



# West Michigan Buckeye Newsletter

Winter Quarter 2012



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### Board of Directors

- President—Donna Waters
- Vice Pres — Becky Matlak
- Treasurer — David Conrad
- Web Master — Rob Stefanowski
- Lisa Baber
- Mark Bratlie
- Sonny Gordon
- Sarah Hardy
- Carolyn Hummel
- Kristy Kieda
- Dan Laville
- M. Rosita Schiller, RSM
- Barry Waters
- Don Williams

## A Message from the President — Donna Waters

GO BUCKS!

Hello, West Michigan Buckeyes! PLEASE read through this inaugural edition of our “new” Newsletter. I hope you will see many new endeavors to make 2012 The Year of the West Michigan Buckeye!! We hope to engage you in large groups (see OSU/MSU Women’s Basketball Game and Red Tails Movie articles). We hope to meet more of you in small groups (see WGVU Telethon). We hope to encourage more regional events (OSU/WMU Hockey Dinner and Game) and we hope to promote the Scarlet and Gray to the young and old, to former and new members and to those living along the shore from beyond Muskegon to the Michigan border. We hope you will continue to enjoy

your favorite events of the past (and provide feedback to us on ways to improve – see Member Survey) and we hope that you will venture into some of the new activities/events in 2012 – The Year of the West Michigan Buckeye.

The Board of Directors met for 3 hours on a Saturday morning in January, at which time, we welcomed Lisa Baber onto the Board. We also created a month-by-month plan for 2012 - read about the highlights of Coming Events on *page 2* and a summary of our Strategic Plan on *Page 4* and on our website. This Plan helps us align our goals with those of The Ohio State Alumni Association in Columbus, and will assist in The OSU Alumni Club of West Michigan remaining a

GOLD STAR OSU Alumni Club – one of only 5-6 Alumni Clubs, each year, from around the world. THANK YOU for all that each and every one does to keep us in this Elite status!

With gratitude and thanks, Donna



World War II Poster featuring a Tuskegee Airman

## Join us for a Special Viewing of “Red Tails”

**Sunday, February 12, 2:00 pm at Celebration Cinema North, East Beltline at Knapp Street.** This touching movie tells the story of Tuskegee Airmen, a special unit of African Americans who were trained to fly and maintain combat planes in World War II. The Tuskegee Airmen were subject to racial discrimination, both within and outside the army. Despite these adversities, they trained and flew with distinction.

The 81-seat theater is reserved for our group. The movie will be followed with a discussion lead by Hope College history

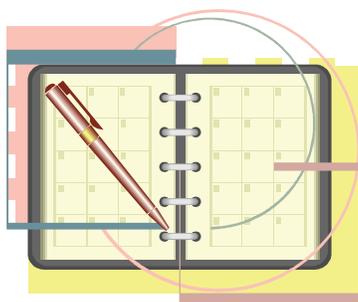
professor and former marine, Fred Johnson (see p. 2). [Click this link](#) to see a preview of the movie.

Reserve your tickets now: \$10.00 per person with options of small pop & popcorn for \$3.50 or large pop & popcorn for \$4.50. First come, first serve. Buy your tickets on our [website](#) or send your RSVP to [OSUWestMI@aol.com](mailto:OSUWestMI@aol.com).



Items for raffle at a recent OSUWWM gathering — one great benefit of joining us at various events.

*One of the Tuskegee airmen was Dr. Robert Garrison who received his medical degree at Ohio State. He was hired by Hackley Hospital, Muskegon in 1958 and opened his own practice that year. Dr Garrison died in 2003.*



**Mark Your  
Calendar**

## Highlights from January Board Retreat

Your OSUWWM Board of Directors met January 7 to craft a strategic plan for our Club. Our Club's mission: **"We serve as the gateway connecting alumni, students, and friends in lifelong support of Ohio State and each other through Alumni Association membership, programs, and services."**

Our five goals align with those of the OSU Alumni Association:

- Be a gateway through which OSU alumni in West Michigan connect with Ohio State and with each other.
- Cultivate student loyalty by helping students and their families build relationships with alumni in West Michigan.
- Grow our membership.
- Use current technology to enhance member connections and information sharing.

- Make available pertinent information about Ohio State.

We developed a work plan with activities related to each goal. See the strategic plan on our [website](#) for a listing of the activities. Also, watch for email blasts and the Newsletter for specific upcoming events.

