

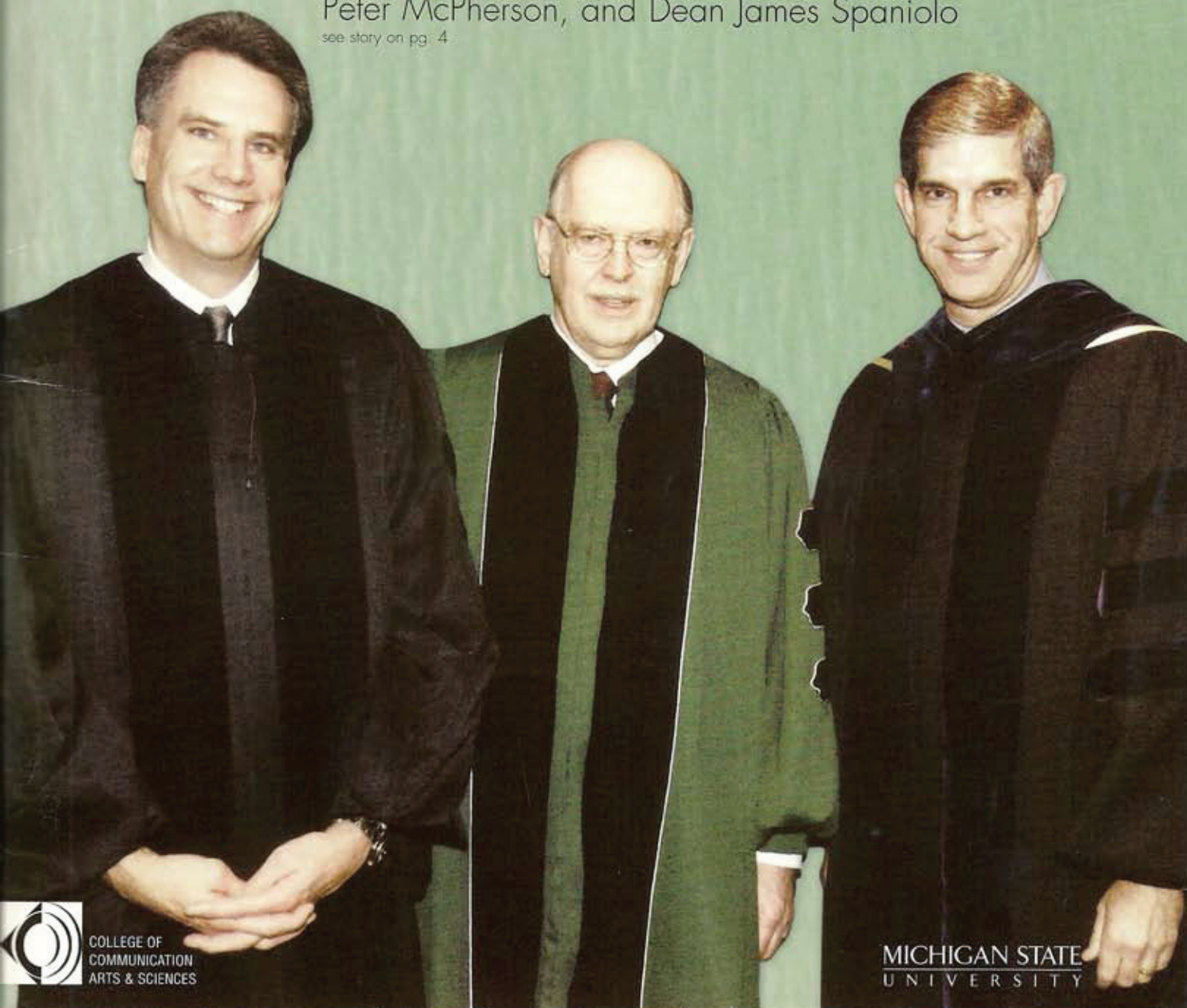
The
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CAS Alumnus and Fall Commencement
Speaker Clark Bunting, MSU President
Peter McPherson, and Dean James Spaniolo
see story on pg. 4



