

**CASE DISTRICT VI**  
**INSTITUTIONAL AWARDS 2020**



## **“The efactory: A Place for Movers, Shakers, Dreamers and Doers”**

## Visual Media, *photography*





# GOLD AWARD

## CATEGORY: Design – Invitations

### “It’s On” Campaign Launch Invitation

Amy Schuldt, *designer*

Michelle Rose, *writer/editor*





BRONZE AWARD

CATEGORY: Design – Posters

Wine and Food Celebration

Teri Poindexter, *designer*  
Rachel Knight, *editor*  
Kevin White, *photographer*



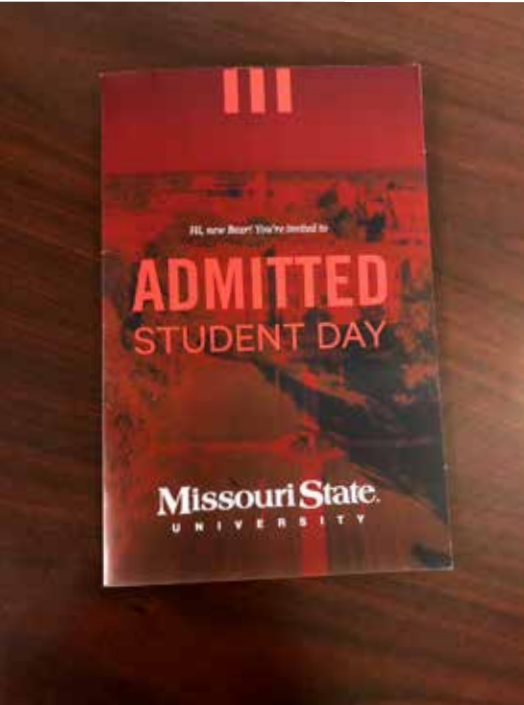


BRONZE AWARD

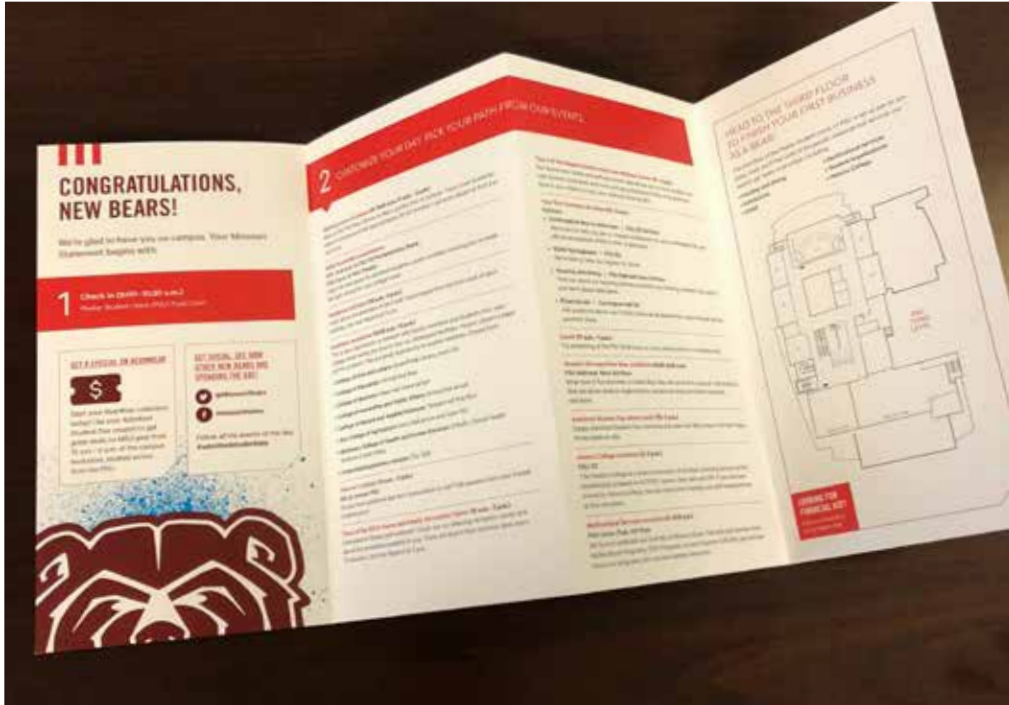
CATEGORY: Marketing – Student Recruitment Publications: Publication Packages

