

# St. Norbert

College Magazine | Summer 2013

## Socially Connected

The business of putting new media to work

## Recommended Reading

Irresistible summer books, professor-approved



## In Print

Vol. 45, No. 2, Summer 2013



### Page 8

“These days, it takes almost as much work to reach Devil’s Island as it did for France’s most notorious prisoner to gain freedom from it.” – **Tom Conner** (Modern Languages and Literatures)



### Page 22

Faculty members share their current reading – a selection that includes a few surprise topics among interests more closely related to their individual fields of study.



### Page 29

The flamboyant cuttlefish, a rare and spectacular species, is making a comeback in aquariums around the world, thanks to the skill of Monterey Bay’s **Bret Grasse '08**.

## Departments

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## Cover Story



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## Socially Connected

Social media has come of age. Once reserved for after-hours use, it’s now a legitimate professional tool. The field itself offers a maturing career path, and many St. Norbert alums are among those engaged in the business of putting new media to work.

**On our cover:** St. Norbert itself is recognized as a frontrunner in its creative use of emerging communication tools. You can read more, from the college’s own social media specialist, on **page 19**.

### Page 14

## A Knight’s Tale

“Norby is all over the place in my world,” says **Nick Patton '03** (Communications). The illustrator’s new children’s book features a charming story of vocational questing – and it all takes place right here at St. Norbert.



### Page 20

## The Theology of Hospitality

A capstone course challenged four seniors to marry the Gospel message of hospitality with practical concerns facing cities like Green Bay: a place where God’s poor sometimes overflow available provision and those with no homes occasionally seek shelter amid our own college community.

Reflecting the mission of the college, St. Norbert College Magazine links the institution’s past and present by chronicling its academic, cultural, spiritual and co-curricular life.

## Online

A sampling of related content available at [snc.edu/magazine](http://snc.edu/magazine).



**In living color:** Prospective students meet the St. Norbert college experience, 2013-style (**page 6**), in this fast-paced video.



**In retrospect:** A look back over the careers of St. Norbert’s eight living alumni generals (**page 6**).



**In pictures:** Commencement 2013; a proud day (**Page 9**).



**In some detail:** **John Gordon** (Art) and the iconic Green Bay Packers “G” (**page 10**): a St. Norbert story from start to finish.



**In season:** Seems that, as soon as May arrives, it’s time to don, in turn: flip-flops and shorts (for the arrival of spring); a studious air (for finals week); and a winning attitude (for campus golf and more). Our photographers were there to capture it all (**page 11**).



**In prospect:** **Bridget Krage O’Connor '93** reflects on the lay of the land in higher education in 2013, and the challenges ahead (**page 13**).



**In touch:** Marketing maven **Dana Vanden Heuvel '99** (**page 16**) considers the “mobile-social generation” and the way we buy now.



**In conversation & song:** Gerard Edery, a specialist in the music of the Sephardic Jews worldwide, is a master musician himself.

Keep an eye open throughout this edition for more links to content on the web. Follow us on your favorite social media channel, too. Just search for **St. Norbert College**.

[snc.edu/magazine](http://snc.edu/magazine)



## Noted in the margins



Tom Kunkel

“An excavator of lost souls and eccentric visionaries, [Joseph Mitchell’s] genius lay partly in a natural ability to connect with those living on the margins of society.”  
— Erin Overbey, writing in *The New Yorker*

One of the few downsides of my job is the serious crimp it puts into recreational reading. The lengthy treatises I routinely peruse about “Is College Worth It?” or the rise of massive online courses, while certainly important, are not exactly what you would call pleasurable.

When my schedule does open up a bit, I try to sneak in a book or two from my swelling wish-list of titles. (As you’ll see in “The Word on Summer Reads,” page 22, apparently so do many of my SNC colleagues.) Over last winter’s midterm break, for instance, I devoured two books by Hilary Mantel, “Wolf Hall” and “Bring Up the Bodies” – delicious fictional accounts of the marital machinations of Henry VIII. I anxiously await her impending third and final volume. Who will keep their heads?

With summer, I typically would be cadging some additional reading time from around our planning for fall semester. But – with one notable exception (see page 14) – not this year.

You see, I’ve been busy – finishing my own book.

For longer than I care to admit, I’ve been working on a biography of an iconic figure in American letters, Joseph Mitchell. Mitchell, who died in 1996, was a staff writer at *The New Yorker* magazine for most of his life, and from the Thirties through the mid-Sixties he turned out some of the most indelible portraits in the nonfiction canon. If you love to read but have never encountered the Greenwich Village gadfly Joe Gould, or Mazie the Bowery ticket-taker, or cemetery-tender George Hunter, there is a void in your life waiting to be filled.

I got to know Joe in person 20 years ago, when I was working on another biography – this one about the man who founded *The New Yorker*, Harold Ross. Ross hired Mitchell as a staff writer in 1938, and they were close. Joe could not have been more helpful to me, and several books later, when I was settling on my next project, I hit on the idea of profiling Joe himself.

This was, of course, long before St. Norbert



Joseph Mitchell 1908-96

would enter the picture. As it happens, though, Joe Mitchell had what one might call a very Norbertine outlook on life and people. His subjects were neither glamorous nor rich. On the contrary, they were marked by their flaws, often self-inflicted foibles, and bad luck – in a word, their humanity. Yet for all that, they prevailed. And Joe related their stories with empathy, great humor, and not a little wisdom. One of his best-known portraits was of a bearded circus performer named Lady Olga, who worked the sideshows all her life. Joe closed the story by quizzing Olga about what it was like to be considered a freak. But she would have none of it. “If the truth was known,” she tells him, “we’re all freaks together.”

Why do educators – even college presidents – write books and do research? Well, we think it’s imperative for creative people to stay creative. This keeps our faculty’s outlook in their disciplines fresh, and it helps ensure that their teaching is as current as possible.

Besides, the best teaching is always by example, is it not?

So I have spent my summer toiling to get a final manuscript to my publisher by Labor Day. And with a little luck, by next summer I’ll again be doing more reading – and less typing!

*You can watch Kunkel in conversation with David Remnick and New Yorker staffers about Joseph Mitchell’s New York at [snc.edu/go/newyorker](http://snc.edu/go/newyorker).*

### MOMENTUM

#### The move is on

When you empty out a science building, you can expect some unusual challenges. Among the items Facilities staff were charged with removing:

- A stuffed water buffalo, along with a flock of stuffed avian companions.
  - Rocks – property of the geology department.
  - A 1,200-pound optical table, loaded with sensitive research-grade optical elements.
  - Donor plaques – each one carefully unscrewed from its spot and placed in the keeping of Nancy Malaczewski (Donor Relations).
  - An herbarium assembled by one of the college’s earliest biologists, the Rev. Anselm Keefe, O.Praem., Class of 1916.
  - A TV studio in its entirety.
  - Close to 20 refrigerators.
- Science is cool!

## Cranes on campus

Construction barriers, heavy machinery and piles of building materials in the parking lot are generally regarded less as inconveniences and more as indicators of good health on a college campus. With cranes to the east of it and cranes to the west, evidently the prognosis at St. Norbert is a fine one.

Most visible from the street is the conversion of the former St. John’s Church building into the Cassandra Voss Center, which comes into being as the result of one of the largest-ever gift totals for gender programming in higher education. This building is destined to be the new home for the Women’s Center, the Men’s Initiative, and the women’s and gender studies discipline.

Meanwhile, across the academic heart of campus, the largest project ever undertaken by the college is under way as JMS undergoes its transformation into the 150,000-square-foot Gehl-Mulva Science Center. Ground was officially broken May 10. This 27-month project will be completed in phases, with the first phase seeing additions to both the east and west ends of the building.

Space for science is expensive, with its special requirements for services like ventilation, explains John Barnes (Facilities). So one of the focuses of the transformation is the removal of office space from the “scientific core” of the building to its new ancillary spaces.

“It’s going to be a nice building when it’s done,” says Barnes. “It’s really a refocus on science in the existing building. One of the things I’m proud of is, we build a lot of building for



the money. I think when we put up a building, we get a lot for our dollar.”

Other construction on campus may be less conspicuous but demonstrates a similar approach to stewardship. Remodeling in Cofrin earlier this semester helped bring most of the staff in the new information technology services division under one roof. And this summer sees the finishing of the hitherto unoccupied lower level of the Mulva Library into a studio-style learning environment.

“The space is designed to meet the need students have expressed for space to spread out with computers, information, and projects – whether individually or in small clusters,” explains Kristin Vogel (Library). They’ll find comfortable, dynamic space that supports academic curiosities, engaged minds and understanding of how to harness the power of information.” Plans at [snc.edu/go/studio](http://snc.edu/go/studio) give a sense of the space, which will also serve as the new home of the college’s TV studio – an amenity available to students as one more option for disseminating the results of their work.

Work continues on the largest single construction project ever undertaken at St. Norbert. The Gehl-Mulva Science Center takes shape under the steeple of Old St. Joe’s: fitting guardian for a project that will further an educational mission based on three venerable traditions – Catholic, Norbertine, liberal arts.

### Virtually there

The college search can challenge prospective students and their parents logistically and financially. To ease the process, the admission office is embracing technology that brings them to campus virtually.


Take Info Knights, online information sessions that **Jim Stamatakos** (Admissions) offers as an alternative to high school visits. In his experience, those daytime meetings frequently excluded parents, who often have questions of their own.

Stamatakos holds Info Knights in the evening via Google Plus' webcam-enabled Hangout, which lets him facilitate real-time conversations with up to nine families at once. The format saves these families and the college time and money spent traveling.

Virtual college fairs hold similar savings potential. International recruitment officer **Michelle Flood** (Admissions) and her colleagues recently participated in such a fair on the CollegeWeekLive website.

For three hours, St. Norbert admissions officers fielded 225 live video inquiries from all over the world. Their one-day "virtual booth" was part of a three-week event promoted by EducationUSA, an arm of the U.S. State Department. More than 180 institutions of higher education participated.

"Where students are looking is really web-based," Flood says. By meeting them online, she can connect with prospective students from Afghanistan to Liberia – places her recruiting trips might never take her.

 Prospective students meet the St. Norbert experience, 2013-style, in this fast-paced video. [snc.edu/magazine](http://snc.edu/magazine)



### Seen

Work by **Brandon Bauer** (Art) was included in the "Celebrate People's History" poster exhibition at the Irregular Rhythm Asylum Gallery in Tokyo, Japan, and in the "Guns vs. Butter" exhibition at the Future Tenant Gallery in Pittsburgh, Pa.

