Brett Ware loves to fish, hunt and eat barbecue. It's no surprise that his passion for each has him very involved with companies that support each endeavor.

Ware, a Northwest management instructor, teamed with partners to start Ambush Lures in 1996, Ultimate Hunter in 2001 and Bubba's BBQ & Fix'n's in 2005. All three businesses are based in Maryville.

"I got bit by the entrepreneurship bug when I was in graduate school," said Ware, a Maryville native who attended Northwest two years and went on to earn a degree in mechanical engineering from the University of Missouri-Rolla and a master's in business administration from Southern Illinois University. "I've had a lot of training in ultrasonic and vibration technology. I love to fish and wanted to study the vibration that bait fish put off."

After 3 ½ years studying fish, Ware and his team began making lures with two vibrations, the body and tail, to more closely resemble a live fish. The result was the patented Flo-Thru Technology, an internal passageway that runs through the lure. As the lure is retrieved, water flows through it, causing sound that produces vibration and a greater chance that a fish will strike. The products are endorsed by professional fisherman Brent Chapman.

Next came the development of a remote-controlled duck decoy under the brand name Ultimate Hunter. Swim'n Duck and Swim'n Goose decoys are endorsed by World Goose Calling Champion Allen McCree and were named the No. 1 waterfowl product sold in 2004 and 2005. McCree and Chapman are among Ware's business partners.

“We sell to every major retailer in the nation,” Ware said. That includes Cabela’s and Bass Pro Shops.

Ware spent eight years working for Winchester Ammunition in East Alton, Ill. When he left the company in 1998, Ware was the manufacturing consultant for the vice president. He spent the next five years in Horton, Kan., in product development for a satellite factory for John Deere. Both experiences, Ware said, helped prepare him for what he does today.

He gained valuable experience using highly technical three-dimensional software that helps him develop products his partners can see on a computer screen.

“We can see what the product will look like and how it moves,” Ware said.

With Bubba's, located on South Main in Maryville, Ware and John Crawford, another business partner in Bubba's, literally hand-made everything inside the restaurant out of 4,000 board feet of materials. He partnered with Diana and Philip (Bubba) Fick, members of a championship barbecue team and the Kansas City Barbecue Society, to open the restaurant. The Ficks were the Reserved World Champions in 2000 and have won first place in ribs at the American Royal BBQ Contest in 1999 and 2004.

Ware's entrepreneurial experiences are exposed to his students. Now in his fourth year at Northwest, Ware said he pushes his Entrepreneurship students hard.

“Ninety percent of entrepreneurs fail,” Ware said. “I teach the students that most entrepreneurs trip and fall and get run over by a car. We try to stay on the sidewalk.”

Ware uses a tree to illustrate the way small business operates.

“You want trees to provide shade and have a good root structure,” he said. “You also get wind, ice, snow and all types of weather. We also want to grow ourselves straight. Most people also can relate to how slow a tree grows. In that regard it takes generations to grow a business. This is a 20- to 30-year deal.”

Ware has around 80 Entrepreneurship students each trimester.

“I tell them if you want to be a successful entrepreneur, you'll sleep four hours a day, maybe five,” Ware said.

Ware's close college and high school friends Ryan Gruhn, Todd Gray and Tim Tadlock are fellow investors in Ambush Lures and Ultimate Hunter. Ware serves as president of all three companies.

Nick Brummel decided at an early age that he didn't want to spend the rest of his life working for someone else.

At age 12, he mowed the lawn of the owner of Atcheson Lawn & Landscape in Lee's Summit, one of the largest lawn care companies in Kansas City. That experience intrigued Brummel to the point of opening his own business.

The spring 2006 Northwest graduate, with a degree in horticulture and a minor in business, enrolled in Dr. Jason White's Entrepreneurship class in fall 2005. It was an invaluable experience.

“I got a business out of the deal,” said Brummel, who is turf director and chief executive officer for Brummel Lawn & Landscape LLC in Lee’s Summit. “I was planning to go into business for myself and thought that class was a great opportunity.”

