From Bemidji to Beantown
Lure of Big City Career Pays Dividends
A flurry of camp activities occurs at BSU each summer as sports, music, and other academic areas offer kids the opportunity to strengthen their skills, expand their interests, and get a taste of campus life.
Since its 1919 start as a normal school, Bemidji State University has played a key role in spur-}
ning economic vitality in the region. In the early years, the college primarily was preparing teachers for area schools. Today, programs and services have expanded to include everything from manufacturing and engineering camps for kids to marketing research, business plan development, and prototyping for regional busi-
nesses. This issue of Horizons introduces you to the array of business and industry assistance the University offers through its College of Business Technology and Communication. You’ll also meet alumni whose business personas, hard work, and BSU experiences have put them at the top of
their games. On a personal note, my wife, Dianne, and I are thrilled to be in Minnesota. We have unpacked most of our boxes and have settled nicely into our wonderful home amidst the tall pines of the north woods. I am proud and privileged to be the University’s tenth president and look forward to working with faculty, staff, students, alumni, and others as we move forward Bemidji State University’s mission, vision, and values.

CRI Rebrands as Optivation

In July, Bemidji State University-Northwest Technical College’s Center for Research and Innovation Customization rebranded itself as Optivation. The name change reflects the results of extensive market research as well as focused interviews with current and potential clients.

Optivation is derived from the words “opti-
mizing” and “innovation,” terms often used by customers to describe the organization’s approach and values, says Anthony Schaff-
hauser, the unit’s executive director. He notes that “optimizing” reflects the pro-
dent use of a cus-
tomer’s resources, “Innova-
tion” represents the organization’s commit-
tment to agility, flexibility, and creativity in responding to a customer’s unique needs.

Optivation provides a comprehensive suite of products and services designed to support
economic vitality in northwestern Minnesota. The organization’s services include custom-
ized training in classroom, online, and hand-
on environments; short-term, open enrollment courses for personal and professional develop-
ment; creative design and technical production for websites and interactive training tools; orga-
nizational development help and best practices training; leadership effectiveness training for personnel at all levels of an organization, and collaboration and partnerships to connect with a variety of organizations and opportunities.

Eight Faculty Receive Emeritus Status

Eight faculty members with a combined 210 years of service to Bemidji State University were named professors emeritus during the University’s 91st commencement exercises at the Lettie Galst Fidellhouse. Faculty members retiring from the University with at least 15 years of service are eligible to receive emeritus status.

The 2010 emeriti (left to right):
Dr. David Lund, professor emeritus of philosophy, 36.5 years.
Dr. Daniel Gartrell, professor emeritus of education, 34 years.
Dr. Louise Jackson, professor emerita of psychology, 27 years.
Dr. Susan Rousealet, professor emerita of computer

Ivy Knesshaug, professor emerita of mathematics, 31 years.
Not pictured:
Cherry Brower, coordinator emerita of the Child Development Training Program, 20 years.
Dr. Nancy Michael, professor emerita of English and German, 20 years.
Susan Rousealet, professor emerita of English, 15 years.

360° Receives Federal Grant

The University’s 360° Manufacturing and Applied Engineering Center of Excellence has won a three-year, $871,951, Advanced Techn-
ology Education Grant to support a pro-
gram called eTECH.

The grant enables Bemidji State to help close critical skills gaps in the manufacturing indus-
ty under the new program, which is funded by the National Science Foundation (NSF). The eTECH program will augment the cen-
ter’s seamless career pathway initiatives with new, multi-disciplinary curricula in manufactur-
ing and applied engineering that enables stu-
dents to pursue two- or four-year degrees.

The center of excellence, a partnership among the University and Minnesota community and technical colleges, has been working for more than three years to address workplace needs in the manufacturing indus-
try through its seamless career pathway efforts and an innovative redesign of higher educa-
tion delivery.

Gangeness Serves on National Subcommittee

Dr. Jeane Gangeness, BSU Department of Nursing chair, is serving on the American Association of Colleges of Nursing’s Faculty Development Conference subcommittee for a two-year term through March 2012.

The subcommittee assists in planning the themes, topics, and speakers for a pair of annual conferences, the first is being held on Feb. 11-13 in Austin, TX.

Quistgaard Awarded MnSCU Emeritus Status

In July, former BSU President Jon Quistgaard was awarded president emeritus status by the Minnesota State Colleges and Universities (MnSCU) Board of Trustees. Quistgaard was one of four former presidents from system institutions to receive the honor.

The chancellor recommends emeritus status for a system president or former president who has provided exemplary service, completed at least five years as president of a state university or college; and is retiring from the MnSCU system.

Whooping Cough Book Published

Dr. Patrick Guilfoile, interim associate vice president for academic affairs, has written the book, Whooping Cough published recently by Chelsea House Publishers. The book is part of the publishers’ 48-volume Deadly Diseases and Epidemics series.

Whooping Cough explores both the historical and epidem-
iological aspects of the disease, also called pertussis, as well as its biology. Guilfoile traces the prevalence, treat-
ment, and prevention of the disease, which is highly contagious and characterized by the severe coughing fits it causes.

This is the fifth book Guilfoile has written in the Deadly Diseases and Epidemics series, joining books on antibiotic-resistant bacteria, tetanus, diphtheria, and chicken pox.

Guilfoile earned his doctorate in bacteriology from the University of Wisconsin, Madison. He also completed a postdoctoral fellowship in medical microbiology at the Whitehead Institute for Biomedical Research, a non-profit research and educational institution in Cam-
bridge, MA. As D. BSU, Guilfoile taught micro-
biology and medical microbiology for 13 years before serving in several University adminis-
trative roles.

New Arts and Sciences Dean Named

Dr. P. Jean Poor is Bemidji State’s new College of Arts and Sciences dean. She joins the University administration after nine years at St. Mary’s College of Maryland, a public lib-
erals arts college in the western shore of the Chesapeake Bay.

