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Arts Enterprise looks to expand reach nationally

Members of the Arts Enterprise (AE) student organization are, as the name suggests, an enterprising lot. Devoted to connecting the arts and business worlds to promote social growth, they can also unite the two for their own entrepreneurial efforts.

“Because Arts Enterprise is grass-roots in nature, we want students to engage in all aspects of creative entrepreneurship,” said AE co-founder Dr. Nathaniel Zeisler, a bassoon faculty member. “In our rapidly changing economy, there is a real opportunity for artists to have a seat at the table in a true business setting.”

This summer has seen activity on a number of fronts. BGSU senior Molly Swope, a music major and bassoonist from Dayton, is preparing to launch an online business called Bravo Bassoon Reeds. She and Zeisler will make reeds to sell. The plan is for Swope to take over the business and eventually employ other students.

BGSU alumni Kyle Chandler and Wesley Parsell are handling the design and function of the business’s Web site. The group met in a creativity and innovation class Zeisler taught in the College of Business Administration’s entrepreneurship program. Chandler and Parsell are the owners of Twistup Media, a full-service media studio.

Community engagement

Arts Enterprise has also been involved in the launch of what is hoped to become an annual community arts event. Last month, bassoonist and AE member Chelsea Schumann produced, directed and performed at the Northern Ohio Music Festival in her native North Olmsted.

“Here at the College of Musical Arts, we’re kind of spoiled in having so many quality performers to hear. We don’t have that in my hometown, and especially not on the west side of Cleveland,” Schumann said. The BGSU junior recruited her fellow music students as performers and rounded out the day with activities sponsored by other community groups.

The festival experience, along with an AE trip to New Orleans last summer, “affirmed my feelings about arts education and how important that is,” she said. “It’s often downplayed in our country. I’d like to work in arts advocacy, maybe on the national level.”

Surveying arts entrepreneurship

Kristen Hoverman, a senior and original member of the AE chapter, has spent the summer researching the “conceptual economy.”

“We’re moving into an economy that’s based on ideas instead of marketing or even services,” she explained. Her survey has revealed a discontinuity in university programming between the arts and entrepreneurship nationally. “The AE model, which is based in noncurricular learning, might provide some continuity between the two,” said the Van Wert native, a music performance major in flute and, like Swope, an entrepreneurship minor.

Her study is funded through a grant from BGSU’s Center for Undergraduate Research and Scholarship. She will present the results in October at the University research conference.

Summit planned

This week, the organization will hold its first summit, designed to prepare cross-disciplinary teams of students, faculty and staff from other college campuses to start their own AE chapters.

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BGSU students attending the conference at the University of Michigan are Swope, Schumann and Hoverman, along with Ali Schmidt, theatre and film; Ross Roadruck, art, and Cassie Calvert, business.

Tunisians, Algerians boost environmental communication skills

After three intensive weeks of study and cultural activities, the University said goodbye Aug. 7 to students and faculty from Algeria and Tunisia. United by a common concern for the environment and the need to communicate about it to their respective countries, the students were at BGSU for a workshop offered by the School of Media and Communication.

Funded by a three-year grant from the U.S. State Department's Bureau for Educational and Cultural Affairs under the Fulbright-Hayes Act, the workshop was the third in a series of cross-cultural visits uniting BGSU with faculty and master's students from the University of Manouba in Tunis and University of Algiers. Several BGSU students from China also participated, further expanding the cultural exchange.

"All the experiences were amazing," said Hager Barouni, a graduate student in the Institute for Press and Information Sciences (IPSI) at Manouba. "We exchanged our experiences in environmental communication with the Algerian, American and Chinese students. Each week, we worked together in mixed groups on several issues. We learned a lot in terms of how to get expertise in the field, how to work as an environmental journalist. The field is still 'under construction,' so to speak, and we talked about what skills are needed."

