Socially Connected
The business of putting new media to work

Recommended Reading
Irresistible summer books, professor-approved
In Print

Vol. 45, No. 2, Summer 2013

Cover Story

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Socially Connected

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

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

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A Knight’s Tale

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

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

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

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

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

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

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

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

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In My Words / President Tom Kunkel

Noted in the margins

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

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

Yet for all that, they prevailed. And Joe related their stories with empathy, great humor, and not a little wisdom. One of his best-known portraits was of a bearded circus performer named Lady Olga, who worked the sideshows all her life. Joe closed the story by quizzing Olga about what it was like to be considered a freak. But she would have none of it. “If the truth was known,” she tells him, “we’re all freaks together.”

Why do educators – even college presidents – read books and do research? Well, we think it’s imperative for creative people to stay creative. This summer, I hit on the idea of profiling Joe Mitchell of the New Yorker, a genius lay about the margins of society.

Joseph Mitchell 1908-96

Joe Mitchell had what one might call a very Nobeertine outlook on life and people. His subjects were neither glamorous nor rich. On the contrary, they were marked by their flaws, often self-inflicted foibles, and bad luck – in a word, their humanity. Yet for all that, they prevailed. And Joe related their stories with empathy, great humor, and not a little wisdom.

“Wolf Hall” and “Bring Up the Bodies” – delicious fictional accounts of the marital machinations of Henry VIII. I anxiously await her impending third installment. Meanwhile, across the academic heart of campus, the largest project ever undertaken by the college is under way (Facilities). So one of the focuses of the Transformation Initiative is the removal of office space from the “scientific core” of the Gehl-Mulva Science Center. Ground was officially broken May 10. This 27-month project will be completed in phases, with the first being the relocation of the Biology Department to its new home in the Women’s Center, while the second will be the addition of the Voss Center, which comes into being as the result of one of the largest-ever gift allocations for gender programming in higher education. This building is destined to be the new home for the Women’s Center, the Men’s Initiative, and the women’s and gender studies discipline.

Meanwhile, with the new academic year waiting to be filled, Joe Mitchell’s genius lay about the margins of society.
**Noted / Contributing to Their Field**

**Booked**
Newly published by Bob Kramer (History), *The Historical Dictionary of the Sudan,* 4th edition (Scarecrow Press); by Blake Henson (Music) with Gerald Custer, *“The Composer’s Craft: A Practical Guide for Students and Teachers”* (GIA Publications); by Wolfgang Grassl (Business Administration), *“Property,”* a volume in the Christian Social Thought Series (Acton Institute); by Raechelle Clemmons (Information Technology Services), *“Classroom Technologies: Upgrading Classroom Technology to Support Today’s Teaching and Learning Approaches”* (CDW); by John Holder (Philosophy), *“A Survey of Early Buddhist Epistemology”* in *“A Companion to Buddhist Philosophy”* (Wiley Blackwell Publishers); by Michael Lovano (History), a chapter on “Rome: A Story of Conflict” in *The Oxford Handbook of Warfare in the Classical World* (Oxford University Press).

**Blessed**
St. Norbert faculty and staff on this year’s study tour of Norbertine abbeys in Europe were able to attend a general audience with Pope Francis I when in Vatican City. Shaun Johnson (Campus Ministry) logged the experience in the travel blog, “Where Norbert Is, There Too Is Augustine.” He wrote: “The atmosphere was absolutely jolted with the feeling of the Spirit moving in our hearts and the hearts of all present. The holiness that we encountered on this trip – not only in the humble leader of the church worldwide, but in each other on the trip and in the abbeys and priors that welcomed us into their communities, was moving.”