At the college, she was assistant to the presi-
dent, environmental studies coordinator, and an economics professor. Prior to her tenure at St. Mary’s, Poor was a visiting

Dr. P. Jean Poor Joins BSU as Dean of Arts and Sciences

professor of economics at Rochester Institute of Technology, Rochester, NY, a research assis-
tant professor in resource economics and policy at the University of Maine, Orono, ME, and a post-
doctoral research assistant and graduate research assistant at the University of Nebraska, Lincoln, NE. She also served as a senior economic analyst for international agriculture at Wharton Econ-
ometric Forecasting Associates in Pennsylvania and was manager of corporate affairs for WIK Associates, Inc., an envi-
nomental consulting firm.

Poor also worked as a land research analyst for Canada’s Manitoba provincial government, as a grain inspection assistant for the Canadian Grain Commiss-
im, and a research assistant for the country’s Department of Agri-tural Development in Winnipeg, Manitoba.

Beginning her appointment in July, she succeeds Dr. Elizabeth Dunn, interim dean of the college for two years before accepting a position as dean of the College of Liberal Arts and Sciences at Indiana University, South Bend.
Fall SPORTS

Brianna Duff
Kristi Buerkle
Chadwick Selected after three years as an assistant coach at years of volleyball experience as a player

Chadwick Selected
Head Volleyball Coach

In June, Bemidji State University announced the appointment of Wayne Chadwick as its 15th head volleyball coach. Chadwick comes to the University after three years as an assistant coach at the University of Tulsa in Oklahoma. He has also served as head coach at Manchester College and spent nearly 10 years of volleyball experience as a player and coach.

Seven Beavers Earn Academic Honors

Seven Bemidji State student-athletes earned Academic All-District honors from ESPN The Magazine/College Sports Information Directors of America during the 2009-2010 season. In addition, senior Zoe Proebel, track and field, was named Second-Team Academic All-America.

The all-district academic honors went to: Courtney Bitter, Second-Team Academic All-District Volleyball; Brianna Duff, Third-Team Academic All-District Volleyball; Jaclyn Nystrom, Women's Golf; Rylee Hardwick, First-Team Academic All-District Volleyball; Zach Stanek, First-Team Academic All-District Track & Field; and Matt Haake, Third-Team Academic All-District Track & Field. Bemidji State has had at least one Academic All-District selection each of the last eight years.

Football Ranked in National Pre-season Poll

Bemidji State's football program, which returns 11 starters on offense and eight on defense, was ranked No. 22 nationally in the USA Today pre-season Top 25 poll. This is Bemidji State's first appearance in a national pre-season poll since 2007. That year, the Beavers were ranked as high as No. 11 entering the season.

Haake Earmarks Place on NABC Honors Court

Seth Haake, a senior on the BSU men's basketball team, earned a spot on the National Association of Basketball Coaches Honors Court in July. The award is bestowed on college basketball players a second time in the classroom during the 2009-2010 school year. Honorees must be a varsity player with junior or senior status and earned a cumulative grade point average of 3.25 or higher at the end of the 2009-2010 academic year. Haake, from Eden Prairie, was also a two-time member of the Academic All-Midwest team and a fixture on BSU's 3-0 Club during his career.

Men's Hockey Alums Sign Pro Deals

Former BSU players Matt Climie signed a free agent contract with the NHL's Phoenix Coyotes in July. Climie, who won 45 games during his Beavers career from 2004-08, played in four NHL games with the Dallas Stars and posted a 2.17-1.3 record with the AHL's Texas Stars last season. In August, Aapeli Rasanen signed with the Finnish Mestis team, Espoo Blues. A senior forward on last year's BSU squad, Rasanen signed an amateur tryout agreement with the New York Rangers' AHL affiliate, Hartford.

Haake Spends Week with the Wild

Senior Matt Haake spent a portion of his summer preparing for a future as a professional ice hockey player. In mid-July, Haake spent a week in St. Paul with 36 other skaters at the Minnesota Wild Development Camp. The camp provided players with intense instruction from professional personnel, introducing them to the world of professional hockey without the worry of making a cut. Haake also participated in a similar camp with the New York Rangers in June.

Alstrom Inducted into NSIC Hall of Fame

In July, Susan Alstrom, a three-sport athlete at BSU from 1972-1976, was one of eight new members inducted into the Northern Sun Intercollegiate Conference Hall of Fame. Alstrom's three-sport contribution to the all-sports selections in basketball, west eight state championships and a conference championship in various field events, and was a three-time, all-conference selection in field hockey. Alstrom is also a member of the Bemidji State Athletic Hall of Fame and the Minnesota Volleyball Coaches Hall of Fame. In 2010, she was honored as one of the top 10 female athletes in BSU history.

Vichorek Named to U.S. Women's Select Team

Junior Montana Vichorek, a defensive specialist on the BSU women's hockey team and a Lakeville South, MN native, has been named to the 2010 U.S. Women's Under-22 Select Team. In August, the team participated in the 2010 USA Hockey Women's National Festival at Lake Placid, NY, and at a three-game Under-22 series against Canada in Toronto. Vichorek is the second BSU women's player to earn a spot on the U-22 team, and her sister Emily was on last year's U-22 team in Sweden.

Proebel Finishes Second in NCAA Decathlon

In May, Zoe Proebel, a senior from Cloquet, picked up her third career All-America honor by finishing second in the decathlon at the 2010 NCAA Division II Outdoor Track and Field Championships, held in Charlotte, NC. Proebel, one of the most-decorated track and field athletes in BSU history, finished the event with a school-record 7,493 points, just 29 points behind the event's champion.

The 10th President

HANSON TAKES THE HELM

Dr. Richard Hanson thought he would retire once he completed his role as interim president of South Dakota State University (NDSU). Then, a colleague suggested he check out a presidential opening at Bemidji State University (BSU). Soon, any thoughts of retirement evaporated.

“At first I said, ‘Nah, I don’t think so,’” recalls Hanson, who admits he knew very little about BSU at the time. However, his colleague insisted that BSU was a “special place.” So, before a final “no,” Hanson, who was the first candidate Hanson met with the presidential search committee.

“We had 26 people around the table, and I thought, I feel really comfortable with these people, they’re like me,” explains Hanson. “That was a good sign.”

Hanson grew even more impressed when he visited campus.

“What’s most amazing is that this university is tucked right into the middle of one of the most beautiful places on earth,” exclaims Hanson, Bemidji State’s tenth president. “During a break on the campus interview, I went down and sat on a bench right next to the lakeshore. Now, where else can you do that?”

