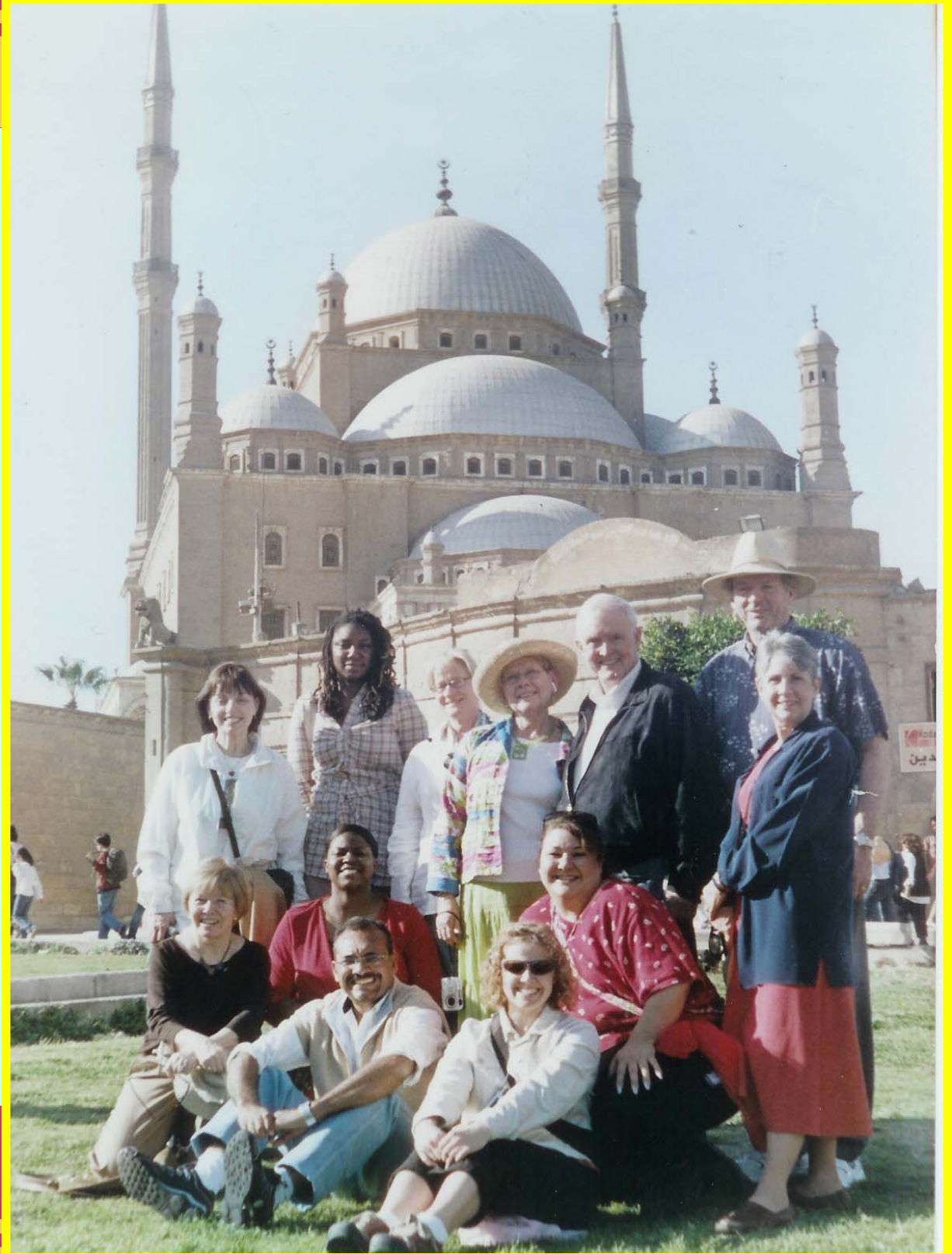


Madonna International



Spring/Summer 2007

“Our Journey to the East”

By; Sr. Rose Marie Kujawa

On January 27th, I left the US with Dr. Stuart Arends and Dr. Bill McMillan. After about 18 hours of traveling, we were met at the Shanghai airport by our students who were particularly happy to see Dean Arends and Professor McMillan. The next day we were whisked off to Jinan to participate in the Graduation ceremonies of 60 of our students who had completed all of the requirements of an MBA. Speeches and photographs ruled the day which was capped by a wonderful luncheon with all of the graduates. Plans were also completed for additional programs for the Shandong province. Undoubtedly, the government authorities who organized this program with MU were very satisfied with the quality of materials and teaching which were provided by the MU School of Business.

That afternoon we returned to Shanghai, where the next day, we met with 120 of our alumni. Needless to say, they were happier visiting with each other than getting to know us better. Each of these alumni was given a Madonna University pin which they wore with pride. Even reporters from the Shanghai Daily News were there, captured our photo and published it the following day in the daily newspaper with a daily circulation of 60,000 readers (in English).

With a happy heart and a heavy cold (at least for me), we departed China where I went on to South Korea to meet two of our alumni and dozens of parents and potential students who wish to complete mostly baccalaureate degrees at MU. The goal this year is to recruit 100 new students from South Korea. One of our stops with Dr. Nolan and Dr. Swift included a topnotch Commercial High School where the principal and staff are hoping to send a cohort of 20 or so graduates to MU to complete their baccalaureate degree. Shortly afterwards, we departed for Taiwan where we were greeted by reps. from Aletheia University. Among our meetings here was the key gathering of the Business Dean, head of the Sport Communications program and other professors. After some wonderful discussions, we signed an agreement for further cooperation between our two universities. During this same visit, we met with the president of Fu Jen Catholic University where we also discussed the possibility of creating some joint programs between our two institutions.

We also met with the Dean of the Fu Jen Medical School who is an accomplished pianist. He offered to play three wonderful compositions for us in a nearby auditorium.

This country is the home of our first degree programs: MSA's in Education and Business Administration. Here we had lunch with 20 of our first Education grads and four of our Business grads. They were given very little lead time to inform the alumni of MU/USA visitors. Nevertheless, we were very pleased to hear about the continued success of our graduates.

Here are a few facts:

One of our Chinese grads was just elected governor of one of their provinces.

Another Chinese grad was appointed to the equivalent position of ambassador to Japan.

The principals of the two largest elementary schools (around 4,000 students each) are graduates of the MU program. One of these principals is the youngest appointed principal in Taipei.

One of the business grads has just placed his business on the stock market with stocks selling very well.

One of our first high school principal graduates has offered to give MU space in Taipei as a gathering/meeting place for MU Taiwanese alumni. (Keep in mind that office space in Taipei is among the most valuable real estate in the world.) This news was welcomed very warmly by the Taiwanese alumni gathered for our reunion.

We were very blessed during this entire trip and are confident that it will reap many students and other blessings for Madonna University. Throughout our visit, we also announced progress on our new Science and Media building. Many indicated an interest in attending the dedication in 2009.

