

## Arthur appointed as new dean

For the School of Graduate Studies & Scholarly Research

Christon Arthur, an Andrews alum, is returning to his educational roots as dean of the School of Graduate Studies & Scholarly Research. He assumes the role currently held by interim dean Emilio Garcia-Marenko. Arthur will arrive to campus on July 1, 2010.

“The position of dean of the School of Graduate Studies & Scholarly Research has been upgraded from a half to a full-time position and we look forward to the strength that Christon Arthur will bring to this integral role on campus,” says Bill Richardson, interim provost.

“A faculty-student mentorship relationship is the most important attribute of high-quality graduate programs. That was my experience at Andrews,” says Arthur. “I was blessed to have mentors who believed in me, more than I believed in myself—and that’s what we are called to do. They mentored me in scholarly activities and leadership...My mentors touched my life by ‘paying forward’ and those experiences have made me who I am today. I intend to reciprocate by touching the lives of current students: ‘paying forward’ to the next generation.”

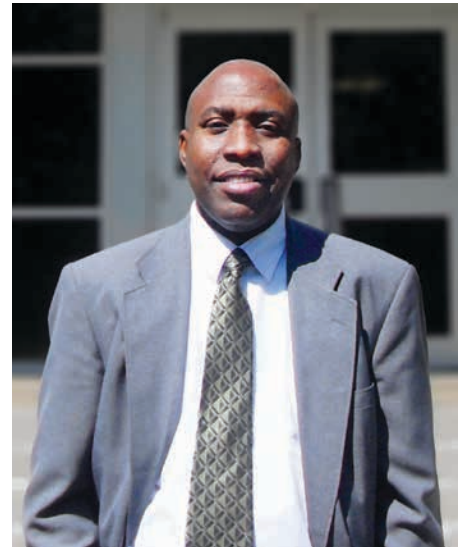
As associate dean of the College of Education at Tennessee State University (TSU) since January 2007, Arthur has provided leadership as the college’s chief academic officer and worked closely with deans, department heads, faculty and others in strategic planning; fiscal planning and

budgetary allocations; and creating and maintaining academic rigor.

He joined the faculty at TSU in 2001, teaching in the educational administration department. During his tenure, he mentored undergraduate and graduate students in the research process. His mentorship led to his students co-presenting at conferences and co-authoring peer-reviewed publications. His academic contributions did not go unnoticed, leading to Arthur being named “Researcher of the Year” for the Department of Educational Administration in 2002–03 and the university’s “Teacher of the Year” in 2004–05. Prior to working in higher education, Arthur spent 12 years teaching geography and social studies students at Grenada Seventh-day Adventist Comprehensive School where he also helped students prepare for the Caribbean Examination Council (CXC) exam.

Arthur has led several notable funded research projects, including \$11,000 annually for the development and implementation of a peer-reviewed journal in the College of Education at TSU and an annual \$35,000 budget to work collaboratively with TSU Extension and Bridges Academy to integrate technology into the curriculum. He has contributed scholarly research articles to numerous publications and delivered dozens of scholarly presentations across the country.

He has also been actively involved in several professional organizations and



Christon Arthur

councils including the Tennessee State Board of Education Advisory Council, the K–12 Education Board of the Kentucky-Tennessee Conference, the Alzheimer’s Disease Research Foundation, and the Research and Service Committee for the TSU College of Education.

Arthur earned a BA in theology from Caribbean Union College in Trinidad in 1989 and three degrees from Andrews University: a master’s degree in education in 1995; an EdS in curriculum & instruction in 1998 and a PhD in educational administration in 2000.



## Bell travels to Russia

To teach DMin cohort at Zaoksky Seminary

Skip Bell, professor of Christian ministry and director of the Doctor of Ministry program, was at the Zaoksky Seminary in Russia from April 14–28, 2010. He taught the fourth-year intensive for the DMin cohort sponsored by the Euro-Asia Division of Seventh-day Adventists. Bell brought along shirts with the DMin logo, which provided sharp attire for this “class” photo. (Photo contributed by Skip Bell.)