His final year at Northwest, Brummel became good friends with Kyle Ford and the two opened Brummel Lawn & Landscape. Ford serves as landscape director and chief operating officer. Brummel’s father Mike also is a partner.

Brummel’s class project was to write a business plan for his company. “I told Dr. White that I would help write a plan for a business in northwest Missouri, but that I’d like to write a plan for my business on the side,” Brummel said. “He said it was OK if our group wrote a plan for my business.”

The experience enlightened Brummel about insurance, hidden costs and many other aspects of owning a business.

“It prepared me in many ways and brought up points I hadn’t thought of,” he said. “It’s amazing to see how close we were on budget items and other things we were off. I still talk to my group to this day.”

Brummel Lawn & Landscape began in January 2006. Besides everything associated with lawn care, the company performs irrigation work and removes snow. The company worked 43 consecutive hours during Kansas City’s late-November snowstorm.

“Being an entrepreneur is the greatest feeling in the world some days and the worst on others,” Brummel said. “When things have to be done, you’re the person to get it done. You can’t say find someone else or I don’t feel like working today. I’m going to call in sick. If you don’t work, you don’t get paid.”

White, assistant professor of accounting, economics and finance, said he’s read 64 business plans in the Entrepreneurship class since its inception in 2001. Most of the plans have been written for real clients. Each case, White said, is unique.

“Most of the time students are assigned randomly to the businesses,” White said. “It’s interesting to me to be exposed to different business thought processes. Having read all those plans has made me a better teacher.”

Brummel’s first year in business was successful.

“We’ve paid off all of our equipment and we have plenty of money in the bank for the winter and for next year,” he said. “Kyle and I paid ourselves as we’ve gone.”

Brummel offered this advice to would-be entrepreneurs.

“Never give up, make sure you’re doing something you know about and love, and get to know others in the business,” he said. “Don’t just do it to get rich. There’s a lot more to it than that. You’re going to work more and harder for yourself than for someone else. You have to be super-motivated every day and be willing to work weekends, nights and holidays. And talk to your family about it because it’s stressful for them, too. But in the end, it is great.”
Walk through Northwest’s Talent Development Center on the third floor of the Administration Building and you’ll see students, lots of students.

Some are there to help, some are there to learn. Regardless of their reason for being there, students are what the TDC is all about.

Director Leslie Galbreath said data collected through the years indicates that students who receive help through the TDC are more successful academically than those who do not utilize the services.

“What I hear most from students is that the average TDC student looks exactly like other Northwest students,” she said. “This is not a remedial program where students go to get help. This is where they grow as an individual as much as anything.

“The message here is you’ve paid for this, why not take advantage of it.”

Following is a capsule look at the TDC’s diverse academic student support programs.

**Supplemental Instruction**

The Supplemental Instruction program, which began at Northwest in 1986, targets high-risk courses rather than high-risk students. A difficult general education course, usually with multiple sections, is identified. The faculty member selects a model student who has completed and earned a high grade in the course to serve as the SI instructor. Three regularly scheduled review sessions are held per week outside the normal class time.

Galbreath said faculty members consider it an honor to have their course chosen as an SI course. About 20 SI Leaders facilitated study sessions during the fall trimester. They are evaluated by the students in their session and receive very high ratings.

“The SI Leaders get fabulous experience and develop a mentoring role with the faculty member,” Galbreath said. “They form a very healthy study group. The SI Leaders’ job is to facilitate. They are not content experts, but they are experts at being good students.”

Supplemental Instruction Leaders develop mentoring roles with faculty members.

Galbreath said Northwest has the largest Supplemental Instruction program among its 41 peer institutions. Results of the program are positive, she said.

“The success rate is astounding,” she said. “Through 20 years, students who participate earn at least a half-letter grade higher than had they not gone.” Last spring, students who attended SI sessions earned a 2.54 grade-point average in their SI course compared to a 1.61 for students who did not attend. More than 1,000 students attended SI sessions last year.