Admitted Student Day Invitation, Name Tags and Handout

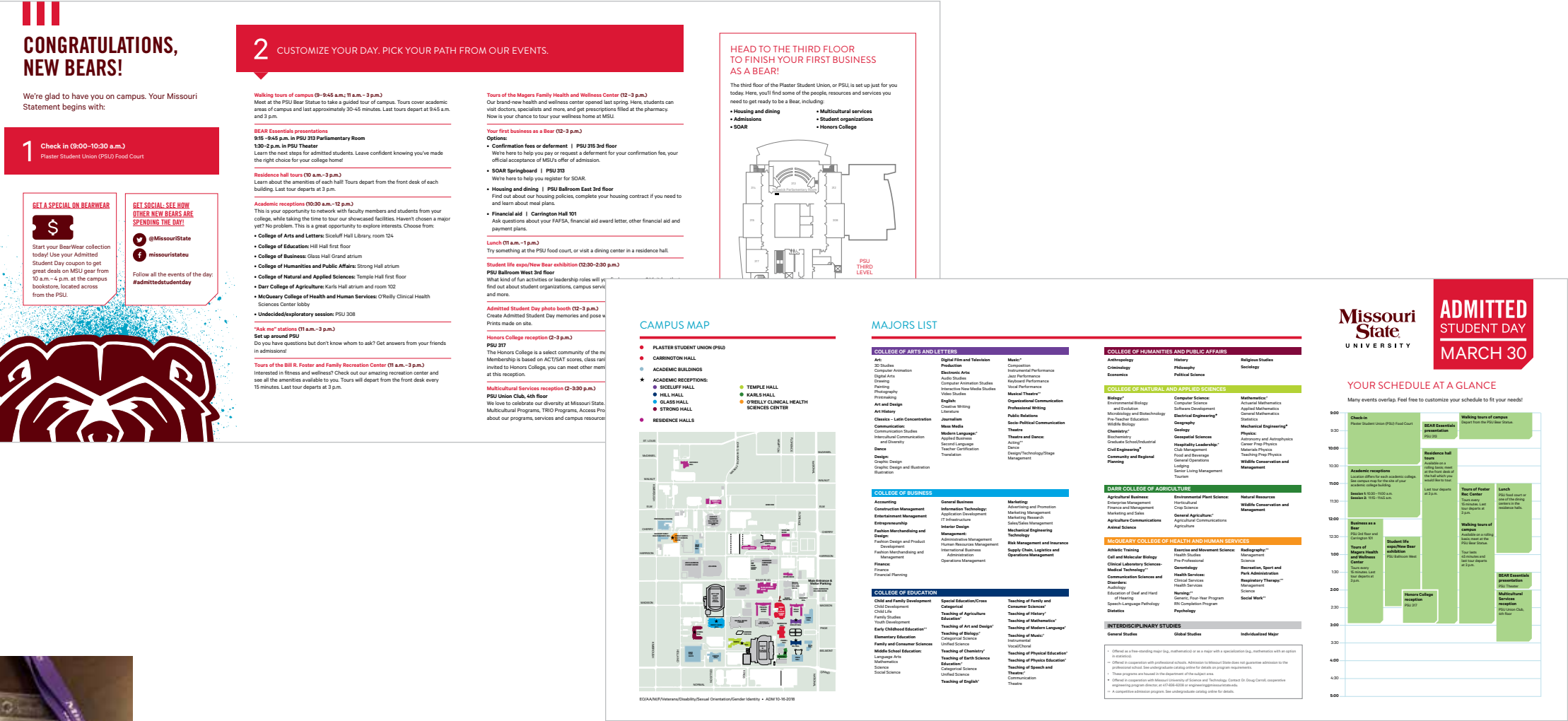
Veronica Adinegara, designer  
Michelle Rose, writer/editor  
Visual Media, photography



