

In 2001 we created the School of Communication Alumni Academy and an External Advisory Board.

The individuals recognized this evening represent the seventeenth group of inductees into our Alumni Academy.

It is with great pride that we honor them for their career accomplishments and community engagement.

2017 Alumni Academy Inductees

Mr. Ben Albert, B.A., 1996

Ms. Lynn Kelly-Albertson, B.A., 1983, M.A., 1986

Mr. Michael McCready, B.A., 1981

Ms. MK (Mary Katherine) Seipke, B.S., 1977

**The 17th Annual
School of Communication
Alumni Academy Induction
and
Reception**

School of Communication
College of Arts and Sciences
Western Michigan University

The Oaklands
Thursday, October 12, 2017
5:00 – 7:30 p.m.

Ben Albert
B.A., 1996

Ben Albert is an established healthcare entrepreneur on a mission to make healthcare sustainable and person-centric. Ben is the co-founder and CEO of Upfront Healthcare, a company offering pre-visit services that improve consumer satisfaction and have a meaningful financial return. Before starting Upfront Healthcare Services, Ben was the Founder and CEO of Care Team Connect (CTC), a SaaS-based provider care management platform, now known as Crimson Care Management. CTC established itself as the leading care management platform in support of value-based care and was acquired by the Advisory Board Company in October 2013. Following the acquisition, Ben served as Executive Director of Population Health within the Advisory Board's Crimson division.

Before starting CTC, Ben spent five years in various executive-level positions at PatientKeeper Inc. (acquired by HCA) and was the vice president of Institution Products at Data Harbor, Inc. (acquired by myevaluations.com). Ben recently served as an Entrepreneur In Residence and Operating Partner within the Strategic Investments Division of Cambia Health Solutions, where he advised portfolio companies, participated in the evaluation of new investments and furthered the development of his new venture, Upfront Healthcare Services.

Ben holds an MBA in entrepreneurship from the University of Illinois, Chicago, and a bachelor's degree from Western Michigan University.

Michael McCready
B.A., 1981

State Representative Mike McCready was first elected to serve the 40th District in the Michigan House of Representatives in November 2012. The 40th District encompasses the cities of Bloomfield Hills and Birmingham, Bloomfield Township and a portion of West Bloomfield Township. Rep. McCready was re-elected to second and third terms in 2014 and 2016. Rep. McCready currently serves on the Commerce and Trade, Financial Services, Financial Liability Reform, and Families, Children, and Seniors committees. Rep. McCready previously served on the Bloomfield Hills City Commission from 2007 to 2012. During that time, he held several leadership roles including Mayor and Mayor Pro-Tem of Bloomfield Hills, Chairman of the Zoning Board and member of the Planning Commission and the city's Library Committee. Rep. McCready graduated from Seaholm High School in Birmingham and earned a bachelor's degree in Communication and Business Administration from Western Michigan University. Rep. McCready is the principal owner of McCready & Associates in Birmingham, a small business that has represented commercial furniture manufacturers in Michigan since 1991. Mike and his wife, Yvonne, live in Bloomfield Hills and have two daughters.

Lynn Kelly-Albertson
B.A., 1983, M.A., 1986

Lynn serves as Executive Director of Professional and Career Development in Student Affairs at Western Michigan University. She leads the Career and Student Employment functions for the university, including career education, employer engagement, and career readiness programming. Lynn uses her degrees every day to coach and develop successful students. She is trained in the interpretation of the Myers-Briggs Type Indicator (Personality Assessment), Strong II, StrengthsQuest, and Intercultural Development Inventory. Lynn also has been trained in salary negotiation by the American Association of University Women. She is a member of Society for Human Resource Management, Michigan Career Educator and Employer Alliance, National Association of Colleges and Employers, and National Association of Student Employment Administrators. Lynn has served on the boards of Planned Parenthood, Fire Historical Arts Collaborative and the United Way Income Impact Committee. In 2016, Lynn was awarded a Fulbright Scholarship to study in Germany. Lynn met her wonderful husband of 22 years, Jerry Albertson, while he was studying at WMU.

MK (Mary Katherine) Seipke
B.S., 1977

MK Seipke is a creative visionary and business executive who has been at the forefront of major media developments throughout her career. She has produced media on the global stage for the past 30 years working with world renowned entertainment personalities, television shows and global brands. A passionate producer, complex problem solver and inspiring leader, Seipke's work has garnered billions in revenue on behalf of brands across media platforms.

During her years at WMU, Seipke was a reporter at WIDR and entertainment editor at the Western Herald. She continued her studies at Syracuse University, where she obtained her Master of Fine Arts in film. She furthered her education receiving an Executive Leadership Certificate from Loyola University.

Her education and boundless creative drive launched her career in broadcast where she fell in love with complex, large scale production and creative story telling. Her early short films led to producing magazine format programming for ABC, NBC and CBS broadcast networks. She later held executive positions at Harpo Studios.

In addition to her broadcast credentials, Seipke has held a number of executive positions with leading marketing communications and event firms. She also founded Tango Branded Entertainment and created one of the first advertiser supported media properties, Totally Mom, which was acquired by General Television Arts. Her credentials also include the development of over a dozen entertainment programs. Her work continues to evolve creating mobile and social media engagements while keeping her legacy of story-telling and immersive content at the core.