

## 2013 ALUMNI ACADEMY INDUCTEES

We are very pleased this year to be adding four outstanding alumni to our Academy.

Greg Busch  
Michael Evans  
Ronald English  
Kate McCallum

Thirteen years ago we created the School of Communication Alumni Academy and an External Advisory Board.

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

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

### PROGRAM

Refreshments

Welcome

Introduction of Guests

Presentation of Members of the Academy

Alumni Academy Induction

## SCHOOL OF COMMUNICATION ALUMNI ACADEMY

*The purpose of the Academy is to give honor and recognition to a select group of our School's outstanding graduate and undergraduate alumni.*

**2012 Inductees**  
Nancy Burrell  
Carleen Crawford  
James Mulcrone

**2011 Inductees**  
Joseph Edward Colucci  
Nancy Greer-Williams  
Mary Jane Mapes  
T.R. Reid  
Gregory Taylor

**2010 Inductees**  
Jonathan Blakley  
John Fortino  
Kelly Heidbreder  
Paul Heidbreder  
Paul Nwulu  
Deirdre Bryant Worth

**2009 Inductees**  
Angela Jacobs  
Ronald Jarvis  
Michele Serbenski  
Judith Trent

**2008 Inductees**  
June Cottrell  
Gary Dembs  
Laurel Cottrell DeVarney  
Patricia Dolly  
Curt Fonger  
Claudia Marshall  
Neil Smith  
Timothy Terrentine  
Shirley Woodworth

**2007 Inductees**  
Michael Betz  
Barbara Parham Hughey  
Anne Linsdau  
Earl Washington  
Von Washington

**2006 Inductees**  
Denise Fleckenstein  
Suzanne Geha  
Edward (Ed) Gordon, III

Bob Hercules  
Cynthia Kay  
Richard Merpi

**2005 Inductees**  
Susan M. Bunda  
John Greenhoe  
Paul J. Klapproth  
Edd Snyder  
Lawrence Winston

**2004 Inductees**  
Randy Doran  
Todd Hufford  
Tsutomu Kanayama  
Brent Larson  
Gregory Moorehead

**2003 Inductees**  
Roz Abrams  
Kyle Caldwell  
Jack Clifford  
Morris Davenport

**2002 Inductees**  
Carl Botan  
Roger Mattens  
Laurie Stewart

**2001 Inductees**  
Kaye Bennett  
Ron Boyd  
Marion Boyer  
Elizabeth Brink  
Mary Beauchamp Cohen  
Della DiPietro  
James Hickey  
Brian Hire  
JoAnn Keyton  
Barbara McDaniel-Suggs  
James McHale  
Barbara Mieras  
Sharon Ratliffe  
Holly Rosenhagen  
James Thelen  
Cheri Van Kuren-Bales  
Shirley Van Hoeven  
Greta Williams

# THE THIRTEENTH ANNUAL ALUMNI ACADEMY INDUCTION AND RECEPTION

**The School of Communication**  
COLLEGE OF ARTS & SCIENCES  
Western Michigan University

THE OAKLANDS  
Thursday, October 10, 2013  
5:00 to 7:30 p.m.



WESTERN MICHIGAN UNIVERSITY  
[www.wmich.edu/communication](http://www.wmich.edu/communication)

**Greg Busch**  
**B.S., Communication, 1991**

Greg Busch is Executive Vice President at GMR Marketing and a senior leader in the agency's global consulting practice that specializes in the entire spectrum of sports sponsorship, from strategy and creative to activation and measurement. Since 1999, he has been involved in the oversight of strategy development, property negotiation, agency integration and account team management, serving GMR clients invested in every major sports property including the IOC and FIFA, as well as the NFL, NBA, MLB, NHL, MLS, motor-sports and college.

GMR Marketing is a global, integrated, award-winning engagement marketing agency with more than 800 full-time professionals that create, consult and activate on behalf of brands in over 70 countries. GMR has been nominated as a finalist for SportsBusiness Journal's agencies of the year awards in each of the last five years, and won agency of the year honors in both 2009 and 2011.

Busch has been a featured speaker and panelist at numerous industry conferences and universities, a published author in the *SportsBusiness Journal* and he is regularly sought for insight on marketing trends by industry trade publications, business magazines and consumer media.

Individually, Greg has been recognized by *SportsBusiness Journal*, as part of its prestigious Forty Under 40 list, honoring the industry's top professionals.

Busch is based in the company's Milwaukee, Wisconsin headquarters. Prior to joining GMR, Greg held sports marketing and management positions with corporations, professional teams, research companies and agencies, including Pentair Corporation, SportsPlus International, Joyce Julius & Associates, the Detroit Tigers, and Kalamazoo Wings Hockey Club. Greg is a founding member of the Milwaukee Sports Marketing Professional Association and is President of the Elmbrook Youth Hockey Association.