## Merle Bascom retires

*After working as treasurer/risk manager for nearly 23 years*

From serving in the United States Army to crunching numbers at Andrews University, Merle Bascom's 50-year professional career has come to a close. Bascom most recently served as treasurer and risk manager for Andrews.

A 1960 graduate of Columbia Union College in Takoma Park, Md., with a bachelor of business administration, that same year Bascom was drafted into the Army. He started out as a dental assistant but was transferred to the clinic office because he knew how to type. He later earned the Good Conduct Medal. In 1963, he formally launched his career as an accountant at Enterprise Academy in Enterprise, Kan. From 1968–1974, Bascom served as treasurer of Blue Mountain Academy. From there he turned his attention to the family business, where he recalls helping upholster pews for the Loma Linda University Seventh-day Adventist Church. During the 80s, Bascom served in various business roles serving the church at the Atlantic Union Conference, South England

Conference and Upper Columbia Academy. In 1987, he and his family relocated to Berrien Springs, Mich., where he served for the last 23 years of his career, first as associate director in Student Accounts and then as treasurer/risk manager.

Bascom was celebrated for his years of service at a retirement reception on Tuesday, April 20, 2010. While a slideshow picturing Bascom's life looped in the background, a series of tributes were given by President Niels-Erik Andraesen, vice-president for Financial Administration Larry Schalk and Bascom's children. A memory book full



Larry Schalk (left), vice president for Financial Administration, and President Niels-Erik Andraesen (right) congratulate Merle Bascom at his retirement event

of cards, well-wishes and photos from the retirement event was later presented to Bascom.

Bascom retired to spend more time with his wife, June, who sadly passed away on May 29, 2010, after a courageous battle with cancer.

## Gifford heads west

*Gary Gifford retires after 40 years of service to the Seventh-day Adventist Church*

Gary Gifford, associate professor of leadership and educational administration, retired after 40 years of service to the Seventh-day Adventist Church as a pastor, teacher, principal, college professor and administrator. Colleagues and friends celebrated this milestone with Gary and his wife, Jerri (Koenig), on May 26, 2010.

Born in Glendale, Calif., Gifford graduated from Pacific Union College in Angwin, Calif. in 1967 with a BA in theology. He received a BD in theology from Andrews University in 1969. Additionally, he earned an EdS in educational administration and leadership in 1981 from Loma Linda University in Loma Linda, Calif.

In 1985 Gifford earned his doctoral degree from Loma Linda University. The title of his dissertation is "Job Motivation of Seventh-day Adventist Secondary School Personnel."

Before coming to Andrews, Gifford served as a pastor in California, a teacher

in California and Hawaii, and principal of Chisolm Trail Academy in Keene, Texas, and Virgil Hauselt Memorial Junior Academy in Santa Cruz, Calif. He was also director of enrollment services at Pacific Union College and later became associate academic dean.

He also served as principal of the Village Adventist Elementary School in Berrien Springs, Mich.

The Giffords have moved to the West Coast where Gary is looking forward to pursuing his hobbies of flying, sailing and other water activities.



Gary Gifford was a good sport at his retirement farewell, even donning the pair of goofy glasses provided by his colleagues

## Christian history blog

Launched by Nicholas Miller and John Reeve

*Memory, Meaning & Faith*, [www.andrews.edu/go/memorymeaningfaith](http://www.andrews.edu/go/memorymeaningfaith), a new blog focused on Christian history in light of contemporary issues, officially launched on Friday, March 19. Sponsored by the Seventh-day Adventist Theological Seminary at Andrews University, this blog seeks to make the benefits of Seminary research more easily accessible to both lay persons and academics with the goal of refining thinking through broad-based dialogue in order to strengthen the faithful life of the mind within the Adventist and broader Christian community.

This blog was the vision of Nicholas Miller and John Reeve, who both teach in the Department of Church History at the Seminary. They envisioned a place on the Internet where church members could interact with Seminary professors across the broad range of topics related to history and theology. “We want to add to thoughtful, faithful discussion in the Adventist blogging community and become a hub of thoughtful, faithful online historical discussion,” says Miller.

