the bridges to connect halves of the building. It's an open space in the middle of the building, and will have wooden rods overhead to provide shade from the sun and soft light in the evening.

Group study spaces abound in the building, including numerous semi-private group study rooms. The glass that makes up the walls is unique. Imagine thousands of quarter-inch lengths of turquoise drinking straw sandwiched horizontally between two panes of glass — easy to see through looking straight on, but looking from an angle the glass becomes opaque. The third floor features the DTE Energy Innovation Zone that Van Orsdel said she's curious to see how students use. It has three large work areas with floor-to-ceiling whiteboard space, and each area opens up to a larger space with unique furniture that's easy to move so groups can use the space to suit their needs. The group space will also cater to how some students prefer to work — on the floor. It will include a table that's close to the floor and will be surrounded by floor futons.

"When we tried out a space like the innovation zone with students, we gave them whiteboard space, a bunch of Legos to play with, and the ability to use the space however they wanted and they figured it out right away," Van Orsdel said. "We help them by arranging furniture in layouts with chairs facing each other, bright, vibrant colors on the walls and furniture, and a design that helps them feel comfortable working in a group."

Those same behavior cues are in use throughout the library. In spaces where collaboration and group work are the goal, furniture allows students to face each other,



Clockwise from above: students enjoy the Padnos and Sarosik Reading Room; unique glass is made of turquoise drinking straws between two glass panes; library patrons use the Legos provided in the DTE Energy Innovation Zone.





*"IF STUDENTS USE THIS SPACE
AS WE'RE HOPING AND THINKING
THEY WILL, IT WILL BE A
TREASURE FOR THIS CAMPUS
FOR DECADES TO COME."*

*LEE VAN ORSDEL,
DEAN OF UNIVERSITY LIBRARIES*





there are fewer barriers, and brighter colors were used, Moyer said. In quiet spaces, seats face away from each other, and more subdued blue and green tones were used.

The layout on floors two through four are similar, each with space for library staff, meeting rooms for collaboration with faculty, shelf browsing space, group study areas, and individual reading areas. Similarities in the floor plans will help students easily find where they want to go, Moyer said.

Technology also plays an important part in the design of the library. Electrical outlets are spaced closer together than in other buildings, giving students the power they need to run laptop computers, tablets and smartphones. Each floor also has a smart print and copy center. Print jobs sent over the wireless Internet network will be held at the printer until a student releases the print job at the printer. This means students don't need to click print and race to the printer to be sure no one accidentally takes the first or last page of a print job. Students will be able to claim each individual job in person at the printer.

Perhaps the largest innovation in the building is the ASRS, or the automated storage and retrieval system, which holds thousands of books. The system is robotic and uses a machine to retrieve books, microfilm, and other library resources from a behind-the-scenes storage space that holds much more material in a smaller area than standard shelves. Moyer estimated the ASRS saves about 40,000 square feet over a standard book-on-shelf layout for the material it holds. Van Orsdel said materials can be found through the online database, and a simple request prompts the robot to move through the shelves to an appropriate bin and deliver it to the circulation desk, where the requested materials are removed and delivered.

The ASRS holds about 180,000 pieces of material, but room for expansion is built in. The ASRS has a total capacity of about 600,000 items, Moyer said. The system will hold less-frequently used items, and can retrieve any requested material in a matter of seconds. "It won't be a question of how fast the system can get the materials, it will be a matter of how long

A student finds a quiet place to read among the stacks; at left, more than 5,000 square feet of repurposed wood from area furniture companies is used throughout the building. At top right, with seating for 1,500 people, many types of chairs are available.



it takes you to walk to the circulation desk," Moyer said.

The building also has a large glassed-in atrium, called the Keeler Grand Atrium, with presentation spaces, locations for events, and the unique glass-walled DeWitt Exhibition Space where university departments can display work being done by their students or faculty members. It will also be home to an information technology help desk, as well as an emerging technology room where students can get hands-on with the latest tech tools. The open space and amount of natural light contributes to the open floor plan, Moyer said. The atrium level also has two library learning labs, where library staff can teach students how to best use the many resources the facility has to offer. "We want to be sure the students are comfortable using all of the amazing tools we're putting at their disposal," Van Orsdel said.

The design work was done by SHW, and the project was built by construction manager Pioneer Construction. Pioneer also led efforts to build the L. William Seidman Center; the company has been involved in many buildings on Grand Valley's campuses. Library construction began in April 2011 and was completed in time for its opening in June.

"We were deliberate in the design and looked at the needs of our students, faculty, and staff now and into the future when we thought about the kind of spaces that we would need to build," Moyer said. "I think we've made a very functional, very useful space that our community will be able to use and enjoy for many decades to come."

Van Orsdel said the new library will serve as a space where Grand Valley students will learn in an inviting, comfortable setting, and will also be a space where they can come together to collaborate and share ideas.

"I think the new library will help honor the process of learning," she said. "And if students use this space as we're hoping and thinking they will, it will be a treasure for this campus for decades to come."



1,400 donors made it happen

University officials said the new library represents the next generation of learning for Grand Valley students. It gives the university the capacity to educate future students to be leaders in their communities, successful in their careers, and engaged in public service — all attributes that aligned with Mary Idema Pew's beliefs. The Mary Idema Pew Library is Grand Valley's first philanthropic naming of a building for a woman, and the university thanks the 1,400-plus donors who made this model for 21st century learning a reality.

During the 2010 groundbreaking ceremony for the library, Kate Pew Wolters said: "It's very meaningful to us that Grand Valley would honor my mother this way. The new library stands for education and knowledge, and it also represents the pride that West Michigan takes in learning," Wolters is a member of Grand Valley's Board of Trustees and a Grand Valley University Foundation director. She has followed her father's legacy of philanthropic giving and leadership; her gift was in memory of her mother. She relayed how her father, Bob Pew — who provided the lead gift for the library — talked about the project when he said, "It's not about us. It's about supporting Grand Valley and the great school it's become." Wolters added, "It's also about Mom and the legacy she leaves behind."



Kate Pew Wolters



Donna and Jim Brooks, forefront, enjoy a tour of the Mary Idema Pew Library with other supporters.

To help get the library up and running, Mary Ann Keeler and her husband, Miner S. Keeler, who died in 2003, made the very first gift to build the library on the Allendale Campus before architectural renderings of the building existed. The Keelers have always been a part of the campus community, and they had a vision that Grand Valley would be able to replace the Zumberge Library with a state-of-the-art learning and information commons.

"We believe great universities should have great libraries," Mary Ann Keeler said. "We immediately decided to give a major initial gift to initiate a new library, which would incorporate web-enabled revolutionary new technology for summoning knowledge from all over the world."

WEST MICHIGAN SUPPORT

The Idema name is well-known in West Michigan and is often synonymous with great philanthropy and leadership. Bill and Bea Idema have always been strong supporters of organizations in West Michigan. Bill died in 2008, and Bea has

continued his legacy of philanthropy with multiple projects including the Mary Idema Pew Library.

Bill and Mary Idema's philanthropic personalities stemmed from their father, Walter Idema, who was one of the founders of Steelcase Inc. The Steelcase Foundation has supported Grand Valley over the decades. Their gift helped to provide the building with the Steelcase Foundation Rooftop Terrace, which allows students and faculty members respite from their work.

The Frey Foundation has generously supported Grand Valley for decades and played a key role in the development of both the Allendale and downtown campuses. Edward J. and Frances T. Frey established the Frey Foundation in 1974 with the conviction that educated citizens are the pillar of a prosperous community and a vibrant nation. The Frey Foundation Plaza, named in their honor, will enrich the academic experience and serve as a gathering place for the university community.

The Batts family has provided tremendous support for the Mary Idema Pew Library,



Bea Idema, left, and Mary Ann Keeler

and the second floor is named in their honor. Jack and his wife, Nancy, have lived their faith by making visionary investments in education and health care that have touched the lives of many people in West Michigan. As longtime supporters of Grand Valley they also helped make possible the university's campus in Grand Rapids. All of Jack and Nancy's children — John, Michael, James and Robert — and grandchildren are continuing the family's legacy of giving.

Jim and Donna Brooks were instrumental in supporting the library and by serving as co-chairs of the *Shaping Our Future* campaign. Donna said the couple worked on the campaign because they believe in Grand Valley and the opportunities it provides for the entire community. Donna said, "We want to help shape the future." Jim added, "Grand Valley is at a pivotal point in its history."

Dan DeVos said the entire community "will benefit from the kind of leading-edge learning center that will create new experiences for Grand Valley students." Dan and his wife, Pam, have been longtime supporters of Grand Valley; they also served as co-chairs of the 2008 *Shaping Our Future* campaign.

"I'm excited for the future of West Michigan and especially the future and outlook for Grand Valley. We have great people making great things happen. The future is in our hands," he said.

The library represents Grand Valley's promise to prepare today's students to succeed in a rapidly evolving global economy.

Before he passed away in 2012, Bob Pew said: "My wife cared about education because of what it could do for people's lives. Her compassion was with everyday people. We know this library will benefit everyone in the region as it raises the academic achievement of Grand Valley students."