Hanson, 60, serves as president of both Bemidji State and Northwestern Technical College. He assumed his post July 1 from his predecessor, Dr. Jon Quistgaard, who retired.

“It’s been like drinking from a fire hose,” says Hanson of his first weeks in Minne- sota. His immediate goals included unpacking his butterflying collection, an office display reminded him of his love for butterflies, like butterflies, are fragile, unique, and beautiful. He and his wife, Diane, also focused on settling into their new home north of town where the tall pines are a welcome contrast to the open, often flat, Dakotan landscapes they left behind.

As for work, Hanson began his presidency with the goal of meeting and learning from campus and community members to help define “what’s next” for the University. Hanson notes programs and services may need recalibrating to meet the needs of students while addressing the state’s current economic challenges.

An enthusiastic sports fan, he looks forward to supporting BSU hockey’s move in October to its new home in the Bemidji Regional Event Center. Like Beaver fans everywhere, he’s anticipating the first game the men’s team plays as a WCHA member. The opening game pits the Beavers against the University of North Dakota. “How exciting is that?” says Hanson. “I can’t wait.”

When thinking about Bemidji State and its northern Minnesota location, Hanson sees opportunity. “This is a gem,” says Hanson. “It’s this wonderful, delightful combination of north woods with liberal education learning, and Scandinavian and Native American cultures. It’s an amazing place.”

Hanson comes to BSU with a rich administrative past, a passion for traditional liberal arts and a fondness for guitars, classical music, and photography. He holds a bachelor’s degree in sociology and a master’s in child development and family relations, both from NDSU. He earned a doctorate in applied behavioral science from the University of California, Davis.

Graduating from high school in 1967, the Fargo, ND, native played football at NDSU as a 6’7” defensive tackle, the biggest player on the team in 1971 and 1972, he played for the New Orleans Saints before returning to NDSU where he decided he wanted to become a college president.

Hanson launched his career at California State University, Chico, and then held a variety of positions at NDSU. He spent the last 15 years at private, Lutheran-affiliated institutions, first as vice president of academic affairs and dean of the college at Augustana College, Sioux Falls, SD, and then as president of Waldorf College, Forest City, IA. In 2009, he stepped down at Waldorf when financial difficulties forced the college to close. Refusing to be pressured, he helped NDSU through a leadership transition.

As a university president, Hanson says his role is to listen, define reality, solve problems, and prepare the University for its next leader. He also plans to be involved in fundraising, a necessity for the future and an aspect of the job he enjoys.

“Bemidji State is a special place,” says Hanson. “It’s just the right size – just big enough to do lots of fun things, but small enough to still care.”

Heading into his third presidency, Hanson figures BSU will be his most rewarding experience yet.

Event Center Rink Named for H.P. Peters

In June, Don Niskanen retired after 17 years as head men’s golf coach at Bemidji State. Niskanen was a four-time Northern Sun Intercollegiate (NSIC) Conference Coach of the Year and led the Beavers to four NSIC championships and seven runner-up finishes. During his tenure, he coached four NSIC individual champions and 31 different golfers who earned All-NSIC honors.

Men’s Golf Coach Retires

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Where the Bemidji Regional Event Center opens its doors in October, the facility’s hockey rink will bear the name of Bemidji State’s legendary hockey coach, R.M. “Doc” Peters. Peters recognized his significant contributions to the sport of hockey. The retired entertaining Peters was recommended by the event center’s executive director and approved by the Bemidji City Council in May.

Peters led the BSU men’s hockey program to more than 700 victories and 13 national championships during an unparalleled dynasty that began in 1966 and ended with his retirement after the 1999-2000 season.
A high school teacher first introduced alumna Joanne Provo to Bemidji State. The teacher, Mary Jo Fischer, had recently graduated from BSU and was teaching English as well as advising the newspaper and yearbook clubs where Joanne was student editor. Fischer arranged for Provo to attend a journalism camp at BSU.

“I was the oldest of six kids, so I really wanted to get away to college,” recalls Provo, who says that attending the journalism camp also influenced her decision. “I didn’t know anything about reciprocity or outstate tuition or anything else, so I had to find a school in the state. I liked the idea of one of the farthest from where I lived.”

For the next four years, Provo stayed year round in Bemidji, studying business and psychology while working in town and on campus. “I just fell in love with the campus,” she says. “I knew I’d be in a large metropolis somewhere.”

For Provo, who got her first taste of overseas travel as a student in BSU’s Eurospring program, relishes each of her international experiences and the network of friends and business associates she’s developed throughout the world. She likes to keep “off the grid” and values the experiences that come from working and playing alongside the locals in places others typically would not have at the top of their travel lists. In fact, Provo is more likely to be found building a Habitat for Humanity house in Kyrgyzstan than lounging by the pool at Club Med.

“I love the diverse perspectives and seeing America through the eyes of people from other parts of the world,” she says. “I am at my best when I am out of my routines as I am forced to look at things through another lens and bring all my resources to bear to navigate in new surroundings. I also find myself being more open, accepting, and accommodating when traveling.”

Although Provo’s home has been statewide since 2008, she hasn’t slowed down in terms of attending conferences and bringing new ideas to conference attenders. “I like being on the cutting edge of new ideas,” she says.

Thriv ing on business, travel, and giving back

“I was overseas for 31 months and in 44 different countries. And I don’t mean going to London 20 times, because that counts for one,” she explains. “I did go to London multiple times, but I was in every place, from Singapore to Indonesia, Nigeria, Caracas, Calgary, Moscow, and so many other places for business and pleasure.”

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Her philanthropic philosophy extends to a number of organizations. She has been generous to BSU over the years, including funding a study room in the library. Provo also has held volunteer leadership roles in several non-profit organizations in the Twin Cities. Her legacy includes building houses abroad with Habitat for Humanity, supporting international business women through Kiva micro-financing loans, and, closer to home, serving as chair of the Leadership Circle for the Midwest region of the White House Project (WHP). The WHP’s goal is to involve more women in political leadership roles at the local, state, and national levels. The group is especially active in getting rural women involved in regional leadership, Provo notes.

“This is very grassroots politics, getting women involved in school boards and city councils,” she says. “You really have to get women in the pipeline at those levels if you’re going to have viable candidates for senate, governor and president. If you can get more women involved in anything, it’s bound to lead to change, so that’s pretty important to me.”