Abir Beldi, a journalist and IPSI student, noted, "We followed water everywhere. We visited Bowling Green's wastewater treatment plant and the drinking water treatment plant. We went to Stone Lab (on South Bass Island) to study biodiversity and ecology."

At Stone Lab, "we discovered the beauty of the country. Normally we see the metropolitan areas, but this opened a window on another face, which is no less important," observed Barouni.

The workshop was led by Drs. Catherine Cassara and Nancy Brendlinger, journalism and public relations, with the participation of other school faculty. Cassara and Dr. Lara Lengel, communication, have been involved with IPSI since 2004 when the school received a grant from the State Department's Middle East Partnership Initiative.

"One of the big things we've found is that we have a different approach to pedagogy here," Cassara said. "We do a lot of working and investigating questions together, which is something new to the North African students."

"This has been a totally new experience," concurred Algerian Bacha Djamel. "We have enjoyed the new way of thinking about how to work together, how to study and think about how to cope with environmental problems."

The Algerians feel a special urgency, said Mohammed Kherifi, because the country has so far escaped much of the pollution confronting other areas. Innovative communication is needed to raise awareness and change people's daily practices to avoid environmental degradation, he said. "People can be bored hearing the same things over again. It is for us to find different ways to communicate."

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Free Alexander Technique workshop promotes better movement skills

Learning to use one's body more naturally and efficiently, with less tension, is the aim of the Alexander Technique, a simple and effective method for improving body use used worldwide. A free weekend workshop on the technique will be sponsored by the College of Musical Arts (CMA) Aug. 29 and 30. Aimed primarily at singers, instrumentalists and actors, the workshop is open to the entire University.

"We are inviting all BGSU community members as well as people from nearby colleges and the Toledo School for the Arts," said Dr. Jacqueline Leclair, oboe faculty and one of the event's organizers. "Anyone who does public speaking, playing in bands, singing, dancing, sports—all would take away great information from these sessions."

Dr. James Brody, of the University of Colorado at Boulder, will be the visiting guest lecturer for the weekend. At Colorado, he teaches courses on oboe and rock music and directs the Alexander Technique Center. He also created the Wellness Program for Musicians there, devoted to music students.

On Aug. 29, Brody will open the workshop with an introductory lecture and master class from 10 a.m. to 1 p.m. in 202B Bowen-Thompson Student Union. During the master class, he will coach a singer, an actor and a musician, one at a time, helping them to develop physical habits that optimize their performance of their craft.

Following lunch, he will present a two-and-a-half-hour master class at Bryan Recital Hall in Moore Musical Arts Center, again coaching participants individually in front of the audience.

Saturday participants may sign up for small group lessons with Brody from 10 a.m. to 5 p.m. on Sunday, Aug. 30, at the college. A maximum of seven people per group will be allowed, first come, first served.

All events, including the lessons, are free of charge, funded by the CMA Dean's Fund and Theta Alpha Phi.

"Alexander Technique is extremely well-regarded. It is widely employed by singers, actors and musicians. But anyone can benefit from learning it," Leclair said.

"As an educator, I understand how valuable it is for young musicians to learn good body use habits early. By so doing, they can avoid all kinds of problems in the long term such as repetitive stress injury, tendonitis, carpal tunnel syndrome, back pain and fatigue. Providing Alexander Technique instruction in college is tremendously valuable."

The technique is based on three elements: body awareness, the ability to undo excess tension, and the use of thought rather than muscular resolve to engender more efficient movement. The teacher observes students' movements and posture patterns, awakening the body's ability to find its own inherent balance.

Developed as a method of vocal training in the 1890s by Matthias Alexander, an Australian actor and teacher, the technique was expanded to all disciplines and is now taught at the Juilliard School, the Eastman School of Music, the Royal College of Music in London and numerous music schools and professional orchestras.

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Marriage research center name change reflects mission

The National Center for Marriage Research has announced it will now be known as the National Center for Family and Marriage Research (NCFMR). The addition of the word “family” expresses NCFMR’s overall mission of providing research, training and dissemination of information to improve understanding of marriage and family structure, say center co-directors Drs. Susan Brown and Wendy Manning, sociology.

