Brand New Day

With the launch of the university’s new brand, we’re showing the world what makes us “Undeniably Kent State.”

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**Cover Photo:** Melissa Olson

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To comment or change an address, please email magazine@kent.edu or call 330-672-2727.

Kent State Magazine is published three times a year (spring, summer, and fall) by Kent State University Communications and Marketing, P.O. Box 5900, Kent, Ohio 44242.

Printed on Finch Opaque by Angstrom Graphics, Cleveland, Ohio.
Just for Kicks

In September, senior April Goss kicked the extra point in Kent State’s win against Delaware State—and made history. As only the second female ever to score a point in a Division One game, Goss landed a spot in every local media outlet, as well as national coverage on the “Today Show.”

After the media frenzy died down, we asked Goss (who grew up in Pennsylvania and became Kent State’s first female football player as a freshman walk-on in 2012) to reflect upon her time on the team.

I grew up watching football and told my dad I wanted to try out. Playing soccer in high school helped me understand most of the techniques.

I thought kicking a football would be super easy. But I came to realize how technical it is. It’s somewhat like golf. Follow through (with your kicking leg) and keep your head down. It’s tempting to look where the ball is going, but someone once told me, “The crowd will let you know if it went through or not.”

It’s also a mental challenge. When performing the same motion continuously, it’s easy to psyche yourself out or let the emotions of a game get to you.

Being the first female on the team meant figuring it out for myself. My teammates made it easy, though, to adjust to the higher level of competition. They welcomed me with open arms; they made it easy, though, to follow through (with your kicking leg) and keep your head down. It’s tempting to look where the ball is going, but someone once told me, “The crowd will let you know if it went through or not.”

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At first, it was hard for me to put on weight and be okay with it. The coaches wanted me at a healthy performance weight, so I met with a nutritionist. Because I was so busy, I had to snack a lot during classes—and I gained about 15 pounds.

I constantly worked on my technique, staying after practices to make sure I was ready if the moment ever came.

I could think of a million reasons why I wasn’t going to achieve my goal, but I had to put those thoughts aside and stay positive as I waited for my chance to kick in a game. I took a step back and realized what I’d already accomplished. I didn’t think I would make the team, but here I am.

After I made the kick, it was a huge rush of joy and excitement. Getting to share it with my teammates was incredible. Team goals are just as important as individual goals—and truly satisfying.

It’s hard to think about what’s next; I’ve had this goal for so long. Right now I am trying to focus on my future. I’m looking at grad schools to study mental health counseling. —Lauren Rathmell ’17

Fact and Fiction

Three new student clubs help fans of fiction have fun and focus on real-world issues.

Caffeinated KSU

We love coffee! Kent State University was named one of the most caffeinated colleges in the United States by the online food delivery service GrubHubs. According to Time.com, the service analyzed orders that included caffeinated beverages received from .edu email addresses during the 2014-2015 school year. Kent State ranked 36 out of more than 100 colleges in 47 states.

Golden Flash Fiction Club

Purpose: Writing club that focuses on flash fiction—1,000 words or less—so that aspiring novelists and writers can undoneuring the week, enhance their imagination and improve their writing skills.

Getting real: “Fiction writing is cathartic. It allows us to deal with problems in a healthy way—by putting feelings into a physical form so we can analyze them objectively,” says junior Corinne Engber, club vice president.

Foam Fighting Society

Purpose: Members participate in Dagorhir, a sport/battle game that combines full-contact combat simulation (using foam-padded weapons) with live action role playing, inspired by medieval history and J.R.R. Tolkien’s The Lord of the Rings trilogy.

Getting real: “Our fighting not only relieves stress, but also builds relationships through mutual respect. Our rules enforce discipline, which everyone can benefit from,” says freshman Todd Stipe, club president.

Happy Anniversary!

Three cheers for some of the milestones Kent State celebrated in 2015:

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The Right Bite

As part of Kent State’s goal to become one of the healthiest campuses in the nation, Dining Services has been introducing more varied and nutritious meal choices at its dining locations.

A new Culinary Passport program encourages students to go on a culinary adventure by attending themed events where they can enjoy social meals created by the executive chefs.

In addition to vegan and vegetarian menus, a “mindful” dining option meets criteria based on the Dietary Guidelines for Americans and offers limited calories and restricted cholesterol and sodium. Labels (with icons for mindful, vegan, vegetarian, organic, and gluten free) allow diners to quickly identify the contents of menu items in the dining halls and markets.

Dining Services also has responded to the needs of an increasing number of people with food allergies who are coming to Kent State. Its chefs and managers are certified to handle food allergies on a campus setting through the national program AllerTrain U. A food station called Simple Servings opened in 2015 at the Eastway Café to offer meals free of seven common food allergens—wheat, soy, egg, dairy, shellfish, peanuts and tree nuts—as well as gluten.

“Chef Andrew does a great job of coming up with different recipes,” says Megan Cascaldo, campus nutritionist at the Kent Campus. “The meal option has two entrées, a starch and a vegetable selection, and the menu changes with lunch and dinner.” Originally open five days a week, Simple Servings is now available on weekends too, at students’ request.

“We encourage students with special food needs to reach out so we can help them,” Cascaldo says. “College is stressful enough without having to struggle to find something you can eat.” —Lauren Rathmell ’17

Visit www.kent.edu/dining for more information.
ACROSS THE REGION

No Place Like Home

Harriett Bynum, program director of the Occupational Therapy Assistant program at Kent State University at East Liverpool, stands in the kitchen of the recently renovated Locke House—home to the program’s learning laboratory—observing her first-year students in action. The first class to train in the new facility, the students are practicing how to prepare patients with physical challenges to function as independently as possible in their homes.

Today the home’s main resident is a 55-pound medical mannequin named Randy, which students use to practice basic techniques such as bathing, dressing and transferring between wheelchair and bed.

“We no longer have to simulate home situations in our classrooms,” says Bynum. “Now we have an actual house where students get real hands-on experience.”

Located in historic downtown East Liverpool, the home previously belonged to James and Margaret Locke, who owned a nearby jewelry store for 45 years and were generous supporters of Kent State East Liverpool. After they died, their two sons, James and Keith, donated the home to the university.

Today the home’s main resident is a 55-pound medical mannequin named Randy, which students use to practice basic techniques such as bathing, dressing and transferring between wheelchair and bed. The program is occupation based—using everyday activities a person will complete as the means for training occupational therapy assistants.

Says Bynum, “We can say to students, ‘Here’s the house, here’s your patient, here’s your scenario—what are you going to do with them?’”—Lauren Rathmell ’17

Twice As Nice

What was once an underutilized gymnasium at Kent State University at Salem has been transformed into a state-of-the-art health and sciences wing, now known as Centofanti Hall.

The first-floor renovation (including more than 16,000 square feet of classroom and lab space, as well as new offices and a bookstore) was completed in September 2011. But the second floor remained unfinished until a generous donation from the James and Coralie Centofanti Foundation helped convert the 9,000 square-foot shell into hands-on laboratories for biology and chemistry; classrooms for science-related studies; two research rooms and two prep rooms, as well as restrooms—all completed in September 2015.

Before Centofanti Hall’s completion, faculty members at Kent State Salem had to conduct research at the Kent Campus; now they have their own space for research. Students and faculty also enjoy new labs that have windows and are twice as large as the old, with plenty of space for models and equipment.

Louise Steele, assistant professor of biological sciences, says a committee of biology and chemistry faculty members worked with staff from the Office of the University Architect to make sure each room’s layout and furnishings met everyone’s needs.

“In the biology lab, we angled the tables so everyone could face the center where we lecture and hold demonstrations,” says Steele. “And we have special projectors, TV screens and speakers, so if we show a video everyone can see and hear it better.”

The chemistry lab seats more than twice as many students as the old, and it has updated safety equipment, including a new eyewash station, safety shower and four vented fume hoods for working with smelly or dangerous chemicals.

“This expanded space and access to the latest technology makes a tremendous difference,” says Steele. “Most of the students here are in health majors and take biology and chemistry. They needed this.”—Lauren Rathmell ’17

To explore how your gift can make an impact on Kent State students, contact Matt Butts, executive director of advancement, at 330-672-1435 or mbutts@kent.edu.

Clockwise from top left: The Locke House sits on the edge of downtown East Liverpool. • Associate lecturer Kathy Swoboda oversees a student practicing the transfer of a patient from a wheelchair to a couch. • In one bedroom, students use a Hoyer lift to practice transferring a patient from a wheelchair to a bed. Another bedroom simulates a hospital room so students can learn to work around cords and tubing.

Opposite page, counter-clockwise from top right: Centofanti Hall’s simulated hospital settings, such as this neonatal unit, enable students to practice dealing with medical emergencies. • A light-filled atrium connects the two floors and serves as a gathering place. • Assistant professor Louise Steele shows students a model in the new biology lab.

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Visit psychology professor Dave Riccio’s office, and you’ll find it’s filled with papers and files (not pictured) from 51 years of teaching and research—he’s Kent State’s longest-teaching professor—as well as awards, mementos, gifts and things he finds interesting or funny.