A piece by **Katie Killian '13**, "Sticky Fingered Fellows," has won a gold ADDY and Student-Judge's Choice Award at the district level of the American Advertising Federation's annual competition. The awards, in one of the world's largest advertising contests, recognize excellence in design and advertising. Killian competed against entries from Wisconsin, Minnesota, North Dakota and South Dakota.

### Booked

Newly published by **Bob Kramer** (History), *The Historical Dictionary of the Sudan*, 4th edition (Scarecrow Press); by **Blake Henson** (Music) with Gerald Custer, "The Composer's Craft: A Practical Guide for Students and Teachers" (GIA Publications); by **Wolfgang Grassl** (Business Administration), "Property," a volume in the Christian Social Thought Series (Acton Institute); by **Raechelle Clemmons** (Information Technology Services), "Classroom Technologies: Upgrading Classroom Technology to Support Today's Teaching and Learning Approaches" (CDW); by **John Holder** (Philosophy), "A Survey of Early Buddhist

Epistemology" in "A Companion to Buddhist Philosophy" (Wiley Blackwell Publishers); by **Michael Lovano** (History), a chapter on "Rome: A Story of Conflict" in *The Oxford Handbook of Warfare in the Classical World* (Oxford University Press).

### Blessed

St. Norbert faculty and staff on this year's study tour of Norbertine abbeys in Europe were able to attend a general audience with Pope Francis I when in Vatican City. **Shaun Johnson** (Campus Ministry) logged the experience in the travel blog, "Where Norbert Is, There Too Is Augustine." He wrote: "The atmosphere was absolutely jolted with the feeling of the Spirit moving in our hearts and the hearts of all present. The holiness that we

encountered on this trip – not only in the humble leader of the church worldwide, but in each other on the trip and in the abbots and priors that welcomed us into their communities, was moving."

While in the Vatican, the group was also received by the abbot general of the Norbertine order, the **Most Rev. Thomas Handgrätinger, O.Praem.**


### Appointed

**Laura Neary** (English) is serving as the new director of the Writing Center. **Krissy Lukens '92** (Education) has been appointed as director of instructional technology.

### Honored

At Commencement 2013, **Gen. Bill Campbell '62**, the college's highest-

ranking officer, accepted an honorary degree on behalf of St. Norbert's eight surviving alumni who have earned the rank of general in the United States military. Along with Campbell, the list includes **Maj. Gen. Raphael Hallada '58**, **Maj. Gen. James "Jay" Lison Jr. '42**, **Maj. Gen. William O'Leksy '54**, **Brig. Gen. John Hanley '79**, **Brig. Gen. Francis Linsmeier '50**, **Brig. Gen. Bruce Miketinac '63** and **Brig. Gen. Carl Newhouse '55**. Through its Reserve Army Officer Training Corps (ROTC) program, the college has graduated a total of 12 officers who have attained the rank of general.

 A look at the careers of St. Norbert's eight living alumni generals. [snc.edu/magazine](http://snc.edu/magazine)

## Treasure / Carved by Hands Unknown

### William Hyland

Director, Center for Norbertine Studies

There is a power in wood that has always attracted me. Whether in the solidity of a door or the polished elegance of an ancient choir stall or pew, beautiful wood has always drawn me into its rich embrace.

I first saw this wooden statue of Norbert – carved more than 200 years ago and based on a still-extant 17th-century original in a German abbey choir stall – in the then Todd Wehr Library. It sat there, perched somewhat forlornly out of place near the reference area, hardly noticed by the busy passersby. I always thought it beautiful. When the nascent Center for Norbertine Studies was given a space on the second floor of the library, I requested that the statue be moved there.

As plans were realized for a large and lovely space for the center in the new library, I knew that this statue would finally have the dwelling place it so richly deserved. Former college curator **Donald Taylor** cleaned, polished and repaired the more fragile parts. Facilities staff offered creative help, too, so that the wooden statue of our patron saint now stands protected but highly visible in the center's reading room. There, Norbert greets every visitor with calm gaze. Beams of sunlight illuminate the gentle nuances of the wood, the monstrance and archbishop's cross held aloft by delicate hands. In the saint's wonderfully expressive countenance, we grasp the sadness that his work as a peacemaker is never done; in the Eucharist and cross he holds, we understand his belief about the source of true and lasting peace.

I never have been able to find out the name of the person who carved this statue, but I am grateful to him or her, and the others who have lovingly cared for it and passed it down to be enjoyed by generations present and still to come, in this lovely place. Like the Norbertine heritage itself, born and cultivated in Europe and transplanted to this fertile land, the statue provides continuity with the past and vision, looking to the future.

**As William Hyland, founding director of the college's Center for Norbertine Studies, departs St. Norbert to teach church history at Scotland's University of St. Andrews, he says he will cherish his memories of his wonderful friends and colleagues in De Pere. He takes with him lessons gleaned from the college's patron saint – peace, communio and the mysteries of faith.**



## Exile in a dubious paradise

One year ago I was standing on the beach in Kourou, French Guiana, across from the base of the Troisième Régiment Étranger d'Infanterie (Foreign Legion), where I was staying courtesy of an old college chum. The sun was setting but it was still possible to make out the silhouette of the Salvation Islands, 15 nautical miles off the South American coast. I had made the nine-hour flight from Paris, where I was spending my sabbatical, to visit the most notorious of these former penal colonies: Devil's Island.



Tom Conner

This was an emotional moment for me. The island where I now stood was once the solitary prison-in-exile of Capt. Alfred Dreyfus who, in 1894, was falsely convicted of high treason. A project of my own that had begun as a chapter in a two-volume tome on committed French intellectuals had become a book in its own right, dealing with the officer's struggle for justice in an affair that shook all of France.

For more than a decade, friends and foes of the unfortunate Dreyfus did battle before justice finally prevailed. In 1899, Dreyfus received an official pardon but was not rehabilitated until 1906.

Devil's Island is the smallest of the three volcanic islands that make up the Salvation Islands and has an area of only 34.6 acres. When France established the Kourou Space Center in French Guiana during the 1960s and sent the Foreign Legion to guard it, the fortunes of the outpost suddenly improved. The government took over Devil's Island and, in the process of installing remote cameras to monitor rocket flight paths, someone also decided to restore Dreyfus's cabin. The island has since been closed to ordinary tourists but visitors who pass by at sea can catch a glimpse of this forlorn hut. There is nothing much else to see. Dreyfus's "bench" is still there, though: some rough stones, 100 feet or so above the majestic sea below, that the prisoner had assembled into a makeshift seat. There, he was allowed to while away his time, dreaming of faraway France.

Naturally, rumors abound about the true purpose of the government installations on this minuscule island and include the preposterous theory that medical experiments are being conducted on monkeys. When I visited Devil's Island, I was reminded of James Bond in "Dr. No." Imagine swimming there and being greeted by Ursula Andress! Instead I arrived with a burly *légionnaire* escort in khaki shorts who made sure I did not take any pictures.

The climate in the Salvation Islands actually is much

more pleasant than elsewhere in French Guiana, thanks to the gentle trade winds that helped reduce the presence of infectious diseases and improved prisoners' chances of survival. The strong sunlight enhances the natural colors of the islands: the overpowering green foliage, the mighty blue ocean, the black volcanic rock. The palm and coconut trees add an exotic touch, and breathtaking views of the water do their part, too, to create an idyllic ambiance.

By 1948, the warders' mess on the neighboring Île Royale had been transformed into an inn. Today this facility boasts several dozen air-conditioned rooms for less than 100 euros a night. The camp church, decorated by a former inmate-cum-artist, has also been restored and attracts couples from metropolitan France. Visitors can relax on the patio, enjoy an apéritif and watch children at play where the guillotine once stood – its cement supports in the ground still firmly in place. The position of head executioner was much sought after by inmates, and small wonder: he did not have to work, lived in his own quarters, and received the princely sum of 100 francs per head. One famous executioner fancied himself a poet, and excerpts from his *oeuvre* are available in the hotel bookshop. However, poetry could not save this sensitive brute from the guillotine, and one day he, too, was sentenced to death and quickly dispatched by a newly appointed *bourreau*.

The business card of my boat rental company eloquently proclaims: "What yesterday was Hell ... today is a paradise." I came and I saw, but part of me felt ashamed that I, too, had let myself be carried away by the mystique of the place.

At a certain point during my two-day odyssey in the footsteps of Captain Dreyfus, I felt saturated and started to question the charm of vacationing in a former penal colony. I saw little effort made to celebrate the life of a significant figure in French history who deserves to be remembered as both a hero and a martyr. The natural beauty of the islands is striking, but real people lived and, more often than not, died here, in horrible circumstances. At what point does the penchant for the bizarre and outlandish in "theme tourism" become obscene? I realize that the whole world cannot become a museum to past injustices. Preserving the horrors of the past should be for the primary purpose of educating future generations, but is not incompatible with responsible tourism.

**Tom Conner, professor of modern languages and literatures, was born and raised in Sweden but educated in France and in the United States. He joined the St. Norbert faculty in 1987. His latest book, "The Dreyfus Affair and the Rise of the French Intellectual, 1898-1914," will be published by McFarland this fall.**

### Proud!

As families gather in Schuldes to celebrate the four-year achievement of their own particular undergrad, the excitement is palpable. It's a day to congregate, celebrate, commemorate. And, this year, for the first time, the on-campus guests were joined by a virtual audience – friends and family members around the world who tuned in to watch via live streaming video.



The Commencement 2013 experience, in pictures. [snc.edu/magazine](http://snc.edu/magazine)

## Noted / Another Banner Year for the Knights



The St. Norbert women celebrate their first O'Brien Cup championship.

Kathy M. Helgeson/UW-River Falls Communications

NEWS OF ST. NORBERT

The Green Knights notched the second-most wins in school history this year, winning nearly 65 percent of their contests and recording a 192-103-9 overall record.

2012-13 saw St. Norbert send five teams to the NCAA Division III Tournament. A total of 16 of St. Norbert's 20 sports finished in the top three of the Midwest Conference and Northern Collegiate Hockey Association standings. No team finished lower than fifth in conference standings.

