

Students in Service—In Baltimore, Maryland

Aquinas College Magazine, Spring 2004

I am spending a year volunteering with the Capuchin Franciscan Volunteer Corps in Baltimore. Using my education and mathematics degree from Aquinas, am now teaching algebra at St. Frances Academy. I work with inner city students, many of whom live in poverty and face the reality of violence, drugs and abuse daily. Teaching at St. Frances has been one of the most difficult, yet rewarding experiences of my life. The opportunity to serve full-time has been a true blessing for me.

Robin Mankel '03

Southard's Work Spans Many Genres

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"Everyone in Heaven writes an autobiography sooner or later," says Scott D. Southard '88, explaining why he chose that theme for his first novel, *3 Days In Rome*. In 2001, the Heeken Novel Writing Fellowship for Work in Progress honored his book about a young man who relates his earthly and heavenly travails while perched behind the Pearly Gates.

Southard also received awards for *The Dante Experience*, a 10-episode radio series that receives play on National Public Radio. He is currently scouting publishers for his next novel, *Cassandra on the Island*.

Since graduating from Aquinas, Southard has studied at Michigan State University and the University of Southern California, where he earned a master's degree in writing. His stage play will premiere off-Broadway this year. One of Southard's proudest moments was his marriage in December 2002 to Heather Vaughan. "Convincing her to marry me was a great accomplishment on my part!" he says.

The Los Angeles resident learned much at Aquinas. "Dr. Chesley, Dr. Raikes, Mr. Eberle and Dr. Brooks...all have been major influences. I cannot say enough for how important they have each been in my life," Southard relates.

Adler Has the Look for Burt's Bees New Line

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Tracy Lint Soltis Adler '89, is the new face for Burt's Bees Healthy Treatment skin-care products. And it all happened by chance when Burt's Bees owner, Roxanne Quimby walked into the North Carolina restaurant Adler owns with her husband, Mitchell. Adler caught Quimby's eye as a woman aging with grace and confidence—just the look Quimby wanted to promote her company's new skincare line.

“If you look closely at the boxes,” Adler said in a Grand Rapids Press article (March 4, 2003), “you’ll see they didn’t airbrush the crow’s feet off my face. They wanted me to look achievable. Fresh and natural, but not perfect. Because perfect is not attainable.”

Student and Alumna Win Coveted Addy Awards

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To say it’s been an exciting year for Alicia Mey is an understatement. This December, Mey will complete her studies at Aquinas and receive her Master of Management degree. Earlier this year, she received a professional honor when the Ad Club of West Michigan selected her marketing project for Zondervan Books (Grand Rapids) for an Addy Award.

Her challenge was to create something that would address the increasing competition in the reference book category. She borrowed a promotion idea she saw elsewhere and customized it to fit Zondervan’s requirements. “InfoShades,” she says, presents a unique design, offering a lot of information in a small amount of space that is placed on the front of shelf racks offering customers explanations for available reference materials.

“They help customers understand which reference books will best meet their need, educate customers on the importance of matching reference books with their preferred Bible translation, and promote Zondervan reference books in retail outlets,” said Mey. She also won a Silver Addy Award at the District level.

Her efforts didn’t go unnoticed by her employer, either. Shortly after her award recognition, Mey she received a promotion, moving from Senior Promotions Manager to Associate Marketing Director.

The Ad Club also recognized another Zondervan employee. Kathy Needham ‘02, marketing director for Zonderkidz, received four Addy Awards for a radio campaign designed for the children’s book division of Zondervan. The Addy’s were for two radio campaigns for children’s Bibles in the NIrV (New International Reader’s Version) translation written at a third grade reading level. She won two awards for the individual radio ads, one for the advertising campaign and one for “best of show” in the broadcast category.