

NKU MAGAZINE

FALL/WINTER 2015-16 // VOL. 1, NO. 1

94 FT



BOTH WAYS

AGGRESSIVE. DETERMINED. RELENTLESS.

MEET THE NEW NKU COACH JOHN BRANNEN // PAGE 16

KENTUCKY'S HIGHER-ED
FUNDING SYSTEM
IS BROKEN.
**HERE'S HOW
TO FIX IT.**

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CAMPUS LEGENDS,
RUMORS, AND MYTHS—
DEBUNKED!
(AND VERIFIED)

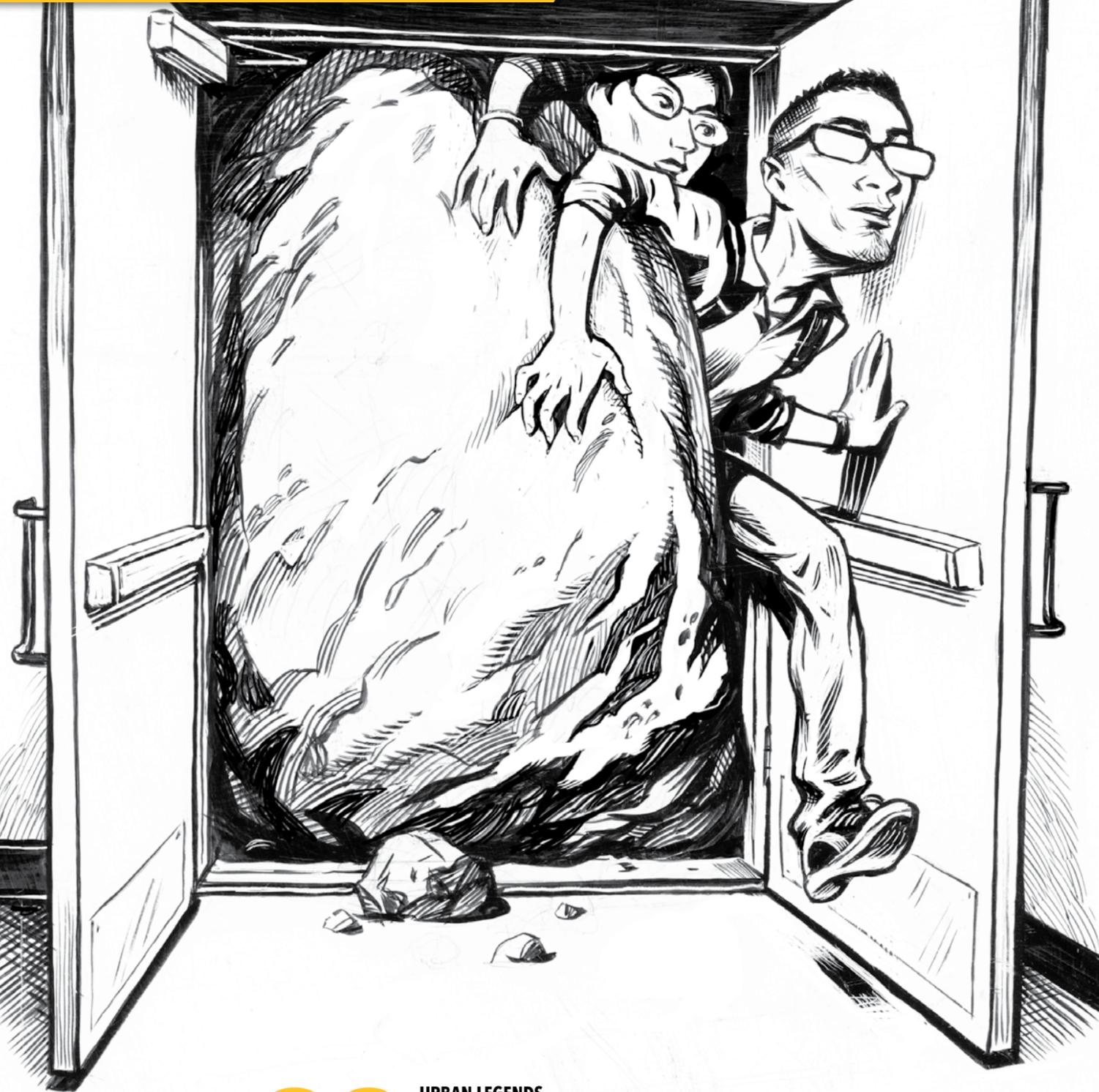
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WITH A MAJOR
INVESTMENT,
**ST. ELIZABETH
HEALTHCARE**
PARTNERS WITH NKU

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Support your Norse! Look for this giving icon throughout the magazine for ways to support the NKU departments and programs you care about, or log on now to givenow.nku.edu. Thank you!



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URBAN LEGENDS

Are the Lucas Administrative Center elevators haunted? Is a lost secretary wandering the tunnels beneath campus? Was NKU's original mascot too scary for children? Find out in this tale of... "Urban Legends, Rumors, Myths, and Misunderstandings."

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COMMENTS, QUESTIONS, CONCERNS?
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FEATURES

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MASTER OF CHAOS

During summer practices, the new Norse men's basketball coach John Brannen shared with his team plenty of choice words. These weren't moments of anger; they were directives on a playing style Brannen calls, "94 feet both ways."

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A MODEL APPROACH

Kentucky's antiquated approach to funding higher education is undermining NKU's future. But there's a way to fix it.

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RUN, SWIM, LIFT, & PLAY

The renovation and expansion of the Northern Kentucky University Campus Recreation Center is finally complete. Here are just a few highlights of this LEED Silver facility.

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NKU Fine Arts major Devan Horton spreads cheer and pink powder at a photo shoot for the School of the Arts.
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YOU ASKED

This magazine looks so different. What's going on?

The magazine you're holding—whether in print or on the new NKU Magazine app—represents so much of what we love about Northern Kentucky University. For every change at NKU—including a top-to-bottom redesign of this magazine—the spirit and lasting impact of this University remains. In fact, as you'll see throughout this issue, our core values—excellence, integrity, inclusiveness, innovation, and collegiality—are stronger than ever. They are uniquely Norse, just like you.
—The NKU Magazine Staff



Got a question? Email us at nkumagazine@nku.edu.



A MESSAGE FROM THE PRESIDENT

Welcome to the newly redesigned *NKU Magazine*, a publication that we're proud to share with you as a way to stay connected with Northern Kentucky University and the ways our students and graduates make a positive and lasting impact on our region, the Commonwealth, and the nation.

For example, in September, our University received an \$8 million investment from St. Elizabeth Healthcare. This gift—the second largest in the history of our University—will support the Health Innovation Center (HIC), which will open in 2018.

There is something special happening at NKU. Our academic programs are growing. We are working to make it easier than ever for students from all backgrounds to attend and succeed here.

The \$8 million investment directly supports the design and construction of the St. Elizabeth Healthcare Simulation Center, including a two-story comprehensive virtual care environment that will provide students with an active learning experience and training across the continuum of care. You can read about the partnership—and about Garren Colvin, the NKU alumnus and St. Elizabeth Healthcare CEO who helped make it happen—on page 32.

The new Health Innovation Center is just one example of how every student at NKU can find his or her spark and discover a path to lifelong success. That's a message that I, along with numerous faculty

and staff leaders, have taken across Kentucky and Greater Cincinnati this fall as we embarked upon the second annual "Road to NKU" tour.

On this tour I personally met with thousands of Kentucky high school students. Deans and faculty members traveled with me to discuss academic programs and opportunities. Athletics officials told students about NKU's growing Division I program. Student leaders spoke about how they've found a home at this University.

There is something special happening at NKU. Our academic programs are growing. We are working to make it easier than ever for students from all backgrounds to attend and succeed here. And, as you'll see in this issue's cover story about John Brannen, our new men's basketball coach, our athletics programs are on the rise.

Please take a look at the men's and women's basketball schedule on page 15 and mark your calendars. I hope to see you at BB&T Arena for one of our many home and regional games as we begin competition in The Horizon League, our new home for NCAA Division I sports.

Best wishes for a happy and healthy holiday season. Go Norse!

Geoffrey S. Mearns
President



TANGLED UP IN BLUE

Syreeta Briggs, 20, a playwriting BFA major from Louisville, is enveloped in blue powder during a photo shoot for NKU's new School of the Arts. Read a Q&A with the school's director, Ken Jones, on page 11.



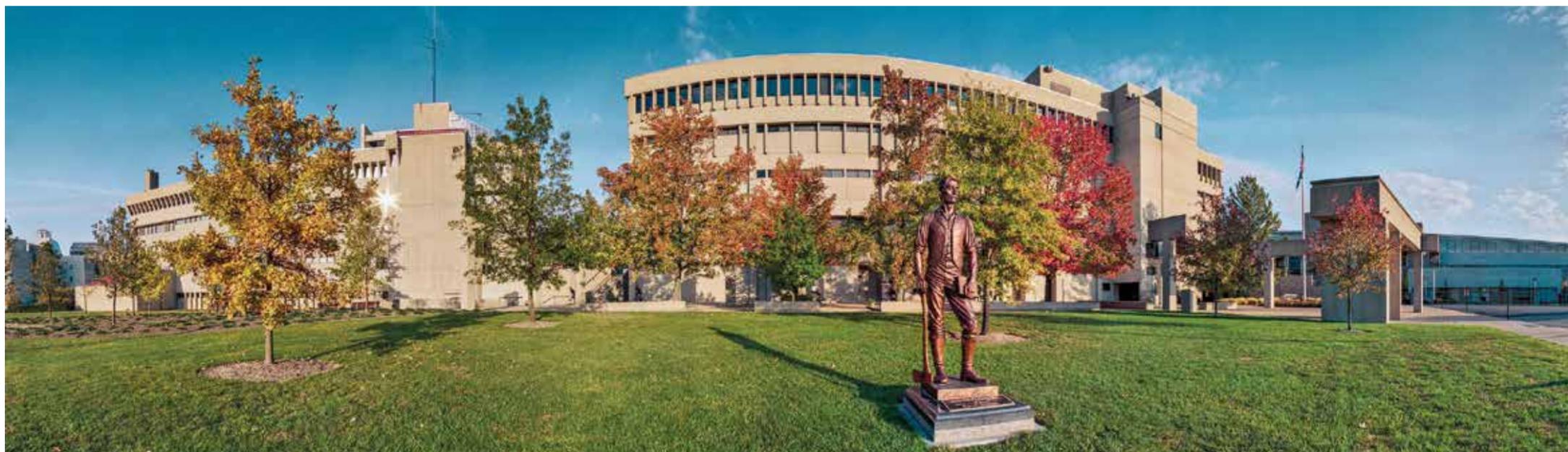


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Calendar alert! Check out the Norse in their first season with the Horizon League.



[HISTORY]

A PANORAMA OF TIME AND SPACE

Gorgeous new photographic history of NKU hits the shelves



Northern Kentucky University's evolution from an educational branch of the University of Kentucky into a major university in its own right is a tale of promise and humble beginnings. Could the handful of students and instructors attending classes

in a Covington bus station in 1946 have ever imagined what the next six-and-a-half decades would bring? Today, NKU serves more than 15,000 students, employs more than 2,000 faculty and staff, and is one of the fastest growing institutions of higher learning in the state.

Northern Kentucky University: A Panoramic History showcases the evolution of NKU, revealing the history, events, and individuals involved in the transformation. Offering side-by-side comparisons of past milestones and recent advancements, and featuring engaging historical photographs alongside full-color panoramic images by photographer Thomas R. Schiff, *A Panoramic History* illustrates the University's rapid evolution. Accompanying the images are accounts from professors and alumni, including Professor Emeritus James C. Claypool, the first full-time employee of the college. This lavishly illustrated volume is an inviting window into the storied past and the future of an institution ready to ignite the potential of Kentucky's bright stars. 🍷



Northern Kentucky University: A Panoramic History is available at your favorite bookstore or on amazon.com.

UPCOMING EVENTS

DECEMBER 1 Giving Tuesday

We have a holiday dedicated to giving thanks. There are two dates dedicated to consumer discounts. Finally, there's a date dedicated to charitable giving. Please keep NKU in mind if you take part in this new, global tradition. Stay tuned to NKU's Facebook page for updates at facebook.com/nkuedu.

FEBRUARY 5 & 6 Homecoming & the NKU Alumni Awards Celebration.

Stay tuned for updates at homecoming.nku.edu.

FEBRUARY 18-28 "Once in a Lifetime" by George S. Kaufman and Moss Hart, Corbett Theatre.

Indulge in this wickedly funny tale of three on-the-skids vaudeville troupers who head to Hollywood and pose as voice experts. For more info, visit artscience.nku.edu/departments/theatre.html.