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

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

**Honored**

**Virtually there**

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

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

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

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

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

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

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

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

A piece by Katie Killian ’13, “Sticky Fingered Fellows,” has won a gold ADDY and Student-Judge’s Choice Award at the district level of the American Advertising Federation’s annual competition. The awards, in one of the world’s largest advertising contests, recognize excellence in design and advertising. Killian competed against entries from Wisconsin, Minnesota, North Dakota and South Dakota.
There is a power in wood that has always attracted me. Whether in the solidity of a door or the polished elegance of an ancient choir stall or pew, beautiful wood has always drawn me into its rich embrace.

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

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

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

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

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

For more than a decade, friends and foes of the unfortunate Dreyfus did battle before justice finally prevailed. In 1899, Dreyfus received an official pardon but was not rehabilitated until 1906. Devil’s Island is the smallest of the three volcanic islands that make up the Salvation Islands and has an area of only 34.6 acres. When France established the Kourou Space Center in French Guiana during the 1960s and sent the Foreign Legion to guard it, the fortunes of the outpost suddenly improved. The government took over Devil’s Island and, in the process of installing remote cameras to monitor rocket flight paths, someone also decided to restore Dreyfus’s cabin. The island has since been closed to ordinary tourists but is not incompatible with responsible tourism. The business card of my boat rental company eloquently proclaims: “What yesterday was Hell ... today is a paradise.”

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

Proud!

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

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

On fire in Chicago

St. Norbert College will open its 2013 football season against John Carroll University at Toyota Park in the Chicago suburb of Bridgeview, Ill. Toyota Park is a $98 million, 20,000-seat facility that opened in 2006 with Major League Soccer’s Chicago Fire as the primary tenant. The Sept. 7 game marks the second consecutive year St. Norbert will meet John Carroll to open the season. The Blue Streaks defeated the Green Knights 40-3 last Aug. 31 in Dublin, Ireland.

Noted / Another Banner Year for the Knights

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

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

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

Two teams – women’s ice hockey and men’s golf – advanced to their respective NCAA Division III tournaments for the first time. Women’s ice hockey was sitting with a 5-8-2 record entering play on Jan. 18, but got red-hot down the stretch, winning 13 of their next 14 games. St. Norbert won both games in an NCHA O’Brien Cup Playoffs quarterfinal series against UW-Superior by one goal each, and then tipped the College of St. Scholastica 2-1 in a semifinal game. St. Norbert trailed UW-River Falls 2-0 with two minutes remaining in regulation time before scoring a pair of extra-attacker goals to force overtime. The Green Knights scored on a breakaway goal by Karissa Anderson ’14 in overtime for a thrilling 3-2 win for their first O’Brien Cup championship. St. Norbert then fell to No. 1-ranked Plattsburgh State University 5-2 in the quarterfinals of the NCAA Division III Tournament.

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

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

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

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

Overall, St. Norbert has won at least 180 games in six of the last seven years, with a school-record 202 wins in 2009-10.
1 Sunny side
Quiet corners, comfortable study spots: The Mulva Library is the place to be any time, day or night, during the rigors of finals week.

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

3 Pretty in pink
With the rest of Creation showing just what it’s capable of, there’s plenty of inspiration to be found here for the studious, as well.

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

5 Comfort first
Whatever your position on your subject, you’ll find the individual study habits that work best for you.

For more glimpses of finals week, fine weather on campus and end-of-semester fun, visit our online photo galleries. snc.edu/magazine
The current community of religious on campus also includes Norbertine fathers John Bostwick ’68 (Religious Studies), Jay Fostner ’84 (Mission & Student Affairs), Jim Neilson ’88 (Art) and alumni chaplain Rowland De Peaux ’48. Joining them this summer will be Andrew Ciferni ’64. Residents of the priory include Norbertine professors emeritus Al McBride ’50, Gery Meehan ’57 and Brendan McKeough ’47, who share their campus home with their confreres Ken DeGroot ’58, Brian Prunty ’61, Conrad Kratz ’70, Dane Radecki ’72, Pete Renard ’64 and Tim Shillcox.