Miller and Reeve invited Roy Gane, a professor of Hebrew Bible and ancient near eastern languages; Martin Hanna, associate professor of historical theology; and Teresa Reeve, assistant professor of New Testament contexts, to join them in becoming regular contributors to *Memory, Meaning & Faith*.

Together, this team of scholars will blog on cutting-edge topics in their fields by drawing from their current research interests. “Our aim is to strengthen faith while critiquing and discussing historical and theological ideas,” says Reeve.

Each contributor, writing on a rotating schedule, will generate two posts each week made up of a quote from a historical source with discussion questions and an 800–1,200 word post addressing a historical topic and its contemporary application. The contributors plan to engage in vigorous discussion with those who comment on their post while at the same time maintaining an atmosphere of courtesy and respect. The blog holds several values in high regard: Christian faith, scripture, scholarship, respectful dialogue, inquiry, intellectual honesty, relevance and love.

## Desmond Murray releases new BEST video

Highlighting early scientific research participation on YouTube

For the last decade, a poster of TaMira Jennings and Damon Travis has been hanging on Lula Lee’s Benton Harbor City Commission door. To some it may be just a picture of two Benton Harbor High School students. To Desmond Murray, assistant professor of chemistry, it represents 10 years of his “labor of love.” Upon the March release of his latest video about early research participation on YouTube, Murray remembers Jennings and Travis as the first high school students in his summer research program in 2001.

Originally called Benton Harbor Science Initiative, the program is now known as Building Excellence in Science and Technology (BEST) that provides southwest Michigan students with early research opportunities. Projects have targeted synthesis of environmentally friendlier pesticides and sensors for chemical warfare agents, agricultural pollutants and other toxic agents.

BEST students have presented their research findings at national scientific meetings. Their work has been displayed in Berkeley, Calif. and Paris, France. Three students were recently published as co-authors on a research paper about sensors for toxic pesticides.

The new video, “A Passion for Research: Inspiring High School Students” features Wen-Ting Ong, Berrien Springs High School ’07; Rachel Skibbe, Eau Claire High School ’07; and Nikia Davis, Benton Harbor High School ’07. They were students in Murray’s 2007 class, recognized as a finalist in the *Business Review*’s Innovation Michigan Exposition in Grand Rapids, Michigan. All three are now attending college: Ong at Andrews University, and Davis and Skibbe at Michigan State University.

“Dr. Murray has demonstrated in this video how researchers can have a large impact on young people by engaging them in research experiences, stimulating their curiosity and building their confidence. This video will also be a valuable tool in sharing this successful model to other researchers across the country and encouraging them to develop programs,”



Desmond Murray (left) is conducting research with Seonui Kang, senior biochemistry major (middle) and Rozalet Role, graduate biology student (right), this summer

said Sandra Welch, program director for the Informal Science Education program at the National Science Foundation.

Joseph Francisco, president of the American Chemical Society and the William E. Moore Distinguished Professor of Chemistry at Purdue University, remarked “It is these grassroots efforts that lead to long-lasting, positive change and long-term investment in young people for the sciences.”

In the early years of the program, Murray would often drive to Benton Harbor to bring the students to his lab in the Science Complex. Murray said, “My life mission is to provide opportunities in research, discovery and innovation for those who, for various reasons, have usually been left out. My effort comes from my core belief that all God’s children should participate in and contribute to one of humanity’s greatest adventures—the scientific enterprise.”

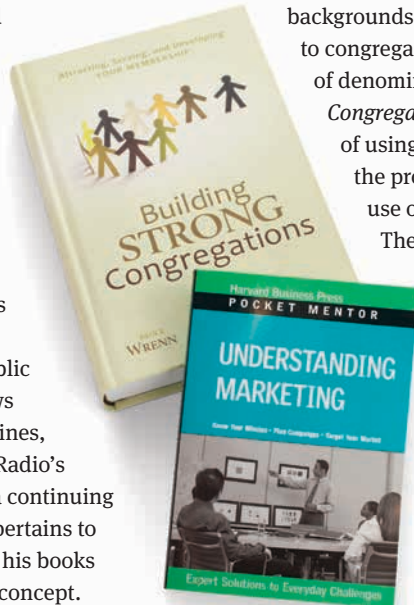
The video, funded by a 2007 grant from the National Science Foundation’s Communicating Research to Public Audiences program, can be viewed at [www.youtube.com/watch?v=G3gQU6pUQSI](http://www.youtube.com/watch?v=G3gQU6pUQSI).

