

# MCLA

ALUMNI MAGAZINE

NOV/15

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**FEIGENBAUM  
MCLA LEADS  
PROGRAM  
SETTING THE STAGE**

FEIGENBAUM  
CENTER FOR SCIENCE AND INNOVATION

## GREETINGS,

It is with great pleasure that I accepted the call to return to lead my alma mater as interim president this year.

Like many of you, I benefitted from the high-quality, affordable education that NASC/MCLA provided me that set me on a path to success in life. It is profoundly important to me to give back to this fine institution in every way that I am able.

I come to this post at a time when the College is in a solid position within the county, the Commonwealth, and the nation. For the last ten years, MCLA has been a part of the national conversation about the vital role of public higher education and public liberal arts colleges because of its commitment to providing outstanding accessible higher education to the citizens of

Massachusetts. Due to the innovative thinking and hard work of our faculty, staff, students, and alumni, we have been able to continue to propel the College forward and maintain our place among the thought leaders and innovators of our time.

Earlier this semester, we cut the ribbon on the newly renovated Bowman Hall. Many of you will remember the 1970s architecture and decor of this classroom building, and will be pleased to view its transformation to the contemporary, technologically advanced building that our students enjoy today. Please come visit and take a tour!

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Bowman Hall ribbon cutting on September 10: Associate Professor of Art Melanie Mowinski, Representative Gailanne Cariddi, Senator Ben Downing, recently retired Vice President of Administration and Finance Jim Stakenas, Interim President Jim Clemmer '86, Allie Kadell '16, Trustee Chair Tyler Fairbank, DCAMM Commissioner Carol Gladstone, North Adams Mayor Dick Alcombright, Deputy Commissioner for Administration and Finance Sean Nelson.



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This year, we also launched the Feigenbaum MCLA Leads initiative (see page 6), which will honor the legacy of innovation left by Drs. Donald and Armand Feigenbaum by providing a multi-disciplinary approach to developing creative solutions to current issues and providing a catalyst for the entrepreneurial spirit of our students. The hope is that this initiative will empower students "to go out and create."

Many of our students and alumni are already creating innovative solutions in their academic, personal, and professional lives. On page 4, you will read about Daniel Heinen '18 who developed an app to enhance learning in biology classes. David Kubicki '01, page 10, took the entrepreneurial skills he developed at MCLA to launch a video game design company. This is just a sampling of the inspirational stories you will read in this issue.

Our faculty are also creating opportunities for students and community members to develop their own work, whether it be in the creative arts or the field of technology. Adrienne Wootters, professor of physics, leads the effort to establish a makerspace in Bowman Hall this winter. Diane Scott, assistant professor of arts management serves on the board of Maker's Mill, a new makerspace in downtown North Adams which provides space and materials for creative artists to experiment and learn. Read their stories on page 8.

Whether it is a new idea or a passion for providing opportunities for others, our staff, students, faculty, and alumni are creating, inventing, and learning in a collaborative environment that exemplifies the spirit of innovation and community here at MCLA. I couldn't be more proud to be an alumnus and interim president of the College.

Sincerely,



Jim Clemmer '86  
Interim President

# THE ENTREPRENEUR SPIRIT

The pioneering spirit of the Berkshires is thriving at MCLA, in the form of leadership, innovation, and entrepreneurship. Resourceful students, motivated by visions of a bright future and something meaningful to share, are choosing to forge their own paths to success.



Daniel Heinen '18

**WHILE LEARNING ABOUT HUMAN ANATOMY AND PHYSIOLOGY IN HIGH SCHOOL, DANIEL HEINEN '18 FOUND HIMSELF FRUSTRATED BY THE LACK OF ACCESSIBLE AND EFFECTIVE TOOLS FOR STUDYING THIS COMPLEX SUBJECT.**

Conventional learning methods, such as two-dimensional drawings, were insufficient to create a clear visual understanding, and other options, such as virtual reality headsets, were costly and cumbersome. As a freshman at MCLA, the thought of reliving his frustration at the college level motivated Heinen to take matters into his own hands.

Utilizing augmented reality technology, Heinen created an app that translates Quick Response (QR) codes into detailed 3-D movie models superimposed over the real world. The QR codes can be printed and handed out by professors. This paper becomes a tracking base, allowing students to scan the code with their smartphones or tablets

# RIAL

and instantly access an intricate 3-D model with full rotation and zooming capabilities. The result, Heinen says, is a “cheap, high-quality model that anyone can take with them anywhere.”