“I thought it was a starter job,” says Riccio, who came to Kent State in 1969, after receiving his Ph.D. in experimental psychology from Princeton and serving three years in the military. “But I discovered that the department is both productive and collegial—two things that don’t often go together. It’s a great place to work.”

1. **David Riccio**: Currently teaching an undergraduate course on basic learning and memory and a special topics course on memory functions and dysfunctions, Riccio often shares clippings on current events to keep his classes topical. His research focuses on learning and memory processes in animals, and he’s maintained an active research program by virtue of his undergraduate and graduate students—more than 40 of whom have earned their Ph.D.s while working in the Riccio Lab.

2. **Cows**: “Vermont is my favorite state—and it has a lot of cows,” says Riccio. “Cows aren’t very smart, but they’re peaceful and nice to look at. I get a cow calendar every year, and people give me cow-related things.” One of his sons gave him the large cow cutout for his birthday one year.

3. **Awards**: Among his many awards and honors, Riccio has received Kent State’s Distinguished Teaching Award (1979) and the Distinguished Scholar Award (1997).

4. **Print of Middlebury’s campus**: Riccio graduated from Middlebury College in 1959, and this colorful print of the campus is by well-known Vermont artist/printmaker Sabra Field, who also attended Middlebury. “I’m very fond of the place,” says Riccio. “I’ve gone to my 50th and 55th Reunion and all that.”

5. **Ro**

6. **Legal pads**: Before he got comfortable with typing on a computer, Riccio handwrote all his manuscripts on legal pads, and he still keeps a supply on hand. He has served as consulting editor and reviewer for many journals and has published more than 200 papers in refereed journals, including two in *Science*. “They reject about 95 percent of what they get.”

7. **CDs**: Riccio keeps an eclectic mix of CDs in his office. He plays “You’ve Got to be Carefully Taught” from the musical *South Pacific* for students in his basic learning class when he teaches about the roots of prejudice. “I use it to get a point across: Most of what we know comes through learning.”

8. **Group photo**: This photo, taken outside the psychology building at Princeton, is from his mentor Byron Campbell’s Festschrift—a celebration of scholarship, usually upon retirement. It includes Riccio and a number of his former students who did post-docs with Campbell and are part of his academic family tree.

9. **Jar of Opportunities**: To encourage students to read the papers he assigns, Riccio puts their names in this “jar,” draws one at random each class and has that person present on the paper. “It could also be called the Jar of Terror, but it’s an opportunity to show us what you’ve learned.”

10. **Rats and mice**: Riccio’s lab uses rats and mice to examine cognitive issues (long viewed as the exclusive realm of human research), and he’s received many rat and mouse toys and figures from students. His amnesia research with rats has generated substantial evidence that trauma does not erase memory (as some hypothesize), but affects its retrieval.

11. **Textbook**: Riccio co-authored the textbook *Memory: Phenomena and Principles*, Spear and Riccio (1994), which demonstrates the potential for animal studies of cognition to increase understanding of human cognition. “I think I’ve received $50 in royalties over the years.”

12. **Bag of bocce balls**: “We used to play bocce in front of Kent Hall around noon, but we haven’t done it for a couple years. People say, ‘We should start doing that again.’ We will.”

13. **Cartoons**: Riccio collects cartoons (many from *The New Yorker*) on various topics—including dogs (he has two), meetings, academia and aging—and posts them on his door and the bulletin board outside his office. “They’re fun to look at.”
Beauty of Data

A new MuseLab exhibit explores how beauty is defined by Kent State researchers from different academic backgrounds who use various forms of data visualization. Here’s a glimpse at some of the submissions.

We don’t often think about words, numbers, measurements or any of the other pieces of information that we consider “data” as beautiful. Yet, look around you. Our entire world is built using data—and it’s beautiful.

Is it possible to compile those data and transform them into something beautiful?

Can the data themselves be considered beautiful?

For this exhibit, we set out to find the answers to these questions by asking Kent State University researchers from all fields of study to submit visuals created from data gathered during their own work or research. Such work is often referred to as a “data visualization,” broadly defined as “a term that describes any effort to help people understand the significance of data by placing it in a visual context” (Nabler Digital Analytics Company, 2014).

The focus of this exhibit is influenced by Nabler’s definition. Open your mind and eyes to the various forms of data visualization and discover the ways researchers from different academic backgrounds define beauty.

Curated by museum studies graduate students Corina Iannaggi and Mitch Sumner, under the direction of MuseLab director and School of Library and Information Science assistant professor Kiersten F. Latham, Ph.D.

Collagen Fiber Orientation of the ACL
Aidan Ruth, Ph.D. Candidate, Anthropology/Biomedical Sciences
These images demonstrate collagen orientation in the anterior cruciate ligament (ACL) of a bonobo [pygmy chimpanzee]. We use a polarizing filter to bend light through our tissue sample, and then we separate the resulting light into different components that tell us about its makeup and orientation. These data are then given to us as a false-color image, depicting the direction of each fiber. We use these data to learn more about the evolution of the knee.

Vociferous or Influential? Analysis of political discussion during Iran’s presidential election
Emad Khazraee, Ph.D., School of Library and Information Science
In this project, we studied the flow of information and social influence among Iranian Twitter users during Iran’s 2013 presidential election. Our goal was to understand the difference between the most influential users (defined by network centrality) in information diffusion network and the most vociferous users (those who tweet the most). This visualization nicely reveals the difference between influential and vociferous. Node size represents the importance of users in an information diffusion network. But the users with the highest number of tweets are located in the pink tightly clustered group on bottom left of the core, which is an isolated clique.

Visualization of Academic Collaboration in Environmental and Resource Economics
Serhiy Polyakov, Ph.D., School of Library and Information Science
This is a visualization of international collaboration among scholars in the research field of environmental and resource economics. The addresses of the researchers’ institutions were extracted from affiliations data of 9,000 articles published in 20 journals between 2001 and 2010. Red, green and blue lines show collaboration in the top three journals in the field. White lines show collaboration in the rest of the journals. The ArcGIS software was used to visualize the relationships.

Beauty of Data is on exhibit at the MuseLab wall gallery, Kent State University School of Library and Information Science, 3rd floor of the University Library, through fall semester 2016. Visit www.themuselab.org/blog to read posts about the making of the exhibit and view visualizations from Kent State researchers in anthropology, art, biological sciences, fashion, geography, geology, library and information science, and visual communication design.

Learn more about MuseLab at www.kent.edu/slis/muselab.
The journey to creating a new Kent State brand began last year, when I traveled across the country to meet with alumni and friends and when I met internally with many of you here today.

As I asked them, and you within the Kent State community, to describe the “heart of Kent State,” I heard many common themes.

I learned firsthand about a strong sense of community, as many described Kent State as feeling like “home”—as a place where a strong support system welcomes you and pushes you to become more than you ever imagined was possible.

I learned of an appreciation for our commitment to teaching and learning and research and scholarship, where we are known for modeling an optimum balance of excellence in teaching, research and creativity—and for being home to outstanding scholars who are as likely to teach an introductory first-year course as they are to direct a doctoral seminar.

It was a universal belief that we should move from what many described as one of higher education’s best-kept secrets to being acknowledged as one of America’s best public research universities.

So we set out to achieve just that.

We committed to defining our Kent State brand more effectively through engagement with a national consulting firm, 160over90. Over the last twelve months, we have partnered with 160over90 to truly describe the heart of Kent State.

Among the key takeaways from listening throughout my first year is that we must “Be Bold.”

As you recall from our discussions at the Forums for the Future, our brand is not a tagline, logo or glitzy website. Rather, it is what people think and feel when they hear the name “Kent State.” It is about the big idea. In essence, it is about defining and sharing the heart of Kent State.

And a brand must be authentic and compelling. It must tell the story of the Kent State we all know and love—where, as a student, you are accepted upon admittance, then urged to become an even better version of yourself. It highlights our students and faculty as agents of change, and it speaks to our welcoming atmosphere as a hard-working, inclusive community. But a brand also articulates our aspirations and elevates us to where we want to be—a distinguished and thriving research university, full of remarkable scholars, students and staff.

It sets the tone for our next chapter, one where we are proud to tell the world who we are in a bold and engaging way. And it gives us momentum to ask alumni and partners to give back to our university, to help us with our ambitious goal of increasing support for the talent that abounds here at Kent State and for attracting future talent to our community—new students, new faculty, new staff and new supporters who believe in our work that is focused on “bettering our society.”

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—President Beverly Warren
Parts of the campaign will be rolling out over the next few months, starting with the new pole banners across all of our campuses and a video narrative that captures many of the reasons why we refer to Kent State as “home.”

That video resides on our website and is being used to craft 15 and 30 second feature ads for key parts of the country in both TV and digital formats. It tells our story, shares the heart of Kent State and explains what it means to be “undeniably Kent State.” It is our anthem—it is why we do what we do.

You will see phrases like “The future should prepare for you” and “Unknow your boundaries” and “Own the unknown”—because we are a community committed to making a difference.

We are running television ads in broader markets during the next few months as well as posting ads on billboards and in professional and trade journals.

We are on a mission to no longer be higher education’s best kept secret.