Data from one class exam last fall indicates that 46 students who attended weekly SI sessions earned an average 2.72 exam grade, compared to an average 2.02 exam grade for 198 non-attendees.

SI sessions are at times that accommodate students who work or who are involved in
er mission: student success
to help students academically

extracurricular activities. All students are welcome to join the free SI study sessions. Galbreath said the Supplemental Instructors, who are paid, "are very bright and care about their peers' success."

"The SI Leaders turn out to be some of the best and brightest students on campus," she said. "They are model students."

Tutoring
The Talent Development Center tutoring program also began in 1986. One-on-one peer tutoring is available for more than 80 courses. Tutors are student peers who are good students in their major areas. Students can make single appointments to get help on a particular concept or even weekly appointments for courses that are particularly difficult for them. More than 500 students used a tutor last year.

Most tutoring clients are good students who have recognized that they need a peer "coach" to help them excel in a course. Some need the tutor to explain concepts and content, but others use the tutor as a study buddy or someone to clarify and confirm understanding. More than 56 percent of the students who used a tutor also used an SI during the same term.

The message is that good students are good students because they make an extra effort to take advantage of available resources.

All of the tutors and SI leaders have earned certification from the International College Reading and Learning Association. Both programs are free.

Assist Program
A program that began in 1996 also has been successful. In the Assist Program, one-on-one academic support and assistance from peer advisors is offered qualified students admitted through the Enhanced Freshman Seminar Program.

Freshman Seminar is a 10-week course designed to introduce students to Northwest. Topics of exploration often include adjustment to university life, skills necessary to make the most of the Northwest experience, general education requirements, academic programs and advisement, career exploration, campus and community resources, taking advantage of cultural and extracurricular activities, and assuming responsibility for the student's own university experience.

Student Athlete Success Program
Individualized academic support for varsity student athletes is offered in the Student Athlete Success Program. The staff monitors students' class work and offers special training in study skills and time management.

Galbreath said staff conducts grade checks and monitors all student athletes.

"We work with coaches to identify athletes who are most at-risk," Galbreath said.

The program is so successful that the graduation rate of Northwest's student athletes is second in the Mid-America Intercollegiate Athletics Association at 68 percent.

"The challenge with these programs is to keep the service up to the level of expectation," Galbreath said.

She praised Northwest coaches for their work in recruiting good students and helping student athletes achieve academic success.

Among the students honored during a special commencement ceremony in Florence, Ala., Dec. 16 were, from left, Brandon Pratt, Tommy Thrall, Diezeas Calbert, Tyler Martin and Joah Beagley.
Northwest Family talks with
Dr. Jason White, assistant professor of accounting, economics and finance

Dr. Jason White has experience as an entrepreneur. He holds a bachelor’s degree in finance from Northwest, a master’s in business administration in management from Rockhurst University and a Ph.D. from the University of Missouri-Kansas City. From 1992-1998 he owned coin laundromats, dry cleaning stores and sold residential and commercial real estate. He admits that it wasn’t an easy way to make a living. He admits that he made mistakes as a young businessman. Today, White and Marketing/Management Instructor Brett Ware teach Northwest students the do’s and don’ts of being a business owner. White’s idea for the University to offer an Entrepreneurship class took off. He taught the first class in 2001. White recently was interviewed by Northwest Family.

NF: What type of person historically makes a good entrepreneur?
White: “A lot of people of all personality types go into business. Most have a lot of self-confidence. They may or may not be experts in the industry when they start out, but they have the passion and ambition to succeed. They are money-motivated in most cases, they have a desire for success and many like the freedom to be in charge of their own destiny, for better or worse. Many have failed more than one time and they’ve learned a lot more from their failures than their successes. Failing is an important part of success.”