Pew family: trailblazers, passionate about education



MARY IDEMA PEW: A TRAILBLAZER

Mary Idema Pew was actively involved in helping all communities where she lived, but especially her native city of Grand Rapids. Her life on Washington Street, in the heart of Grand Rapids, as well as membership in the Idema family, one of the original founding families of Steelcase Inc., tied her strongly to the area.

Pew was a trailblazer. She served as a WAVE (Women Accepted for Volunteer Emergency Service) during World War II and provided LINK training to pilots. After marrying Robert C. Pew II, she enrolled in classes at Wesleyan University, where she was among one of the first women students admitted to the all-male school. Pew remained passionate about education, believing it was the key to unlocking doors.

While she and Robert raised three children, she was a member of the Junior League, the PTA, and active in many social and educational causes in West Michigan. Although Pew never sought recognition, the Mary Idema Pew Library Learning and Information Commons serves as a perfect tribute to a woman who valued education and touched the lives of many people in West Michigan, according to university leaders.

ROBERT C. PEW II: LASTING LEGACY

Bob Pew's love of learning and his interest in the welfare of the community allowed him to leave a lasting legacy not only on Grand Valley, but the entire Grand Rapids area.

Pew was part of the university since its beginning when he served as a founding member of the Grand Valley State College Citizen's Council. He later served on Grand Valley's Board of Control and helped lead the expansion of the university into downtown Grand Rapids, what is now the Pew Grand Rapids Campus.

His influence helped to secure the land and funding for the Eberhard Center and the Meijer Public Broadcast Center. Pew served on the Grand Valley University Foundation. He continued his support for Grand Valley by providing the lead gift for the Mary Idema Pew Library in memory of his late wife, Mary Idema Pew.

UNIQUE PEER CONSULTATION PROGRAM CREATES

NATIONAL BUZZ

Write
Speak
Share
Find

Students trained in writing, research and speech ready to help others

BY MICHELE COFFILL | PHOTOS BY BERNADINE CAREY-TUCKER

In the center of the first floor of Grand Valley's newest facility is a unique space designed intentionally to help students become lifelong learners.

The Hines Corporation Knowledge Marketplace is a one-stop shop within the Mary Idema Pew Library Learning and Information Commons where students can get help with assignments from peer consultants trained in research, writing and speech presentation.

Lee Van Orsdel, dean of University Libraries, laid the groundwork for this concept when early talks about how to build a library for the 21st century began on campus. "This is really Lee's vision,"

said Ellen Schendel, associate dean of the Brooks College of Interdisciplinary Studies. "She wanted the library to accommodate students who were working in groups or working alone, capturing in that space what's needed to help students work well."

To determine what was needed in the Mary Idema Pew Library, Van Orsdel and other library faculty members conducted student focus groups, listened to experts and closely noticed their surroundings. For example, when librarians arrived for work in the mornings, the chairs in Zumberge Library were rearranged in groups and whiteboards filled with notes — signs that student use of the library at

night was social and group-oriented. To accommodate, the Knowledge Market is open from 6 p.m.–midnight.

Peer consultants

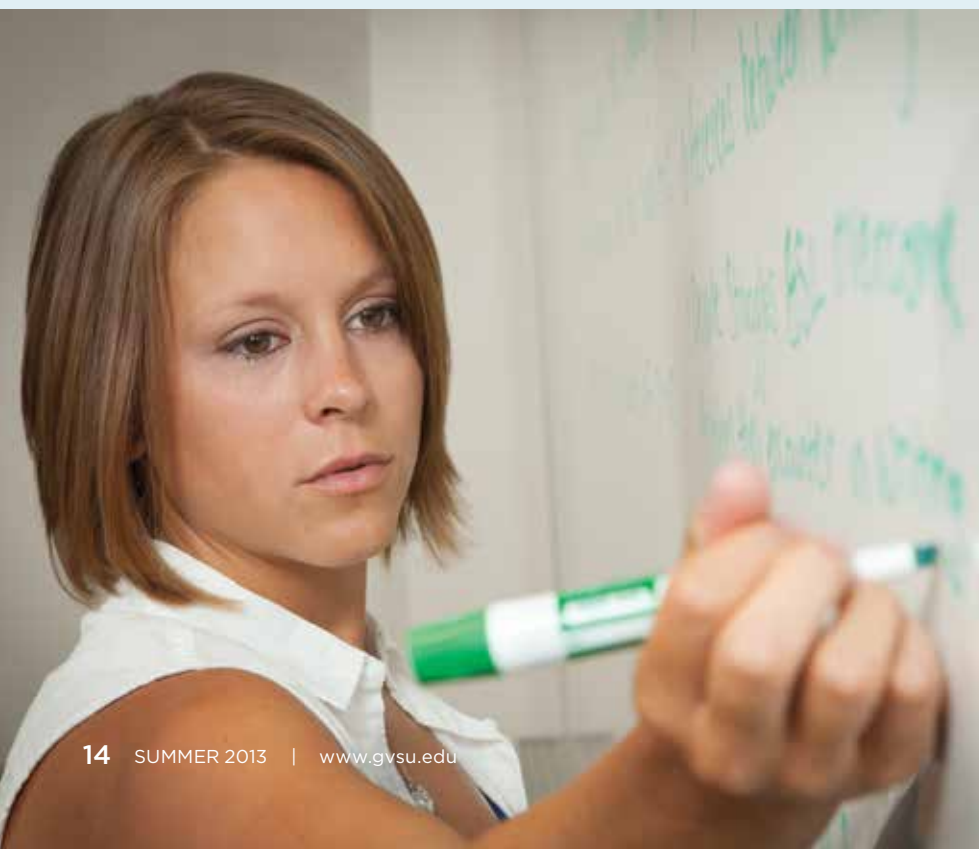
Peer consultants were trained by their respective Knowledge Market partners: University Libraries, Fred Meijer Center for Writing and Michigan Authors, and the Speech Lab. The IT help desk is nearby and also staffed with student consultants. Information Technology and the Student Academic Success Center were key to establishing the market.

The market is the first of its kind among academic libraries. Van Orsdel said Grand Valley's collaborative experiment could influence the way future libraries are designed and change how universities think about helping students develop the soft skills they will need in the workplace.

"The experts in learning tell us that students are reluctant to express what they don't know to someone who will give them a grade or to an authority figure like a librarian, but they will seek help from other students," Van Orsdel said. "In the process of consulting with a peer, there is evidence that students' understanding of their own competence may improve at a faster rate."

The physical design of the market was intentional, so students passing by can drop-in for an appointment. They shouldn't expect easy answers, however. Mary O'Kelly, head of instructional services for University Libraries, said peer consultants work with students to provide them with a road map to find the answers.

"Our peer research consultants are trained to be aware of the resources, they do not know all the content," O'Kelly said. Professional subject librarians, of course, remain available for specific or advanced help.



O'Kelly used a simple question — What's the population of New York City? — to explain how peer research consultants differ from librarians or professors. "In traditional libraries, reference desk staff give the answer (8.25 million). Peer consultants work with students to explore the answer together," she said. "The modern library focuses on knowledge-building rather than knowledge-telling."

Results of past peer consultations have been positive. O'Kelly said nearly all (97 percent) of the 664 students who met with peer research consultants last year reported they felt more confident completing their assignment after their appointment.

Speech Lab

The Speech Lab is new to campus, but results after one year of operation showed similar student satisfaction. Danielle Leek, associate professor of communications and lab director, said that preliminary analysis of speech grades for students who meet with lab consultants showed those students received, on average, five to 10 more points than their classmates.

Leek said a 2010 survey of about 500 undergraduates showed that "giving a speech" was their No. 1 fear for class projects and more than 80 percent of survey respondents never practiced their speeches aloud prior to their class presentations. The speech consultation area of the market addresses these concerns by providing quiet, private rooms, and video recording capabilities.

"Part of the goal of the Knowledge Market is to help the students be even better than they already are," Leek said.

Altering the learning experience

The library opened in late June. With only two months under their belt, the Knowledge Market partners understand that business hours or other factors might change when the fall semester begins and they see an influx of students.

Patrick Johnson is the interim director of the writing center and responsible for hiring about 60 consultants for the market plus writing centers on the Allendale and Pew campuses. He said that the market could alter how consultants in the writing centers work with students.



"It may change our processes in the centers; our student consultants may find new ways to assist students and ask different questions," Johnson said.

The writing center assesses its consultants partially based on the confidence level of the writer, Johnson said. Similar client-based evaluations are used for speech lab and peer research consultants. A national research program will aid Grand Valley in developing an assessment for Knowledge Market consultants.

O'Kelly was instrumental in placing Grand Valley in a 75-team cohort of colleges and universities in a research project conducted by the Association of College and Research Libraries. "The main focus of the project is to develop a plan and collaborate on what we want to measure," she said.

Buzz about the market has spread throughout the nation's academic community. Johnson said colleagues have told him they have trouble imagining a similar collaborative venture at their institutions. Van Orsdel has heard similar

comments, and has a set response.

"This is not only a cultural change for the university, it literally changes the learning experience for the student," Van Orsdel said. "One reason it's so important is that it simulates lifelong learning and risk taking." In the work environment, she explained, an employee who didn't understand a problem would typically seek out a colleague for help before going to the boss; on a college campus, students seek help from their peers before asking a professor.