The center was established in 2007 under the auspices of the Office of the Assistant Secretary for Planning and Evaluation in the U.S. Department of Health and Human Services.

Brown and Manning say they are pleased with the name change. “The inclusion of ‘family’ in our name more accurately reflects our focus on all family forms,” Brown said.

“The new name better represents the reality of family life in the United States—with attention to a broad range of families in the lives of children, youth and adults,” Manning concurred.

In addition to the new name, the NCFMR recently moved from Bromfield Hall to 005 Williams Hall, where it will share newly renovated office, research and conference space with the federally funded Center for Family and Demographic Research.

CALENDAR

Tuesday, Aug. 11

Information Session on the Leave Bank Program, see above, 1:30-2:30 p.m., 115 Olscamp Hall.

Wednesday, Aug. 12

BG@100 Strategic Needs Meeting, 8:30-9:30 a.m., 315 Bowen-Thompson Student Union.

Wii Fit Wednesdays, noon-1 p.m., Student Recreation Center Lounge. Center membership or pre-registration is not required for this free event, which qualifies for the Employee Wellness Incentive Program.

Friday, Aug. 14

BGSU Firelands Behavioral Health Series, “Ethics of the Profession and the Professionals,” with Judi Fischer, consultant and manager of Lakeshore Educational and Counseling Services, 9 a.m.-4:30 p.m., 2002 Cedar Point Center. The fee is \$99. For more information or to register, call 2-0617 or visit www.firelands.bgsu.edu/offices/oeo.

SETGO Poster Session, showcasing the summer research of students in the SETGO program, 2-4 p.m., 207 Union.

Saturday, Aug. 15

Contra-Mestre Capoeira Workshop, with William “Carvão” Brown, Capoeira Mandinga, Ann Arbor, Mich., 6-9 p.m., 221 Eppler North. Cost is \$5 per person. Contact mandingabg@gmail.com for more information.

Monday, Aug. 17

Dissertation Defense, “A Perfectionist Defense of Free Speech,” by Jonathan Miles, philosophy, 1-3 p.m., 317 Shatzel Hall.

Continuing Events Beginning Aug. 10

Free Entourage Training, first of two sessions, 1:30-4 p.m. To register or for more information, visit www.peopleware.net/index.cfm?siteId=440&eventDisp=CT-EMP0709 or call 2-8181. Hosted by Continuing and Extended Education and Information Technology Services.

Through Aug. 14

Art Exhibit, “Cake Auction,” Union Art Gallery. Gallery hours are 8 a.m.-9 p.m. Monday-Saturday and 10 a.m.-9 p.m. Sundays.

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WellAware's Walking to Wellness Program, free use of the indoor track on weekdays during the summer, noon-1:30 p.m.,

Perry Field House. This event qualifies for the Employee Wellness Incentive Program.

JOB POSTINGS

FACULTY

There were no jobs posted this week.

Labor Postings

<http://international.bgsu.edu/index.php?x=facinfohires>

Contact the Office of Human Resources at 419-372-8421 for information regarding classified and administrative positions. Position vacancy announcements may be viewed by visiting the HR Web site at www.bgsu.edu/offices/ohr/.

Employees wishing to apply for these positions must sign a "Request for Transfer"

form and attach an updated resume or data sheet. This information must be turned in to Human Resources by the job deadline.

CLASSIFIED

On-campus classified:

www.bgsu.edu/offices/ohr/employment/BGSU_only/page11151.html

Off-campus classified:

www.bgsu.edu/offices/ohr/employment/cl_staff/page11145.html

ADMINISTRATIVE

www.bgsu.edu/offices/ohr/employment/adm_staff/page11137.html

OBITUARY

Dr. David Meronk, 74, a professor emeritus of mathematics and statistics, died July 29 in Perrysburg. He taught at the University from 1967-95.