Looking to the future, Provo plans to continue using her personal resources to support causes important to her and is excited about accelerating her hands-on efforts after she retires. “I plan to spend much of my 60s living overseas and helping people meet their fundamental needs of food, shelter, and education,” she says. “I don’t care if I’m teaching English, helping girls get school uniforms, or teaching women how to sell their beadwork, I want to do that in countries where spending a little bit of time or money can make an incredible difference.”

Reflecting on her career and her personal endeavors, Provo defines success by measuring whether the action made a difference in building relationships, adding value to her company, or giving back to people in need. “We are very fortunate to be born in this country and afforded the education and opportunities we have,” she says. “I hope that my educational pursuits and global travel set an example for my 18 nieces and nephews and others. It is so important that they see how fortunate they are and use those insights to make the world a better place.”

Passionate Pursuits

“I love the diverse perspectives and seeing America through the eyes of people from other parts of the world. I am at my best when I am out of my routines as I am forced to look at things through another lens and bring all my resources to bear to navigate in new surroundings. I also find myself being more open, accepting, and accommodating when traveling.”

Joanne Provo

“I was fascinated by markets; they’re dynamic, ever changing. At some point in the time I was at BSU, I decided that I wanted to work on Wall Street.”

Michael Roberge
A Rapid Rise
With an MBA in hand, Roberge lived his New York dream, working in inves-
tor services for the Manhattan-based rating agency Moody's. Within two years, another job and another east coast town—Boston—beckoned.
While the job offer at Colonial Group in Boston was appealing, Roberge, origi-

cally from Waterville, was also looking for a city with a better lifestyle fit than New York. “New York was a pretty crazy place,” he says. “I enjoyed being there, but it certainly wasn’t a place I wanted to live long term.”
He accepted the position at Colonial Group and moved. A year later, Roberge was hired at Boston-based MFS Investment Management. He rapidly climbed the com-
pany’s corporate ladder and now runs the firm’s investment group.
As president and chief investment officer of U.S. investments, Roberge manages about $200 billion of assets globally. In his role as co-director of global research, he also man-
ages offices in London, Singapore, Tokyo, Sidney, Mexico City, and Boston.
“I was fortunate enough to be successful managing money,” recalls Roberge on his rapid rise at MFS. “The other part of it is just the ability to lead and manage people, to identify with people. The key to success in business is retaining and keeping talent in the organization, and I’ve been able to do that over my time here.”
Challenging Times
In the finance world since 1992, Roberge has seen the market ebb and flow. He acknowled-
ges that the current economic downturn has taken a toll on investments, and MFS has not been immune. “Like a lot of firms in the business, 2008 was a particularly difficult year,” says Roberge, who notes that MFS did downsize.
Roberge and his team have weathered the storm, however, by staying focused on long-
term goals and keeping disciplined even in a volatile environment. “We remain pretty vigilant in trying to protect clients’ money where we can and in whatever way we can.”
With the economic crisis affecting the entire industry, Roberge believes college graduates may find it challenging to begin a finance career right now. “Given the crisis we’ve been through, I think it will be harder to break into the business because there will be fewer opportunities,” he observes.
Despite his concerns, he does see opportu-
nities and encourages young people with Wall Street dreams to pursue them. “Early in your career, the thing that differ-
entiates you is hard work,” he says. “People come out of school, and they’re not ready to make a big impact on an organization, they need to gain experience and work for people. The harder you work, the more recognized it is, and the more opportunity you’ll be given. A good differentiator is the strength of your work ethic at that point.”
Keys to Success
For Roberge, success is about more than his corporate accomplishments, his job title, or the portfolio he manages. Success is about a job well done.
“Someone is successful in business if they make a positive impact at their company and enjoy what they do,” he says. “I enjoy being around people and being challenged. I enjoy the fast pace of what it is I do.”
Roberge also has found success outside the office, spending time with his family away from the pressures of his job. For Roberge, his wife of 15 years, and their two daughters, that means enjoying every-
thing Boston has to offer, especially when it comes to being outdoors.
“We are very active as a family,” he says. “We downhill ski every weekend in the winter. During the summer, we are on the boat most days, and my kids enjoy swim-
mimg and tubing. Individually, I spend my free time cycling, and I participate in a two-
day, 200-mile ride for cancer each summer.”
While Roberge has learned valuable les-
sions about business and life throughout his impressive career, he attributes some of his success, especially in the areas of collabora-
tion and team building, to his undergradu-
ate education.
“I think my greatest success has been just building a strong team,” he says. “You can’t do it on your own, so the key is building good relationships and building confidence with others. If you do that well over time, you’ll be more successful. BSU definitely prepared me for that.”

LURE OF BIG CITY CAREER PAYS DIVIDENDS
A student at Bemidji State, Michael Roberge decided that he would leave small-town Minnesota someday and seek a career in the fast-paced world of east coast finance.
“I was fascinated by markets, they’re dynamic, ever changing,” he recalls. “At some point in the time I was at BSU, I decided that I wanted to work on Wall Street.”
After graduating with a double major in marketing and accounting in 1990, Roberge headed east, not for a job, but for an MBA program at New York’s Hofstra University, a move that would take him one step closer to his big city dreams.
“I wanted to work on Wall Street. For me, the easiest way to do that, instead of moving out there and trying to find a job, was by going to grad school,” he says. “While the job offer at Colonial Group in Boston was appealing, Roberge, origi-
nally from Waterville, was also looking for a city with a better lifestyle fit than New York. “New York was a pretty crazy place,” he says. “I enjoyed being there, but it certainly wasn’t a place I wanted to live long term.”
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mimg and tubing. Individually, I spend my free time cycling, and I participate in a two-
day, 200-mile ride for cancer each summer.”
While Roberge has learned valuable les-
sions about business and life throughout his impressive career, he attributes some of his success, especially in the areas of collabora-
tion and team building, to his undergradu-
ate education.
“I think my greatest success has been just building a strong team,” he says. “You can’t do it on your own, so the key is building good relationships and building confidence with others. If you do that well over time, you’ll be more successful. BSU definitely prepared me for that.”