## Wrenn coauthors two recent books

*Discussing marketing in religious organizations and small businesses*

What do General Conference booths, church-sponsored homeless shelters, bulletin inserts and the Standout program all have in common? Each is an application of marketing in a religious organization, the subject of the recent book, *Building Strong Congregations*, coauthored by Bruce Wrenn.

Wrenn, Colson Endowed Chair of Marketing and professor of marketing in the School of Business Administration, has been influential in the area of marketing for more than 20 years. As the author of 15 books and more than 100 publications and presentations, Wrenn has also received many public honors and given interviews for newspapers and magazines, including National Public Radio's *Talk of the Nation*. He has a continuing interest in marketing as it pertains to the church, with several of his books and articles exploring this concept.



A common misconception, Wrenn says, is “marketers are trying to practice hegemony... but that’s not at all what we’re trying to do.”

As a result, Wrenn recently coauthored this follow-up book to one written 17 years ago, *Marketing for Congregations*. With authors from three different religious backgrounds, the book is applicable to congregations at large, regardless of denomination. *Building Strong Congregations* focuses on the effects of using marketing rather than the process and the appropriate use of marketing techniques.

The book also addresses some of the criticism aimed at marketing and various situations where marketing is acceptable. “Most people aren’t aware of the difference in using marketing in some portions of religious organizations as opposed to others,” says Wrenn.

The book’s authors believe that marketing can find an appropriate niche in missions and “non-vertical relationships”—that is, people-to-people relationships. Some examples the book identifies as appropriate uses for marketing are recruiting volunteers for various mission organizations or spreading awareness about a new church. The authors want to redefine the perception of marketing in congregations’ minds, from people-centered to need-centered. Marketing in the church, they propose, is intended to ask what the need is, then adjust accordingly.

Wrenn’s other recent book, *Understanding Marketing*, arises from his involvement with Harvard University’s ManageMentor program, where he has been a marketing mentor since 2002. The new text, coauthored with Philip Kotler, helps primarily small businesses understand modern marketing techniques. The book is focused on concepts rather than tactics and techniques. The objective is to help those without a marketing background understand the “bedrock fundamentals of marketing,” says Wrenn, “as well as practical solutions.”

## Marsh donates teepee to Fort Peck, Mt. Indian reservation

*Design painted by two Department of Art & Design graduates*

The Village Seventh-day Adventist Church has sponsored a short-term mission trip to Fort Peck, an Indian reservation in northeastern Montana, for the past two summers. The trip gives participants a chance to “light their world” through Vacation Bible School, community service, jail ministries, hospital/nursing home visitations and other outreach activities. This July, Gary Marsh will do a little more.

“Last summer, a storm destroyed an African tent that had been there [at Fort Peck] for 30-plus years,” says Marsh, professor of aeronautics and assistant airport manager at the Andrews University Airpark. “I thought it would be fun to get a teepee and do something with it. I wanted to make a statement with the teepee because it has some significance for the Native Americans. So I came up with the idea of painting a portrayal of the Native Americans welcoming the coming of Christ.”

He presented the idea to the Department of Art & Design and says, “They were excited!” He located and purchased a teepee from The Colorado Yurt Company and immediately had the canvas shipped to Michigan. The poles, made of hand-peeled lodgepole pine from Montana, quickly arrived. All there remained to do was paint the canvas.

It was decided the canvas would portray Native Americans (some on horseback, some on foot) looking up to the sky, watching Jesus coming in the clouds. The very top was to be a bright yellow/orange color representing the sun. Brian Manley, assistant professor of art, arranged for graduates Rebekah Helsius and Lea Shull to paint the canvas during spring break.

