

## 2014 ALUMNI ACADEMY INDUCTEES

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

Michael Ciokajlo  
Larry Gelfund  
LZ Granderson  
Dennis Martin  
Holly Ronzi

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

The individuals recognized this evening represent the fourteenth 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.*

### 2013 Inductees

Greg Busch  
Michael Evans  
Ronald English  
Ruth B. Heinig  
Kate McCallum

### 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 FOURTEENTH ANNUAL ALUMNI ACADEMY INDUCTION AND RECEPTION

School of Communication  
COLLEGE OF ARTS & SCIENCES  
Western Michigan University

THE OAKLANDS  
Thursday, October 23, 2014  
5:00 to 7:30 p.m.



WESTERN MICHIGAN UNIVERSITY

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

**Michael Ciokajlo**  
**B.A., Communication, 1994**

Michael Ciokajlo, a.k.a Mickey, is the editor of the Kalamazoo Gazette, supervising the Kalamazoo newsroom for MLive Media Group. Mickey provided key leadership in the newsroom transformation at the Gazette, as it transitioned from a daily print newspaper to online/print combination and relocated to today's media hub on the mall in downtown Kalamazoo.

Mickey is a 1994 graduate of Western Michigan University where he worked at the Western Herald as a reporter and editor. He also holds a master's degree from the Columbia University Graduate School of Journalism.

Mickey worked as a reporter for the Chicago Tribune, Kalamazoo Gazette and Grand Haven Tribune before becoming an editor. He continues to write, producing editorials and columns for the Gazette. He also takes an active role in mentoring Journalism interns at MLive.

Active in the community, Mickey serves on the boards of Volunteer Kalamazoo and the interim Student Media Board at WMU, and is a member of the Kalamazoo Rotary Club.

**Larry Gelfund**  
**B.A., Communication, 1980**

Larry Gelfund is a talent management/improvement organizational development professional in the retail, customer service, supply chain, financial services and manufacturing industries. Currently he is the Learning and Organizational Development manager for EJ (formerly East Jordan Ironworks). Larry is widely recognized for his in-depth knowledge and extensive expertise including: domestic and international leadership development, organizational development, talent management, performance management, training, human resources, classroom instruction, motivational speaking, team building, strategic planning, staff management, operations, video scripting, production and acting.

In his over 30 years of professional management experience, Larry has held training and organizational development positions in a wide range of corporations including Laredo Learning LLC, Rehmann, Comerica Banks, the Handlemann Company, A & W Restaurants, and The Coffee Beanery Ltd.

Larry has provided service to numerous professional organizations as well. He has served as the President of the Board of Directors of the Greater Detroit Chapter of the Association of Talent Development and as a member of the Board of Directors of the Sturge-Weber Foundation and he has been a performance improvement mentor affiliated with the Mentium organization.

**LZ Granderson**  
**B.A., Communication, 1996**

LZ Granderson is a CNN contributor, a senior writer for ESPN and a lecturer at Northwestern University. He is a former Hechinger Institute fellow and in Spring '15 will be a teaching fellow at the Institute of Politics at the University of Chicago. He is the recipient of numerous awards for his gay rights advocacy work and his commentary has been recognized by the Online News Association, the National Association of Black Journalists and the National Lesbian and Gay Journalists Association. The award-winning journalist is among CNN's go-to pundits whose commentary has included same-sex marriage, presidential politics, NFL scandals, education and religious faith.

Prior to making the transition to television, Mr. Granderson covered a wide array of topics for The Grand Rapids Press, The South Bend Tribune, The Atlanta Journal Constitution and was an intern at the Kalamazoo Gazette. LZ was a reporter for The Western Herald and was on-air talent at WIDR. He counts these college experiences as instrumental in developing his voice as a journalist.

LZ delivered this year's Communication & Community Distinguished lecture and is this year's School of Communication recipient of a College of Arts and Sciences Alumni Achievement award.

**Dennis Martin**  
**B.S., Communication, 1975**

Dennis Martin is the National Sales Manager-Southern Michigan for Midwest Communications. Prior to joining the staff of WNWN-FM and Midwest Communications, Dennis had a 30-year career with Fairfield Broadcasting. He started as a staff member at WQLR-FM in Kalamazoo as an announcer and later became the Program Director, Account Executive and then Sales Manager.

His first experience in radio was as a student at WMUK and he continued as a volunteer for several years as one of the hosts of the "Crankcase" rock music program. Dennis continues to be involved at WMU, frequently speaking to classes about broadcasting careers and offering mentoring advice to WMU students.

Dennis has worked as a volunteer leader with several area non-profit agencies and organizations including Gryphon Place, Kalamazoo Valley Trout Unlimited, Junior Achievement, the Kalamazoo Chamber of Commerce and Charitable Union. Dennis also served for several years on the School's External Advisory Board and he developed and served on the Executive Board for the Radio Alliance of Southwest Michigan. Today, Dennis performs with a folk/rock music group called "Smallmouth." They have performed at dozens of area charity events where the band has helped to raise over \$20,000.

**Holly Ronzi**  
**B.A., Communication, 1997**

Holly Ronzi is the Vice President, Managing Director of the Agency Technology Solutions department for Leo Burnett USA. She has been a member of the Leo Burnett Group for over 12 years in digital and IT project management roles.

She leads the Agency Technology Solutions team in delivering and supporting fully integrated agency solutions to the Leo Burnett Group business units across the US, including the Chicago, Detroit, New York and San Francisco offices. Holly is a member of the Agency Leadership Team and serves on the Agency Operations Committee. She is responsible for IT project management and project delivery, IT operations, application support, business intelligence tools and reporting, and the security and infrastructure disciplines for the Agency. The team also consults on technical initiatives for clients, such as Allstate, the Altria companies, P&G and Samsung.

Formerly, Holly managed the project management office (PMO) for the Agency's largest digital client, the Altria companies. Holly is a certified Project Management Professional (PMP). She was also responsible for the career development for over 25 project managers, including capacity planning, hiring, coaching, mentoring, and performance management. Previously, Holly worked at Fry, Inc., managing e-commerce solutions for Crate & Barrel, Spiegel and Eddie Bauer.

In her spare time Holly attends dance classes at the Joffrey Academy of Dance Chicago and Lou Conte Dance Studio. She is a graduate of the Second City Training Center improv and writing programs, and the Improv Olympic (iO) Training Center improv program. She has served as a PAWS Chicago family services lead and is currently a special events volunteer. Holly is an active member of the Western Michigan University Alumni Association and volunteers as an Alumni Admissions Ambassador.