FEBRUARY 26-28 95th Annual Syrian Shrine Circus, BB&T Arena

With three rings of affordable, family fun, the Syrian Shrine Circus will thrill fans of all ages. See aerial acts, Shrine Circus Clowns, and animal attractions including tigers and elephants. For more info, visit thebbtarena.com.

THROUGH APRIL 5 Six@Six Lecture Series

The Six@Six season begins with an insider's view of the 2016 presidential campaign. For more info, visit civicengagement.nku.edu.

THROUGH APRIL Haile Digital Planetarium, NKU

NKU's Haile Digital Planetarium is open to the public every Monday through April! For more info, visit artscience.nku.edu/departments/pgget/planetarium.html.



Don't miss out on a week of great Homecoming events, including Norse basketball and the tasty Alumni Chili Cook-off! Visit homecoming.nku.edu for all event details!

GET READY FOR HOMECOMING

Save the date for Northern Kentucky University's biggest and best Homecoming weekend ever! NKU Homecoming 2016 kicks off with the inspiring Alumni Award Celebration, where we recognize distinguished graduates who have used their education to make NKU and the world a better place. The weekend continues with a Norse men's basketball showdown with the Horizon League rival Milwaukee Panthers, during which we'll crown a new Homecoming king and queen! Round out the weekend with one of the many celebrations that will make Homecoming 2016 a family-friendly event not to be missed. Stay tuned for updates at homecoming.nku.edu.



THE DISCOVERY SERIES

The Discovery Series, a new speaker series hosted by the College of Arts & Sciences, will bring the world to NKU through the eyes of journalists, explorers, and humanitarians affiliated with the National Geographic Society. Upcoming speakers include Wade Davis, ethnographer, writer, photographer, filmmaker, and author of the 1985 best-selling book, *The Serpent and the Rainbow*. For more info, visit nku.edu/discoveryseries.html.

SAIL TO VICTORY

When NKU unveiled a new design for John L. Griffin Court in BB&T Arena this past August, the nautical-Norse-themed layout received attention from coast to coast. The new design features a Norse ship watermarked in a golden hue, with the NKU Norse wordmark in the middle of the ship's sail at center court. The court was designed by Ohio-based creative agency LaineGabriel. Check out the new design at one of the many upcoming Norse basketball home games! nkunorse.com



INTRODUCING THE NKU MAGAZINE APP!

We're thrilled to announce that *NKU Magazine* has partnered with Adobe to bring you an interactive reading experience for the iPad and, soon, the iPhone. Far more than a "flip-book" of the print edition, the *NKU Magazine* app allows you to engage with your favorite stories at the swipe of a finger. Watch videos, browse vivid photos and graphics, access exclusive content, and share stories on Facebook, Twitter, Pinterest, and more! Download the app from the iTunes store today—for free!

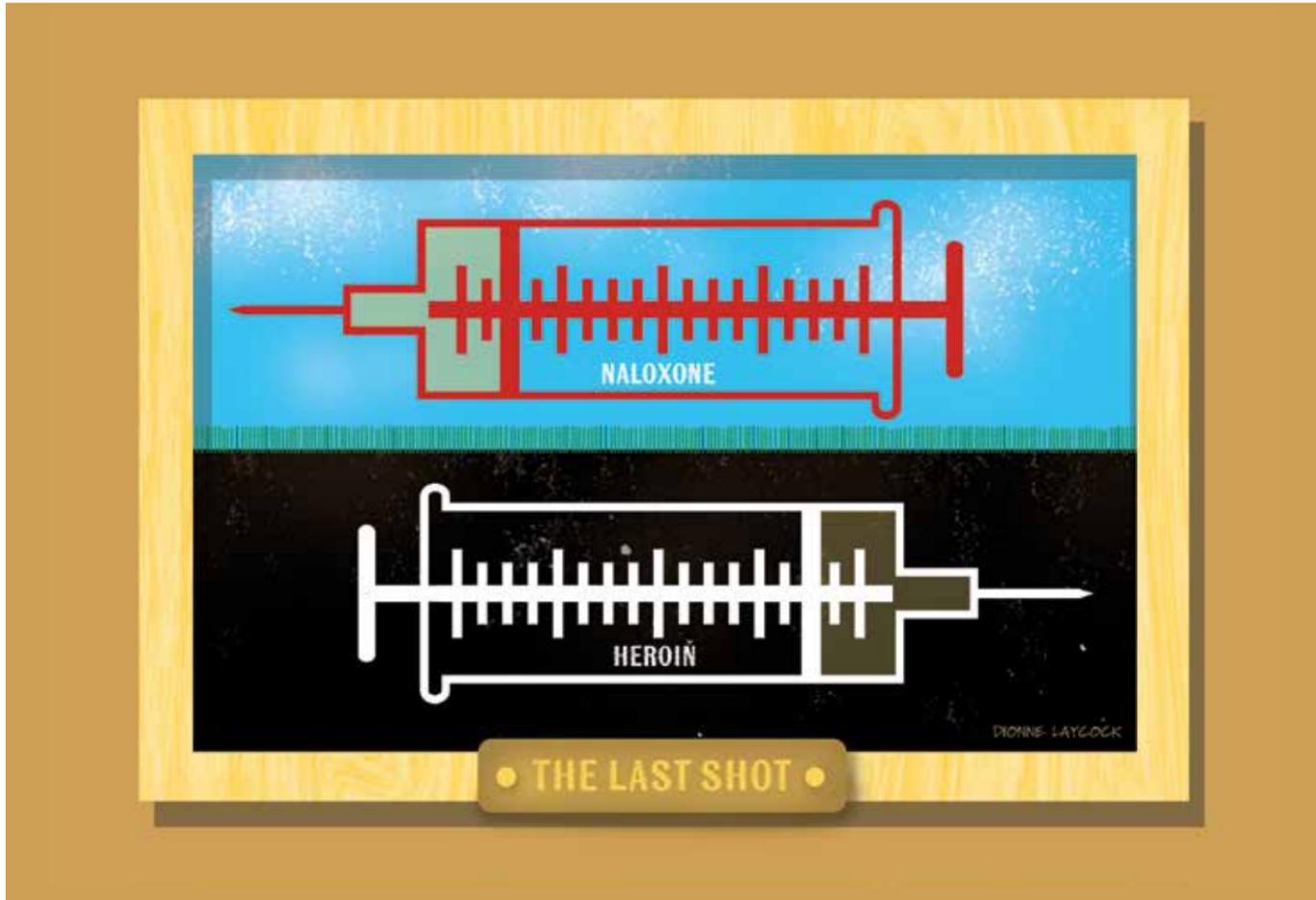


THIS HOUSE TO THE WHITE HOUSE

How's this for a bucket-list challenge: over the course of nine years, NKU assistant professor of photography Matthew Albritton crisscrossed the nation to photograph the birthplace of every U.S. President. Albritton snapped this image, titled "Bird," at the John F. Kennedy Birthplace, in Brookline, Mass. Albritton is currently working on a book about the project. Check out his series here: photomateo.com/presidents-blog

THEATRE & DANCE

NKU's Theatre & Dance performances are consistently hailed by critics as some of the most entertaining and well-produced shows in the entire Greater Cincinnati region. From Lynn Ahrens' and Stephen Flaherty's whimsical and family-friendly production of "Seussical," to George Bernard Shaw's classic "Pygmalion," to innovative contemporary, tap, and jazz dance productions debuting in "DANCE '16," NKU's Theatre & Dance productions offer something for everyone. Visit sota.nku.edu for more info.



[RESEARCH]

FRAMING ADDICTION

NKU research looks at alternatives in treating drug abuse // **By Michelle Debevec**

KENTUCKY STATE LAWMAKERS this year passed a law that allows health departments to establish needle exchanges. These and other programs should be part of a more complex approach to treating drug addiction across the country, says drug addiction researcher Dr. Perilou Goddard, professor of psychological science at Northern Kentucky University.

Goddard has researched drug addiction since the 1990s, and among her findings is that treating addiction as an illness, not a crime—and taking a slower approach to detoxification—could make a major difference in recovery.

“The approach to addiction in the U.S. is a one-size-fits-all way of thinking,” Goddard says. “If someone has any drug- or alcohol-related problems, the answer is an abstinence-focused treatment. We don’t have an in-between, an approach where the user isn’t ready to stop using. But other countries have these options available.”

While working with students to educate the public on addiction, Goddard focuses on harm reduction as the most effective approach to

addiction. Harm reduction includes alternative addiction assistance options, like providing users with sterile syringes and preventing overdose deaths with expanded access to medication-assisted treatment (MAT). Though proven in other countries, those approaches remain controversial in the United States.

This is a timely issue in Kentucky, where heroin abuse is growing just as rapidly as it is across most of the country. Of 722 autopsied overdose deaths in the Commonwealth in 2013, 230 were heroin related, according to the Kentucky Office of Drug Control Policy.

Goddard’s interest in drug and alcohol addiction treatment started in the early ’90s while working on a course topic for a London study abroad program. She began comparing Great Britain’s view of addiction versus those held in the U.S., and found a large difference in how addictions were perceived by the citizens of each country. Those views are reflected in policies related to dealing with drug abuse.

“When it comes to drug addiction, the biggest difference between

America and many other countries is how addiction is framed,” Goddard explains. “In most of the industrialized world, drug and alcohol problems are primarily viewed as public health problems. In America, addiction is often considered a law-and-order issue.”

An NKU study found that people are open to changes in policy when presented with certain facts. A survey conducted by

Alternative addiction assistance options, like providing users with sterile syringes ... have proved to work in most other countries.

students found that people vary in how open they are to harm reduction programs. Variables such as openness to evidence and “disgust sensitivity” have proved to influence whether people view harm reduction as an acceptable addiction approach.

“These are people with a brain disease,” Goddard says. “Heroin, for example, causes actual changes in the way the brain works, making it not a simple thing to ‘just say no.’ People are dying in Northern Kentucky from Hepatitis C, from non-sterile injecting equipment, because syringe services don’t operate here yet. Harm reduction is providing people that need help with a disease, a way out of trouble.”

For example, when a heroin overdose takes place, a medication that counters narcotic overdoses, called naloxone, can be administered by someone with minimal training, and can save a life. Critics, however, believe that it keeps heroin users from seeking treatment and encourages drug use.

“I want to help change attitudes toward those with an addiction. We need to support the expansion of these harm reduction programs that, as we know from research all over the world, are much more effective than what we do now,” she says.

Goddard also supports syringe services programs, which provide sterile syringes, onsite testing, counseling, and safe disposal of used syringes for drug users. This service can help prevent blood-borne infections such as hepatitis C and HIV/AIDS, which can be spread by unsafe injecting practices.

Along the same lines, Goddard sees the need to expand access to medication-assisted treatment such as methadone. Worldwide research shows that the most effective treatment for addiction is the combination of MAT and supported talk therapy, Goddard says. In America, this medication is not easily accessible.

“America has some support for fighting against drug and alcohol abuse, such as 12-step-groups and rehab programs,” Goddard says. “These are designed to support people who want to quit. That’s a great idea; the only problem is that it doesn’t work well for many people. We talk about evidence-based treatment, and what kinds of treatments are best practices. Evidence shows that this is not the best way to treat addictions, particularly those with heroin addiction.

“We need to change the way people think. Providing MAT is not just substituting one drug for another. That kind of thinking is understandable, but it is the result of not understanding that drug use is an actual disease and the drugs change people’s brains.” 🍷

 Support NKU’s School of the Arts by visiting givenow.nku.edu.



[ARTS]

SCHOOL OF THE ARTS

NKU is teaching a new league of artists

Art, in its broadest definition, has always been about connecting. The best art of any form can breach divisions between culture, time, and place, and cut through our shared experience like an arrow to the heart.

These notions were present in the mind of **Ken Jones, director of NKU’s new School of the Arts (SOTA)**, College of Arts & Sciences dean Dr. Katherine Frank, and others who turned the long-held dream of a transdisciplinary arts school at NKU into a reality. With SOTA opening to students for the first time this semester, we sat down with Jones to talk about SOTA and its new generation of student artists.

THE SCHOOL OF THE ARTS ESSENTIALLY TAKES WHAT WERE THREE SEPARATE DEPARTMENTS—THEATRE AND DANCE, VISUAL ARTS, AND MUSIC—AND CREATES A SINGLE SCHOOL IN WHICH THESE PROGRAMS WILL WORK AND EDUCATE TOGETHER. WHAT DOES THAT LOOK LIKE TO AN INCOMING STUDENT?

If you want to be a trumpet major, or you want to be a sculptor or a musical theatre major, you can still do that. But game designers, for example: they want to take the graphic design and new media out of our visual arts program to design games, but they also want to write their own music. And they’re also starting to put their own voices on their animation, which brings in acting. So you start to see another type of student, and we’re beginning to cater to them.

THERE ARE SOME WELL-KNOWN UNIVERSITY ARTS PROGRAMS IN THE REGION. HOW IS SOTA DIFFERENT?

