

# Viewpoint

magazine

A Publication of Cottey College:  
For Women, By Women, About Women

## highlights

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## RECRUITMENT AND PROMOTION



## Getting Heard in a Noisy World

## Letters to the Editor

Thanks, Steve.

I devoured the contents - reading until midnight! Viewpoint is a fabulous publication; I always read every word of it - and it almost feels like I am back on campus. Your sensitive presentation of Dr. Weitzel supports my conviction she is the right person at the right time. I am mightily impressed by her warmth and accessibility, particularly as I saw her in action at the International Convention, where the Cottey Room offered a great presentation of the college and attendant staff and an inviting, casual setting for meeting the Weitzels.

Lauding Dr. Weitzel, it is not intended as

comparison, but simply observation of a different style. In my personal opinion, Judy Rogers has been and remains one of the best among Cottey presidents - heroically daring visionary in her effective implementation of program and fiscal growth. Dr. Blanche Dow is another of my Cottey heroines along with Dr. Orpha Stockard. (These really date me! !)

Appreciatively,  
Claire Detlefs

**Last issue, Camille Newton wrote asking if we were familiar with a particular quote. She asked,**

*It has to do with the fact that we can put up with a miserable situation*

*as long as there is no apparent solution, but once a solution becomes apparent, the situation becomes "untenable."*

**We received this answer from a reader in response.**

*I found this in a Google search:*

*People leave when life becomes untenable where they are.*

*Isabel Wilkerson*

*Is this the quote Camille asked about?*

*Maria Jones Gutierrez, '97*

*Hi. I was just looking at the fall issue of Viewpoint. That's a nice article on the Acton sisters but they are not the first sisters to play for Cottey. My twin daughters*

*Amelia and Melanie*

*White played for coach Ketterman. They graduated in 2011 and are both assistant managers at University Plaza in Springfield. They loved their time at Cottey.*

*Gordon White*

**Oops; mea culpa, Mr. White.**

**Amelia and Melanie White from Neosho, Missouri, played from 2009-2011 for the Comets basketball team. As I am also the editor of the athletic publications, one would think I might have recalled that. Unfortunately, I did not. My apologies to the White sisters.**



## A Message from the EDITOR

### Quiet Rides in a Noisy World

I've mentioned before in these pages how I like to ride my bicycle. In fact, it's almost warm enough that I can start riding to and from work again. (Let's be honest. When you wear a suit and tie to work, there's a narrow range of temperatures conducive to bike riding!)

Things I love about riding to work include getting extra exercise in for the day; saving on my fuel bill; not contributing to the problem of greenhouse gasses; but most of all-the quiet.

It's amazing how much quieter it is commuting on a bike. Of course there is no engine noise nor am I distracted by the radio. For safety reasons, I take the side streets in

Nevada on my ride into work, and there is far less traffic than on the main arteries through town.

On those rides I feel like my senses are finely tuned. I hear the birds singing; I feel the breezes blowing; and in the spring I can smell flowers and trees blooming. In short, it's easy for something to get my attention in those moments because of the quieter environment.

Unfortunately, the rest of my day is not nearly so calm as I handle phone calls, emails, and drop-in visitors with requests. Sometimes it's hard to keep all the requests and conversations in line in such a noisy world.

That's the problem those with a message face on a daily basis. How do we get heard in such a cluttered and noisy environment? Having a great message alone isn't enough. Delivery systems and timing are part of the key to success as well.

We'll look at some of these concerns in this issue of the *Viewpoint*, and examine ways Cottey tries to be heard over the cacophany of an always connected world.

As always you are encouraged to write me at [sreed@cottey.edu](mailto:sreed@cottey.edu).

Sincerely,

**Steve Reed, editor**



## message from the PRESIDENT

### Recruiting with Study Abroad

I recently attended the Cottey College Academic Showcase. Five young women shared their experiences studying in Hong Kong or Sweden for a semester. These accounts remind us that students coming into higher education today arrive with a list of expectations that they believe will make their college experiences meaningful and enjoyable. One such anticipated feature of college life is the opportunity to study abroad, being encouraged to learn the culture, history, and language of a new land, becoming independent and self-reliant, budgeting their own finances, forming new relationships, building their network for the future, and increasing their job prospects. (1)

In order to meet the expectations of prospective students, an exciting new relationship has been created between Cottey College and York St. John University (YSJ) in the center of the historic city of York located in northern England. This agreement allows Cottey women to study for a semester, either within their major or by simply taking courses of interest.

YSJ is an eleven-acre campus where students join a diverse community of 7,000 undergraduate men and women from around the world. The campus provides a variety of co-curricular activities, including club sports, for free-time leisure. Students who study at YSJ stay in single occupancy rooms on campus with a meal plan available. They receive pre-departure information in order to ensure an easy transition to life on campus and participate in an orientation program prior to beginning classes. Students who choose to study at YSJ will take courses pre-approved by Cottey faculty for transfer back to Cottey. The fall term begins in September and runs through mid-December, and the spring term starts at the end of January and runs through May. A long Easter break allows students to travel throughout Europe.

The city of York dates back to the Romans. In the 19th century, it became known an industrial city famous for its candy and chocolate. Today eight million tourists visit each year. Among the sites are medieval walls and gates and Roman ruins. York is described as a "foodie" town, located in an agricultural area just two hours from London. Students find it easy to get around by walking or biking.

The relationship with YSJ is but one of many study abroad opportunities available to Cottey students, for we understand that in order to recruit the best students, we need to offer students what they need and want. Semester study abroad opportunities serve as important educational tools in meeting the life and study goals set by today's students.

*Jann Weitzel*

1. Bohrer, Isabel., "10 Reasons Why You Should Study Abroad in College- Benefits and Challenges." Money Crashers, <http://www.moneycrashers.com/reasons-why-study-abroad-benefits/#>

Below: The grounds at York St. John University



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**DESIGN**  
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**PHOTOGRAPHY**  
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**ENVIRONMENTAL**  
Viewpoint Magazine is printed using soy-based vegetable inks which have replaced petroleum-based inks.

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**On the cover:**

First-year Cottey student Alex Marroquin from Texas demonstrates how she gets the Cottey message across in a noisy world.



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## Registration is Now Open

Registration for **Founder's Day** is still open. If your class year ends in a "1" or "6" you'll want to be here for your class reunion. Visit <http://community.cottey.edu> and click on the Founder's link for details and online registration.

You're invited to join us for **Vacation College** at Cottey May 17-22, 2016. Experience a time of growth and renewal as you explore new areas of interest, hone your developing skills, or gain insight into your fields of expertise. With a wide array of course offerings, Vacation College has something for everyone. Experience Cottey College for yourself and grow! Online course descriptions and registration are open now at [cottey.edu/peo/grow](http://cottey.edu/peo/grow).

Prospective students are encouraged to register for one of two unique summer programs. Held June 19-24, **A Workshop for Women Who Are Going Places** will offer rising junior-, and senior-aged girls insight into leadership, skill development, and college and career preparation, while showcasing everything Cottey has to offer for their future education. Cottey professors and distinguished alumnae will lead sessions on topics ranging from understanding online presence to developing service learning skills. The best part? In addition to the toolbox of skills that each participant will take home, all students who choose to attend Cottey College will also be awarded a \$12,000 scholarship for her years at Cottey (\$3,000 annually)! Visit <http://www.cottey.edu/future-students/workshop/> for more details.

# Celebrating Virginia Alice Cottey!

By Mary Frances Peterson Main '87  
Vice President CCAA Board

One of the things I've loved about my time on the CCAA Executive Board is hearing all the stories from different decades and even different years within the decades. And what I always find the most interesting are the traditions. Traditions are (if you'll excuse my wording) traditional at Cottey. Every class had them. And, like the telephone game, what is passed from year to year is interpreted, and changed, and loved by each class that comes through.

Cotteyphile.com has a wonderful history of Founder's Weekend. According to the site, present-day Founder's Weekend is really the melding of two distinct events: the celebration of Virginia Alice Cottey Stockard's birthday and the annual alumnae homecoming.

Early Homecoming celebrations opened with a religious invocation that became the "Alumnae Chapel Service" or the "Virginia Alice Cottey Celebration." This has now transformed into a lesson in the history of Cottey and a tribute to Virginia Alice Cottey, as well as a celebration of the music we loved at serenades.

Through the years at Founder's Day, there were hockey and basketball tournaments with either the Mags or Ems (and later the Delphs or Alphs) claiming victory. A birthday dinner followed these society activities in the early years, which turned into an alumnae luncheon after V.A.C. Stockard died.

All of this might take you back to things you remember about Founder's or will amaze you in how different it has been through the years. But one thing remains solid – and needs to remain solid – the desire to bring alumnae together to celebrate what makes us "Cottey girls"!

At this year's Founder's Day, we're going to add a Saturday session where we share your favorite traditions and talk about what you loved about your years at Cottey! Reminisce about the fun you had at Cottey and how traditions enhanced this for your class. Meet your CCAA board members and learn how their diverse years mean some diverse experiences and funny stories! Come help us preserve what's best about all traditions!