NF: What are some ways Northwest promotes the Entrepreneurship class?
White: “My job as the assistant professor is highly entrepreneurial. My teaching styles, pedagogical technique and learning objectives for students are the cornerstones of ‘academic freedom,’ which thrives at Northwest. So much of what has been done regarding Entrepreneurial education at the University, I’ve done. The office of student affairs, under former employees Kent Porterfield and Carol Cowles, has been very supportive of the program. The type of teaching I use in the Entrepreneurship class is popularly known as service learning. It has its own unique pedagogy. It’s a wonderful way for outreach to occur connecting the University to the community. Booth College of Business Dean Dr. Tom Billesbach and Dr. (Patrick) McLaughlin, my department chair, have become advisory board members for an Entrepreneurial student service and education organization, separate from this class, known as Students In Free Enterprise. SIFE is the largest campus student organization in the world, founded by the late Sam Walton. SIFE is a community service organization dedicated to promoting the principles of free enterprise and market economics to K-12 youth, college students and community members at large.”

NF: Following graduation, do students who have taken the Entrepreneurship class go on to start their own businesses?
White: “A few students who have taken the class during the last six years have done that. Writing a business plan for a client really opens their eyes to what it takes to become successful. Most of the business plans student have written have been with real-life people and situations, others have been fictitious.”

NF: How difficult is it for a student who has taken the class to be a successful entrepreneur?
White: “Most of the students who take the class are traditional college age. I have had some non-traditional students as well. I love it when they’re in the class. When the 18- to 22-year-olds are skeptical about something, the non-traditional students become very important because of the experience they bring to the classroom.”

NF: What resources are available to would-be entrepreneurs?
White: “Locally, the Small Business Development Center has three satellite locations in northwest Missouri. The local chamber of commerce works with the SBDC to offer assistance. Nodaway County Economic Development assists larger businesses, and the Northwest Missouri Regional Council of Governments is available as well.”
Intern finds calling behind sports information desk

When Northwest’s 2006 soccer opponents exchanged information with the Office of Sports Information/Media Relations, their contact wasn’t director Chad Waller. It was Jared Verner, a Northwest student.

Verner, a junior journalism major from Armstrong, has worked as a sports information intern since fall 2005. During his first year, he was in charge of cross country/track and field before moving on to soccer at the beginning of the current school year.

A graduate of Northwest’s Missouri Academy of Science, Mathematics and Computing, a two-year residential program for gifted high school-age students, Verner became interested in sports information after he spoke with an uncle who works at the Fellowship of Christian Athletes (FCA) office in Kansas City. That led to a contact with Danny Burns, who designed the Bearcats athletic website, and ultimately to an internship.

“I am extremely grateful to Danny for referring Jared to me,” Waller said. “I was a bit leery at first in having him help out in my office, considering his responsibilities and the academic strain of attending the Academy. However, he has turned out to be such a blessing.”

Verner says he would like to become a sports information director after graduation preferably at an NCAA Division II school.

Writing Center helps students succeed

Students in search of the “write” stuff can find what they’re looking for at the Northwest Writing Center, a campus tutoring hub designed to help students acquire composition skills that improve academic results regardless of subject or major.

Chelsea Clark, a senior psychology/sociology major from St. Joseph who tutors at the center, said the program makes a clear distinction between editing and tutoring.

While an editor is largely concerned with correcting mistakes in a paper that’s already written, Clark said, tutors help students understand the composition process itself, and teach techniques that can be applied to a wide variety of assignments.

“We can help students cite sources, generate ideas and improve structure,” she said, “and all of our tutors have resources that can be applied to any subject or major. But we don’t edit, and we don’t proofread. We teach you the rules.”

The center had about 14 tutors last fall, each of whom has completed a one-credit-hour tutoring course. Many are either English majors or future educators, though a number of disciplines are represented, including psychology and biology.

After students visit the Writing Center, their teachers receive a report confirming that they attended a session. The report also states which skills or assignments were addressed.

Professor publishes guide to Congress

Dr. Robert Dewhirst, professor of political science, is the author of a new reference work on the U.S. Congress.

“Encyclopedia of the United States Congress” was published by Facts On File, which specializes in printed and electronic reference products for schools and libraries. It is available for sale at www.factsonfile.com and from major bookellers.

The hardcover 592-page encyclopedia is a comprehensive single-volume guide to the legislative branch and includes black-and-white photographs, an index, bibliography, cross-references and tables.

