

Lawrence Tech
has advanced
business course

BY IAN C. STOREY
Record-Eagle staff writer

TRAVERSE CITY —
The first doctorate pro-
gram in northern
Michigan could strength-
en what officials call an
already strong business
community.

Lawrence Technological
University's northern
campus, located at
Northwestern Michigan
College's Cass Road
University Center, will
welcome the first class of
students for a doctorate
of business administra-
tion in the next few
months.

Lawrence Tech, found-
ed in 1932, has launched
the only such program in
the state and just one of
about six nationwide.

Patti Castelli, director
of the D.B.A. program at
Lawrence Tech's main
campus in Southfield,
said the degree's value
would be reflected in
graduates' abilities to
take key positions in their
businesses.

"It would make them
experts in business
administration and man-
agement," said Castelli.

"More importantly, the
majority are already man-
agers. This would allow
them to climb the ladder
much more quickly."

Gerald Morris, recruit-
ing coordinator at
Lawrence Tech's north-
ern campus, said he has
had several inquiries
about the program, which
Lawrence Tech officials
say could be launched
sometime in late fall or
early next year.

Students will be
required to complete 60
hours of total work,
including 36 hours in the
classroom and 24 hours of
research work on their
dissertations.

The course work will
include advanced leader-
ship theory and practice,
global economic theories,
global marketing strategi-
es and other advanced
business studies.

"It can be up to three to
four years to complete
the program, depending
on the research time a
student takes," said
Morris, who estimated a
degree would cost rough-
ly \$30,000. "This is a more
intense and focused
approach to business
studies."

Castelli said the pro-
gram, which will mirror
one that started at
Lawrence's Southfield
campus in January, is
highly competitive and
seating is limited.

Candidates must have a
master's degree, take the
GMAT, have five years of
experience in business,
provide letters of recom-
mendation, a professional
resume and complete an
interview with the D.B.A.
program committee.

Morris, also the presi-
dent of the Traverse City
Area Board of Education,
said he has been in dis-
cussions with school offi-
cials — including build-
ing principals — about
enrolling in the program.

"What kind of secondary
or elementary education
facility would you have if
it was being managed by
a person with a doctorate
of business administra-
tion?" he said. "How
could you top that?"