A strong brand is part of that. A strong brand attracts new students, faculty and staff to Kent State and helps sustain the type of community that is welcoming, inclusive and on the rise to a bright tomorrow. It allows us to ask others for their support and donations, and it empowers us to continue setting the bar higher and higher.

I believe that our new vision statement and the impact of our campaign will serve as outstanding exemplars for expressing our institutional “why”—the desire to be a community that comes together to create new knowledge, meaningful change and purposeful graduates who make a difference in the world.

A strong brand is its people—a strong Kent State University brand is you.

You have already done so much in helping us create a thriving Kent State community—and now we need your help in telling our story to the world.

By adopting our new brand as your own, you become storytelling ambassadors for the university. A brand ambassador. Being a brand ambassador can be as easy as sharing our new anthem video on your social media channels or telling your students and the community about some of the things that make us undeniably Kent State.

Each of you has an “undeniably Kent State” story to tell. I encourage you to visit the campaign landing site (undeniable.kent.edu) and share those personal stories.

We are on a mission to realize our vision of becoming a distinguished university—one that many individuals across the globe will come to understand is a place where magical connections occur, where a sense of community remains important to all.

Let’s do this together. Let’s set our sights on an illuminated future.

When we say we are undeniably Kent State, let’s demonstrate what that means in everything we do.

On the brand landing page at undeniable.kent.edu, view the anthem video and read stories about the Kent State community.

Our brand message:

- We are one of the largest university systems in the nation, but one of the closest families in the world.
- We welcome you with open arms but push you out with an open mind.
- We give you the strength to stand for what matters and take meaningful action for change.
- Our vastly different culture full of visionary ideas and ambitious people makes us undeniably Kent State.

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—PRESIDENT BEVERLY WARREN
First-year student Elizabeth Schmidt is YES! Magazine’s online “Justice For All” University Winner for her essay about a mindful response to injustice.

Elizabeth Schmidt, a student of Professor Karen Cunningham at Kent State University in Kent, Ohio, read and responded to the online YES! Magazine article “I Can’t Breathe Until Everyone Can Breathe,” by Gerald Mitchell. In that story, author and entrepreneur Gerald Mitchell wrestles with the enormity of the situation in Ferguson and the unjust deaths of so many unarmed Black Americans by police. He takes an honest look at himself to see how he’s part of the problem, and commits to joining others in building a better world of justice for all.

Compassionate Communities: Where Mindfulness Starts, Injustice Ends

After I read “I Can’t Breathe Until Everyone Can Breathe,” I heard on NPR that there was a mass shooting in Roseburg, Oregon, killing or injuring 16 students and a teacher. I stopped for a second, took a breath, and started my homework.

The disregard for others that Mitchell identifies as the source of prejudice and exploitation in “I Can’t Breathe Until Everyone Can Breathe” rears its head withernity in cases like the Oregon shooting, but more often it’s a beast that kills with a casual eye towards injustice and a shrug of dismissal. Although it is not always clear how, all we contribute to that dismissal.

I gave the beast the opportunity to strike when I turned the radio off and continued my daily business like nothing had happened. My insecurities encouraged this brush-off when I heard a friend say that lax gun control isn’t a significant factor in shootings. I held my tongue in disagreement because I was afraid to offend him, plus I didn’t have any concrete evidence to destroy his argument. The end of injustice starts with ending our tolerance to it, by caring more about what happens to other people than our personal fears.

“Realizing that there is always an actual human being on the other side of our actions,” as Mitchell advocates for, is easier said than done, but if we are the perpetrators of injustice, then we are the ones with the power to stop it.

In the case of violent shootings, our first step should be to grieve. J.J. Druz, a Frederick Douglas Scholar at American University and 2016 Global Citizen Year Fellow, encourages us to take a moment of silence. He writes in “On Oregon and On Feeling,” “Maybe, in those small moments of silence [that] allow us to feel, we will understand…To feel, if only for one second, may help us [be] more connected, and maybe that will make all the difference.”

If we are going to treat each other justly, we must regain the depth in our feelings. That means embracing loss and using our anger to speak out against injustice. It also means being present to the richness we have available to us: the smell after rain, the sound of children’s chatter at the park, the warm relief of coming home to the embrace of a loved one. We can’t preserve others’ humanity when we’re losing our own by living on autopilot.

If we recognize the beauty around us, we will also recognize the sting when that beauty is threatened. If we get our eyes out of our devices and into the eyes of our family, friends, neighbors, coworkers, teachers, even strangers…If we come out of autopilot for just a moment to be a little more alive, we can’t help but connect to others; when we feel connected to the rest of the world, we take responsibility for it.

For me, taking responsibility means confronting situations that feel unjust. It means paying a couple extra dollars for locally grown organic products at Kent Natural Foods Co-op and the Countryside Conservancy Farmers’ Market, or from farmers with fair labor practices, rather than the supermarket. Taking responsibility means stopping when I’ve wronged someone and making amends. It means putting aside stereotypes that I unconsciously impose on others; it means recognizing individuality. It means listening to others with respect and attention and responding with kindness and sensitivity.

None of this will happen simply because it’s the right thing to do. Compassionate acts will happen when we’re invested in the world we’re creating and recognize that they’re necessary for building communities where people can support themselves and each other, where healthy food and fresh air are available for everyone. They must be done so that people aren’t harmed by systems our money supports or by messages we propagate; everyone has the chance to thrive. Everyone has the chance to contribute if he or she is given a chance. Speaking up against injustice must be done to hold everyone accountable for spreading kind or at least truthful ideas. I want to be a part of these actions because they’re the building materials for the type of world that I want to live in.

Perhaps I overestimate the impacts of my individual actions, but, at the very least, living connectedly may allow people around me to live with more vitality or may help them see their own power and value. Maybe those actions can entice others to act similarly—even change the mind of whoever might be the next shooter. If we all live with awareness of our impacts and drive our actions with feeling, maybe we can stop trying to right injustice with justice and start preventing it with compassion.

“...When we feel connected to the rest of the world, we take responsibility for it.”

Elizabeth Schmidt is a first-year student at Kent State University, where she intends to major in conflict management. Schmidt grew up on an organic farm in Ohio with her mother. Currently, she interns at the International Institute of Akron in the Refugee Resettlement Program. She loves hiking, learning about culture and language, and singing in epic places.
When Roger Craik was eight years old, he was put on a train in Leicester, England, where he lived with his parents (both academics) and sent to visit his grandparents in London—traveling about a quarter of the length of England.

“It seemed rather strange at the time,” recalls Craik, an associate professor of English who has taught at Kent State University at Ashtabula since 1991. “It was my first train ride alone.”

His memory of that trip gave rise to the poem on the opposite page, and that “First Journey” was the beginning of many sojourns for Craik. He has worked as a journalist, TV critic and chess columnist, and he taught at Turkish universities before being awarded a Beineke Fellowship to Yale University and then settling in Ohio—but still traveling far from home.

Craik has visited Austria, Croatia, Egypt, Japan, Nepal, North Yemen, Poland, South Africa and Tibet. He has also taught (twice as a Fulbright Scholar) in Bulgaria, the United Arab Emirates and Romania.

Poetry is his passion. His poems have appeared in several national and international poetry journals, and he has written six books of poetry, most recently Down Stranger Roads (BlazeVOX, 2014), in which “First Journey” appears. Inspirations for other poems in that collection include a fire hydrant, an anthologist and Syd Barrett, a founder of the band Pink Floyd.

“I write about anything that strikes me,” says Craik, who writes every morning—first making a pot of coffee, then taking his seat at the desk in his home with a view of Lake Erie. Before working on a poem, he doodles on a sheet of blue paper, holding the crayons or pencils in his (nondominant) left hand—a practice he adapted from that of famed British painter Frank Auerbach. “It takes me back to childhood somehow and helps me loosen up.”

Craik records each line of a poem to capture its rhythm, then plays it back—“the next line will often come into your mind when you hear it”—and he also gets up and walks around. “If you stay seated and stare at the page, you get rooted into it, but if you walk around, it changes things.”

Just like any form of travel.

As inch by inch the train pulled out with me inside alone,
I saw my mother in her Fifties skirt and black-rimmed glasses and dark coat watching still,
and then, as if to race the train,
my father running after me not as an athlete would
or fathers of my friends at school,
but stroking, pressing down the air with the heels of his hands and then with his palms like some great cat with padded paws.

And all that afternoon through hours of fields and towns whose names lodge with me still,
I saw him in my mind’s eye running thus beyond the platform’s end and then beside the rails on stony ground, on straggling grass, outdistanced, and outdistanced further still.

—Roger Craik, Down Stranger Roads, BlazeVOX, 2014

TRAVELING STANZAS

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To submit your poem, visit travelingstanzas.com, click “Submit,” and label it “Magazine Entry.” For more information, call Wick Poetry Center at 330-672-2067.

View a video of Roger Craik reading his poem at travelingstanzas.com. Illustration by Kara Wellman ’16

POET: Roger Craik, Ph.D.
PLACE OF RESIDENCE: Ashtabula, Ohio

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Waste Not, Want Not

Up to 40 percent of food in the United States today goes uneaten. Yet approximately 49 million Americans lack sufficient food. That’s just wrong.