Written with both students and the general reader in mind, it seeks to explain an institution whose inner workings often seem complex and confusing to ordinary citizens.

Organized alphabetically, the book contains a wealth of material that will help readers understand Congress in both its historical context and as an institution that remains central to the way Americans govern themselves in the 21st century.

Entries include articles on filibusters, impeachment powers, lobbying, pork barrel spending, recess appointments, racial gerrymandering and many other subjects. Dewhirst has also included a number of biographical profiles of famous — and sometimes notorious — legislators such as Daniel Webster, Thomas P. “Tip” O’Neill and Tom DeLay.

In addition, readers will learn about Congress’ relationship with the executive and judicial branches of government as well as the effects of court cases, elections, political opponents, congressional leaders, scandals and public controversy.

A former journalist, Dewhirst is a member of Northwest’s Department of History, Humanities, Philosophy and Political Science. An acknowledged expert on Congress and the presidency, he has also studied the impact of the media on politics and government.

Two of Dewhirst’s Northwest colleagues, Dr. Michael Steiner and Dr. Daniel Smith, contributed articles to the encyclopedia.

Programmers finish first against area schools

One of two teams of Northwest programming students representing the Department of Computer Science and Information Systems took first place Nov. 4 at the “local site” round of this year’s regional International Computer Programming Contest, which took place at Missouri Western State University in St. Joseph.

A second team of Northwest students placed third out of nine teams from four area colleges: Northwest, Missouri Western, Park University and the University of Central Missouri.

Both the Northwest teams, which consist of three students each, are coached by Dr. Ernest Ferguson, associate professor of computer science and information systems.

Each of the nine teams was given seven programming problems to solve in five hours. The top-finishing Northwest team solved five problems — the only group to do so.

Grad student honored for role in developing anti-terrorist technology

Northwest graduate student Joe Adduci recently received the Argonne Director’s Award from the Argonne National Laboratory near Chicago for his role in developing state-of-the-art technology capable of addressing radiological threats to U.S. national security.

Adduci is enrolled in Northwest’s online master’s degree program in geographic information science, and works for Argonne’s Environmental Science Division, which conducts applied research and development related to risk and waste management, natural resource systems, restoration and pollution prevention, environmental policy analysis and environmental management systems.

Argonne National Laboratory is one of the U.S. Department of Energy’s largest research centers. It also is the nation’s first national laboratory and a direct descendant of the University of Chicago’s Metallurgical Laboratory, which played a key role in the development of the atomic bomb during World War II.

Director’s Award recipients are selected from among Argonne employees who have already won Pacesetter awards, which honor extraordinary efficiency and innovation.

Adduci and colleague Bob Sullivan received Director’s Awards for helping develop database and GIS systems that allow for country-by-country risk assessments related to “dirty bombs” and other terrorist threats involving radiological materials.

Both are members of an EVS team that designed and developed the Theft and Diversion Incident Analysis System for the National Nuclear Security Administration. Known as THADIAS, the system provides a comprehensive mapping and analysis tool that can be used to track the theft, loss and recovery of radiological devices and sources worldwide.

Using relational database and geographic information system (GIS) technology, THADIAS stores key information about radiological loss, theft and recovery incidents and maps event locations and material transport routes.

By using incident accounts from regulatory agencies and the media, THADIAS builds case histories and provides detailed information about each incident that shows its progression over time and across the globe.

In addition to THADIAS, the team developed a GIS-based system that produces country-by-country assessments measuring the relative risk that radiological materials might be obtained by terrorists and used in an attack on U.S. interests.
Upcoming Events