Over spring graduation weekend, the teepee stood outside the Art & Design Center. “When it is set up in Montana, we’re hoping people will come and ask, ‘What’s this all



about?’ That will give us the opportunity for dialogue, to tell them Christ is coming, there is hope,” says Marsh.

## 2010 Recognition & Awards Forum

Recognizes top advisors, teachers and ecology stewards



Left–right:

Lael Caesar, AUSA  
Teacher of the Year

Glenn Russell  
Advisor of the Year

Duane McBride  
Advisor of the Year

The Recognition & Awards Forum is a special service at Andrews University that recognizes the achievements of students and faculty during the past school year. Annual awards are given based on academic, athletic and service activities, including the Teacher of the Year Award, Advisor of the Year Award and Ecology Stewardship Award, among others.

This year's forum was held at the Howard Performing Arts Center on April 15, 2010. Students crowded into the auditorium to congratulate their colleagues and teachers on various accomplishments.

The 2010 Ecology Stewardship Awards were given to Dan Hamstra, director of telecommunications, and Paul Muniz, vice-president of the Seminary Student Forum. Hamstra was specifically recognized for his work with the Berrien County Resource Recovery Office and Muniz for his Haiti relief efforts with the Hispanic Association of the Seminary (HAS).

"I was surprised and somewhat embarrassed when I was notified that I'd be recognized for my role in our electronics recycling collections," admits Hamstra. "...I feel like there are others who do much more about recycling and other environmental issues on campus than I do...I think it's nice to know that spending a little bit of time really can make a difference."

"This award says to me that even the small things that we do are being considered in the universe. While the Lord did provide me with the vision, it was a group effort that made it possible," says Muniz.

Kristine Knutson, coordinator of advising services for the Student Success Center, presented 2010 Advisor of the Year awards to Duane McBride, chair of the Department of Behavioral Sciences and director of the Institute for Prevention of Addiction, and Glenn Russell, assistant professor of religion. Advisor awards are given based on the results of online student evaluations filled out at the end of spring semester. Teachers with the highest "score" who were evaluated by five advisees or more (without having negative comments) and those who have not been chosen before were eligible. Usually, only one advisor is chosen. This year's results were very close, however, so both advisors were recognized.

"I feel there are many great advisors at Andrews and I am very grateful to my advisees for their appreciation of our work together. I believe that our strength at Andrews University is the fact that highly trained and experienced academics work closely with students in mentoring relationships that develop student learning and scholarly pursuits," says McBride.

"Winning this award was an absolute surprise!" says Russell. "I'm grateful for the opportunity to serve advisees and know that many other faculty also deserve this award. Maybe I just have the best batch of advisees!"

There were many positive comments made by students about the two advisors.

"Dr. McBride was there for me when I needed personal counseling and direction," said one. "I had to change my major and felt like quitting college. Dr. McBride understood

my situation and assisted me in my career change. He has surely made a positive impact on my life, and I have the greatest respect for his knowledge and wisdom."

"In the past five years that I have been at Andrews, Pastor Russell has been a key contributor to both my spiritual growth and also my academic scheduling," said another student. "I have a deep respect for him as a man of God and a strong teacher."

The AUSA Teacher of the Year Award was given to Lael Caesar, professor of religion. Jasmine Saunders, AUSA president, and David Steen, professor of biology and the 2009 recipient, presented the award.

"At the end of the school year, students nominate their teacher of the year, and the one who receives the most nominations is given the award. Often, the teacher is chosen because students have appreciated the way he/she has taught and also how he/she interacts with students in and outside the classroom," said Saunders.

Caesar was traveling during the forum, but later exclaimed, "...Students on campus and people far away meet me and tell me they won't take my classes because I'm so hard! So I'm more than 'kinda' baffled' [about winning the award]. I know I was sorry I couldn't be there when it was announced. Mostly I just thank God that somebody can get some blessing from my effort for my students and for Jesus... I want my students to know that like so many of their AU professors, I, too, am praying for all of them and for some of them in a very particular and focused way."