Thirty-two million pounds of food. As Kent State nutrition graduate Chris Vogliano, M.S. ’12, thought about the mountain of food donated to the Greater Cleveland Food Bank every year, he realized how much more was out there—and what all that surplus food could mean to those who struggle to get enough to eat.

The Food Bank, where Vogliano worked as a regional nutrition manager, received only a fraction of the groceries that supermarkets, restaurants and other professional kitchens couldn’t use. The rest went straight to the landfill.

In the United States, 133 billion tons of food—or 31 percent of the available food supply at the retail and consumer levels in 2010—went in the trash, according to the U.S. Department of Agriculture (USDA). And that’s just the food consumers, retailers and restaurateurs throw away. (See chart on page 20.) It doesn’t include losses at the front of the food supply chain, which occur during production, postharvest and processing.

Today as a nation, we waste up to 40 percent of the food we produce, says the Natural Resources Defense Council (NRDC) in a 2012 landmark study on food waste in the United States. “That’s almost like eating a pizza and, every time, throwing a second one away,” Vogliano says.

The study notes that if we wasted just 15 percent less food, it would be enough to feed 25 million Americans. Meanwhile, the USDA reports that 14 percent of American households, approximately one in seven, did not have sufficient food in 2014.

Squandered resources

Besides the lost opportunity to feed hungry people, this waste of our food resources causes other harm. “It’s economically taxing,” Vogliano says. “We’re throwing away money—and it’s contributing to climate change.”

The amount of economic loss is difficult to get your arms around. According to the NRDC, every American consumer and retailers discard $165 billion worth of food—more than $40 billion from households. The average American family of four loses roughly $2,225 a year on food they don’t eat.

Not factored into the $165 billion in discarded food are the lost resources that went into its creation. It requires 38 times more water to grow the food we throw away than is used by every American household combined. Also lost: chemicals, fertilizer, labor, and the energy it took to grow, transport, and store the crops before their disposal. Then, we spend another $750 million just throwing it away.

As all this trashed food rots in landfills, it creates methane, a greenhouse gas roughly 25 times more damaging to the climate than carbon dioxide, says Vogliano. Food is the single largest contributor to methane emissions.

Recovered food, renewed lives

As a graduate student at Kent State, Vogliano learned firsthand about the implications of food waste at a second-floor kitchen in Beall Hall. There, at the Campus Kitchen at Kent State University, student volunteers turn donated food into weekly meals for more than 300 people who receive assistance from local service agencies, including Kent Social Services, Center of Hope, Upper Room Ministries and Springtime of Hope. (Ohio ranks third in the nation for families who are food insecure, reports the USDA.)

Vogliano was one of a group of students who traveled to Washington, D.C., on an Alternative Spring Break trip in 2010 with Ann Gosky, now director of Kent State’s Office of Experiential Education and Civic Engagement. During the visit, they volunteered at DC Central Kitchen, a community kitchen engaged in food recycling and distribution programs.

There they met Robert Egger, the man who founded DC Central Kitchen in 1989 and the Campuses Kitchens Project in 2001, which now includes some 50 universities and high schools across the country.

Egger’s newest venture, L.A. Kitchen, launched in 2013. All his projects work on the same model: donated food transformed into meals for the hungry. While Campus Kitchens use student volunteers to make the system work, DC Central Kitchen and L.A. Kitchen operate as culinary training programs. In D.C., the program trains homeless shelter residents and has helped some 1,500 people find jobs. In California, the organization focuses on training young people aging out of the foster care system and older people coming out of prison.

The inspiration for all this, Egger says, was a conversation he had one day in 1989 when he volunteered to help hand out food to the homeless. “I asked where the food came from and found it was being purchased from one of the most expensive stores in D.C.” At the time, Egger was the manager of a nightclub and a veteran of the restaurant industry. “That really struck me. I knew how much food we threw away, and not just food, but really good food.”

Getting to “yes”

Vogliano and the other students in Gosky’s group were eager to start a Campus Kitchen at Kent State. Edward Hoegler, chef instructor for the hospitality management program, agreed to allow the student volunteers into his kitchen at Beall Hall, where he teaches classes in food production.

But concerns about liability issues stalled their progress until they went to see Greg Jarvis, then vice president for Enrollment Management and Student Affairs. “Greg cut through the red tape for us,” Gosky recalls. “He said it was the right thing to do, and we did it. Greg and Chef Ed were
the two significant yeses we needed to make this happen.”

As student managers with the Campus Kitchen, nutrition major Voglino and hospitality management major Christine Sweeney ’12 approached Kent State’s Campus Kitchen receives occasional donations from Kent Beachwood, Ohio, and asked if they would donate their surplus food to Kent State’s Campus Kitchen. They said yes. Encouraging businesses to donate food isn’t easy, however. Although Kent State’s Campus Kitchen receives 500–700 pounds of food from Trader Joe’s every week, another 100 pounds weekly from the Kent Panens and occasional donations from Kent Campus dining halls, many business owners fret about their food if it goes bad. But most states have long

total

It hasn’t made the problem disappear, says Goss. “We make businesses aware of the Emerson Food Act, but their response is, ‘That doesn’t stop someone from trying to sue us.’” In September 2015, the Obama administration, along with the USDA and the EPA, set a goal to cut United States food waste in half by 2030, and the United Nations extended that timeline to countries across the globe. Federal legislation might provide greater support for food recovery via a bill proposed in December by Maine Congresswoman Chellie Pingree. The Food Recovery Act would strengthen the food donation act, expand tax credits for farmers, retailers and restaurants that donate food, invest in storage and distribution programs to help food banks take advantage of donations, and clarify some of the confusing label dates that land food in the garbage while it’s still edible.

Several states are also taking measures to keep food out of the landfill. Voglino is watching what happens as California institutes a new law in April that prohibits restaurants and grocers from simply throwing food away.

WastED

Like Robert Eggert, Voglino came to the issue of food waste through a concern about people who didn’t have enough to eat. Natalie Caine-Bish, associate professor in the College of Education, Health and Human Services, was Voglino’s academic adviser at Kent State. “Hunger wasn’t one of my initial interests,” says Caine-Bish, who has a Ph.D. in exercise physiology. “That stemmed from my students.”

Voglino and the cohort of students who went through the graduate nutrition program with him told her they were interested in food insecurity and environmental nutrition.

“My teaching philosophy is that students should be allowed to explore their interests,” Caine-Bish says. “One of the first things we realized was that you can’t just count out food. You have to teach people what to do with it and give them the tools they need to prepare it. Otherwise, the donated food is just wasted in a different place.”

Caine-Bish is a faculty coordinator for Kent State’s Center of Nutrition Outreach, which partnered with the Campus Kitchen to provide the education piece that was missing from the project. Nutrition graduate student, Erin Powell, M.S. ’13, focused her master’s project on creating the Campus Kitchen to provide the nutrition information. “It’s been a win-win,” she says. “The students get the experience and can put on their résumés, and we can run more programs and reach more kids because we don’t have to pay for personnel.”

Other students volunteer at the Haymaker Farmers’ Market in Kent every Saturday from 10 a.m. to 1 p.m., where they give cooking demonstrations using donated food with free samples, recipe cards and nutrition information. “It’s been a nice connection with the community for Kent State’s Center of Nutrition Outreach,” said Amy Nixson, a student in the program.

The top levels create the most benefits for the environment, society and the economy. Adapted from the US Environmental Protection Agency

It’s still very early in the process,” Parsons says. “But we are happy to begin this conversation.”

Berry, who came to Kent State in 2015, has been researching this concept for some time. “The manager of Kent’s water treatment plant agreed to partner with us during the pilot program,” says Berry. “Dr. Li’s graduate students will do a feasibility study of food waste generated by the university and try to gain the support of restaurants and grocery stores. We want to see if we could collect that food waste and add it to the anaerobic digester, which studies show allows it to function more efficiently.”

Food waste generates more methane gas than solid waste does, says Berry. “If we could capture enough methane gas from the anaerobic digestion process, it could be directed into power turbines that create electricity—which could be used to power the water treatment plant and perhaps other buildings. We already have a strong partnership with the City of Kent, and this just expands our efforts to help other accomplish great things.”

Compost

When it comes to post-consumer waste, “We don’t have control over all the food on campus,” Parsons says. “People bring in their own food, so what do they do with their pasta crusts or orange peels? That’s a bigger issue.”

Parsons is looking for a resource for composting, but says that would also require changes in the kitchen. “When we finish trimming that pineapple, what do we do with the trim? We have to separate it into items that can’t be recycled. “If we’re going to do all that sorting, there needs to be a place for it to go. Right now, we don’t have an end user.”