## Johnson to Lead "Red Tails" Discussion

February 12, following our special showing of the movie, "Red Tails," Dr. Fred Johnson will lead a one-hour discussion at the theater. Johnson has been a History Professor at Hope College since 2000. He has degrees from Bowie State and Kent State Universities. He was an Infantry Officer for the U.S. Marines spending some time in the Philippines. Among his Hope College courses is *U.S. Military*

*History: Rise of a Warrior Democracy.*

Hope College students named Johnson as Favorite Professor in 2002 and selected him to be the Commencement Speaker in 2003. In 2005 he won the Hope Outstanding Professor Educator (H.O.P.E) Award. Please join us for an educational and inspiring afternoon. See below for ticket information. First come, first serve.



### Coming Events —

**February 11:** Hockey game OSU vs. WMU in Kalamazoo at 7:05 pm. Buckeye pre-game dinner at the University Roadhouse at 5:00 pm. All are welcome to attend — even if you are not attending the game. Four (4) game tickets still available. Contact Donna Waters at [OSUWestMI@aol.com](mailto:OSUWestMI@aol.com).

**February 12:** Special showing of the movie "Red Tails" 2:00 pm at Celebration Cinema

North, East Beltline at Knapp Street. The movie will be followed with a discussion led by Hope Professor, Fred Johnson. Limited seating. Reserve your tickets on our website <http://wmibucks.com/red-tails> or at [OSUWestMI@aol.com](mailto:OSUWestMI@aol.com).

**March 3:** OSUWWM Board of Directors Meeting. Send ideas and suggestions to [OSUWestMI@aol.com](mailto:OSUWestMI@aol.com) or [rmatlak@gmail.com](mailto:rmatlak@gmail.com).

**April 25:** OSU Happy Hour 5:30-7:30pm at McFadden's downtown. Come and meet fellow Buckeyes and enjoy beverages (cash bar) and hors d'oeuvres.

**May 3:** Spring Dinner — Buffet style at Noto's Old World Italian Restaurant, 6600 28th Street Southeast Grand Rapids.

## Membership: OSU Alumni Club of West Michigan

The new Strategic Plan formulated by The Board of Directors of our local OSU Alumni Club (OSUWM), has as one of our goals increased membership in both our West Michigan Club, and in the national OSU Alumni Association (OSUAA) in Columbus.

Note these facts:

- Even though OSUAA is our “parent” alumni organization, we receive no financial assistance from Columbus. Our working capital comes exclusively from our \$25.00 Annual FAMILY Dues.
- There almost 1300 individual alumni (spouses count as 2) living in our West MI area.
- Currently our Club has 160 FAMILY Members (each spouse counts as 1)
- There is a Membership Form for NEW Members online at: [http://www.wmibucks.com/site\\_content/attachments/001/1218/2011\\_Membership\\_Application\\_OSU\\_West\\_MI.pdf](http://www.wmibucks.com/site_content/attachments/001/1218/2011_Membership_Application_OSU_West_MI.pdf)
- Current Members may also renew online via PayPal.
- **New for 2012** – Membership cards will be sent to all Paid Members showing dues expiration date.
- Our budget is about \$3800.00. This allows the Club to provide food & possibly beverages for at least 2 Events each year, over \$700.00 in FREE Door Prizes at all Football Game Watches and other sports events such as basketball and hockey, website annual costs, printing & mailing costs, possible transportation/lodging for Event Speakers, and Alumni Leadership Conference Fees.
- New OSU graduates are offered a FREE Year of Membership following graduation in both our local Club AND the national Association.



Sister Rosita Schiller, winner of a 2011 OSUAA Best Buckeye Award. Shown with Donna Waters, Club President.

## Membership Benefits

OSUAA's countless Membership Benefits can be found at: <http://www.ohiostatealumni.org/resources/member-benefits/Pages/default.aspx> along with the Membership/Renewal information.

### Current benefits of OSUWM Club membership benefits:

- Eligible to purchase our Club's Blocks of Tickets for a home and away football game
- Discount pricing for select Club Events throughout the year – starting with May, 3 2012

Spring Dinner – watch for further details.

— A FREE Raffle Ticket into a “Members Only Raffle” held at the Summer Picnic. Past prizes include footballs signed by Jim Tressel and Archie Griffin. We hope to have an Urban Meyer-signed football for the July, 2012 Members Only Raffle.

— Periodic offerings from Members or vendors – in 2011 special mortgage rates were available from a Member as well as Free Online Subscription to Buckeye Sports Bulletin.

- Opportunity to post on Club's Online Ticket Exchange assisting in your buying or selling of tickets.
- The opportunity to join Club's Board of Directors.
- A Membership Roster for each Paid Member– allowing you to meet Buckeyes in your neighborhood and/or profession.

Thanks to all who are currently Paid Members. We invite all others to consider joining OSUWM and OSUAA – in making 2012 – The Year of The West Michigan Buckeye!!