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

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

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

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

Later, service in the military brought with it physical training, rigid structure and the dangers of combat. In the Air Force, his service included deployments to Panama, Kuwait, Saudi Arabia, Turkey and twice to Afghanistan. He received four oak leaf clusters for meritorious service before retiring in 2011 as a lieutenant colonel, after 23 years of service.

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

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

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

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

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

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

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

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

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

“When I came to St. Norbert to visit, I really liked the atmosphere,” Ayensu-Mensah says. “Also the international-students recruiting office made me feel very welcome to the place.” He also liked that the school stressed academic success along with the athletic programs: “I love being in sports, but it’s secondary to academics and things of that nature. I really appreciate that.”

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

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

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

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

Retiring are Jack Williamson ’60 (Institutional Effectiveness), who has seen more than 57 years at the college as student, faculty and staff member, having served as founding director of both counseling center and advisement system; Cindi Barnett (Campus Life), who aligned our conduct and judicial affairs practices with our mission and worked diligently to find the Women’s Center; Joe Tullbane (International Education), a driving force in establishing St. Norbert as a leader in international education; Michael Marsden (English, Dean Emeritus), who served as dean 2003-10. Moving on are Bill Hyland (Center for Norbertine Studies), who will be joining his wife Sabine at the University of St. Andrews, Scotland; Bridget Krage O’Connor ’93, the first vice-president of enrollment management and communications at St. Norbert, who will next advise the president on special initiatives while developing her own strategic communications consultancy.

“Every one of the people here have had a dramatic, positive impact on SNC,” says President Tom Kunkel. “Mike and Jack in advancing our academic program; Cindi, who touched the lives of so many of our students — indeed, of all of us; Joe in making the college a major player in international higher education; Bill in preserving and promoting our Norbertine heritage; and Bridget in doing so much to produce our record enrollments and let the wider world know about the special things going on here in De Pere. We have been so fortunate to have them as colleagues.”
Sometimes artistic inspiration strikes when least expected. In March 2012, Nick Patton ’03 (Communications) came across a feature story tied to the NCAA basketball tournament. A husband and wife in Missouri were on opposite sides of the first-round matchup between Wisconsin and Montana, their respective alma maters. The story showcased how each had previously written a children’s book about their school’s mascot – Bucky Badger and Monte the Grizzly.

Patton immediately thought, “How about a book featuring Norby?”

Two years earlier, Norby Knight had made his debut on campus. In fact, it was Patton who had developed the mascot character to embody Green Knight spirit in De Pere. A graphic designer in the college’s office of communications, he designed the mascot costume and, last year, a Norby plush figure. This summer, “Norby the College Mascot,” written and illustrated by Patton, was published by St. Norbert College Press.

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

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

“When doing the illustrations, you might as well entertain,” he says. “There is a picture of the president’s cabinet in the
book where Norby is telling them about his ice-cream idea. All the reference photos are from St. Norbert photography. If a kid picks this up and thinks it’s him, it’s probably him if he’s been in one of our photo shoots. That was fun. I live in the photo archive for St. Norbert, so I know that archive very well. Getting reference for this book was very easy.

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

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

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

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

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

“We are going to make a stamp so Norby can put his stamp on the book,” explains Patton, “and, for little kids, we will have a knighting ceremony where Norby knights the child.

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

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

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

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

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

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

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

From generating buzz for products, services and entertainment to sharing real-time information on an endless stream of business topics, social media is supercharging the ability to communicate with a target audience in new ways.

"Social media no longer stands on its own," says Susan (Odabasi) Brinker ’09. "Companies are becoming more strategic in thinking about how to integrate social media into an overarching business strategy." Brinker, a freelance social media consultant since her undergraduate years and now e-commerce marketing coordinator for Woolrich, a Pennsylvania-based outdoor clothing company, became attracted to social media when jobs continued to disappear and she had envisioned. "When I graduated from St. Norbert, social media marketing was not something people were doing yet," she says. "At least in the Green Bay area, nobody knew how to use social media for business, and they didn’t have anyone on staff to build a Facebook business page or integrate Twitter into other marketing strategies. My job now is connecting channels to create a consistent message across the web, social media, print, search engine optimization – wherever a customer comes in contact with us.”