Most of the competition we have in the region are conservatories. They are excellent at what they do, and we actually partner with them quite a bit. But as a conservatory their students are not necessarily getting the liberal arts background. They are training professionals in their art. We add the second part. We’re training professionals in their art but also training them to use their art in their profession. We open that door for another group of people who are still serious artists but

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might also have an interest in English or science or psychology. There's nothing like us right now, certainly nothing in the state of Kentucky. Nobody really comes close to that mission.

HOW EXCITED HAVE YOU BEEN FOR THIS? WHAT DOES SOTA'S OPENING MEAN TO YOU?

I'm excited because it's going to work. I think that a year from now people will say, 'Wow, that was a good opening.' But three years from now, from the Great Lakes to the Gulf Shores, we will be the place you want to go for the arts and the liberal arts degree. I'll allow New York and L.A. to have theirs on the coasts, but we're going to have from the top to the bottom. That's our goal. —*Brent Donaldson*



[PEOPLE]

MEET MICHELLE McMULLEN

NKU's new Director of Alumni Programs & Councils



The first thing you should know about Northern Kentucky University's new Director of Alumni Programs and Councils, NKU alumna Michelle McMullen, is that she has "been grinning from ear to ear" since being promoted to the position back in August.

The next four things you should know? Michelle is a veteran of the U.S. Air Force, was deployed to numerous natural disasters working for the American Red Cross, is a certified whitewater oarsman, and a sure shot with a compound bow.

Michelle honed the two latter skills during her eight years embedded in the rugged landscape of Great Falls, Montana. But ever since she joined NKU in 2010 as Annual Fund Director, Michelle has been 100 percent Norse—on staff, as a fan, and as a student and alumna who earned her Master of Public Administration degree in May 2015.

As Director of Alumni Programs and Councils, Michelle manages the day-to-day and strategic activities of the NKU Alumni Association, alumni councils, and related programs—and works to engage an NKU alumni population of more than 60,000 strong. "In our ever-changing environment, one thing is constant," she says—"our alumni.

"They have the power to make a lasting impact on the lives of our students and our University. It's our duty to provide alumni with opportunities to utilize their experiences and ideas and love of NKU to help us continue to grow."

If you have your own ideas to share, or if you're interested in serving on an alumni council, Michelle can be reached at mcmullenm3@nku.edu or at (859) 572-6910. —*Brent Donaldson*

COMMUNITY
BALANCE
INTEGRITY
PASSION
OPPORTUNITY
FAMILY
RESPECT

Have you ever wondered what it really means to be an NKU athlete? This summer, the NKU Athletic Communications Department sought to shed some light on the subject with the video series, "Play Like a Norse."

The head coach and one player from each of NKU's varsity sports was asked to use one word to describe NKU athletics, explain why they chose that word, and what being a Norse means to them. Remarkably, no athlete or coach gave the same word.

Many of the responses and reasoning behind them went much deeper than simply athletics. To see what our coaches and athletes had to say, you can watch the videos on the athletic department's official YouTube channel, NKU Norse.

PRIDE
STRONG
RELENTLESS
DRIVEN
EXCITING
GENUINE
TENACIOUS
SUCCESS



Support our Norse Athletics programs by visiting givenow.nku.edu.



NEW HORIZON FOR MEN'S SOCCER

Entering its final year of the NCAA Division I transition, the NKU men's soccer team opened the 2015 regular season on August 28 at Cincinnati. When the Norse took the pitch that day, a young squad embarked upon its toughest schedule to date as the newest member of the Horizon League.

"We had a lot of freshmen last year who are now sophomores and they have been focused," head coach John Basalyga says. "We've deliberately upgraded the schedule so the guys know exactly what is expected of them and where we want to be. We want to compete in the Horizon League. It's a different style. It's a big, strong, physical, typical midwest conference."

While the team may be young, it is not short on talent. Despite its young age, senior Gavin Colton feels this might be one of the strongest squads he's seen in his time as a Norse.

"Going into my fourth year, I've been around many good players and many good teams, but I think this team collectively is the best I've been involved with," Colton says. "In the past where we may have had some weak links, we seem to have filled those up and we're going to be strong."

With so many changes over the last few years, including NCAA classification, conference affiliation and administration, the future is bright for the soccer program.

"It's a very exciting time to be here and see everything that has happened," Colton says. "Fans are starting to believe that we are ready to compete with the likes of Kentucky, and beating them early in the season proved that we are there." —*Brad Pope*



WOMEN'S SOCCER ON THE RISE

For 19 seasons, including NKU's first year of women's soccer in 1997, seven conference titles, transitioning to Division I, and joining a new conference in 2015, head coach Bob Sheehan has been at the helm of the program.

"When I first started here, my very first game, there was a grass field, an asphalt track, and if I recall there were maybe three workers," Sheehan remembers. "But when I pulled up for our exhibition game this season, there was an ESPN truck and probably 25 or 30 people working the game. They were blowing up a giant mascot and setting up for a big tailgate. It was just a flurry of activity."

Sheehan uses those memories to instill pride and passion in his student-athletes on the field.

"I said to my players, 'Even though you weren't here then, take pride in this because this is pretty special. To be here and to be a part of the growth that the University, Athletic Department, and our program is undergoing is phenomenal. You're going to play on national TV today.' It's pretty amazing."

With enthusiasm surrounding the program at an all-time high, Sheehan feeds off the energy and channels it into confidence and success on the field in its first season in the Horizon League and a rigorous 2015 schedule.

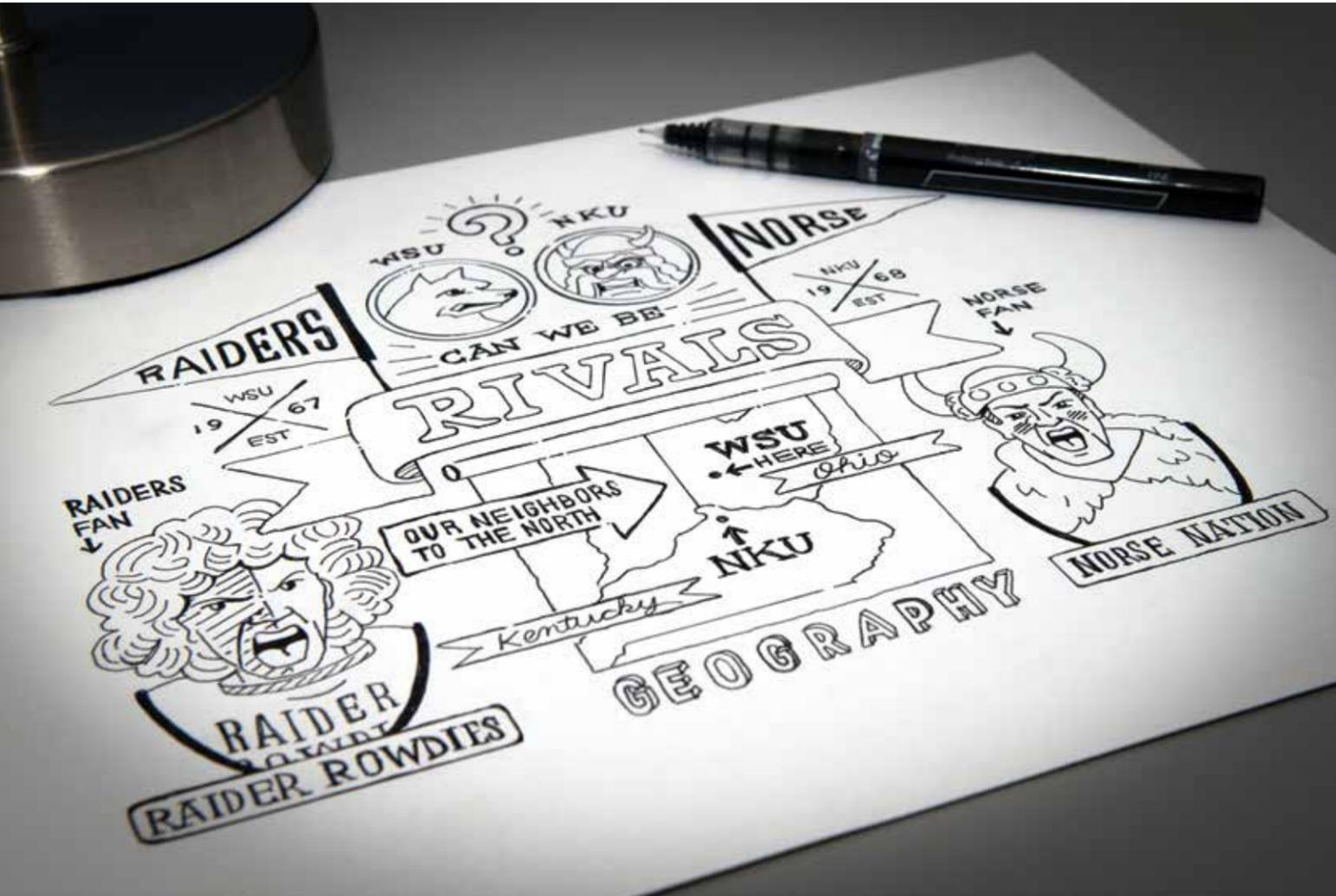
The team has faced top programs throughout its season, including its first ever Big Ten opponent when the Norse traveled to Illinois. NKU embarked on this year's campaign with 23 returning players that led the Norse to their most successful Division I season in program history last season. —*Melissa Powell*



Northern Kentucky University is broadcasting 21 contests this fall on the Horizon League Network on ESPN3. Events from volleyball, soccer, and basketball are streaming live on the ESPN3 online service.

"ESPN has been the premier outlet for sports coverage now for decades," says women's soccer head coach Bob Sheehan. "With nearly our entire schedule set to be broadcast on ESPN3, we will be able to provide our student-athletes with national exposure throughout the whole season. This will also continue to elevate Norse athletics on a national landscape."

Due to the Horizon League's agreement with ESPN, The Worldwide Leader in Sports hosts the league's digital network on its ESPN3 platform. With the digital network's availability in nearly 82 percent of the approximately 116.3 million homes, Norse Nation is on display all across the country. —*Brad Pope*



[RIVALRY]

HELLO. LET'S BE RIVALRY.

The art of creating a friendly foe // By Ryan Clark

IT WAS NO SECRET WHEN NKU decided this summer to jump to the Horizon League that one of the benefits would be enjoying a closer proximity to conference foes.

Instead of Jacksonville University, NKU will play Cleveland State. Instead of Florida Gulf Coast, NKU will face Youngstown State. And as an ancillary benefit, it seems the Norse will have a new archrival.

Fans, get ready to severely dislike the Wright State University Raiders.

“Rivalries are the heart of college athletics, and, in a lot of respects, are the foundation for the pageantry that surrounds college sports,” says Ken Bothof, NKU Director of Athletics. “I don’t think it’s all that big of a secret that Wright State will be our natural, geographic rival in the Horizon League. While I am sure other rivalries will emerge within the league, I look forward to introducing Norse Nation to the Raiders

and showing them how we compete in Highland Heights.”

Well. That sounds like a gauntlet being dropped.

What say you, Wright State?

“I’d like to welcome Northern Kentucky University to the Horizon League,” says Wright State University Director of Athletics Bob Grant. “From a Wright State perspective, this addition has many positives. Most importantly, it will allow for less missed class time and less travel for our student-athletes. NKU will immediately become the closest conference foe and my hope is that their proximity will afford our fans and alumni more of an opportunity to see the Raiders on the road.”

Of course, creating a new rivalry begs the question: Can two schools just decide to become rivals? Or does it have to be more of an organic experience? The answer, says NKU assistant professor of

sports business Joe Cobbs, lies somewhere in between.

Dr. Cobbs leads several courses in the NKU Sports Business Program, including “Rivalry & Ritual in International Sport.” With colleague David Tyler of Western Carolina University, Cobbs has researched rivalries, as well as what can make a rivalry.

“I do think sports administrators and coaches can promote and collaborate with fans to emphasize certain elements that are most likely to foster a rivalry,” Cobbs says. “The cultural similarity of the universities may be one of those elements to emphasize in this case. Other elements that are likely to become influential are the frequency of competition and the competition for personnel, specifically in recruiting. That being said, the creation of a sustainable rivalry has to engage the fans of each school in a way that allows for organic growth from the foundation of rivalry elements.”

