The College of Social Science Homecoming Tailgate will take place on Saturday, October 16!  

Social Science Homecoming Tailgate  
• Finger appetizers have been picked-off  
• Tailgate tent across from Moss Lion  
• Join alumni, faculty and students to cheer on the Spartans!  

For additional information, please contact Vicki Eppleman at vikki@msu.edu or 1-866-496-6656.

Social Science Alumna a New York Times Bestselling Author  

New York Times best-selling children’s author, mother, and MSU alumna, Deborah Diesen (Social Science ’89) sure knows how to make a splash.  

Her best-selling book, The Posit Posit Fish, was named one of Time Magazine’s Top Ten Children’s Books of 2009 and was selected as the 2009 Michigan Read! title. With her success, Deborah continues to hold doors open for her. A resident of Grand Ledge, Michigan, Deborah is the mother of two sons who have provided her with endless inspiration to craft her clever tales.  

Deborah also believes it is important to promote fellow Michigan artists. On her blog, Deborah profiles a Michigan children’s book author or illustrator, believing that Michigan’s writers and illustrators constitute one of the state’s greatest natural resources. She has also compiled a list of water related books written by Michigan artists to be used as part of Mile A (quick) the summer’s national reading program. Deborah says making the connection between the story and the state in which they live is valuable for children of all ages.

With a best-selling book completed, a brand new book recently hitting the shelves, and The Posit Posit Fish in the Big Apple due out the fall, Deborah had a few pieces of advice for aspiring writers. The biggest? Be realistic, yet persistent. Rejected easily 100 times before The Posit Posit Fish was chosen for publication, Deborah said that understanding her chances and being realistic about the market is something she’s glad she knew when she began.  

Deborah’s newest book, The Unfound, A Visit From Holly, is a delightful read for both children and parents and can be found in bookstores. Check out her website, www.deborahdiesen.com for more information on the Make A Splash! summer reading program and to find out where Deborah will be next for book signings and readings.

75 Years of Criminal Justice at MSU  

The 2010-2011 academic year will mark the 75th Anniversary of the School of Criminal Justice at MSU, celebrating the nation’s oldest continuous degree-granting program in criminal justice. Since 1935, the School has been a leader in criminal justice—with its pioneering research, undergraduate and graduate education, and collaboration with criminal justice agencies, private firms, and communities.  

The yearlong celebration will be set in motion this fall with the School’s first all-campus symposium and will conclude with a celebratory gala. The School is proud to celebrate 75 years of the triennial Criminal Justice Research Conference, featuring top domestic and international authors. The Criminal Justice Conference (April 15, 2011) is a premier venue for cutting-edge research and scholarship, attracting leading scholars from around the world.  

Criminal Justice Justice Launches First Anti-Counterfeiting Research Program  

The MSU College of Social Science has launched the nation’s first comprehensive research and training program designed to address product counterfeiting—which the FBI has called “the crime of the 21st century.”  

The counterfeiting of products—from pharmaceuticals to food add-ons—accounts for hundreds of billions of dollars in global trade and has a major impact on health and safety, the economy, the environment, and national security.  

Territorial and other organized crime groups use proceeds from counterfeit goods to support their operations.  

But there remains a lack of independent research on counterfeiting activities around the world, as well as evidence-based strategies to combat the crime. That’s where MSU’s Anti-Counterfeiting and Protection Program (A-CAPP) will come in, says Jeremy Wilson, program director and associate professor of criminal justice.  

“We’re blending the different sciences and bringing something unique to the table,” Wilson says. “The focus is to provide a broader perspective and a more systematic way of helping government, business and law enforcement to help reduce counterfeiting and the negative impacts of counterfeiting.”  

The goal is to serve as an international hub for anti-counterfeiting industry leaders tied to MSU for independent research, intellectual leadership and solutions to counterfeiting. The College of Social Science responded by initiating and supporting the interdisciplinary program that relies on researchers from a host of areas including criminal justice, food safety, international business, engineering, public health, and communications.  