Two key factors behind the dramatic increase in social media usage are mobile technology and the fact that older users are joining the party at a remarkable rate. There has been a 60 percent increase in mobile phone use in just the past two years, giving more people increased access to the Internet and social media.

The fastest-growing demographics for major social media sites include the 55-64 age group for Twitter and the 45-54 age group for Facebook and Google+.

Strategy powers the social media engine

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

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

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

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

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

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

Pam leverages a Facebook business page to help promote The Creamery, a coffee shop, bakery and catering business she opened Feb. 1 on the outskirts of De Pere. Twitter and Instagram are also effective, since hers is a visual product and people love to see pictures of cupcakes. “We have used social media almost exclusively for our marketing so far,” Pam says. "We post a couple times per day, letting people know what cupcake flavors we have, promotions and people love to see pictures of cupcakes. We have used social media almost exclusively for our marketing so far,” Pam says. "We post a couple times per day, letting people know what cupcake flavors we have, promotions and people love to see pictures of cupcakes. We have used social media almost exclusively for our marketing so far,” Pam says. "We post a couple times per day, letting people know what cupcake flavors we have, promotions and people love to see pictures of cupcakes. 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Dialog is happening on social media with or without you. Your brand is not your logo; it’s the promise of an experience. You need to engage and be sensitive to that when interacting on social media.”

— Chris Remington ’87

Like, comment, share ... vote

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

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

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

— Chris Remington ’87
St. Norbert joins the conversation

By Nina Nolan Rouse ’07
Senior Web and Social Media Specialist

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

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

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

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

Emerging technologies were opening up direct connections between businesses and their constituents. They were also opening up connections among consumers themselves. This meant that one angry customer could share a negative perception or experience for others to see and react to. Companies were fearful that they would lose control of their brands, and worried that potential negative interactions would gain enough traction to derail business. Most businesses were still sitting on the sidelines, waiting to see how the tools would evolve.

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

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

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

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

If you haven’t already, find us, friend us and/or follow us by accessing our emerging media accounts at snc.edu/go/socialmedia.
Hospitality was a subject Andrew Ollmann ’13 never really thought too much about. At least not in the way Bridget Burke Ravizza (Religious Studies) was proposing. Sure, he knew all about things like being a welcoming dinner host, but he hadn’t really considered hospitality through an ethical, theological lens. And that’s exactly what he and three other seniors in Burke Ravizza’s religious studies capstone course would be studying.

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

A theology of hospitality

By Melanie Radzicki McManus ’83
Burke Ravizza’s students spent the first part of the semester doing a lot of reading and discussion, focusing particularly on how hospitality can be applied to various populations – populations such as immigrants, those with disabilities and the homeless. Central to the discussion was the book “Making Room: Recovering Hospitality as a Christian Tradition” (1999) by Christine D. Pohl. One of the points Pohl makes in her book, Ollmann said, was that people living on the margins have a better sense of how to be hospitable to one another than the rest of us, because unfortunately, so often they’re treated inhumanely. “That notion, to me, was very intriguing,” he says.

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

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

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

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

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

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

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

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

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

~ Katlyn Cashman ’13
Browse someone’s books, and you browse their life. We are what we read! The pile of books on someone’s nightstand can tell you a lot about who they are, what they believe and where their passions lie.

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

What better time than the lazy days of summer to seek information and inspiration from a good book? And what better source of summer reading recommendations than members of our very own faculty – those of summer reading recommendations than members of our very own faculty – those of summer reading recommendations than members of our very own faculty – those of summer reading recommendations than members of our very own faculty – those members of our very own faculty – those

Our faculty members recommend two irresistible books: one, a great word

Next on my nightstand

Vicky Tashjian (History)

Great read in my field

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

Next on my nightstand

Bonnie McVey ’82 (Computer Science)

Great read in my field

“This is the annotated Turing” by Charles Petzold. From the back cover: “Before digital computers ever existed, Alan Turing envisioned their power and versatility… but also proved what computers could never do.” Remarkably, this seminal paper on computability and the imaginary Turing machine was written in 1936.