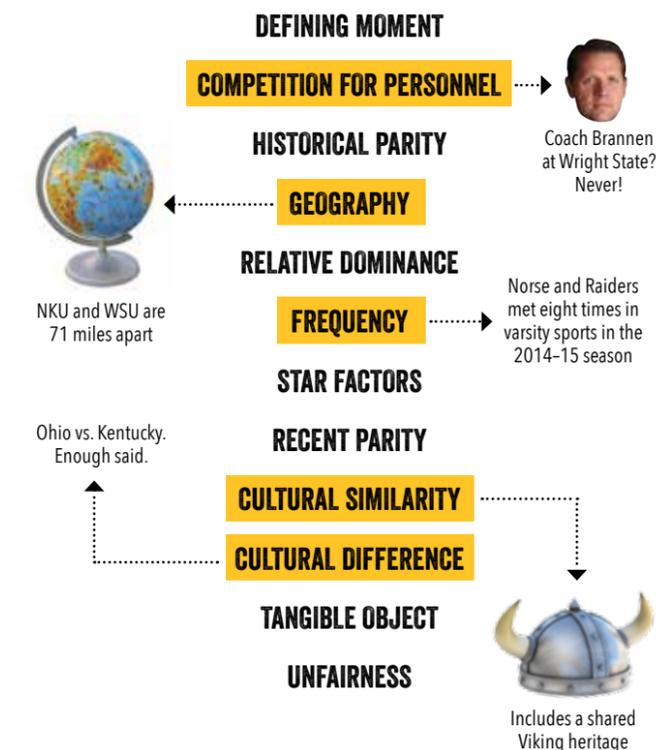
Some of the elements may be created during the rivalry, such as competing for a tangible object (Let’s see: this is the Norse vs. the Raiders—should the object be a Viking helmet or a sword?). But other elements may be out of the administrators’ hands. Both teams need to be competitive.

“The potential missing element is parity, which we won’t know until the teams play a few times,” Cobbs says. “For a rivalry to be heated on both sides, you need the suspense of an uncertain outcome; otherwise the competition becomes more one-sided as an aspirational rivalry.”

There you go, Wright State. You better bring it. See you soon. 🍷

12 STEPS TO RIVALRY

Both Cobbs and Tyler have zeroed in on 12 elements that make a rivalry. NKU and Wright State can claim five of the 12: competition for personnel, geography, frequency, cultural similarity, and cultural difference.



NORSE BASKETBALL HOME SCHEDULES

Men's Basketball

DATE	OPPONENT	TIME
11/17/2015	Tiffin	7 p.m.
11/21/2015	Morehead State	7 p.m.
11/23/2015	Xavier (Cincinnati, OH)	8:30 p.m.
12/13/2015	Norfolk St.	7 p.m.
12/19/2015	Southeast Missouri State	7 p.m.
12/23/2015	IU-Kokomo	7 p.m.
1/9/2016	Wright State	1 p.m.
1/14/2016	Youngstown State	7 p.m.
1/16/2016	Cleveland State	7 p.m.
1/22/2016	Univ. of Illinois at Chicago	7 p.m.
1/24/2016	Valparaiso	1 p.m.
2/1/2016	Oakland	7 p.m.
2/4/2016	Green Bay	7 p.m.
2/6/2016	Milwaukee	7 p.m.
2/16/2016	Detroit	7 p.m.
2/20/2016	Wright State (Dayton, OH)	TBD
3/5/2016 – 3/8/2016	Horizon League Championships	

Women's Basketball

DATE	OPPONENT	TIME
11/15/2015	Indiana State	1 p.m.
11/18/2015	Cincinnati (Cincinnati, OH)	7 p.m.
11/21/2015	Marquette	1 p.m.
11/27/2015	Tennessee Tech	7 p.m.
12/2/2015	Kentucky	7 p.m.
12/5/2015	IPFW	7 p.m.
12/13/2015	West Virginia State	4:30 p.m.
12/16/2015	IU-Kokomo	7 p.m.
12/19/2015	Akron	4:30 p.m.
12/30/2015	Valparaiso	7 p.m.
1/1/2016	Univ. of Illinois at Chicago	7 p.m.
1/9/2016	Wright State (Dayton, OH)	2 p.m.
1/21/2016	Green Bay	7 p.m.
1/23/2016	Milwaukee	7 p.m.
2/13/2016	Wright State	7 p.m.
2/18/2016	Detroit	7 p.m.
2/21/2016	Oakland	1 p.m.
3/3/2016	Youngstown State	7 p.m.
3/5/2016	Cleveland State	7 p.m.
3/10/2016 – 3/13/2016	Horizon League Championships	

4 MASTER



5

NEW NKU HEAD COACH JOHN BRANNEN'S TEAM LOOKS ALMOST OUT OF CONTROL. AND THAT'S EXACTLY WHAT HE WANTS YOU TO SEE. // BY RYAN CLARK

OF CHAOS

THE NEW COACH IS FRUSTRATED.

He slaps his hands and the noise echoes off the empty arena seats. He has a few choice words for his point guard. But this isn't a moment of anger; this is a teaching moment.

Then again, there are a lot of teaching moments, the New Coach says. This particular moment occurred on a sweltering, 90-degree day in July, when the NKU basketball squad was only able to practice a few days a week, and the learning curve seemed higher than the roof of BB&T Arena. The New Coach is introducing his offense. The players are learning a new system and new vocabulary, and incorporating new teammates and preparing for their debut season in a new conference.

Everything, it seems, is new. And—at this moment—quiet. "Listen to me!" the New Coach shouts. "When I don't say a

word, it gets really quiet in here. We've got to talk!"

It will be a while before this team is "94 feet, both ways," as the coaches call their style of play—a frenetic but controlled attack on both the offensive and defensive ends.

But in those moments, the earliest practices when the team is learning—when they are reversing the ball quickly, fighting through screens instead of taking the easy way out, when they are communicating with each other on defense—things come together well. The team begins clapping for one another as they see the potential of what could be.

It looks like organized chaos.

When the players force a turnover on defense during a scrimmage they scream in excitement.

The New Coach smiles. 94 feet. Both ways.

3



NORTHERN KENTUCKY UNIVERSITY'S new head men's basketball coach is a teacher wrapped in a basketball player's body. At 41, John Brannen still looks like a baller: 6-foot-7, trim, clean-cut with an easy smile.

"This is the fun stuff," he says, showing that smile as he walks over after practice. "Being out on the court—this is what it's all about."

This early practice in July went for a little more than an hour, and in some cases it wasn't pretty. One fast break drill produced six turnovers in three minutes. But that wasn't the point, Brannen says. The point at that particular moment was to learn.

"Now, if you see us doing these same things in a few months, you're going to see a different side of me as a coach," he says. "But all of this now is about giving them information."

At a public event on April 7, NKU named Brannen the University's fifth head men's basketball coach, taking over for Dave Bezold. "Our program promises to bring great pride to the NKU community, and we will strive for success on and off the court," Brannen told the crowd of about 400 that day. "I can't wait to start working and return home to embark on my head coaching career."

Brannen's playing career began just down the road from NKU at Newport Central Catholic High School. But the married father of two young daughters emphasizes that NKU is special for more than just proximity.

"This was the right job for me," he says. "Yes, it's nice that I grew up here. But when I came here and I was able to see the facilities, able to meet the administrators and the president, I saw that this was a place that was ready to compete. I knew this was the right job."

Coming home is just the icing on the cake.

Each day in the summer while growing up, Brannen and his brother Grant would get up early and head to a mandatory, self-regulated practice.

"There's six years difference between us, so he's about 17 and I was about 11, and we'd wake up at 6 a.m.," says Grant, a former player who now coaches the men's varsity team at Walton-Verona High School. "I didn't want to be up, but he's my babysitter at the time, so I go where he goes. And we'd eat breakfast and then we'd go to the gym."

Grant says his older brother would shoot 300 jumpers—and Grant would have to rebound. "Then we would go get lunch, and he would find a pickup game somewhere," Grant recalls. "And after that, he would go lift. Then we'd go home and I'd have to do chores. And that was my summer."

He has one word for his brother's mentality: "Relentless." "He eats, sleeps and breathes basketball," Grant says.

IN HIGH SCHOOL, JOHN BRANNEN STARRED at Newport Central Catholic, finishing his prep career in 1992 as the school's all-time leading scorer with nearly 1,900 points (in 2007, he would be inducted into the school's Hall of Fame). He started his collegiate career at Morehead State before transferring to play for Coach Billy Donovan at Marshall, and he scored 1,008 points in two seasons—while earning honors as a Rhodes Scholarship finalist as a

"HE EATS, SLEEPS, AND BREATHES BASKETBALL."

—GRANT BRANNEN, JOHN'S BROTHER

senior—before playing two years as a pro in Belgium.

"I always knew I wanted to be a coach," Brannen says. He just needed a chance.

Enter Jayson Gee, now the coach at Longwood University in Virginia. Fifteen years ago, Gee was the head coach at Division II University of Charleston in West Virginia. He provided a job on his staff for Brannen.

"I'd known him from when he was a player in high school, and he sent me a tape," Gee says. "I watched his tape, and I said, 'He's not good enough for my team.' I was wrong then. I ate my words. When I got another chance to take him, this time as an assistant, I did."

Brannen took advantage of his chance. He recruited and coached well, and stops would follow at Eastern Kentucky, St. Bonaventure, and Virginia Commonwealth, where he reunited with former Donovan assistant Anthony Grant. Together, Grant and Brannen helped lead VCU to prominence. In the 2007 NCAA Tournament, the Rams upset sixth-seeded Duke, 79–77. By 2009, the tandem headed to Alabama, and two years later they watched many of their VCU recruits make a surprising run to the Final Four.

"Even as a player he was known as one of the first guys in the gym and one of the last to leave," Grant says. "As an assistant coach I haven't been around anybody that's more thorough, in terms of his willingness to go the extra mile, whether it be from a recruiting standpoint or a coaching standpoint."

Brannen coached at Alabama for six years, and served as associate head coach for two. He worked with perimeter players, and the Crimson Tide had three 20-win seasons during that time. When Grant was let go in 2015, Brannen knew his time in Alabama was over. His thoughts turned to possible head coaching positions. Back in 2004, NKU had an opening, and Brannen was a finalist then.

In 2015, it just so happened NKU was again looking for a head coach.

JOHN BROUGHT WITH HIM ALL OF the qualities we wanted in our new head coach," says NKU Athletic Director Ken Bothof. "He had experience at all levels of college basketball rising from an assistant at mid-major programs to an associate head coach at the highest level at Alabama. He enjoyed success at each of those levels. What made him stand out from all other candidates was his knowledge of Northern Kentucky University, his vision for our program, his commitment to developing young men, both athletically and academically—and the fact that he was coming home to Northern Kentucky."

Brannen didn't take long putting together his staff, hiring David Ragland, Ronald Nored, and Sean Dwyer as assistant coaches and former Norse standout Tony Rack as director of basketball operations.

Ragland was most recently a Bowling Green assistant coach. Nored played for Brad Stevens at Butler and was on the Bulldogs' back-to-back NCAA national runner-up teams in 2010 and 2011. He spent two years with Stevens and the Boston Celtics, where he was a player development assistant. Sean Dwyer was on Alabama's staff with Brannen for four seasons, including two as a special assistant to the head coach.

Rack, who played for NKU from 2008–2012, still ranks third in program history for 3-point field goal percentage (44.3) and ninth in



“WE KNOW THAT TO HAVE SUCCESS, WE NEED TO UNDERSTAND OUR CORE VALUES: TRUST, TOUGHNESS, AND SACRIFICE.” —COACH JOHN BRANNEN



with us. One time, we were sprinting up court, stopping, and taking an entry pass in the post. He wanted us to be physical.” So Coach Brannen took off down the court to show them. “He was not running as fast as us,” Billups recalls, “and I was thinking he wasn’t even going to try it.”

But he did. Brannen sprinted, then stopped in front of Billups. Then Coach tripped. And then he fell. “He just seemed to trip over air,” Jalen laughs. “None of us knew what to do.” Brannen looked up at Jalen. “Come on, J.B.—don’t just stand there,” the Coach said. “Help me up.” “We all just broke up laughing,” Jalen says. “We’re all getting to know each other. And it’s working.”

BILLUPS IS EXCITED ABOUT THE STYLE of play Brannen brings to the table. While it looks chaotic on the court, there is a method to the madness.

“We weren’t used to this type of intensity before,” Billups says. “See, I’m a runner, not a half-court guy, so I think I’m really going to benefit from this. We want to run baseline to baseline, and that style fits me better than any other. From the start I really liked Coach and the way we are doing things.”

Brannen has told several players they need to look no further than his old Virginia Commonwealth teams to see the possibilities of what could be. And the Coach has instant credibility—players know he has a blueprint, that he has helped other programs build themselves up and win.

“It’s constant, up-tempo, in-your-face defense and attacking offense,” says junior guard Dean Danos. “It’s kind of like the way Louisville

plays, too. The crowd will feed off of that and it should be really fun.” Danos, who is nursing his left knee back to health after having microfracture surgery in May, says the transition has been as smooth as it could have been. He expects to be back in playing shape by the start of the season.