See pictures overleaf



Please join us to mourn those lost at Virginia Tech, to offer support to the friends and families of the victims, and to stand up against violence in America.

Acknowledgements:

Sister Rose Marie Kujawa, CSSF,
Ph.D. President

Dr. Ernest Nolan, Vice President for
Academic Administration

Dr. Jonathan Swift, Director of Inter-
national Relations

Kimberly Campbell, Editor

Joshua Sogbodjor, Student Advisor

Madonna University
36600 Schoolcraft Road
Livonia , Michigan 48152
www.madonna.edu
734-432-5300



Presidential Exchange Scholars from Lebanon; From left to right are - Wassim Bader, Emily Jajj, Sister Nancy, NDU President Fr. Walid

“Global Competition - Why Participate?”

Once upon a time, the major American journals published lists of the best universities in America.....which were believed by many to mean the world. With possible exception of Cambridge, Oxford, the Sorbonne, and a couple of others, the field was owned by Americans. In today’s world, there are many more players on the global stage. Asia and Australia as well as Europe with several universities in the European Union have become major players. The geographic area now have many universities that match or exceed America’s best. Your Director of the Center for International Studies has been informed by several professors in various parts of the world that of the top two dozen universities rated by global educational specialists now only 14 or 15 are American.

technology and grants to improve their facilities and standards. Third world countries are searching for university partners...not to be patronized. Their resident faculties are not composed of freshman educators. Many of them have Ph.D.’s from American universities and have moved into the 21st century mode very quickly. In addition, major area of the world from China to Australia to Europe have educational fairs to attract students to thousands of universities world wide. Universities spend millions to bring back even more million. Like it or not, education is a business whatever else it might be. What does all this say to educators in every department at Madonna University? Any ideas about programs in Af-



Taipei

Taipei 101 is currently the tallest building in the world. The 1,666 foot sky-scraper uses a 730- ton sphere, the world’s biggest and heaviest tuned mass damper. Suspended from the 92nd floor, the sphere helps anchor the building and reduces wind sway.

“It’s Hard Being Green” – by J. Swift

A recent visitor from an Atomic Plant in England was horrified to visit the Handford Atomic Plant in the state of Washington. This American plant has been operating since the great push toward atomic weaponry over 60 years ago. It will now take billions of dollars to clean up the pollution of this 600 square mile area. My friend’s concern was the health of the entire area – the balance of humanity and nature. What does his reaction tell us? It tells us that we used to be careless if not reckless about our environment. It is only in recent years that the world has become more cognizant of such terms as global warming, ground water pollution, hazardous wastes, environmental degradation, air pollution etc. We need to minimize our dependence on dwindling fossil fuels which we devour at an astronomical rate. We are told that the United States is more responsible for environmental degradation than any nation on earth. According to the U.S. Green Building Council, buildings account for:

- 36% of total energy use / 65% of electricity consumption
- 30% of greenhouse gas emissions
- 30% of raw materials use
- 30% of waste output = 136,000,000 tons annually
- 12% of potable water consumption

We now have to pay for our mistakes of the past. In addition, we must change our modes of thinking, of building, waste disposal, energy production etc.

We city dwellers have actually lost touch with the earth as a living thing. Its very existence is removed from our daily thoughts of business, academics, finance and personal relations. Our planet’s harmony has been fragmented as we pursue a highly materialistic, immediate profit-making existence without looking at the long-term effects of these personal and corporate actions. We have ignored the relationships, the interdependence of human life and the ecology. As Jeffrey Sachs writes in the Beirut Daily Star, “As a species, human beings have a major self-control problem. We humans are now so aggressively fishing, hunting, logging, and growing crops in all parts of the world that we are literally chasing other species off the planet. Our intense desire

to take all that we can from nature leaves precious little for other forms of life.” We do little enough to save our planet. Sure, many individuals try to separate garbage, to buy cars with fewer emissions and decreased gasoline consumption to decrease toxic vapors, and to take an environmental audit such as in V-P. Albert Gore’s book and film, “An Inconvenient Truth”. Yet the truth is that the very technology we cling to so avidly can only hold back the flood for so long. Then comes the catastrophe. Throughout the world, we are faced with a planetary, a clear moral problem. What can be done?

One of the greatest environmental problems comes from buildings which emit more carbon dioxide than our automobiles. The new Science and Media Center at Madonna University will reflect the Franciscan reverence for nature, our biblical duty as well as our moral duty to protect “Mother” Earth. It will follow the principles of “green” set up in Austin, Texas, and continued with great support to the Greenbuild International Expo. in Denver, 2006. The principles of this movement are: to provide a healthy indoor environment, to conserve energy and resources, to allow for safe and sustainable maintenance and operation, to minimize any impact on the surrounding earth, to reduce solid waste. Universities throughout the world which teach and work on environmental changes (as in courses such as “Environmental Science”) are the ones which will succeed as we move farther into the 21st century. An indication of this is that many surveys indicate elementary schoolchildren are more aware of environmental degradation and the causes than we “older folk” are. One might – rightly or wrongly – assume that this awareness will influence their lives even more as they mature and become increasingly aware of the causes and dangers of global warming.. The movement to save the planet is beyond politics, beyond national boundaries, beyond mere currency. It is widely known that in London Docklands an entire “green” residential district will soon be built with 200+ houses completely carbon emission free. It can be done anywhere

Continue on next page

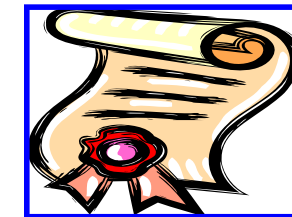
Senator Paul Simon Study Abroad Foundation Act

The Senator Paul Simon Study Abroad Foundation Act of 2007 (H.R. 1469, S.991) is a bill to address today’s need for American’s to know more about the world’s basic part of their undergraduate education. By numbers ranging from 77 to more than 90 percent, Americans believe that it is important for their children to learn other languages, study abroad, attend college where they can interact with international students, learn about other countries and cultures, and generally be prepared for a global age, according to a national survey conducted by Lake Research Partners and the Tarrance Group.

This program will have a profound effect on the nation by creating a national initiative to give our students the opportunity to gain the necessary world knowledge and cultural understanding that allows them to be effective in today’s global society.

The goals of the program are to:

1. Create a more globally informed American citizenry.
2. Increase participation in quality study abroad Programs.
3. Encourage diversify locations of study abroad, particularly in developing countries.
4. Diversify locations of study abroad, particularly in developing countries.
5. Create an innovative partnership with higher education to open more doors for study abroad.
6. Internationalize U. S. higher education by making study abroad a cornerstone of undergraduate education.