Food Recovery Hierarchy

Food Service and Households

Total Food Loss from Retail, Food Service and Households

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent of Total Food Loss</th>
</tr>
</thead>
<tbody>
<tr>
<td>FG (fruits/vegetables)</td>
<td>53%</td>
</tr>
<tr>
<td>MEAT</td>
<td>11%</td>
</tr>
<tr>
<td>DAIRY</td>
<td>15%</td>
</tr>
<tr>
<td>EGGS</td>
<td>2%</td>
</tr>
<tr>
<td>COOKED MEAT/ROASTED PORK/BEEF</td>
<td>30%</td>
</tr>
<tr>
<td>GRAIN PRODUCE</td>
<td>11%</td>
</tr>
<tr>
<td>SODIUM</td>
<td>12%</td>
</tr>
<tr>
<td>SUGAR</td>
<td>11%</td>
</tr>
<tr>
<td>OILS/VEGETABLE OILS</td>
<td>10%</td>
</tr>
<tr>
<td>CALORIE SWEETENERS</td>
<td>10%</td>
</tr>
<tr>
<td>GRAIN PRODUCTS</td>
<td>12%</td>
</tr>
<tr>
<td>MEAT, POULTRY, FISH</td>
<td>11%</td>
</tr>
<tr>
<td>FRESH FRUITS/VEGETABLES</td>
<td>32%</td>
</tr>
</tbody>
</table>

Ways Kent State reduces food waste

We asked Jackie Parsons, Kent State’s executive director of Dining Services, to walk us through some of Dining Service’s strategies to prevent and divert wasted food from the (landfill) living categories from the EPA’s Food Recovery Hierarchy (see chart on opposite page).

CREATE LESS SURPLUS Since Kent State’s board plan is à la carte, the university doesn’t have as much waste as institutions with traditional buffet plans,” says Parsons. However, last summer Kent State started a LeanPath pilot program at one of its 24 food units across the Kent Campus. LeanPath, a Portland, Oregon, company with a system to monitor food waste, turns waste monitoring into a science.

Using a scale and a monitor with a touch screen, staff weigh anything that isn’t used, enter information about it and log it. “It’s why they’re throwing it out, and the LeanPath program creates reports analyzing the waste, including a dollar amount for the trashed food.”

“We will continue the program until the end of spring semester; then decide where else we will roll it out,” Parsons says. “With this program, we prepare food differently and think about what else we can do with the waste.”

To increase the efficiency of food production, last summer all the full-time Dining Services staff went through knife skills training so they can use as much of the food as possible.

FEED PEOPLE IN NEED Kent State’s Dining Services sends some of its overflow to Campus Kitchen, as well as to Kent’s Social Services and the Center of Hope.

“If we have sandwiches left over, we give them directly to the agencies,” Parsons says. “Campus Kitchen isn’t going to take them apart for ingredients.”

FEED ANIMALS The university has begun a pilot program with a local farm and a smaller food unit on campus to make sure both parties can handle the volume. “Right now it’s fruit and vegetable scraps going to feed pigs,” Parsons says. “We’re running it until the end of spring semester, and then my hope is that we can expand to other farms.”

Parsons is looking for a resource for composting, but says that would also require changes in the kitchen. “When we finish trimming that pineapple, what do we do with the trim? We have to separate it into items that can’t be recycled. “If we’re going to do all that sorting, there needs to be a place for it to go. Right now, we don’t have an end user.”
You won’t be able to stop all your food waste tomorrow, but try some of these ideas today to help preserve natural resources, reduce greenhouse gases and put more money in your pocket at the end of the month.

Don’t demand perfection: Many fruits and vegetables are thrown out by retailers because they aren’t the “right” size, shape or color. Buying imperfect produce at a farmers’ market or elsewhere helps keep it from going to waste.

PLANNING

Study your trash: For a week, inventory what you’re putting into the trash and what you’re sending down the garbage disposal. What could you do differently to prevent these disposals?

Make a plan: Decide what your family will eat during the next few days; use this plan to create your shopping list. Note how many meals you’ll make with each item to avoid overbuying. Include at least one Plan B meal you can whip up with the same ingredients if you get too busy to execute the more elaborate dish.

Shop your refrigerator: Cook or eat what you already have before buying more. Check your fridge, cupboards and pantry to see what’s in them and to avoid buying duplicates. Note what needs to be used and plan upcoming meals around it.

SHOPPING

Buy with billions: Eat before you go to the store, and stick to your list to avoid impulse buys.

Buy more often: Buying in volume only saves money if you can use the food before it spoils. Make a couple small trips each week to restock produce.

Go large to get small: Hit the bulk food bins to buy smaller amounts. Do you need a big box of sunflower seeds? Or would you be better off buying a half-scoop full?

Look for local: In-season and local produce will last longer than something that’s been shipped a long distance.

STORING

Cool it: Keep your fridge at 39 degrees and the freezer at zero to maximize food life.

Organize your fridge: Clean your refrigerator weekly, organize food so it faces forward, and keep the most perishable ingredients in sight so you’ll remember to use them.

Watch your settings: Set your fridge drawers’ humidity controls at high for fruits (blueberries, green beans, limes, herbs, etc.) and low for things that rot (apples, pears, figs, etc.).

Know how to store: Separate apples, bananas, citrus and tomatoes from the rest of your food—they emit ethylene gas that makes nearby produce ripen faster. Stick fresh basil into a jar of water on your counter but chill most other herbs. Rinse berries just before you’re ready to eat them to avoid mold. For more food storage advice, download the A-Z Food Storage Guide from www.makelotrashwaste.org.

Check the shelves: Where you place food in the fridge can lengthen freshness: Top shelf (most consistent temperature) for cheese, yogurt, butter; middle shelf for cooked meat and leftovers; bottom shelf (coldest) for milk, eggs, raw meats; doors (warmest) for condiments and preserves. Don’t keep wine or bread on top of the refrigerator; heat from running the fridge will spoil it.

PREPPING

Take some time: When you get home from the store, chop, slice and place fresh food items in clear containers so they’re ready for snacks and cooking.

Sharpen your knives and skills: Keep your knife sharpened to make food prep easier and safer. Learn how to slice and chop to get the most out of your ingredients.

Befriend your freezer: Prepare and freeze meals or ingredients ahead of time, then use throughout the month. Pour leftover broth or wine into ice cube trays, freeze, transfer to freezer bags and use in sauces, soups and stews.

Relent basic food skills: Take a lesson from your elders and can, freeze, pickle or dehydrate foods from the garden or your local food rescue program so you can enjoy home-grown produce and in-season specials all year long.

CONSUMING

Practice portion control: Putting less on the plate means less in the trash. Or try using a smaller plate. You can go back for seconds. At restaurants, ask about portion sizes and sides included with entrees, and order only what you can finish. Take home leftovers, and use or freeze in your next meal.

Eat your leftovers: Plan an “eat the leftovers” night each week. Freeze leftovers as individual servings if you won’t reheat them in the oven. The website www.lovefoodhatewaste.com provides plenty of tips for what to do with leftovers.

Repurpose your produce: Even if it’s past its prime, safe produce can still be satisfying in baked goods, casseroles, frittatas, sauces, smoothies, soups and stir-fries.

Crack the codes: “Sell by,” “use by” and “best by” do not equal “pitch by.” Generally, “sell by” date tells the store how long to display a product. A “best if used by (or before) date is a recommendation for best flavor or quality—not for safety. A “use by” date indicates peak quality as determined by the product manufacturer. Such dates aren’t federally regulated and the meanings are not standardized. Only infant formula has federal law behind it— and should not be used or sold after the “use by” date.

Use your senses: Canned, packaged and boxed goods will last well past their sell-by dates if not opened. For most items, take a sniff or taste to see if it’s still good. Uncertain? Check out www.stilltasty.com, billed as “Your ultimate shelf life guide.” The site also provides information on food storage.

DISPOSING

Remember your neighbors: Putting on an event, moving across country or cleaning out a pantry? Donate nutritious, safe and untouched food to your local food pantry, food bank or food rescue program.

Treat your pets: Check with your vet and be discerning only 5 percent of a dog’s or cat’s diet should be food scraps. Avoid giving them anything too oily, saucy or spicy and be aware of allergies, but many pets can occasionally enjoy cooked meat and eggs, fruits and vegetables (except avocados, grapes, raisins, macadamia nuts and large amounts of onions and garlic), oatmeal, peanut butter, rice and salmon.

Start a compost pile: Even if you turn your brocchi stems into tasty broccoli slaw, you probably still won’t find a use for all your kitchen scraps. Compost food scraps rather than throwing them away. Visit www.epa.gov/recycle/composting-home to find out what you can and cannot compost. Your garden will thank you for it!

Mother of Invention

With a hard-to-get beauty patent, alumna Gwen Jimmere is taking her line of natural hair products from the kitchen sink to the global market.

Gwen Jimmere ’03, MA ’08, recently became the first African-American woman in history to patent a natural hair care product—and she owes some of the credit to Chris Rock.

Catching a rewind of the comedian’s 2009 documentary “Good Hair,” a reflection on the love-hate relationship behind the $9 billion Black hair care industry, Jimmere was shocked by a scene in which Rock and a chemist dunk an aluminum can into a vat of hair relaxing ingredients, only to see it disintegrate in a matter of minutes.

“I’d been relaxing my hair since the third grade, so that really freaked me out,” recalls Jimmere, who decided to swear off the harsh chemicals while she was pregnant with her son in 2011. “I grew up in a household where my mom could make nearly anything she wanted by mixing oils and other ingredients to do different jobs,” so Jimmere began experimenting in her own kitchen sink, looking for natural ingredients that could do the work of the dozen or more products she once relied on.