The MCLA community has embraced Heinen’s innovation, which was featured at last year’s Undergraduate Research Conference and will be trialed with anatomy students this spring. Heinen is particularly grateful for the support of Biology Professor Justin Golub, Ph.D., and Assistant Biology Professor Sarah Herrick, Ph.D. The College has agreed to provide resources and lab space to allow Heinen to continue developing the app. He has recently been joined at MCLA by his brothers, twins Gabriel ’19 and Raphael ’19, who are now working with him.

Heinen is pleased with the development thus far and feels the app “could go to a really cool place.” He plans to provide additional models and maintain the app as an open source, accessible to all students.

## FOR ARTS MANAGEMENT MAJOR GUY FRANCOIS '17, THE NEED TO CREATE CAME FROM A DIFFERENT PLACE WITHIN, WHICH HE PROUDLY CALLS “THE DO-IT-YOURSELF MENTALITY.”



Guy Francois '17

In 2013, he was ordering an item of clothing online when it occurred to him that he could make it himself. At the time, he had no sewing experience or machine, but the notion was born: why buy something that he could make himself?



Today, Francois enjoys designing and sewing much of his own clothing. In addition, building upon some basic knitting skills he learned in high school, he has launched his own business, Hatlanta, specializing in hats, scarves, and bags. Francois has taught himself a variety of sewing, knitting, and crocheting techniques, often with the help of YouTube tutorials and other Internet resources. “I’ve gotten it wrong many times, but I never let failure get the best of me,” he reflects.

Francois takes inspiration from the first clothing designers who, like him, did not receive any formal training. He reminds himself of the many advantages he has today, commenting, “With all the tools available, I can do so much.”

In terms of starting his business, Francois says he has learned a great deal about branding and marketing through his coursework. His advisor, Associate Professor Lisa Donovan, Ph.D., has been extremely supportive of his endeavors.

Looking forward, Francois hopes to one day collaborate with a group of talented individuals to build upon Hatlanta. Whatever the future holds, he will strive to live by his cornerstone words: “creating, experimenting, making, and becoming.”

# MCLA TAKES THE LEAD

**The name Feigenbaum is synonymous with innovation in Berkshire County and internationally. Now, it is also the source of inspiration behind Feigenbaum MCLA Leads, an initiative aimed at strengthening the College's position as an innovative thought leader and convener. While still in its infancy, the project seeks to foster a holistic, multi-disciplinary approach to developing creative, impactful solutions to twenty-first-century problems, and to provide a launchpad for today's forward-thinking students and their entrepreneurial ambitions.**

Pittsfield natives Drs. Donald and Armand Feigenbaum were internationally respected for their contributions in developing the concept of Total Quality Control. They co-founded General Systems Co., Inc., a global leader in the design and installation of proprietary quality management operating systems. The brothers were equally well-known for their philanthropic generosity. In 2013, President Emerita Mary K. Grant '83 worked with the Feigenbaum Foundation which subsequently made a transformational \$5 million gift to MCLA, resulting in the naming of the College's Feigenbaum Center for Science and Innovation. The gift also supports the advancement of research on innovation and leadership at MCLA and throughout the Berkshire region.

Dr. Howard Jacob Eberwein III, M.Ed. '03, dean of graduate and continuing education, is charged with overseeing the planning process for MCLA Leads. He is working in conjunction with an advisory committee to "thoughtfully and strategically build a program that supports the Feigenbaum spirit and



Feigenbaum Center  
for Science and  
Innovation



Drs. Donald and Armand Feigenbaum

legacy." In addition to advancing MCLA's position as a regional leader, he explains that the initiative will increase student and faculty opportunities related to innovation, entrepreneurship, and leadership, as well as generate and strengthen community partnerships for the overall benefit of the Berkshire region and its citizens.

Serving on the advisory committee is JD Chesloff, executive director of the Massachusetts Business Roundtable and a member of the MCLA Board of Trustees. "The Feigenbaum MCLA Leads initiative has the potential to be a catalyst for innovative economic development activity in the region, with MCLA at its hub," he comments. "Its impact can be both deep and broad, as we think about ways to grow and sustain jobs and job opportunities, and align them with the region's strengths. With MCLA serving as a convener and leader, developing new ideas and supplying a pipeline of talent, the Leads initiative is an exciting chance to fortify the foundational elements of the regional economy."