Sister Rose Marie honored for years of service

As academic dean, before becoming President, Sr. Rose Marie was instrumental in paving the way for international studies and the export of Madonna’s graduate program to Taiwan in 1989. The accomplishment is one of the reasons Sister Rose Marie was honored at the Michigan Business and Professional Association’s 11th annual Women and Leadership in the Workplace Conference and Awards Luncheon, from 7:30 a.m. to 2 p.m. Thursday, March 1, at Burton Manor in Livonia. She won the award for the education category.

“I was very honored when informed about the award a month ago,” she said, “We obviously accomplished a great deal at Madonna University, but don’t always expect to be recognized.”

International Students on Television

Professor Monika Kimball's students in ESL have a daunting final examination. They have to do a presentation in English – to be video-recorded. It is a panorama of the world in Madonna University. With an introduction by Christiane Daitz from Brazil, the students begin, one at a time. First came Joo-Hyeon Lee (Helen), from the ROK. with "Bojagi". Following her came Christiane Daitz, Brazil, with "Carnival in Brazil", Ji-Hye Kim (Jenny), ROK. with "Doljabee"; Juria Takeda, Japan, with "Small Island- Large Aquarium"; Jin-Kwang Kim, ROK, with "The Big Dragon Wants Taiwan Back"; Issa Hijazin, Jordan, with "Issa's Hookah"; Ester Rondaris, Philippines, "A Shot Against Cancer";

Humberto Toscan, Brazil, "Capoeira"; Tae-Hun Park (Paul), ROK, "A Country Stained By Blood Diamonds"; Jun-Il Lee, ROK, "The K-1 Goliath"; Yvonne White, Nigeria, "The Igbo Wedding Ceremony"; Ryan Gatuz, Philippines, "Global Recognition for a Filipino Teacher"; Hye-Seung Jung (Eva), ROK, "The Mystery of Crop Circles". Final remarks were by Issa Hijazin from Jordan.



with the planning for very little more expense.

In 1990, a meeting in France of university presidents concerned about the environment brought out what was called the Talloires Declaration. These people determined that the role of the university could be expressed in the following manner: "Universities educate most of the people who manage society's institutions. For this reason, universities bear profound



responsibilities to increase the awareness, knowledge, technologies, and tools to create an environmentally sustainable future." (Report and Declaration of the Presidents Conference, 1990.) Since that time, more than 300 university presidents have signed the document. They are from over 40 countries.

Although not a signatory to the document as yet, Madonna University with its new building and environmental courses has begun the first stages of progress toward a sustainable future.

Service in China

CCInternational is recruiting 30 volunteers to participate in the Olympic Volunteer Leader Training Program. Participants will participate in a 14 day training from August 6 - 19, 2007 in China and build an understanding of Chinese culture and the logistics of the 2008 Olympic Games. Participants who complete the training program will return for the 2008 Summer Olympics August 6 - 24, 2008 and will be responsible for leading ten person volunteer teams during the Olympic Games. For full details visit <http://www.communitycollaborations.org/chinagames.html>

Service Learning Conference

The International Association for Research on Service-Learning and Community Engagement (IARSLCE), launched in 2005, is pleased to make the following announcements.

The Association's mission, approved at the 2006 Research Conference is: to promote the development and dissemination of research on service-learning and community engagement internationally and across all levels of the education system. The Association's objectives are to advance the fields of service-learning and community engagement research across the educational spectrum (primary, secondary, post-secondary, and further education) through two primary activities: sponsorship of the annual International Research Conference on Service-Learning and Community Engagement and publication of an edited volume of papers arising from the conference.

The 2007 International Research Conference on Service-learning and Community Engagement will be held in Tampa, Florida, October 6-9, hosted by Florida Campus Compact and a consortium of Florida universities. The theme of the 2007 Research Conference is "Sustainability and Scholarship: Research and the K-20 Continuum."

The Call for Proposals is now closed; registration for the Conference will open in late May. For more information visit <http://www.floridacompact.org/irsl>.

A Call for Proposals for hosting the 2008 and 2009 Research Conferences will be issued in early May. Institutions interested in submitting a proposal to serve as host must indicate that the conference chair is a member of the Association (i.e. attended the 2006 Research Conference). More details may

“Madonna visits Egypt”

By; Barbara Wiltsie

Egypt, the ‘cradle of civilization’, land of pyramids, temples, tombs and an unforgettable cruise down the Nile River was the destination for eleven Madonna University faculty, staff, students, alumni and friends. Our March 8-day tour, a once-in-a-lifetime trip and long awaited dream for many of us, was initiated by Dr. Jonathan Swift, head of the Center for International Studies. A previous visitor of this incredible country, Dr. Swift encouraged many to take the leap and not let the fears of international security keep us from experiencing the bluest skies, the whitest desert sands and the friendliest, most helpful people one could ever meet.

Guiding us through our entire stay was Maged Cedarous Maximous – “Max” – an Egyptologist and lover of the English language. His expertise of his native culture and history surprised and thrilled us all as he ‘schooled’ the group with hundreds of Egyptian facts, stories and personal opinions about the world and religion. A Coptic Christian, Max easily related to his “Madonnas” on a level that brought this very learned man into our fold. A graduate of Ain Shams University in Cairo with a B.A. in Greco/Roman Classics, a certified Egyptologist, father of three and husband to a private school art teacher/painter, Max enlightened us on many topics all the while showing his curiosity about America – specifically Michigan and Madonna University.

The start of our excursion began in Cairo, the largest city in Africa that encompasses a concentration of five thousand years of culture: the pyramids, the Sphinx, Memphis, early Christian monasteries and churches, and Islamic Monuments such as the Citadel of Saladin which includes the Alabaster Mosque of Mohammed Ali. This city was bustling with noise, horns honking, pedestrians making their way in and around the many vehicles - a heart stopp-

ing experience to witness the weaving in and out of traffic. With an enormous population of approximately 16 million, one would think that crime would be rampant. However, the punishment for crimes is very harsh and the residents, along with the ever present security guards, make sure to keep any type of disturbance from happening. Since tourism is Egypt’s main source of economic survival, security is present



“The fearless Madonna Bedouin trek across the Desert”

at every tourist attraction in hopes to ward off any terrorist attack as well as to keep the local people from being a bother. Each excursion we took, we had our own personal security guard accompanying us. Even if Muhammed, A k h m e d , Dashee or Nubi were not with us as our guards,

we never would have felt unsafe, unwanted or disliked. In fact, we were all surprised to realize that the Egyptian people love Americans. It was not uncommon to have a group of young high school boys wanting a photo with us. Or to overhear us speaking, then to giggle and ask if we were Americans. Many just wanted to practice speaking English and to joke with us that they wanted ‘1 millions dollars’ for an item or charm their way into our hearts hoping we would purchase one of their items. Naturally, it didn’t take long for all of us women to fall into the trap and finally buy that one item we were hesitating to purchase.

