

MUSKINGUM

UPDATE



MASTER OF MOTION:

MUSKINGUM EXHIBITS THE
ART OF LEROY NEIMAN

*Ruth Dorsey Neptune Distinguished
Professor of Fine Arts Yan Sun with
Muskingum student curators.*

Copyright © 2018.
Muskingum Update is published
three times per year by
Muskingum University,
163 Stormont Street,
New Concord, Ohio 43762.

Editor:

Annette Gioveno Nolish.

Contributors and Photography:

Josh Chaney '10, Amanda Mlikan '13, Rod
Lang, Chris Crook, Andi Milligan.

Magazine Printing:

Knepper Press.

Online Archives:

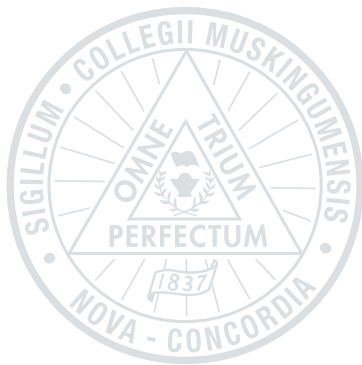
muskingum.edu

Editorial correspondence:

TheUpdate@muskingum.edu or
740-826-8134.

Address changes:

alumni@muskingum.edu or
740-826-8131.



Contents

From the President's Desk	3
Master of Motion: Muskingum Exhibits the Art of LeRoy Neiman	4
Cultivating Creativity: Artist in Residence Inspires Students	8
Muskie Excellence in Action	10
Muskie Sports: Men's Basketball Season Spans Triumph and Tragedy	12
Congratulations: Hall of Fame Induction, Athletic Director Announces Retirement	14
Telling Our Story: Meet the Vice President for Enrollment & Marketing	16
Muskie Gatherings	18
Sharing the Legacy	22
Muskie Profile: Jamie Bermúdez '44 Named Emeritus Trustee	23



From the President's Desk

Greetings to all Muskingum Alumni and Friends!

The arts have always had a proud place at Muskingum and a profound impact on our University community and surrounding region. A keen focus on the arts and creativity is forming a dynamic theme during this second semester of our 2017-18 academic year.

We are absolutely delighted to bring **Action! An Exhibition of LeRoy Neiman's Champions** to our campus, with many works on display for the first time in Ohio. Through the efforts of Jim Purdy '85 and under the direction of Ruth Dorsey Neptune Distinguished Professor of Fine Arts Yan Sun, our students curated the display. It was an incredible hands-on experience for them – and quite exciting for those of us who witnessed their gallery work with these stunning pieces. As students and faculty from across the campus engage with Neiman's art, it has become a source of inspiration for a faculty chamber music concert, *American Expressionism*, and an Original Devised Theatre Performance by our students under the guidance of Richard Newman of The Hinterlands Ensemble.

Folk artist and author-illustrator William Accorsi '54 is in residence this semester as **Visiting Professor of Art**, and his inspiration is encouraging our students to further explore their own creativity. The *Expression of Life* exhibit will feature sculptures and installations by Visiting Professor Accorsi and his students.

Our students, faculty, and staff continue to excel and to seek new opportunities to develop their ability to **impact the world**. In this UPDATE issue, we highlight important work in helping our students discover purpose and meaning and in supporting our commitment to inclusivity and excellence. You will meet a Muskie student-athlete of great talent and even greater strength of character. I am especially pleased to introduce you to Steve Soba, Vice President for Enrollment & Marketing, and his perspective on **telling our story** to prospective students.

It was wonderful to welcome so many Muskies for **Homecoming** this year! We hope you enjoy our look back at this festive weekend and that you will make plans to join us for upcoming alumni gatherings.

On behalf of the entire Muskingum University community, thank you for sharing the legacy of your experience with today's students. With your partnership, we are extending the Long Magenta Line today and changing the world tomorrow!

**With warm regards,
President Sue Hasseler**

Keep up with President Hasseler through her monthly newsletter Magenta Lines. Email magentalines@muskingum.edu to subscribe.





MASTER OF MOTION:

MUSKINGUM EXHIBITS THE **ART OF LEROY NEIMAN**

Students Curate Display under the Direction of Ruth Dorsey Neptune Distinguished Professor of Fine Arts Yan Sun

“Planning and handling this collection has been **an incredible, once-in-a-lifetime experience** for our students.”

– Professor of Art Yan Sun

LeRoy Neiman (1921-2012) was best known for his brilliantly colored, stunningly energetic images of sporting events and leisure activities. His impressionistic sketches of American icons and national pastimes made him one of the most popular United States artists of our time.

“For many art enthusiasts and casual observers alike, LeRoy Neiman’s works, which often feature vibrant, bright strokes of magentas, yellows, and greens, are instantly familiar,” said Muskingum President Sue Hasseler. “His work demonstrates his magnificent ability to interpret action and capture motion.”

From Joe Montana readying a pass to dancers in flight on stage, Mr. Neiman chronicled public life and found rich social material at cafés, dance halls, and major public events. His often quickly-executed paintings and drawings interpreted the drama of Super Bowl games, Olympic contests, heavyweight boxing matches, and horse races.

Action! An Exhibition of LeRoy Neiman’s Champions features 74 of Mr. Neiman’s works on display for the first time in Ohio. On loan from The LeRoy Neiman Foundation, the works are exhibited in two campus gallery locations, the Louis O. Palmer Gallery and Philip & Betsey Caldwell Hall, through April 14, 2018. The exhibit is offered free to the public. It is presented by Muskingum University and Kessler Sign Company with additional support provided by Century National Bank and Barnes & Noble.