This year we tried something new for registration offering an "all-inclusive" price with a \$100 fee including all events and an \$80 option opting out of the Founder's Day Luncheon (which you won't want to miss if you want to hear the new President of Cottey speak!). After some initial requests from alumnae, a third option at \$40 was added.

Please feel free to contact either me at [maryfrances-main@gmail.com](mailto:maryfrances-main@gmail.com) or the Office of Annual Fund and Alumnae Relations at [alumnae@cottey.edu](mailto:alumnae@cottey.edu). We'd love to hear your feedback on this new pricing structure – it's a new developing strategy trying to provide some efficiency for the College and yet providing alumnae with options they want.

We hope you all have gotten the notice that Founder's Day registration has begun. As always, all alumnae are invited back for reunions, but this year specifically celebrates the reunions of the following classes: 1951, 1956, 1961, 1966, 1971, 1976, 1981, 1986, 1991, 1996, 2001, 2006, 2011, and 2015.

Registration runs from January 15 through March 15! It is not too early to book a room as many hotels fill up quickly for the weekend. We hope that you will join the CCAA Executive Board as we celebrate our College and our traditions – no matter what they may be!

## Follow us on social media!



<https://www.linkedin.com/groups/7018304/>



<https://www.facebook.com/CotteyAlumnae>



<https://www.facebook.com/Cotteyartists>

All alumnae who recommend a student between now and June 30, 2016, will be entered into a drawing for a chance to win FREE registration to attend either Founder's Day Weekend or Vacation College! [www.cottey.edu/referral](http://www.cottey.edu/referral)



# Remember Who, What, or When?

We love revisiting Cottey's amazing past. This issue's *Who, What, When* features a photo of Anna Fulton who posed as a child for an alumnae appeal. (Photo credit: ©Portraits by Pettit.) Were you ever featured in an alumnae appeal letter? Post your photo on your personal Facebook page and share your memory and tag "Cottey College Alumnae" in the post so the Annual Fund and Alumnae Office can share in the fun of remembering this great part of Cottey history. Don't have a Facebook page? Send your image and story to [alumnae@cottey.edu](mailto:alumnae@cottey.edu) with the following information: your name, class year, photo, brief explanation of the photo, and the words PLEASE POST ON FACEBOOK!

The late 1990s were an exciting time at Cottey College. Alumnae, P.E.O.s, and friends of the College had supported the building of the new Rubie Burton Academic Center, including the renovation of the old Academic Building, which is now called Alumnae Hall. As the fundraising for this project concluded, the Cottey College Alumnae Association Board agreed to focus their attention on raising scholarship dollars for an endowment that would provide scholarship funding to female family members of Cottey alumnae. The criteria for the scholarship was prepared by CCAA Board members **Mary Plane '46**, **Nancy Wing '56**, and **Kim Haddow '75** and accepted by the Cottey College Board of Trustees at their October 1999 Board meeting. Fundraising response was slow initially, and by the end of the 2000 fiscal year, the account had reached \$66,000 and the first Alumnae Legacy Scholarship was awarded to Kat Vecchio '02, daughter of the late Debbie Strange Vecchio '71, who passed away during her presidency of Oklahoma State Chapter.

In 2001, an idea was born at the Spring CCAA Board meeting to have a "Class of 2020 Baby" appear in the Calendar Year End appeal to help increase the funding for the Legacy Schol-

arship. Fortunately, an alumna working for the College, Kristine Anderson Fulton '89, had had a baby girl, named Anna, the previous year. According to the Board minutes, "The post card could be like a report card showing where we are in reaching our initial goal of \$250,000." Baby Anna helped increase the fund significantly. By June 2001, the fund had reached \$132,822 to its \$250,000 goal.

Today, both Baby Anna and the Legacy Scholarship Fund have grown. Anna is a high school sophomore who enjoys swimming, math and science classes and competitive softball. The Alumnae Legacy Scholarship fund has surpassed \$360,000. The earnings of the fund are used to provide scholarships to qualified Cottey students whose mothers, grandmothers, sisters, aunts, or great-grandmothers attended Cottey.

Call to Action bubble: If your relative is in high school, be sure to refer her name to Cottey's Enrollment Management Office. The College can only recruit Legacy students when Cottey knows they exist: [www.cottey.edu/referral](http://www.cottey.edu/referral). Don't have a relative to refer? Consider making a gift to the Alumnae Legacy Scholarship: <http://community.cottey.edu/give>.

The mystery has been solved. Accompanying last issue's article on Helen DeRusha Troesch was this photo. When we retrieved it from the archives there was a note that simply said, "Dr. Troesch and an unidentified student." Thanks to Emmy Sands Willis '51, we now know who the mystery person was, and she wasn't a student. Here is a part of Emmy's email.

"Dear Steve...

Check out page 9 of the FALL VIEWPOINT. There's a photo of Dr. Troesch with "an unidentified student". That gal is Norma Jean Lipsett (I believe she went by Jean) who was an English teacher at Cottey...starting in 1949. You'll find the same picture in the 1951 THE SPHINX (is the yearbook still called that?) After 65 years memories start to fade....to say the least! Dr. Troesch? She scared me to death...a very strong woman to be sure!

Great job on the VIEWPOINT. I read it cover to cover and get enthused about Cottey all over again!

Most sincerely,  
Emmie Sands Willis,  
Class of 1951"

We got a copy of the 1951 Sphinx, and sure enough, that photo is on a faculty page and she is listed as Miss Jean Lipsett, M.A. Thanks for your help Emmy!



# UNRESTRICTED LEARNING



## COTTEY ASSOCIATES UNRESTRICTED LEARNING

Strengthening our institution, one member at a time.



At Cottey College, our premier educational opportunities are designed for women, by women, and about women. Unrestricted access to expert faculty, leadership opportunities, and experiential learning opportunities prepare Cottey women to succeed both professionally and personally. Our ability to fund great ideas and provide an education for women from around the world is made possible through gifts to The Annual Fund.

Cottey is now enrolling alumnae, parents, P.E.O.s, and friends of the College who invest \$1,200 in unrestricted funds to The Annual Fund into our Cottey Associates program. This program will

- Recognize couples for combined gifts
- Count employer matching gifts toward each membership
- Provide annual recognition
- Invite participants to one phone conversation with the College President
- Invite participants on the annual service learning trip to Guatemala (even-numbered years) or Tanzania (odd-numbered years).

**COTTEY**  
COLLEGE

**The Annual Fund**

## Cottery's New Vice President for Enrollment Management Natalie Herring

Cottery College is pleased to announce the hiring of Natalie Herring as the vice president for enrollment management. Herring began her duties on October 15.

"I am very grateful to have been so warmly welcomed into the Cottery community," said Herring. "Cottery does a tremendous job of preparing young women for tomorrow's world through its diversity and commitment to leadership and study abroad. It will be my great pleasure to help share this positive narrative with prospective students, families, colleagues who serve the college bound, the greater higher education marketplace and other friends of the College."

Prior to her arrival at Cottery, Natalie Herring was most recently the director for admission and financial aid at the University of Pennsylvania Graduate School of Education after serving as associate dean for equity and excellence in the undergraduate admission office also at the University of Pennsylvania. She has been the enrollment manager and certification officer at the University of Chicago Urban Education Institute Urban Teacher Education Program; executive director of REACH Prep; dean of enrollment management and diversity hiring coordinator at Hackley School; associate director of admission at Saint Xavier University; and director of minority recruitment at Dartmouth College. Ms. Herring has also served as adjunct faculty at DeVry University, Norwalk Community College and the University of New Haven.

A graduate of the Northwestern University Medill School of Journalism, Media and Integrated Marketing Communications and Dartmouth College, she has experience as an executive in academic, corporate and nonprofit set-

tings. These experiences include management in K-12 independent schools, religiously affiliated institutions, Ivy League universities, public school and colleges as well as professional associations and civic organizations. She has made

media appearances on WGCH, CT News Channel 12 *Our Lives*, and New Haven News Channel 8. She has also been featured in the *New York Times* and the *Greenwich Time*.

"Cottery is so pleased to have someone with the range of experience and expertise that Natalie Herring brings to this position," said Dr. Jann Weitzel, president of Cottery College. "We are confident she will build on the recent success Cottery has experienced in enrollment growth and will enable Cottery to offer an excellent educational experience to even more women."



## Cottery Named a Top Best Value School

Cottery College has been named a top Best Value School in Missouri by bestvalueschools.com. Cottery was listed at number 15 out of 49 institutions of higher education in the state.

According to the announcement, "The ranking, which was published in October, was created using National Center for Education Statistics' College Navigator and PayScale data to identify the schools based on graduation rate, net price, acceptance rate and a 20-year net return on investment...Best Value Schools helps

students find schools and degree programs that can provide the most available financial aid and assistance, the greatest support and service, the highest return on investment, and the best overall value." (email and <http://www.bestvalueschools.com/rankings-by-state/missouri/>)

Earlier this year, Cottery was ranked ninth out of ten most affordable colleges in the state of Missouri by [collegeaffordabilityguide.org](http://collegeaffordabilityguide.org).