Invitation



Handout



Sticker sheet



Name tags



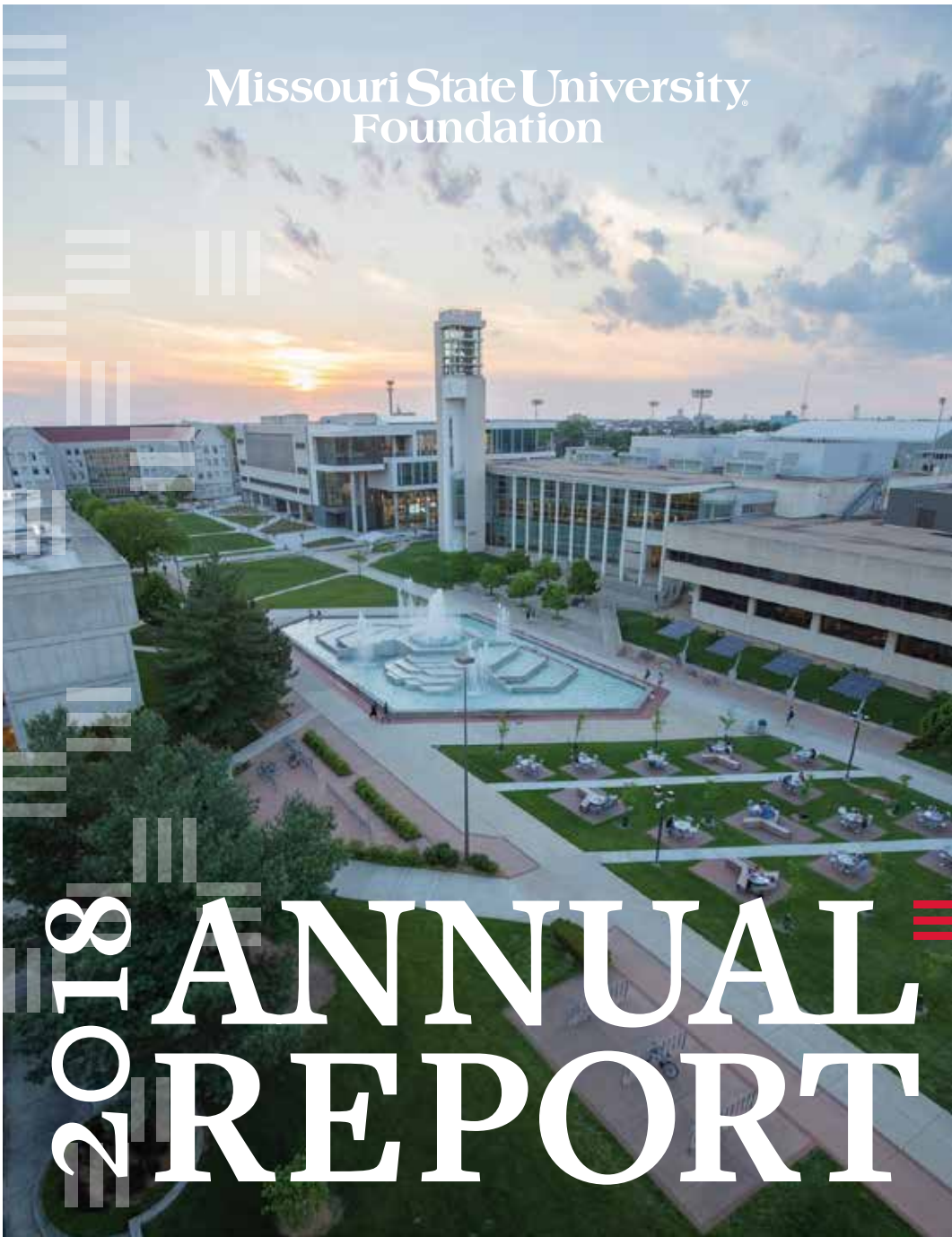


SILVER AWARD

CATEGORY: Publications – Institutional Relations Publications: President’s Reports and Annual Reports

2018 Missouri State University Foundation Annual Report

Abby Isackson, designer  
Michelle Rose, writer/editor  
Visual Media, photography



Campus celebrates opening of Bill and Lucille Magers Family Health and Wellness Center

On April 9, a large crowd was gathered to commemorate the newest addition to campus. That day, the facility's name was unveiled as part of the official dedication: The Bill and Lucille Magers Family Health and Wellness Center. "We've been looking forward to this day for a long time," said Vice President for Student Affairs Dr. Dee Siscoe. "There's so much pride and excitement here to share."