CONTINUED ►

President Sue Hasseler and Jim Purdy '85 greet Ohio Senator Troy Balderson during the exhibit opening on January 21, 2018.

“As a Muskingum graduate, I’m proud that we can showcase Neiman’s works on campus

and provide Muskingum students with such a unique opportunity to engage in curating the exhibition.”

– Jim Purdy '85, Board of Directors, LeRoy Neiman Foundation

Jim Purdy '85 is a member of the Board of Directors of The LeRoy Neiman Foundation. "As a Muskingum graduate, I'm proud that we can showcase Neiman's works on campus and provide Muskingum students with such a unique opportunity to engage in curating the exhibition," he said.

Professor of Art Yan Sun, who chairs the University Art Department and also holds the endowed Ruth Dorsey Neptune Distinguished Professorship in Fine Arts, led a group of students in curating the display. "My students experienced every detail of organizing a professional exhibition," he said. Supervised by Professor Sun, the students worked together to carefully unpack the works one-by-one and determine the order and placement of each work within the gallery spaces.

"Planning and handling this collection has been an incredible, once-in-a-lifetime experience for our students," Professor Sun said. "We have worked extremely hard to create a compelling environment for our guests, and we hope each of our visitors leaves with a new or renewed appreciation for Neiman and his work."

About LeRoy Neiman

Born LeRoy Runquist in Minnesota, Mr. Neiman was a child of the Great Depression who later took his stepfather's surname. His knack for drawing was apparent from a young age, when he sold advertising posters to local merchants for a nickel apiece.

A U.S. Army veteran, he attended the School of the Art Institute of Chicago (SAIC) on the G.I. Bill. He graduated in 1950 and remained at SAIC to teach for the next decade before settling into a New York City studio to complete a series of paintings of the Indianapolis 500.

By the late 1960s, Mr. Neiman had painted more than 100 major figures from professional athletes to politicians and everything in between, befriending many major sports figures and celebrities of the era.

As the official artist of five Olympiads beginning in 1972, millions watched him sketch the action in real time. He demystified art for the viewers and his fame grew rapidly thanks to television.

His popularity yielded a seemingly never-ending string of commissions. He served as Artist-in-Residence for the New York Jets, chronicled the 1968 Democratic National Convention in Atlanta, and designed Broadway sets, murals, record album covers, and women's handbags. His painting subjects ranged from U.S. presidents to safaris in Kenya, he earned a commission from the United Nations, and he authored 15 books.

In 1986, The LeRoy Neiman and Janet Byrne Neiman Foundation was established. The Foundation continues the legacy and philanthropic spirit of LeRoy Neiman by advancing and sharing the impact of his life, his ideals, and his artwork, and by supporting organizations that promote the study, improvement, and advancement of the arts and provide opportunities for at-risk youth to develop paths to successful futures.

Reflecting on his work, Mr. Neiman told the Associated Press in 2008: "I've zeroed in on what you would call action and excellence. Everybody who does anything to try to succeed has to give the best of themselves, and art has made me pull the best out of myself."

Senior Anna Sharier and Ruth Dorsey Neptune Distinguished Professor of Fine Arts Yan Sun.





“The LeRoy Neiman exhibit is inspiring creativity and exploration across our campus.”

– President Sue Hasseler

Exhibit Spurs Campus-Wide Engagement

The impact of displaying Mr. Neiman’s work on campus is reaching beyond the exhibition. President Hasseler noted that “The LeRoy Neiman exhibit is inspiring creativity and exploration across our campus. We are especially excited that our music and drama faculty will be presenting several original performances developed in response to his body of work.” All performances are free and open to the public.

On March 16, Muskingum will present *American Expressionism*, a concert featuring the faculty brass quintet – the Muskingum Valley Brass – in the premiere of “Stories in a Riot of Color,” a new composition by Michael Torres inspired by Mr. Neiman’s sketches of dancers. The evening will showcase a wide range of American composers’ expressionistic styles performed by the quintet and other faculty solo and chamber artists. “The Neiman Exhibit influenced us to select a program of works that are very vibrant, use a wide variety of tonal colors, and convey an emotional experience,” said Dr. David Turrill, Chair of the Music Department and Associate Professor of Music. The event will take place in Caldwell Hall and will include a pre-concert lecture by Dr. Torres.

On April 12 and 14, an Original Devised Theatre Performance will feature Muskingum students guided by Richard Newman of The Hinterlands Ensemble, a Detroit-based company whose performances and workshops are presented worldwide. Chris Tucci ’00 helped facilitate this unique opportunity. ■

For more information about the exhibition, visit muskingum.edu/neiman, and join the conversation using #NeimanAtMU. For more information on LeRoy Neiman and The LeRoy Neiman Foundation, visit leroyneimanfoundation.org.

You’re Invited to Attend:

Action! An Exhibition of LeRoy Neiman’s Champions



January 22 – April 14, 2018

Locations: Palmer Gallery and Caldwell Hall

Monday, Tuesday, Wednesday,
Friday: 9:30 a.m. – 3:30 p.m.

Thursday: 9:30 a.m. – 8:30 p.m.

Saturday: 1:00 p.m. – 4:00 p.m.

Sunday: Closed

Action! is free to the public and is presented by Muskingum University and Kessler Sign Company with additional support provided by Century National Bank and Barnes & Noble.