# COTTEY

RECRUIT AND PROMOTE

By Steve Reed



I have to plan Cottey's print jobs carefully in election years. Beginning in September, most print shops are so busy cranking out postcards, flyers and posters for candidates they have little time for anything else. All the proof you need is in your mailbox in October. I wonder how many of those mailers go into the recycling bin unread. That's a problem for candidates: it's a noisy world out there and how do you get heard? How do you get people to read your flyer out of the fistful they just pulled out of the mail?

Let's be honest: too many of those flyers look alike. There's a photo of the candidate with the flag and/or his/her family, a generic phrase like "Right for America," and a biography of the candidate.

Lee LeFever, in *The Art of Explanation*, wrote about how we're often too close to our product and talk over our customers' heads. In other words, we use too much jargon and explain in too much detail. If I had a company that painted houses, my message should be "I paint houses." Not something like, "I believe there is an esthetic beauty in every home, and I'm here to bring it out in yours." That second message doesn't, in any way, tell you what I can do for you.

We tend to do that in higher education. We talk about the esthetics of an education, but never talk about the education. We assume everyone knows about the value of a degree. The message needs to be simpler on first glance to get attention. It could be as easy as this, "We educate people so that they can find the career they want and pursue their passions." Everyone can understand this.

Cottey College has a beautifully clear

Mission Statement. It reads: *Cottey College, an independent liberal arts college, educates women to be contributing members of a global society through a challenging curriculum and a dynamic campus experience. In our diverse and supportive environment, women develop their potential for personal and professional lives of intellectual engagement and thoughtful action as learners, leaders, and citizens.*

**What is Cottey?** *[A]n independent liberal arts college. What does Cottey do?* *[E]ducates women to be contributing members of a global society. How does Cottey do that?* *[T]hrough a challenging curriculum and a dynamic campus experience. What happens as a result?* *[W]omen develop their potential for personal and professional lives.*

This is the message we should all be carrying out to prospective students and their influencers.

How do you get heard in this noisy world? Having a great story to tell comes first. (See page 7 in the Summer 2015 *Viewpoint*.) Telling it clearly and simply comes second. But how do you get others to hear the story? People listen

*"It's a complicated and noisy world, and we're not going to get a chance to get people to remember much about us. No company is. So we have to be really clear about what we want them to know about us."*

~Steve Jobs

to those they trust. You probably have to be of "a certain age" to remember the old TV commercials for broker EF Hutton. Two people would be talking somewhere with lots of activity and noise. One person would say, "My broker is EF Hutton, and EF Hutton says..." The camera would pan out on a room that had gone suddenly silent, with all looking toward the speaker. The implied message was that EF Hutton was trusted to tell the truth on investing and we should listen.

Author and blogger Jeff Goins put it this way. "Most people buy stuff they have a personal connection with. They don't believe corporations or mass marketing. They trust the niche, the small and local. These people, people like you and me, believe what their friends tell them. They trust what's authentic and true, what's personally relevant."<sup>1</sup>

For Cottey, that means a personal connection with an admission recruiter, an alumna, a relative, or a friendly P.E.O. member. Parents and P.E.O. members are listed by students as the most influential when it comes to advice in the college selection process.

In the pages to follow, you'll see some of the things that Cottey is doing to build trust and relationships with other groups to promote the institution and recruit students. While Cottey works to create new synergistic relationships, we hope you remember that you are the trusted relationship in many recruitment efforts. YOU are how Cottey gets heard in a noisy world.

<sup>1</sup> Jeff Goins, <http://goinswriter.com/get-message-heard/>



# The Ultimate Recruiter

Remembering Dorothy Berry as the ultimate recruiter and promoter

By Nancy Kerbs

Director of Assessment and Institutional Research

No issue of the *Viewpoint* with a theme **Recruitment and Promotion: Getting Heard in a Noisy World** would be complete without honoring the memory of Dorothy Berry. Dorothy arrived at Cottey in 1955 to take a position newly-created by the president, Dr. Blanch Hinman Dow. Dr. Dow told Dorothy that she could make anything of her position that she wanted.

So Dorothy set goals and went about achieving them. One goal she quickly met was to have a campus organization devoted to giving tours of campus to prospective students and visiting P.E.O.s. Greeting visitors and hosting events was a campus job, and she felt that it should be an honor for selected students. Using Harvard's Crimson Key as a model, she founded Golden Key, which has served the College for over 70 years.

For 28 years, Dorothy wore many hats in pursuit of her goal. She traveled to 46 states to represent the College. She spoke at P.E.O. conventions, corresponded with P.E.O.s and prospective students, and acted as campus hostess. She was often the first contact at Cottey for P.E.O.s, prospective students, and visiting speakers and performers. She was noted for her uncanny knack of remembering the names and faces of those she met. Dorothy was tireless when it came to recruitment and promotion, and she was an expert at getting heard.

Along the way, she made countless friends.

"Working with students and P.E.O.s has made this the perfect job... I've been grateful for the opportunity to see our alums grow and become vital members of society. It's been thrilling for me," she said when she was interviewed on her retirement by **Mimi Mathers Meredith AA 1983** for an article that appeared in the Fall 1983 issue of the *Cottey Collage*.

Dorothy had many memories, and she shared with Mimi one of her favorites. Just after she arrived, a group of students came to her house to welcome her with a serenade. They sang the Cottey song "Remember," which begins "Remember the days you spent here..." The last line of the song is "Remember beneath the colors that were so dear to you that you belong to the yellow and white and the yellow and white belong to you. We'll remember you."

Cottey was dear to Dorothy Berry. She was at the center of many activities, and is well-remembered by those who worked with her. For

many years, no interview for a position was complete without a tour of the town by Dorothy. For many, it was a factor in their decision to take a position at Cottey. As Chuck Nash noted in his tribute to her in the Fall 2001 issue of the *Viewpoint*, after she passed away on August 8, 2001: "Dorothy was short and very sensitive about her height. Anyone who remembers being a passenger in her car will surely remember swallowing his knees." In order for Dorothy to reach the gas and brake pedals, the front seat was removed and reinstalled to put it as far forward as possible. Passengers over five feet tall were wise to heed Dorothy's order to get in the back seat.

Dorothy Berry was dear to Cottey, and Dorothy, "we remember you" for being heard in a noisy world. Upon her retirement, Dorothy noted that she had achieved all of her goals except one: to make Cottey known nationally as the best. Now would be a good time for those who "belong to the yellow and white" to honor the memory of Dorothy Berry and work together to achieve that goal. I'm in. What about you? Let's get heard in a noisy world.

Photo: Mimi Mathers Meredith presents Dorothy Berry with her own Duck Jacket.





## Alumnae Spotlight / Sarah Roulston '04

By Steve Reed

**S**arah Roulston '04, senior art director for Amazon Creative Services, knows a thing or two about getting heard. In the last five years, Roulston has learned a critical difference between "making stuff and making brand."

"I think it's common for young designers to start off by making things or solving problems with solutions that they *like*," she said. "They design what they want, not necessarily what is right for the customer and client. I definitely did this. I would put blue in my design because I *LIKED* blue. Now I know the fine details of color theory, and if I suggest a color, it has a purpose. It has meaning beyond me. Brand is something larger; it's a story, a lot like a person. Brands stand for something! So, before – I designed for me, because it made me happy. At that point, you could have called me an artist. However, when I started to build brand, I became a designer. Before I designed stuff; now I tell brand stories!"

In the same way she branded Amazon Prime, Roulston branded herself to get a job at Amazon. After Cottey, and earning a BFA in design at the California College of Arts and Crafts in San Francisco, she started her first design job at an exhibit design company in Minnesota. Soon though, she and some friends decided to run their own design firm in San Francisco.

"We hustled hard," she said. "We pitched work. We found clients. We learned how to code. We still did print. It was hard. It was really hard. We made every mistake you could possibly make. I'm sure there are at least 300 articles on: 'What not to do when going into business'...well, we did all of those and found a few more."

Regardless, Roulston enjoyed the experience and learned a valuable lesson.

"Despite how horrible I'm making it sound, it was actually a great time. I learned so much, the biggest being: what I don't want to do. And by that mean, I don't want to do my company's taxes. I don't want to balance the books. I don't want to be a creative producer. I don't want to bill clients...I could go on. No really. I have a list," she said. "I now know that defining what it is you don't want to do means you get to advocate for what you *DO* want to do. And



now to the point: defining what I wanted to do led me to Amazon. I wanted to design at a company that put its customers first, that cared what it was putting out in the world. I loved shopping on Amazon, and my granddad always told me to invest in what I love. So, what better way to invest in what I loved than to work for a company I loved?"

With that idea in mind, she set out to market herself and get hired by Amazon.