After our 2 day stay in Cairo, we packed our belongings and flew to Luxor to join the M/S Royal Ruby – our Nile River cruise boat. A 4-day cruise down the Nile (well actually ‘up’ as the Nile flows from South to North) visiting sites such as the Temples of Karnak, Luxor, Horus, Kom Ombo, Edfu, Queen Hat-

Continue on next page

News from the Fulbright Academy of Science & Technology

Several members of our faculty are Fulbright Scholars. To focus our minds on the future, the Fulbright Academy has some great statistics which we will share with you.

About 4,140,000 children were born in the US in 2006. Statistics also tells us that:

- 4.524% of the 2006 children will live to age 94,
- 3.3% of the 2005 births will live to age 95,
- 2.3% of the 2004 births will live to age 96,
- 1.6% of the 2003 births will live to age 97.

So, when you see a young child playing in your neighborhood-there is a good (and measurable) chance that he or she will live until the next millennium (2100). If you do the math, you will find that more than half a million

American kids alive today (about 532,000) will live to see the year 2099. Worldwide, there are tens of millions of living people who should live to see the actual results of today’s projection-the climate in 2090-2099. When we talk about teaching for the future, the future is **now**. Think about that.

The Fulbright Academy of Science and Technology FAST) is committed to improving the state of the world by engaging Fulbright scholars and other leaders in partnerships that advance science and society. Even if the climate projections were wrong, there are still many issues facing humanity –poverty, disease, education, and pollution.

Please join us as a member so that we can be more effective in our work. Membership is open to Fulbright scholars, hosts and friends and to institutions having interest in our work. (See web page)



Sunday Funnies

- **Protect our “Planet Earth,” it’s the only one that has chocolate.**
- **The peacemaking meeting scheduled for today has been canceled due to a conflict.**
- **Miss Charlene Mason sang “I will not pass this way again,” giving obvious pleasure to the congregation.**
- **Eight new choir robes are currently needed due to the addition of several new members and to the deterioration of some older ones.**
- **Please place your donation in the envelope along with the deceased person you want to remembered.**
- **Low Self Esteem Support Group will meet Thursday at 7 PM. Please use only the back door.**

From Edge Hill University, England

Tiffany Fee, a Madonna student, began her 8-week placement at St. Bedes Catholic High School and Specialists Arts College, Ormskirk, Lancashire, England (for student aged 11 to 16 years) on 17th January and completed it on 21st March, 2007 having experienced a very successful teaching practice.

In teaching the subject of English according to the requirements of the National Curriculum in England (secondary level, key stages 3 and 4), she has revealed that she is very academically able, has a thorough subject knowledge and has been capable of relating this knowledge to the age and ability of her students in an interesting way. Some of her classes have included students with poor levels of concentration however with much patience and perseverance she has been able to gain their interest and respect.

She has also worked successfully with a selective class of students aged 15+ of high ability who are preparing to get their General Certificate of Education (GCSE) examinations.

Her planning has been of a high standard with clear objectives and well structured lesson sequencing and development. Lesson presentations have been clear and articulate and through skilful use of questions she has been able to encourage student participation and discussion. This approach has been particularly effective with the class of students of high ability referred to above. Some of her teaching methods have been enquiry and imaginative and creative writing skills in her students.

She thoroughly researched her subject matter for all her lessons which have been supported by the preparation and use of resource materials including ICT and the use of the interactive white board (smart board). Classroom management and organizational skills have been highly competent and she has developed excellent, working relationships with her students who have given of their best under guidance.

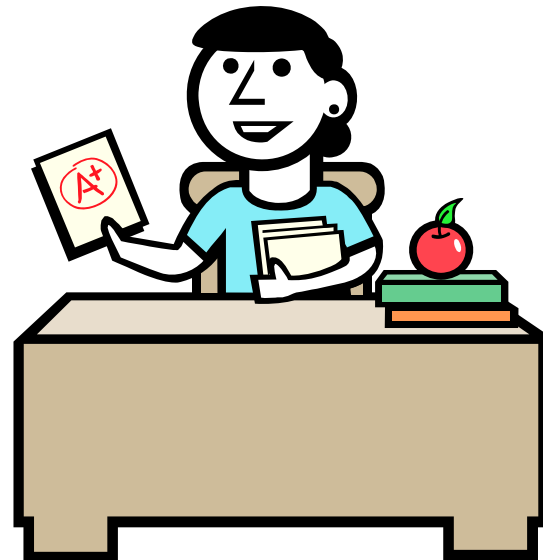
Miss Fee has a warm and friendly personality and her eagerness to participate makes her a useful member of a team. She has developed excellent working relationships with coll-

agues in the English Department and has attended discussion and professional development seminars in which cross-cultural exchanges of ideas and opinions have been stimulating and beneficial to all concerned.

In supervising Miss Fee's practice throughout this period I have found her to be conscientious and hard working. She is eager to do well, listens carefully to advice and is not afraid to attempt innovative techniques and methods. She is capable of intelligent and analytic discussion of her work and could be a welcome and successful member of the teaching profession and is thus awarded an 'A' letter grade for this practice.

Yours sincerely,
University Supervisor.

Comment: What a wonderful experience for Tiffany and what an accolade for our College of Teaching.



shepsut, Isis and of course the Valley of the Kings. It was spectacular and awe inspiring to see how intelligent the ancient people were in engineering these 3,000 to 5,000 year old sites. Enormous complexes, reliefs that maintained their somewhat three dimensional carvings, and some with such visible vibrant colors were a mystery to us all. Our Nile cruise was accompanied by other tourists from Italy, Germany, Canada and another American group. Perfect sunshine, tea time on the deck, ping-pong and a gallabia evening (festive traditional clothing) rounded up some of the relaxing events.

After visiting some of these sites in Aswan, more was in store. A 30" flight or 3-hour coach ride took us all to the west bank and Abu Simbel – the rock temples of Ramses II and his first wife Nefer-

tari. Here is a site that is truly magnificent to behold as all of the temples were dismantled stone by stone and raised over 196 feet up the sandstone cliff where they were built more than 3000 years ago. Here they were reassembled, in the same proportions, and covered with an artificial mountain.

To conclude our visit to Aswan, we made a calming ride up the Nile on a felluca (covered sailboat) for a gaze at the Cataract Hotel (from Agatha Christie's "Death on the Nile"), Elephantine Island and the Botanical Gardens while surveying jewelry made by the Nubian residents. A visit to a perfumery and a quick shopping trip through the bazaar for last minute bargaining for gifts was to be our final destinations in Aswan before we returned to Cairo the next morning. Back in Cairo, we were on our own to visit the Coptic Museum, shop for more items, and have drinks of karkade, Stella beer and Turkish coffee in a little outdoor section of a café where the owners gave special attention to their American guests.

Throughout the 8 days not only were we taken to the world's oldest structures but also to shopping venues of Egyptian cotton, cartouches, scarves, and workshops of alabaster and limestone, carpet, and papyrus to see first-hand how

these items were made and then to have the opportunity to purchase while sipping tea or juice. Many of us found items to purchase not only for ourselves but for family and friends back home which, of course, made the proprietors very happy.