American Expressionism Concert

An evening of chamber music performed by Muskingum Music Department faculty, featuring the premiere of Michael Torres’ “Stories in a Riot of Color” inspired by LeRoy Neiman’s work.



Location: Caldwell Hall

Friday, March 16, 2018

7:00 p.m. Pre-Concert Lecture by Mr. Torres

7:30 p.m. Concert

An Original Devised Theatre Performance

An Original Devised Theatre Performance
Featuring Muskingum students guided by Richard Newman of The Hinterlands Ensemble.



Location: Caldwell Hall

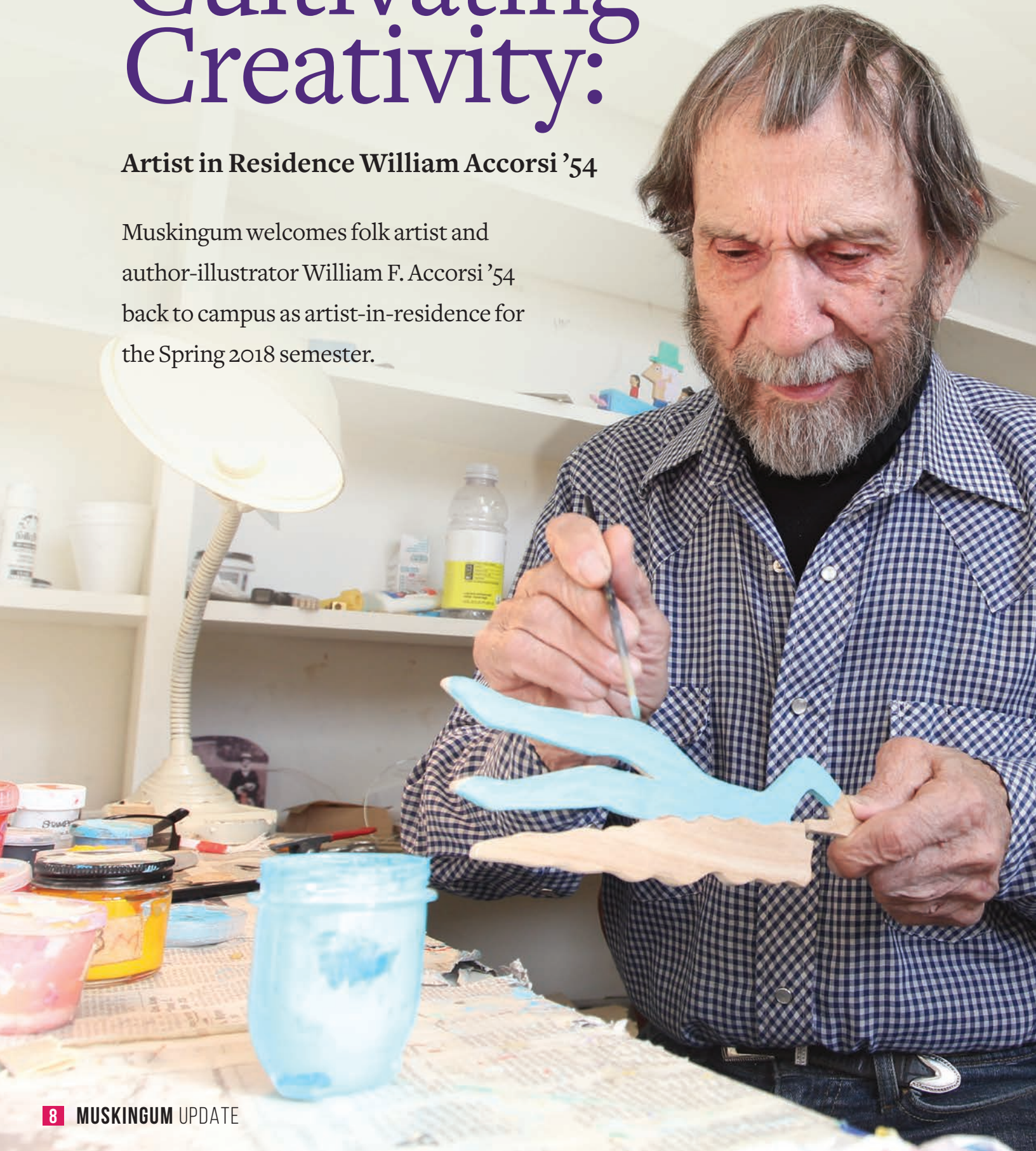
Thursday, April 12, 2018 8:00 p.m.

Saturday, April 14, 2018 2:00 p.m. and 8:00 p.m.

Cultivating Creativity:

Artist in Residence William Accorsi '54

Muskingum welcomes folk artist and author-illustrator William F. Accorsi '54 back to campus as artist-in-residence for the Spring 2018 semester.



“Attending Muskingum transformed me.

It was here that I discovered my passion for art and knew that it would become my life.”

– William Accorsi '54, Visiting Professor of Art



Recognized worldwide for his “great sense of play,” Mr. Accorsi’s three-dimensional sculptures depict animals and people through wood, wire, beads, buttons, and other found objects. His works reside in museum exhibitions, galleries, and private collections across the United States and abroad, and he is the only artist to have been awarded two solo exhibitions at the Museum of Arts and Design in New York City. He authored and illustrated *Toy Sculpture* and *Accorsi Puzzles*, and eight award-winning children’s books featuring interactive puzzles and engaging tactile objects.