"I packed a suitcase and bought a one-way ticket to Seattle," she began. "I called my Cottey sister, who also lived in Seattle, asked if I could sleep on her couch for a week while I found a place. I moved up with no job and about \$600 in my bank account. My only goal: get a job with Amazon. Turned out that was harder than expected (not shocking) but I was pretty relentless. I bought people coffee, I sent out hundreds of résumés, I talked to anyone and everyone who would listen and look at my work. One day a recruiter called me and asked if I wanted to interview with a small team within Amazon who needed a designer for some advertising. My response? 'You

get me that interview – I will get that job.’ And I did! I’m here to tell you: perseverance pays off.

At Amazon, Roulston began as a designer, became a design lead, a senior designer, art director, and today her title is senior art director.

“When I first started, I designed the black and white ads on the Kindle with Special Offers. Anytime you saw an ad when your device was asleep: there was a 1 in 5 chance I designed it! I worked my way up from small ads to large scale campaigns for third-party companies such as Dove and that awesome ABC show called *Revenge*. Shortly after, I worked to launch Kindle with Special Offers program on the Kindle Fire device – both here in the U.S. and then onsite in London for the UK and German markets. I designed immersive and interactive Kindle landing page experiences for companies like Intel, Norton and Delta. My next position was with the Amazon Prime team, and it was all about building a global brand presence and vision. I was the first Art Director in Prime’s 10 years! It was a pivotal moment for my career, and in my two years there I built the

first global brand book encompassing brand fonts, colors, logo usage, photography tenets and brand positioning. I also worked on building a large-scale bank of over 300 images to be used in our advertising. I traveled to London, Tokyo and Munich to shoot photos onsite with our local teams. My current team is called Amazon Creative Services. We are the internal design agency for Amazon.”

Has she found the secret to “getting heard in a noisy world?” Is it messaging? Is it authenticity?

“I think the key is to be relevant, timely and have a sense of humor! These all tie into the key words you mentioned: for example messaging is communicated through visuals just as much as the written word! Brevity is also key, both in visuals and headlines. After all, in this digital, cluttered world – we don’t have much time to get or keep people’s attention.”

“I now know that defining what it is you don’t want to do means you get to advocate for what you DO want to do.”

~Sarah Roulston

## Dr. Weitzel Donates Copies of The Life of Virginia Alice Cottey Stockard to the Community.



Pictured are Jodi Polk, director, Nevada Public Library; Dr. Jann Weitzel, President, Cottey College; and Will Tollerton, director, Bushwhacker Museum.

Cottey College recently reprinted its historical book *The Life of Virginia Alice Cottey Stockard*, a biography of the woman who founded Cottey College. Originally printed in 1955, the book had been out of print for several years before the Cottey College Board of Trustees authorized a reprint. In honor of the College’s history with the Nevada, Missouri, community, Cottey President Dr. Jann Weitzel presented a complimentary copy of the book to the Nevada High School Library, the Nevada Public Library, and the Bushwhacker Museum.



Pictured at Nevada High School are Tonia Bowman, LMC assistant; Dr. Jann Weitzel, President, Cottey College; Ranea Schultze, CMS; NHS student Shawnee Jestis, Sr. LMCTA; and student Ali Celaya, Sr. LMCTA.

In addition to the original text by Helen De Rusha Troesch, Ph.D., there is now a forward by Cottey professor of English Dr. Trisha Stubblefield and director of institutional research and assessment Nancy Kerbs. More photos have been included as well as Cottey family trees and an index. The book is available in the Cottey College Bookstore for \$20. Call the Bookstore at 417-667-8181, ext. 2154 for ordering information.

# My Power of One

By Steve Reed

One of the ways Cottey extends its influence is through partnerships with other organizations that share similar values. Recently, Cottey partnered with Sue Vicory and her My Power of One initiative. Vicory is a filmmaker and is also on the National Advisory Council for the Serenbetz Institute for Women's Leadership, Global Awareness, and Social Responsibility.

"Once upon a time, someone believed in you. Who will you inspire today?"

~My Power of One

of my life?" The answer was "make films." Within an hour after she had her answer, she had signed up for a film school.

"It was a one week boot camp in New York City," she said. "I kept second-guessing myself, but my daughter told me to 'Go for it!' so I trusted the answer and I'm still in. I call it 'Stepping Into My Destiny.'"

One of Vicory's first films was *Homelessness and the Power of One*. The film debuted in 2005, shortly after Katrina hit New Orleans.

"It took me three years to do a 10-minute film," she noted. "I premiered it at Holy Cross Lutheran Church in Overland Park, Kansas. We raised \$30,000 for charity that night, and \$200,000 overall for four charities."

The film screened across the nation and Vicory spoke to dozens of groups about the experience of meeting those who were homeless. She screened the film for Steve Lopez (*The Soloist*) and won an emerging filmmaker grant sponsored by General Motors and Women

in Film.

My Power of One was born out of her first film. Vicory spent nine months in two urban high schools creating community-based projects with students. She went on to create food and coat drives at her family business engaging other businesses to join in. From this came the idea to create a for-profit business.

"I want to build a global brand, similar to 'Life is Good.' Doing good in relationship with one other person," she explained. "I want to find a way to be intentional that is gratifying. I can't wait to see what the ripple effect will be."

Cottey was one of the first partners in Vicory's My Power of One venture. My Power of One sells t-shirts with an inspirational word on the front, and each partner gets to select one of the designs as its own. A portion of the sale of each of those shirts then goes to that partner.

Cottey chose the word "empower," as the College





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In January, Vicory, husband Jay, and dog Kacy took off on a cross-country trip in a specially designed RV.

"The time was perfect," she said. "Jay just retired, so it was time to do it."

The first stop on their route was Cottey College's Main Hall. When the Vicorys stopped at Cottey they were presented with a yellow rubber duck to accompany them on their travels. The duck was named "Emmy" in recognition of the word empower. Vicory occasionally posts pictures of Emmy on the road in her blog. You can see a nice collage of Emmy photos in her February 3 posting on the My Power of One website.

The goal of the trip is to visit all 48 continental states, do 12 interviews, participate in 12 acts of kindness, and find 12 partners for the My Power of One venture. The final outcome of this will be Vicory's next film, tentatively titled *Heartbeat*.

## Cottey Partners with Nevada High School

The Nevada High School and Cottey College Exploring Leadership Workshop was held on Monday, February 15, for high school junior and senior women from Nevada High School. The purpose of the day was to educate and empower girls from Nevada High School to be confident leaders in their communities and beyond.

Participants explored their personal definition of leadership, discovered their leadership strengths, and learned skills for working together.

Pictured: Front Row (left to right): Taylor Remington, Isabel Serna, Mikayla Mohrmann, Virginia Haverstic; Second Row: Grace McKenzie, Courtney Smith, Hannah Bond, Aly Lunkenheimer; Third Row: Chrystie Braden, counselor at Nevada High School, Margaret Cavener, and Denise Carriek Hedges, director, Cottey College Center for Women's Leadership.

Not pictured: Rachelle Hedgespeth



# It is a Noisy Place Out There!

## Going Places Program Builds Cottey Brand

The Going Places marketing initiative launched in July 2014 with the goal of increasing the visibility and branding of Cottey.

"We heard and responded when told by Dehne and Associates, who conducted a marketing study, that it is a noisy market out there and Cottey must be seen and heard on several fronts in a concentrated timeframe to be remembered and recognized," said Carla Farmer, associate vice president for marketing and strategic communication. "It was clear that the one-and-done approach was not going to work for Cottey."

Ultimately, the goal is to positively impact enrollment through building partnerships and brand recognition.

Since 2014, marketing rollouts known as the Going Places initiative were held in Kansas City, Denver and Northwest Arkansas. The rollouts combined a series of events for students and parents, alumnae, P.E.O.s, donors and women of influence over a three- or four-day time period. This ground effort was supported by a social media campaign targeting high school girls and their parents with ads and banners that brought them to the Cottey website.

Baseline studies were not conducted to formally access brand awareness in each of these geographic areas. However, it became

evident early on in each of the cities that Cottey remained all too unknown in the general population.

In July 2015, the marketing initiative was formalized and the Marketing and Strategic Communication Department was launched. Last fall, efforts



Cottey hosting Northwest Arkansas high school girls at the annual Power of the Purse event. Through a partnership with the NWA Advisory Council of the Women's Foundation of Arkansas, Cottey was able to host area high school girls at a dinner preceding the Power of the Purse event in the home of Denise Garner, recipient of the Cottey Women Going Places Award.

moved to "digging in" to develop partnerships and collaborations in the areas where Cottey had a presence based on successful rollouts. To date, nine partnerships and collaborations have been established. *Visit the Going Places page on the Cottey website and choose the partnerships link to see all of Cottey's current partners.*

One successful partnership is with Central Exchange (CX), located in Kansas City, a 1,100 member women's professional development organization. Working together is proving to be a win-win relationship. In March, Cottey participated in CX's Live to Bloom, a day-long self-development event for young women ages 16-25. Enrollment management staff, faculty and marketing participated in table talk career presentations, conducted mock interviews, and spent time at the Cottey table becoming acquainted with the young women.

