CARLEEN MYLNAREK CRAWFORD, B.A. ‘70, M.A. ‘99 (pictured left, on left) is Vice President of Marketing and Communications for Pine Rest Christian Mental Health Services, the largest freestanding provider of comprehensive mental and behavioral health services in Michigan.

In addition to leading development of strategy and planning for marketing and communications for the entire organization, she is responsible for managing corporate branding, marketing, internal communication, public and media relations and crisis communications.

Crawford’s 25-year work history includes management positions in broadcast media, health care and higher education. She launched Crawford Communications in 2003, providing public relations, marketing, and communications counsel to a diverse client base consisting of insurance, manufacturing, professionals, nonprofit agencies and municipalities, along with health care.

Crawford has been an active volunteer in the community, recently serving as President of the Board of Directors for GROW (Grand Rapids Opportunities for Women) from 2008-10, and also serving the Grand Rapids Area Chamber of Commerce Leadership Grand Rapids program.

DR. NANCY A. BURRELL M.A. ‘74 (pictured below, center) is a Professor of Communication at the University of Wisconsin-Milwaukee. Burrell joined the faculty at UW-Milwaukee in 1989 and became the founder and program director of the campus Mediation Center in 1995.

Her research centers on managing interpersonal conflict in family, organizational and educational settings. She has edited several books focused on issues in interpersonal communication, classroom instruction and media effects that synthesize quantitative research through meta-analysis and has multiple book chapters, journal articles and conference papers to her credit.

Burrell administers the Graduate Certificate in Mediation and Negotiation at UWM. She has trained more than 1,000 mediators for the state of Wisconsin and helps design and evaluate mediation programs.

Burrell has presented conflict management seminars and workshops for 20 years and she conducts mediation for the U.S. Postal Service and Department of Justice.
Winning the Job

Bryan Paas (B.A. ’12) knows what it’s like to get a job the hard way – in order to receive his new position as the Prep Sports Reporter for the Columbia Daily Tribune, he had to enter a write-off.

After receiving the email from the Tribune, explaining the parameters of the contest, Paas had to rush to cover the assigned football game, interview the coaches on both sides, two players from the winning team, and hand in a box score with the article, by midnight that evening.

“I woke up the next morning to the sounds of screaming and laughter,” he says. “My article had been published. It was the only article that wasn’t from a staff member or a contributing writer from Jefferson City.”

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