“William Accorsi’s residency is providing an extraordinary opportunity to enrich the culture of creativity on our campus,” said Dr. Nancy Evangelista, Muskingum University Provost. “Our campus community is engaging with his creativity, playfulness, and deep respect for folk art, and he is inspiring our students as they consider careers as artists, educators, and authors. We are proud of his deep Muskingum roots and very grateful for his willingness to share his art and experiences with us.”

As Visiting Professor of Art, Mr. Accorsi is teaching sculpture studio courses; guiding students as they create advanced, independent artworks; and delivering guest presentations and lectures in courses across campus and for special events.

An exhibition of works by Mr. Accorsi and his students will be on display in the Roberta A. Smith University Library from March 19 through April 20, 2018.

“Attending Muskingum transformed me,” Mr. Accorsi recalls. “It was here that I discovered my passion for art and knew that it would become my life. It is an incredible feeling to now be able to help Muskingum students explore their creativity and encourage their own personal approaches to art.”

A native of Springdale, Pennsylvania, Mr. Accorsi enrolled at Muskingum as a physical education major. “I was a football player and I planned to become an athletic coach,” he remembers. “During my sophomore year, I visited an art museum for the very first time and I was dumbstruck by the new possibilities I saw for my future. I changed my major to elementary education and took all the art classes Muskingum offered. My professors encouraged my ideas and provided me with the tools to explore art independently. That solid foundation has enabled me to become ‘self-taught’ over the years as my interests lead me into new areas.”

After earning his Muskingum degree, Mr. Accorsi served as a public school elementary teacher for seven years, devoting evenings and weekends to his art. In 1962, he moved to New York City to begin his full-time career as a studio artist.

Mr. Accorsi is the subject of a Maine Public Broadcasting Network documentary, *His Own Master: The Art of William Accorsi* (Jan Cannon Films), which follows him at work in his studio as he reflects on a lifetime of art-making.

His books for children include *10 Button Book*; *10 Color Book*; *How Big is the Lion: My First Book of Measuring*; *Apple, Apple Alligator*; *Friendship’s First Thanksgiving*; *Short, Short, Short Stories*; *Billy’s Button*; *Rachel Carson*; and *My Name is Pocahontas*.

In 2014, he was honored by Muskingum’s Alumni Council with the Distinguished Service Award, the university’s highest alumni honor. ■

The Expression of Life exhibit, featuring the sculptures and installations of William Accorsi and his students, will be on display in the Roberta A. Smith University Library from March 19 through April 20, 2018. The exhibit is free and open to the public. A lecture and guided viewing of the artworks by Visiting Professor Accorsi will take place at 1:30 p.m. on March 20, 2018.

“William Accorsi’s residency is providing an extraordinary opportunity to enrich the culture of creativity on our campus.”

– Dr. Nancy Evangelista, Provost

Muskie Excellence in Action

The NetVUE Project: Helping Students Discover Purpose and Meaning

Muskingum has begun a special initiative to enhance students' exploration of purpose and meaning through their undergraduate experience. The first year of the planned multi-year project is supported by a grant from NetVUE, the Network for Vocation in Undergraduate Education.

A team of faculty and staff is spearheading the effort and has attended national NetVUE conferences and seminars. Associate Professor of Biology Amy Santas is serving as project coordinator and team members include Professor of Religion and Associate Provost Rick Nutt, Associate Professor of Psychology Mark Stambush, University Chaplain Will Mullins'02, and Chaplain Intern Julia Sprague.

"National data has shown that students who develop an understanding of their meaning and purpose are better able to weather storms and challenges in their lives," Dr. Santas commented. "As they become grounded in knowing who

they are and become able to articulate their goals for their education, they are more likely to complete their degrees."

The team has facilitated a series of in-depth dinner conversations where nearly 80 faculty and staff from across the campus have gathered in groups of 12 to engage in rich discussions and exchange ideas. A core group of 20 will attend a planning retreat to map out next steps.

"Purposeful advising is an important component of the wholistic student experience, and it is often particularly life-changing for those students who are in the first generation of their families to attend college," President Sue Hasseler said. "The NetVUE grant is a wonderful opportunity for thoughtful conversation, and it is inspiring to see faculty, coaches, and staff members – who interact with students in a wide variety of different roles – share their perspectives and ideas." ■





Faculty Member Selected for HERS Leadership Institute

Dr. Sandra Schroer, Associate Professor of Sociology, has been selected for the prestigious HERS Leadership Institute to be held at Bryn Mawr College during the Summer of 2018. She was also awarded a grant from the ACE Ohio Women's Network to help support her participation in HERS.

"Dr. Schroer is a superb teacher with a deep commitment to inclusivity, equity and justice," said President Sue Hasseler. "The advanced skills she will acquire through her institute training and the development of her leadership project will enable her to make a significant impact on creating an inclusive and welcoming environment for all of our students."

Through the HERS experience, Dr. Schroer will design a campus-wide training program to support initiatives focused

on inclusivity and excellence, which reflect Muskingum's commitment to equity for all community members.

Dr. Schroer is the Chair of the Department of Sociology and Anthropology and serves as the advisor for the University's minor in Gender Studies. A member of the Muskingum faculty since 2004, she is the 2016 recipient of Muskingum's highest faculty honor, the William Oxley Thompson Award for Excellence in Teaching. She earned her Doctor of Philosophy, Master of Arts, and Bachelor of Arts degrees from Western Michigan University.