MSU already is conducting a wealth of activities that relate directly or indirectly to counterfeiting, working with such federal agencies as the Department of Homeland Security, Federal Bureau of Investigation, Department of Agriculture, Food and Drug Administration, and Customs and Border Protection.  

One of these major projects involves creating a database of product counterfeiting incidents in the United States dating back to 2000. This information could be used to help develop anti-counterfeiting strategies and train corporate and government officials to fight the crime.  

A CAPP will target counterfeiting and product protection in all industries around the globe. Specifically, this research and technology focus includes counterfeit food addends in China, and the protection of food, health, and consumer goods through the use of biosensors.  

Another area of research being conducted by Wilson and Ben Goffman at MSU’s School of Criminal Justice is counterfeit pharmaceuticals in Africa. According to estimates, nearly one-third of all medicines for sale in Africa are fake. Further, counterfeit drugs are attributed to nearly 80% of all childhood malaria related deaths.  

John Spink, associate director of A-CAPP and assistant professor of criminal justice, says the global market for counterfeiting is surprisingly large—at an estimated $1.2 trillion, it’s equivalent to the market for illegal drugs. Counterfeiting is not necessarily all luxury goods, high-end watches, and software. Corporate/Bottom lines are not the only thing damaged by the crime. Just about any product can be counterfeited—including baseball-dealer tickets and golf products are often manufactured.  

“Product counterfeiting is a risk to those exploited workers and it’s a risk to the consumer,” Spink says. “The Western view is that if a product is good in general, but all of a sudden you get melanoma in pet food, Christmas tree lights that catch fire, fake paint or toys. It is clearly not a victimless crime.”  

For more information, visit http://www.a-capp.msu.edu.
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Message from the Dean

I would like to welcome our 2010 graduates as they begin their new careers, and our current students as they continue their studies at Michigan State University and welcome them to the family of more than 150,000 alumni, the social, behavioral, and economic sciences at MSU.

When complete, the annual report in the spring will feature the results of the 2009 National Science Foundation (NSF)而导致的国家科学奖研究和联邦调查。该研究将资助来自美国科学基金会的1000万美元，研究结果将于2010年秋季公布。

I would like to wish our 2010 graduates the best as they join our community of alumni in May. We congratulate them on their achievement and look forward to seeing them in the future.

Thanks and Go Green!

Marietta L. Baba
Dean and Professor

Social Science Alumni Association (CSSAA) Update

Please join me in congratulating our 2010 graduates. In addition to celebrating our newest alumni at the college’s commencement on May 8, the CSSAA will also present two awards. Brigadier General James Anderson ’69 Family in Child Ecology ’80 will receive the Social Science Outstanding Alumnus Award for his work with Michigan State University faculty members and their families. John Mooradian (Assistant Professor, Social Work) will receive the Social Science Outstanding Teaching Award for his commitment to quality teaching.

At our March meeting, the CSSAA Board approved new election procedures. Beginning in June, board members will be limited to two consecutive four-year terms, allowing more alumni the chance to serve. Interested alumni are encouraged to serve on the Board, finding out more about the CSSAA, and the College of Social Science at Annual Meeting on May 22. 2010 from 9:00 a.m. to 1:30 p.m. at the Altus Center (NSPP to Vio Eidermann at nsppp@msu.edu). More information can be found on the CSSAA website, www.cssaa.org.

Another way to help students at the same affordable price is to consider an Annual Gift. Two examples are the State Employees Credit Union (SECU) scholarship, and a first-time gift. To make these efforts effective, MSU has a new Mission Facebook page for our alumni, students, and friends! Click on www.facebook.com/ missionmsu and become a fan to get updates and updates about the college, hear about upcoming events, and communicate with fellow alumni and students.