“I’m beyond excited—kind of consumed by it, actually,” Danos says. “We’re adjusting to each other, but all of our guys are open to learning a new system. They’re buying in. With communication and trust you get better every day.”

NKU, which returns 12 players this year, signed Brannen to a four-year contract, which will take the Norse through their third NCAA tournament-eligible season in Division I. The 2015–16 season will be NKU’s fourth and final reclassification season after making the jump from Division II.

The players and coaches know it will be a long road to success. But they also know to trust their new man.

“There’s nothing he won’t be prepared for,” Grant says. “He’d handled scheduling, player development, scouting—every facet of a college program. Northern Kentucky got a gem.”

FAST-FORWARD TO THE MIDDLE of an unusually hot September day, and Brannen is yelling at his team as they go through a sluggish practice. They’ve just had two consecutive days off—something that rarely happens—and he thinks it isn’t good for them. Billups has led a spirited round of lifting, and gets a pat on the back from his coach. Other players don’t fare as well. One gets thrown out of practice.

Danos is back on the court, able to run, but still unable to participate in contact drills. It’s his first day back, and he’s progressing right on schedule, he says. He’ll be ready to go all-out in October.

The team, as a whole, has progressed too, Brannen says. They’ve gotten in shape. They’ve learned to communicate better on the court. They are learning about angles and screens and the coaches actually bring out a rope to show the straight line between them and the opposing team’s basketball. It’s always about defense: 94 feet. Both ways.

At one point, Brannen stops practice, and tells his team about effort. “The job of a coach is to get you to do what you don’t want to do, so you can achieve what you want to achieve,” he says.

Brannen says the team has gotten better over the summer at giving a consistent effort, understanding how hard they need to play every day, and understanding how important it is to defend.

“We have progressed well,” Brannen says. “We know that to have success, we need to understand our core values: trust, toughness, and sacrifice. We need to have a defensive mindset, and we need to handle adverse situations. This team already cares for each other. If we can do the other things, we’ll be fine.”

How it all translates to wins and losses is not something Brannen can gauge. But he has seen it all before. He knows what it takes to build a program.

“This doesn’t surprise me—I absolutely thought (Brannen would) be a head coach,” says Gee, his old boss. “He’s got a motor; he’s just a tireless worker and a natural leader of men. I will tell you one thing: It’s going to happen there. It’s just a matter of time. You don’t allow the present-day circumstances to impact the destiny. It’s a journey, and he’s going to get it done.

“That’s the bottom line.” 🍌



NORSE WOMEN READY TO ELEVATE

THE WOMEN’S BASKETBALL TEAM IS READY TO ELEVATE its game as it faces decidedly tough competition in the Horizon League.

“Every year we have a slogan, and this year it’s ‘Elevate,’” says head coach Dawn Plitzuweit, who is entering her fourth season in charge of the Norse bench. “Our goal is to help our young ladies to elevate themselves as better students, better basketball players, and as strong women of our community in a way that transcends school and transcends basketball.”

Coming off the program’s 32nd consecutive winning season, Plitzuweit and the Norse have entered their final year in the NCAA Division I reclassification process. To help them prepare, the team wrapped up its summer workouts with a trip to Costa Rica, during which they competed against the Costa Rican National Team in a three-game series to sharpen their skills.

With a strong core of returning players, the Norse look to replace the strong post offense provided by Melody Doss and Kaitlyn Gerrety, who combined for almost a third of NKU’s scoring in 2014–15. Stepping up to the task is Rebecca Lyttle, a junior transfer from Michigan who was a powerful force for NKU in the Costa Rica series.

“We have a special group of young ladies and some very versatile players,” added Plitzuweit. “During our trip to Costa Rica we had different players step up in all three games. We will work towards building consistency in our scorers, but the great feature is that we have an equal opportunity offense which allows a lot of flexibility.”

Prominent returners for the Norse in the back court are guards Christine Roush, who averaged 12.5 points and 4.2 rebounds per game, and Rianna Gayheart, whose 3.8 assists per game led the team last year. Also back is Kasey Uetrecht, who led the team by shooting 45 percent from the field, and Kelley Wiegman, who scored six points a game.

The Norse are undertaking a challenging schedule this year that includes 17 home games and features nonconference matchups at BB&T Arena against Marquette, Akron, and Kentucky. In addition, the Norse will play an 18-game Horizon League schedule that will carry the team to the Horizon League Championship, March 10–13 in Green Bay, Wisconsin.

“The game plan is to put together a nonconference schedule that will prepare us for our first season in the Horizon League, which is very well respected and has been well represented in postseason play,” added Plitzuweit. “With that in mind, we like the challenges that we will face early on in our season.” —Mike Anderson



A MODEL APPROACH

Kentucky's antiquated approach to funding higher education is undermining NKU's future. But there's a way to fix it. // By Ian Aldrich

From the moment student Jarrod West first visited the Northern Kentucky University campus, he knew he'd found the right school. He joined the Alpha Tau Omega fraternity, signed on with the Freshman Service Leadership Committee, and got involved in the Student Government Association. Over the last three years, the senior economics major has become a Norse Leadership Society member, chaired the student government's finance committee, and interned in the Government and Community Relations department under recently retired vice president Joseph Wind.

"I like to think I would have been successful wherever I went to college, but simple math dictates that the larger the university

the more students who are vying for opportunities," says West, who hopes to go to law school. "I don't think I would have gotten near the amount of opportunities I received here."

West's time at NKU has come at a period of accelerated growth and transition for NKU. **The number of bachelor's degrees conferred is up 84 percent since 1999—the fastest growth among the state's six comprehensive regional universities [GRAPH 1].** In addition to opening the College of Informatics in 2005, NKU recently broke ground on a \$97 million Health Innovation Center (HIC). Slated to open in 2018, the HIC will offer best-in-class transdisciplinary educational experiences to healthcare leaders and providers of the future.

But that rapid growth has been met with diminished state support. At the same time that NKU is gaining national recognition and producing a record number of graduates, the University has received an increasingly limited amount of public funding. **Today, the Commonwealth covers only 28 percent of NKU's overall cost per student—by far the lowest rate among comprehensive universities in Kentucky [GRAPH 2].**

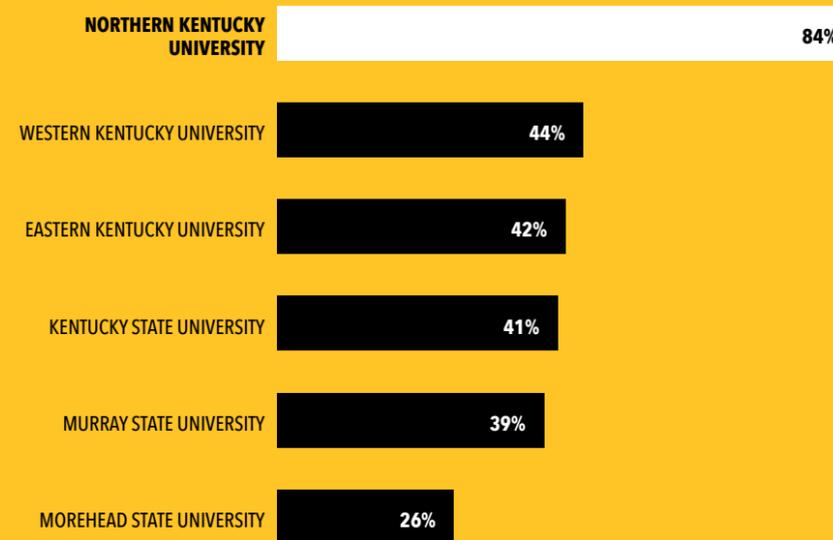
Can it change? There's a push to make that happen. As the Kentucky legislature ramps up for 2016—a budget year—NKU President Geoffrey Mearns and other education leaders are pressing state leaders to overhaul Kentucky's current funding approach and adopt an

outcomes-based model that, put simply, doesn't penalize a university for doing what it's supposed to do: place more and more qualified graduates in the workplace.

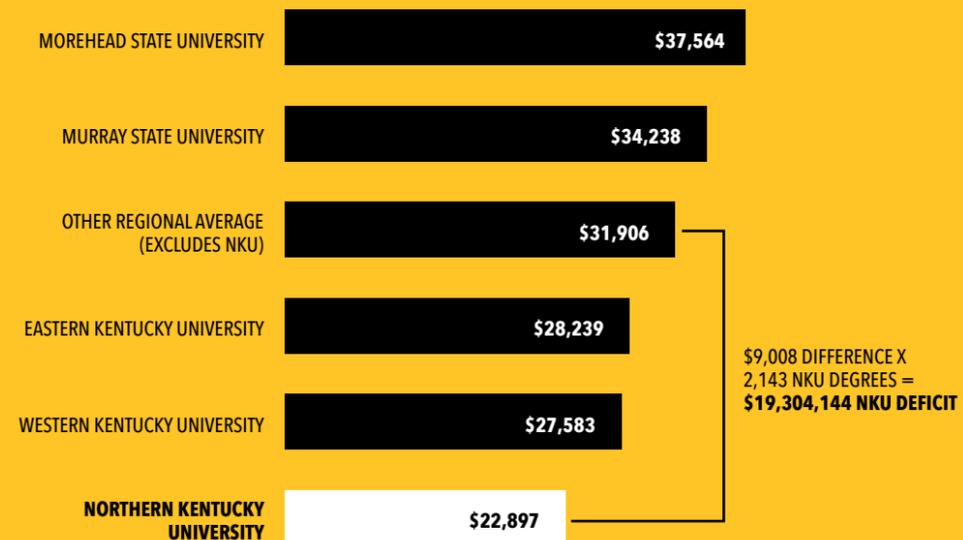
"The term 'funding model' connotes some kind of rational mechanization," Mearns says. "That's not what we have. There is instead an approach that's grounded in historic numbers and driven by geographic politics."

Student Jarrod West is aware of what his University is up against. He says it's a topic that comes up frequently among his friends and he worries that the NKU he experienced will be compromised for future students. "It means they may not be able to get the education they're equipped to pursue," he says.

1 15-YEAR GROWTH IN BACHELOR'S DEGREES CONFERRED (1999-2014)



2 STATE FUNDING* PER BACHELOR'S DEGREE** 2013-2014 (4-YEAR INSTITUTIONS)



*Fiscal Year End Actual Net State Appropriation Less State Appropriate Debt Service and Less U of L Hospital Contract
 **Degrees = Academic Year 2013-14 Bachelor's

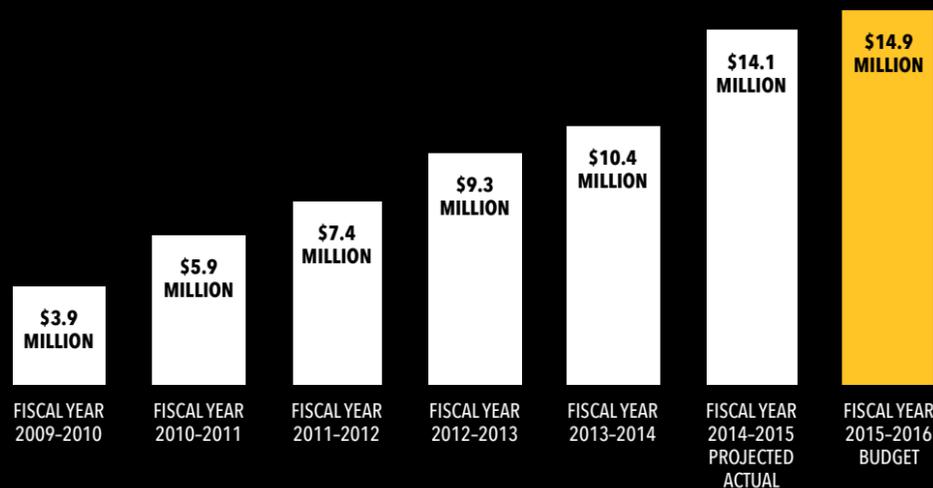
"That's a big disservice to the young people of the state. Sure, they can take out more loans, but national student loan debt is already more than a trillion dollars. Where does it end?"

While the 2008 recession affected state budgets across the country, not even a rebounding economy has been able to prompt Kentucky legislators to begin to restore university funding. From 2014 to 2015, an overwhelming majority of states increased higher education funding, yet Kentucky cut spending 2.3 percent per student, tying it with West Virginia for the deepest cuts in the nation. According to a 2015 study by the Center on Budget and Policy Priorities, Kentucky has cut state higher education funding per student by 27.6 percent since the recession. "When this funding is cut, colleges and universities look to make up the difference with higher tuition levels, cuts to educational or other services, or both," the study says.

"The risk is if we continue on the course we've been on, it's putting enormous pressure on tuition, and we're starting to see that the proportion of young people choosing to go to college has actually dropped," Robert L. King, president of the Kentucky Council on Postsecondary Education, told the *Lexington Herald-Leader* in May 2015.