HERS (Higher Education Resource Services) is an independent, educational, non-profit women's leadership development organization. ■

Men's Basketball Season Spans Triumph and Tragedy



Sophomore Marcus Dempsey Scores 1,000th Career Point, Earns National USBWA Honors

Campus Mourns Junior 1,000 Career Point Scorer Jarrell Marsh

The 2017-18 men's basketball season at Muskingum has been a journey spanning triumph and tragedy for the Fighting Muskies and for the campus community members who have walked beside them.

Throughout November and December, the team put on an exciting scoring show. Muskie fans savored the December 9, 2017 defeat of Baldwin Wallace – then the 22nd ranked team nationally in NCAA Division III – by a score of 91-78.

On December 20, 2017 during the last game before the holiday break, junior Jarrell Marsh scored his 1,000th career point for the Muskies, continuing the dynamic play that had garnered him Ohio Athletic Conference (OAC) Men's Basketball Freshman of the Year honors in 2016.

Sophomore Marcus Dempsey, the 2017 OAC Men's Basketball Freshman of the Year and the 2017 D3hoops Great Lakes Region Rookie of the Year, was not far behind in

his own chase for 1,000 career points, and the team and fans left the game eager to resume post-holiday play.

Tragically, on December 21, 2017, Jarrell Marsh passed away in a car accident as he traveled home from Muskingum to celebrate Christmas with his family. His 1,000th career point game was the final one he would play for the Muskies. He would later be posthumously named to the All-OAC First Team for the 2017-18 season.

An outpouring of sympathy and shared memories from the Muskingum community and the OAC basketball community helped support the team and Jarrell Marsh's family and friends in this most difficult of times. When the Muskies returned to the court for their next contest, players and fans on both sides of the ball honored him with insignias and apparel, heartfelt tributes, and a moment of silence before the game began.

In Memoriam

Jarrell Marsh 1997-2017

With profound sadness, the Muskingum University community mourns the loss of junior Jarrell Marsh, who passed away in a car accident on December 21, 2017, shortly after scoring his 1,000th career point. A business management major, he was the 2015-16 OAC Freshman of the Year and posthumously received All-OAC First Team honors for the 2017-18 season. We offer our deepest sympathies to Jarrell's family and friends.



On December 30, Marcus Dempsey wore his heart on his sleeve during the Oberlin College Holiday Classic Tournament Championship Game. He scored 57 points in a 111-104 loss to Oberlin and broke a Muskingum record that had stood for more than a century, topping the previous bar of most points in a game which was set at 54 in 1912-13 by Babe Arnold. Dempsey's 57 points also represent an NCAA Division III one-game season high.

"It was very special to break the record...this means a lot considering the great tradition of basketball we have here at Muskingum," Dempsey told the *Zanesville Times-Recorder*. "I think dealing with all of the adversity that has surrounded this break and knowing that everyone must now step up and contribute something more makes us all focus a little bit harder and play with a sense of unity...this group has a lot of toughness and resolve."

Dempsey's spectacular play and achievements continued into the new year. During the team's January 27, 2018 victory over NCAA Division III 23rd-ranked John Carroll, he scored his 1,000th career point, a remarkable achievement for a sophomore year player. During that same game, Dempsey also broke the Muskingum record for most points scored in a season, ending the contest with 570 and topping the 559 scored in 1990-1991 by Andy Moore.

Twice this season, Dempsey has been named the United States Basketball Writers Association (USBWA) Division III National Player of the Week. He was honored for the week ending December 31, 2017, following his 57-point game, and again for the week ending January 28, 2018, following his 1,000th career point game. The USBWA is one of the most influential organizations in college basketball, with more than 900 members.

It is often said that the highs and lows which student athletes experience over the course of each contest and each season prepare them for the challenges they will face in life itself.

"This group of young men has faced the extremes of life's joy and sadness in one short month, and they have shown great strength of character, grace under pressure, and thoughtful caring for others," said President Sue Hasseler. "We could not be prouder of this team and of the way our entire community has come together in support, celebration, and memory during this emotional season." ■

As this magazine goes to press, the basketball season is still underway. Learn what happens next for the team by visiting fightingmuskies.com.

Athletic Hall of Fame

CONGRATULATIONS to Muskingum's 2017-18 Athletic Hall of Fame inductees, who were honored at the Homecoming M Club Breakfast and on the field at halftime.

Shawn Douglass '04

TRACK & FIELD

An Outdoor Track and Field All-American, Shawn Douglass is a 3-time OAC Champion in the 100-meter dash and a 2-time OAC Champion in the 200-meter dash. He holds the Muskingum record and an OAC Championship in the 4x100 meter. In Indoor Track and Field, he holds the Muskingum record in the 4x400 meter and garnered All-OAC honors for the 4x160 meter and the 4x400 meter.

Rudy Gerlach '56

FOOTBALL

Rudy Gerlach helped lead the Fighting Muskies in their outstanding 6-2-1 1954 season and 8-0 1955 OAC Championship season. A Little All-American in 1955 and All-Ohio in 1954 and 1955, he was named Outstanding Offensive Lineman in 1954 and Outstanding Defensive Lineman in 1955. He served on the Muskingum faculty from 1957-1993 and as Faculty Athletic Representative to the OAC and NCAA.

William C. Hockaday '01

WRESTLING

A 4-year letter winner and 2-time team captain, William C. Hockaday led the Muskies to the 2000 OAC Championship title. He was All-OAC in 1999 and a National Sports Writer's Academic All-American in 2000. In 2001, he was an OAC Champion in his weight class and All-OAC, an NCAA Division III National Qualifier and NCAA Division III Academic All-American, and received the Gregg Riggart "Dedication to Sport Award."

