

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

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

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

**2019 Alumni Academy Inductees**

**Mr. Brent Albertson, B.S., 1987**

**Dr. Ann Bainbridge Frymier, B.S., 1986**

**Dr. Christopher Groscurth, B.A., 2002; M.A., 2004**

**Mrs. Kristine Sherman, B.S. 1986**

**The 19th Annual  
School of Communication  
Alumni Academy Induction  
and  
Reception**

School of Communication  
College of Arts and Sciences  
Western Michigan University

The Oaklands  
Thursday, October 10, 2019  
5:00 – 7:30 p.m.

**Mr. Brent Albertson, B.S., 1987**

Brent Albertson is CEO of Zing Zang LLC, where he formerly served as president and chief customer officer. Brent spent much of his 32-year career in the beverage industry at the beverage giant Diageo. While at Diageo, he worked in many aspects of the business, including with Diageo's beer business, Guinness USA, and with Diageo North America's Spirits and Wine. After working in many sales and marketing roles in Los Angeles, New York, Washington DC, and Chicago, he led the Midwest Division as general manager and headed Diageo's US national account division, where he was able to drive growth from \$840 million to over \$1 billion in just 5 years before joining Zing Zang in 2016.

Brent graduated from Western Michigan University's School of Communication with a BA in 1987. While at Western, he was a member of the Sigma Chi Fraternity and the Phi Chi Theta Business Fraternity. Brent is a huge fan of Michigan, where he and his family love to golf and boat. He is also a Chicago Bears and Cubs fan and lives in the Chicago area with his wife, Monica; his sons, Braden and Blake; and his daughter, Regan.

**Dr. Ann Bainbridge Frymier, B.S., 1986**

Dr. Ann Bainbridge Frymier is the director of and a professor in Communication Studies at Ohio University. She graduated from Western Michigan University in 1986 with a minor in Communication and a major in Family Studies. She went on to the University of North Carolina, Chapel Hill where she earned a Master of Public Health. She worked briefly in the public health arena before returning to the Communication discipline. Ann earned a joint doctoral degree in Communication and Curriculum and Instruction from West Virginia University, where Dr. James C. McCroskey served as her dissertation adviser. Before coming to Ohio University, Ann worked her way through the ranks to full professor at Miami University and served in several administrative roles, including as associate dean of the Graduate School, graduate director in the Department of Communication, chair of the institutional research board, and as a certified Lean Leader.

Ann's primary area of research is instructional communication, which is the study of the teaching-learning process as a communication process. Her research focuses on instructors' communication behaviors, such as humor, nonverbal immediacy, and clarity, and the impact of these on students' engagement, motivation, and learning. Her research on teacher-student relationships, humor, and student empowerment is widely cited, with over 4500 citations noted in Google Scholar.

Ann has been recognized by the Instructional Development Division of the National Communication Association. She has published a textbook on persuasion, several book chapters, and more than 30 articles in journals, such as *Communication Education*, *Communication Quarterly*, and the *Journal of Applied Communication*. In addition, she has served as president of the Eastern Communication Association and she serves on the editorial boards of *Communication Education*, *Communication Quarterly*, *Communication Research Reports*, *Communication Teacher*, and *Communication Pedagogy*. Ann credits the Communication courses taken at WMU, particularly those taken with Drs. James Gilchrist and Peter Northouse, for her success. Those courses and experiences built a foundation that served as her launching pad.

**Dr. Christopher Groscurth, B.A., 2002; M.A., 2004**

Dr. Chris Groscurth is the global director for the Stryker Corporation's learning, design, and development team. He received his bachelor's degree in organizational communication in 2002 and his master's degree in intercultural communication in 2004, both from the School of Communication at Western Michigan University. In 2008, Chris received his Ph.D. in human communication processes from the University of Georgia.

Chris has spent the past 20 years researching and advising non-profit, government, and Fortune 500 clients on how to improve human performance, leadership, and organizational effectiveness. His recent book, *Future-Ready Leadership: Strategies for the Fourth Industrial Revolution*, provides a leadership blueprint for the future of work.

Throughout his career, Chris has held leadership positions with the University of Michigan, Trinity Health, the Gallup Organization, and Stryker. Chris and his wife, Robin, live in Lake Orion, Michigan.

**Ms. Kristine (Smith, Vernier) Sherman, B.S., 1986**

Kristine Sherman is an independent public relations consultant with three decades of experience spanning broadcast news, product marketing, corporate public relations, and global crisis communications. She has a passion for building and protecting reputations and is known for offering cool-headed council even in the most heated situations.

After graduating cum laude from Western Michigan University in 1986, she began her career at WWMT TV-3 (CBS) as a production assistant and studio camera operator; she later went on to write and produce local commercials, station promos, and long-form videos for the station. In the 1990s she transitioned into public relations, working in PR agencies in New York and Minneapolis, and in corporate settings, holding leadership positions at Haworth, Inc., Newell Rubbermaid, and the Whirlpool Corporation. Her media relations skills have resulted in successful placements in top media outlets, and even in one Steven Spielberg film.

Kristine has won several regional and national awards throughout her career, and she is grateful that her career has offered continuous opportunities to grow and learn, most notably during the past 10 years as she led communications for corporate issues and crises that touched every region of the world. She is a true strategist who enjoys helping great leaders and companies thrive. Now, as an independent consultant, she works with a diverse group of clients with an emphasis on the home and garden industry.

Kristine is active in her community in various ways. Through her church she helped organize volunteer crews to rebuild after hurricane Katrina. She was one of the first board members of the Macatawa Greenway project. And she is a volunteer Master Gardener with a deep interest in teaching sustainable gardening to the next generation. She enjoys helping her adult children with their never-ending home improvement projects. She lives happily with her husband, Greg, and their pet hound dog in West Michigan.