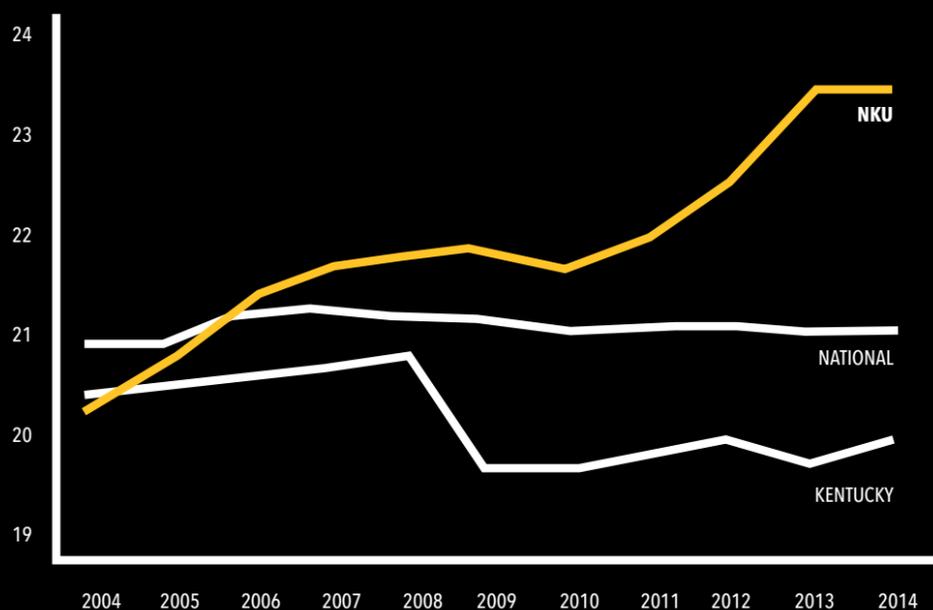
At NKU, the shrinking state support has affected every corner of the University. Last year alone, the University implemented across-the-board budget cuts of five percent, resulting in \$2.5 million in cuts to operating budgets and the elimination of 35 staff and 14 faculty positions. In addition, staff and faculty had to forego any meaningful raises over the last half-dozen years. "It's affecting morale," says Mearns,

3 NORTHERN KENTUCKY UNIVERSITY KERS* CONTRIBUTION



*Kentucky Education Retirement System

AVERAGE COMPOSITE ACT SCORE



who in June declined a pay increase and directed his \$25,000 bonus towards the Mearns/Proud Family Scholarship Fund, which provides scholarships for first-generation students.

President Mearns worries that as NKU faces cuts and increased costs [GRAPH 3], the University runs the risk of compromising what it's built and continues to build. Consider, for example, the school's booming College of Informatics and its forthcoming Health Innovation Center. Mearns says that under current conditions he may not have sufficient resources to hire the faculty and staff they require.

"We're at risk of having this beautiful Health Innovation Center that's the product of extraordinary capital investment, but without the capacity to hire the people to teach and learn and conduct research in that facility," he says. Similarly, in the past seven years the number of students who major in a College of Informatics discipline has doubled. "But as a result of the lack of state funding," Mearns says, "we've not been able to meet the need in staff and faculty. We may have to constrain enrollment in programs that are in high demand by employers who are seeking graduates in these disciplines. If we're not able to turn out a sufficient number of students in those disciplines simply because we don't have the resources to serve a growing student population, it's not just a consequence for us, it's a consequence for the community we serve."

Over the last two years Mearns has been increasingly vocal about the need for the state to change its funding approach, which he says "defies logic and common sense," and move to what he calls a rational, objective approach based on measured performance and outcomes such

as enrollment, courses completed, and degrees conferred. "I think it should be based on outcomes, but I'll take an enrollment-based model," Mearns says. "I just want something that represents an actual, objective model."

To paint a picture of how the current funding approach works, the NKU president presents a scenario. "If we were to decide not to enroll 2,200 new freshmen this year, do you know what would happen to state funding? Absolutely nothing," Mearns says. "When you pose that as an example, you have to be able to see that the current system is broken."

To push this message, Mearns spent the summer meeting with representatives of the Northern Kentucky delegation. As the legislature prepares for its upcoming budget session, Mearns is creating what he calls an "advocacy campaign" to step up the messaging. He's asked students, faculty, staff, and other NKU supporters to let state officials know the status quo can't continue.

Jarrold West plans to lend his support. With other executive members of the student government, he'll be leading student senators and others down to Frankfort to lobby legislators and share their stories about what's happening.

"We have a lot of great people who are working to make this happen," he says. "We're certainly not going to let this fall by the wayside without a fight. It's just a matter of working to convince our legislators to change things. If it doesn't happen, it sure won't be for lack of trying."

Have an opinion about Kentucky's state funding model that you'd like to share with your legislative representative? Learn how to do that here: gcr.nku.edu/contactlegislator.html.



MEET ADAM CASWELL

This past August, Adam Caswell joined NKU as Assistant Vice President for Government, Corporate, and Foundation Engagement—a position in which Caswell serves as the University's primary liaison to regional, state, and federal government agencies, as well as to corporations and foundations. A 2009 graduate of NKU, Caswell formerly served as Vice President of Public Affairs and Communications at the Northern Kentucky Chamber of Commerce, where he was the primary liaison to local, state, and federal agencies on behalf of the region's business community. Here, Caswell talks about his new role at his alma mater, the challenges of Kentucky's state funding model, and his brief travels on a very different career path. —*Brent Donaldson*

WHEN YOU WERE STUDYING AT NKU, WHAT DID YOU THINK YOU WOULD BE DOING AFTER GRADUATION? WERE YOU WORKING TOWARD A SPECIFIC CAREER?

I still vividly remember walking in the stairwell of Founders Hall during my first semester at NKU and seeing the ad on the wall for an internship in Frankfort to work with the state legislature. That moment led to two internships in the state capital, and spurred a focus on a career in government relations, public policy, and economic development.

HOW DID YOUR EXPERIENCE HERE AS A STUDENT SHAPE OR INFLUENCE YOU—SPECIFICALLY IN REGARD TO YOUR CURRENT ROLE?

Simply put, without NKU I would not be where I am. This is a unique institution where many folks share my story—the story of a place where faculty, staff, and peers go above and beyond to help students meet their potential. The culture of NKU is one that can't be replicated, and it gave me the chance to achieve goals beyond my wildest dreams.

WHAT ARE THE BIGGEST CHALLENGES OF YOUR JOB HERE, AND HOW ARE YOU APPROACHING THOSE CHALLENGES?

Since our beginning, NKU has been burdened with a state funding formula based purely on politics and not outcomes. Through that time, we've found a way to continue to meet the needs of our students and our region, but we're at a tipping point. Without meaningful

reform, not only will NKU suffer, but our state will fall behind in workforce development efforts. This is a major sea change in how we address higher education funding, and reform efforts like this are never easy. However, we'll continue to do what's in the best interest of our students, and tying state funding to the results we deliver to those students is a winning proposition for Kentucky.

HOW DID YOUR EXPERIENCE AT THE CHAMBER PREPARE YOU FOR YOUR CURRENT ROLE?

At the Chamber, we had to find the intersection of interests amongst a membership of over 1,500 businesses, ranging from Fortune 500s to corner mom-and-pop shops. It wasn't always easy, but the ability to communicate clearly and build coalitions is the same approach it will take to capitalize on opportunities for NKU.

WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME? WHAT ARE YOUR INTERESTS OUTSIDE OF WORK?

As the father of a toddler daughter (Everly), my spare time usually is spent taking walks to the park or visiting the zoo with her. Other interests include backpacking at Red River Gorge, cycling, and CrossFit.

WHAT IS SOMETHING UNUSUAL OR UNIQUE ABOUT YOURSELF THAT MOST PEOPLE MIGHT NOT KNOW?

After graduating from high school, I thought I wanted to become a chef and attended culinary school at Johnson & Wales University in Providence, R.I.

Are the Lucas Administrative Center elevators *haunted*? Is a lost secretary *wandering the tunnels beneath campus*? Was NKU's original mascot *too scary for children*? Find out in this tale of...

URBAN LEGENDS, RUMORS, MYTHS & MISUNDERSTANDINGS

BY CHRIS COLE, RYAN CLARK, BRENT DONALDSON, AMANDA NAGELEISEN, AND TOM RAMSTETTER // ILLUSTRATIONS BY LARS LEETARU



GREEPED OUT KIDS

THE LEGEND: NKU's former mascot—a dragon named "Hey U!"—was replaced because it was deemed to be too scary for children.

THE VERDICT: Not true

THE BACKSTORY: Just look at the innocent mug of Hey U—the seven-foot green dragon that held the rank of NKU's mascot from 1992–2005—and ask yourself: how could this rumor possibly be true? To our eyes, Hey U is more Barney than Smaug, so we rifled through the archives and talked to former Director of Athletics Jane Meier to sort things out.

"I like being able to make people laugh," Hey U said in an interview with *The Northerner* in 2003. "That's a good thing that comes along with it, plus I can dance and look stupid, because no one knows who is in the costume."

For 13 years, Hey U was a fairly popular character around NKU, and even had its own bobblehead night in 2003. But change came two years later when administrators and students decided the school needed something a little closer to the Norse nickname.

"It kind of looked like 'Puff the Magic Dragon,'" student Paul Sorrell told *The Cincinnati Enquirer* in 2005. "The suit wasn't very maneuverable and had seen better days."

Meier confirms the ragged state of the costume and the problem people had moving around in it.

"But then we just wanted to update our logos," Meier says. "We really had no imagery when I arrived around 1978. So we were just updating it again, plus the costume really was falling apart."

It was not because it was too scary, she says. Ironically, Hey U's replacement, a towering, mustachioed, blond behemoth Norseman named Victor E. Viking, was identified by ESPN last year as one of the scariest mascots in the entire country.

Despite this dubious recognition, Victor E. Viking went on to overwhelming popularity, winning the 2013 Atlantic Sun Conference Mascot of the Year contest. Victor is now celebrating his 10th birthday, so when you see him, don't be scared. Wish him well. He's only 10. —Ryan Clark

HOOP DREAMS

THE LEGEND: In the late 1980s/early 1990s, there was an offer to bring to Northern Kentucky a professional basketball team whose home base would be NKU.

THE VERDICT: True-ish. Sort of.

THE BACKSTORY: Even in 1990, this idea was floating about. At the time, the Kentucky legislature was considering building a Northern Kentucky arena on the river in Covington or Newport and having NKU play its basketball games there. FOX Sports radio personality Andy Furman started a self-proclaimed crusade on WLW SportsTalk, which he hosted at the time, to convince businessmen and politicians to go all out and build an NBA-worthy arena to house both NKU and a relocated pro team.

"I've always wanted to see a pro basketball team in Cincinnati, and I still do, and this seemed to be the best way to do it at the time," Furman told us when we reached out to him for this story. "We had a lot of people involved, big-time business people, including some people in Kentucky. I like college basketball, I just don't think it's as great as NBA basketball."

Other members of the community weren't thrilled with the idea. In a 1990 issue of *Cincinnati Magazine*, writer Albert Pyle chastised the Kentucky state government for dangling the possibility of an arena and NBA team as trade for supporting the governor's educational reforms and revenue enhancements.

"But the people of Northern Kentucky have been gulled and fleeced too often by the rest of the state to swallow just any old lure without checking it out," Pyle wrote in the piece. "They looked long and hard at that offer and they figured out it wasn't worth a dime."

Over the years, the idea of Northern Kentucky supporting a professional basketball team has gotten a fair amount of attention, but the arena funding never came through—until 15 years later, when NKU's on-campus arena was built.

As of yet, no NBA team has agreed to come to Northern Kentucky and play at the BB&T Arena. —Ryan Clark



LOCK UP

THE LEGEND: NKU's original academic buildings were designed with a dual purpose: to serve as academic structures for students, and to allow the buildings to be repurposed as a prison if the University ever had to shut down.

THE VERDICT: Not even close

THE BACKSTORY: When architects Harley Fisk and Addison Clipson set out to create a design concept for Northern Kentucky University, their minds weren't on a prison. They aspired to build a megastructure reminiscent of the old fortified towns situated on high grounds throughout Europe.

Fisk and Clipson are, quite literally, the architects of NKU's Highland Heights campus. They are credited with designing Nunn Hall, Regents Hall, Founders Hall (then called the Science Building), Steely Library, and the Fine Arts Center.

From the beginning, they had to plan on a budget. Concrete was less expensive than bricks, buildings were clustered to preserve limited open space, and tunnels were built to create maximum efficiency between structures.

But when NKU first opened with all of that concrete and those tunnels, it led some to wondering: Would NKU make a suitable prison?