Cara Thompson '04

CROSS COUNTRY

A 3-time NCAA Division III Great Lakes Regional Qualifier and multi-year Muskingum Invitational Champion, Cara Thompson was a 2-time First Team All-OAC and 2-time NCAA Division III All-Great Lakes Regional Team selection, an All-Ohio Intercollegiate Cross Country Team selection, a Marietta Invitational Champion, and a U.S. Track Coaches Association Academic All-American.

Dan Hughes '77

SPECIAL CATEGORY

Dan Hughes, Head Coach of the WNBA Seattle Storm, earned WNBA Coach of the Year honors with both the Cleveland Rockers and the San Antonio Stars, has led three different franchises to the WNBA playoffs, and holds the second-most career wins in WNBA coaching history. He was a member of the Player Selection Committee for the USA Women's Basketball Team from 2008-2016, earning two Olympic gold medals and two World Championship gold medals. A Muskie 2-sport athlete, he was a men's basketball letter-winner on the 1973 and 1974 OAC Championship teams and a student assistant coach on the 1977 OAC Championship team, and a 3-year baseball letter winner, leading the OAC in stolen bases in the 1975 season.





2017-18 Athletic Hall of Fame Honorees Cara Thompson '04, Shawn Douglass '04, William Hockaday '01, Rudy Gerlach '56, and Dan Hughes '77.

Athletic Director Larry Shank to Retire

Athletic Director Larry Shank, who has led the Fighting Muskies for the past 16 years, will retire at the end of the 2017-18 academic year, capping a four-decade career in collegiate athletics.

“Larry Shank’s impact on Muskingum will be felt long into the future,” said President Sue Hasseler. “His experience and leadership as a coach, athletic director, and divisional athletic representative have benefited countless student-athletes on our campus, at our fellow Ohio Athletic Conference Institutions, and at NCAA Division III institutions around the country.”

Highlights of Larry Shank’s tenure at the University have included the addition of lacrosse as an intercollegiate sport and multiple facilities upgrades to support Muskingum student-athletes, including the recently opened north campus turf field. Mr. Shank has served as President and Vice President of the OAC, and in leading roles on OAC and NCAA committees.

“I’m extremely grateful for the opportunity to lead Muskingum’s athletic department,” Mr. Shank said. “Throughout the years, it’s been a privilege to represent the University to the OAC and NCAA, and extremely rewarding to work alongside our exceptional student-athletes, coaches, and administrators. I will always cherish these relationships and my time as athletic director.”

Steve Brockelbank, an associate athletic director at Miami University (Oxford, OH), was recently appointed to lead Muskingum’s Athletic Department following Mr. Shank’s retirement. Visit muskingum.edu/news to learn more and meet Mr. Brockelbank in the next issue of UPDATE.



Meet Steve Soba

Vice President for Enrollment & Marketing

Following a national search, Steven F. Soba became Muskingum's Vice President for Enrollment & Marketing on June 1, 2017. In this role, he leads the University's recruiting, admission, student financial services, marketing, and communications functions.

With more than 20 years of experience in his field, he previously served as the Vice President for Enrollment Management & Marketing at Moravian College in Bethlehem, Pennsylvania, and as Assistant Vice President for Marketing and Student Recruitment and Director of Undergraduate Admission at Southern New Hampshire University, in Manchester, New Hampshire.

He is a graduate of Salve Regina University in Newport, Rhode Island, where he earned his Bachelor of Arts and Master of Science degrees in Administration of Justice. He has completed his coursework toward a doctoral degree in Educational Leadership and Policy Studies at the University of Vermont.



“Steve Soba came to Muskingum with a unique combination of expertise and experience in the enrollment and marketing fields. Every day he brings an enthusiastic and entrepreneurial spirit to the important work of telling our story to prospective students.”

– President Sue Hasseler

1. What first attracted you to Muskingum?

Muskingum has a compelling story to share with the world! A proud history; highly accomplished alumni; high-achieving students, faculty, and staff; high-quality academics and co-curricular opportunities; a beautiful campus; and a terrific geographic location all add up in a place of affordable excellence – exactly the kind of place that prospective students want and need to know about.

2. What do you think Muskingum does particularly well?

Muskingum is a place that transforms lives. The academic programs and cocurricular experiences offered here provide incredible opportunities for students to explore who they are and what paths they want to pursue. All the while, they are building mentoring connections with faculty and staff, which boost student success in college and beyond.

3. Since your move to Muskingum, what has made the greatest impression on you?

Muskies! Everyone in the community has been incredibly welcoming and very generous with their time and ideas, both in helping me learn more about the University and in working with me on ways to tell the story of this very special place.

4. What kinds of strategic priorities are you currently focused on?

Our web and social media presence is a central component in today’s digital world. We recently rolled out a new website designed to make it even easier for our audiences to engage with us and to find the information they seek about Muskingum.

We are always thinking about how to best articulate and share the “value propositions” that define Muskingum and differentiate it from other educational options prospective students may be considering.

Once prospective students have been admitted, we work hard to

make a Muskingum education accessible and affordable for them through scholarships and financial aid. We recognize that an undergraduate education is one of the most significant investments students and families will make in their lifetimes.

5. How can Muskingum alumni and friends help support your efforts?

If you know of any prospective students, please share your Muskingum story and connect them with us! Visit muskingum.edu where you’ll find our Recruit a Muskie form under the Alumni & Friends tab.

6. What hobbies do you enjoy?

My partner, Melissa, and I love to Crossfit; go for long hikes with our golden retriever, Teddy; and root for all of my hometown Boston sports teams.