In conclusion, I find it rather impossible to actually conclude this article. The tip of the iceberg – or pyramid – is barely visible in regards to the retelling of this memorable vacation. Hundreds of photos, a diary full of notes, and memories of Upper and Lower Egypt, camel rides, the desert, the call to worship, Omm Ali dessert, drinking water, water, and more water, thanking someone by saying "shokran", the woman's cry of joy, our very pleasant

and helpful security guards, Ashref our representative from the tour company, and Max calling for our attention with "my Madonnas" are memories we all will treasure.

Now the question is, would any one of us make this 'once in a lifetime' trip again in the near future? "In a heartbeat." (Jackie Putnam) And how could we not with thoughts such as these: Egypt is "idyllic, romantic, and much more vibrant than expected." (Ursula Murray) "There isn't any dream you could have about Egypt that would compare to the visual experience. A dream does not give this trip justice." (Stacey Watson) This trip was "overwhelming and so difficult to come up with one particular [memorable] experience." (Mary Ann Kannenberg) "Travel really does broaden one's horizons.....it helped me to better understand humanity: mine and others', ancient and modern. I'm hungry for more." (Vince Murray) As someone with little international traveling experience, I have to agree with Vince. The once hesitant feeling of getting on an airplane and flying to destination unknown has vanished and has been replaced with making a list of

Continue on next page



"We didn't always walk"

far-off lands that need visiting before our world decides to turn itself upside down. With that in mind, where should we venture to next? Maybe we better start at the beginning of the alphabet and work from there.

Our companions were: Students: Lois Brassow, Amelia Burkhardt, Shrita Reynolds, Stacey Watson
Faculty/Staff: Katie O'Dowd, Ursula Murray and husband Vince Murray, Jonathan Swift, Barbara Wiltsie and



“The Khan al Khalili Bazaar”



“Professor Barbara Wiltsie surrounded by Egyptian Children”



“This is going to be a rough ride”



Four “Madonna's” celebrate galabaya night”

“Death of the Christian Church in the World?”

According to Outreach magazine (May/June, 2006), less than 20% of Americans regularly attend church and American church attendance – despite what pollsters say – is steadily declining. This is especially true of the established non-Catholic churches – 40 to 200 years old – where only 17.7% of the population attend church on any given week-end. The population of the U.S.A. is rising, yet the number of churchgoers is declining.

A detailed look at the situation of the Catholic Church (in England, Wales and Scotland) was published this past summer by the Pastoral Research Center and printed in the Vatican News Service, Zenit. According to a summary of this report published in the London Times on July 4' 2006,:

“Over a three-decade period, Mass attendance has declined by 40% ...Over the same period baptisms were halved, while marriages and confirmations plunged by 60%...First communions declined by 40% , and the number of converts fell 55%.”

The U. K. Church's website states that the number of clergy fell from 4,755 in 1981 to 3,765 in 2003. Religious order clergy fell from 2266 to

1363 in the same period. Scotland has now just over 200,000 practicing Catholics, a decline of 20% from a decade ago.

It is important to note that, according to the Chicago Tribune (May 11, 2006) 72% of the British called themselves Christian in the 2001 census, yet only 8% actually regularly attended any services.

Obviously, this is only a small part of the world. What are the statistics for other countries? What are the statistics for the Islamic world?

This is really a puzzle to be considered carefully. Is it enough to state, “I am a Christian,” or “I am a Moslem,” yet not attend a church or mosque. Teilhard de Chardin wrote about moving toward the Omega Point where individuals, being so close to God, might not need the services of organized religion's directions. Have we reached that point or has the material world so absorbed us that we say what is expected but are too lazy to put the expected into practice?

What might be the results if the same statistics were available for Madonna University students, faculty, staff, and administration?

Student Emmy Award Winners

We were just notified by Sharon McClendon of NATAS that the Madonna Broadcast Club student-produced video “The Life and Times of Pablo Davis”, a 30 minute documentary about artist Pablo Davis, was selected as the 2006 winner of the student Emmy award from the National Academy of Television Arts and Sciences, Michigan chapter. The award will be presented at the NATAS Emmy Awards ceremony on June 16th at the Gem Theatre.

Emmy award certificates will be given to TVC alumni Adam Guth, Christina Warren, and Jeremy Salo, and the plaque will stay on display at Madonna. One Emmy is normally awarded to the college student category, but, this year Madonna University student Christy Derry will also receive an “honorable mention” award for her music video entry, “Guilt”. The videos competed against colleges and universities across the region so we're very proud of both of our winning student entries.

The “Pablo Davis” video was a joint project of the MU broadcast club and Service Learning department funded in part by a grant from the Michigan Campus Compact through the efforts of Kevin West and Fonda Gnacke. In production over three years it was completed through the commitment and countless hours of many people, but especially TVC alumni Adam Guth, Christina Warren, Jeremy Salo and the MU Broadcast Club. Our congratulations go out to the Emmy winners, to all of those who were part of the Pablo Davis project and to Pablo for sharing some of his remarkable memories about his life, his art and his commitment to the community!

Chuck Derry
 Director, Television and Video Communications
 Home of the PAH Motown Festival!

The Best Michigan Wines Hang with the Best in the Country



All over America, regional wines are growing in popularity, while the sales of California wines remain static. Are they really that good, or is this a craze fueled by local loyalties?

If you're in the wine business, you know it isn't local loyalty. Many people just can't believe that Michigan wines are as good as their more famous cousins from California or Europe. Some of us remember a mere 25 years ago, when California wines were similarly dismissed by nearly everyone as being noticeably less fine than French wines.

Then in 1976, the Californians bested the French in the historic Stephen Spurrier wine tasting in Paris. Overnight, California wines were believable. Despite the fact that the winners were a few expensive, low-production wines, Americans went out in droves to buy whatever was on the shelves.

What few people realize is that in national and international competitions, wines from Michigan, Virginia, Texas, Connecticut, Missouri and New York regularly beat out wines from California and Europe.

At the Tasters Guild International Wine Competition in March, more than 3,000 wines were evaluated over a four-day period. Michigan wines won 25 Gold Medals plus two Double Gold Medals. A Double Gold is awarded when two separate panels of judges unanimously agree on the Gold Medal status of a wine.

Not prestigious enough? The oldest and largest wine competition is the Los Angeles County Fair "Wines of the Americas" Competition. Here, on

California's home turf, the 2002 Tabor Hill Traminette was named Best of Class. In addition, Gold Medals went to the 2002 Tabor Hill Semi-Dry Riesling and the 2002 Chateau Grand Traverse Late Harvest Riesling.