We asked Rodney Ballard ('04), who has spent nearly 40 years in criminal justice, most recently as director of detention for the Lexington-Fayette County Government Division of Community Corrections.

Rodney's verdict? He laughed.

"I don't have a clue why anyone would think that," Ballard says. "Could it be retrofitted to a prison? Yes, probably. But it would cost more than just building a new one."

Ballard says for starters, a prison would have never been placed in such a high-growth area. Prisons generally are built where there are no jobs and land is cheap, he said.

Then there's the obvious reason this comparison is so absurd: the building's functional purpose. Jails have to be built to prevent inmates from breaking through walls, and Ballard says two thirds of regular concrete walls are hollow.

Other telltale signs NKU wasn't built with a prison in mind: multi-story buildings with lots of elevators and large windows that would have to be barred.

"It just wouldn't make sense," Ballard says. —Chris Cole



TILLIE TAKES A LIFT

THE LEGEND: *The ghost of a former custodian is a frequent traveler in the Lucas Administrative Center elevator.*

THE VERDICT: *Undetermined*

THE BACKSTORY: You're on the elevator in NKU's Lucas Administrative Center (AC) riding to one of the building's upper floors. The elevator begins its ascent only to make an unscheduled stop on the fourth floor.

The doors slowly open, the doors slowly close.

No one gets on and no one gets off.

No one that you can see, anyway.

"Legend has it that the ghost of an employee for whom the elevator was named is still using the elevator," says J. Patrick Moynahan, interim director of Norse Advising. "The name used to be on a plaque in the back of the elevator until the most recent renovation. The first name may have been Tillie."

Riders, meet Mathilda Gegan, a.k.a. Tillie, a former NKU custodian who worked for many long years throughout NKU's campus. Mathilda passed away 15 years ago at the age of 83.

"She was just a sweet person," says Bonnie Lowe, the former head of NKU custodial services and Tillie's former boss. "She used to clean up for the president and all of the offices up there and they all really liked her."

Tillie was so beloved by former NKU president A.D. Albright that he named a certain elevator after her. Yes, that elevator.

But could there be a terrestrial reason for this near-daily phenomenon? Sure, there could be. But we couldn't find anyone willing to give it.

We called the company responsible for campus elevator maintenance at NKU, The Otis Elevator Company. Alas, it turns out that Otis has never received a service call about Tillie's elevator and therefore is unwilling to comment.

We also called NKU facilities and maintenance staff, who generally agreed that the issue could stem from the elevators being "zoned" to rest at the middle floor of this eight-story building. Finally, we received this from R.H. Bennett, a local elevator repairman with 34 years of experience in the industry. "If they're computerized elevators, it's a software glitch," he told us. "The elevators could be zoned for the fourth floor. But to stop and open? That would be very unusual."

Unusual, yes. But you get used to it. —Brent Donaldson

TUNNEL TO THE TRUTH

THE LEGEND: *The vast system of tunnels that sit below NKU were shut down to the public out of security concerns.*

THE VERDICT: *False*

THE BACKSTORY: There are so many legends about the NKU tunnels that we didn't know where to start. Among them: the tunnels used to house a nuclear reactor that powered the University; the tunnels were purposely built to withstand a nuclear attack; a staff secretary has been wandering the tunnels, lost, for years.

There is a tunnel system below campus. And you could, theoretically, get around campus through them. But they don't exactly hit every building and they aren't all that easy to navigate.

The tunnels were never meant to be a shelter and they were never entirely shut down due to security concerns—because they were never meant to be open to the public in the first place.

"It was never meant for campus circulation by the general population," said Mary Paula Schuh, director of Campus and Space Planning. "But it was meant for service."

The original tunnel started around Steely Library at what was then the power plant and central receiving. In the early days, that tunnel was used for all deliveries. Soda and snacks for vending machines and UPS and FedEx deliveries would come to central



receiving, where workers would then deliver the goods throughout campus. Food deliveries followed the same route from central receiving to the University Center when UC served as the main campus food court. Today, custodial workers still use the tunnels to gather and remove trash and recycling.

"Sometimes it's still a route for deliveries because that's the best way to get deliveries in and out, but not always," Schuh said. There is a section that runs under the sidewalk connecting the Business Academic Center to MEP and UC, but it is so full of pipes that you can't walk through it easily.

Tunnels also connect numerous other buildings on campus, and some staff members and faculty members use them to go from place to place. But that is generally frowned upon due to safety concerns. "We try to do everything we can to discourage it," Schuh says. Just ask the lost secretary, if you ever see her.

—Tom Ramstetter



BETWEEN A ROCK AND PSYCH 100

THE LEGEND: *NKU's Mathematics, Education, and Psychology (MEP) Center has a divided bottom floor due to a giant rock that could not be removed during construction between May 1978 and May 1980.*

THE VERDICT: *50 percent true*

THE BACKSTORY: A freshman arrives on the first day of Psych 100 and enters the MEP building looking for Room 120. The student sees room 164 right by the door to the building. Then 158 and 152. Then bathrooms, an exit, the elevator and boom! There is a wall and no Room 120.

Finally, the panicked freshman asks somebody for help, gets a laugh or a knowing smile, and finally the directions to the room. Eventually, the freshman hears one story or another—probably that the building was built around impenetrable rock discovered during construction, causing the two-sided first floor.

It's true the first floor is split around some pretty tough rock. But the building was designed that way to reduce cost.

"It could have been gotten through," says Mary Paula Schuh, director of Campus and Space Planning. "It was just cost. They did geological testing to see what they'd encounter and they discovered that there was a lot of rock to be excavated, which is expensive."

So the rock behind MEP 110 and 120 was not excavated and an NKU legend was born. Much of the second floor of MEP on the side closest to the University Center sits on the rock. To get from one side of the first floor to the other from inside the building, one must go up the stairs or elevator, down the hall, and back down another set of stairs or the elevator.

Now for the 50-percent-false part: this was not a super rock discovered during construction. It could have been vanquished by scraping with a bucket on a backhoe. But that's not easy and it is quite costly.

"It's more expensive because it takes more time and more equipment than to excavate softer rock or just soil," Schuh said. "They weren't allowed to use dynamite. We've never used dynamite to get the rock out like they would for an interstate." —Tom Ramstetter

THE PHANTOM OF THE FINE ARTS CENTER

THE LEGEND: *For an entire semester, a student lived 24/7 in the Fine Arts Center.*

THE VERDICT: *True*

THE BACKSTORY: Matt Langford is known for many things today, including the metal sculptures that dot Northern Kentucky public spaces. But 30 years ago he was just another college student trying to get by.

After dropping out of NKU his sophomore year to care for his ill mother, Langford returned a few years later with a full-time job and an apartment. When a housing subsidy didn't come through, however, he knew he had a tough choice to make.

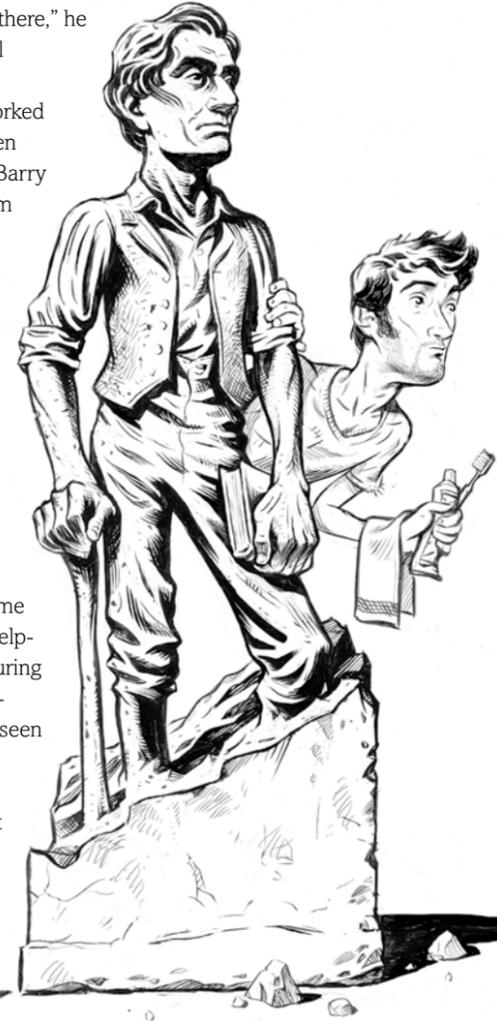
"At a certain point, I realized it was me, my car, and NKU," Langford says. "So I thought maybe with a little bit of ingenuity, I could hang out at NKU and push the envelope. I can say without a doubt that I have slept in every possible corner of that art building."

Langford calls his "residency" at the FAC a cat-and-mouse game; he knew the patrol schedule of campus police and timed his arrivals and departures accordingly. He also figured out how to get into every locked door in the building, including studio spaces.

That was when he discovered sculpture: "While I was there," he thought, "I might as well be productive."

The arrangement worked until his senior year, when photography professor Barry Anderson discovered him sleeping in a corner of the building. "He said, 'I think it's time you check out of Hotel Langford.' All it took was one witty comment from an art professor who I respected to shame me into stepping out into a more responsible life," Langford said.

He went on to become a sculptor for Hasbro, helping create iconic toys during the 1990's. Today, Langford's work can also be seen at Ground Zero in New York City, at the Boone County Library, and just outside the north wall of Nunn Hall, where his statue of Abraham Lincoln stands guard over students, 24-7. —Amanda Nageleisen



RUN, SWIM, LIFT & PLAY

The new NKU Campus Recreation Center is your place for fun and fitness

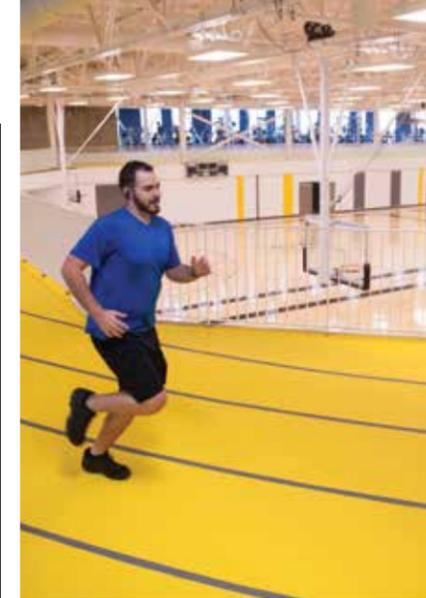


Natorium with an eight-lane lap pool, climbing wall, dive well, warm water tub, and active shallow water area

127
PIECES OF CARDIO EQUIPMENT

MULTI ACTIVITY COURT FOR INDOOR SOCCER & FLOOR HOCKEY

80
GEOTHERMAL WELLS THAT ARE 400 FEET DEEP



3
MULTI-PURPOSE ROOMS

1 SAUNA

2 RACQUETBALL COURTS

The renovation and expansion of the Northern Kentucky University Campus Recreation Center—a student-led initiative that dates back 10 years—is finally complete. The project more than doubled the amount of recreational space available on NKU's campus, resulting in a bright, modern, 169,000 square-foot, state-of-the-art recreation facility open to students, faculty and staff, alumni, and the NKU community. Here are just a few highlights of this LEED Silver facility. Interested in joining? Check out the bottom right corner for membership information. —Brent Donaldson

6 BASKETBALL COURTS



1/2 acre of maple flooring in main gym totaling 22,420 square feet

MEMBERSHIP RATES

NKU ALUMNI
Individual: \$276
Supplemental + Individual: \$366
Family: \$396

CORPORATE & COMMUNITY
Individual: \$495
Supplemental + Individual: \$695
Family: \$815

Monthly rates are also available. For more info, visit nkurec.com, or call (859) 982-9732.

20.5 foot tall climbing wall in dive well



800
SQUARE FEET OF BOULDERING SPACE

17,000 SQUARE FEET OF WEIGHT/FITNESS SPACE



55,000
CUBIC YARDS OF DIRT EXCAVATED FOR THE ADDITION

EXCEEDS CONSTRUCTION STANDARDS IN ENERGY EFFICIENCY AND SUSTAINABLE RESOURCES (LEED SILVER CERTIFIED)

1,502
LOCKERS

23,581
POUNDS OF WEIGHTS





Support NKU's College of Health Professions by visiting givenow.nku.edu.

HEALTH INNOVATION

St. Elizabeth Healthcare, NKU announce \$8M investment to support new Health Innovation Center

Northern Kentucky University alumnus and CEO of St. Elizabeth Healthcare Garren Colvin ('96) sees big changes on the horizon. In an industry that relies upon technology as much as healthcare, patient outcomes can be influenced by the training that healthcare professionals receive as much as they can by the technology and medicine those professionals utilize to provide care.

That's why the \$8 million gift from St. Elizabeth Healthcare to support Northern

Kentucky University's new Health Innovation Center (HIC) is such a game changer, Colvin says. The \$8 million investment directly supports the design and construction of simulation facilities, including a two-story comprehensive virtual care environment that will provide students with an active learning experience and training across the continuum of care. This simulation area will be named the St. Elizabeth Healthcare Simulation Center.