St. Norbert also claimed this year's Midwest Conference men's all-sports trophy for the second time in school history. The Green Knights totaled 85.5 points to nip Grinnell College by one point. St. Norbert won championships in football, basketball and golf, and placed second in indoor track, outdoor track and baseball. St. Norbert's women's teams posted 82 points, four points shy of Monmouth College, to finish second in the women's all-sports trophy race. The Green Knights did not claim a conference title but finished second in volleyball, cross country, soccer and indoor track.

Two teams – women's ice hockey and men's golf – advanced to their respective NCAA Division III tournaments for the first time. Women's ice hockey was sitting with a 5-8-2 record entering play on Jan. 18, but got red-hot down the stretch, winning 13 of their next 14 games. St. Norbert won both games in an NCHA O'Brien Cup Playoffs quarterfinal series against UW-Superior by one goal each, and then tipped the College of St. Scholastica 2-1 in a semifinal game. St. Norbert trailed UW-River Falls 2-0 with two minutes remaining in regulation time before scoring a pair of extra-attacker goals to force overtime. The

Green Knights scored on a breakaway goal by **Karissa Anderson '14** in overtime for a thrilling 3-2 win for their first O'Brien Cup championship. St. Norbert then fell to No. 1-ranked Plattsburgh State University 5-2 in the quarterfinals of the NCAA Division III Tournament.

Men's golf also won their first Midwest Conference title and advanced to the NCAA Division III Championship in May in Florida, finishing in a tie for 34th place. St. Norbert also saw its first Midwest Conference individual champion when **Nic Vrubleby '15** topped the 45-man field.

Men's ice hockey totaled a 23-6-1 record and claimed its 11th NCHA Peters Cup Playoffs championship. The Green Knights fell 3-1 in the quarterfinals of the NCAA Division III Tournament to eventual national champion UW-Eau Claire.

Men's basketball fashioned a 20-6 record and won the Midwest Conference title for the third time in four years, and also won the MWC Tournament in front of exuberant crowds at Schuldes Sports Center. The Green Knights dropped a heartbreaking 59-58 decision to Wheaton College in the first round of the NCAA Division III Tournament.

Football claimed a share of its 14th Midwest Conference title with a 20-10 win over Lake Forest College in the last game of the regular season, and was ousted from the first round of the NCAA Division III Playoffs by the University of St. Thomas.

Overall, St. Norbert has won at least 180 games in six of the last seven years, with a school-record 202 wins in 2009-10.


### All business, on and off the diamond

Infielder **Travis Mason '14** has been named to the first team of the Capital One NCAA Division III Baseball Academic All-America team. Mason, who holds a perfect 4.0 grade point average with a major in business administration, finished the 2013 season with a .327 batting average while hitting four home runs with 36 runs batted in.

### On fire in Chicago

St. Norbert College will open its 2013 football season against John Carroll University at Toyota Park in the Chicago suburb of Bridgeview, Ill.

Toyota Park is a \$98 million, 20,000-seat facility that opened in 2006 with Major League Soccer's Chicago Fire as the primary tenant. The Sept. 7 game marks the second consecutive year St. Norbert will meet John Carroll to open the season. The Blue Streaks defeated the Green Knights 40-3 last Aug. 31 in Dublin, Ireland.

 **John Gordon** (Art) and the iconic Packers "G": a St. Norbert story from start to finish. **sn.edu/magazine**



**1 Sunny side**

Quiet corners, comfortable study spots: The Mulva Library is the place to be any time, day or night, during the rigors of finals week.



**2 Study break**

Spring came late to De Pere this year, so Finals Week coincided with the first really summery days on campus. Never mind: fresh air and exercise also stimulate the brain!



**3 Pretty in pink**

With the rest of Creation showing just what it's capable of, there's plenty of inspiration to be found here for the studios, as well.



**4 Group think**

Thank goodness for friends. Everything tends to go better when several fine minds work together.



**5 Comfort first**

Whatever your position on your subject, you'll find the individual study habits that work best for you.



For more glimpses of finals week, fine weather on campus and end-of-semester fun, visit our online photo galleries. [snc.edu/magazine](http://snc.edu/magazine)

## HERE ON CAMPUS



The current community of religious on campus also includes Norbertine fathers **John Bostwick '68** (Religious Studies), **Jay Fostner '84** (Mission & Student Affairs), **Jim Neilson '88** (Art) and alumni chaplain **Rowland De Peaux '48**. Joining them this summer will be **Andrew Ciferni '64**. Residents of the priory include Norbertine professors emeritus **Al McBride '50**, **Gery Meehan '57** and **Brendan McKeough '47**, who share their campus home with their confreres **Ken DeGroot '58**, **Brian Prunty '61**, **Conrad Kratz '70**, **Dane Radecki '72**, **Pete Renard '64** and **Tim Shillcox**.



The Rev. Mike Weber, O.Praem. (Religious Studies) and Sister Laura Zelten, O.S.F., '79 (Parish)

## Worlds of experience back on campus

**A**lthough the **Rev. Mike Weber, O.Praem.** (Religious Studies) and **Sister Laura Zelten, O.S.F., '79** (Parish) took different paths to St. Norbert College, their lives have some parallels. Both have served in the United States and abroad: Weber, as a teacher, campus minister, hospital chaplain and Air Force chaplain, and Zelten as a teacher, campus minister and missionary in Nicaragua.

Both draw on their experiences for their current work, while providing the witness of a religious presence on campus. Weber will teach the psychology of religion and spirituality this summer for the Master of Arts in Liberal Studies program. Zelten is a part-time pastoral associate at St. Norbert College Parish, and is also director of vocations for her community.

Weber, a Norbertine for more than 40 years, taught psychology and was a campus minister at St. Norbert in the late 1970s before deciding “to broaden my horizons in a way, putting myself in situations that would be challenging to me, in experiences that would not be comfortable to me initially.”

First came hospital chaplaincy, where he learned to minister in an emergency room and trauma center. This included assisting victims and families of the cyanide-laced Tylenol poisonings that killed seven people in 1982.

Later, service in the military brought with it physical training, rigid structure and the dangers of combat. In the Air Force, his service included deployments to Panama, Kuwait, Saudi Arabia, Turkey and twice to Afghanistan. He received four

oak leaf clusters for meritorious service before retiring in 2011 as a lieutenant colonel, after 23 years of service.

In class he says he can draw from his military or clinical experiences to amplify certain concepts. “As a general rule, the more experiences one has in a variety of situations, I think the better teacher you become.”

Zelten, a native of De Pere, serves with the **Revs. John Tourangeau, O.Praem., '81**, pastor, and **Sal Cuccia, O.Praem., '63**, associate pastor. She focuses on parish council, social justice, outreach and caring for elderly parishioners – active and retired faculty and staff, and their families. Zelten estimates she spends 5 percent of her time visiting hospitals and nursing homes, and helping families during and after funerals.

She sees her role “as being a welcoming, caring and nurturing person” who listens to people’s problems and joys and helps them discern how to grow in their relationship to God. Part of that includes using the Spanish from her days in Nicaragua. And she cited the Knitters for Peace baby blankets given to families at baptisms to symbolize the parish community wrapping the family in prayer and love. She says their popularity shows people long for signs and symbols.

Zelten enjoys the intellectual element, opportunities to lead prayers, being a visible presence at graduation and around campus, and helping young people and staff discern how God is calling them. “All these pieces create that whole sense of *communio* that is part of the Norbertine tradition.”

# Running down a dream

Add up all the distance **Louis Ayensu-Mensah '13** has run on the soccer field or doing the 100-meter and 200-meter dash events and it would equal just a fraction of the journey that brought a shy kid from Ghana, Africa, to St. Norbert College.

The two-sport athlete began that journey nine years ago, when his family made the trip to New Jersey in the fall of 2004 so his father could continue his schooling to become a pastor.

Ayensu-Mensah, who turned 15 years old shortly after getting to the United States, struggled with English and the new surroundings, but adjusted quickly. He took up soccer – a sport he had already experienced because of its popularity in Ghana. The eighth-grader was less familiar with another sport he encountered at his new school: track and field. “The track coach there asked me to try out to see it,” Ayensu-Mensah says. “I did, and really enjoyed it.”

Graduating with a 4.0 grade point average and excelling in sports, Ayensu-Mensah was well-placed to continue on to college. But qualifying for financial assistance was a different matter. His father was in the country on a student visa, so Ayensu-Mensah did not qualify for Pell grants, for many scholarships or even for in-state tuition rates.

**Linda Pliska**, a St. Norbert parent who knew the family through their church, arranged for Ayensu-Mensah to visit the school. The family has maintained its college connections: Pliska’s daughter **Gay Pliska '88** and son-in-law Stephen Matyshak live a few miles from campus, and Stephen is the son of **Stanley Matyshak** (English, Emeritus).

“When I came to St. Norbert to visit, I really liked the atmosphere,” Ayensu-Mensah says. “Also the international-students recruiting office made me feel very welcome to the place.” He also liked that the school stressed academic success along with the athletic



programs: “I love being in sports, but it’s secondary to academics and things of that nature. I really appreciate that.”

Ayensu-Mensah was offered a scholarship that covered half his tuition, and earned a leadership grant. To save on housing, he stayed with the Pliska family. He also drew the attention of St. Norbert benefactor **Patricia Baer**, an aide and mentor to Louis until her death. Eventually Ayansu-Mensah received permanent-resident status and qualified for the loans and Pell grants that helped him finish his education.

Ayensu-Mensah graduated in May with a degree in chemistry, a passion he discovered during his studies at St. Norbert: “The more I took, the more I liked it.”

This fall he begins his doctoral studies at Rensselaer Polytechnic Institute in Troy, N.Y., assisted by a fellowship and a full scholarship. It’s a move that’s particularly gratifying to the Pliskas: Linda’s husband, Michael, is a Rensselaer grad himself.



Jack Williamsen '60

Close to a century of combined service that has significantly shaped the college of today is celebrated along with this summer’s crop of new beginnings.

Retiring are **Jack Williamsen '60** (Institutional Effectiveness), who has seen more than 57 years at the college as student, faculty and staff member, having served as founding director of both counseling center and advisement system; **Cindi Barnett** (Campus Life), who aligned our conduct and judicial affairs practices with our mission and worked diligently to found the Women’s Center; **Joe Tullbane** (International Education), a driving force in establishing St. Norbert as a leader in international education; **Michael Marsden** (English, Dean Emeritus), who served as dean 2003-10. Moving on are **Bill Hyland** (Center for Norbertine Studies), who will be joining his wife **Sabine** at the University



Cindi Barnett

of St. Andrews, Scotland; **Bridget Krage O’Connor '93**, the first vice-president of enrollment management and communications at St. Norbert, who will next advise the president on special initiatives while developing her own strategic communications consultancy.