Central Exchange has also invited Cottey to present a series of adult leadership training sessions in 2016 to their membership. Topics will include diversity in the workplace, motivating and reward-

## COTTEY

### Sharing Cottey

Whether you are an alumna or friend and supporter of the College, now is the time to share Cottey with a young woman in your life. Use our Refer a Student Form at [www.cottey.edu](http://www.cottey.edu) or simply give the Office of Enrollment Management a phone call (1-888-5COTTEY). Cottey is busy planning recruitment events, and who knows...we may be in your area! Start making your plans to change a young woman's life today.

ing employees, conflict resolution and helping your daughter to become a leader.

The Women's Foundation of Arkansas partnered with Cottey through its annual Power of the Purse event inviting Cottey to host Northwest Arkansas high school girls at dinner followed by the screening of a new documentary *The Empowerment Project*. After the screening, Cottey's vice president for enrollment management Natalie Herring participated in a panel discussion about the film. Networking opportunities included an invitation to attend the Walmart internal worldwide celebration of the International Day of the Woman to discuss internships and mentorships.

Plans are underway for a fourth rollout in the Dallas/Fort Worth area in April. A unique approach to this effort is reaching out to women leaders not familiar with Cottey – women who own their own companies, sit on boards, serve as elected officials, and others. These "women of influence"

are opening doors for Cottey including a referral by a Denver attendee at an event suggesting Cottey reach out to a friend associated with Family, Career, Community Leaders of America (FCLLA). What followed was a formal partnership between FCLLA and Cottey. This spring Cottey will present breakout sessions on navigating college and leadership topics at state conventions in Kentucky, Oklahoma, Nebraska and Missouri with a combined attendance of more than 11,000.

In July, Dr. Jann Weitzel, Cottey president, along with marketing and enrollment management staff will present two scholarships to the summer leadership workshop at the national convention of FCLLA.

Opportunity abounds to make Cottey known to a broader audience. "Collaboration is the key to the success of the Going Places effort," said Farmer. "It takes people across campus, alumnae, and P.E.O.s working together to make sure Cottey is seen and heard."

**"We responded when told...it is a noisy market out there and Cottey must be seen and heard on several fronts in a concentrated timeframe to be remembered and recognized."**

**-Carla Farmer**

**A**nother way to get noticed is to do something no one else is doing. At the time this issue went to press, Cottey students were traveling in Paris, France; Peru; and Tokyo, Japan. As far as we can tell, Cottey is the only college that takes its second-year students on an international trip. The college pays for airfare, hotel, and some meals. The students are responsible for the rest of their meals, incidentals, and souvenirs. Faculty teach educational modules based on the city and country visited, which makes the trip a fantastic learning experience. Educational modules cover history, art, science, and the humanities. For many students, it may be the first time they have traveled out of the country, and for some students it is the first time they have flown on an airplane. Providing a unique experience a student may not experience elsewhere is a great way to get noticed.

Photo courtesy of Abbey Johnson-Alfano '15



## Points of Pride: Julie Hunsaker Grandi '61

By Kristine Anderson Fulton '89

How Judy Gail Hunsaker (a.k.a Julie Grandi) ended up at Cottey College for women continues to boggle the 1961 alumna.

"Growing up I was such a tomboy. I got along better with boys, and had more friends who were boys because they were competitive like me and seemed less superficial than girls. I had a younger brother and just didn't have much in common with most of the girls I knew."

Julie's mom belonged to the P.E.O. Sisterhood and Julie received a scholarship to attend Cottey College from a chapter in her hometown of Boulder City, Nevada. By the time fall semester 1959 ended, Judy Gail had come to believe something completely different about women.

"My roommate was from Tokyo, and through her and all of the other girls I met from all over, within six months I realized that we [women] are so three-dimensional. Between friendships, discussions in classes, and experiences outside of academics, I had learned so much and truly came to appreciate what women have to offer the world."

Julie credits much of what she learned at Cottey to her successful career with TRW (an aerospace company in California). She started as secretary to the international marketing manager and retired 27 years later as an information systems manager with a team of 100 people. The confidence a supervisor showed in her intelligence, instincts, and spirit inspired her to try to promote other women

at much as possible. She even led a women's advisory group to management when those opportunities for women in the corporate world were rare.



Judy Gail Hunsaker - All-Around Queen



In her Christmas letter to family and friends in 2011, the year she received the Distinguished Alumna Award during Founder's Day, she wrote, "Cottey is a women's college really focused on academics. Our student to teacher ratio was 10:1; most of the teachers were Ph.D.s; and there was (still is) a very large percentage of the student body from all over the world. How exciting to learn about so many cultures at the tender young age of 17."

Julie continues to hold everything about Cottey, especially memories of traditions and friendships, close to her heart. She played on the varsity hockey team, swam with the Mere-Maids, and coordinated competitions between the societies as sports manager of the Delphians. She recalls being surprised and pleased to the point of tears when she was voted All-Around Queen of the senior class.

"Since I was so active in athletics, if there was any award I might win, I figured it would be the Athletic Queen. To know that the girls thought of me as someone to admire in other areas really meant a lot."

# Faculty Feature: Gary Lunkenheimer

By Steve Reed

Gary Lunkenheimer, Ph.D., associate professor of business and economics, has been at Cottey for 11 years. Prior to Cottey, Dr. Lunkenheimer worked 10 years for the local school system in Nevada. While there, he decided to pursue his Ph.D. He and wife Louise decided that they would move wherever he could find work after he completed the program.

"Three years later, two children, and Ph.D. in hand, we decided to stay in the area," he said. "Luckily for me, this position became available."

Cottey offered only associate degrees when Dr. Lunkenheimer arrived. Today, Cottey offers eight baccalaureate programs including International Business and Business Administration-Management.

"Cottey has always attracted students who planned to major in business," he noted. "However, business is a very broad field in which one typically can major in accounting, economics, finance, management, and marketing. Lesser well known but more specific business majors include advertising, entrepreneurship, insurance, public relations and real estate. For Cottey's business majors, upper level courses were created in marketing, management, finance, operations, import/export, and international management. Students in the International Business major spend a semester studying abroad in such places as London, Hong Kong, Semester at Sea, Beijing, and South Africa. In the final semester, all students complete a capstone project."

Does the Cottey business department house any future entrepreneurs?

"We have had and I am sure will continue to have students who already run their own businesses and will have graduates who will start profitable business enterprises," said Dr. Lunkenheimer. "I have had several enterprising students; one operated a 'smoothie' business—who knew healthy drinks could taste so good? I had a student run a 'sitting' business for dogs, cats, horses, and fish, which pays her well for a part-time job. I have had a student serve as a reseller of tickets for popular concerts, sporting events, and even Super Bowl tickets. I know this student will do very well in the future."

Not every Cottey student is a business major. Is there one course that Dr. Lunkenheimer wished was required for every student?

"I believe Personal Finance should be required for every student," he stated. "Especially as inequities still exist within the workplace, it is more important than ever for women to be financially smart. Learning how to negotiate one's salary not only earns one a higher paycheck but also reduces the gender gap in earnings. I have always told my students, life is easier with a bit more money. Learning about investing, the effects of compound interest, the wealth formula, and shopping habits of millionaires will have an impact that will last a lifetime."

What is the wealth formula?

"The wealth formula according to Dr. Thomas J. Stanley is to determine if you are wealthy or not based on one's age, income, and net worth," he explained. "The formula is  $(\text{Age} * 10\% * \text{Income})$  For an example, Jennifer who is 48 years old and earns \$60,000 per year would be  $48 * 10\% * \$60,000 = \$288,000$ , this is Jennifer expected net worth  $(\text{Assets} - \text{Liabilities})$  based on her age and income. If Jennifer is worth twice her expected net worth  $(\$288,000 * 2 = \$576,000)$ , then she would be considered wealthy or balance sheet affluent based on her age and income. Why not calculate your expected net worth right now? How does your net worth compare to the expected amount you calculated? Do you need to start saving more or are you just fine?"

What advice does he have for alumnae when it comes to marketing their product or service?

"Solve your customer's problems and you will have it made," he said. "Choose an industry that is profitable. Just because you absolutely love product 'xyz' does not mean that everyone else will love it too. Research the profitability of the industry that you are interested in. How big is the market for your product? What do your customers value? What problem does the product solve for the customer? Lastly, read Thomas J. Stanley's book, *Marketing to the Affluent*."



"I believe Personal Finance should be required for every student. Especially as inequities still exist within the workplace, it is more important than ever for women to be financially smart."  
Gary Lunkenheimer



## Student Spotlight / Esmeralda Chavez

It's hard to believe that only six short years ago, the only English words second-year student Esmeralda Chavez knew were "I don't know."

"It's true," admitted Chavez. "We had just moved to Missouri from Hidalgo, Mexico, at the beginning of my freshman year of high school and the only English I knew was 'I don't know.' It's kind of funny, your freshman year is when you feel like you have to talk and make friends. I felt really isolated because I couldn't talk to them."

Chavez patiently made her way through each class period that first day saying little until she got to the last class period of the day, math!

"Math was my aces class," Chavez said. "In each class that day, the teachers did icebreakers. In math, if you could solve the problem you could win a prize. I didn't win a single prize because I didn't know how to answer the question. I cried."