Christine Mason-General

Christine Mason-General
President, College of Social Science Alumni Association
(Michigan Political Studies '79)

I would like to welcome our 2010 graduates with opening remarks of the Social Science Alumni Association (CSSAA) at their college’s commencement on May 8, 2010. The CSSAA will present two awards. Brigadier General James Anderson ’69 Family in Child Ecology ’80 will receive the Social Science Outstanding Alumnus Award for his work with Michigan State University faculty members and their families. John Mooradian (Assistant Professor, Social Work) will receive the Social Science Outstanding Teaching Award for his commitment to quality teaching.

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Christine Mason-General

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President, College of Social Science Alumni Association
(Michigan Political Studies ’79)

Social Science Scholarship Challenge

When it comes to financing a college education, many students and their families are facing very tough decisions in this economy. At the same time, the importance of a college education has never been greater.

Leveraging $7 million of the recent $10 million anonymous gift that made national news, MSU President Lou Anna S. Simon announced a limited time opportunity for donors to maximize their gifts through a unique matching program designed to help students afford college.

Of these many 2010 dollars for a Spartan Scholarship Challenge fund and short will be designated from the anonymous gift. The challenge will dramatically increase the amount of scholarship dollars available for Michigan State University undergraduate students who need financial assistance.

College of Social Science Alumni Association Board President Mike Morrow (Social Science ’72) and Midge Morrow (Economics) have used this opportunity to create a scholarship challenge within the College of Social Science with the community’s support in helping students afford college.

Social Science Outstanding Alumnus Award

Recently, the MSU Alumni Association recognized two Social Science alumni for their extraordinary achievements. We are proud of these two individuals and their accomplishments, and we appreciate their ongoing relationship with MSU.


William Fitzpatrick (Liber & Industrial Relations ’75) received an MSU Alumni Service Award at an awards ceremony on campus last October. Bill currently serves as Vice President of Organizational Change, Human Resources, and Employee Engagement for Shell Oil. Whether in his starring fundraising for Labor and Industrial Relations students or for an engineering program that recently graduated 12 students, MSU credited to moving MSU forward.

Bill has been a strong force in the School of Labor and Industrial Relations, serving on the Advisory Board providing guidance to ensure that our graduates are competitive. Ms. Fitzpatrick has been a passionate advocate of her area of expertise over the years, delivering a strong message about the success of what we can have on the College of Social Science.

To read more about the MSU Alumni Association Awards, visit http://www.msualumni.com/awardwa.

Maximize your philanthropic dollars by giving to the Social Science Spartan Scholarship Challenge!

Orders receive 10% off their gift. MSUAA will match any other matching gift to the Social Science Spartan Scholarship Challenge.

For more information, contact Cheryl Bloom or bloom@msu.edu at 1-866-678-2005.

Shaw, Neel, James Psychology Michigan

Social Science Alumni Honored by the MSUAA

Social Science Scholarship Challenge Fund

The Social Science Spartan Scholarship Challenge

The Social Science Spartan Scholarship Challenge

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Thanks to one very generous anonymous donor, MSU will match $1 for every $2 donated to create new scholarships! Interested in increasing your gift to MSU by 100% while providing critical financial aid, MSUAA will match your gift to the Social Science Spartan Scholarship Challenge (SPSC) between now and December 31, 2010. Donations are tax deductible! Contact Cheryl Bloom or bloom@msu.edu at 1-866-678-2005.

To contribute to the College of Social Science Spartan Scholarship Challenge (SPSC) and increase the impact of your gift by 150% so that we can support and help college students as they prepare for the future, contact Vicki Essenmacher, Director of Development and Alumni Relations at bloon@msu.edu or toll free at 1-866-678-2005.

To read more about the MSUAA Awards, visit http://www.msualumni.com/awards.

I've also had plenty of success!"
Social Science Alumni Association (CSSA) Update

Please join me in congratulating our 2010 graduates in addition to celebrating our newest alumni at the college’s commencement on May 8. CSSA will also present two awards. Brigadier General James Anderson ‘74 Family Endowed Scholarship will be awarded to the Social Science Outstanding Alumnus Award for his work with Michigan State University students and their families. John Meelker (Assistant Professor, Social Work) will receive the Social Science Statistical Teaching Award for his commitment to quality teaching.