“Every one of the people here have had a dramatic, positive impact on SNC,” says **President Tom Kunkel**. “Mike and Jack in advancing our academic program; Cindi, who touched the lives of so many of our students – indeed, of all of us; Joe in making the college a major player in international higher education; Bill in preserving and promoting our Norbertine heritage; and Bridget in doing so much to produce our record enrollments and let the wider world know about the special things going on here in De Pere. We have been so fortunate to have them as colleagues.”



**Bridget Krage O’Connor '93** surveys the field of higher ed and identifies topics steering the continuing conversation at St. Norbert, too. [snc.edu/magazine](http://snc.edu/magazine)



After a busy day as college mascot, Sir Norby Knight enjoys quiet time with his favorite storyteller, **Nick Patton '03**.

# A Knight's Tale

By Jeff Kurowski

Sometimes artistic inspiration strikes when least expected. In March 2012, **Nick Patton '03** (Communications) came across a feature story tied to the NCAA basketball tournament. A husband and wife in Missouri were on opposite sides of the first-round matchup between Wisconsin and Montana, their respective alma maters. The story showcased how each had previously written a children's book about their school's mascot – Bucky Badger and Monte the Grizzly.

Patton immediately thought, "How about a book featuring Norby?"

Two years earlier, Norby Knight had made his debut on campus. In fact, it was Patton who had developed the mascot character to embody Green Knight spirit in De Pere. A graphic designer in the college's office of communications, he designed

the mascot costume and, last year, a Norby plush figure. This summer, "Norby the College Mascot," written and illustrated by Patton, was published by St. Norbert College Press.

The story focuses on a very Norbertine idea: finding one's calling in life. "It provides an opportunity to talk about what you want to be when you grow up and how to get there," says Patton. "Like Norby, who changes his mind, you are probably going to change your mind about what you want as you learn about different job opportunities, different career paths or vocations."

The book is designed for ages 3 to 8, but Patton included elements that will resonate with students and alumni, too.

"When doing the illustrations, you might as well entertain," he says. "There is a picture of the president's cabinet in the

❶ **Sketch** Pencil sketch is scanned.



❷ **Background** Reference photos are used to digitally paint the scene.



❸ **Characters** Images are created on layers separate from the background.



❹ **Fine-tuning** Digital illustrations can be changed without starting over.



book where Norby is telling them about his ice-cream idea. All the reference photos are from St. Norbert photography. If a kid picks this up and thinks it's him, it's probably him if he's been in one of our photo shoots. That was fun. I live in the photo archive for St. Norbert, so I know that archive very well. Getting reference for this book was very easy."

Iconic campus images are found throughout the pages. They include Main Hall, the Campus Center and the library.

The book is a highlight of a nine-year journey for Patton, who in 2004 began pursuing his interest in becoming an author/illustrator.

"The first thing I did was take a storytelling class," he says. "That taught me how to understand story and story structure. From there, I've been working on stories, doing illustrations, putting together packages, pitching them out and having them rejected."

Patton describes his style as "more of a painter" than a sketch artist. His favorite children's book illustrator is Loren Long. His favorite storyteller is Mo Willems.

While Patton created the book, he quickly points out that "it's Norby's show." He hopes the mascot can help promote the college through appearances at book readings at schools, libraries and special events, including SNC Day on Sept. 21.

"We are going to make a stamp so Norby can put his stamp on the book," explains Patton, "and, for little kids, we will have

a knighting ceremony where Norby knights the child.

"The great thing about doing a book like this is the community aspect. There is already an audience that loves St. Norbert College. There is already an audience that loves Norby, so to be able to show St. Norbert and Norby in a format like this is exciting."

Patton is happy to be linked to the character: "I was able to form the way he looks and, with the story, I had the opportunity to form the way he thinks and some of his character, which was fun," he said. "Norby is all over the place in my world."

Patton emphasized that the charging knight on horseback will continue to serve as the primary symbol for Green Knight athletics.

"Norby is geared to a completely different audience," he says. "For athletics, that charging knight is their mark. When you switch over to more fun, childlike spirit stuff, then Norby is the character we use." ♣



Learn more about Norby, his book (\$14.95) and the plush toy Norby (\$12.95) at [snc.edu/go/norbybook](https://snc.edu/go/norbybook)

# socially connected

By Mike Dauplaise '84



Way back in the mid-2000s – close to forever ago in Internet years – social media sites were often, and too easily, dismissed as time-consuming diversions that robbed users of productivity and frustrated organizations. Today, they have evolved into significant business tools for everyone from major brands to the kid next door, with real-world applications and career paths barely imagined less than a decade ago.

The potential of social media as a legitimate communication tool has become impossible to ignore in the face of a groundswell of engagement that reached 1 billion people worldwide in 2012 and continues to climb.

Phenomenally popular sites such as Facebook, Twitter, LinkedIn and YouTube still claim their share of time from the attention span-challenged typical web surfer, which is good news for those who have learned to leverage this connectivity for a variety of benefits. From generating buzz for products, services and entertainment to sharing real-time information on an endless stream of business topics, social media is supercharging the ability to communicate with a target audience while drawing more fans into the fray.

“Social media no longer stands on its own,” says **Suzan (Odabasi) Brinker '09**. “Companies are becoming more strategic in thinking about how to integrate social media into an overarching business strategy.” Brinker, a freelance social media consultant since her undergraduate years and now e-commerce marketing coordinator for Woolrich, a Pennsylvania-based outdoor clothing company, became attracted to social media when jobs continued to evaporate in the journalism career she had envisioned.

“When I graduated from St. Norbert, social media marketing was not something people were doing yet,” she says. “At least in the Green Bay area, nobody knew how to use social media for business, and they didn’t have anyone on staff to build a Facebook business page

or integrate Twitter into other marketing strategies. My job now is connecting channels to create a consistent message across the web, social media, print, search engine optimization – wherever a customer comes in contact with us.”

Two key factors behind the dramatic increase in social media usage are mobile technology and the fact that older users are joining the party at a remarkable rate. There has been a 60 percent increase in mobile phone use in just the past two years, giving more people increased access to the Internet and social media. The fastest-growing demographics for major social media sites include the 55-64 age group for Twitter and the 45-54 age group for Facebook and Google+.

## Strategy powers the social media engine

**Chris Remington '87** is vice president of client strategy and business development at Trivera Interactive in Menomonee Falls, Wis. He equates a social media strategy to taking occupation of the second circle on a target, with the inside bull’s-eye consisting of an effective website powered by attractive keywords, plus calls to action to generate leads.

“Once you get that done, then you can get into social media and generate some interest,” he says. “The goal is to drive traffic back to the website. But if your website is less than what the customer expects, you’re shooting yourself in the foot. We liken it to going to a dinner party and shouting, ‘Come buy my stuff!’ First you need to interact and listen to your market, and then at the appropriate time, start putting your message out there.”

Having a social media strategy is crucial, Remington notes, because these interactions impact every aspect of the customer experience. Doing social media well also takes a considerable amount of resources. “It requires a lot of effort, and companies need to understand this is another task they’ll have to do,” he says.

“I tell clients that if they’re going to blog, they have to commit to me that they’ll write three blog posts per week or do five Twitter posts per week. If you don’t do that, you’re missing out. If you get your clients excited, but you’re not providing content on a regular basis, you’re not doing your fans a service.”

## Millennial generation finds its niche

Like Odabasi, **Chris '08** and **Pam (Ripp) Schmitz '08** are members of the age group that helped shape social media. Chris now works as an independent contractor focusing on web application development. Twitter is his social media format of choice to connect with other professionals in his industry.

“People are posting more professional things than personal things in my circle. I get work from all over the place, and it’s been easier to connect with the people I need to on Twitter. If I was looking for more full-time work, I’d be more active on LinkedIn, because recruiters at corporations are scouring that.”

Pam leverages a Facebook business page to help promote The Creamery, a coffee shop, bakery and catering business she opened Feb. 1 on the outskirts of De Pere. Twitter and Instagram also are effective, since hers is a visual product and people love to see pictures of cupcakes. “We have used social media almost exclusively for our marketing so far,” Pam says. “We post a couple times per day, letting people know what cupcake flavors we have, promotions such as Cupcake Friday, and gaining customer feedback.”

## The word is out on careers in social media

**Adam Van Fossen '10**, in business development and strategy at Reverb, leverages the San Mateo, Calif., company’s word-powered technology to help magazines and digital publishers distribute and share their content to

**“Dialog is happening on social media with or without you. Your brand is not your logo; it’s the promise of an experience. You need to engage and be sensitive to that when interacting on social media.”**

– *Chris Remington '87*

the most relevant audiences on mobile platforms and social media.

“While it is advantageous to be in a technology hub like Silicon Valley,” he says, “many non-tech businesses all over the country are seeing the value of social media for marketing and building brand awareness. Many companies have great social media marketing internships for recent grads.”

It was an internship, in fact, that helped bring **Brooke Auxier '10** to her present position as social media coordinator for two networks at Discovery Communications: TLC and Discovery Fit & Health. Like Brinker, Auxier also hoped a journalism career was part of her future when she enrolled at the University of Maryland College Park for graduate school. It wasn't long before a fascination with social media drew her into a whole new world – and

an unforeseen career.

“I went from using social media like any normal 20-something college student to realizing the value it has for your personal brand,” she says. “I also learned quickly the power it has as a marketing tool. I was shocked to learn that at Maryland, there were no classes dedicated solely to teaching social media best practices or learning about social media as it pertains to journalism.”

Auxier went on to write her master's thesis on how social media is being taught in journalism and mass communications programs across the country. In her free time, she studied social media masters and brands on social platforms, and took a social media internship at the Travel Channel.

“Facebook and Twitter are the big two and will be for a while,” Auxier says. “However, sites like Pinterest, Vine

and Tumblr are becoming increasingly popular and useful for brands. They are becoming more popular in general, which means brands have to learn how to serve those audiences on those platforms.”

It's a fast-changing career in which it is crucial to stay nimble. Remington, who remembers that he and his peers in school didn't even have computers, says: “To be working in an industry that didn't even exist then is interesting. It illustrates why you need to make sure you have the skill set to not only get your first job, but also prepare you for the jobs you'll have five, 10, 15 years down the road – that don't exist yet.”