"The Knowledge Market goes with the library's mission of putting the student in charge of their learning," Van Orsdel said. "We believe this is what a liberal education is about."

Above, Patrick Johnson talks with two peer consultants who work in the Knowledge Market. On page 14, the space includes presentation rooms equipped with video technology and whiteboards, here used by Lindsey Wolpert.

MARY IDEMA PEW LIBRARY

LEARNING AND INFORMATION COMMONS



Instagram



Facebook



Twitter

BY LEAH TWILLEY

The Mary Idema Pew Library has been one the most popular online topics with the Grand Valley community since construction began on the building three years ago. Thousands of tweets, Instagram photos and Facebook comments have flooded the social media realm before, during and after the new library opened in June.

Loving future library of
GVSU #gvsu #library



posted by Jay Park
on December 4, 2012



I'll study here anytime #gvsu
#maryidemapew #library
📍 Mary Idema Pew Library



posted by Teresa Labadie
on June 25, 2013



It has been so incredible to see
the library go from a grassy
area next to Kirkhof, to a hole
in the ground, to an iron beam
structure, to the final product.
It's a great day to be a #gvsu
#laker #ipeekedgv



posted by Andrew McLean
on April 17, 2013



Inside one of the beautiful
reading rooms in the Mary
Idema Pew Library Learning
and Information Commons.
#gvsu #libraries #architecture

posted by Danielle DeWitt
on May 2, 2013



New library is pretty awesome!
Too bad I won't be on that
campus, I'll have to make special
trips!! #GVSU #IpeekedGV



posted by Laura Hudson
on April 17, 2013





Students, get a sneak peek of the Mary Idema Pew Library today from 4-6 pm! The tour will start from the main lobby of the Kirkhof Center. Use #IpeekedGV on Instagram and Twitter. Pictured is the four-story atrium, located near the main entrance of the library.

posted by Grand Valley State University on April 17, 2013

#MIPLibrary #marypew
#MaryIdemaPewLibrary #GVSU

posted by Nate Jones on June 25, 2013



Moving begins!
#byebyeZumberge #gvsu

posted by Erin Fisher on April 26, 2013



Heavy rain and wind didn't stop Lakers from taking a sneak peek of the Mary Idema Pew Library yesterday. More than 2,000 people stopped by!

posted by Grand Valley State University on April 18, 2013
photo of sneak peek sticker by Danielle Ott on Instagram

Well it's definitely not going to be hard to study here! #MaryIdemaPew #NewLibrary #GVSU

posted by Jessica Hines on June 24, 2013

LIBRARY ART ENLIGHTENS AND INVIGORATES

BY MARY ISCA PIRKOLA | PHOTOS BY BERNADINE CAREY-TUCKER AND AMANDA PITTS



You can't help but notice the abundance of art as you visit the Mary Idema Pew Library Learning and Information Commons. Nearly 350 works grace the public areas on five levels.

The northeast entrance near the Cook Carillon Tower greets patrons with an impressive bronze casting, "Ex Nihilo (Out of Nothing) Figure No. 8," by Frederick Hart. The larger-than-life-sized male figure emerging from a cloud is from Hart's Creation Sculptures, which won the 1971 international competition to adorn the Washington National Cathedral. The artist once said that "art must be a part of life and must exist in the domain of the common man."

Henry Matthews, director of Galleries and Collections, agreed. "Grand Valley has a longstanding tradition of supporting the arts," he said.

Matthews chaired the Mary Idema Pew Library Arts Advisory Committee, a group of faculty and staff members from University Libraries, Facilities and the Office of the President. "As with every Grand Valley building when selecting artwork, we take into account the function and activity within it," he said.

Many of the works are gifts from collectors or the artists, including alumni, students, faculty and staff members. Others were selected from Grand Valley's permanent collection. In addition to sculptures, there are hundreds of

At left, Korean artist Cheonae Kim painted the 100 graphic works running up a stairwell wall. On page 19, top, works by alumni artists are found throughout the new library, including the colorful piece, 'Stand,' by Michael Pfliegaar, '88; far right, a bronze casting, "Ex Nihilo (Out of Nothing) Figure No. 8," by Frederick Hart greets patrons at the entrance near the Cook Carillon Tower.



paintings, prints, photographs and a dozen display cabinets of three-dimensional works in a variety of medium.

Three graphic works by Korean artist Cheonae Kim, who works in Chicago, are found throughout the building. Among them is a series of 30-by-30-inch canvases that were painted one each day over 100 days. They run more than 50 feet on the open stairwell wall from the Atrium level to the fourth floor. Kim said her works are designed to lift the human spirit.

West Michigan artists are well represented throughout the library and include diverse works by Stephen Duren, Reb Roberts, Elaine Dalcher, Jeff Condon, alumnus Michael Pflighaar and others, and many faculty members. The Connector from the Kirkhof Center to the library is lined with more eclectic works, including some by Grand Valley students from the Department of Art and Design and the School of Communications. A colorful print by alumna Jane E. Ly, is rather reminiscent. "Zumberge Fourth Floor" depicts bookshelves, a comfy reading chair, and an expanse of windows reflecting the interior area. Matthews said the artist understood and captured the importance of art as part of an attractive learning environment.

Lee Van Orsdel, University Libraries dean, said the building's artwork was chosen with purpose.

"The Mary Idema Pew Library is a reflection of the intellectual, creative, and altruistic nature of our university," Van Orsdel said. "The artwork we chose for the building celebrates not only those characteristics, but also the rich diversity of cultures within our university community."



SUSTAINABLE DESIGN, FROM THE GROUND UP

BY LEAH TWILLEY

Grand Valley partnered with the Department of Energy to develop sustainable solutions that will allow the Mary Idema Pew Library to use 50 percent less energy than a normal building of its size.

THERE ARE
55 BIKE RACKS
NEAR THE LIBRARY



150+

sensor plug strips shut down computers and other technology when not in use.

THE PROJECT PROVIDED JOBS FOR ABOUT 1,000 PEOPLE, CONTRIBUTING ABOUT \$25 MILLION BACK INTO THE LOCAL ECONOMY.



MANY OF THE MATERIALS USED TO BUILD THE LIBRARY TRAVELED LESS THAN 500 MILES TO GET TO GRAND VALLEY, INCLUDING
216 TONS
OF MICHIGAN FIELDSTONE.

Furniture was purchased from mostly West Michigan companies to seat more than

1,500 
PEOPLE.

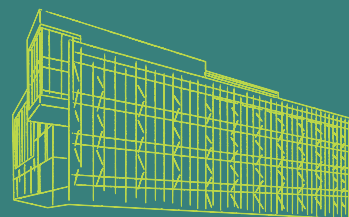
Sensors will track light coming from all directions. If there's light coming from the south, the lights will turn off on the south side of the building to allow natural light flow.


5,500 SQ. FT.

of repurposed wood from local furniture companies can be found throughout the building. These were fabricated into 740 panels that weigh about 40 pounds each.

THE 65-FOOT, FOUR-STORY WINDOW ON THE NORTH FACADE OF THE LIBRARY WILL PROVIDE NATURAL LIGHTING, SO WHEN THE SUN SHINES LESS, ELECTRICITY IS REDUCED TO LIGHT THE BUILDING. WHEN THE TEMPERATURE IS WARM, SHADES WILL COVER THE WINDOW TO COOL THE BUILDING

AND
SAVE
ENERGY.



Moving forward: 
METERS HAVE BEEN PLACED THROUGHOUT THE BUILDING TO TRACK ENERGY USAGE, SO ADJUSTMENTS CAN BE MADE.



Matthew Dhaseleer, '01, stands in front of the Mary Idema Pew Library. (Photo by Bernadine Carey-Tucker)

Alumni names etched on walls, engrained in education

BY ABIGAYLE SLOAN, '07

Dozens of buildings have been built or renovated at Grand Valley since 2001 when Matthew Dhaseleer graduated with a degree from the Seidman College of Business.

There is one building that will always be a special place to him. Dhaseleer's name will be placed on the alumni donor leadership wall inside the Mary Idema Pew Library Learning and Information Commons. More than etched in history, Dhaseleer's financial gift will have a positive influence for generations to come.

"Watching the footprint of my university grow within the West Michigan community is something I take great pride in," Dhaseleer said. "As the impact of Grand Valley continues to grow, the value of my education grows with it, which is why I want to stay involved and work hard to ensure its continued growth."

When Dhaseleer learned about the university's campaign to build the Mary Idema Pew Library back in 2010, he did not hesitate to support the project.

"Having such a tremendous resource that's conveniently available to our entire student body — not just our student-athletes, or artists or any one group — is something I feel is important," he said. "Supporting a building that can impact every cross section of our campus, our students, faculty members, families and even visitors was very important to me."

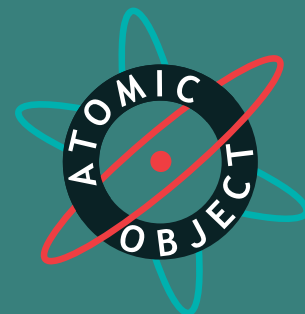
It is not only Dhaseleer's financial contributions that are shaping the future of students; he is generous with his personal time. He is a pioneer member of the GVSU Young Alumni Council, which was established in 2008. The group was formed to generate stronger connections to Grand Valley and identify and advocate for the needs of young alumni.