**ABOUT THE MAGERS FAMILY**  
Brothers Bryan and Randy Magers and their wives, Chris and Ellen, supported the center to honor the brothers' late parents, Bill and Lucille. "Bill and Lucille learned at an early age the importance of hard work and dedication."

Bill started Ozark York Air Conditioning and Heating Company. It grew from two employees to a highly successful business. Lucille worked at Burge Hospital as a registered nurse.

Lucille devoted most of her time to charity work and her children, and, in later years, her grandchildren and great-grandchildren. Bryan Magers spoke at the dedication about his parents. He was influenced by seeing them give time and resources to their favorite causes.

"They would have wanted to be involved in this," he said. Because of how much the center will help students.

"The thing that caught me when they were talking about this facility. Less than 5 percent of the state universities in this country have a facility like this on campus. One out of 20 schools. That's just amazing to me."

Students who come to this building will have access to physicians, a pharmacy, private counseling rooms and more.

"The architects just did a wonderful job on this," Bryan Magers said. "It's just beautiful on the inside and the outside."

**MORE SPACE, MORE SERVICES**  
In 2016, Missouri State University had a problem: A study showed our current health and wellness center, the medical home for students and employees, was on track to quickly outgrow its facility.

The center was running at about 97 percent occupancy every day. That report soon, the MSU community might not be able to access needed care in a timely way.

Students and private supporters stepped up to help. In October 2016, students voted in favor of a fee to pay for a new, larger center. Gifts and grants came in from supporters.

Ashley Cristofoli, a 2016 graduate and former student body president, was on a student government committee in 2016 that was considering the wellness needs of campus.

"I was receiving allergy shots twice a week. We were burning at the seams, and I got to experience it first-hand."

At the time, she said, the facility did not represent "the wonderful staff that we had in the center."

Her committee, along with Siscoe and Dr. Frederick G. Mangge, director of health and wellness services, came to the conclusion that MSU needed a new building.

"We started talking about what can we do to make this better," Cristofoli said. They wanted not just more space, but more services.

"The Magers didn't just tell their sons about their core values, they lived it. Hard work, integrity and generosity were practiced daily at the Magers' home. It is in that same spirit of generosity that the Magers family is giving back to their community and to their university."

— **Chf Smart**  
President of Missouri State University



MarooNation Ball galas: Making a difference Scholarship recipient has overcome many odds

Foster care.  
Cancer.  
Loss of a parent.  
Caring for a younger sibling.  
Any one of these might prevent someone from attending college.

But Jasper Gain, the MarooNation Ball Springfield student scholarship recipient, refuses to give up.

"It doesn't seem like I've done all these things. When I say them out loud, it feels unbelievable. I'm taking everything day by day."



JASPER TELLS HER STORY IN A VIDEO CREATED FOR THE MAROONATION BALL: [alumni.missouristate.edu/jasper](http://alumni.missouristate.edu/jasper)

Magers Health and Wellness Center points of pride

Accredited by the Accreditation Association for Ambulatory Health Care

Accredited by the Commission on Office Laboratory Accreditation (awarded the commission's highest commendation)

9 board-certified primary care providers (8 physicians, 1 nurse practitioner)

10+ medical consultants (allergic matters, dermatology, endocrinology, gastroenterology, gynecology, infectious diseases, internal medicine, orthopedics, ophthalmology, otolaryngology, pediatrics, radiology, surgery, urology, and more)

"Thank you for believing in me. It feels amazing that there are people who don't even know me but want to support me and make my dreams a reality."

**"YOU CAN DO SOMETHING BIGGER"**  
Gain's journey began when she entered the foster-care system at a young age. By the time she was 12, Gain had dropped out of high school, worked the night shift at a hotel for more than a year and was living with her much older partner, whom she calls her "foster dad."

Despite her circumstances, Gain had support, resources and a strong work ethic that kept her from falling through the cracks. After dropping out, Gain took the GED test through a program called Missouri Options. Students usually stay in the program for about a year, but Gain passed in two weeks. This put her ahead of her original graduation schedule.