Curious about the conditioning effects of natural clays—a cosmetic ingredient used for centuries—she found a source for rhassoul clay, a mineral-rich clay found only in Morocco’s Atlas Mountains. “The formulation was trial and error, but when I started working with the rhassoul clay, I was able to cut the time I spent on my wash day down from three hours to seven minutes, and my hair felt great. It was like I’d hit pay dirt.”

Similar rave reviews from friends and family inspired Jimmere, a global digital marketing director for Ford Motor Company and later their agency of record Uniworld Group, to set up a website to sell the four-step hair care line she’d named “Naturalicious” in 2012. Word of mouth spread so far that one day she got a call asking her permission to include her line of products in the gift bags to be handed out at President Obama’s second inauguration in January 2013.

“When they said yes, in my mind I just collapsed on the floor,” Jimmere says. “With everything that was going on at the time, I only had $32 in the bank and my mortgage was due in 15 days. So I pitched them like my life depended on it. I didn’t have the luxury of doubting myself or being afraid to approach a huge retailer.”

Fifteen minutes after making her case (“I came up with a four-step system that does the work of 13 products, so as you can imagine it saves you 80 percent of the time and 60 percent of the money that you would normally spend...”), she walked out with her first retail contract.

As Jimmere’s business began to scale out of her kitchen, into her basement and on toward shipping fulfillment centers, she knew she didn’t want to take on additional debt—a mistake many small businesses make. Instead, she took to the stage, winning the top $10,000 prize at the 2014 Black Enterprise Elevator Pitch Contest, which was held in Columbus, Ohio. It’s one of several “Shark Tank”–like competitions she’s used to build up her bottom line.

“I’ve been thrilled to watch Gwen and her business grow and mature,” says author and entrepreneur Lauren Maillian, a venture capital investor and co-host on Oxygen’s new startup-focused TV show “Quit Your Day Job,” who met and coached Jimmere at that first pitch event. “She’s doing everything on a bootstrap budget, but she’s found some very inexpensive ways to get the things that are important to her done, and she gets them done well.”

But just a few months later, Jimmere got very serious about the side business in her kitchen sink when she got the news that her corporate gig had been eliminated in a restructuring—the same month she was finalizing her divorce.

“IF I’d had more warning, I might have been looking for other jobs, but instead I went right into survival mode,” she says, e-mailing her way into a pitch meeting with the management team of Whole Foods, which was just preparing to open their first location in downtown Detroit.

“Fifteen minutes after the restructuring—the same month she was finalizing her divorce.”
That DIY approach drove Jimmere to secure a patent for one part of her haircare line, a business move prompted by frequent encouragement from her mother. “She kept telling me, ‘You’ve invented something incredible, but someone is going to do what you’ve done and make millions off your idea if you don’t patent it. You’ll see other people on TV, making all this money, and the only thing you’ll be able to do is be upset because you didn’t protect your invention.’ Finally I thought, ‘Wow, she’s right.’”

Though Jimmere had secured several trademarks on her own, she knew hiring a patent attorney was out of her price range. Instead, she took advantage of Detroit’s new regional United States Patent and Trademark Office that opened in 2012, a first-of-its kind entrepreneurial incubator made possible by Obama’s America Invents Act.

“It was like going back to Kent State,” she says. “I spent nine months making friends with librarians and learning everything I could about how to properly draw the design and research prior art, which is anything that resembles or has the same utility as what you’re trying to patent. In 2015, it’s extremely hard to invent something unlike anything that’s ever been invented before. But I did invent something brand new and was able to prove it, which resulted in the patent being issued to me.”

Now with a five-year-old son and a haircare line finding its way into global markets from South Africa to the Bahamas, Jimmere has launched another sideline, Pitch Proof, a consulting firm aimed at teaching other aspiring entrepreneurs some of her secrets. “So many people talk themselves out of their dreams by thinking, ‘What if people don’t like me, or my product, or my idea?’” says Jimmere. “It’s fear of rejection that makes people only imagine the negative, but we hardly ever ask ourselves, ‘What if everybody loves it?’ I figure, if I try and fail, the worse that will happen is I’m in the same spot that I was before I tried. So why not try?” —Laura Billings Coleman

Start before you’re ready

“Whatever the reason you haven’t started your business yet—you need to save up more money, you need to get the kids out of the house—there’s never going to be a perfect time,” says Jimmere. “Instead, start where you are, work with what you’ve got and just get it going—maybe testing the market with two products instead of 50. I call it ‘investing in your greatness,’ and if you’re scared to invest in your plan, you can’t complain when you’re still in the same place next year. Waiting is not a wealth strategy.”

Hire the help you need

Though Jimmere once made all of her Naturalicious line by hand, with packaging she designed herself, “At one point I realized I was spending six hours a day writing orders and keeping up!” she says. “The best advice I ever got from one of my mentors was, ‘Get out of the basement.’ My business couldn’t grow if I had my hands in everything.”

Though she still manages her business day-to-day, Jimmere also hires the help she needs. “The best advice I ever got from one of my mentors was, ‘Get out of the basement.’” My business couldn’t grow if I had my hands in everything.”

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Know your numbers

Reality TV shows may spotlight the inventors with compelling personal stories, but in real-life pitch competitions, investors are more interested in the bottom line. “Judges want to know how they’re going to make ten to twenty times their money back, so my strategy is to answer all of those questions before they even have a chance to ask,” Jimmere says. By the time you’ve led the judges through their return on investment, you’ll be able to hit a softball question like “How will you come up with this idea?” right out of the park.

Don’t take on too much debt

Studies have shown that women and minority-owned businesses take on more debt than other businesses,” Jimmere says. “We’re taking out loans, home equity lines of credit, credit card debt, because we’re in the daily grind and not thinking about other ways to get it done.”

Instead of hiring expensive PR firms to get the word out about her product, Jimmere has relied on social media and her own storytelling savvy to get publicity in several online publications, including Fast Company, Entrepreneur and the Huffington Post. “Exhaust all the alternatives before you spend money you don’t have.”

Own your ideas

Securing a patent is a high hurdle for any inventor, but Jimmere believes it’s important to protect your intellectual property: “It’s easy to be on the hamster wheel of running your business day to day, without thinking about the future,” she says.

Securing a patent gives her the leverage to sell her business someday, but hang on to her invention. “Owning a patent or a strong brand trademark can set you and your family up for wealth for generations to come,” she says. “Just think how much Nike could make with the swoosh alone! It’s crazy.”

Listen to your customers

Businesses that ignore customer complaints do so at their peril. “You need to respond not just to the person, but to everyone else who is looking to see how you’re going to handle it,” says Jimmere, who’s had two complaints since Naturalicious hit the shelves at Whole Foods in June 2013.

“I turned the complaints around so well that one of those customers invited me to her wedding in July, and the other is now a huge fan of the company. A basic human need is to feel appreciated—show your customers that their business matters to you.” —Laura Billings Coleman

“Waiting is not a wealth strategy.”

“Exhaust all the alternatives before you spend money you don’t have.”

Gwen Jimmere's TOP TIPS for Inventors and Entrepreneurs

Whatever the reason you haven’t started your business yet—you need to save up more money, you need to get the kids out of the house—there’s never going to be a perfect time,” says Jimmere. “Instead, start where you are, work with what you’ve got and just get it going—maybe testing the market with two products instead of 50. I call it ‘investing in your greatness,’ and if you’re scared to invest in your plan, you can’t complain when you’re still in the same place next year. Waiting is not a wealth strategy.”

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“Exhaust all the alternatives before you spend money you don’t have.”
Good Neighbors

Since the first Alumni Day of Service in 2009, Kent State University Alumni and friends have given back on behalf of their alma maters by helping build homes, clean rivers and beaches, prepare meals for families, clean hospice centers, churches, shelters, local schools and other more.
Karen Schofield, MEd ’77, has volunteered over the years at different service sites, such as Habitat for Humanity where she helped build a home. “A big motivator for me is knowing a family will benefit from my work,” she says. “I also get to meet folks from different age demographics and majors. It’s always enjoyable.”
The Kent State Alumni Association continues the tradition on April 16, with volunteer projects planned in the following Ohio cities: Akron, Ashtabula, Canton, Chardon, Cleveland, Columbus, Kent, Lorain, Medina, Pizzaeville, Ravenna, Wooster and Youngstown—as well as in Los Angeles, New York, Phoenix, Pittsburgh, Raleigh and Washington, D.C.

“We hope to add even more cities this year,” says Lisa Mascellini ’94, assistant director of alumni relations.
“We are proud of how well alumni have responded to this event, and it is exciting to have so many of them volunteering.”

Alumni Day of Service

8 States

1,096 Cities

3,862 Hours Volunteered

Class Notes

The Alumni sunburst denotes an Alumni Association member. For a list of life members, visit the Alumni Association’s website.

55 Robert Lapec, BS, Omslaid Teep, Ohio, was named to 2016’s “Who’s Who in the World” and “Who’s Who in America.” A founding member of Eyewitness News at WABCV-TV in Cleveland, Ohio, was named to 2016’s “Who’s Who in the World’s Business Leaders.”