"I think it will really impact regional



healthcare because [the HIC] will supply this region with the professionals—both in nursing and clinically—that will meet the needs of the community from a healthcare perspective," Colvin says. "And it will be flexible and technical enough to adapt to a changing environment. I think it will make a huge, positive impact."

NKU President Geoffrey S. Mearns heralded the partnership as a major step forward toward the future health and wellness of the entire Cincinnati region. "This generous investment will benefit our students, faculty, and the community for years to come," Mearns said when the partnership was announced this past September. "Today we celebrate our partnership with St. Elizabeth Healthcare and this new step we take together to lead with excellence and leave a lasting impact upon healthcare in our region, the Commonwealth, and the nation."

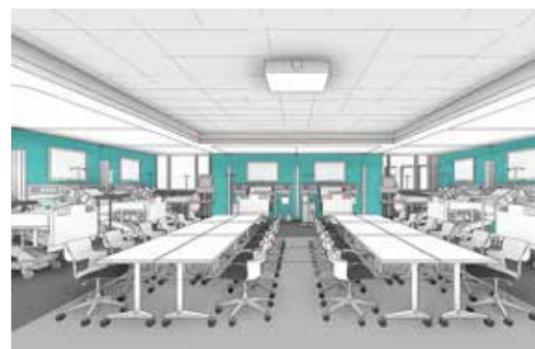
The high-tech Simulation Center will include simulation space, clinical skills suites, nursing skills suites, imaging suites, and classroom and collaborative spaces. It will also provide cutting-edge simulation equipment to help students learn real-world skills in a safe environment. The center will be outfitted with video recording capabilities to aid in the learning experience.

"The ongoing education and training of our staff and clinicians is of utmost importance to us," says Colvin, who holds a master's degree in business administration from NKU. "From our partnership with the Mayo Clinic to this investment in the Health Innovation Center at NKU, we are dedicated to providing best-in-class healthcare to our region. I believe this Center will be a model to be emulated across the country."

The \$8 million gift is the first to the Health Innovation Center and the second-largest gift in NKU's 48-year history.

The HIC will offer a new, cross-functional educational experience where students and faculty from various colleges and disciplines will address population health management issues and seek new solutions to the health and wellness challenges we face today. A committee of business and healthcare leaders from across the region has been contributing to the plans for the Center since 2014.

The Health Innovation Center is expected to open in 2018. —Brent Donaldson



Clockwise from the top left: rendering of the Health Innovation Center's main entrance; an operating room simulation space; the patient simulation classroom; the HIC atrium; President Mearns and Garren Colvin shake hands during the St. Elizabeth gift presentation; the HIC entry amphitheater.



WELCOME TO NOLLYLAND

Dr. Ngozi Victoria Uti creates the “Netflix of Nigeria”

In 1997 Ngozi Victoria Uti stepped off a plane into the Detroit Metropolitan Airport wearing a sharp suit and clutching a small suitcase. It already had been a long flight from Lagos, Nigeria, and she still hadn’t reached her destination. In Uti’s purse was her entire fortune of \$465 in traveler’s checks.

“That was everything I had with which to build a new life,” Uti says. “It was daunting, but I knew I could make it.”

Prior to her journey to the U.S., Uti had attended a highly regarded boarding school in Nigeria for six years. “I was curious about life [in the U.S.],” she says, “and I knew it could open up all sorts of new options for me. I was confident that my education had prepared me to excel anywhere.”

In the 18 years since the day she landed in Detroit, Dr. Uti has earned a computer science degree from Northern Kentucky University, an MS in computer science from Indiana University, a Ph.D in computer science and engineering from the University of Cincinnati, and is the CEO of her own

tech and entertainment company, NollyLand Direct Ltd. Often referred to as the “Netflix of Nigeria,” NollyLand is Uti’s fast-growing online video service that streams Nigerian and African movies to mobile phones, tablets, TVs, media players, and computers.

NollyLand was built to serve Nigeria’s vast and growing entertainment market—the country’s film industry is the second largest in the world as measured by the number of hours released per year. The BBC recently estimated the annual value of “Nollywood,” as the Nigerian film industry is known, at \$5 billion.

“I knew that Nigeria’s movie industry was booming,” Uti says. “It had become the second-largest film industry in the world by the time I finished my Ph.D in 2011. When I first saw a Roku streaming device and Netflix, I immediately knew that I could create something like that for Nigerian Movies.” Uti registered the company in 2011.

NollyLand has experienced rapid growth since it launched in May of 2014, with more than 160,000 users around the world

downloading the cross-platform NollyLand app on mobile devices. NollyLand currently employs nearly two-dozen staff in the U.S. and Nigeria.

When Uti arrived in the United States she promptly enrolled in computer science at the University of North Carolina at Charlotte. Outside of her host family, she knew almost no one. No one, that is, until she read about a young historian named Jonathan Reynolds, a Ph.D in African history who had spent years traveling and working in Niger and Ghana, as well as in Uti’s homeland of Nigeria. Though their paths may have crossed in Nigeria during the 1990s, Reynolds’ and Uti’s first connection took place online.

“I found him!” Uti remembers. “I was trying to find content for my personal website and was looking for things Nigerian. Imagine my surprise when I found Jonathan’s personal website talking about his travels, life, and research in Nigeria. I sent him an email. One thing led to another, and now we are happily married with two beautiful children: William, 11, and Ojie, 9.”

At the time they met, Reynolds was teaching at Livingstone College in North Carolina, about an hour north of Charlotte. When Reynolds was offered a position teaching history at NKU in 1999, he and Uti packed up and moved to the Northern Kentucky region together.

“I followed my heart!” Uti says. “We came to make a new life. I enrolled at NKU to continue my studies in computer science, and it worked out perfectly.” Uti went on to become NKU’s top computer science graduate in 2002.

“Vicki is brilliant,” says Dr. Richard Fox, who fondly remembers his time both teaching Uti as a student at NKU and afterward when they began to work together on her research. “If there is a problem that she wants to solve, she will study it, research other people’s solutions until she understands how to solve the problem, and then find her own unique solution. She often works in isolation with little to no guidance, and NollyLand is a great example of this.”

Today, NollyLand offers more than 4,500 hours of streaming video to over 160,000 users around the globe. And Ngozi Victoria Uti is just getting started.

“My plan is for NollyLand to take over the

A FULL SPICE RACK

Braxton Brewing’s Richard Dubé defines the art of craft beer

Richard Dubé has nothing against sliced white bread. In fact, Dubé, an internationally acclaimed brewmaster whose background is in microbiology and biochemistry, is deeply respectful of the skill and discipline it takes to make one brand’s slice of white bread taste exactly the same in Denver, Colorado as it does in Dover, Delaware. To Dubé, there’s only one lamentable aspect about bland white bread: its bakers don’t get to play with the entire spice rack.

“It’s the full spice rack,” Dubé says, “that brings out one’s creative side”—especially in the craft beer business.

Dubé’s latest venture—cofounder and brewmaster of Braxton Brewing in Covington, Ky.—means that anyone in the Tristate region can taste what it’s like when a master brewer gets to play with the entire spice rack. Put simply, the results are delicious.

In fact, Braxton’s line of craft beers are becoming ubiquitous in the Greater Cincinnati area, including distribution at Cincinnati Reds and Bengals games and a growing list of restaurants and bars across the region. Of course, wider distribution brings new challenges—namely, the skill and discipline to not only make a beer that tastes great in a taproom, but one that maintains consistency once the beer becomes widely distributed.

“Working with the big guys—Molson, Labatt, Budweiser—taught me the importance of paying attention to the minute details and the rationale behind them. When you think about it, it makes a lot of sense: you are producing millions of barrels of beer with a flavor profile that is very consistent but also that cannot hide any flaws. I think that’s what’s missing in today’s craft brewing industry.”

A French Canadian by birth, Dubé’s upbringing in Quebec still forms a large part of

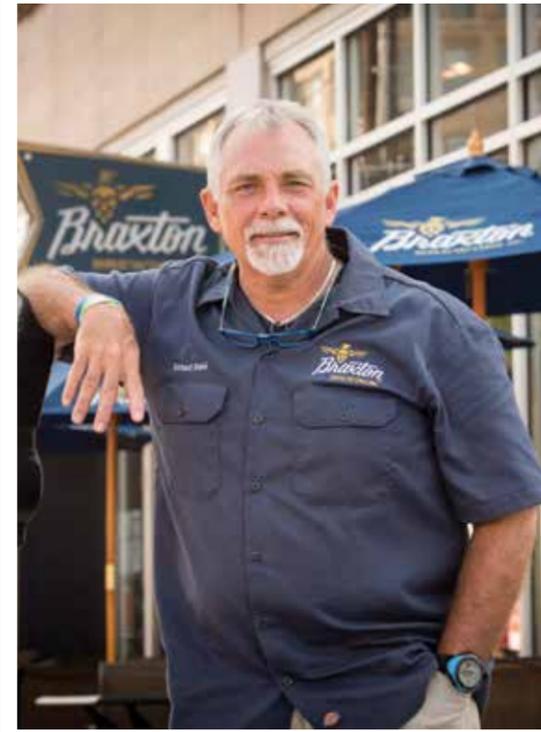
his outsized persona. His name is pronounced REE-SHARD DU-BAY, and he speaks in robust flourishes through a diluted French accent. Not long after graduating from the historic Le Petit Séminaire de Quebec near old Quebec City, Dubé’s put together a career that has become legendary in the brewing industry.

After working at Molson in Montreal for five years and then Labatt-Budweiser, for eight, Dubé accepted a position at the Boston Beer Company (BBC) in 1993, just when the company began growing from a 100-percent contract brewer to a commercial enterprise specializing in more robust, flavorful beers.

“I always say that my years at the Boston Beer Company allowed me to play with the entire spice rack,” Dubé says. “With the big guys, the choice of ingredients was very limited and very controlled by the head office. At BBC, we were the head office.” Dubé took advantage of the opportunity in Boston and later in Cincinnati, where the company also ran brewing operations.

It was during this time in Cincinnati that Dubé began studying at Northern Kentucky University. Having spent most of his adult life in the brewing business, Dubé was ready to share his wealth of knowledge in microbiology and biochemistry with a new generation. Ready to make a change, Dubé took a hiatus from brewing. “If you ask my wife, she would say that I had a mid-life crisis,” he jokes.

Dubé left the BBC—and brewing—in 2000, and spent the next 10 years teaching science and serving as department head at Lloyd High School in Erlanger, Ky.—a period during which he also joined the pioneering class in NKU’s then-new Master of Arts in Teaching program. Dubé became one of the faces of NKU’s fledgling program, a perfect example of how NKU trains seasoned professionals to change



careers no matter their stage in life.

Recharged by the experience, Dubé jumped back into brewing in 2010, serving as brewmaster of the Moerlein Lager House on The Banks in downtown Cincinnati. Four years later, Evan Rouse, a brewer and co-founder of Braxton, called Dubé to ask if he would be interested in starting a new brewery with Evan’s brother and father across the river. “I said yes,” Dubé remembers, “with the caveat that they had to convince my wife, Danielle. Which, they obviously did!”

With its team firmly in place inside a 10,000 square-foot headquarters in Covington, Ky., Braxton Brewing has established itself as a top-tier craft brewery throughout the region. For Dubé, the reason for Braxton’s fast-track success is clear. “The family, the background, the dedication, and passion—in a nutshell, the team!” he says. “We have a vision for the taproom of the future and the knowledge to make great, consistent beers that will blow you away.” —Brent Donaldson

LEAVE A LEGACY

You can support NKU by making the University a beneficiary of your will, annuity or insurance policy. Learn more about your planned giving options today by visiting givingyourway.org/nku or contacting Nancy Bratton Perry (73) at (859) 572-5722 or perry@nku.edu.

NKU SCHLACTER ARCHIVES PRESENTS...

MYSTERY PHOTO!



SOLVE THE MYSTERY FOR NKU HISTORY!

Throughout the past few months we've been working hard on a redesign of *NKU Magazine*—a top-to-bottom makeover both in print and for the new *NKU Magazine* app. One element we did not change, however, was the Mystery Photo!—a feature that asks you to share your stories and memories about the images we include here every issue. Your feedback ensures that NKU's Schlacter University Archives gives all of our students and alumni the recognition they deserve. Now,

on to this issue's Mystery Photo! For this edition, we've reached into the not-too-distant past to ask you: Who are these spirited Norse fans and where are they now? For what occasion are they showing their NKU pride? Did this celebration precede a Norse Athletics event? Who competed and who emerged victorious? Most importantly, did the young man in the back ever recover from taking that viking horn to the nose? Email your answers to nkumagazine@nku.edu.