Michael Roberge
Carol Russell and her business partner, Herder, say the creative force behind the two campaign tactics was preventing brain injuries. The creative team to brand its health system, and strategically planning for a high profile Minnesota manufacturer.

The Innovative study attracted the attention of the World Economic Forum, which requested permission to include the information of the World Economic Forum, which has been, “I’ve never seen anyone work so fast,” Herder. “Carol is very focused in the communications office at last year’s annual meeting in Davos, Switzerland. Since the study’s release, Russell also has been busy speaking and working with clients to develop social media policies and employee training. Perhaps not as visible as her corporate activities, her own volunteer work also is impressive. She mentors through Amcas, a Minnesota non-profit helping inmates and ex-offenders successfully transition from prison into the community. In addition, she serves on the board of CASA, an organization that recruits volunteer, court-appointed advocates for abused and neglected children.

While the agency’s work has garnered much recognition and many awards, Russell measures true success as accomplishing clients’ goals through the work of a talented team. She remains energized by her career and can’t imagine any other job – except, perhaps, working in a greenhouse.

“It’s as challenging and exciting as it’s ever been,” she says. “There are always new ways to communicate.”

Russell at home among her tropical plants.
Keith Litke was a year out of college when he came up with an idea for a website he describes as “cars.com” for computers. The 2000 Bemidji State grad was working as a Company sales representative in Spring Park when the inspiration struck.

At the time, his company was using a web-based service where people brokered computer equipment. When the company providing the service unexpectedly tripled its rates, Lite’s entrepreneurial senses kicked into overdrive.

“I kind of scratched my head, did some quick math, and looked at the potential revenue a site like this could bring in,” Lite recalls. “So actually, I need to advise against this, but if you are interested, here’s what I would say...”

The best advice I could give is, if you are going to be in, be all in.”

Keith Litke

In short order, Lite raised about $40,000 in start-up capital and moved to Rochester to begin developing the site. In those first few months, he lived on Ramen noodles and little sleep.

“You are kind of used to subsistence living in college,” he says. “A couple gray hairs popped up in my early 20s, which was a little stressing, but I believed that we had the cure for the common cold. That’s what made the work worthwhile.”

After months of planning, raising capital, and designing, BrokerBin.com went live in April 2002. “I was the only employee at that point in time,” says Lite. “Eventually we got an intern, then a sales rep. It was kind of the-like-the-seat-of-my-pants. We just had to be prepared to turn on a dime, adjust, and weather the storm.”

For Lite, now 38, starting a business just one year out of college and with limited professional experience, had its high and low points. “The inexperience probably helped and also hindered,” he explains. “I had more experience, I would have said. The obstacles you have to overcome are too great. This is a bad idea to quit your nine-to-five.”

At the same time, Lite found his inexperience created a steep learning curve when it came to navigating his way around the business world. “I was doing everything,” he says. “I was hiring, I was firing, I was selling. I wore like 13 different hats at the same time.”

For Lite, one of the biggest challenges has been finding a work-life balance. He says, “We have more features, our price point is a lot better, and it is something that people need on a regular basis. If you really believe in something, and it’s good, it’s easy to sell.”

The future looks bright for The Broker Exchange Network and its founder. The company recently moved operations to a renovated 18,000 square-foot warehouse, complete with punching bags, big screen TVs, free soda and coffee machines, foosball, and a Nintendo Wii. Besides the horse-shoe pits he hopes to install this year, Lite wants to add more websites to the network and about 80 jobs in the next two to three years. He is also looking forward to a change in his personal life.

“Personally, the biggest challenge has been finding a work-life balance,” he says. “I’ve been married to my career. I’m looking forward to slowing down and relaxing.”

Lite is quick to share what he’s learned with aspiring entrepreneurs. “The best advice I could give is, if you are going to be in, be all in.”

Meet Mark, Candice, and Matt.

BSU IS LAUNCHING PAD FOR SUCCESS

With career goals in hand, all three say they’re ready for what’s next.
Even though art was Candice Billups’ favorite subject in high school, she planned to pursue something “more practical” in college. By the end of her freshman year at Bemidji State, however, she realized she needed to follow her heart. Since taking an art course in her sophomore year at BSL, she has never considered any other major.

“I’ve seen a lot of her artwork, and she has a great artistic vision,” says Jones. “She’s very talented, very smart, and incredibly nice.”

Looking forward to graduating this year, Billups gets excited thinking about her senior exhibit and the chance to fill a gallery with her work. “I’ve been planning this since my freshman year,” says Billups in anticipation of the spring exhibit. “It’ll be an awesome experience.”

Hockey standout Matt Read once considered quitting the sport. Bemidji State University hockey fans are glad he didn’t, and so is he.

A forward from Illereton, ON, Canada, Read led the BSL men’s hockey team to the Frozen Four in 2009. The next season, the nationally ranked team earned an at-large bid to the NCAA tournament. Read finished his junior year as Bemidji State’s second Division I All-American and one of the nation’s most highly sought players by NHL teams.

“When we finished in the NCAA tournament, my phone started ringing,” says Read. “I talked with close to 15 NHL teams in a two-day span, and four of them offered me contracts to go right away.”

That was one of the hardest decisions of my life: to pursue my dream or come back and graduate.”

Opting for the latter, he plans to graduate in May with a degree in exercise science and a coaching certificate. As captain, he’ll lead the hockey team during its inaugural WCHA season in the team’s new home at the Bemidji Regional Event Center.

“I can’t wait,” says Read with a grin. “I’ve never been on any team that I’ve fallen in love with like this. The chemistry we have, it’s hard to describe.”

Born the second of three boys, Read wanted to play hockey like his older brother. He excelled initially, but got cut from AAA teams two years in a row because he was small for his age. The summer he turned 17, he considered quitting. He eventually had a growth spurt and, with the help of a personal trainer, increased his weight by nearly 20 pounds. He’s since been fascinated by strength and conditioning, especially as it relates to hockey.

“If I don’t have the chance to succeed more as a hockey player, I’d like to help someone else succeed,” says Read, who thinks about being a trainer or possibly a coach someday.

“Matt’s an achiever,” says Dr. Donna Palivec, BSL professor of physical education. “He just works at things, but you’d never know from his demeanor that he has so much potential. He has a quiet disposition, and he’s humble.”