56 Lorie Anderson, MEd ‘78, Clayton, NC, is Professor of English at the University of North Carolina, Greensboro, NC, on May 8, 2016. Her latest book focuses on the impact of simulation experiences in new graduate registered nurses.

57 Arch McDonnell, BS, Akron, Ohio, retired in 1991 from the Hudson High School District and Alumni Hall of Fame. In 1990, he retired as the school’s principal, the assistant principal and then the principal—longest-serving principal in the history of the Hudson Schools. I graduated 1987 I retired as Hudson High School principal (my gross sales topped $8 million.”

58 Bruce King, BBA ’79, Strongsville, Ohio, has been named national sales director for the HVAC and Refrigeration Training Division of York, an ACX business. He will be responsible for the company’s expansion in the United States. He and his wife, Cindy, volunteer as mission team leaders in Peru and the Amazon rainforest.

59 Thomas Allan, BS, MEd ’76, Vernon- Richville, Conn., retired as the director of health, physical education, athletics from Vernon Public Schools in 2004 after a 39-year career. He is presently serving as a site administrator of adult education for the Vernon Regional Adult Education program.

60 Mark Levin, MPA, Bloomington, Ind., retired as the administrative manager of Maryknoll’s U.S. operation position he had held since that city was incorporated in 1958. Mark is now a clinical assistant professor in the School of Public & Environmental Affairs at Indiana University in Bloomington, teaching graduate courses in urban management and government budgeting.

61 Jeff Fair, BS, M5, MEd ’76, 89, Arnold, Md., was inducted into the Oklahoma State University College of Education Hall of Fame May 15, 2016. He was selected as an honorary member of the U.S. Naval Academy’s 2015, commissioned on May 22, 2016. Fair retired as associate athletic director for sports, media and entertainment from the Naval Academy in April, 2015.

62 Linda Janoski, BS, MA ’91, Mentor, Ohio, retired from the theater department at Indiana State University in May 2015 and moved back to the Cleveland area to pursue other artistic endeavors.

63 Gary Finke, PhD, Saltville, Pa., has been awarded two national book awards, the Elmer Price Fiction Prize for The Killer’s Dog and the Draper Prize for After the Three Moon Era. Both books are to be published in 2016. Bringing Back the Bone: His story and Selected Poems was published in late 2015 by Stephen F. Austin University. He travels to New York, Chicago, and Los Angeles to study with top artisans in the field.

64 Gregory Tomol, BBA, Talmadge, Ohio, wrote, “I served as editor-in-chief and project manager for the Babcock & Wilcox Company’s 40th edition of Steam: its generation and use, the longest continuously published engineering text in the world. This edition marks the 84th anniversary of publication. The scope has evolved to become a highly technical and comprehensive handbook on steam generation and emissions control technologies, steam fundamentals and related subject. “

65 Deborah Defer, BBA, Kent, Ohio, business services and outsourcer service manager for BOS, Ohio, was recognized as Insightful Accountant’s 2015 Top Bookkeeper, as well as a Top 10 ProAdvisor.

66 Sandra Halman Racn, BSN, Ashtabula, Ohio, was accepted into the 2015/16 Class of XXI of the Child & Family Leadership Exchange. She is an RN at the Cleveland Clinic’s Fairview Hospital, was recently recognized as Insightful Accountant’s 2015 Top Bookkeeper, as well as a Top 10 ProAdvisor.

67 Linda Turner BSN, North Ridgeville, Ohio, a registered nurse in cardiovascular services at Cleveland Clinic, was recently honored with a Health Care Hero nomination by Cleveland’s Cleveland Business. She was recognized for her expertise in care and dedication to Northeast Ohio’s health care.

68 Linda (Arvino) Caldwell, BS, Longwood, Fla., was promoted to director of marketing and development for the Office of Catholic Campus Ministry for the Diocese of Orlando. Previously she was the-award-winning for her Florida Catholic.

69 Simon & Schuster), in February 2016. “We hope to add even more cities this year,” says Lisa Mascellini ’94, assistant director of alumni relations.
“We are proud of how well alumni have responded to this event, and it is exciting to have so many of them volunteering.”

70 Deana Petties, BBA, Baltimore, Md., received an MPA in integrated design (print, web and video) from the University of Baltimore.

71 Brian King, BBA ’79. Strongsville, Ohio, has been named national sales director for the HVAC and Refrigeration Training Division of York, an ACX business. He will be responsible for the company’s expansion in the United States. He and his wife, Cindy, volunteer as mission team leaders in Peru and the Amazon rainforest.

72 Lori Arson, MEn ’19, Clayton, NC, is Professor of English at the University of North Carolina, Greensboro, NC, on May 8, 2016. Her latest book focuses on the impact of simulation experiences in new graduate registered nurses.

73 Jan Janet, BBA, Darlington, Pa., opened an office in Boston for Aligned Financial Planning. She handles the investment management and advisory firm that he co-founded. It now has offices in Boston; Scottsdale, Ariz.; Darlington, Pa., and Golden, Colo., with clients in 20 states.

74 Michael Lanamot, BArch, Middlesbrough Heights, Ohio, received the 2014 Dr. Balfunn Kiney Exemplary Leadership Award from The Chair Academy. In 2017 he published “Review of Mathematics for Equity in Mathematics” Teachers a comprehensive guide for teachers. The Council of Teachers of Mathematics, and he presented the National Conference in Broadview Heights and Berea, Ohio. He also served on the geometry range-finding committee with PARCC, the Partnership for Assessment of Readiness for College and Careers.

75 Scott Gainer, BBA, Cleveland, Ohio, chief financial officer of the Cleveland Heights-University High School District, was named a Crain’s Cleveland Business 2014 CFO of the Year in the government category.

76 John Koski, AA, Ashtabula, Ohio, has retired from law enforcement at the rank of lieutenant/uniform division commander, western police service. He was selected by his peers as officer of the year for the prior year, and he received many other awards in commendation with his law enforcement partners. Adrian.

77 Jeffrey Bentzien, BBA, Grand Rapids, Ohio, is a professional who has worked in several positions, including Coldcock Heart (2014), and he is a noted painter of graphic novels. His work has been published in several publications. He also coaches soccer for his son’s youth league team.

78 Rebecca Stoneham-Wahnes, BA ‘97, Blanding, Utah, wrote, “I am delighted to have the opportunity to coordinate development Navajo language curriculum materials and the creation of bilingual books for the San Juan School District’s Navajo language materials are used class materials for kids across the Southwest (see media age.jodl.orl).”

79 Barnard Smith, MEd, Cuyahoga Falls, Ohio, has been named professional Counselor & Mental Health counseling group in Ohio. He has worked with homeless veterans and their families, as well as women, and also volunteers for Paralyzed Veterans of America, the American Foundation of Community Outreach programs, as well as churches and community groups for veterans and the homeless. He received the 2013 State of Ohio Volunteer Service Award for the highest level of community service.

80 Mark Find, BGS, Las Vegas, Nev., an associate professor of online education at the University of Nevada, Las Vegas, received the Center of Excellence from the award for demonstrating excellence and outstanding achievement in the application of technology to teaching, learning or creative inquiry. Dr. Find also was nominated for the “Distinguished Women & Men in Nevada” for his commitment to higher education.

81 Jen (Anderson) Thoma, BBA, Cuyahoga Falls, Ohio, was accepted into the 2016 Class of the CEO Club’s Leadership Exchange Program. She volunteered for Summit County Children’s Services for 4 years before joining their Women’s Auxiliary Board in 2003.

82 Glenn (Freiberg) Clarke, Blaine, Wash., is a freelance print, web and video design service.

Lori Arson, MEn ’19, Clayton, NC, is Professor of English at the University of North Carolina, Greensboro, NC, on May 8, 2016. Her latest book focuses on the impact of simulation experiences in new graduate registered nurses.

The little sunburst denotes a Kent State volunteer chapter. A free daily newspaper published by the Tampa Bay Times. It has daily circulation of 80,000 Monday-Thursdays and 10,000 on Friday with Times Prime Publishers.

Lisa (Schifano) Dunick, BFA, Fairfax, Va., is releasing her second young adult novel, Gutterly Good Neighbors, in early 2018. She will be reading from her third, The Stars Turned Away (Simon Pulse/ Simon & Schuster).In February 2016.

When Yeete Mendoza, BA ’09, married David Pittman, BA, ’09, on September 12, 2015, they spent their honeymoon in Portugal donating to their newly launched Mendosa- Pittman scholarship fund for students who complete Kent State’s Pre-College TRIO Upward Bound program. The program provides educational opportunities and scholarships for first-generation, low-income students and families.

As a GED Scholar and graduate student at Kent State, Yeete has received full scholarships herself. To pay it forward, the newlyweds have raised more than $13,000, with the goal of raising $12,000 through donations and upcoming fundraisers. View an interview with Yeete at Mendosa at http://bit.ly/2rJyHmY.