Dhaseleer is also helping to advance the Laker For a Lifetime initiative, which teaches prospective and current students about the traditions and history of the university and the ideals upon which it was founded.

"I truly enjoy watching the bustling activity around something new. I'm looking forward to seeing the excitement on the faces of our students and faculty as they take advantage of the work and dedication of the many people who have come before them," he said.

While Dhaseleer's name will join 1,400 other donor names inside the library, he said he appreciates the greater impact his support will have on student learning at Grand Valley for years to come.

"I hope my contribution helps to create a larger sense of community within our Grand Valley family," he said.



Company rises to fundraising challenge

Strong links to Grand Valley inspired a local company, Atomic Object, to conduct a private fundraising campaign to support the Mary Idema Pew Library Learning and Information Commons.

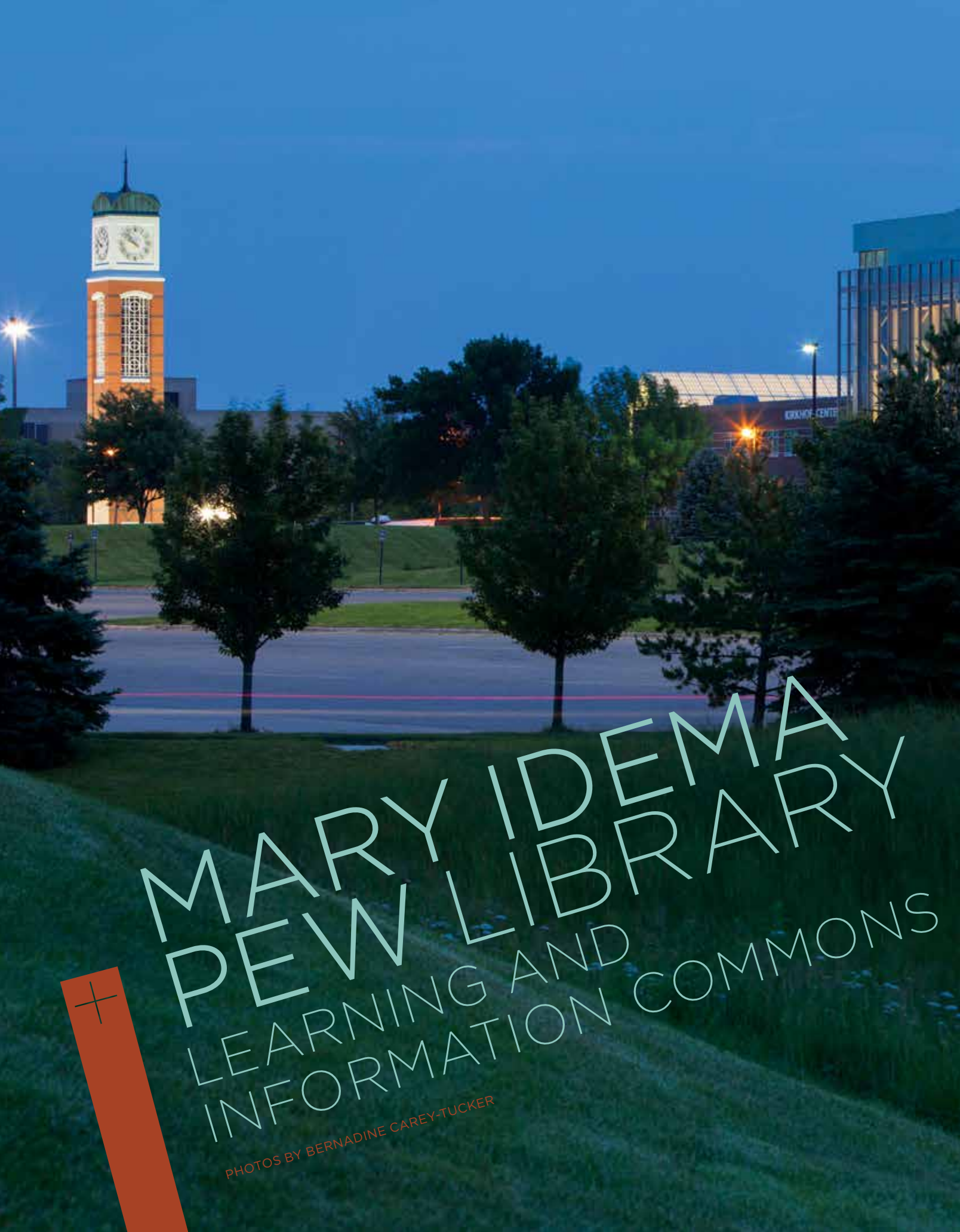
Carl Erickson, president and co-founder of Atomic Object, challenged his employees to raise funds for the new library and promised to match the total amount gifted. Erickson is a former Grand Valley faculty member.

He said nearly 50 percent of Atomic Object's employees are Grand Valley alumni and they were enthusiastic about giving to the university. The Grand Rapids company designs and builds software products.

"I work with smart and creative people," Erickson said. "I am happy to add a new word to describe them: generous."

The gift from Atomic Object helped fund construction of the Mary Idema Pew Library, where students will work in an interactive atmosphere.

In addition to Atomic Object's support of the library, the company also funds a scholarship in the School of Computing and Information Systems.



MARY IDEMA PEW LIBRARY

LEARNING AND
INFORMATION COMMONS

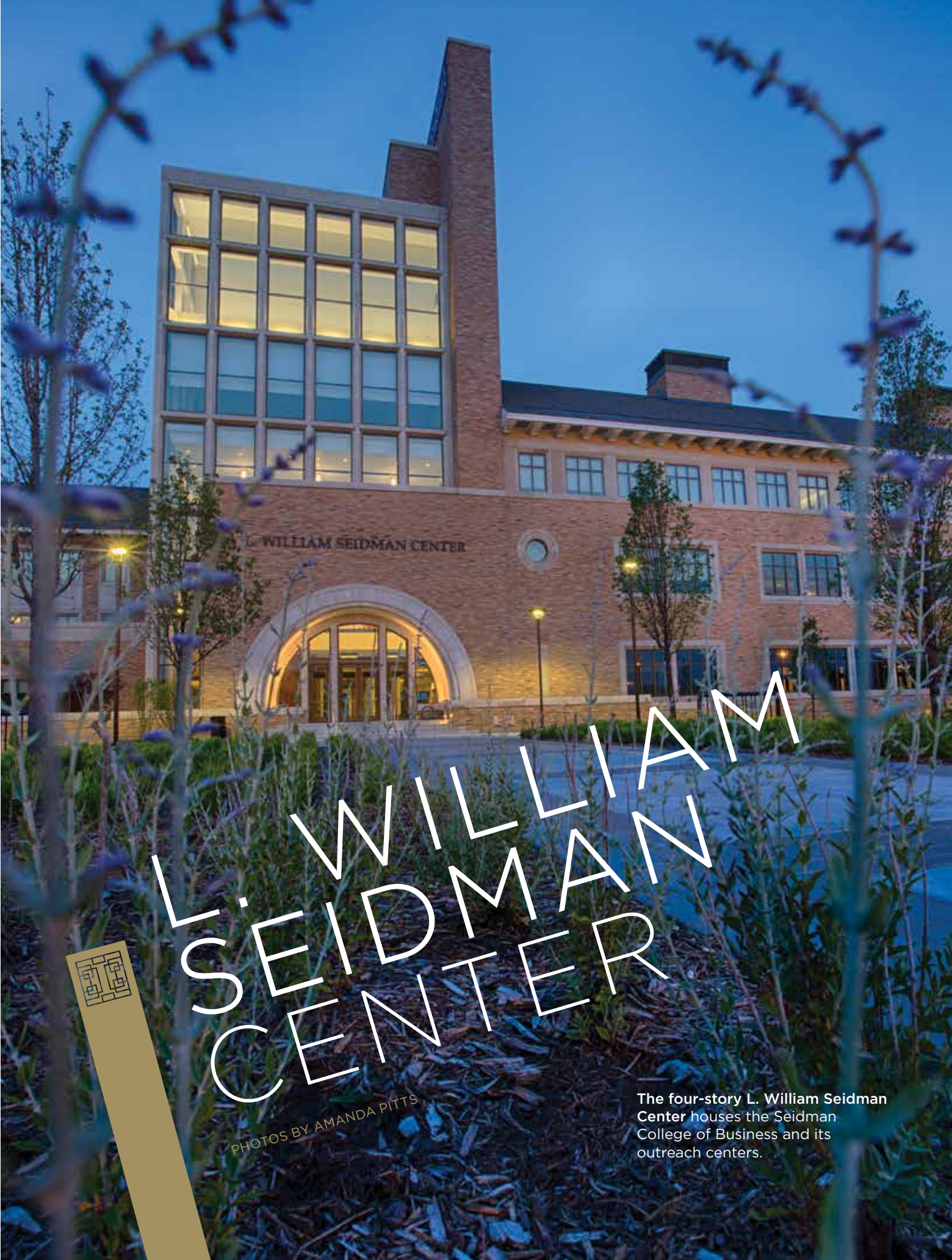
PHOTOS BY BERNADINE CAREY-TUCKER



Now at the heart of the Allendale Campus, construction on the Mary Idema Pew Library Learning and Information Commons began in 2011.