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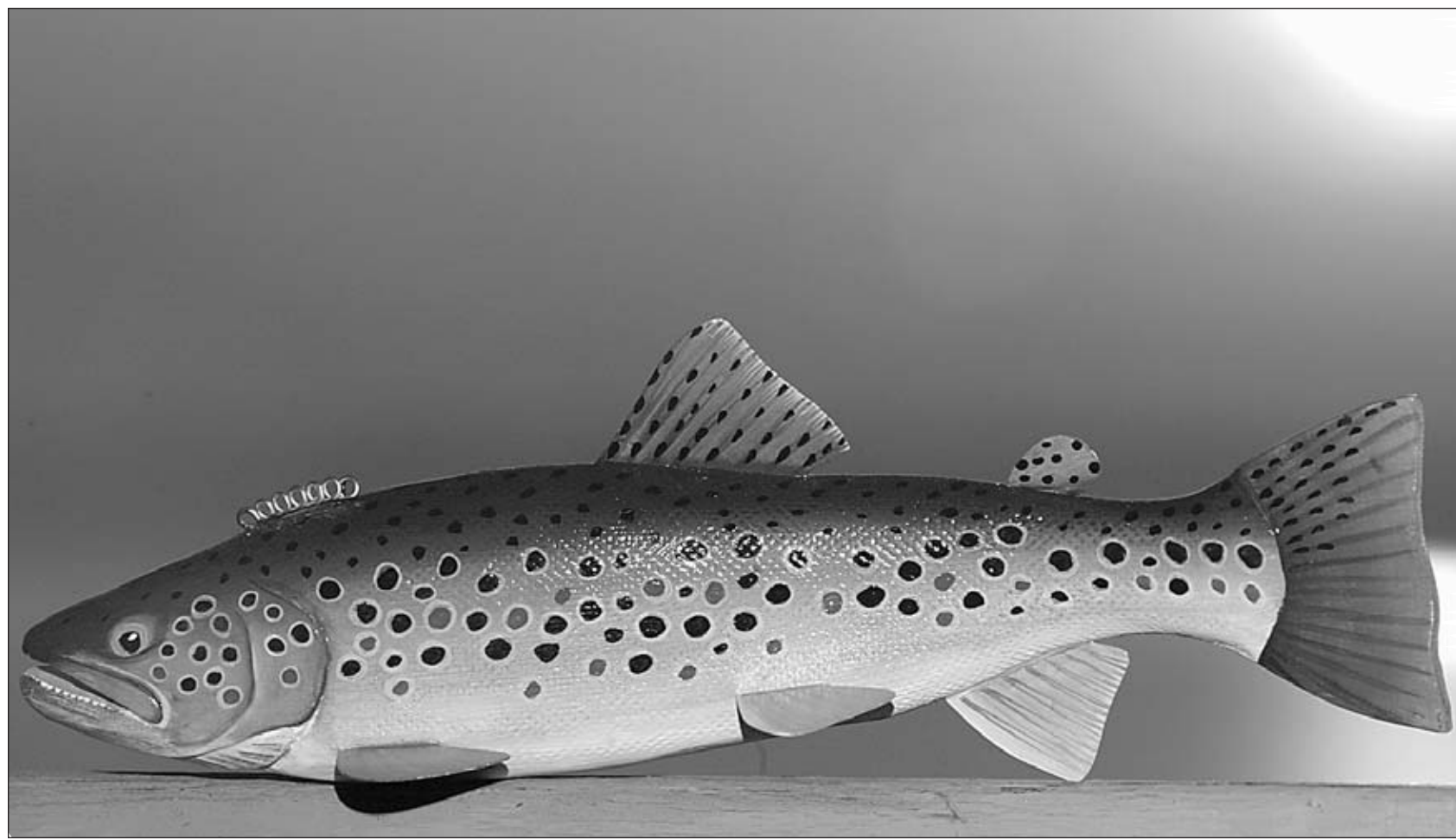
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NEWS TIP LINE (231) 933-1472

Diving in to decoys



Left, a well-stocked collection of fish decoys lines a shelf in Fred Campbell's display room.



Above, BenzieJo's Fish Decoys are considered works of art but are also working decoys that people can use while spearing fish. Right, unique tools are part of the trade of making fish decoys. Fred Campbell uses a ratchet handle to put scale markings on a trout he is making.

BENZONIA — Tucked behind a "Bears for Sale" sign off U.S. 31 is the rustic home, workshop and display building of Fred and Jo Anne Campbell of BenzieJo Decoys.

But more than bears grace their display area. Fred and Jo Anne produce intricate award-winning ice-fishing decoys, as well as the bears and totems that Fred carves with a chainsaw.

Fred, who graduated from Central Michigan University with a degree in industrial physiology, spent 22 years in the plastics industry before giving up the 9-5 life and focusing all of his time on his artistic endeavors.

Photos and story by Doug Tesner

He enjoys the carving — but not the painting — of the decoys. So Jo Anne also ended up with a new career, taking over that part of the production.

The Campbells have won many awards and recently crowned their achievements with a "Best

of Show" at 2003 World Championship Great Lakes Fish Decoy Contest held in Monroe.

Fish decoys have been in use for more than a thousand years. Each fish must be perfectly balanced and proportioned so that it will sit level in the water and swim in a circle.

The couple produces about 300 fish a year, which are collected as display pieces and also used in the ancient sport. The decoys range from \$85 to about \$195, depending on size. The decoys generally are 8 or 10 inches long.



Above, fish decoys in two stages. One is painted and weighted, while the other is raw basswood. Far left, Jo Anne paints a northern pike decoy. She works from six to eight hours painting each fish with up to 15 colors. Left, Fred examines one of his decoys. The pair makes up to 300 decoys a year. Fred does the carving while Jo Ann does the painting.