

## SVSU celebrates \$25.4M business college expansion opening

"A game changer" expected to boost the region's business community for generations was celebrated Monday, Feb. 24, by leaders from across the state during a dedication ceremony for SVSU's soon-to-open \$25.4 million business school expansion.

Deborah Huntley, provost and vice president for Academic Affairs, called the building addition "a physical manifestation of our purpose and our vision to be renowned for innovative teaching, experiential learning and state-of-the-art facilities."

The new space includes data analytics labs and Bloomberg Trading terminals, which track stock data in real time. Upgrades include cutting-edge equipment used by Fortune 500 companies, providing students with hands-on experience utilizing resources

adapted to match global business trends. Access to tools and tech fine-tuned for the next generation strengthen an academic college already honored with an AACSB-International accreditation, a gold standard distinction earned by fewer than 5 percent of the world's business colleges.

"We believe that, in this facility, prospective students, prospective faculty and business leaders will recognize our commitment to innovation and excellence, and make SVSU the region's premier business school," Huntley said.

The business community demonstrated its strong commitment to investing in the Great Lakes Bay Region's future during a \$15.6 million fundraising campaign supporting a building expansion.

"SVSU prides itself on serving as a resource for the region, and businesses are counting on us to develop both a deep talent pool of professionals as well as programs that can power those companies to success," said Don Bachand, SVSU president.

"The overwhelmingly positive response from our business community and donors shows their faith in SVSU's ability to deliver these resources. Our SVSU family is grateful for that faith, and we are excited to strengthen our partnerships with this new resource."

Anthony Bowrin, dean of the Carmona College of Business, called the expansion "a game changer" for the university and surrounding region.

"Our faculty and staff now have the resources to leverage our updated curriculum and

innovative teaching approaches to enhance the preparation of our students," he said. "This facility will better position students to realize their professional and personal goals while enhancing the pool of talent, insights, and ideas available to business and other organizations in the Great Lakes Bay Region."

The ceremony represents the first of two events aimed at introducing the public to the business college upgrade.

A Thursday, Feb. 27 event will allow the public to tour the new facility and attend SVSU faculty-led presentations on business-related subjects from 9:30 a.m. to 3:15 p.m. A keynote presentation by Nicholas Anderson, editor of Wired magazine, is scheduled at 7 p.m. that same day in SVSU's Malcolm Field Theatre for Performing Arts.



The SVSU Board of Control participated in the ceremonial ribbon-cutting of the Scott L. Carmona College of Business, including, from left, Dennis R. Durco, Treasurer; Vicki L. Rupp, Vice Chair; John M. Kunitzer, Chair; Nancy & Scott Carmona; John D. Cherry Jr., trustee; President Donald J. Bachand; JoAnn T. Crary, trustee; and Lindsay S. Eggers, trustee. More images on Page 2. (Photo by Tim Inman)



# Ross Singer

## Associate Professor of Communication

Immersed in his research examining the environmental movement, Ross Singer feels at home. That's because, in many ways, he is.

The SVSU associate professor of communication grew up on a family farm, with over 1,000 acres that served as home to crops — including soybeans, sugar beets and corn — as well as a variety of animal species that wandered across the property's woods. His childhood residence in Unionville neighbored Fish Point Wildlife Refuge.

"I grew up outdoors; I even wanted to be a DNR officer when I was a kid," Singer said. "So, it makes sense what I do now."

What Singer does now includes tying his interest in the environment with his expertise in the communication field.

He recently was awarded SVSU's Braun Fellowship, which will support his research examining how gender-centric stereotypes about environmentalists — particularly the stereotype that leads some to consider environmentalism as a feminine cause — impacts environmentalism. His study will also examine how environmentalists are challenging such stereotypes.

Singer's interest in research — along with his interest in working in higher education — developed during his undergraduate years, when he was hired as a campus tour guide at Central Michigan University.

"I grew up shy, and that was my first time in a leadership role," he said. "That helped break me out of my shell."

His own evolution as a communicator developed almost simultaneously alongside his interest in communication studies. After earning both bachelor's and master's degrees in communication at CMU, he capped his education in 2008 with a Ph.D. in the same subject at Bowling Green State University.

When Singer earned his first faculty position at Southern Illinois University Carbondale, he began exploring relationships between communication and power structures.

He joined SVSU in 2013, and continued research along those lines, including a sabbatical-supported study of women whistleblower leaders involved in the Flint water crisis.

"Environmentalism is seen as 'un-manly,'" Singer said. "If you're a person who wants the environmentalism movement to spread, that's a problem."

He will serve as a co-author on a book — expected to be released this year — about popular cultural myths of rural identity affecting environmental communication during the past century.

While he spends plenty of time on that research nowadays, Singer still finds time mixing two elements that defined his upbringing: family and the outdoors.

"We love the outdoors," Singer said of his wife, Melanie, and their 3-year-old daughter, Lydia.

"That hasn't changed for me either."