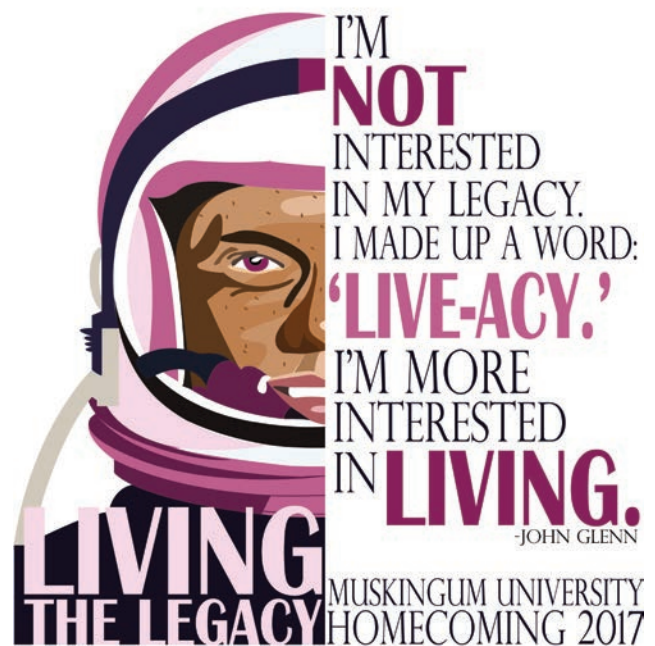
7. What is your favorite item of Muskie gear?

If I have to pick a favorite, it would be my magenta socks. I’m known for wearing quite colorful socks and I was thrilled to receive a magenta pair as a welcome gift when I first came to Muskingum.



HOMECOMING

Muskie from near and far gathered to celebrate Homecoming together on October 13-14, 2017. Events ranged from a Muskie Fun Run, a Family & Student Activities Spree on the East Lawn, the 25th Anniversary Celebration of the Neuroscience Program, and a MISST Mixer to the traditional Varsity Revue, M Club Breakfast, and Homecoming Football Game. Muskie enjoyed a post-football Alumni-Faculty Social while cheering on the Men's Soccer Team at the new north campus turf field before wrapping up the day with a Muskingum Society Reception at the President's Residence, a Collage Concert at Brown Chapel featuring the University's instrumental and vocal music ensembles, and Muskie Late Nights in several off-campus settings.





SAVE THE DATE: Come back on October 19-21, 2018 for our very first combined Homecoming and Alumni Weekend: REUNION WEEKEND

Living Library

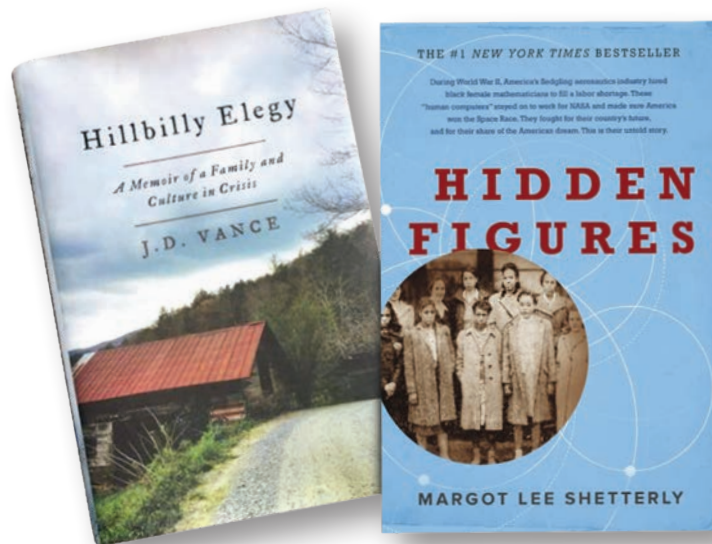
Through our new Living Library program, alumni – instead of books – are available for checkout at the University Library. So far, our students have been inspired by Jim Heacock '70, Greg Adams '81, David Kratoville '81, Lorrie Schmidt '83, and Larry Ray '74. Follow the Living Library on the Muskingum University Alumni Facebook page to see who visits next.



| Alumni Book Club

Join Muskie alumni, faculty, and staff in a virtual book club! The club most recently read *Hillbilly Elegy* by J.D. Vance and is soon to begin *Hidden Figures* by Margot Lee Shetterly. Dr. Christine Mann Darden – whose story was one of those told in *Hidden Figures* – will deliver the undergraduate commencement address to Muskingum's Class of 2018. An aeronautical engineer, Dr. Darden is the first African-American woman to attain the top rank of the federal civil service at NASA's Langley Research Center.

Visit the Alumni & Friends tab at muskingum.edu to join the Book Club.



Shades of Ireland Travel with your Fellow Muskies!

Departing on October 22, 2018, Shades of Ireland will be an unforgettable 13-day travel experience with Muskingum alumni and friends. Featuring Northern Ireland, the itinerary includes Dublin, Killarney, Cliffs of Mohr, Blarney Stone, Ring of Kerry, Cabra Castle, and more! Visit gateway.gocollette.com/link/850444 for details.



Sunset Dinner Dance Cruise April 15, 2018

Make your reservations by March 28, 2018 to join Sue and Ken Hasseler in St. Pete Beach, Florida for dining, dancing, and spectacular views from aboard the Starlight Sapphire. The evening is co-sponsored by Maureen McCauley Johnson '64 and her brother W. Keith McCauley, friend of the University. Visit the Events tab at muskingum.edu for detailed reservation information.