The Cook Carillon Tower
reflects in the windows on
the library's north side.



L. WILLIAM SEIDMAN CENTER

PHOTOS BY AMANDA PITTS

The four-story L. William Seidman Center houses the Seidman College of Business and its outreach centers.



MARY PEW LIBRARY

LEARNING AND
INFORMATION



DEMA BRARY ND N COMMONS



Features of the library include the automated storage and retrieval system, unique glass that holds colored straws between the panes, toys like K'Nex and Legos to foster creativity, and areas of repurposed wood from furniture companies.





L. WIL SEIDMAN CENTER



Quiet study spaces and student lounges are found throughout the Seidman Center. Above is a touch-screen computer that shows updated stock information.



WILLIAM LAN ER





GRAND VALLEY
STATE UNIVERSITY



The center, on Front Avenue south of Fulton Street, changes the Grand Rapids skyline and is visible to drivers from U.S. 131







CENTER SYMBOLIZES

MODERN WORKFORCE

*UNDERScores MODERN
LEARNING ENVIRONMENT*

BY DOTTIE BARNES | PHOTOS BY AMANDA PITTS

*The vision for the
L. William Seidman Center
was to construct a building
second to none.*

The four-story, 127,643-square-foot building opened for classes May 6 after years of research, planning and construction.

“The success of this project is a reflection of the generosity of our community and the attractiveness of Bill Seidman’s original vision for Grand Valley and for the business school,” said President Thomas J. Haas.



It was the dream of Bill Seidman, founding chair of Grand Valley's Board of Trustees, to house the Seidman College of Business — classes, offices and outreach centers — in its own building.

"Bill said it best," said H. James Williams, former dean of the Seidman College of Business. "He and I were talking when I first came to Grand Valley in 2004. Bill said every great business school in the country has its own building, has its own identity in a concrete fashion."

Williams, now president of Fisk University, said while it was Seidman's idea for the building, it was Rich DeVos, co-founder of Amway and general chair of the Grand Valley University Foundation, who moved plans forward for the Seidman Center.

"When Bill passed away in 2009, Rich decided there was no better way to honor Bill, the founder of Grand Valley and a real hero of economics, West Michigan, and the nation in what he was able to do from a business perspective, than to build the center and have it named after Bill," Williams said.

During a memorial service for Seidman,

DeVos and his wife, Helen, announced a lead gift for the construction of the center. The fundraising campaign drew national attention with former U.S. Secretary of State Henry Kissinger and former Secretary of Defense Donald Rumsfeld joining more than 600 donors across the nation.

In October 2010, a groundbreaking ceremony was held for the \$40 million L. William Seidman Center at 50 Front St., along the Grand River in downtown Grand Rapids.

Internationally recognized Robert A.M. Stern Architects collaborated with local design firm, Integrated Architecture, on the vision and design of the Seidman Center. Pioneer Construction provided construction management for the project.

"The Seidman College of Business and the L. William Seidman Center will not only influence this city's skyline, but the economic vitality of the entire state," DeVos said at the ceremony.

Also speaking at the ceremony was Bill's son, Tom Seidman. "My dad had a lot of passions in his life, three of the biggest were

Grand Valley, business and education," he said. "To have a school and building that brings all of those passions together, I don't think there could be a better way to honor him."

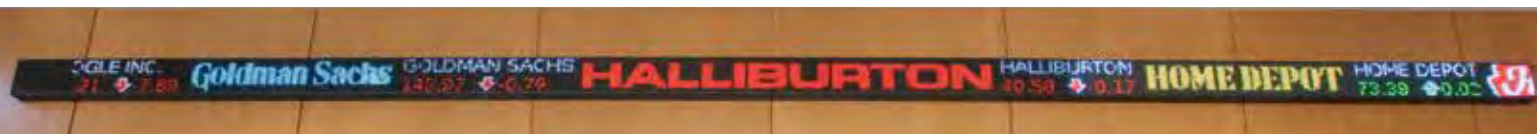
The Homework

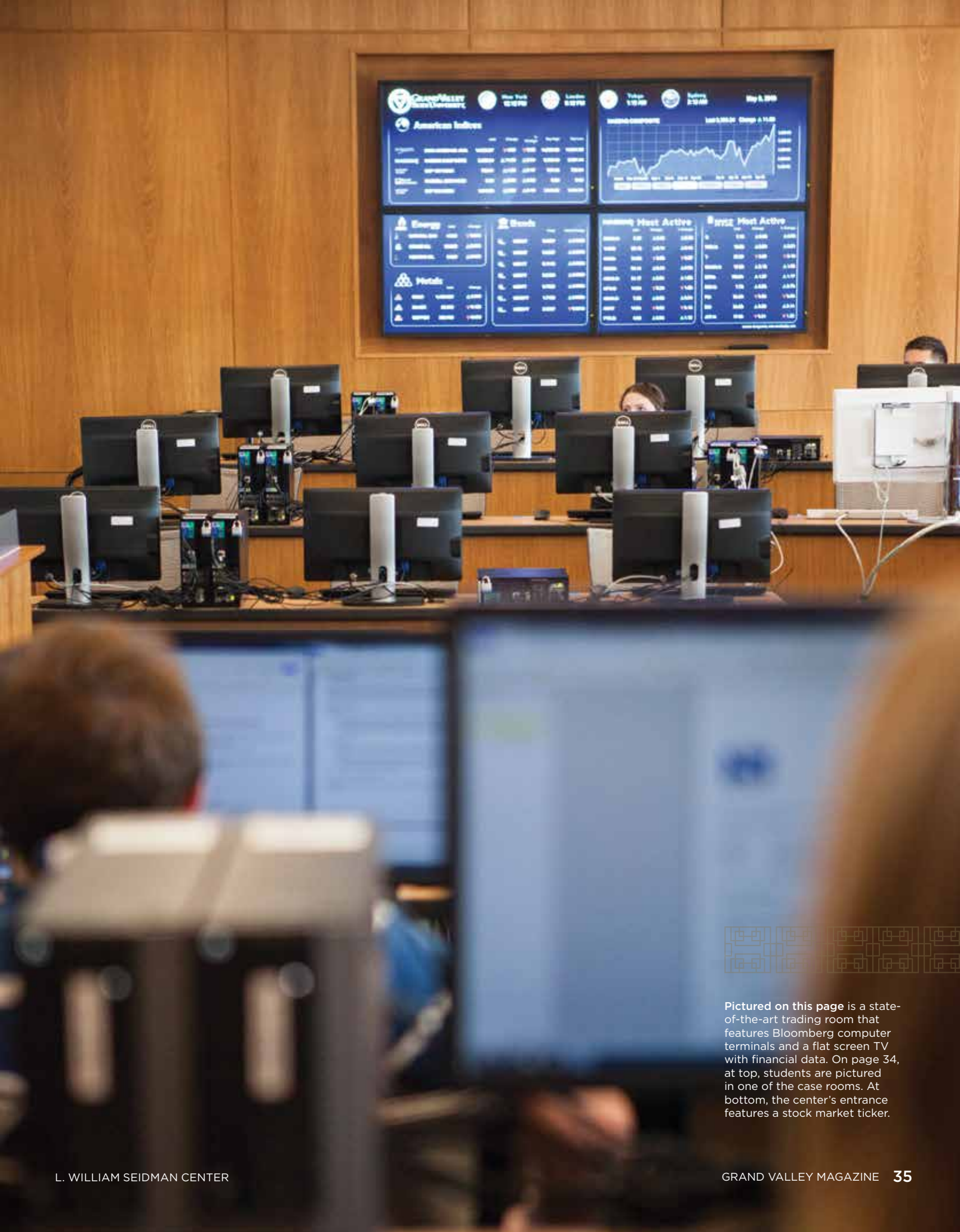
A team of students, faculty and staff members from the Seidman College of Business was assembled to research what the center would look like, what it would include. Some members of the team, including Bob Brown, project manager and assistant director of Facilities Planning, Williams, and Seidman faculty members, visited top business schools around the country.

Sridhar Sundaram, chair of finance, said the idea for including different types of classrooms came from the visits.

"We knew we wanted a state-of-the-art trading room, breakout team rooms and case rooms," said Sundaram. "This really allows flexibility and the ability to enhance our academic curriculum."

Team members visited the University





Pictured on this page is a state-of-the-art trading room that features Bloomberg computer terminals and a flat screen TV with financial data. On page 34, at top, students are pictured in one of the case rooms. At bottom, the center's entrance features a stock market ticker.



of Michigan, Miami University of Ohio, Bentley University, College of William and Mary, Harvard Business School and Virginia Commonwealth University.

“Another idea from the visits was the need for innovative cluster classrooms and technology that allows students to reserve team rooms via the Internet,” said Sundaram. “It was a unique opportunity to learn from the triumphs and even failures of those who had built business colleges recently.”

Sundaram said the visits also showed the importance of expanded study spaces and food service for students.

A survey was distributed to Grand Valley business students asking for their priorities for the center. More than 430 responses were received.