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 **Dana Vanden Heuvel '99**, founder of The MarketingSavant Group, says the highly-connected habits of the “mobile-social” generation are changing the way we buy. [snc.edu/magazine](http://snc.edu/magazine)

## Like, comment, share ... vote

**T**he Democratic Party provided a lesson in leveraging social media on their way to helping Barack Obama retain the White House in 2012, and the rest of the world took notice. “After Digital Defeat, GOP Puts Its Faith in Facebook Engineer” read the nbcnews.com headline after the Republican National Committee recruited the social media giant's former engineering manager Andy Barkett as its chief technology officer. Among those reporting to Barkett during his time at Facebook was **May (Rosichan) Van Fossen '10**. Van Fossen, who supports three directors of engineering, joined the company straight from St. Norbert. She advises others interested in careers in the field, “Be driven, work hard and don't underestimate the power of your own social network to help you land in the right place.”

Local politicians also are leveraging the connectivity powers of the digital age, and **Scott Crevier** (Information Technology) makes great use of Twitter in his role on the De Pere City Council.

“It's getting to the point where there's an expectation out there that social media will be used and used properly,” Crevier says. “We have a Twitter and Facebook account in the ITS division, and anytime we have an outage or a server goes down, we Tweet about it and post on Facebook. People expect that, and that's what we do now.”

Crevier is finding that his constituents appreciate the ability to comment on city council actions and air their opinions, even if it often is behind the protection of an anonymous Twitter handle.

“It's a very efficient way to connect with folks,” he notes. “Next April I will run for re-election, and I will rest comfortably knowing they can read about the issues because I've written about them. I had people tell me they voted for me because they were able to find information about me online and they found nothing on my opponent. It's a different world, whether you like it or not. I can't imagine running for a public office without it.”

# St. Norbert joins the conversation

By **Nina Nolan Rouse '07**  
Senior Web and Social Media Specialist

In 2005, I was a 19-year-old sophomore living in Mary Minahan McCormick Hall. Busy on my laptop one day, I received an email invitation to join the St. Norbert College Facebook network from my classmate **Micaela Diedrick '07**. Confused but curious, I created an account and logged in.

Who knew then that managing social media for my alma mater would become a line in my job description and part of my formal title?

When I first jumped in, Facebook was little more than a digital yearbook. I couldn't have predicted that I would be involved in the creation of emerging media strategies for my alma mater; I had no sense of the ways in which new social platforms would revolutionize human communication.

After completing my art major, plus an internship in the office of communications at St. Norbert, I was ready to step up to the challenge. Soon after graduation, I excitedly accepted my first job, that of managing the college's electronic communications. It didn't take me long to realize that there was a very large gap in our electronic communications strategy. This was 2007, and not only Facebook but Twitter and YouTube were slowly being embraced by corporations and institutions of higher education.

Emerging technologies were opening up direct connections between businesses and their constituents. They were also opening up connections among consumers themselves. This meant that one angry customer could share a negative perception or experience for others to see and react to. Companies were fearful that they would lose control

of their brands, and worried that potential negative interactions would gain enough traction to derail business. Most businesses were still sitting on the sidelines, waiting to see how the tools would evolve.

Having just made the transition from student to young professional, I was less convinced that the risk everyone was fretting about was truly perilous – especially when weighed against the gains to be had. Wading slowly, we created an institutional presence for the college on Facebook, Twitter and YouTube. It was evident that if we didn't create our own presences on these accounts, someone else would create them for us and then we would truly lose control. It was also undeniable that social media could aid us in our day-to-day charge – building relationships with the campus community, prospective students, our alumni and others. So it was that we began meeting our audiences in the media where they themselves were increasingly spending their time.

On St. Norbert's new social media platforms, alumni were responding warmly and the office of admission was learning from prospective students that our social media updates were contributing, for them, to a more complete picture of the college. What's more, local businesses and nonprofits were turning to us for advice and counsel on how and where to target their efforts – additional confirmation that we must be doing something right. And, in 2011, StudentAdvisor named St. Norbert among its Top 100 Social Media Colleges. The college appeared among the leaders in a list headed by Harvard, Johns Hopkins, the United States Military Academy and Carnegie Mellon. (The college currently lands on the list at number 56 out of 6,000



institutions monitored and comes in at the top of all Wisconsin schools.)

The fun part of the job is seeing immediate engagement with our posts. I love seeing the "Likes," "Shares" and retweets. It's neat to see how sharing a photo can create such nostalgia in our alums and pride in our current students. Equally interesting, if more challenging, is steering multiple efforts across campus as new entities jump in, each speaking to their own targeted audience. It becomes my job to connect with units early in their planning and to help them make good decisions about which, if any, tools might be effective. I'm constantly reminding the campus that social media is not a 9-to-5 commitment. It brings with it an expectation of regular, real-time engagement.

We are continually tweaking our strategy to deliver better content through our current channels on Facebook, Twitter, Pinterest, YouTube and Flickr. And, we're always hungry for new and better ways to tell the St. Norbert College story. For this reason, I am careful to stay abreast of new channels as they emerge to see whether we can create value for our audiences there, too.

*If you haven't already, find us, friend us and/or follow us by accessing our emerging media accounts at [snc.edu/go/socialmedia](http://snc.edu/go/socialmedia). ♣*





This winter, the gym in Pennings Activity Center provided overnight shelter to some of Green Bay's homeless population. Bridget Burke Ravizza (left) engaged Nick Acosta '13, Andrew Ollmann '13, Zac Haney '13 and Katlyn Cashman '13 in a study of the issues.

# A theology of hospitality

By Melanie Radzicki McManus '83

**H**ospitality was a subject Andrew Ollmann '13 never really thought too much about. At least not in the way Bridget Burke Ravizza (Religious Studies) was proposing. Sure, he knew all about things like being a welcoming dinner host, but he hadn't really considered hospitality through an ethical, theological lens. And that's exactly what he and three other seniors in Burke Ravizza's religious studies capstone course would be studying.

Katlyn Cashman '13 was thrilled. Just a few months earlier, she'd been studying abroad in Uganda, a country where hospitality is integral to the culture. Cashman had to learn to graciously accept the hospitality of her host parents, which included sleeping in the parents' bed and eating "fancier" food than their 13 children were given. "Their hospitality was incredibly humbling," she says, and indeed was such a powerful experience that she wanted to learn more about the concept.

“We are humbly reminded that as humans we are finite and fragile.”

– *Katlyn Cashman '13*

Burke Ravizza's students spent the first part of the semester doing a lot of reading and discussion, focusing particularly on how hospitality can be applied to various populations – populations such as immigrants, those with disabilities and the homeless. Central to the discussion was the book “Making Room: Recovering Hospitality as a Christian Tradition” (1999) by Christine D. Pohl. One of the points Pohl makes in her book, Ollmann said, was that people living on the margins have a better sense of how to be hospitable to one another than the rest of us, because unfortunately, so often they're treated inhospitably. “That notion, to me, was very intriguing,” he says.

Once the students had solid grounding in the ethical and theological aspects of hospitality – a core Norbertine value, incidentally – their real work began. The group was assigned a research project on the efforts St. John the Evangelist Parish was making to practice hospitality in Green Bay. Since 2007, the Catholic parish has undertaken the operation of an emergency homeless shelter on its grounds downtown. It opens six months of the year, from Nov. 1 through April 30, so no one has to spend a night out in the potentially life-threatening cold. Unlike Green Bay's other two homeless shelters, at St. John's everyone is welcome, even if they're inebriated or on drugs, as long as they're not a threat to others or themselves. Currently, the shelter is seeking to expand the number of people it serves, a move that is controversial and has fostered opposition from some citizens and elected officials.

Under Burke Ravizza's guidance, the students toured the homeless shelter and met with several key players. They included Deacon Tim Reilly, who was instrumental in establishing the shelter as a corporation of the Diocese of Green Bay, and Green Bay mayor **Jim Schmitt '80**. They also met with **Dan Robinson M.T.S. '06** (Mission & Student Affairs) and his wife, Laura, both shelter board members. From these various conversations, the students learned it's not always easy to practice hospitality.

Reilly says he “took a lot of flak” from various city officials for stepping in and opening St. John's when the previous shelter was in trouble. “The church could have done nothing, but it was clear we needed to do something,” he said, noting St. John's has always been focused on taking in the homeless who are ineligible to stay at other shelters, or who have no place to go because other shelters are full. (In fact, over winter break, the college was able to open the doors of Pennings Activity Center to house an overflow from St. John's itself.) The students were surprised to learn there was resistance to the shelter and its expansion from some in the community, Reilly says, since they saw that St. John's, in a responsible, professional manner, was trying to do something positive for their fellow human beings.

But the students also learned that what may seem to be the

proper Christian path doesn't always present itself as practical or possible. Schmitt says citizens generally want good jobs, to live in a peaceful, pretty neighborhood and to enjoy top-quality city services, all while paying relatively low taxes. Throw in the problem of homelessness, currently a major issue across America, and pair it with alcohol addiction – common among the homeless – and things get quite complicated. “It was important the students saw how hard the city is working on all of these issues,” says Schmitt. “We're the only community with homeless shelters in the entire county. We're making a bigger effort than any other community. But there are multiple levels of need out there, coupled with a tremendous amount of underlying issues. It's a continuous process.”