January
12  Last date for 100% refund for dropped trimester course or withdrawal
12  Last date for 75% refund for first-block drop or withdrawal
12  Last date for departmental test-out
13  W/M basketball vs. Pittsburg State
14  Late registration ends
15  Martin Luther King Jr. Day, no classes
15  First installment due
17  W/M basketball vs. Truman
18  Last date for 50% refund for first-block drop or withdrawal
18  Last date to place first-block course on pass/fail or audit
20  Missouri Academy Preview Day
20  Four-State Honor Music Festival
22  Art Faculty Exhibit lecture/reception
22  Last date for 75% refund for dropped trimester courses or withdrawal
22  Last date for 25% refund for first-block drop or withdrawal
23  Exploring Majors
25  Encore: “Wonderful Town”
26  Last date to change trimester course to audit
27  Admissions Green & White Visit Day
27  W/M basketball vs. SW Baptist
29  Last date for 50% refund for dropped trimester courses or withdrawal
31  Last date to drop first-block course
31  W/M basketball vs. Emporia

February
1  Black Achievement Month kick-off
1  Guest Artist Recital: Trombone Quartet from West Point

3  W/M basketball vs. Central
3  Encore: Hungarian Folk Ensemble
4  Maryville Alumni Association Chapter hosts Super Bowl Party
5  Last date for 25% refund for dropped trimester courses or withdrawal
5  Distinguished Lecture: Alex Gibney “Enron: Smartest Guys in the Room”
8  Non-Education Mock Interview Day
9  Computer Science Olympiad
10  ACT, 8 a.m., Colden Hall 3rd floor
10  Show Choir Festival
10  Fiesta sponsored by Dept. of CTL
11  W/M basketball vs. Washburn
15  Second installment due
15  Theatre: “What to Do Tonight”
15  Northwest Jazz Ensemble concert
16  Fête des Cultures/Fiesta de Culturas
16  Alpha Mu Gamma dinner
17  Missouri Academy Preview Day
17  MENC Junior High Solo/Small Ensemble Music Festival
17-23  Mid-term examinations
19-23  Last date to place trimester course on pass/fail
21  Spring Career Day
22  Career Services Interview Day
22  First block ends
23  Dale Pereira ceramics exhibit closes
24  W/M basketball vs. Fort Hays
24  Wind Symphony/Symphonic Band concert
26  Second block begins
26  Aristotle Georgides Sculpture Exhibit opens
27  Last date to add or enroll in second-block course
27  SAC lecture: Judy Shepard
28  Last date to get 100% refund for dropped second-block courses

Take advantage of Northwest’s Summer School in 2007 and:• Enroll in classes guaranteed to be held
• Pick up valuable credits toward your degree
• Lighten your academic load during future fall and spring trimesters
• Take classes taught by full-time professors
• Take smaller classes for more individual attention
• Apply scholarships to summer classes
• Live on campus
• Hold a job on campus
• Enroll in May and June sessions and still have half the summer for family time
• Stay home and take online classes
• Speed up your journey toward graduation

Your summer begins May 8!

Customizable myNorthwest portal coming in fall 2007

Northwest students, faculty and staff will have access to a new Web portal next fall when the Office of Information Systems rolls out myNorthwest, a customizable interface system driven by SunGuard’s Luminus Platform software.

“myNorthwest will function as an online community portal for the entire University,” said Girija Chavala, IS senior project manager. “It features message boards, online groups, chat rooms, photo albums and targeted messages based on one’s role in the community.”

Chavala said the service is similar to such popular portals as My Yahoo and will allow users to customize their portal page based on personal preferences. Logging on to myNorthwest also will provide access to CatPAWS, a personal and University calendar, e-mail and other University Web services after typing in a single user name and password.

Campuswide content planning for myNorthwest, a process that will include input from a number of focus groups, is to begin in January under the direction of Web Application Developer Jeremy Baumli, who will serve as portal administrator.

Installation is scheduled for summer, with testing and other technical preparation continuing through most of October. It is hoped that users will be able to log on to the new system sometime in November.

One of the chief advantages of myNorthwest will be its ability to deliver highly personalized information to specific groups of users. This message board-like function gives students and others quick and convenient access to grades, course schedules, registration requirements and billing information.

Among other features, a typical page might include scrollable menus and buttons for news and announcements, search engines, personal bookmarks, local weather, library services, user groups, account information and athletics.

For more information, contact Baumli at (660) 562-1967 or baumli@nwmissouri.edu.