“Students expressed the desire for a food court and marked study areas,” said Matt Berendsen, ’12, who served as the undergraduate student representative on the team. “It’s so important to have the option to get something to eat and not have to leave the building. The same goes for study space outside of the classroom. Students like spaces where we can mingle, eat and collaborate. Some students don’t mind noise while they study and others prefer quiet.”

The Seidman Center has a study and dining area located in what is known as the Huizenga Exchange, and a separate study lounge for a more quiet place. Graduate students expressed a need for a place to go after work so a lounge was included.

The Technology

The Frey Foundation Lobby of the Seidman Center features a stock market ticker, a running report of the prices and trading volume of securities traded on the various stock exchanges.

The center also features a state-of-the-art Tilkin Financial Markets Center, case rooms, 15 breakout team rooms for student interaction, and an accounting tutoring lab. The center includes nine Bloomberg computer terminals where students can monitor and access stock market action. It also has an interactive flat screen TV which also displays financial data.

“These features keep Grand Valley on the cutting edge of business technology,” said John Reifel, interim dean of the Seidman College of Business. “These real-life scenarios are an important piece in how our students learn. Teaching today is an interactive process.”

Three innovative cluster classrooms have tables with chairs that can be easily rotated to allow the class to break down to do group learning exercises.

“Employers want graduates who know how to work well in teams and are highly flexible,” said Reifel. “The cluster classroom gives our students that experience.”

The breakout rooms have file-sharing technology and monitors so students can plug in their laptops and work on a

On page 36, a bus-sized mural by student artists from the Henry Ford Academy: School for Creative Studies spans the entrance of the center.





The building provides seating for more than 1,600 people, in quiet and group settings.

shared project. Students who miss a class that is equipped with Classroom Capture technology will be able to watch the recorded classroom session on their laptops; the screen shows both the instructor and the material being presented.

"All of these unique features are new to the college and will help our business students be better prepared for their futures," said Reifel. "We are setting the standard for a quality business education, staying ahead of the game."

The Possibilities

The Seidman Center includes offices for 142 faculty and staff members. It also houses all of the outreach centers of the college: the state headquarters and regional office of the Small Business and Technology Development Center, Van Andel Global Trade Center, Center for Entrepreneurship

and Innovation, Business Ethics Center, Family Owned Business Institute and Family Business Alliance.

"It's so important to have all of these operations in one building," said Williams. "The public can access all of these services in one area, on the same floor. Ideas for how to better serve the public will be enhanced because the leaders of those centers and those doing the work on the ground floor will now be able to interact with each other and share ideas. The same applies to all of the faculty offices being on the same floor as the dean's office. That's huge."

Williams said the value of impromptu collaborations is tremendous. "That's when a lot of the good stuff happens, when we're interacting with each other over lunch or just chatting with each other in the hallways or when we walk to our vehicles. The potential is astronomical," he said.

Williams said faculty members will be able to work with the centers and with each other in a more meaningful way, conducting research and gathering information to enhance classroom teaching.

SEIDMAN FAST FACTS

In its 40-year history, the Seidman College of Business has grown from 145 students to 3,300.

The college offers an accelerated, full-time, integrated Master of Business Administration program that has an innovative curriculum, a paid fellowship, international experience and a stint in Washington, D.C.

The college has given Grand Valley international standing as one of only 178 schools of business worldwide that have a dual accreditation in both business and accounting by The Association to Advance Collegiate Schools of Business (AACSB).

The college attracts an impressive graduate student population, with GMAT scores that are consistently among the highest in the state.

More than 200 employers help shape the Seidman College of Business curriculum and provide internships for students.

MONEY DOES GROW ON TREES

BY LEAH TWILLEY

Grand Valley partnered with the Department of Energy to develop sustainable solutions that will allow the L. William Seidman Center to conserve energy and save money.

PLANTS ON THE 4,100-SQUARE-FOOT GREEN ROOF

WILL HELP MANAGE STORMWATER RUN-OFF BY ABSORBING AND REUSING WATER.



144 COMPUTERS THROUGHOUT THE BUILDING HAVE LED DISPLAYS THAT REQUIRE LESS POWER. THE COMPUTERS ARE 240 WATTS, WHICH USES 5 PERCENT LESS ENERGY THAN OTHER COMPUTERS.

100+

sensor plug strips shut down computers and other technology when not in use.

WOOD FINISHES AND CARPETING THROUGHOUT THE BUILDING WERE MADE FROM RECYCLED MATERIALS.



Goal:

BECOME SILVER LEED-CERTIFIED

THE BUILDING IS PROJECTED TO USE

30 PERCENT LESS ENERGY

for a normal building of its size, saving about **\$76,000** in annual energy costs.

The building provides

1,600+ SEATS,

all purchased from local furniture companies, including Haworth and American Seating.



There are occupancy, carbon dioxide and air flow sensors in all offices, classrooms and study spaces. When the spaces aren't occupied, the lights will turn off and air flow will decrease to save energy and costs used to maintain the spaces.

ALL COMPUTERS ARE EPEAT REGISTERED, WHICH IS A COMPREHENSIVE ENVIRONMENTAL RATING THAT HELPS IDENTIFY GREENER COMPUTERS AND OTHER ELECTRONIC EQUIPMENT.

Shares in a *common* future

The 600 donors who supported the new L. William Seidman Center have positively affected the future of Grand Valley and its students. They understand that investing in the Seidman College of Business is a direct investment in the economic success of the region.

The project is a fitting tribute to Bill Seidman's vision for a college that provides West Michigan, the state and beyond with a highly skilled, well-educated workforce.

Two of the leading stakeholders in the Seidman Center were Richard M. and Helen DeVos. The DeVoses served as honorary co-chairs for the *Shares in a Common Future* campaign, and made the lead gift for the new building in remembrance of their longtime friend.

"Bill Seidman is an icon. He's a classic. There's none like him," DeVos said. "Our life is enriched and our community is enriched because we have been enriched as a people to know a man such as this, a renaissance man."

DeVos, general chair of the Grand Valley University Foundation, said he believes that the building provides the space and technology to propel the Seidman College and its students to even greater accomplishments.



Supporters celebrate at L. William Seidman Center groundbreaking, including (clockwise from above) Rich and Helen DeVos, and Jim Brooks; Sarah Seidman and Rich DeVos; David Frey; and Doug and Rich DeVos.





“It’s another huge step forward to give us what we expect to be a leading business school, not only in the design and look of the building, but in the caliber of education young people are going to gain there,” he said.

That is why the Frey Foundation supported construction of the Seidman Center. The foundation was established with the idea that educated citizens are the pillars of a prosperous community and a vibrant nation. David G. Frey, campaign co-chair, said, “The Seidman Center will enrich the academic experience for students and serve as a gathering place for students, faculty members and visitors.”

Doug DeVos was also a campaign co-chair. Doug explained that Bill was about action. “He was about getting it done. It wasn’t just talking about something, it was about accomplishing something. Not just what we could dream, but what we could do,” Doug said.

Doug and his wife, Maria, have been longtime supporters of the community through business and philanthropic activities. “Bill Seidman’s life was a testament to vision, hard work and sound judgment. With the Seidman College of Business, those values will always have a home,” Doug said.

L. William Seidman Center: a fitting tribute

Bill Seidman, recognized as both a leader in the West Michigan business community and the “Father of Grand Valley,” was once an ambitious 37-year old partner in the national accounting firm Seidman and Seidman who had a dream of creating a local four-year college.

Seidman understood that West Michigan’s dynamic industry and businesses required a steady influx of skilled college graduates.

With the help of nearly 300 community leaders, Seidman founded Grand Valley and charted a course for its College of Business.

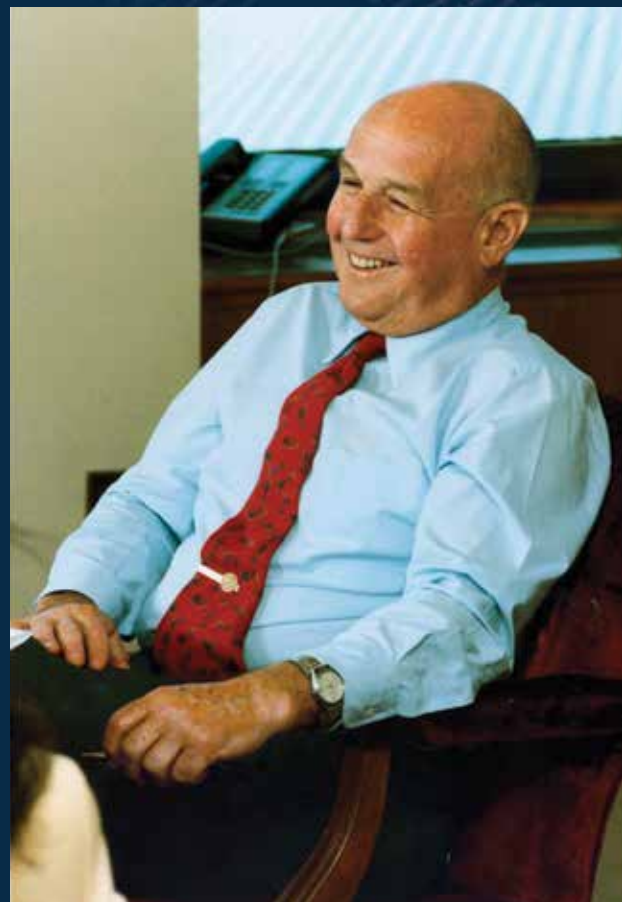
The Seidman College of Business was named in recognition of Bill’s father, Frank Edward Seidman, who for more than 50 years was an established member of the Grand Rapids community.