"I accidentally graduated high school a year early by dropping out."

After graduation, Gain was paired with a mentor through the Youth Educational Success, or YES, program. Her mentor helped her with the college search process.

Gain started at a community college in Kansas City, but her mentor thought she had greater potential.

"She saw my grades and said, 'You can do something bigger. It's possible,'" Gain said.

Gain was not sure if she believed in herself like her mentor did. She hesitantly looked for other college options.

She found Missouri State, and decided to take a chance.

She moved to Springfield in 2014 and became a Bear. She's a communication sciences and disorders major who plans to graduate in spring 2021. She studies sign language, and wants to work with those who are deaf and hard-of-hearing.

Her life changed again shortly after, when she received a call from the police telling her that her biological dad passed away. She told her younger sister, Izzy, who had lived with their dad her whole life.

"She broke down," Gain said. "Because that was all she'd ever known."

Ever since that day, Gain has been her sister's sole guardian.

**STUDIES INTERRUPTED BY CANCER**  
While at MSU, Gain has achieved great success, but has also faced obstacles. Through the YES program, she attended the Super Bowl and a foster youth conference in Washington D.C.

Gain studied abroad in Nicaragua in 2016 with the communication sciences and disorders program. When she returned, she noticed a swelling in her stomach.

"I thought I had picked up a parasite in Nicaragua. I was sure that's what it was."

A trip to the emergency room instead showed she had stage four ovarian cancer.

"But it does get better, you always come through and it doesn't stay bad forever."

The diagnosis shattered Gain's world. Five rounds of chemo and several surgeries in Kansas City halted her education for the entire 2016-17 school year.

But good news followed: Gain has been in remission since November 2016.

"I feel really grateful that there's been so many people who have supported me through all of this. It means everything to me that people believe in me and in my dreams, and help me build."



**BECOMING HER SISTER'S GUARDIAN**  
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**"IT DOESN'T STAY BAD FOREVER"**  
Gain is now back in school. She balances her course work with the responsibilities of being a single parent.

"Izzy is my biggest motivator," she said. "I want her to see become a strong woman."

"I've had a lot of ups and downs, and it seems like every time I catch my breath something else happens," she said.

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BRONZE AWARD

CATEGORY: Publications – Institutional Relations Publications: Research Publication

Mind’s Eye 2018

Teri Poindexter, designer  
Nicki Donnelson, writer/editor  
Visual Media, photography





Dr. Linda Trinh Moser studies writers who expand the concept of American identity. All photos by Jesse Schieve

**"I SEEK OUT BOOKS THAT CROSS CULTURES AND TELL STORIES ABOUT PROTAGONISTS WHO ARE TRYING TO MANEUVER DIFFERENT CULTURES."**  
— DR. LINDA TRINH MOSER

Missouri State University

SEPTEMBER 2018

**MIND'S EYE**

HIGHLIGHTING RESEARCH AND SCHOLARLY ACTIVITIES AT MISSOURI STATE UNIVERSITY



**WARRIORS: FIGHTING STEREOTYPES THROUGH LITERATURE**

**Dr. Linda Trinh Moser studies writers who expand the concept of American identity. All photos by Jesse Schieve**

**Dr. Linda Trinh Moser's research focuses on multicultural writers, including Maxine Hong Kingston and Winifred Eaton. At times, Moser says, they choose to highlight their multiculturalism. At other times, they reassert their identities to be more readily accepted.**

**"It's been called the most taught book on college campuses in the United States," said Dr. Linda Trinh Moser, professor in the department of English.**

**She was referring to Maxine Hong Kingston's 1977 book "The Woman Warrior: Memoirs of a Girlhood Among Ghosts." Moser, an expert on Kingston's work, recently edited a collection of essays commemorating the 40th anniversary of its publication.**

**Moser curated a diverse set of interpretations of this famous book with co-editor Dr. Kathryn West.**

**"The essays focus on different issues," said Moser — in part because the book is relevant to so many fields of study. "It's literary, it's memoir," she said. "Most of it resonated for me, as a scholar, and as a woman."**

**serve as a guide whose sole purpose is to provide information for her readers."**

**In some senses, then, Kingston's book asserts a deeper purpose: a commitment to understanding the complexity of identity and desire to encourage a similar process in her readers.**