Even though Read spent the past few summers at NHL training camps, he admits that last year’s NHL attention was a fluke.

“I try not to think about the future,” says Read. “I just concentrate on today, on being a better student and a better athlete.”

Candice Billups

Matt Read

Mark Thode grew up on a farm in Pipestone, a small town in southwestern Minnesota, where he took every art class available to him in high school. While the focus was primarily on painting and drawing, he also explored photography. It wasn’t until he discovered design technology at Bemidji State University, however, that he felt he’d found his niche.

“I knew I didn’t want to go into hand-rendered art, but I didn’t want to stray from it completely,” says Thode. “This program is advanced compared to others that I considered attending, and in terms of technology, it’s top-notch.”

Thode will graduate in May with a degree in design technology and a burgeoning portfolio of his best work.

“I’m approached all the time to do projects, and I never say ‘No,’” he explains. “I guess it’s the farm work ethic that my family instilled and I never say ‘No,’” he explains. “I guess it’s work ethic that my family instilled and I never say ‘No’,” he explains. “It’s satisfying to express yourself in the way that you’re meant to,” explains Billups, whose work is so polished. “I try to focus on the stuff people tend to overlook,” observes Billups, citing materials such as mud and grass or seaweed. “I try to set the stage for the viewer to make a connection with something that is familiar and comfortable.”

Billups has forged strong ties with Bemidji State and the area art community. She is vice president and past president of the BSL Art Association, which promotes student art and builds links with local artists. Her artwork has been exhibited on campuses and in public galleries, including a self-portrait in the ‘Foot in the Door’ exhibit at the Minneapolis Institute of Arts. Her encaustic wax paintings, a new medium for Billups, have been displayed at the Bemidji Community Arts Center and a downtown gallery.

She also is the student director of the Bemidji Touch Gallery and assistant set designer for the theater department, where Ellen Jones, assistant professor of theater, has come to appreciate Billups’ artistic sensibilities.

“I’ve seen a lot of her artwork, and she has a great artistic vision,” says Jones. “She’s very talented, very smart, and incredibly nice.”

Mark Thode
For years, business owners and entrepreneurs have tapped Bemidji State University’s expertise and resources to improve their position in the marketplace or create new enterprises. Now the University is making its outreach efforts more visible and easier to access by establishing the Institute of Technology, Entrepreneurship and Innovation within its College of Business, Technology and Communication.

“Having an office on campus to coordinate these things really makes it easy and encourages more use of University resources,” notes Larry Young, executive director of the Joint Economic Development Commission in Bemidji and a former BSU faculty member. “Bemidji State could be seen as a confusing place, especially to someone not familiar with campus. The institute has people who know faculty across the University, can make the call, and set up a meeting.”

The institute aims to increase access by building relationships with external businesses, entrepreneurs, and organizations. Its design is the brainchild of Dr. James Maxwell, dean of the College of Business, Technology and Communication. Arriving on campus a year ago, Maxwell noted the need for a central structure within the college that would increase departmental cooperation, better coordinate activities, and eliminate duplicate services. He envisioned the institute as a way of providing a first stop for those outside the University, can make the call, and set up a meeting.”

The institute’s executive director, Karen White, leads a team that has members located at various on- and off-campus sites. With dispersed office locations, the institute serves as the college’s umbrella organization, offering a variety of services while maintaining a central contact point for those outside the University.

“We’re meant to be the front door to business outreach for individuals who want to access resources within the College of Business, Technology and Communication,” White explains. “At any stage of a business idea or need, we can evaluate it and apply the best resources in the college or the University. It’s about making sure clients have the opportunity to be successful.”

Institute services are expansive, from prototyping and developing marketing strategies to addressing specific needs such as setting up new production lines. Each institute entity focuses on particular areas of expertise and services.

**Small Business Development Center**

A regional center within a state network, the Small Business Development Center serves a 12-county region across northwest Minnesota. This nonprofit organization is funded by the Minnesota Department of Employment and Economic Development, the Small Business Administration, and by local partners. The SBDC offers any number of confidential consultations for small businesses looking to maintain operations or to grow. The office also provides support to entrepreneurs looking at business start-ups.

Existing companies can access the center for advice on current business challenges, growth potential, debt restructuring, new loan packages, market plan development, management strategies, operations analysis, and training. Start-up enterprises can find help to create a new business, conduct feasibility analyses of new ideas, develop business plans, explore financial projections, and understand basic business legal requirements.

“Although the SBDC does a number of different things, the center is best known for one-on-one, private, and confidential professional and business consultation,” says White. “The staff has a broad knowledge of numerous business issues and has access to all the consultants across the state SBDC system. Thanks to sponsors, the center is able to access all of that for clients free of charge.”
An established student-directed organization, Marketing Assistance and Research Solutions offers customized market research to help businesses understand their market challenges, reach customers, and learn about existing or emerging markets. MARS conducts both primary and secondary research using phone, mail, or online surveys and focus groups.

Potential clients have contacted the newly formed TES for a variety of services, including the use of digital photos and video in company standard operating procedures so employee knowledge can be shared and transferred. Other inquiries have sought help with prototype construction, testing, model building, and the design of a manufacturing cell for an established business’ new product line.

“The clients are looking at something new or different than they’ve done historically,” White says of inquiries made for TES assistance. She notes that students typically explore how something can be done, what resources and people are needed to do it, and what it might cost.

360° Center of Excellence
Bemidji State is the lead institution in the 360° Center of Excellence, which was developed to spotlight manufacturing and engineering within the Minnesota State Colleges and Universities (MnSCU) system. Working with nine community and technical college partners, the center serves the state and gives industry a voice regarding curriculum and labs in precision-based manufacturing, machining, welding, automation, robotics, engineering technology, and applied engineering programs.

The center also reaches into the state’s school districts to provide a better understanding of the types of high-paying jobs available within Minnesota industries.

60° reinforces the enhanced skill levels needed of employees in these jobs and develops an articulated curriculum that allows interested students to learn about manufacturing and engineering opportunities from the early grades through high school.

By following the guidance of industry leaders and experts, the center works with MnSCU campuses in adapting to shifts in labor force needs and ensuring that students enter the job market properly prepared.