As of this writing, Eberwein and staff, including Zachary Feury '16, a political science and public policy major hired to serve as project assistant, were immersed in research and in conversations with College, community, and regional stakeholders. They were also planning an intensive, three-day Design and Innovation Workshop to help participants refine their vision for the Feigenbaum MCLA Leads initiative. Eberwein said that the workshop would employ the methodology of "design thinking," an innovative approach to finding multi-dimensional solutions for complex problems.

For his part, Feury is enjoying the opportunity to be involved in the development of MCLA Leads and finds that the position closely aligns with his interests in the field of public policy. As a student, he says, "it's very exciting to see that the school is taking a progressive approach to this initiative," adding that he hopes it will give more students the "empowering recognition that they have the ability and capability to go out and create."



Zachary Feury '16 and  
Dr. Howard Jacob  
Eberwein III, M.Ed. '03

PROMOTING  
*Creativity*  
AND COLLABORATION

A DYNAMIC NEW SPACE WHERE STUDENTS CAN GATHER TO **CREATE, INVENT, AND LEARN** IS COMING SOON TO MCLA.



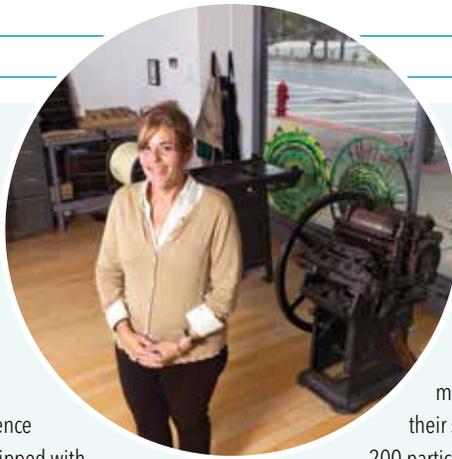
A makerspace, spearheaded by Physics Professor Adrienne Wootters, Ph.D., will open in the newly renovated Bowman Hall in January, offering a hands-on opportunity to explore emerging technologies and produce functional and interactive DIY projects. A similar facility, geared toward creative arts, opened on Main Street, North Adams, in June.

Makerspaces encourage intellectual curiosity and foster innovation by providing access to a wide range of tools and materials otherwise unavailable to most individuals. They also promote collaboration, offering users an opportunity to share knowledge, resources, and inspiration.

Because the new MCLA makerspace is housed in a pre-existing machine shop and adjacent engineering lab, the initial investment was minimal. The



Adrienne Wootters, professor of physics



Diane Scott, assistant professor of arts management

machine shop, which had been part of the Department of Physics prior to the department's relocation to the new Feigenbaum Center for Science and Innovation, is fully equipped with a lathe, CNC milling machine, 3-D printer, drill press, and other useful tools. The engineering lab, used for robotics, houses an assortment of electronic components and supplies. All this will be offered free-of-charge to students and staff, and training will be provided in both areas.

Arduino, an open-source electronics platform that enables users to write and download code to microcontroller boards, will be featured at the makerspace. Using sensors and actuators, the system provides a low-cost means to create interactive projects. A motion-sensing alarm, laser harp, coffee-cup spy cam, drone, etch-a-sketch clock, and self-watering plant are just a small sampling of the countless projects made possible by Arduino.

Wootters points out that there is an artistic element to creating projects such as these. "It's not just about making a widget, but about making a beautiful widget," she remarks. Her dream is to involve students from multiple disciplines, including fine arts, to construct science museum installations that can be shared with local schools.

Art students and community residents have already been enjoying access to Makers' Mill, the new makerspace in downtown North Adams. The facility is focused on printmaking and fiber arts. Although it is not specifically affiliated with MCLA, the College is a founding partner. Diane Scott, assistant professor of arts management, serves as a founding board member and as treasurer.

Scott reports that response to Makers' Mill has been "unbelievable." Prior to its opening, many area residents voiced their support, and more than 200 participated in the grand opening. Last March, the Makers' Mill team, with the help of students at MCLA and Williams College, orchestrated a successful crowdfunding initiative, raising an impressive \$13,000 through individual community donors. Additional funding was provided by MCLA, Williams College, Storey Publishing, and the Massachusetts Museum of Contemporary Art, all of which are considered institutional members.