An even more significant award recently came out of the International Eastern Wine Competition, sponsored by the prestigious Vineyard and Winery Management magazine. The 2002 Peninsula Cellars Semi-Dry Riesling was named Best White Wine of the competition, and Chateau Grand Traverse received a Double Gold for the 2002 Late Harvest Riesling.

Such awards have allowed Michigan wines to attract top wine professionals to judge at the Michigan State Fair Wines and Spirits Competition. Wines of the Americas competition organizer Bob Small was a judge in 2001, as was noted wine author Bob Thompson. In 2002, respected wine columnist Dan Berger and America's only Master of Wine and Master Sommelier Doug Frost were easily persuaded to join the competition. This year, Berger will again be judging and will be joined by Maitre sommelier Rene' Chazottes from the exclusive Pacific Club in Los Angeles.

These judges join talent from within the state, including Master Sommelier Madeline Triffon, well-known retailer and auction commenter Dick Scheer, Tapawingo Wine Manager Ron Edwards, Master Sommelier Rick Rubel, and Detroit News Wine Report author Sandra Silfven. The superintendent of the competition is wine columnist and national judge Christopher Cook.

This year's Michigan State Fair Wine and Spirits Competition takes place July 29, and is sponsored by the Michigan State Fair and the Michigan Grape and Wine Industry Council. Results of the competition will be available on the council's web site, www.michiganwines.com, Friday, August 1, or by calling (800) 292-3939.

For more information about the Michigan State Fair Wine and Spirits Competition, contact David Creighton at (734) 483-7205. For more, visit the Michigan Grape and Wine Industry Council web site at www.michiganwines.com, Friday, August 1, or by calling (800) 292-3939.

Michigan Department of Agriculture

Madonna Students Find Joy in Helping Others

Have you ever wondered where Madonna students go when class is not in session? They travel. Many go to study in France, or England, or even Egypt. But some give up their time to help others. For the last four years, many students have worked with the Felician Sisters in Nuevas Rosita, Mexico. What they do there is hard, manual labor for a week. Poverty is endemic in Mexico and these students and accompanying faculty members try to make life just a little easier for their fellow humans by rebuilding their homes. A group of Campus Ministry students participated in Work Fest 2007.

They helped Appalachian families rebuild their homes. Again, hardly academic work. Another Campus Ministry contingent traveled to Kingstree, South Carolina, to do much needed repairs and help the Felician Sisters stationed there with their after-school program. Yet another group, this time seventeen from the Service Learning Department spent two weeks down on the Gulf Coast helping with clean-up, rebuilding and recovery efforts in the wake of Hurricane Katrina. Bravo Madonna!



Fonda Gnacke with children at NO elementary school



The group taking a break



St. Patrick's Day New Orleans Style

"The 2007 Global Business Seminar"

For the seventh time, Madonna University, in cooperation with the Livonia Public Schools, offered a Global Business Seminar for two days on campus. Sixty Livonia high school students were each assigned to one of ten teams. Emphasis was placed on four skills the high school students need to work on: critical thinking, communication and articulation skills, creativity, and teamwork.

Madonna University faculty members and the President were involved, together with seven Livonia Public School teachers.

The participating students had four tasks: (1) to describe the Michigan product they had in mind and its current American market; (2) to describe the factors that might influence the success of their company going global (political, economic, social, technological); (3) to describe their new target market; and (4) to describe their proposed marketing strategy or distribution. At the end of the seminar, each team was to give a presentation- They were told that experts would act as judges to determine which was the best team presentation. They were also told that they would be allowed to choose, by lottery, a product to sell in their assigned country. Their task would be to develop a marketing plan based on their ability to apply technological principles and concepts in

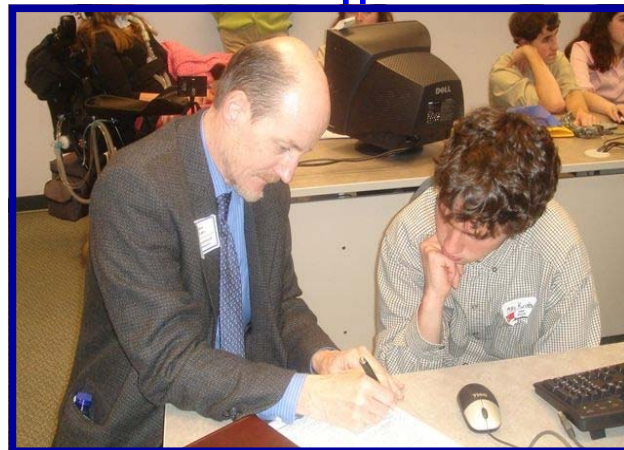
selling that product, and to obtain information on global business and the political, social, and economic aspects of their assigned country.

What were the results of the presentations? With very few exceptions, the high school students did a creditable job. Some emphasized finance, others marketing, others, the product itself. Perhaps the most difficult part for the students was the post-presentation questions asked by the judges about the whole marketing strategy. Many of those questions were hard - especially for students who had had less than two days to mount their presentation.

What were the students' reactions? After three weeks of preparation and two days of concentrated work, they ALL agreed that this was one of their most valuable high school experiences.

And the teachers involved? "This was the best seminar ever. But we can do better next time. And we will!"

The judges were: Dr. Stu Arends, Madonna University, John McElroy-Blue Sky Productions, radio and t.v., Blaire H. Miller- ABN AMRO Group, and Roger Fox, - EDS.



See more pictures overleaf

Ironically, universal acceptance of the internet would come only after a major scare about a potential computer glitch. In 1999, the Millennium Bug, or Y2K, got a lot of press coverage because early computer program designs might have date-related processing problems on or after January 1, 2000. The momentous calendar shift came and went with barely a blip, but all the preventive work that engineers put into fixing the non-problem enhanced the average computer's operating capabilities.

With all the sudden advancements and improvements, the cost of owning a home computer was coming down, and the average Joe Consumer had no more excuse to keep resisting the march of technology. Even while American families were getting linked to the World Wide Web, Hollywood was slow to respond, as has always been the case. Although many businesses saw the vast profit potential by going online, the film studios continued to do things the old-fashioned way, trying to get the word out about their upcoming films solely through newspaper ads and television commercials.

Before Hollywood figured it out, the internet was already changing America's entertainment habits. Kids were downloading tunes from Napster and records sales plummeted. DVD became the latest consumer fad and movie attendance dipped. Computers and cable programming gave families more viewing choices, and the TV networks would see an erosion of audiences that they have yet to regain.

The TV networks, however, realized early on the cross-promotional benefits of having a web presence, not just advertising on popular websites with heavy traffic but creating specific web content geared to their shows. On the other hand, many of the Hollywood film studios did not even bother to create websites for either themselves or their films until just about four or five years ago. Meanwhile, a new force was growing that would quickly have a powerful effect on the film industry. The very same geeks that helped make computer gawking cool were becoming the pioneers of a new unforeseen democratization taking place around the world. Long without an outlet for personal expression, these geeks discovered the internet gave them a voice.