After founding Grand Valley, Seidman joined President Gerald R. Ford’s administration as an economic advisor and later became chair of the Federal Deposit Insurance Corp. He also served as head of the Resolution Trust Corp. in the aftermath of the savings and loan crisis.

Seidman maintained close ties with the university and remained proud of his association with the school until his death in 2009. Shortly before he died, Seidman

said: “I’ve had a great life. I’ve worked for three presidents of the United States, I’ve been in major business, and in other educational endeavors. There’s nothing that I’ve done in life that gives me the satisfaction of seeing how Grand Valley State University is delivering on its promise to the western Michigan area.”

Today, the Seidman College of Business is increasingly seen as a premier regional business college due to Seidman’s vision, longtime financial support, and love for higher education.



More than 600 people supported the L. William Seidman Center, named in honor of Seidman, who is known as the ‘father of Grand Valley.’

The ART of business

Doodles, paintings and more adorn new home of the Seidman College of Business

BY MARY ISCA PIRKOLA | PHOTOS BY AMANDA PITTS

The L. William Seidman Center learning environment is greatly enhanced by more than 350 works of art that range from fun to fabulous.

Included are paintings, prints, photography, textiles, metal works, sculptures and even doodles. Bill Seidman sketched many elaborate doodles during years of meetings while he served as chair of the Federal Deposit Insurance Corp. A variety of his intricate drawings are framed and on display in the second-floor lounge, across from the Tilkin Financial Markets Center.

Many prints and photographs exhibited in nearby rooms illustrate the changing nature of trading throughout history, from an Ancient Roman trading ship to a variety of street markets, such as the Medina of Fez in Morocco, and women market traders in Thailand in boats laden with fruit and flowers. Images of stock exchanges and trading floors in Chicago and New York are present, as

well as those from Tokyo, Frankfurt, Paris and London.

The global aspect of business is also reflected in a number of international artists and works. An impressive series of vivid oil pastel drawings of tulips by Dutch artist Addy P. Coumou grace the two-story window walls facing onto the student courtyard. Four scenes of rural life in India are depicted in 3-D by Medha Rode. Folk art pieces are from China and Egypt, and a series of brightly colored and textural Tjukurrpa “dreaming” images were done by aboriginal artists from Australia.

Many works throughout the Seidman Center are by artists with an international reputation, including John Buck from Montana, Vera Klement from Chicago, Cyril Lixenberg from The Netherlands, and Alexander Calder from Pennsylvania, among others.

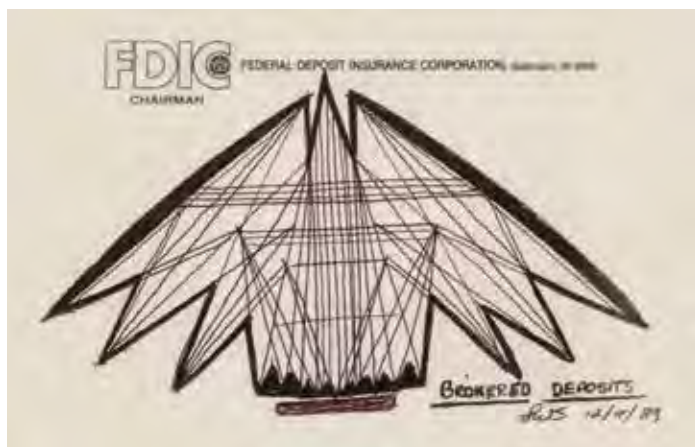
Works by renowned local artists include “City Life,” a mixed-media piece by Gretchen

Minnhaar, an artist and architect who grew up in South America and settled in Michigan in the 1970s, and the impressive outdoor sculpture garden piece, “Clans of the Anishinabek,” by Native American artist Jason Quigno, a member of the Saginaw Chippewa Indian Tribe of Michigan. Standing more than 10 feet tall, the limestone sculpture depicts the tribe’s original people with symbolic animals, including turtle, bear, marten, sturgeon, loon, eagle and crane in a modern totem style.

Alumni works are also in abundance, including “Views of Grand Valley” oil paintings by Elizabeth Jarvis, ’02; a still life by Richard Kooyman, ’79; photographs from Grand Rapids’ five Sister Cities by Dan Watts, ’79; and a piece by Detroit artist Hubert Massey, ’83, who is noted for his collaboration with communities. A large mural, over the entrance from Front Street, was also created under Massey’s guidance by Detroit students at a Grand Valley-authorized charter school.


“Inside and out, the Seidman Center is a showcase,” said Henry Matthews, director of Grand Valley’s Galleries and Collections. Working with an arts advisory committee, Matthews selected many of the pieces to reflect the business of business in a variety of medium. Some pieces were gifts from donors, or directly from the artists, while others were chosen simply to add another form of intrinsic beauty.







More than 350 works of art adorn the Seidman Center, including (clockwise from top) oil pastel tulips by Dutch artist Addy P. Coumou; an outdoor garden sculpture, "Clans of the Anishinabek," by Native American artist Jason Quigno; and a Bill Seidman doodle from a meeting while he served as chair of the Federal Deposit Insurance Corp. Pictured on page 42 is one in a series of Tjukurrpa "dreaming" images done by aboriginal artists from Australia.

L. WILLIAM SEIDMAN CENTER

 Instagram

 Facebook

 Twitter


 Flickr

BY LEAH TWILLEY

The Grand Valley and Grand Rapids communities are buzzing about the new Seidman Center. From students to faculty members to local business owners and organizations, people have been sharing photos and tweeting about the new state-of-the-art facility that opened May 6 along the Grand River.




This picture I took of the Seidman Center looks fake. @GVSU #seidman

 posted by Craig Harris on May 22, 2013



Seidman College of Business. Wish I was going to have classes in this building #gvsu #pewcampus #newbuilding

 posted by Meggie Jewel on January 8, 2013




After nearly two years of construction, the new L. William Seidman Center is open for classes! The state-of-the-art facility will support the Seidman College of Business' growing reputation as one of the premier business schools in the Midwest.


 posted by Grand Valley State University on May 6, 2013



View from my classroom in the new business building #GVSU #GrandValleyState #SeidmanCollegeOfBusiness #GrandRapids #Downtown #GrandRiver #GRgram

 posted by Savannah Gossman on May 6, 2013


Took another tour of the Seidman Center building out at @GVSU's downtown campus. What a cool investment in our community!

posted by Mercantile Bank on September 18, 2012 






First Day of class at the new building! #gvsu

 *posted by Kyle Diephuis on May 6, 2013*



The new #GVSU business school building is so awesome. I love this place. #grandrapids #grandvalley


 *posted by Andrew Zack on May 16, 2013*



The new @GVSU #SeidmanCenter campus is well underway. #GoAerialStudios #GRgram

 *posted by GoAerial Studios on March 6, 2013*

Workers strike a pose, similar to an old classic, at the construction site of the new L. William Seidman Center.

posted by Pioneer Construction on February 2, 2012 




THE VIEWS OF GR FROM THE NEW L. WILLIAM SEIDMAN CENTER ARE AMAZING. SUCH A BEAUTIFUL BUILDING. #GVSU #GRANDRAPIDS

posted by Christine O'Brien via instagram on May 8, 2013



Seidman College of Business Foundation, GVSU Pew Campus

 *posted by Brandon Bartoszek on October 1, 2011*

First-generation graduates find love, ways to give back

BY ABIGAYLE SLOAN, '07

Paul, '81, and Pam, '80, Schweitzer were first-generation college graduates.

They believe that much of their professional success is a result of their education and experiences at Grand Valley. When the opportunity to financially support both the L. William Seidman Center and the Mary Idema Pew Library Learning and Information Commons was presented, they stepped up to help.

The Schweitzers were introduced to each other through mutual friends while attending Grand Valley as undergraduates. Paul earned a bachelor's degree in business administration in 1981; Pam earned a bachelor's degree in special education in 1980.

"I have been able to develop a successful business career because of my education at Grand Valley," Paul said. "I could not pass up the opportunity to help support the Seidman Center because it will provide a new home for many young business professionals in downtown Grand Rapids."

Paul is the president of CompleteSource, a print and promotional products supplier based in Grand Rapids. He is responsible for overseeing the company's daily operations. Over the last few decades, CompleteSource has increased its sales to become a multimillion-dollar company.

Pam serves as the CEO of CompleteSource and also teaches at Forest Hills Public Schools. She plans to retire from her teaching position this year to focus on the family business. She said the library project was especially important to her because it represents the continued growth and vitality of the university.

"I have had a very successful and rewarding career in education," she said. "I have seen the excitement of young people as they realized that they can achieve their goals."

"Grand Valley provided me the education I needed and I want to make sure there will be many graduates after me who also have the opportunity to receive an education."

Although the Schweitzers stay busy with their three children and a bustling business, they said it is important to stay connected with Grand Valley by attending special events. They have returned to



campus for Homecoming, attended sporting events and volunteered for a variety of alumni activities. The family emphasized the importance of supporting Grand Valley by giving their time and financial resources.