## Professional Profile

- **Monika Dix**, associate professor of modern foreign languages, presented a paper titled "Inclusive Exclusion: A Multi-layered Reading of Religious and Spatial Practices in Medieval Japanese Buddhist Narratives" at the Association for Japanese Literary Studies Annual Conference, Jan. 24-26 at Emory University, Atlanta.
- **Roberto Garcia**, director of the Office of Multicultural Student Affairs, presented at two conferences: "Building Partnerships in 'White Spaces' for Student Success" Nov. 18 at the Pre-College and Youth Outreach Conference in Ann Arbor; and "African American Male Administrators Working at Predominantly White Institutions of Higher Education" Nov. 6 at the 8th Annual International Colloquium on Black Males in Education in Milwaukee.
- **Susan L. Hillman**, professor of teacher education, with Alyson E. Lischka (Middle Tennessee State University) and Signe Kastberg (Purdue University) presented "MTE questioning in methods courses: How and what do we come to know?" at the annual meeting of the Association for Mathematics Teacher Educators, Feb. 6-8 in Phoenix.
- **J. Blake Johnson**, professor of art, will present "Cardinal Solutions: How Experiential Learning Improves Education, Careers and Community" at the VentureWell Open 2020 Innovation and Entrepreneurship Conference, March 20 in Salt Lake City.
- **David Nichols**, associate professor of philosophy, presented a paper titled "Transcendence and Immanence in Leonardo da Vinci" at the conference Renaissance Man—Re-appropriation and Re-invention, hosted by Jadavpur University in Kolkata, India, Nov. 14. Nichols also had his student Melanie Ross get accepted to present her paper, "Life at the Margins: An Anthropological Study of Bedouin Liminality," at the upcoming conference meeting of the Michigan Academy of Science, Arts & Letters, March 13. The paper was the product of a philosophy independent study course conducted by Nichols and Ross titled Israeli Studies.
- **Stephen Taber**, professor of biology, has a manuscript titled "Five new Nearctic species of *Sciophila* Meigen fungus gnats (Diptera: Mycetophilidae)" accepted for publication in SPIXIANA.
- **Scott M. Youngstedt**, professor of anthropology, gave an invited presentation of his paper titled "Leaving, Returning, Passing Through, and Staying in Niger: Real and Manufactured Migration Crises" at the University of Iceland in December.
- **Melojeane Zawilinski**, adjunct instructor of English, presented "Differentiation in Teaching Language Learners" Nov. 1 at the Michigan Teaching English to Speakers of Other Languages in Grand Rapids; and she was a grantee and inclusive teaching professional development fund conferee at the Hawaii International Conference on Education Jan. 4-7 in Hawaii.

## Condolences

- To **Brian Cushman**, police officer, whose grandmother, Marilyn Jean Quick, passed away Feb. 10.
- To **Sharon Reff**, access services assistant, whose son, Ryan Russell Rischack, passed away Feb. 19.

## New Cardinals

- **Rachel Darr**, assistant professor of kinesiology, announced the birth of a daughter, Seraphina Blaze (8 lbs., 12 oz., 20.25 in.), Jan. 24.

## Grants boost small business-supporting state agency housed in SVSU campus

SVSU's campus, a small business-supporting state agency will receive a boost of its own thanks to \$196,000 in grant funding from the Herbert H. and Grace A. Dow Foundation. The two-year grant will support the 15 counties serviced by Michigan Small Business Development Center from its SVSU-based branch office.

The new office also recently received a \$25,000 grant from the Kochville Township Downtown Development Authority as well as a \$20,000 grant from Northeast Michigan Council of Governments.

"We're grateful to the Herbert H. & Grace A. Dow Foundation for their generous support," said J.D. Collins, state director of Michigan Small Business Development Center. "This is the type of generosity that fuels public-private partnerships and drives regional economic development. The support we receive from the Herbert H. and Grace A. Dow Foundation, Kochville Township Downtown Development Authority and Northeast Michigan Council of Governments enables our team to provide high-quality, no-cost business consulting services."

The support will aid Michigan Small Business Development Center in services that include consulting, training and market research. Beginning in November, SVSU became home to both the Northeast Michigan and Great Lakes Bay regional offices for the Michigan Small Business Development Center, which provides consulting, training and secondary market research for small businesses. The Great Lakes Bay Region-based office previously was located at Delta College.

While operations already have begun at its SVSU headquarters, the Michigan Small Business Development Center staff there will move into the building expansion at the university's Scott L. Carmona College of Business facility.

The SVSU-based Michigan Small Business Development Center office serves small businesses in the counties of Alcona, Alpena, Arenac, Bay, Cheboygan, Crawford, Iosco, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon and Saginaw.

In those counties, the Michigan Small Business Development Center in 2018 helped 40 new businesses start, helped create or retain 338 jobs, and generated \$5.9 million in new capital investment for small business. In total, 590 small businesses were served by the agency in those 15 counties.

For more information about the Michigan Small Business Development Center office at SVSU, please call (989) 964-4908 or email SBDC@svsu.edu.

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**J.J. Boehm**  
Director of Media &  
Community Relations  
jjboehm@svsu.edu • 964-4055

**Tim Inman**  
Director of Marketing Support  
tmi@svsu.edu • 964-4086

**Submission Deadline:**  
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**Please email submissions to: [jjboehm@svsu.edu](mailto:jjboehm@svsu.edu)**