To help low-income students succeed, donate at ksu.convio.net/Mendoza-Pittman and visit www.kent.edu/upwardboundprogram.
The Kent State Alumni Association, in partnership with the Office of Global Education, made the event possible through the 2015 launch of International Alumni and Friends Clubs. In the program’s first year, five international alumni clubs hosted kickoff events in Amman, Jordan; Shanghai, China; Beijing, China; Kuwait, Kuwait; and Dubai, Qatar. Alumni socials also were hosted in Manama, Bahrain and Dubai, United Arab Emirates.

In addition, 10 alumni ambassadors from Russia to El Salvador represent Kent State in respective countries. More than 226,000 Kent State alumni from 104 countries are part of today’s global society. “No matter where you are in the world, Golden Flashes are near you,” says Carrie Ciccolo, associate director of international alumni relations. “International student enrollment has grown over the past 10 years and many of our domestic students travel the world. With this initiative, we are excited to better serve and connect these alumni.” Club benefits include personal and professional networking, promoting Kent State pride through activities and events, and mentoring new and current students. International alumni who serve as alumni ambassadors become key contacts for alumni who relocate to their areas and for visiting faculty, staff and students. To join or help start a club, contact Carrie Ciccolo, cciccolo@kent.edu.

The Kent State University Alumni Association, KSU Foundation and Institutional Advancement offices are now under one roof. The New Center for Philanthropy & Alumni Engagement is located at 350 S. Lincoln St. in Kent, so the next time you’re in the area, come visit your new home on campus!

Caitlin Saniga, BS ’09, got engaged to Joel Hanley in October. In 2015 in Egg Bay NY “Since Joel is a photographer, he always takes pictures of us at the end of our hikes. This time he surprised me and proposed as the camera timer counted down.”

We’ve Moved!

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Send Us Your Class Note

We’d love to hear from you!

To share your news, complete the form at www.kentstatealumni.org/classnotes (you may include a photo in JPEG, GIF or PNG format) or write Kent State University Alumni Association, Center for Philanthropy & Alumni Engagement, PO. Box 5180, Kent, Ohio 44242.

Limit your notes to 200 words or less and include your class year, city, state and graduation year. Notes may be edited for length or clarity and published as space allows.

Deadline for submissions: Spring 2018

In Memory

President and CEO of WestChase/ WestChase/

We have added the following new class notes:

Class Notes

Alison Westen ’18, MA ’03, Gordon, Ga., was promoted to assistant athletic director for communications at the Georgia College Department of Athletics. He has served Georgia College for nine years as the school’s sports information director and was named 2016-17 Sports Information Staff of the Year by the Peach Belt Conference.

Carolee Steen, RN, Galion, Ohio, was diagnosed with Leukemia in December and passed away on February 10, 2015.

Class Notes

Alison Westen ’11, BS ’07, and Jordan Wiegand, BBA ’11, have been named to The Formosa Foundation’s 2015-16 Leadership Circle.

Allison Steiner, BFA ’09, and Emily Steiner, BFA ’09, have been named to The Formosa Foundation’s 2015-16 Leadership Circle.

The shipment of piles of books to the Kent State Alumni Association, KSU Foundation and Institutional Advancement offices are now under one roof. The New Center for Philanthropy & Alumni Engagement is located at 350 S. Lincoln St. in Kent, so the next time you’re in the area, come visit your new home on campus!

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Deadline for submissions: Spring 2018

In Memory

President and CEO of WestChase/ WestChase/
In January 1970, while creating the earthwork Partially Buried Woodshed, artist Robert Smithson indicates where he wants 20 truckloads of dirt piled on top of an abandoned outbuilding at what was then the east edge of the Kent Campus.

In January 1970, earthworks artist Robert Smithson came to Kent State to participate in a student-funded arts festival. His plan to create an earth sculpture on campus—a mud pour that would illustrate the law of gravity—fell through because of frigid weather. Smithson proposed another idea: to allow a building to exemplify entropy, the eventual exhaustion and collapse of any given system over time.

He chose an abandoned woodshed on a farm the university had acquired at the east edge of campus, and he and a group of students rented a backhoe to pile 20 truckloads of dirt up to and over part of its wooden roof until the center beam cracked—signaling the beginning of its collapse.

In a one-page hand-written document, the artist donated the work of art—which he named Partially Buried Woodshed and valued at $10,000—to the university, and he requested that nothing be altered or removed and any weathering be considered part of the work.

Kent State Professor Emeritus of Art Brinsley Tyrrell says Smithson told him he wanted the art “to acquire its own history.” Just months later, after the events of May 4, someone painted “May 4 Kent 70” on the shed’s lintel—linking the collapsing structure to that turbulent time.

The second of several large earthworks Smithson completed before he died in a private airplane crash in 1973, the Partially Buried Woodshed was both respected and scorned locally; some called it art, others an eyesore. An arsonist set it on fire in 1975, destroying the left side. As the campus expanded eastward, university administrators screened the shed from view with a grove of trees, but that didn’t deter the many art enthusiasts who came to see it.

Smithson’s artwork gained a wider audience. In 1980, museums around the world exhibited Robert Smithson Sculptures, which included large photographs of the Partially Buried Woodshed. (And his work still is exhibited internationally.)

By accident or intent, the Partially Buried Shed was torn down to its foundation in 1984. The School of Art Galleries mounted exhibitions to commemorate its creation in 1990 (20th anniversary) and in 2005 (35th anniversary), the latter included works others had created in response to it.

In his earthworks, Smithson questioned the idea that a work of art is frozen in time at the moment of completion. Today, although the physical remains of the Partially Buried Woodshed have almost vanished on campus, its concept continues to intrigue, inspire—and invite controversy.

View a video about the Partially Buried Woodshed at www.kent.edu/magazine/shed, and learn more about Smithson’s work at www.robertsmithson.com.

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Buried Treasure

Behind Kent State's Liquid Crystal Institute, a recently installed plaque marks the spot of a stone foundation, all that remains of an acclaimed—and controversial—work of art.

In January 1970, earthworks artist Robert Smithson came to Kent State to participate in a student-funded arts festival. His plan to create an earth sculpture on campus—a mud pour that would illustrate the law of gravity—fell through because of frigid weather. Smithson proposed another idea: to allow a building to exemplify entropy, the eventual exhaustion and collapse of any given system over time.

He chose an abandoned woodshed on a farm the university had acquired at the east edge of campus, and he and a group of students rented a backhoe to pile 20 truckloads of dirt up to and over part of its wooden roof until the center beam cracked—signaling the beginning of its collapse.

In a one-page handwritten document, the artist donated the work of art—which he named Partially Buried Woodshed and valued at $10,000—to the university, and he requested that nothing be altered or removed and any weathering be considered part of the work.

Kent State Professor Emeritus of Art Brinsley Tyrrell says Smithson told him he wanted the art “to acquire its own history.” Just months later, after the events of May 4, someone painted “May 4 Kent 70” on the shed’s lintel—linking the collapsing structure to that turbulent time.

The second of several large earthworks Smithson completed before he died in a private airplane crash in 1973, the Partially Buried Woodshed was both respected and scorned locally; some called it art, others an eyesore. An arsonist set it on fire in 1975, destroying the left side. As the campus expanded eastward, university administrators screened the shed from view with a grove of trees, but that didn’t deter the many art enthusiasts who came to see it.

Smithson’s artwork gained a wider audience. In 1980, museums around the world exhibited Robert Smithson Sculptures, which included large photographs of the Partially Buried Woodshed. (And his work still is exhibited internationally.)

By accident or intent, the Partially Buried Shed was torn down to its foundation in 1984. The School of Art Galleries mounted exhibitions to commemorate its creation in 1990 (20th anniversary) and in 2005 (35th anniversary), the latter included works others had created in response to it.

In his earthworks, Smithson questioned the idea that a work of art is frozen in time at the moment of completion. Today, although the physical remains of the Partially Buried Woodshed have almost vanished on campus, its concept continues to intrigue, inspire—and invite controversy.

View a video about the Partially Buried Woodshed at www.kent.edu/magazine/shed, and learn more about Smithson’s work at www.robertsmithson.com.

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High Fiber

The Kent State University Museum is hosting Focus: Fiber 2016, a juried exhibition of contemporary fiber art established in 1970 by the Textile Art Alliance, an affiliate group of the Cleveland Museum of Art. The alliance is an active organization of artists, designers, craftspeople, educators and collectors with a common interest in textile and fiber arts.

For this year’s exhibit, forty-seven artists have provided fifty-six works of contemporary fiber art, including weaving, basketry, quilts, tapestry, felting, embroidery and much more. The juror was Jane Sauer, renowned artist and former gallery owner of Jane Sauer Gallery, Santa Fe, New Mexico.

“The field is continuously evolving and expanding,” notes Sauer. “I was delighted to be able to create an exhibit that expands our perspective of what fiber art is today and suggests directions for the future.”

FocusFiber 2016 is on exhibit from Friday, February 12, 2016 through Sunday, July 3, 2016 at the Stager and Blum Gallery, Kent State University Museum, Kent, Ohio. For more information visit kent.edu/museum or call 330-672-3450.
Did you know the average American family loses roughly $2,225 a year on food they don’t eat?

See page 18 for more on food waste, plus tips on how you can save your cash from going out with the trash.