Ten Wonderful Years

This month, we celebrate the ten-year anniversary of Barsema Hall. I remember vividly the day we broke ground and eventually moved from Wirtz and McHilllary Halls into this beautiful, modern structure. As we reflect back on ten years, read how the gifts given by the Barsemas included more than just brick and mortar. The building elevated our morale and pride. It created an atmosphere of excellence that aided us in recruiting top students, world-class faculty and great partnerships with corporations. But we are not resting on our laurels. Your involvement with our College is critical in helping us get to the next level as we move through the next ten years.

See how you can make a difference.

Sincerely,

Denise D. Schoenbachler, Ph.D.
Dean, College of Business

The Gift of Pride Continues... Ten Years Later

When faculty, students and staff moved into Barsema Hall from Wirtz and McHilllary Halls in August 2002, they said the greatest gift given to them and the College of Business was the building itself: the structure and the space this hall provides, the most profound positive attitudes they learned in Barsema Hall. It’s a bright future for all. How will you make a difference in the world? The Barsemass’s outlook has always been deeper that mere monetary donations and it extends as far as insisting upon affecting a positive change in the world.

“You can write a check, or you can write the check and get involved. We wanted to be involved,” says Stacey, “the real gift comes from helping others on a grander scale through giving your time, treasure, and talent.” So by putting not only money, but beliefs behind actions, and helping NIU student who can affect social change, Dennis, through teaching Social Entrepreneurial classes, is spreading the word. “How will you make a difference in the world?” is the challenge and the core question at the center of his classes.

Today’s students are, indeed, making a big difference. NIU’s first Social Venture Competition nurtured six business plans to affect positive social change. The winners of that competition, “Light Up Africa,” have garnered support from Dell’s Social Innovation Challenge and have now become one of the 8 companies which will participate in a 12-week program called The Impact Engine. The Barsemass are involved in this accelerator that supports for-profit businesses trying to make the world a better place. This organization is a way to get good work out on a broader scale.

“I’m proud to see students and alumni who have helped the College of Business and the University change the world,” says Dennis. “If only one great idea or action came from my classes or our involvement, it would have all been worth it. I’m confident that there will be many more great ideas and students helping NIU make a difference in the lives of the poor.” As we move forward into the next ten years, even more students will be able to go out and make a difference, using the skills, spirit and positive attitudes they learned in Barsema Hall. It’s a bright future for all. How will you make a difference?

Spreading Awareness

Ten years after moving into Barsema Hall – our new building for the College of Business – we sat down with the donors of the building, Dennis and Stacey Barsema, to both discuss the past and look toward the future. While many of us focus on the building itself: the structure and the space this hall provides, the most profound contribution made by the Barsemas’ donations has been increased awareness.

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With the newly renovated Prairie Street Brewhouse serving as a backdrop, the 2012 David and Diane Graf Rockford Scholarship Celebration proved to be a warm and charming event. The Grafs, who once again generously contributed $10,000 as a donation challenge to worthy Rockford students, made presentations to the 2012 recipients. Two scholarships went to incoming freshman and one to a transfer student.

We were pleased to be able to develop and lead students through scholarship assistance. See photos from the event.

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Upcoming Events

October 4

Cindy Crocker – Emerging Business Leaders Event

October 5

OM&IS Alumni Event – Architectural Boat tour, followed by a wine tasting.

October 13

NIU Homecoming

October 27

Marketing/Sales Alumni Event – Watch a football game.

November 15

YPN Event – Wine Tasting Experience

For details and to register

Barsema Hall By the Numbers:

• 130,000 square feet
• 22 classrooms
• two 100-seat tiered classrooms
• one 350-seat auditorium
• four computer labs (140 workstations)
• 650 Internet connections

Barsema Hall celebrates the ten-year anniversary of Barsema Hall, I am reminded of all the relationships that the Department of Marketing has been fortunate in creating at our facility. The inception of Barsema Hall has been a catalyst to the development of strong partnerships within industry, and it’s not just the Department of Marketing that is seeing the results.

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Architects:

HKM Architects + Planners, Inc.

Your Feedback is Important

We look forward to hearing from you. If you have ideas about improving this newsletter or would like to share your thoughts, please contact us. We’d also like to be updated on your career or personal moves.

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