**Michael Evans**  
**B.A., Communication and English, 1992**

Michael Evans is Executive Director of the Kalamazoo Literacy Council (KLC) and has been with the organization since August 2010. He is charged with bringing area adult literacy programs together to better coordinate services for adults wanting to learn how to read or improve their literacy skills. He works daily to raise awareness of adult literacy issues in the community and to gather more support to this cause.

Evans is the facilitator of the Adult Literacy Collaborative of Kalamazoo County and the Adult Learning Action Network of the

Learning Network of Greater Kalamazoo. He serves on the Region 14 Adult Learning Collaborative Board for the State of Michigan. Before coming to the KLC, Evans worked for 15 years in the nonprofit sector in Battle Creek with several organizations, including Community Inclusive Recreation, Summit Pointe, New Level Sports among others.

Evans was Executive Director of Heritage Battle Creek and the Sojourner Truth Institute of Battle Creek and served on many statewide boards including the Michigan Humanities Council, the Michigan Freedom Trail Commission, and the Michigan Association of Community Arts Agencies.

Prior to entering the nonprofit sector, Evans was a staff writer for the *Kalamazoo Gazette*.

**Ronald English**  
**B.A., Communication, 1977**

Ronald English is a director of the men's basketball championships with the National Collegiate Athletic Association (NCAA), and is a member of a team of individuals responsible for the planning and operation of the "March Madness" basketball tournament, including the Final Four.

English is responsible for the day-to-day organization of the 13 sites, which serve as the preliminary rounds of the tournament leading up to the Final Four.

English, a 28-year veteran of athletic administration, is the primary contact person, and provides education, training and operational oversight for host personnel at each of those preliminary round sites. The championship begins with the First Four (which has been held in Dayton for several years), continues to second- and third-round sites, and then advances to the four regional sites, sending one team from each site into the Final Four.

During the Final Four, English resumes his role as the main contact person for each of the four participating teams, and is responsible for oversight of game and practice operations during the event. He also coordinates a comprehensive post-event analysis with administrators and student-athletes from each of the four participating institutions.

English began his career in the radio business, and after seven years in the field, he turned his attention to intercollegiate athletics. He worked in media relations at Southern Illinois University at Edwardsville and at the Missouri Valley Conference before spending 15 years in championship-event administration with the Ohio Valley Conference. In 2011, English was inducted into the OVC Hall of Fame.

English is a regular blood donor, and encourages others to "raise their sleeve" for a good cause. Throughout his life, he has donated nearly 10 gallons of blood to the American Red Cross.

English and his wife, Vonnie, are the parents of three grown children.

**Kate McCallum**  
**B.S., Communication, 1980**

Kate McCallum is a producer, writer, transmedia consultant, and entertainment and arts professional. She spent 10 years at Universal Studios in television and feature production, apprenticing with some of the top content creators in the business while working in development and production on such primetime series as *Equalizer*, *Miami Vice*, and *Law & Order* and sitcoms such as *Charles In Charge* and *Gimme A Break*.

McCallum optioned a life rights story and produced the subsequent NBC TV movie of the week, *What Kind of Mother Are You?* She was promoted to VP of Creative for Western Sandblast Productions during their deal at Paramount Television and developed long form series and off-net series television for 8 years. McCallum sold movies to Showtime and UPN, and optioned series concepts to Paramount.

In 2005, McCallum was hired as VP of Programming to launch The Harmony Channel, an innovative visual music channel for Comcast On Demand, after which she was hired to serve as Board Liaison and Executive Administrator to Placido Domingo and the LA Opera.

McCallum founded her own transmedia company in 2005, Bridge Arts Media LLC, through which she has created and developed several IP properties, including a boutique music and arts label, The Art of Sound.

McCallum has provided transmedia consulting services for clients such as: Vortex Immersion Media, ReelFX, 3D.com, and Orb Media Group, for whom she created a transmedia strategy bible for an animation property. Most recently, she was hired by Createasphere to Chair and co-develop a transmedia conference. Prior to that she was contracted by Simplynew Productions to produce content for VidBlogger Nation, a Social Media Television Channel featured on Comcast On Demand. She was responsible for producing 240 episodes, website design and updates, and all social media promotion.

McCallum's passion for the study of human potential inspired her to create the c3: Center for Conscious Creativity, a nonprofit think tank centered on socially beneficial storytelling and media creation, through which she and an evolving creative collective have produced several events dedicated to creating a better future through arts and media. The c3 has presented events including, workshops, screenings, classes, concerts, a writers conference and an annual symposium.

McCallum is a Senior Fellow for SNCR: Society for New Communications Research, Chair of the Global Arts and Media Node for The Millennium Project, a global futurist think tank, a member of the ATAS: Academy of Arts and Sciences and is a Board Delegate for the Producers Guild of America New Media Council.