2001 Outstanding Alumni Honored

Each year the College of Communication Arts and Sciences alumni board selects individuals to receive the College's Outstanding Alumni Award. This award recognizes individuals with outstanding achievement in the field of communication and who demonstrate the highest levels of integrity and service. The five outstanding alumni for 2001 are:

- ❖ Wanda J. Herndon, B.A. and M.A. in Journalism, 1974 and 1979 respectively
- ❖ Byron B. Reeves, M.A. and Ph.D. in Communication, 1974 and 1976 respectively
- ❖ Michael J. Vogel, B.A. in Advertising, 1968
- ❖ W. Scott Westerman III, B.A. in Telecommunication, 1978
- ❖ Margaret Lorraine Wynn-Dancy, M.A. in Speech-Hearing, 1964

Outstanding alumni winners were honored at a special dinner on May 3 and presented with their awards at the CAS commencement ceremony on May 4.

CAS Outstanding Alumni Award Nominations

The College of Communication Arts and Sciences Outstanding Alumni Awards are presented annually by the CAS alumni board in recognition of outstanding achievement in the field of communication. If you know of an outstanding graduate of the College, please consider nominating him or her for this prestigious award. Selection criteria include evidence of:

- ❖ Professional and/or academic achievement
- ❖ Community service
- ❖ Service to CAS since graduation

Nomination forms may be found on-line at <http://www.cas.msu.edu/alumni/awards.html> or requested from the CAS alumni office (call 517-432-4770 or email colec@msu.edu). Nominations are due March 1, 2002.

Wanda Herndon: "One of the Best"

"The School of Journalism has had many highly successful graduates, and Wanda stands among the best," says Steve Lacy, director of MSU's School of Journalism, of Wanda Herndon. A two-time J-School alum, Herndon earned her B.A. in 1974 and a master's degree in 1979.

A highly accomplished and successful public relations professional, Herndon is senior vice president, worldwide public affairs, for Starbucks Coffee. Since joining the company in 1995, she has been responsible for the development and execution of global communications strategies, including corporate image; media relations and issues management; customer relations; and executive, employee, financial, and crisis communications. She oversees a staff of 15 and manages a multimillion-dollar budget.

Herndon began her career in 1978 with Dow Chemical, where she edited the company's bimonthly employee publication and anchored the in-house corporate video news program. During her 12 years at Dow, she rose to corporate communications manager for DowBrands, the company's consumer division, and served as counsel to the president on communication and change strategies.

From Dow, Herndon moved to DuPont, where she held a number of senior communications management positions. As communications group manager, she provided counsel to senior management on communications and change strategies, produced company publications, and led the team responsible for in-house communication before joining Starbucks.

In addition to her professional responsibilities, Herndon serves on the executive boards of Zion Preparatory Academy and the YWCA of King County, Washington. She also is active in Alpha Kappa Alpha Sorority and the Seattle chapter of The Links, Inc.

Herndon also is highly supportive of her alma mater, having returned several times as a guest speaker.

"When she visits our classrooms as a guest lecturer, you can count on a number of students switching from a career in news media to a career in public relations," said Lacy. "She is infectious with her stories and urging of students to 'step out of their comfort zone' and try new things."

Herndon is a member of the School of Journalism Professional Advisory Council, which advises the director about curriculum needs in order to properly prepare students for current job markets, and also serves on the Journalism Minority Affairs Committee. Several years ago, when the interdepartmental public relations program was created, she served on the advisory committee for the new sequence.

Herndon will return to MSU on April 4 to present the Edward Zabrasky Public Relations Lecture.

"Wanda is many things, but most of all she is a warm, intelligent, caring human being who gives herself to others," Lacy said. "We in the J-School are proud of her accomplishments and are appreciative that she has given so much to us." ◀