Institute Connections
“We’re the only one working on a connection between all of this,” White says of the institute’s outreach role. “If you have a technology idea, you may forget that you need a way to build it, a market for it, a business plan that’s attractive to a lender, and well-trained employees. Even with great technology, you need other pieces to go with it.

“This is especially true in northern Minnesota, where businesses like Polaris, DigiKey, Marvin Windows, and Arctic Cat were grown by local people,” Maxwell adds. “We want to make sure we have the next generation of those businesses. Having all these pieces under the college gives us a focus, enabling the institute to thrive and be a force that supports businesses across the region.”

Anticipating that the University’s role in education and outreach will continue to grow and change, Maxwell has established an advisory council consisting of business and industry leaders to help shape the college’s strategic plan for scholarships, professional development, programs, and leadership.

The council also will help ensure that the college’s goals and objectives are aligned with the University’s strategic plan. Besides launching the institute and forming the advisory council, the college has a number of other initiatives underway. Maxwell notes that a proposed MBA will be presented for campus review this year. A FastTrac® program to help people pursue entrepreneurial dreams will be delivered as well as an Entrepreneurial Scholarship Pathways program to develop the economic and innovative intellect of high school students, and college support will continue for the IDEA competition, a project to grow the region’s economy by assisting promising entrepreneurs in the local commercialization of innovative products.

“People may not understand how to forecast the future, how to budget, or how to keep pace with technology. They may not have the resources or time,” Maxwell notes. “That’s where the college and the University come in. We add considerable value to the larger community with scholarship, critical thinking, new ideas, and innovation.”

Dr. James Maxwell
CALL FOR NOMINATIONS 2011 OUTSTANDING ALUMNI

Nominations are now being accepted for candidates to be considered for the Bemidji State University Outstanding Alumni Award. The honor recognizes alumni for exceptional service and contributions to Bemidji State University and to their community, state, and nation.

Presented annually during Homecoming, the Outstanding Alumni Award is the highest honor presented by the Bemidji State University Alumni Association. Individuals honored bring much recognition to their alma mater through distinguished personal and professional achievements.

All nominees must have graduated no less than 10 years ago from Bemidji State University. Nominations are now being accepted for candidates for this year’s award. Nominations can be made by anyone except an immediate family member. Current faculty, staff and members of the Board of Directors of the Bemidji State University Alumni Association are not eligible for consideration. A nomination form can be obtained at www.bsualumni.org.

SEEKING NOMINATIONS FOR 2012 ATHLETIC HALL OF FAME

The BSU Alumni Association and the Department of Athletics are seeking nominations of former BSU athletes, alumni coaches, and coaches or administrators who have made significant contributions to the development and success of BSU athletics.

The BSU Athletic Hall of Fame has three different awards for which an individual can be nominated: Athletic Hall of Fame, which focuses almost entirely on an alumni’s accomplishments while an athlete at BSU; the Alumni Coaching Achievement Award for alumni athletes whose major accomplishments were as coaches after leaving BSU; and the Coaches Hall of Fame, which recognizes significant accomplishments achieved while coaching at BSU.

To be considered for the first two awards, former athletes must have earned a letter as an athlete at BSU, attended BSU for at least two years, and not have graduated from another university. Nominations for each award are available on the Alumni Association’s website at www.bsualumni.org. Please forward nominations no later than February 1, 2011, to the Bemidji State University Alumni Association, 1500 Birchmont Dr. NE, #17, Bemidji, MN 56601-2699.
2010 Krystle Lee Elsner and Tyler Glad were married last December during a ceremony in Jamaica. Krystle works at Range Center, Bemidji, and is the new K-12 music teacher for the Little Falls Community School. Tyler is a physical education and health teacher at the Little Falls Middle School. He is from Inglewood, CA. Krystle is a licensed and registered nurse. She graduated with her R.N. in 2007 from Minnesota State. She serves on the Bemidji City Schools’ Board of Education. She and Tyler work at the HealthEast Clinic in Bemidji. Krystle is the mother of four children: one boy and three girls.

2009 Elyse Alimoglu was named the 2009 Peace Corps Volunteer of the Year for Minnesota. She and her family moved to Fremont, CA, in 2008, where she is serving a two-year Peace Corps assignment. Elyse grew up in Turkey but now lives in Fremont. She is working with the Peace Corps as a Peace Corps Volunteer for the Afghanistan Peace Corps and will be working in the capital city of Kabul as a Health Promotion Volunteer. Elyse is working with the government to provide health education on topics like nutrition and disease prevention to high school and university students.

2008 Barb (Lundberg, ’01) Leritz is serving a two-year Peace Corps assignment in Panama, where she will be working with the government to provide health education on topics like nutrition and disease prevention to high school and university students.

2007 Deidra Lies has been named the Director of the Department of Family Services in Madison. She is a licensed social worker and has been a social worker for 15 years. Deidra has a master’s degree in social work and a bachelor’s degree in psychology. She has been working in the social services field for 15 years and has experience working with children and youth. Deidra is currently serving as the Director of the Department of Family Services in Madison.

2006 Toni Lekka is a physical education and health teacher at the Little Falls Community School. She is a licensed and registered nurse. She graduated with her R.N. in 2007 from Minnesota State. She serves on the Bemidji City Schools’ Board of Education. She and Tyler work at the HealthEast Clinic in Bemidji. Toni is the mother of two children: a boy and a girl.

2005 Julia B. Olmstead is a physical education and health teacher at the Little Falls Community School. She is a licensed and registered nurse. She graduated with her R.N. in 2007 from Minnesota State. She serves on the Bemidji City Schools’ Board of Education. She and Tyler work at the HealthEast Clinic in Bemidji. Julia is the mother of two children: a boy and a girl.
1982 Steve and Byronn Kay (Kowalski) Olson have two grown children and live in St. Cloud. Steve is an investigative sergeant for Sherburne County, while Bonnie is a tech-
ology integration specialist with the Osseo area schools. Steve is a former columnist and canoe career veteran as the girl’s head coach mentor at Alexandria High School. Byronn has coached the Cardinals for 19 years and held the most recent team to a second-place finish in the state sectional meet. He and his wife, Cynthia (Burggraf), live in Alexandria ... students and active involvement in professional ... Kowalski) and ... a retired general in the Bemidji area of Mahwah, NJ.