**And this quality makes Kingston's narrative intensely individual.**

**"This is one person's experience," Moser said.**

**This may be the reason "The Woman Warrior" was labeled a memoir of Kingston's life growing up in California with parents who had immigrated from China, Korea, or Indochina, Moser, who has been a guide whose sole purpose is to provide information for her readers."**

**"I seek out books that cross cultures and tell stories about protagonists who are trying to maneuver different cultures," she said. "To that in my teaching, and I do that in my research as well."**

**This approach means she often exposes her students to new perspectives. By studying literature, they find new areas of understanding — and sometimes community.**

**For instance, she said "The Woman Warrior" brings up ideas that are relevant to people from a variety of cultural backgrounds. We all have to navigate the different cultures in which we live, she says.**

**We define ourselves and the ways we are defined by our communities.**

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Some critics judge Eaton's subterfuge harshly.

**RELONGING AND BETRAYAL**

In multiple publications, Moser has explored the career of Winifred Eaton, described as "the first novelist of Asian descent to be published in the United States."

Eaton's success as a bestselling novelist during the early 20th century attracted Moser's attention. As she dove into Eaton's work, she found an intriguing level of complexity.

Eaton, who most often wrote under the pen name Onoto Notwane, was biracial: her father was biracial, and she implied through her choice of pen name and other strategically placed details of her life that her mother's ancestry was Japanese. In actuality, her mother was Han Chinese.

According to Moser, Eaton's decision to engage in this ethnic masquerade was influenced by the stereotypes of her time.

"During the early part of Eaton's career, North Americans drew a sharp distinction between Chinese and Japanese immigrants," Moser wrote. "Although anti-Chinese sentiment was rampant at the turn of the century, the Japanese were admired — Eaton, aware of the difference, sought notions of class perception" by claiming Japanese, rather than Chinese, heritage.

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**TIMELESS QUESTIONS**

Writing within the popular romance genre and navigating the racial prejudices of her time, Eaton found ways to highlight strong female characters and come-of-age stories.

"[Her] characters are always capable, clever, inventive and resourceful," Moser noted.

Her stories resist "the image of Asian women as victims — relying to rely on male protection, these heroines are self-reliant," Moser wrote.

**And in this way, Eaton was wrestling with the same questions Kingston posed decades later in "The Woman Warrior": "How do I define myself? How do others perceive me? How much do these versions of me overlap? How do I fit in the world I live in?"**

In a country as multicultural and ever-changing as the United States, such questions are always fresh and relevant. Moser's research illustrates how literature — whether scholarly discourse like "The Woman Warrior" or popular novels like the ones Eaton wrote — can be a platform to explore such questions.

When students, scholars or book clubs read and discuss books, they're often confronting with race, class and gender. Such discussions help illuminate the ways these issues affect and define our own identities.

**THE "COLD CASE FILES"**

Just as Moser's research explores the richness and complexity of American literature, she applies a highly dimensional outlook toward the students she teaches and advises.

"She's always been very empathetic about the ways life can get in the way of our goals," said Moser's colleague Dr. Alan Franklin, director of assessment at Missouri State University.

In describing Moser's dedication to students, Franklin recalled a specific event.

"She had these five folders," Franklin said. "She called them her 'cold case files.' They were people who hadn't graduated. She went through and found what they still needed to turn their degrees. She contacted each of them, and many people ended up graduating because she did that."

Moser's effort was important for student success and retention, but, Franklin said, that wasn't the point.