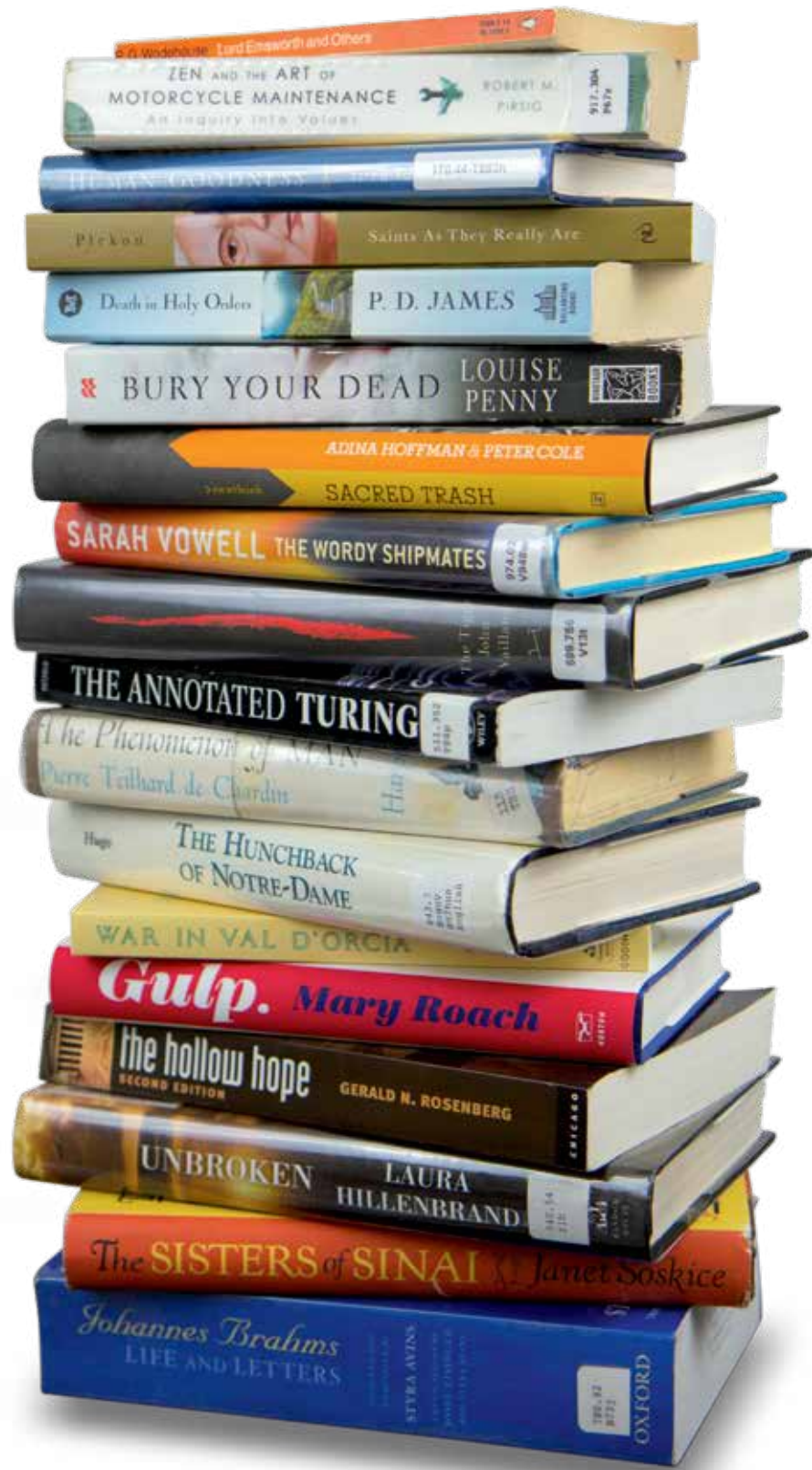
Cushman, who has a double minor in peace and justice and sociology, admitted she was pretty biased going into the project, immediately feeling an affinity with the homeless and their need for a shelter: “By looking at what the Church and Scripture teach us about hospitality,” she wrote in her final paper, “it is clear what our response should be to the homeless as Christians. Jesus' acts ... get to the heart of recognizing the “other” and being hospitable to them. Repeatedly Jesus dined with dishonorable people. He broke down the social boundaries that were in place to ignore and marginalize these vulnerable people. ...By recognizing these individuals and seeing them as humans instead of just someone struggling with homelessness, disabilities and substance abuse issues, we are humbly reminded that as humans we are finite and fragile.”

But after all of Cushman's research, study and interviews, she understood how complicated the solution is. The city is grappling with numerous other important issues in addition to homelessness, and has limited resources. “I don't think this is an issue of choosing sides so much as thinking creatively about the problem,” she says. “My eyes were opened to the shortage of low-income housing in Green Bay, and issues of city versus county responsibility. We need to look at this differently so we can see what the city is responsible for and capable of doing, while keeping as many people's needs in mind as possible.”

Burke Ravizza knew her students wouldn't find clear-cut answers to practicing hospitality. “We do have a certain responsibility, but we also have to think about limits and balances,” she says.

The most critical point for the students to learn – and one Burke Ravizza thinks they did come to understand – is that hospitality is a call for every Christian, and everyone can use it as a lens to make daily choices. “We need to always look at who's included and who's excluded, and to figure out how we can be more inclusive,” she said. “We need to recognize the dignity and humanity of each person so they know they're loved. That was crucial to the ministry of Jesus.” ❖

# The word on summer reads



Browse someone's books, and you browse their life. We are what we read! The pile of books on someone's nightstand can tell you a lot about who they are, what they believe and where their passions lie.

Books not only reveal our interests, they also bring us together – in discussion, in learning and in understanding. A shared reading experience can inform our mutual work, inspire our collective imaginations and shape our perceptions of humanity.

What better time than the lazy days of summer to seek information and inspiration from a good book? And what better source of summer reading recommendations than members of our very own faculty – those who guide us in discussion, learning and understanding?

We asked some of our professors to recommend two irresistible books: one, a great (but accessible) read in their field of study; the other, the book that's on top of their nightstand – the one they're itching to read next, no matter what the topic. Their selections let you learn a little more about them, and you'll learn from them again, too – no matter how long it is since you were last on campus.

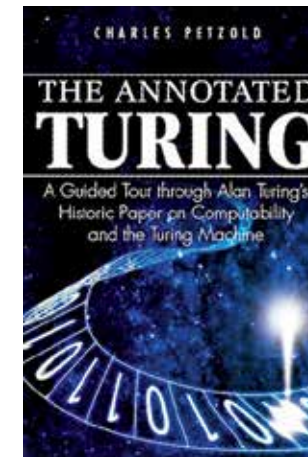
## Vicky Tashjian (History)

### Great read in my field

I love Iris Origo's "War in Val D'Orcia: An Italian War Diary, 1943-1944" for the insight it affords into daily life in rural Tuscany during the world-turned-upside-down time when the Germans and a fascist domestic government controlled the region. Reading this book while traveling in the Val D'Orcia this past January enriched that experience and led me to think in unexpected ways about this beautiful valley and its not always peaceful past.

### Next on my nightstand

Adina Hoffman and Peter Cole's "Sacred Trash: The Lost and Found World of the Cairo Geniza." I am looking forward to reading this as a follow-up to Janet Soskice's "The Sisters of Sinai: How Two Lady Adventurers Discovered the Hidden Gospels." Both relate 19th-century discoveries of critically important religious documents, yet also delight as compelling real-life tales of exploration, intellectual discovery and derring-do by two lady adventurers who outdid the preeminent Oxbridge scholars of their day. For lighter but still beautifully written fare, I recommend Louise Penny's Inspector Gamache mysteries. They feature wonderfully rendered and psychologically complex characters that elevate the genre.



## Bonnie McVey '82 (Computer Science)

### Great read in my field

"The Annotated Turing" by Charles Petzold. From the back cover: "Before digital computers ever existed, Alan Turing envisioned their power and versatility ... but also proved what computers could never do." Remarkably, this seminal paper on computability and the imaginary Turing Machine was written in 1936.

### Next on my nightstand

"Zen and the Art of Motorcycle Maintenance - An Inquiry into Values" by Robert Pirsig. Years ago, before I owned a motorcycle, a graduate student at Ball State University gave me his copy of this book. The copy was annotated with his personal thoughts, so I quit reading it. But I recently bought my own copy with the plan of reading it this summer. And yes, I have performed basic maintenance on my Harley.

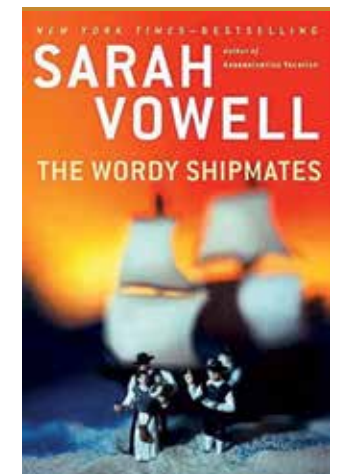
## The Rev. John Bostwick, O.Praem., '68 (Religious Studies)

### Great read in my field

Michael Plekon's "Saints as They Really Are" both energized me and brought me to tears. The excitement comes from his opening up of the notion of holiness to include all sorts of people, not only religious celebrities. What brought me to tears was the recognition of toxic religion: How institutional religion can become dysfunctional, an obstacle to a persons' spiritual growth. It is important that someone, someone who is faithful, can recognize these difficulties.

### Next on my nightstand

When I am not reading spiritual or theological works, I am likely to be found with a murder mystery. "Death in Holy Orders" by P. D. James is a favorite. Set in an Anglo-Catholic seminary in remote England, it appeals to my churchly tastes. The complex plot keeps one guessing ... no obvious villain here. And characters that are "characters," human and unique. I'm looking forward to reading it again.



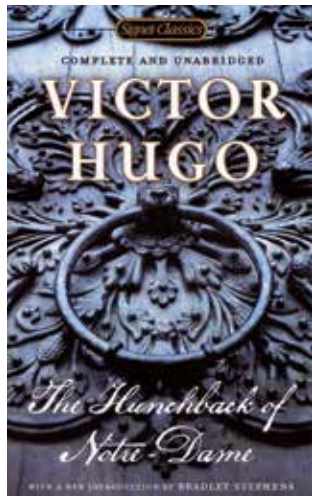
## David Poister (Chemistry)

### Great read in my field

"The Phenomenon of Man" by Pierre Teilhard de Chardin. As an environmental chemist working at a Catholic college, I've become particularly intrigued by the ideas that form at the confluence of science and religion. I must admit that this philosopher's writings can be a bit dense for a simple-minded scientist such as myself but this is one of the books that has had a big impact on my synthesis of these two areas.

### Next on my nightstand

Sarah Vowell's "The Wordy Shipmates" is a hilarious and informative look at New England Puritans and their influence on American culture. And my secret vice is the novels of P. G. Wodehouse. His books are pure silliness and they never fail to lift my spirits.



### Sarah Parks (Music)

#### Great read in my field

"Johannes Brahms: Life and Letters." The weaving of this biography is unique in that the warp is the annotations by editor Styra Avins, which frame the significant historical events of Brahms' life, and the weft is the voice of Brahms, experienced through his translated letters. Did Brahms feel a deep, unrequited love for Clara Schumann? The letters leave interesting clues.

#### Next on my nightstand

"The Hunchback of Notre-Dame," by Victor Hugo. Hugo's novel has been the inspiration for several films, including one by Disney, but they all tend to stray from the authentic story. Key characters are cut, personalities are altered and endings changed. The original text is a great study of human behavior with themes of love, loss, licentiousness, disdain, desolation and self-sacrifice.