"I told my parents that night that I wasn't going back to school and they said 'No, you're going back.' I did go back, but every day I'd tell myself 'OK, I have to do this.'"

Math may have been a universal language for Chavez, but English was the language that was going to get her through school. In her sophomore year, she took two English classes, one that every student took, and a second class teaching English for non-native speakers. Chavez took two English classes every year through the remainder of high school. It was in one of those classes that Chavez met one of her favorite teachers who would play a pivotal role in her decision to attend Cottey, Theresa Foss.

As her language skills improved during her sophomore year, Chavez began talking more and becoming more social.

"People started to notice me," she said. "They said, 'Hey, you can talk.' I made lots of friends."

Senior year rolled around and Chavez knew she wanted to go to college. She was certain she wanted to attend the University of Missouri-Kansas City (UMKC).

"I applied and was accepted. I visited campus and liked their diversity," she said.

However, fate intervened in the form of Theresa Foss. Chavez went to visit Foss, who was now retired and living nearby. Foss, a P.E.O., asked if Chavez had ever heard of Cottey College. Chavez said no, but promised to look into it. Some time later, Foss asked again if Chavez had looked into Cottey.

"I hadn't," she admitted, "but I decided I should do it. I went online and requested information. I also got some information

on 'C' for Yourself! Weekend. When I told her about it, she said I had to go and even offered to take me to Nevada."

That visit changed Chavez' mind about where she wanted to attend college, at least for her first two years.

"Everyone here was so friendly to me. I was so shocked with Cottey's diversity for its small size," she said. "At the end of the weekend, I felt like I fit in here. It was like my whole life was a puzzle and the piece fit here. I decided to come to Cottey. This is a good fit for me."

In her almost two years at Cottey, Chavez has changed her mind on what major she wants to pursue.

"I thought I wanted to be a doctor, but Cottey opened so many options for me," she said. "I took different classes. I still consider myself a science major—science just comes to me—but I am debating some sort of psychology and biology major or maybe just biology."

After she receives her associate degree in May, Chavez plans to transfer to UMKC to pursue her bachelor's. Cottey didn't keep her from choosing UMKC after all; it just delayed the decision a little.

"Cottey gave me so much," she said. "I had the opportunity to have a job, participate in campus events and take extra hours. If I went to a big university and took a dance course, I'd have to pay extra for it. Plus, I've made friends from everywhere so now I have an excuse to travel."

Speaking of travel, as of her interview, Chavez was only a couple of days away from her Cottey trip to Paris. Other than Mexico, she has never been to another country, and she has never been on a plane.

"I'm so excited to go to a bread shop and a chocolate shop," she admitted, "but I'm also going to see the Mona Lisa at the Louvre on Friday."

From someone who never wanted to return to school after the first day of her freshman year, Chavez became someone who can't wait for her next adventure.



## Alumna Chelsea Jones '09 Goes Viral

Going viral is bad if you're talking about the flu or a cold. If you're talking digital media, however, going viral is a very good thing. When something goes viral, it's definitely been heard above all the rest of the stories competing for attention. No one can predict with any regularity what will catch the public's eyes and ears and become the next Internet sensation, but Chelsea Jones '09 found herself in a video that has, as of this writing, over 2.3 million views.

The video is titled *Darth Vader Helps Wife Tell Husband She's Pregnant* at Disney World and is available for viewing on YouTube.

"Isn't that video crazy?," responded Jones. "We do all kinds of magical moments for our guests similar to that every day. I find it fascinating that the Internet decided to make that one viral. People were posting it on my Facebook wall for weeks!"

Jones is a stage manager at the Disney World. She can run one of three shows held in the resort, with up to 20 performances a day that run 15 to 30 minutes each. She was working at the Jedi Training performance, which features Star Wars characters Darth Vader, Darth Maul, and several Stormtroopers. In that video, Star Wars fan Bryan Starr is watching the show. The video cuts to Jones who tells Starr they like to give random fans a special experience. Darth Vader and two Stormtroopers pose with Starr, when his wife Taylor gives him a small bag. Inside is a onesie with the

quote, "Judge me by my size will you?" Starr begins crying tears of joy.

As it turns out, Taylor Starr had approached Jones earlier saying what a big fan her husband was. Jones was about to let her know they couldn't let people have individual meet and greets, when Starr told her that they had been trying to have a child for a year and she just found out the night before she was pregnant. That's when Jones took over, letting her know she would try to make it happen.

"I adored that couple and was thrilled that I could help make a magical moment for them," said Jones. "It took such a short time out of our day and made such a huge impact on them. It's moments like that that remind me what an impact I can make on people's lives. I found the couple on Facebook and have been getting so many wonderful updates on the baby. We just found out it's going to be a girl and her name will be Willow! They even announced the sex of the baby with Star Wars Build-A-Bears! To say that this couple likes Star Wars is an understatement."

Jones has always had a Disney dream. When she was a Cottey student, she let anyone who would listen know that her goal was to be Cinderella in one of the parks. She was active in theatre at Cottey and again after transferring to Missouri Southern State University in Joplin. It was there she was accepted into a Disney internship program and spent a year working in Orlando. After finishing her degree, she moved back to Florida and has been working at Disney World ever since.



"It's pretty cool to think this little (or big, depending on how you look at it) thing that I did for this family went viral," Jones added. "I never expected that at all, but it's definitely something I can add to my 'fun facts about Chelsea' list! I think the video really started to get traction because of the new Force Awakens movie coming out, people were Star Wars crazy! We jumped well past the one million mark when the official Force Awakens Facebook page posted it. That's probably as close as I'll ever get to Harrison Ford, so I'll take it!"

Has Jones appeared in any other "viral videos?"

"As far as I know, there is not another YouTube video that I'm featured as prominently in," said Jones. "I'm sure they're out there. I wonder all the time how many families' vacation photos I've walked through, but I always try to smile in them! I work for the best company in the world. I love my job and genuinely get excited to come to work every day. When you put it in perspective and realize that many of the families that visit might never return I believe we should make the best experience that they can possibly have while they're here with us, and that's pretty magical."



# Cottey Joins Missouri Colleges Fund

The Board of the Missouri Colleges Fund is pleased to announce that effective January 1, 2016, Cottey College has become the 18th member of the fund.

The Missouri Colleges Fund (MCF) was incorporated in 1952 as a partnership of private enterprise, entrepreneurs and the member independent colleges and universities in the Show-Me State. The Mission of the MCF is to acquire resources to help educate students in member independent/private, four year, liberal-arts colleges and universities.

MCF President Mike Backer said, "The MCF is honored to have such an outstanding institution of higher learning as Cottey College as a new member. We look forward to many years of partnership in providing a path to success for our young people by investing in higher education."

According to MCF's 2015 annual report, graduates of independent colleges and universities finish their degrees faster, and more satisfied

with their educational experience, than their peers at public universities. Among first generation students, 70 percent finish a baccalaureate-degree course of study within six years, compared with 57 percent of their peers at public universities within the same timeframe. In a federal election year, it is also interesting to note that 77 percent of 18-24 year-old private college students are registered to vote, versus only 53 percent of 18-24 year-olds who do not attend private colleges.

The Missouri Colleges Fund offers donors a unique way to make one gift in support of 18 outstanding nonprofit colleges and universities. Donors to the fund are partners in preparing more than 85,000 students to enter the workforce and contribute to the economy. Each gift strengthens the ability of our member institutions to educate talented students regardless of financial circumstances, to provide challenging programs and to help students achieve their goals. More information about MCF can be found on its website <http://mocollegesfund.org>.

The College remains truly grateful for the support of alumnae and friends who sustain Cottey's dedication to women's education through charitable giving. During the past quarter of the fiscal year, donors established new endowments totaling more than \$720,000 in support of scholarships, leadership speakers, student emergency funds, and unrestricted operations. We wish to specially recognize the following with contributions from October 1, 2015 to January 31, 2016, totaling \$5,000 or more.

To make a gift in support of Cottey College's commitment to education for women, visit [www.cottey.edu/give](http://www.cottey.edu/give), or use the gift envelope provided in this issue of the *Viewpoint*.