While MCLA students can utilize Makers' Mill free of charge, area residents can join for a minimal monthly fee. Membership allows access to high-quality equipment such as a book binder, letterpress, screen printer, sewing machines, and floor looms, not to mention the opportunity to work alongside those with a shared passion for making.

Scott and Wootters look forward to seeing both makerspaces used for integrative purposes by students across various disciplines. "The more people who are out there creating things, the better off we all are," says Scott, citing the potential benefits to the local economy.

Wootters hopes that the new MCLA makerspace will open students' eyes to their own capabilities. "Discovering that they have the ability to make useful, functional things gives students a different way of thinking. It shows them that they can do this . . . it isn't rocket science," she says. After a moment of thought, she laughs, adding, "Well, actually it is rocket science, but it's fun."





## BOWMAN HALL RIBBON CUTTING

On September 10, 2015, the College cut the ribbon to officially reopen the renovated Bowman Hall. The renovation of Bowman was made possible through the same \$54.5 million in capital funds provided by Governor Patrick's 2008 Higher Education Bond Bill that provided for the construction of the Feigenbaum Center for Science and Innovation, which opened in 2013. Bowman remains a classroom building; however, some exciting changes and customized spaces have enhanced its use.

Those entering the building from the campus quad will be greeted by an art gallery. Most of the classrooms are on this level, as well as offices for academic affairs. The lower level boasts a coffee shop, as well as the math and computer science departments, robotics, software and hardware labs, and a new faculty center. The top floor houses specialized labs for visual arts, more classrooms, studio spaces, and another area to display students' art. In addition, a high-end, computer graphics design lab will support courses in design, Geography Information Systems (GIS), and digital editing.



1



2



3

**1)** Renovated exterior of Bowman Hall. **2)** Third floor critique spaces for fine art faculty and students. **3)** Alumna and former trustee Jane Allen '61 with Interim President Jim Clemmer '86.



Assistant Athletic Director Jeff Puleri MBA '12, Interim President Jim Clemmer '86, honoree Ron Shewcraft, and Athletic Director Laura Mooney.

## MCLA ATHLETICS GOLF CLASSIC

Ron Shewcraft, retired men's soccer coach (1978–2006), and the men's and women's soccer programs were honored at the 19th Annual MCLA Athletics Golf Classic on September 20, 2015. The event was held at Berkshire Hills Country Club. The tournament raised \$24,000 for the Shewcraft Field Lights Initiative. We would like to thank all of our sponsors, players, and guests for making the 2015 MCLA Athletics Golf Classic a great day for all involved.

## MCLA REUNION WEEKEND

Alumni returned to the MCLA campus October 16–18 for the annual Reunion Weekend. This year's reunion honored classes ending in 5s and 0s, especially the 50th reunion class of 1965. Highlights of the weekend included the Distinguished Alumni Luncheon, Athletics Hall of Fame, film screening with Wayne Soares '89, and the Family vs. Alumni Cornhole Tournament. Thank you to all who came out to see us for the weekend. We hope to see you back here soon.

**1)** The annual Distinguished Alumni Luncheon was held on Saturday, October 17 in Murdock Hall, Sammer Dennis Room. This year's honorees were Tony Dolan '84, Service to the College; Sandra Jillson King '65, Outstanding Educator Emeritus; Victoria Welch '09, Young Alumnus; Sarah Luczynski '02, Outstanding Educator; Christopher Kinglsey '90, Distinguished Alumnus (represented here by his parents, Sharon and Carl Kingsley); and, Cecelia Hamrock Kennedy '78, Humanitarian. **2)** The annual Athletics Hall of Fame dinner was held on Saturday, October 17 at the Holiday Inn North Adams with special guest Joe Zavattaro '61, M.Ed. '63. This year's inductee was the 1987 baseball team.



## UPCOMING EVENTS

**DECEMBER 9, 2015**

Boston Alumni Holiday Social  
at the Intercontinental Boston

**MAY 13, 2016**

Baccalaureate

**DECEMBER 11, 2015**

December Academic Recognition Reception

**MAY 14, 2016**

Commencement

**APRIL 21, 2016**

Undergraduate Research Conference

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