### Charley Jacobs (Political Science)

#### Great read in my field

"The Hollow Hope: Can Courts Bring About Social Change?" by Gerald N. Rosenberg. Rosenberg reviews Supreme Court cases regarding civil rights, abortion and women's rights, the environment, reapportionment, and criminal justice and finds that, absent help from other government actors, the judiciary is too weak to bring about the transformation sought by litigants. He suggests that individuals and groups would be better served utilizing their resources to bring about change outside of the courtroom.

#### Next on my nightstand

"Unbroken: A World War II Story of Survival, Resilience and Redemption" by Laura Hillenbrand. As a former competitive college runner and son of a World War II veteran, I'm interested in this true story of Louis Zamperini. A member of the 1936 U.S. Olympic team who competed in the 5,000 meters and later nearly broke the 4-minute mile, Zamperini also served as a bombardier on a B-24 in the Pacific theater of war. He and the pilot of the plane that he manned survived in a raft for seven weeks after being shot down. They were eventually pulled from the ocean by the Japanese, who interred them for the remainder of the war.

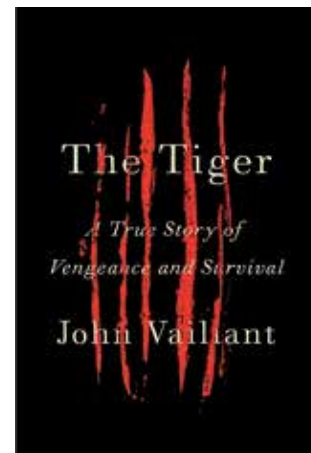
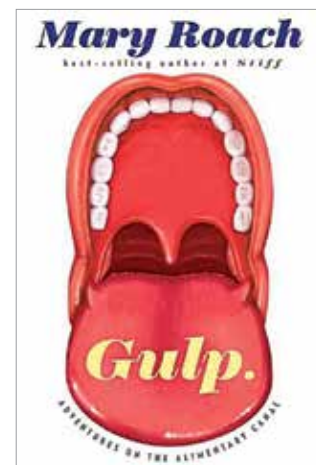
### Laura Neary (Writing Center)

#### Great read in my field

"Out Stealing Horses" by Per Petterson. I liked this well-written book because of its quiet voice and atmosphere. Here's an excerpt from the book, where the main character, a 15-year-old boy at the time, is cutting grass with his father:  
"Why not cut down the nettles?" he said.  
I looked down at the short scythe handle and across at the tall nettles.  
"It will hurt," I said. Then he looked at me with half a smile and a little shake of the head.  
"You decide for yourself when it will hurt," he said.

#### Next on my nightstand

"Gulp" by Mary Roach. I loved her previous books "Stiff" and "Spook," which humorously inform readers about unpopular subject matter, and I'm hoping this one is similar in its humor. (I think you have to have a somewhat twisted sensibility to enjoy her books, but you'll learn a lot!)



### Mark Bockenbauer (Geography)

#### Great read in my field

A long-time favorite is by Yi-Fu Tuan, an amazing geographer-philosopher who is still, I believe, professor emeritus at UW-Madison. One of his lovely books is called "The Good Life." Years ago, I recommended it for the Honors Reading, and Professor Tuan actually came to campus and spoke. He even had pizza with the students and signed their copies!

#### Next on my nightstand

"The Tiger," by John Vaillant. It was recommended to me by a friend who knows I like environmental and geographical topics – just started it!



### The president is at the door

During a recent road trip, **President Tom Kunkel** and **Phil Oswald** (College Advancement) paid a surprise visit to an alumni couple in Mill Valley, California.

Mary Alice (Cunningham) Kirincic answered the knock at the door. When she realized the president of St. Norbert College was standing on her front porch, she laughed and welcomed Kunkel and Oswald into her home. Minutes later, her husband, **Paul "Kuner" Kirincic '72**, appeared to greet the guests – by coincidence, sporting his St. Norbert baseball hat.

Paul and Mary Alice are part of a group of six alumni fraternity brothers and their wives who regularly rendezvous around the country.

## SNC in your neck of the woods

One gathering, one night, multiple locations across the Upper Midwest: It's the newest way the college stays connected and engaged with its alums, and an innovative way to welcome the most recent graduating class into the alumni association.

As the college continually strives to cast a wider net, says **Todd Danen '77** (Alumni & Parent Relations), he and his team find they are more often taking to the road.

The Welcome Class of 2012 event drew crowds of nearly 50 alumni in Chicago, Milwaukee, the Twin Cities and De Pere. This year's Welcome Class of 2013 event will be held Sept. 5, with added locations in Madison, Neenah and Wausau.

In several cities, gatherings will take place in venues actually owned or co-owned by alumni: Lizzie McNeill's Irish Pub in Chicago is owned by **Patrick O'Brien '02**, Nicky's Lionhead Tavern in De Pere is owned by **Tom Nick '77**, Leff's Lucky Town in Milwaukee is owned by **Chris Leffler '91** and Greene's Pour House in Neenah is owned by **Mary Greene '92**.

At least two college representatives will staff each location. **John Sabo '07** (Alumni & Parent Relations), the overall coordinator, plans to keep the community in the loop through live Tweeting. And a personal message from **President Tom Kunkel** will be relayed to each location

In past years, Alumni & Parent Relations has

planned an average of 20 off-campus events; in 2012 that increased to 28. This year, 33 events are scheduled, ranging from golf outings to Packer parties to Sunday Mass/brunch events to cocktail hours to baseball games – all in your neck of the woods.

Former SGA president **Joe Susag '12**, who attended the Welcome event in Minneapolis, was pleasantly surprised to find there were more alumni and more alumni events in the area than he anticipated. That first night, he was able to connect with current trustee **Betsy Buckley '69**.

He says, "Meeting with Betsy was an incredible opportunity. She encouraged me to reach higher in my search for jobs after AmeriCorps and helped me to identify and analyze some of my strengths and weaknesses."

**Molly Maher '12** also attended the Welcome Class of 2012 gathering in Minneapolis. Having moved to Minnesota after living in Green Bay her whole life, Maher was interested in networking and reconnecting with people from home.

"I got to see familiar faces of staff members that I had gotten to know through my dad, **Tripp Maher '80** (College Advancement), and through Knights On Broadway, as well as some of my classmates. Being in a room full of alumni was like being in a room full of my family."



It's nice to be a Knight!



Looking for new ways to show your school spirit? Take a look at some of these new options.

**Knight Check:** Personal checks that let you take your St. Norbert pride to the bank, at [snc.edu/go/checks](http://snc.edu/go/checks).

**Knight Store:** Shop SNC at [snc.edu/go/shop](http://snc.edu/go/shop) for constantly changing selections.

**Norby Knight:** A fully armored yet huggable knight, the new plush Sir Norby is now available at the campus bookstore.

**Social Knight:** Gorgeous images of campus, sized right for your Facebook page cover photo, are available for download at [snc.edu/go/fbcoverphotos](http://snc.edu/go/fbcoverphotos).

**1988 Christine Loose** has been promoted to director of hotels at The American Club Resort Hotel and Inn on Woodlake. Loose was previously the resident manager of The American Club.

**1989 Susan (Kluck) Broberg** has launched Fantastic Finds Tours, a business that features food-themed bus tours across Wisconsin.

**1989 Frank Morelli** has accepted a position

at Vaughan Holland Consulting Inc. as national account manager.

**1990 Mark Schmit** has been appointed executive director for The Society for Human Resource Management Foundation.

**1991 Chris Corrado** has been named vice president and general manager of Retama Park racetrack in Texas.

**1991 Tammy (Cyr) Basten** has been appointed chancellor of the Catholic Diocese of Green Bay.

**1991 Dave Habiger** has been appointed to the board of directors for Textura Corporation.

**1992 Tiffany (Stuth) O'Day** has been promoted to sales director by Sargento Foods.

**1995 Denise Ferkey** has been promoted to the rank of associate professor at University at Buffalo, The State University of New York.

**1995 Michelle (Bougie) Topetzes** has accepted a position as a global e-marketing manager for the Harley-Davidson Motor Company.

**1996 Trina (Salm) Ward** graduated in December 2012 from the University of Wisconsin-Milwaukee with an interdisciplinary Ph.D. in health sciences.

**1996 Jeff Shere** was promoted to lieutenant colonel in the United States Army in July 2012 after starting his military career in the R.O.T.C. at St. Norbert in 1992. He is an army ophthalmologist specializing in retina surgery, currently

stationed at Fort Lewis, Wash.

**1997 Amber Westerbur** has been hired by the Minnesota DNR to lead Minnesota's Lake Superior Coastal Program. Amber has worked with the department since 2009.

**1998 Elizabeth (Kremer) Flanigan** has been named a Rising Star by Super Lawyers.

**1998 Erika (Lagerquist) Rutley** published her children's book, "Adventures in Pup-A-Dupping," in January 2013.

**1999 Patrick Cantwell** has been promoted to director, executive talent acquisition for Best Buy Corp., Richfield, Minn. He will lead corporate and executive recruiting for the organization.

**1999 Cher (Ostrowski) Davis**, who previously worked for the American Dental Association, has accepted a position as a chemist with the National Institute of Standards and Technology's chemical sciences division in Gaithersburg, Md.

**1999 Eric Van De Yacht** and his family celebrated the 50th anniversary of their business, Leo Van De Yacht Well Drilling Inc.

**2000 Nick Vitrano** has joined the Murphy in the Morning radio show on WIXX.

**2002 Mary (Janus) Royce** received her Master of Arts in School Counseling and Guidance from Lewis University in May 2011. She is a certified professional counselor.

**2002 Kara Owens** has

accepted a new position at the Minnesota Department of Natural Resources, where she will lead communication and marketing efforts for the State of Minnesota's boating and water safety program. She was previously employed by the Minnesota Department of Public Safety.

**2003 Meghan Umphres**, who previously worked for Booz Allen Hamilton in San Diego, Calif., has accepted a position at Honeywell Aerospace in Phoenix, Ariz., as employee communications specialist.

**2003 Leslie LaBonte** has joined Ministry Health Care as the new manager of volunteer services at Ministry Saint Clare's Hospital in Weston, Wis.