## Gifts or Pledges of \$5,000 or more

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**Bernice Clark Williams Judy Trust**—Pennington, NJ  
**Susan Cochran Krieg**—Tucson, AZ  
**Barbara J. Marshall**—Estes Park, CO  
**Grace & Paul Martinez, Jr.**—Camarillo, CA  
**Carol & Frank Medsker**—Hastings, NE  
**Nancy Harvey Mendenhall '44 & William W. Mendenhall**—Fairbanks, AK  
**James D. Northway Estate**—Milwaukee, WI  
**Oregon State Chapter of the P.E.O. Sisterhood**

**P.E.O. Foundation**—Des Moines, IA  
**International Chapter of the P.E.O. Sisterhood**—Des Moines, IA  
**Jim Ringer**—Granite Springs, NY  
**Carol Ryberg**—New Ulm, MN  
**Sanderson Charitable Remainder Unitrust**—Reno, NV  
**William H. & Kristine Miller Schuyler Foundation**—Monterey, CA  
**Marian & Blaine Shull**—Thousand Oaks, CA  
**P.E.O. Chapter IB, Fredericksburg, Texas**—Fredericksburg, TX  
**Sally Todd**—Manchester, NJ  
**Dorothy Dyer Vanek**—Tucson, AZ  
**Janet & Ronald VanMynen**—Shelburne, VT  
**Alberta Wood Virden Estate**—Dallas, TX  
**Alvina Walker Warner '56**—Kirkwood, MO  
**Sylvester & Faurot T. Weller Estate**—Wilmington, DE

# From Day One...



On Monday, January 11, classes were held for the very first time in the new Judy and Glenn Rogers Fine Arts Building. It is hard to know who was more excited, the faculty or the students as they began the first semester in this grand facility. The Cottey-in-Motion (CoMotion) Dance Company (above) was clearly happy to be rehearsing in their new studio which was part of the former Neale Hall. Right, art professor Brianne Fulton spent her first day with students unpacking and getting equipment and supplies ready. Below, the Cottey Chamber Singers, also thrilled to be in their new rehearsal space, spent the first class warming up

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**"Our new FAB is FABulous! It's great having all of the fine arts together, but it's the little details that I love."**  
**-Christi Fulton, dance faculty**

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with a vocal exercise

in which they sang, "We're in our new space, we're in our new space..."

Having some of the finest facilities in the Midwest is certainly one way for Cottey to stand out and get noticed in a competitive higher education marketplace.

# Class Notes

## 1960s

**Miki Kashiwagi '62** proudly represented Cottey at the inauguration of new president Dr. Kerry Walk at Marymount Manhattan College on October 23, 2015. She enjoyed the impressive ceremony of memorable speeches, as well as music and dance performances by students. Miki and her husband Tom then attended the reception and met with President Walk, Rabbi Hiat of Campus Ministry, the President of the Board of Trustees Hope Knight, as well as several faculty members, students and alumni. She writes, "Although I wore the academic robe of Columbia University where I received my graduate degree in business administration, I wore my Cottey pin on the velvet collar with pride. It was an honor representing President Jann Weitzel and the faculty members of Cottey College. But I felt even greater honor representing the alumnae and the students of Cottey College." **[PHOTO 1]**



## 1990s

**Michele Strawn Hart '98** accepted a new job recently as a literacy instructional coach with Amplify Education.



## 1970s

**Debra Redline '76** reports that she and her husband, David, along with Lita their kitty, relocated to Arizona for her job. Debra transferred from the Denver, Colorado, office of Toshiba Business Solutions to the Chandler, Arizona, office as of August 31, 2015, where she works in accounts receivable and is a collector for business accounts in Arizona. They are enjoying a relaxed lifestyle living in a retirement community in Sun Lakes and are looking forward to the wonderful motorcycle riding in Arizona. Another perk is being close to California, all the entertainment that is there, and visiting one of their daughters. They spent time at Disneyland in December to celebrate Debra's 60th Birthday and Disneyland's 60th Anniversary. Three of their four children are happily married and living in different states: Montana, (where their two grandchildren live as well); California; and Hawaii. Their fourth child is single and lives in Colorado. **[PHOTO 2]**

## 2000s

**Heather McGuire '01** is delighted to tell her Cottey classmates about her recent completion of a Masters in Library Science degree from Texas Woman's University. She lives in Katy, Texas, with Honey the beagle and plans to continue to teach elementary music until the right library position is found. She is on Facebook if any classmates would like to reconnect, or she can be reached at [heathermcguire80@gmail.com](mailto:heathermcguire80@gmail.com). **[PHOTO 3]**

**Tracy Hass Cordova '04**, annual fund and alumnae relations director for the Office of Institutional Advancement, resigned to join a marketing company in Bentonville, Arkansas. Her husband has been working in northwest Arkansas since September, and the couple is excited to relocate their young family to the area. Tracy started working at the College in March 2009.

**Maggie Wigness '07** earned her Ph.D. from Colorado State University in December after studying in the De-

# Class Notes

partment of Computer Science. Her dissertation focused on applications in computer vision. She now resides in Alexandria, Virginia, with her partner and their puppy, and has accepted a position with U.S. Army Research Laboratory's robotic research group.

## 2010s

A familiar face was back on the Cottey College campus before Thanksgiving break! Katherine Kerbs (**Cottey '12**, William Jewell College '14, and University of Missouri School of Law '17 [expected]) presented a talk titled "Transgressions: The Rights of Transgender Parents in Divorce Cases" to Dr. Trisha Stubblefield's WST 105: Introduction to Women's Studies class and to Dr. Julie Tietz's

PSY/WST 331: Psychology of Women and Gender class. She shared a powerful video in which a mother tells of her experience raising a transgender child. Then, Katherine explained key terms, outlined general custody issues, noted the specific issues related to transgender parents, presented a brief summary of relevant court cases, and considered future directions for the legal system. Her discussion was engaging and thought-provoking. **[PHOTO 4]**



## Births

### 1990s

**Courtney Jones Cameron '98** and Bruce Cameron are pleased to announce the arrival of Quincy James Cameron! He was born in Seattle on Thursday, September 24, at 7:11 p.m., weighing 11 lbs., 1 oz., and was 22.5 inches long. Older sisters Lydia (6) and Ayelet (3 1/2) are excited about having a little brother!

**[PHOTO 1]**

**Nancy Eddy '98** and Jessie Weber are thrilled to announce the birth of their daughter Noa Lillian Weber, born February 24, 2016. Noa weighed in at 8 lbs., 9 oz., and measured 22 inches long. They have been enjoying her delicious cheeks, sweet little cry, and observant eyes—and can't wait to get to know everything else there is to know about her. **[PHOTO 2]**

### 2000s

Lakelyn Pena was born on June 9, 2015, to parents **Cindel Pena '04** & and Steven Peery. Lakelyn weighed 6 lbs. and was 19.5 inches long. Both mom and baby are doing great and Lakelyn can't wait to become a Cottey alumna. **[PHOTO 3]**

**Hannah Bailly Swanson '04** welcomed son Kyle David Swanson on November 1, 2015. He weighed 7 lbs., 11 oz. and measured 21 1/4 inches long. **[PHOTO 4]**



## In Memoriam: Helen Dowell Powell '52

**Helen Dowell Powell** of Evergreen, Colorado, died Sept. 26, 2015. Among her favorite things were travel and people, books and museums, cooking and gardens, Paris, Christmas and a fire in the fireplace. But more than all of those, her greatest love was her family. She was 83.

Helen Elizabeth Dowell was born in Council Grove, Kansas, in 1932, the oldest daughter of Morris S. and Alice Elizabeth Dowell. She attended Cottey College. She spent her junior year in France studying at the Sorbonne, the liberal arts division of the University of Paris, and the École du Louvre, school of art history at the Louvre Museum. Returning home, she completed her undergraduate studies at the University of Kansas, where she was a member of the Pi Beta Phi sorority and graduated with a major in French and minors in English and art history.

After graduation, Helen was director of admissions and public relations at Cottey College and established new programs in both areas at the school. Her work took her around the country for speaking engagements.

She married C. Richard Powell in 1955 after a long courtship. A childhood friend from down the street in Council Grove, Dick Powell had been a guest at her fifth birthday party. While Dick finished dental school in Kansas City, Helen was editor of *The Sertoman*, the magazine of the service organization Sertoma International, also managing arrangements for the group's international conferences and conventions.

In the late 1950s, Helen and Dick moved to Ankara, Turkey, where he served a three-year tour in the Air Force. Their first child was born there. During that time they traveled extensively in the Middle East, Africa and Europe. Helen would later call it one of the most exciting times of her life.

The Powells moved to Evergreen in 1961. Dick established his dental practice while Helen was involved in a variety of volunteer and philanthropic activities and in nurturing what she described as 'their three interesting children.' Among those philanthropic activities was helping launch the Evergreen chapter of P.E.O. She was a lifelong member.

The 1960s, '70s and early '80s saw Helen immersed in the business of raising those 'interesting' children and serving in a variety of volunteer roles, including the Central City Opera Guild, Cottey College Board of Trustees, Women's Library Association of the University of Denver, and Parents Association of Kent Denver Country Day School.

In 1984, as her youngest child was finishing high school, Helen decided to re-enter the workforce. She became the international marketing manager for a small medical device company. The job allowed her to do what she loved - travel - and brought her to new destinations around the world, as well as some old favorites. In her words, along with the travel came 'interesting people and experiences, constant learning and teaching, and great satisfaction.'

Helen is survived by her husband, C. Richard Powell; children John Dowell Powell (Becky), Ann Powell Ryan (Stephen) and Richard Cortland Powell (Kristen); grandchildren Dale Elizabeth Powell, Cecilia McIntosh Ryan, Noah Mason Ryan, Charles Cole Powell and Carson Ann Powell; and sister Alice Ann Johnston (Donald).