Next on my nightstand

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

Great read in my field

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

Next on my nightstand

David Poister (Chemistry)

Great read in my field

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

Next on my nightstand

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

The Word

on summer reads
Great read in my field
"You decide for yourself where the main character, a competitive college runner named Zamperini, is from the Pacific theater of war. He and the pilot of the plane he manned survived in the remainder of the war. They were eventually pulled from the sea and taken to Japan. Zamperini also served as a member of the 1936 U.S. Olympic team who competed in the 5,000 meter race and won a silver medal. As a former competitive college runner, Zamperini is a great read in my field (track)."

Laura Neary
(Writing Center)
Great read in my field
"Out Stealing Horses" by Per Petterson. I liked this well-written book because of its quiet voice and atmosphere. Here’s an excerpt from the book, where the main character, a 15-year-old boy at the time, is cutting grass with his father:

"Why not cut down the nettles?" he said. I looked down at the short scythe handle and across at the tall nettles. "It will hurt," I said. Then he looked at me with half a smile and a little shake of the head. "You decide for yourself when it will hurt," he said.

Mark Bockenhauer
(Geography)
Great read in my field
"The president is at the door during a recent road trip. President Tom Kunkel and Phil Oswald (College Advancement) made a surprise visit to alumni and more alumni events in the area than he anticipated. That first night, he was able to connect with current trustee Betsy Buckley ’69. He says, “Meeting with Betsy was an incredible opportunity. She encouraged me to reach higher in my search for jobs after AmeriCorps and helped me to identify and analyze some of my strengths and weaknesses.”

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

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

One gathering, one night, multiple locations across the Upper Midwest: It’s the newest way the college stays connected and engaged with its alumni, and an innovative way to welcome the most recent graduating class into the alumni association. As the college continually strives to cast a wider net, says Todd Danen ’77 (Alumni & Parent Relations), and he his team find they are more often taking to the road.

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

In several cities, gatherings will take place in venues actually owned or co-owned by alumni: Lizzie McNeill’s Irish Pub in Chicago is owned by Patrick O’Brien ’02, Nicky’s Lionhead Tavern in De Pere is owned by Tom Nick ’77, Leff’s Lucky Town in Milwaukee is owned by Joe Susag ’12, and Greene’s Four House in Neenah is owned by Mary Greene ’92.

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

In past years, Alumni & Parent Relations has planned an average of 20 off-campus events; in 2012 that increased to 28. This year, 53 events are scheduled, ranging from golf outings to Packer parties to Sunday Mass/brunch events to cocktail hours to baseball games — all in your neck of the woods.

Former SGA president Joe Susag ’12, who attended the Welcome event in Minneapolis, was pleasantly surprised to find there were more alumni and more alumni events in the area than he anticipated. That first night, he was able to connect with current trustee Betsy Buckley ’69. He says, “Meeting with Betsy was an incredible opportunity. She encouraged me to reach higher in my search for jobs after AmeriCorps and helped me to identify and analyze some of my strengths and weaknesses.”

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Homecoming weekend = sibling reunion

St. Norbert campus is common ground for the Buerger family. Siblings Carol (Buettner) Damit ’88, Cathy (Buerger) Damit ’88, and Christine (Buerger) Sitter ’97 all are alumni. (Their parents, Joan and Bill Buerger, received the 1997 SNC President’s Award, for having sent four children through SNC.) The Buerger siblings’ four spouses are also alumni; graduat...
Looking for new ways to show your school spirit? Take a look at some of these new options.