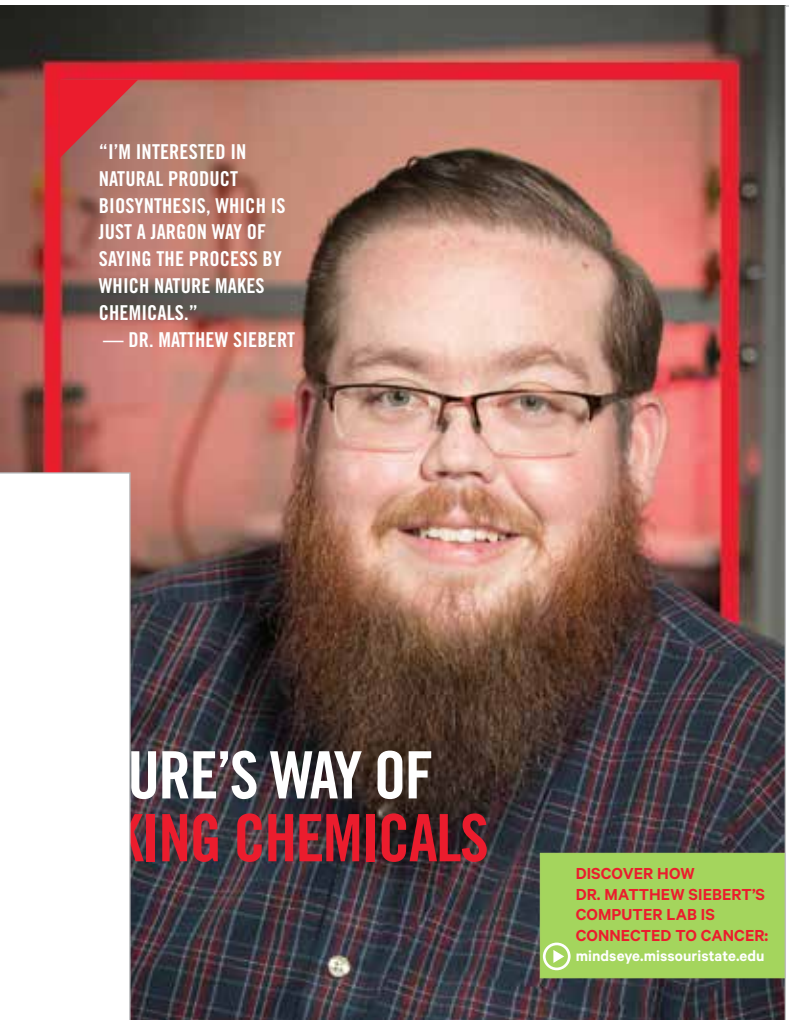
"She didn't do it for the numbers. She did it because she wanted to see people finish what they started. I really love that about her."

By Luke Ambrog

**HOW DO YOU CHANGE AND ADAPT YOUR IDENTITY? EXPLORE THE TOPIC WITH DR. LINDA TRINH MOSER:**

[mindseyemissouri.state.edu](https://mindseyemissouri.state.edu)

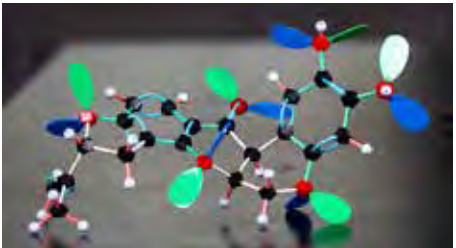
**Books, like those pictured, bring multicultural elements to the foreground and can expand global perspective, according to Dr. Linda Trinh Moser.**



**"I'M INTERESTED IN NATURAL PRODUCT BIOSYNTHESIS, WHICH IS JUST A JARGON WAY OF SAYING THE PROCESS BY WHICH NATURE MAKES CHEMICALS."**  
— DR. MATTHEW SIEBERT

**DISCOVER HOW DR. MATTHEW SIEBERT'S COMPUTER LAB IS CONNECTED TO CANCER:**

[mindseyemissouri.state.edu](https://mindseyemissouri.state.edu)



**Turning biodiesel into gas:** People go to local restaurants and pick up used fryer oil to convert to diesel. Since most passenger vehicles don't run on diesel, it has limited use. But Dr. Matthew Siebert and graduate student Zach Wilson presented research at the American Chemical Society meeting about how to get gasoline from biodiesel.

**Rotenone, the chemical compound modeled above, has been used as a fish killer, but Dr. Matthew Siebert thinks that understanding it could lead to new pharmaceuticals.**

With a mortar, pestle and a little bit of the South American native barberry root, you can make a natural pesticide, or fish killer. The active compound? Rotenone. It is an ancient yet effective method of fishing for some tribal cultures.

This root is not the only source of rotenone. It is found in plants in North and South America, southeast Asia, the southwest Pacific Islands and even southern Africa.