Contributions in memory of Helen may be made to P.E.O. Chapter FR, c/o Bette Anne Mayberry, 8254 Rossman Gulch Road, Morrison, CO 80465-9015, for its Cottey College fund.

## Obituaries

The College was notified of the deaths of the following alumnae:

Wilma Louise Maddox Coffman '38  
Lela Irene Gowen Gum '42  
Mary Beth Root Morris '42  
Fioretta Scofield Mowrey Sullivan '43  
Natalie Thomas '44  
Mary Elizabeth Doherty Ivins '45  
Ruth Elaine Wood Bunton '48  
Marjorie Jean Wagner Laraway '48

Jean M. Stubbs Green '51  
Emily Sturm '51  
Louaine Schrum Elke '52  
Judith Ann 'Jan' Turner Jones '52  
Ann Carmichael Morris '53  
Doris Michel Stephenson '53  
Nancy Higley-Grotte '54  
Erma Lee Manney Nelson '55  
Sarah Gail Satterlee Yetter '55  
Sue Adair Helander Horn Ogilvie '57

Nina Cook Carpenter '59  
Sylvia Swogger Sheldon '60  
Elizabeth Jane 'Betty' Bunch Kaup '60  
Karen Elizabeth Schmidt Mathews '62  
Karen Jane Borgen Howell '66  
Clara Martin Jacobson '67  
Susan Frederick-Schector Olson '68  
Patricia Lear '69  
Diane Lee Borgen Reed '69  
Jodie Engberg Skibicki '83

# Faculty/Staff Notes

**Dr. Carmen Bourbon**, associate professor of Spanish, attended the Midwest Association for Language Learning and Technology Conference held at Valparaiso University in Indiana, October 10, 2015. She also participated in a workshop on the teaching of Medical Spanish.

**Dr. Ujjaini Das**, assistant professor of environmental studies, attended the Allied Social Science Association Annual Meeting early in January in San Francisco, California. Later in the month, she also presented on "The Future of Teaching Qualitative Research Methods" at The Qualitative Report Seventh Annual Conference at Nova Southeastern University in Fort Lauderdale, Florida.

**Prof. Trilla Ray-Carter**, adjunct instructor in music (strings), was awarded a \$1,000 grant from the Mid-America Arts Alliance for her peer-reviewed project proposal, "Between Silence and Light," presented during the Artist INC KC Advanced training program for Artist Entrepreneurs. Her proposal to establish the Kansas City Baroque Consortium as a non-profit organization and to design and launch a performance series for the summer of 2016 titled "Between Silence and Light" was chosen by her peers as the best proposal among 14 artists from a broad variety of disciplines. The Kansas City Baroque Consortium specializes in offering performances of baroque repertoire on period instruments and is the only active period ensemble in the greater metro area, and one of a handful in the central midwest region. Professor Ray-Carter teaches strings for the Department of Music at Cottey College. More information on KC Baroque can be found on Facebook, at [kcbaroque.org](http://kcbaroque.org) and by emailing [kcbaroque@gmail.com](mailto:kcbaroque@gmail.com).

**Shelli Stanley**, head softball coach, resigned to return to her hometown of Coffeyville, Kansas, where she has accepted a position with the Coffeyville School District. Stanley came to Cottey in 2010 to take the helm of the Cottey Comet Softball team. Coach Stanley has worked tirelessly to build a team that reflects her own dedication to hard work, the pursuit of excellence both on and off the field, her commitment to family and passion for softball. She and her teams have worked to maintain the Vanek Family Memorial Field to make it one of the nicest fields in our region and have made it the true home of the Cottey Comets. **Stephanie Beason**, athletic director and head basketball coach, will step up to serve as the interim head coach for the Comet softball team.

**Dr. Trisha Stubblefield**, professor of English, attended the Society for the Study of American Women Writers triennial conference in Philadelphia, Pennsylvania, November 4-8, 2015.

**Sherri Taylor**, CFRE, has been named interim vice president for Institutional Advancement. Sherri brings to the position experience in annual and major gifts, donor acquisition and retention, capital campaign design and implementation, project management, case development and marketing. Since 2013, she has served as senior fundraising counsel with Graham Pelton, and was one of Cottey's primary consultants from Pursuant/Ketchum during Cottey's recent comprehensive campaign. She comes to the position with knowledge of and love for our institution and started February 15.

**Dr. Julie Tietz**, professor of psychology, attended the annual conference of the Association for Applied Sport Psychology in Indianapolis, Indiana, October 15-18, 2015.

Cottey was well represented at the recent CASE (Council for the Advancement and Support of Education) District VI annual conference held January 23-26, 2016, in Kansas City, Missouri.

**Tracy Hass Cordova '04** and **Kirsten Bureman '14** represented the alumnae relations and annual fund office while **Carla Farmer**, associate vice president for marketing and strategic communication, and **Steve Reed**, director of public information, represented marketing and strategic communication. Tracy and Kirsten attended the new professionals workshop on Saturday and then attended individual sessions in annual fund, alumni relations, and development over the next two-and-a-half days. Carla and Steve attended sessions in communications and marketing and Carla added a few in development as well. Steve was on the planning committee for this conference and served as the communications and marketing track chair. He was responsible for securing all of the presenters in that particular track.

CASE is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.



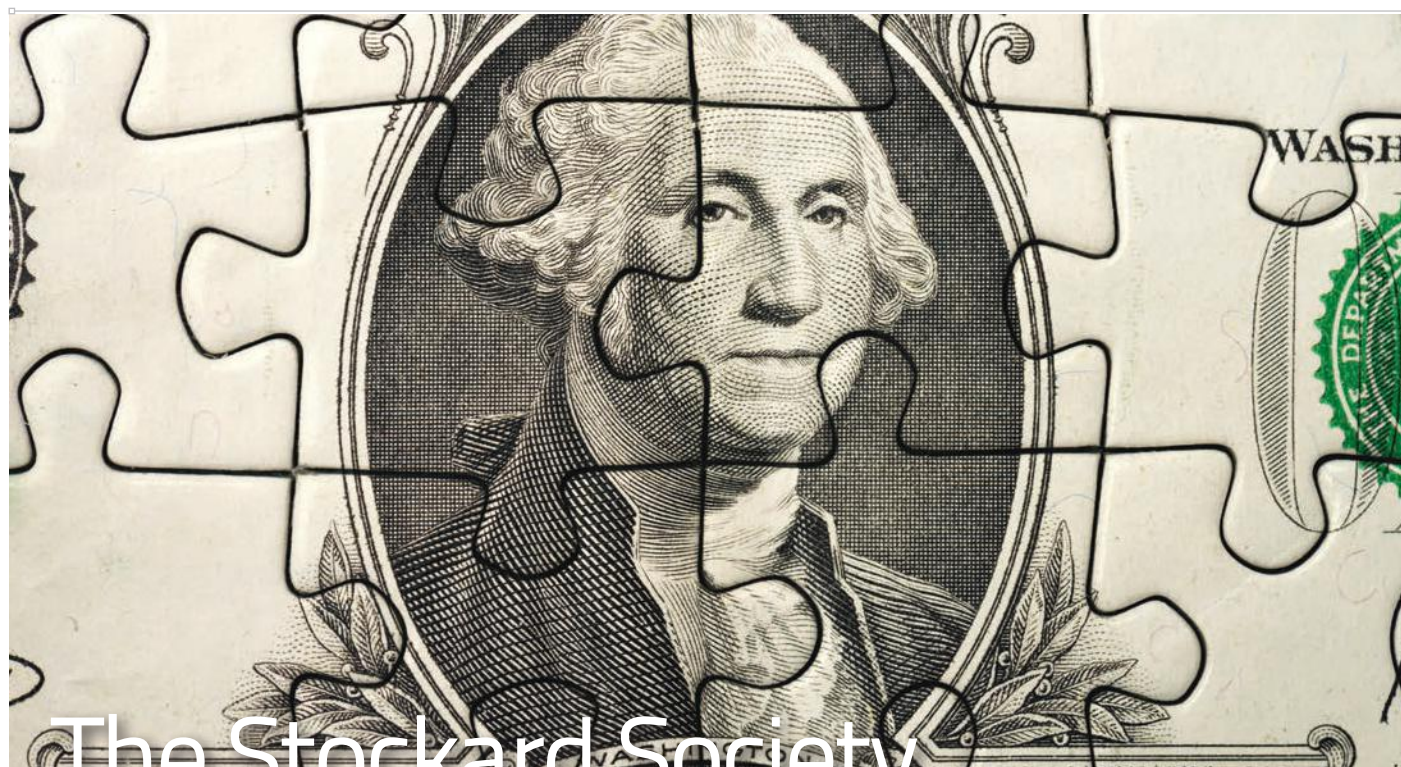
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Cottery College's Stockard Society recognizes those who provide future support for Cottery. To find out how you can belong, contact the Office of Institutional Advancement by phone at 417-667-8181, ext. 2120, or via email to [advancement@cottery.edu](mailto:advancement@cottery.edu).

Please consider a planned gift to help sustain Cottery College's commitment to educating women.