Three plaques hang on Paul's office wall; he reads them regularly. The plaques offer encouraging words about persistence, commitment and excellence. Paul said they also reflect the reasons he and Pam decided to contribute to both projects.

Paul said: "It's important to give what you can. There is a need for commitment from all of the community and alumni, and we can make a difference. Continual and sustainable support is what the university needs to survive and grow."

The opening of the Seidman Center and Mary Idema Pew Library aligned with the celebration of the Schweitzer's 32nd wedding anniversary. They said it was fitting to celebrate their anniversary and see the completion of two successful projects at the university where they met.

Pam and Paul Schweitzer are pictured in the L. William Seidman Center.
(Photo by Bernadine Carey-Tucker)



FALL Arts CELEBRATION

Enriching the arts and humanities in West Michigan for more than 10 years

Since its start in 2003, Fall Arts Celebration has featured many distinguished writers, poets, musicians, dancers, artists and scholars of our time. The tradition continues in 2013 with six signature events that aim to broaden our horizons, help us make sense of the new and unfamiliar, reflect on the past and be charmed by the classics. All events are open to the public with free admission. Seating is limited for these popular performances.

“Cyril Lixenberg: An Artist’s Journey”

ART GALLERY, PERFORMING ARTS
CENTER, ALLENDALE CAMPUS
OPENING RECEPTION

WEDNESDAY, SEPTEMBER 11, 5-7 P.M.



This unique exhibition explores and celebrates 81 years of the life and work of the popular contemporary Dutch artist Cyril Lixenberg. His monumental

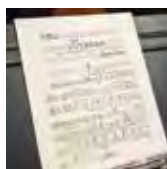
sculptures and colorful screen prints are exhibited throughout Grand Valley’s campuses. New gifts of paintings and works on paper will be featured, including drawings, monoprints, print editions, small sculptures and archival material.

“Music from La Belle Époque: Chamber Music for Winds from Turn-of-the-Century Paris”

MONDAY, SEPTEMBER 16, 8 P.M.

LOUIS ARMSTRONG THEATRE
PERFORMING ARTS CENTER
ALLENDALE CAMPUS

Performance followed by reception



Music Department faculty and guest artists will recreate this great epoch in music, performing the woodwind chamber music of D’Indy, Enesco,

Bernard and Stravinsky, conducted by renowned guest conductor, retired Col. Lowell E. Graham, former director of the United States Air Force Band in Washington, D.C.

“I Heard The Sirens Scream” Lecture by Laurie Garrett

MONDAY, OCTOBER 7, 7 P.M.

2ND FLOOR EBERHARD CENTER
PEW GRAND RAPIDS CAMPUS

Lecture followed by book signing and reception



Laurie Garrett is the only person to win the three Ps of journalism: the Pulitzer, Polk and Peabody. She is one of America’s most trusted speakers on public

health, infectious disease and prevention. A senior fellow for Global Health at the Council on Foreign Relations, she has written many books, including *The Coming Plague*. Garrett is particularly suited to navigate the intersections of politics and science, in an effort to understand and describe how our leaders help and hinder, how we prepare, how we treat, and how we respond to the threats of global health.

“An Evening of Poetry and Conversation with Christian Wiman and Pattiann Rogers”

FRIDAY, OCTOBER 25, 7 P.M.

2ND FLOOR EBERHARD CENTER
PEW GRAND RAPIDS CAMPUS

Reading followed by book signing and reception



Christian Wiman is the author of three collections of poetry, most recently *Every Riven Thing*, as well as a memoir, *My Bright Abyss*. He edited *Poetry* for a decade, during which the magazine’s circulation tripled. In July 2013 he joined the Yale Institute of Sacred Music as senior lecturer in religion and literature.



Pattiann Rogers has published 12 collections of poetry, most recently *Holy Heathen Rhapsody*, and two books of essays, including *The Grand Array: Writings on Nature, Science, and Spirit*. Rogers is the recipient of two NEA grants, a Guggenheim Fellowship, and a 2005 Literary Award in Poetry from the Lannan Foundation.

“Memories of Summer — The American Identity in Dance”

MONDAY, NOVEMBER 4, 8 P.M.

LOUIS ARMSTRONG THEATRE
PERFORMING ARTS CENTER
ALLENDALE CAMPUS

Performance followed by reception



Nationally celebrated choreographer Lauren Edson and the *Lauren Edson + Dancers* present a fresh modern dance interpretation of Samuel Barber’s

achingly beautiful music. Throughout the 20th century, when most composers were experimenting with dissonance and freedom in musical form, Barber was writing in a lyrical, romantic style with a distinctively American melody.

“A Very English Christmas: Music of the Season from the British Isles”

MONDAY, DECEMBER 9, 8 P.M.

FOUNTAIN STREET CHURCH
24 FOUNTAIN STREET NE
GRAND RAPIDS



Musical selections will run the full gamut from the beloved “Coventry Carol,” which was first heard in the early 15th century, to the decidedly more modern

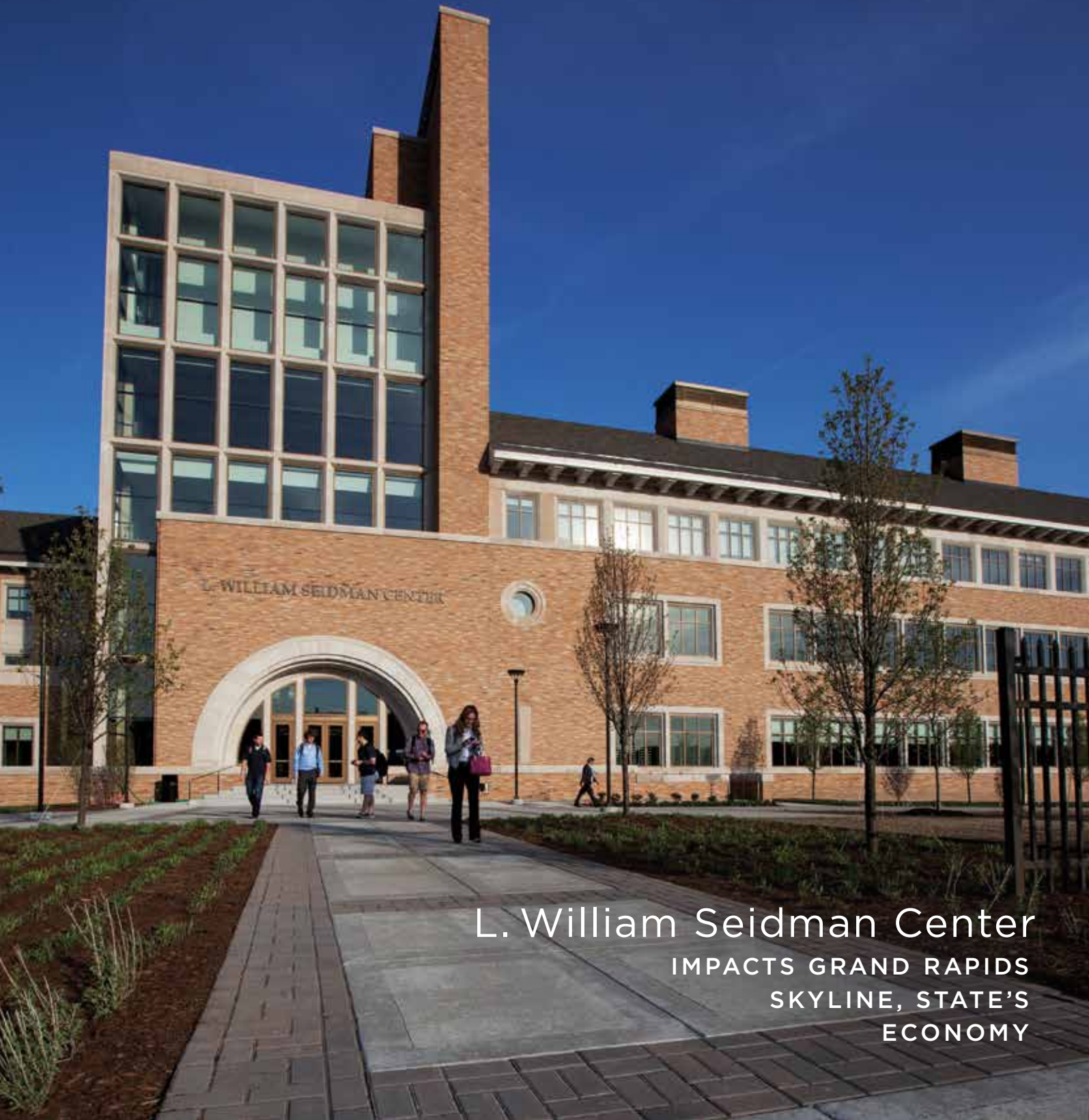
parable of “Brother Heinrich’s Christmas.” The magnificent and uplifting “Gloria,” by world-renowned English composer John Rutter, will complete this unique performance event featuring some of the most beloved British Christmas music.

For more information, visit
www.gvsu.edu/fallarts, or
call (616) 331-2185.

GRAND VALLEY

SUMMER 2013

MAGAZINE



L. William Seidman Center

IMPACTS GRAND RAPIDS
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