Now, film fans are the biggest geeks in the world. They can dissect every second of a

favorite film down to the smallest detail, debate the pros and cons of one star versus another, and love to spout off about any topic that comes into their heads. This has proven a nightmare for the publicity machines of the Hollywood film studios.

In the past, a newspaper would simply reprint a movie's press information verbatim and that became the prevailing buzz on it. Now, all some kid in a basement sitting at his terminal has to do is type a few key words to strike terror into the heart of Hollywood. "It looks like it sucks!" "I hate that actor," or worse yet "that's stupid!" Because it is available for anyone to see online, one opinion can completely blow an entire marketing campaign out of the water in an instant.

This new variable has changed the way that Hollywood makes films and markets them. 1999 saw one of the first examples of the internet affecting the success of a film. Creators of the low-budget horror movie *The Blair Witch Project* designed a webpage on the historical background of the allegedly true story, and everyone who looked at it told something they knew to do the same. With almost no conventional advertising, the \$22,000 movie became a grassroots phenomenon, grossing over \$240 million worldwide, or \$1 spent for every \$10,931 earned. In contrast, the makers of the cheesy *Snakes On A Plane* (2006) tried for the same kind of grassroots marketing, but the huge internet buzz never translated into actual monetary success.

Even the Academy Awards are not immune. Hundreds of Oscar prediction websites offer varying opinions on possible contenders, but even a single negative comment about a film not yet opened can take on a life of its own. In 2001, Miramax films had a surefire contender with its solid adaptation of Pulitzer Prize winning novel *The Shipping News*, with Oscar-friendly cast of Kevin Spacey, Julianne Moore, Judi Dench, and Cate Blanchett. Since Spacey had won the Oscar just a year before, the term "ubiquitous" got repeated a lot, morphed into "tired," "retread," "more of the same" and its Oscar chances died.

Slow to the party, Hollywood is still trying to figure out how to counteract negative buzz that suddenly appears on the web, at the same time it courts the attention of those same people generating it. As the average user of home computers becomes a powerful influence in Hollywood, film critics are struggling to maintain theirs and only just beginning to redefine their relevance in the digital age.

(Printed with permission)

3/15/07

Geeks in the Basement: The World's Blogosphere Vs. Hollywood

By Jonathan Lewis

Frequently cited as the finest American film ever made, *Citizen Kane* (1941) is a groundbreaking drama based very loosely on the life of newspaper publishing magnate William Randolph Hearst. Critics justly praised the film for the way it reconceived movie conventions of narrative and visual structure. However, the film became known, even more for its innovations, as the definition and downfall of star-director-producer-writer Orson Welles' career.

The film's ostensible inspiration, Hearst tried to suppress what he considered an unflattering portrait of himself. While producing studio RKO rejected Hearst's offer to reimburse their costs in exchange for burning the negatives, *Citizen Kane* had to contend with Hearst's campaign against it. The newspaper baron prevented theatre owners from booking the film by threatening to reject running any advertising they might want to buy.

Then Hearst enlisted rival gossip columnists Louella Parsons and Hedda Hopper, who worked at different papers within Hearst's empire, to report rumors about Welles and take every opportunity to disparage his film. The smear campaign worked, as RKO managed to book *Citizen Kane* into only a couple of theatres nationwide, audiences stayed away from those theatres that had, and the film was a financial failure. Although it would eventually stand the test of time, *Citizen Kane* could not withstand the power of the press.

Hollywood has always had such a love-hate relationship with the media, and as such has tried to control their dealings with it as much as possible. Movie moguls like Louis B. Mayer, Darryl Zanuck, Adolph Zukor, Jack Warner, Harry Cohn, and Samuel Goldwyn always kept an iron-fisted rule over the operations of their studios. In every way, they determined what information about their studio, their stars, and their films got revealed to the press and at what point in time. The film industry controlled its own publicity and the press was more than happy to spread it to the public, because it meant millions of dollars in annual advertising revenue from the studios for their papers.

Up until the mid-1950's, keeping tight

control on publicity was relatively easy work for the studios. Although in-home television was posing an ever-increasing threat to its livelihood, films still had little competition for the public's entertainment dollar. Also, the film studios still owned a vast network of theatres across the country in which to play their films. That changed to a great degree when the government passed legislation against media monopolies that required the film studios to sell off their theatre chains.

No longer able to rely on local theatre owners to publicize upcoming films, the studios started hiring publicity firms in the larger cities to manage premieres, come up with gimmicks to draw out the crowds, and cater to visiting stars' every whim. Even though giving a great deal of their power away to outsourced companies, the studios could still keep them in line by threatening to withhold product and talent, or even worse withdraw their financial support by paying another firm to do the job.

And so it has been that Hollywood and the mainstream media has colluded to keep the film industry under tight wraps and allowed it to determine the popular tastes of this country for decades. Hollywood had no reason to expect that anything would ever change. They could not anticipate the phenomenon of the internet, nor could they imagine the far-reaching consequences it would have for their industry.

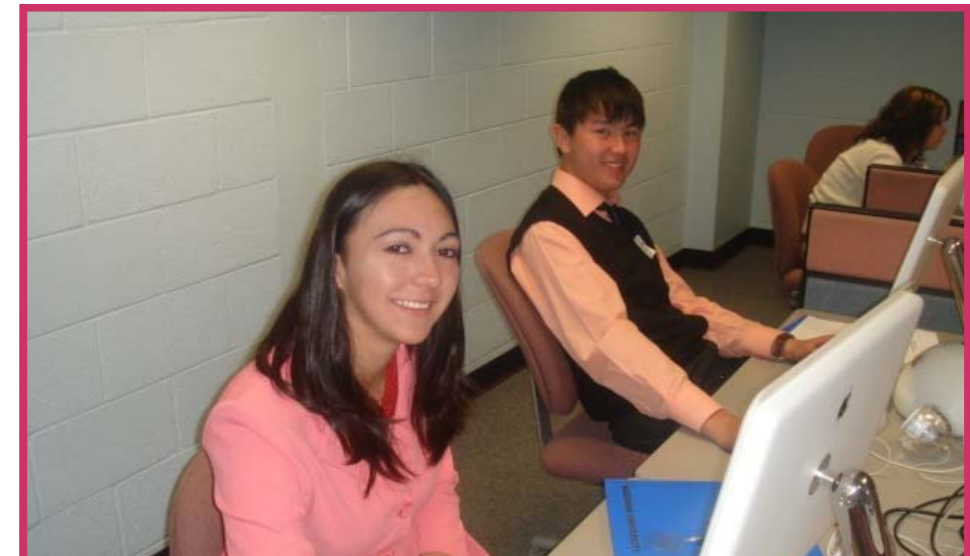
The creation of the internet goes all the way back to Russia's launch of Sputnik in October 1957. The United States government hoped to regain the scientific advantage over its Cold War adversary by creating the Advanced Research Projects Agency (ARPA, later known as the Defense Advanced Research Projects Agency, or DARPA) in February 1958. One of its many projects, among all the agencies it entailed, included the grouping of countrywide radar systems together for the first time. Computer scientist J.C.R. Licklider was one of the first people to see this kind of universal computer networking as a potential unifying human revolution.