1969 Harry Cole was selected by the First Baptist Church of Aberdeen as its 90th anniversary guest speaker. They plan to continue traveling internationally and add to the 90 countries they’ve already visited. He will make Madison, WI, his home base with his wife, Jeanette. The Coleys have three sons and three grandchildren.
Friday, October 1
11:30 a.m.-1:00 p.m.
Beaver Pride Luncheon
New City Ballroom. $8 per person.
Join other BSU athletic fans as they listen to coaches and student athletes talk about their upcoming season.
5:30 p.m.
BSU Alumni Association Honors Banquet
Beaux Arts Ballroom. $25 per person.
Advanced registration required. Check the Alumni Association website for registration information at www.bsualumni.org.
Join alumni, faculty, and friends of Bemidji State University for the presentation of the 2010 BSU Outstanding Alumni awards.

Saturday, October 2
5:00 a.m.
Homecoming SK Run/Walk
8:00 a.m. Check In/Registration.
The $10 registration includes t-shirt and beverages.
Course includes a tour of campus.
For more information email rfulton@vacationsports.com.
5:00 a.m.
Class of 1970 40-Year Reunion
Reunion brunch for the 1970 class and the 1969 and 1971 wraparound classes.
11:00 a.m.-12:30 p.m.
Homecoming Tailgate Party
Diamond Point Park, next to Chet Anderson Stadium. Co-sponsored by the BSU Alumni Association and Beaver Pride.
1:00 p.m.
2010 Homecoming Football Game
Chet Anderson Stadium. The BSU Beavers take on the Upper Iowa Peacocks.
3:00 p.m.
Lutheran Campus Center Open House
1221 Birchmont Drive. For all alumni, friends, and their families following the football game and continuing until 5:00 p.m. Join them for some munchies, reminiscing, tours of the building and good times. All are welcome!
5:00 p.m.
Football Alumni Reunion
Following the game. Ek's Club, Bemidji. All football alumni are invited to attend.
8:30 p.m.
Beaver Block Party
On Beltrami Avenue between 3rd and 4th Streets in downtown Bemidji. Gather with friends for this fabulous street dance with live music. Major sponsors include Coca-Cola of Bemidji and Paul Bunyan Broadcasting.

Sunday, October 3
3:00 p.m.
Carl O. Thompson Memorial Concert
BSU Thompson Recital Hall, Bangsberg Fine Arts Complex. Tickets at the door.
For more information or to register for events, go to the Alumni Association website at www.bsualumni.org and click on Homecoming 2010 under “Coming Events.”

2010 Award Outstanding Alumni Recipients
Dr. Gary Frazier ’75
Associate Professor of Marketing
Marshall School of Business
University of Southern California
Rolling Hills, CA

Susan (Mattson) Halena ’75
Managing Editor
St. Cloud Times
St. Cloud, MN

Ron Johnson ’75
Design and Promotion Manager
Lakeland Public Television
Bemidji, MN

Scott Pearson ’77
Sr. Marketing Representative
Federal Reserve Co.
Bemidji, MN

Dr. Tom Richard ’66
Emeritus Professor of Math
Bemidji State University
Bemidji, MN

Captain David Schnell ’83
Navy Commanding Officer
US 2 Petalu
San Diego, CA

University Bookstore Hours
Monday-Thursday, 7:45 a.m.-4:30 p.m.
Friday, 7:45 a.m.-4:00 p.m.
Saturday, 9:00 a.m.-2:00 p.m.
Admissions’ Campus Tours
Weekdays, 10:00 a.m. & 1:00 p.m.
First Saturday of each month, 11 a.m.
BSU Admissions Office
755-2040 (local calls) or 1-877-BEMIDJI (toll free)
Gillett Recreation & Fitness Center
Friday, 7:00 a.m.-9:00 p.m.
Saturday, 9:00 a.m.-9:00 p.m.
Sunday, 1:00 p.m.-9:00 p.m.
Come and enjoy a great workout with family and friends at the Gillett Recreation and Fitness Center during Homecoming weekend. By simply showing your BSU Alumni Association membership card at the door, you and your family will be admitted free of charge. Or, stop by the Alumni Office to pick up a pass.

Hotel Room Blocks
Support these contributors to the BSU Foundation and take advantage of discounted room rates for alumni.
When making your reservation at any of these hotels, ask for the BSU Homecoming rate (for double occupancy).
Please make reservations no later than September 1, 2010.

AmericInn Lodge and Suites:
(218-751-3000) $90.00 + tax
Best Western:
(218-751-0390) $73.00 + tax
Hampton Inn:
(218-751-3600) $109.00 + tax
Holiday Inn Express:
(218-751-2487) $89.00 + tax
Super 8 Motel:
(218-751-8481) $74.98 + tax
**ADMISSIONS**

Minnesota Educational Fair, BSU
Thursday, Sept. 23

Campus Preview Days
Fridays: Nov. 5, Nov. 19, Jan. 21, Jan. 28
Saturdays: Dec. 4, Apr. 2
Monday: Feb. 21

Academic Open House
Thursday, Oct. 21
Friday, Oct. 22

Spring Registration
Friday, Jan. 7

Admissions Tours
Monday-Friday
10:00 a.m. and 1:00 p.m.
First Saturday of each month
11:00 a.m.

For more Admissions info go to:
www.bemidjistate.edu/admissions/undergrad

**CAMPUS CALENDAR**

Sept. 25
Beaver Pride Walk for Women

Oct. 1-3
Homecoming

Oct. 15
BREC Opening Night
BSU Hockey at the Bemidji Regional Event Center

Nov. 5-6, 12-13
The Butcher of Baraboo, 7:30 p.m.
Main Theatre, Bangsberg Fine Arts Complex

Nov. 14
The Butcher of Baraboo, 3 p.m.
Main Theatre, Bangsberg Fine Arts Complex

Dec. 3-4, 10-11
Madrigal Dinner, 7 p.m.
Beaux Arts Ballroom, Hobson Memorial Union

Dec. 5
Madrigal Dinner, 5 p.m.
Beaux Arts Ballroom, Hobson Memorial Union

Jan. 10
Spring Semester Begins

For University events and news visit www.bemidjistate.edu

**Secure Your Seat in History**

Get Your Beaver Hockey Seasons Tickets – www.bsutickets.com