**2004 Steve Peterson** has been promoted to associate transportation planner for SRF Consulting Group Inc.

**2005 Jerusha Agen** has signed a contract for a three-book series with Write Integrity Press. Agen's contemporary fiction series will debut in August 2013 with her first novel, "This Dance."

**2006 "Creole Belles,"** an instrumental music arrangement by **Jeremiah Eis**, has been published by PEL Music Publications.

**2006 Jeff Buehler** has accepted a sales representative position for Rockstar Inc. energy drink manufacturers in Wisconsin.

**2007 Teddy Fleming** has accepted admission to the Class of 2016 at the University of

Iowa College of Law. Previously, he worked as a wilderness therapist.

**2007 Kelly (Schauer) Wildenberg** was recently promoted to associate business system analyst at Thrivent Financial for Lutherans.

**2008 Marissa Greuel** and two of her colleagues were selected out of more than 1,150 applicants to present their "Ring of Fire" course at the Florida Educational Technology Conference.

**2008 Ian McCann** is enrolled in the chiropractic program at Northwestern Health Sciences University's graduate school.

**2008 Nick Snyder's** film, "Damon," has been selected to be in the Green Bay Film Festival.

**2008 Carolyn Lee** has accepted a position as a pricing analyst for FIS.

**2008 Brett Buboltz** has accepted a position as a sales representative at Belmark Inc.

**2009 Michael Dowden** has been named the new boy's basketball coach for Big Foot High School.

**2010 Ben Hackbart** has accepted a position as video coordinator for The Citadel, Military College of the South.

**2011 Eren Erdogan** earned his Master's in Economics from the University of Nebraska Omaha.

**2011 Allyce Rupp** has accepted a position as a creative production specialist for Shopko Stores Inc.

**2011 Ashley Williams**

has accepted a position as driver business leader for Schneider National.

**2011 Spencer Ellena** has accepted a position as an Illinois territory manager for Orasoptic and Surgical Acuity.

**2011 Amanda Garrity** has been crowned Miss Heart of the Valley.

**2012 Chris Swietlik** has been hired by C. Blohm & Associates as a social media and public relations account coordinator.

■ **Todd Bierowski '95** and **Erica Van Boxel '04** participated in a "Dancing with Our Stars" fundraiser for the American Red Cross.

■ **Elizabeth (Swieczowski) Kunstman '00**, **Pamela (Bakka) Sands '03**, **Megan (Fraaza) Oberstadt '06**, **Andrea (Kliika) Collins '09**, **Breanne Delahanty '09**, **Stephanie Krahn '10** and **Rachel Gunderson '10** have been selected as Teachers of Distinction in the Golden Apple Awards.

■ **Heather (Henri) Faulkner '05** and **Maribeth Frinzi '05** have received Current's Future 15 Young Professional award.

■ **Chris '08** and **Pam (Ripp) '08 Schmitz** have opened a new bakery/coffee shop, The Creamery, located in De Pere.

**Share your news!** Submit your item at [snc.edu/go/alumninotes](http://snc.edu/go/alumninotes)

Keep track and connect with fellow alumni on Facebook. [facebook.com/sncalumni](http://facebook.com/sncalumni)

# Not your everyday story of cuttlefish



Photos courtesy Monterey Bay Aquarium

On the fast track to superstardom in saltwater aquaria through his work with the fragile cuttlefish, **Bret Grasse '08** has found his methods so successful that he has become the world's go-to expert in culturing generations of cuttlefish.

"I was an especially huge shark and fish nerd growing up," explains Grasse, a rising star at the world-renowned Monterey Bay Aquarium at the ripe age of 26. "I tell young people to follow their dream and do what you want to do. I like fish, and I'm going for it."

Grasse's work with the common and pharaoh cuttlefish has led to approvals to work with a particularly rare species: the flamboyant cuttlefish.

The flamboyant cuttlefish remains stationary when threatened, flashing its spectacular colors and pulsing its fins. Half the size of its cousins at roughly 4 inches long, it lives about one year. Within seconds

of hatching, it displays dark markings that contrast with its brilliant tentacles.

Grasse's use of soft-sided tanks to protect the fragile cuttlebone in the fish's back is a significant factor in maintaining the populations. It is easy for cuttlefish to rupture that mantle in captivity, acquire an infection and die. "We became only the second aquarium in the country to successfully breed them," Grasse says. "We were so successful that we set up the original aquarium with a new population when theirs crashed. We are the first aquarium on the planet to raise both species of *Metasepia* (cuttlefish) through multiple generations. We knocked it out of the park."

He is now creating a cephalopod show to highlight octopus, squid and their cousins, scheduled to open at the Monterey Bay, Calif., facility in March 2014.

"This aquarium is unique in the amount of freedom for

research and development they let us do," Grasse says. "The last year and a half, we've been working to acquire every weird, bizarre species across the planet. Cephalopods already are a super-strange group of animals, so it's pretty cool to be able to take the lead on a show like this, especially since no one in the world has done it before. I get to be the pioneer with many of these species."

Grasse's primary target for the cephalopod show is the vampire squid. "Go on YouTube and check them out," he says. "They're just absolutely bizarre, demonic-looking creatures that feed on the marine snow that falls down to deeper depths as microscopic foods."

Vampire squid live mid-water, where oxygen levels are 2 percent and the water temperature is barely above freezing. Grasse uses an ROV (remotely operated underwater vehicle) to access their environment from the safety of a research vessel. "Using an ROV is like playing a big video game," he says.

Aquariums in Singapore, Japan, China, England, Spain and others have called Grasse to ask his advice. His work took him to an international conference in Brazil last November. Grasse was the only attendee without a Ph.D. behind his name, yet presented twice on his work. "I enjoy showing a whole different world that 99 percent of people never get to see," Grasse says. "It's great to inspire people to care about the oceans and the animals that reside there. I couldn't be happier."

## WET AT SNC



Through trial and error, a great deal of independent research and the trust of his professors – who gave him oversight of a small aquarium room in JMS – the undergraduate Grasse showed an early knack for his scholarly passion. "He pretty much transformed the whole operation," says **Anindo Choudhury** (Biology). "That was the tip of the spear for him, and after that he just took off."

Grasse went on to gain experience through study-abroad programs and internships. "I figured there was no way I could compete in marine biology against people who grew up in California," Grasse says. "I was kind of second-guessing myself about trying to do this, but the more I did it, it just made sense and it made me happy. I knew right off the bat that I found what I wanted to do, and I was passionate about it."

Your thoughts, exactly

We're always eager to know how this magazine sits with our readers. And, once every two years, we get a little more comprehensive insight into your experience, through our reader survey. We're paying attention to a couple of things in particular from the 2013 results:

You like your magazine in print. But a significant percentage of you read the online edition first, and some 80 percent of you enjoy the option to visit the web issue for multimedia extras, updated content and more.

You follow up! You contact classmates, attend events, clip articles, share news, submit class notes – all as a result of something you've read. 44 percent of you recommend St. Norbert to a potential student after looking at your issue!

There are things you'd like to read more about: college history; traditions; campus growth; faculty research; the classroom experience. Duly noted.

You'd like more class notes. We agree! Please keep in touch and let us know what's going on in your lives. We're always delighted to hear from you, and your classmates will thank you, too.

Magazines are conversation starters – and it's no fun talking to yourself. We're glad of the chance to hear from so many of you in so many different ways. Long may the conversation continue!

*Susan Allen*

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St. Norbert College is one of the top 10 Catholic schools among "America's Best National Liberal Arts Colleges," according to the 2013 rankings published by U.S. News & World Report.

Cleaner waters have brought the pelicans back to the the Fox in considerable numbers. Fishing at the dam, they make a glorious sight from the newly dedicated De Pere Riverwalk and Wildlife Viewing Pier (part of a significant beautification project just across the bridge from campus).



**Campaign St. Norbert: Full Ahead** focuses on securing the institution's future among the nation's top liberal arts colleges.

GOAL	RAISED
\$90 million	\$73 million

[giving.snc.edu](http://giving.snc.edu)

Calendar

July

- 9-Aug. 6 Knights on the Fox outdoor concert series (Alumni Night, July 9)
- 18-28 Summer Music Theatre presents "Les Misérables" (Alumni Night, July 24)
- 30 Chicago Cubs Game & Tailgate

Joining old favorites on the Knights on the Fox stage this summer, a couple of new acts: on July 16, Daddy D Productions, featuring Darren Johnson '94 (sketch comedy and song); and on July 23, The Hollands! (family, folk revival).

August

- 23 De Pere Alumni & Parent Golf Outing
- 25 Mass of the Holy Spirit

September

- 5 Welcome Class of 2013 events
- 21 SNC Day

For details of these events and more, visit [www.snc.edu/calendar](http://www.snc.edu/calendar).

October

- 10 "From Inspiration to Illumination; An Introduction to The Saint John's Bible," a presentation by Tim Ternes, director of The Saint John's Bible Hill Museum & Manuscript Library
- 11-13 Homecoming Weekend
- 16 Micheline Ishay offers the Miller Lecture, "Human Rights and the Spring of Arab Nations: Paths to the Future."



The Hollands

1,801

The estimated number of flapjacks flipped this year at Faculty, Flapjacks, and Finals. This popular exam-week study break sees faculty members provide students with a late-night treat.



Paws for thought

Ed Ridsen (English) is a terrifically prodigious writer in fiction and poetry as well as lit crit, and it would make you tired just to run through the list of material he produced during his recent sabbatical. Included in his recent output, though, is one work that went more slowly than usual. Ridsen had to type "Shakespeare and the Problem Play: Complex Forms, Crossed Genres and Moral Quandaries" (2012) with only one hand, since his cat, Bingley, chose to lie on his left arm throughout the endeavor. "I think it made it a better book," says Ridsen. "It gave me time to think more about every word as I went."

Telephone rehearsal

We love Opera Workshop! The student performances are exquisite and vocal professor Elaine Niu (Music) brings a lively wit and enthusiasm to the afternoon. This year's selection included a solo from "The Telephone." Elaine told us it took two hours of rehearsal time to perfect the picking up of a 1920s-style telephone receiver off its cradle – an action today's students rarely perform. Menotti's comic opera explored the addictive power of a new communications technology. *Plus ça change* – Blake Henson (Music) is currently writing an opera about social media.



## Parting shot / Eventually, all things merge into one ...

... and a river runs through it. The river was cut by the world's great flood and runs over rocks from the basement of time. On some of the rocks are timeless raindrops. Under the rocks are the words, and some of the words are theirs. – *Norman Maclean*