If humans are exposed to rotenone through injection or inhalation, research has shown that cases of tumors, similar to those experienced by Parkinson's patients, increase in the population. That's why its use as a pesticide has been banned in the United States.

So it is safe to eat fish that died of rotenone exposure?

"It has to get to your bloodstream," said Dr. Matthew Siebert, associate professor of chemistry. "If it's going through your digestive system, there's little risk."

Siebert and graduate student Adam Knapick conducted a series of experiments to identify the final few steps in the development of rotenone. During the study, which was later published in the *Journal of Physical Chemistry A*, they concluded there are two ways rotenone is created naturally.

"The way nature makes chemicals — that's organic chemistry," said Siebert.

Once you understand how the pieces of a puzzle fit together, it is easier to solve. Similarly, noted Siebert, when scientists make a discovery about how a process like this works, they are able to use that knowledge to develop antidotes for combating harmful chemicals.

His study, he noted, has the potential to assist in developing new pharmaceuticals to fight Parkinson's and other disorders.

These studies, he said, were trying to reveal the "molecularly favorable thing to do," or the most likely way a reaction occurs.

**FIGHTING CANCER**

Bio-remediation, one of the compounds in the same class as rotenone, has been a focus for Siebert in research experiments. These projects, which he conducted alongside Knapick and undergraduate student Collin Weber, have great potential to help cancer patients who have built resistance to treatment.

"These compounds inhibit that resistance. They knock out that cancer's defense, which makes treatments that had become unhelpful an option again," said Siebert.

Since this compound has such profound possibilities, Siebert's team examined the processes by which bio-remediation was created, and the viability of one path over another.

They discovered the most likely path for bio-remediation creation was through the use of free radicals. This was a surprising finding since free radicals are considered harmful in the body. They form due to environmental factors as well as stress, poor diet or smoking.

"As humans, we try to ingest antioxidant-rich foods to get rid of free radicals," said Siebert. "But there are plenty of human processes that use free radicals. It was interesting to see that reversed in this plant."

By Nicki Donnelson



## Missouri State Magazine Feature Stories

A circular seal with a gold, sunburst-like border. The outer ring is black with white text: "CASE DISTRICT VI" at the top and "AWARDS PROGRAM" at the bottom. The center features a gold globe with latitude and longitude lines. Overlaid on the globe is the text "BRONZE" in large, bold, black letters, and "WINNER" in smaller, bold, black letters below it.

**elactory**

WELCOME ALL MOVERS, SHAKERS,  
DREAMERS AND DOERS:

# THE EFACTORY EMPOWERS ENTREPRENEURS

*The efactory, a Missouri State program, is a unique resource. The mission: Help people establish and grow a business, from startup to stability.*

WRITTEN BY MICHELLE S. ROSE

**IF YOU HAD A BUSINESS IDEA, WOULD YOU KNOW HOW TO GO FROM CONCEPT TO REALITY?**

Would you have all the resources you need in office, conference rooms, fast internet and a network of people who know how to get things done?

Would you have never-ending coffee (the good stuff, from a local roaster) to fuel your hustle?

Would you be at the efactory, a one-stop shop for entrepreneurs, startups and corporate leaders.

"I like to tell people: If you can get here, we can introduce you to the right people to get you started in your business," said Rachel Anderson, director of the efactory.

This Missouri State resource doesn't only benefit the university. The programs and people here spur economic development throughout southwest Missouri.

The efactory has won awards in its industry. It's also attracting startups from around the country.

Since fall 2015, the building's office spaces have been at full occupancy.

The place is booming, and ready for its next evolution.

**SO MUCH MORE THAN A BUSINESS INCUBATOR**

The efactory is in downtown Springfield. It's in a building known as the Missouri State University Robert W. Foster Free Enterprise Center.

Missouri State took over the building, a former poultry processing plant, in 2009. The efactory opened in 2013.

"A lot of people thought of us mostly as an incubator at that time,"



Season 50.  
March Madness.  
**SWEET 16.**

*The Lady Bears had an amazing season. They earned a spot as one of the final 16 teams in the NCAA Tournament for the fourth time in Missouri State University history.*

WRITTEN BY MICHELLE S. ROSE

10 | MISSOURI STATE UNIVERSITY JOURNAL