Members of the Muskingum Society enjoyed a special reception at the President's Residence during Homecoming Weekend.



| The Muskingum Society

There's still time to become a Charter Member of the Muskingum Society! Make your annual commitment of \$1,000 or more to the University for any purpose by June 30, 2018 to be permanently recognized on campus as a Charter Member and receive your invitations to Muskingum Society private events. Your gift can be made in monthly, quarterly, or single payments and if your employer offers a Matching Gift program, their match counts toward your Muskingum Society gift total.

Visit muskingum.edu/society, email muskingumsociety@muskingum.edu, or call 740-826-8130 to join.

Save the date! The Muskingum Society Charter Gala with Jack and Suzi Hanna will be held at the Columbus Zoo and Aquarium on September 7, 2018.

| Planning for the Future

Leaving a legacy through a Charitable Bequest is one of the easiest ways you can significantly impact today's students and help put them on the path to lifelong learning, success, and service.

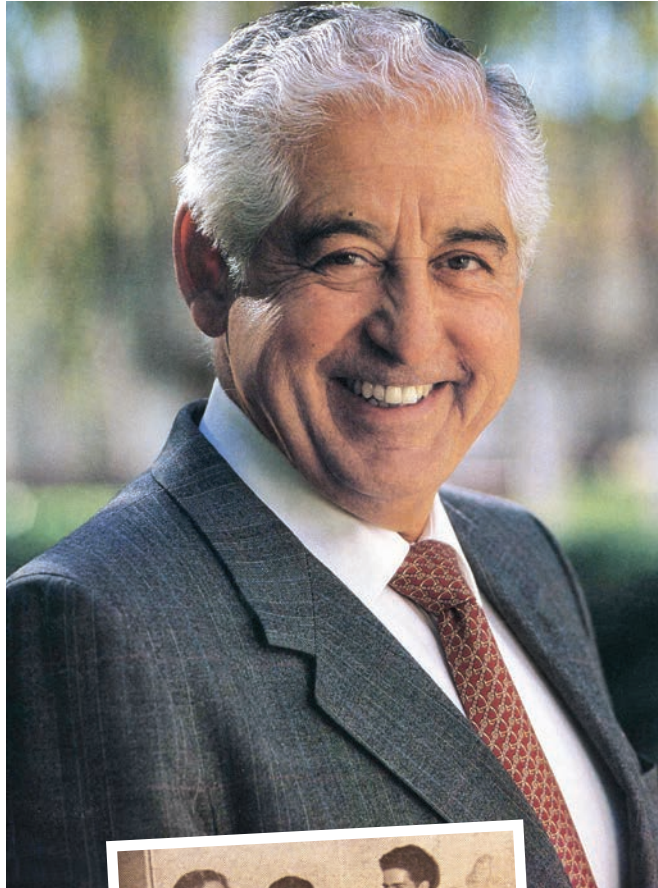
A bequest can be made by including a provision in your will for a gift to Muskingum or you can designate the University as a beneficiary for an asset that is not transferable through a will – such as a life insurance policy or a retirement, investment, or other account.

For more information, contact Paul McClelland, Associate Vice President for Institutional Advancement at paulm@muskingum.edu or 740-826-8648.



Jaime Bermúdez, Sr. '44

Named Emeritus Trustee



First-year students in the fall semester of 1940:
Gordon Taylor, Jaime Bermúdez, and Richard Pipes.
The Black & Magenta, October 8, 1940.

Jaime Bermúdez, Sr. '44 has provided wise counsel and leadership as a member of the Muskingum University Board of Trustees since 1986. After more than 31 years of distinguished service, he has been named Trustee Emeritus.

Mr. Bermúdez, Sr. has changed the world through his lifetime's work as Founder and Chairman of The Bermúdez Group.

He is known as the father of Mexico's maquiladora industry, which has helped shape the global manufacturing economy, and he pioneered Mexico's comprehensive industrial park model, transforming his country's approach to economic development. He further served his country and his community as the elected Mayor of Juárez, Mexico from 1986-1989.

Mr. Bermúdez, Sr. established the Alianzas Educativas de Ciudad Juárez, which has encouraged and motivated more than 22,000 students in the third year of their junior high school education, resulting in a significant and lasting impact upon the lives of young people in his country.

While earning a Bachelor of Science degree in Mathematics, Mr. Bermúdez, Sr. was a varsity student-athlete. In 1988, he was recognized with a Muskingum Alumni Council Distinguished Service Award and he received an honorary doctoral degree from the University during the 1992 Commencement ceremony.

Mr. Bermúdez, Sr. resides in Juárez, Mexico. He is the father of eight children, all of whom have extended his profound impact upon others through their involvement in The Bermúdez Group. ■

Mr. Bermúdez, Sr. has changed the world through his lifetime's work as Founder and Chairman of The Bermúdez Group.

MUSKINGUM

U N I V E R S I T Y

Muskingum University
163 Stormont Street
New Concord, OH 43762-1118
muskingum.edu

THREE MUSKIES REACH 1,000TH CAREER POINT MILESTONE IN BASKETBALL



fightingmuskies.com

Senior Olivia Besancon scored her 1,000th career point for the Women's Basketball Team on January 17, 2018. She is a team captain, 4-year letter winner, and Academic All-OAC honoree majoring in Business Management and Marketing.

Men's Basketball Season Brings Triumph and Tragedy

See Page 12.