It was from this point that engineers and whiz kids would go on to perfect the various gadgets and geegaws and practical applications by which the World Wide Web could become a reality. (It is a process too long and complicated for mere mortals to comprehend.) Although the internet was making some inroads by the late 1980s, most businesses even in 1995 still did most communicating by phone, fax machine, and the postal mail service than by email or through websites.

Continue on next page



Teachers help out



Two overseas exchange students were Diana Cevallos (Ecuador) and Galym Tusupov (Kazakhstan)

Reducing Your Food Miles

By Karen Schmitz, Ph.D., R.D.

Food miles are the miles that food travels from where it is grown or raised to where it is consumed. In industrialized countries, food miles have been growing since the 1960's as the citizens of these countries rely less on local farmers for food production. According to the World Watch Institute in Washington D.C., the distance that food travels has increased 25% and the tonnage of food shipped between countries has increased fourfold over the last 40 years. In the U.S. most supermarket produce travels an average of 1,500 to 2,000 miles from the fields to the consumer's home. This produce sits on the grocery store shelves, slowly losing nutrient value and flavor, an average of 7 to 14 days before it is sold. Reliance on long distance food is harmful to rural economies and increases opportunities for contamination by food-borne pathogens. By decreasing the traveling distance of food, the use of fossil fuels and CO₂ emissions are reduced from trucks, ships, planes and refrigeration. A typical transported meal of meat, grains, fruits and vegetables consumes 4 to 17 times more fuel for transport than the same meal using local ingredients.

In addition to saving fuel, local produce uses less packaging and fewer chemical preservatives that extend shelf-life. Smaller, local farmers tend to grow more varieties of fruits and vegetables that ripen at different times and extend their growing season. Produce varieties grown for transport across the country are chosen for their ability to ripen simultaneously and produce a tough skin to withstand harvesting equipment, while surviving the stress of packaging and shipping. Very few varieties of each fruit and vegetable meet these criteria, decreasing available genetic diversity.

Researchers at the Leopold Center at Iowa State University analyzed data looking at how far food had to travel to reach the Chicago Terminal Market from around the U.S.A. and Mexico. They found that pumpkins and mushrooms traveled less than 500 miles on average, whereas broccoli traveled 2,095 miles and grapes traveled 2,343 miles before reaching their destination.

When they looked at food traveling to Des Moines, Iowa they found that a home grown Iowa apple used 1.7 teaspoons of gasoline to get to the supermarket, but a Washington apple used 1 cup. A North Dakota potato used 0.6 cups of gasoline compared to 1.3 cups for an Idaho potato. The researchers reported that growing and selling just 10% more food within Iowa borders would result in an annual fuel savings of 294,000 to 348,000 gallons and reduce emissions by approximately 7 million pounds.

Food Imports Add to Miles

Over the past twenty years, U.S. per capita food consumption grew by about 2,000 pounds, with much of the increase being covered by imported foods. In 2001, 39% of fruits, 12% of vegetables, 40% of lamb and 78% of fish and shellfish consumed by Americans were produced abroad. Why does the U.S. import so many foods that can be grown in this country? According to the United States Department of Agriculture, the major reasons are low-cost, high demand, exchange rates, income growth and preference for foods not available in high quantities in the U.S. When Mexico lifted tariffs mandated by the North American Free Trade Agreement, exports to the U.S. grew to 27% of U.S. fruit imports and 38% of vegetable imports. A large number of off-season fruit and vegetable imports come from Chile, Argentina, Peru and Ecuador. Latin American countries supply 40% of U.S. imported fruits, particularly bananas, grapes and melons. Much of this produce sits in boxes for two weeks while traveling and waiting for U.S. inspections before being purchased by consumers.

The Michigan Perspective

It takes approximately one week for produce picked on the west coast to arrive at a grocery store in Michigan. Most Michiganders live within 20 miles of a farm that produces broccoli, but the average broccoli at a Michigan supermarket has traveled 1,800 miles to arrive at the store. According to Michigan Food and Farming Systems

Continue on next page

(MIFFS), spending just \$10 per week on local produce would keep \$37 million circulating in Michigan. Agriculture is the second largest segment of the Michigan economy after the automotive industry, contributing \$37 billion to the economy each year. Michigan farmers produce 125 different products, second only to California in diversity of products. Small, local farms tend to be run by farmers who live on their land and work hard to preserve it. For consumers who buy directly from farmers, they have a chance to ask the farmer how the produce was grown or how the animal was raised. Farmers' markets allow farmers to keep 80 to 90 cents from each dollar, compared with the six cents on the dollar they often receive from each dollar spent on a loaf of supermarket bread. For those interested in local produce, look for the "Select Michigan" label at local grocery stores. The USDA organic seal offers protection that the produce is raised in USDA inspected fields and transported in trucks free of chemical pesticides, but does not indicate how much fuel was used in transporting the produce to market.

Sources

Jerardo, A. The Import Share of U.S. Consumed Food Continues to Rise. USDA Economic Research Service, July, 2002.

Michigan Food and Farming Systems. The Triple Bottom Line. Available at <http://www.miffs.org/triple.asp>. Accessed March 9, 2007.

Pirog, R. and Benjamin, A. Checking the Food Odometer: Comparing Food Miles for Local Versus Conventional Produce Sales in Iowa Institutions. Leopold Center for Sustainable Agriculture, July, 2003.

Roch, S. and Keenan, M. Should we be eating organically grown food? Today's Dietitian. Volume 5, No. 10 September, 2003.

Woolcott, J. In Search of Ripe Stuff. The Christian Science Monitor, May 14, 2003.

Kudos #1

Congratulations to: Laura Kull, adjunct assistant professor of nutrition, has received the Southeastern Michigan Dietetic Association Distinguished Award and will receive the Michigan Dietetic Association Registered Dietitian of the Year Award (at the end of April) for her work on the licensure for dietitians in the state of Michigan. Governor Granholm signed the licensure bill in August of 2006. although many dietitians have worked on legislative efforts, Laura has been the Michigan Dietetic Association Legislative Chair since 2002 and has been instrumental in achieving this goal.

Kudos #2

James Rider is the new chief of police for Westland. Jim was the first graduate of our MSBA-CJ degree in 2004 and also is an adjunct in our department. Interestingly, Jim replaces Dan Pfannes who is an adjunct with us. Jim now joins the chiefs of Livonia, Dearborn Heights and Southgate who are Madonna CJ alumni. Dan will be going to the Wayne County Sheriffs Department to be undersheriff (second in command) for Warren Evans, another Madonna Criminal Justice grad.