To view a profile of our Club and learn about our activities, [click here](#). Our Club was highlighted for the OSU Alumni Association, Columbus, web page.

## News from Campus — OSU Moves to Semesters

Classes will begin **August 22, 2012** for Autumn term. Wow! This will be very different than the calendar we all followed while attending OSU. How will that affect West Michigan Buckeyes? Our send-off picnic for students and their families will happen near the end of July. Watch for the

date and plan to join us. For a look at the complete school calendar go to <http://registrar.osu.edu/staff/bigcal.asp>

## OSUWM Member Survey

To make sure our Club meets your needs, we need member input and feedback. To make this easy, Director Mark Bratlie has designed a questionnaire that will be coming to you online via Survey Monkey. Please take a few minutes to complete the form and click “Submit.” All responses are anonymous. Survey Monkey collates all responses and sends us a summary report including any comments that you provide.

### To Contact your Board of Directors

President: Donna Waters [OSUWestMI@aol.com](mailto:OSUWestMI@aol.com)

Vice President: Becky Matlak [rmatlak@gmail.com](mailto:rmatlak@gmail.com)

Treasurer: David Conrad [TIPDAVECONRAD@yahoo.com](mailto:TIPDAVECONRAD@yahoo.com)

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M. Rosita Schiller, RSM [schillerrsm@comcast.net](mailto:schillerrsm@comcast.net)

Barry Waters [Bwatersb4@aol.com](mailto:Bwatersb4@aol.com)

Don Williams [Williams@hope.edu](mailto:Williams@hope.edu)

### Our Strategic Plan

A copy of the strategic plan is posted on our website at <http://www.wmibucks.com/>. Here is a brief summary of our five goals:

1. We will be a gateway through which OSU alumni in West Michigan connect with Ohio State and with each other through a) Regular electronic email blasts and quarterly newsletters, b) Programs that facilitate alumni interaction with Ohio State through service projects and information sharing.
2. We will cultivate student loyalty by helping students and their families build relationships with alumni in West Michigan. We will a) Generate scholarship funds and provide scholarships, b) Promote contributions to The OSUWM Scholarship Endowment Fund, c) Work with local schools and colleges to recruit students to Ohio State, d) Present scholarships annually to new OSU students, e) Create bonds with current and new students and their families.
3. We will grow our membership; to demonstrate value we will: a) Define the benefits of membership in the OSUWM Club, b) Conduct an annual membership campaign, c) Offer opportunities for alumni to interact with each other, d) Facilitate information sharing about the OSU Alumni Association, e) Offer OSU products as door prizes and raffle items, f) Provide the opportunity for alumni input and feedback, g) Conduct an annual survey of members.
4. We will use current technology to enhance member connections and information sharing through a website that is a comprehensive, user-friendly resource.
5. We will make available pertinent information about Ohio State. To this end we will: a) Name a Public Relations secretary to the board for media relations, b) Have an OSU sponsored speaker at the Spring Dinner, c) Participate in a community event that publicly promotes OSU, d) Ensure at least one newspaper article that promotes our affiliation with OSU, e) Submit nominations for OSU Alumni Awards – Publicly announce any winners.

### Connect With Us

Web Page: [www.wmibucks.com](http://www.wmibucks.com)

Facebook: [www.facebook.com/WMIbucks](http://www.facebook.com/WMIbucks)

Twitter: [www.twitter.com/WMIbucks](http://www.twitter.com/WMIbucks)

LinkedIn:

[www.linkedin.com/groups?gid=2507229&trk=anetug\\_parent&goback=%2Emyg](http://www.linkedin.com/groups?gid=2507229&trk=anetug_parent&goback=%2Emyg)

### Club Event: Women's BB Game and Dinner

On January 15, 92 OSUWM members and families attended the OSU Women's Basketball Game vs. MSU in East Lansing and enjoyed close up and personal seats right behind the OSU Team Bench. Ten West Michigan Buckeyes also enjoyed dinner with the Team and Coaching Staff on Saturday night at The Olive Garden in Okemos. What a great time was had by all on both nights!! The Coaching Staff has asked us to make this an Annual Event. Hope to watch our numbers climb even higher next year. One more reason to make sure that YOUR Dues for our

LOCAL OSU Alumni Club are current - as the 25 FREE TEAM Tickets were allotted first to our PAID Club Members.



*Katie Smith, OSU women's basketball great was a special guest at the game dinner. Smith attended OSU 1992 to 1996, and helped lead the Buckeyes to a Big Ten championship and the NCAA title game her freshman year. During her career at OSU, Smith broke the Big Ten scoring record for points scored in a career, in men's or women's basketball. She was voted Big Ten MVP at a senior.*