**Noted**

**Alumni of St. Norbert**

**Profile** / Bret Grasse '08

### Grasse's World of Cuttlefish

O n the fast track to saltwater aquaria through his work with the fragile cuttlefish, Bret Grasse ’08 has found his methods so successful that he has become the world’s go-to expert in cultivating cuttlefish for the aquarium trade.

"I was an especially huge animal lover," says Grasse, a rising star at Monterey Bay Aquarium, working to acquire every weird, rare, and unusual animal that resides there. "I couldn’t be more excited about it.”

Through trial and error, a great deal of independent research and the trust of his professors – who gave him access to a small aquarium room in JMS – the undergraduate Grasse showed an early knack for his scholarly passion. "I pretty much transformed the entire operation," says Antonis Chavdarianos (Biology). "That was the tip of the spear for him, and after that he just took off." Grasse went on to gain experience through study-abroad programs and internships. "If I figured there was no way I could compete in marine biology against people who grow up in California," Grasse says, "I was kind of second-guessing myself about trying to do this, but the worst I did it, it just made sense and it made me feel I knew right off the bat that I found that I wanted to do, and I was passionate about it.”

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

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

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

Aquariums in Singapore, Japan, China, England, Spain and others have called Grasse to ask his advice. "He was one of the speakers at an international conference in Brazil last November. Grasse was the only attendee without a Ph.D. Behind his name, yet presented twice on his work. "I enjoy showing a whole different world of animals to the people who never get to see,” Grasse says. “It’s great to inspire people to care about the animals that reside there. I couldn’t be happier.”

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

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

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Your thoughts, exactly

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

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

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

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

You’d like more class notes. We agree! Please keep in touch and let us know what’s going on in your lives. We’re always delighted to hear from you, and your classmates will thank you, too. Magazines are conversation starters – and it’s no fun talking to yourself. We’re glad of the chance to keep in touch and let us know what’s going on in your experiences, through our reader survey. We’re getting a little more comprehensive insight into what you think about the magazine and what you want to see in it. And, once every two years, we get a little more comprehensive insight into your experience. We love Opera Workshop! The student performances are exquisite and vocal virtuoso – how can you not love a late-night performance! We love the pick-up of a 1920s-style telephone receiver off its cradle – an action today’s students rarely perform. Mendelssohn’s comic opera explored the addictive power of a new communications technology. Plus ça change – Blake Henson (Music) is currently writing an opera about social media.

Sues Allen

Words & Pictures


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Rachel Mueller ’14, Nina Nolan Rouse ’07, Mike Counter, Mike Dauplaise ’84, Susan Allen.

connection / continuing the conversation

1,801

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

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

GOAL $90 million
RAISED $73 million
giving.snc.edu

GOAL RAISED

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

July

9-Aug. 6
Knights on the Fox outdoor concert series (Alumni Night, July 9)

18-28
Summer Music Theatre presents “Les Misérables” (Alumni Night, July 24)

30
Chicago Cubs Game & Tailgate

August

23
De Pere Alumni & Parent Golf Outing

25
Mass of the Holy Spirit

September

5-21
Welcome Class of 2013 events

October

10
“From Inspiration to Illumination: An Introduction to The Saint John’s Bible,” a presentation by Tim Terris, director of The Saint John’s Bible Hill Museum & Manuscript Library

11-13
Homecoming Weekend

16

Paws for thought

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

Telephone rehearsal

We love Opera Workshop! The student performances are exquisite and vocal virtuoso – how can you not love a late-night performance! We love the pick-up of a 1920s-style telephone receiver off its cradle – an action today’s students rarely perform. Mendelssohn’s comic opera explored the addictive power of a new communications technology. Plus ça change – Blake Henson (Music) is currently writing an opera about social media.

Calender

The Hollands!

The estimated number of flapjacks flipped this year at Faculty. Flapjacks, and Finals. This popular exam-week study break sees faculty members provide students with a late-night treat.
Parting shot / Eventually, all things merge into one ...  

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