At our May meeting, the CSSA Board approved new election procedures. Beginning in June 2010, board members will be limited to two consecutive five-year terms. Allowing more alumni the chance to serve. Interested in serving on the Board? Contact us for more information.

Another way to help students at your alma mater is by mentoring current students. Ask your alumni network for an interested student in your field of interest.

Marietta L. Baba
Dean and Professor

The Social Science Spartan Scholarship Challenge

When it comes to financing a college education, many students and their families are facing very tough decisions in this economy. At the same time, the importance of a college education has never been greater.

Leveraging $7 million of the recent $19 million anonymous gift made to national universities, MSU President Lou Anna S. K. Simon announced a limited-time opportunity for donors to maximize their gifts through a unique matching program designed to help students from in need. From now until December 31, 2010, for every $25000 dollar given to a Spartan Scholarship Challenge fund, the donor will be designated from the anonymous gift. The challenge will dramatically increase the amount of scholarships available for Michigan State University undergraduates who need financial assistance.

College of Social Science Alumni Association Board Member Mike Morrow (Social Science ‘72) with Michele Morrow (Social Science ‘72) have used this opportunity to create a scholarship challenge within the College of Social Science, with the opportunity to support students studying in the social sciences, says Mike, “while also maximizing the impact of their gift.”

The Social Science Spartan Scholarship Challenge provides scholarship dollars to undergraduate students studying the social, behavioral, and economic sciences.

Scholarships ease the financial burden for students who otherwise might not have been able to afford the opportunity. Jeremy Wilson (Smenner, International Relations) came to MSU after four years in military service and noted that he was hesitant to be a student again. A gift at alumni match transformed, he said, “A Spartan can really change another Spartan’s life, who in turn could change another Spartan’s life, making it possible for one Spartan to really change the world.”

Watch a video about Jeremy here: www.givesmsu.msu.edu/successful/stories.

Unlike funds that are expendable, endowed funds have a lasting effect because the total amount of the gift is invested. Only a portion of the invested income earned is spent each year, preserving the principal.

“We’re excited about the opportunity provided by the anonymous gift,” said MSU Provost Kim Wilcox. “The donor’s generosity is inspiring. We hope in turn, inspires others to help the university expand support to deserving undergraduate students as they prepare for the future.”

To contribute to the College of Social Science Spartan Scholarship Challenge (APR04) and increase the impact of your gift by 50% or to learn about creating your own endowed scholarship, contact Sarah Blom, Senior Director of Development and Alumni Relations at blom@msu.edu or toll-free at 888-676-3085.

Christine Mason-S concealed
President, College of Social Science Alumni Association
(M Political Science ‘70)

Social Science Alumni Honored by the MSUAA

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Social Science Alumna a New York Times Bestselling Author

New York Times best-selling children’s author, mother, and MSU alumna, Deborah Diesen (Social Science ’89) never knew how to make a splash.

Her best-selling book, The Pout-Pout Fish, was named one of Time Magazine’s Top Ten Children’s Books of 2008 and was selected as the 2009 Michigan Read. With even success, Deborah continues to hold home door to heart. A resident of Grand Ledge, Michigan, Deborah is the mother of two sons who have provided her with endless inspiration to craft her clever tales.

Deborah also believes it is important to promote fellow Michigan artists. On her blog, Jumping the Candlestick, Deborah profiles a Michigan children’s book author or illustrator, believing that Michigan’s writers and illustrators constitute one of the state’s greatest natural resources. She has also compiled a list of water related books penned by Michigan artists to be used as part of MaT A (Speaking) this summer’s national reading program. Deborah says making the connection between the story and the state in which they live is valuable for children of all ages.

With a best-selling book completed, a brand new book recently hitting the shelves, and The Pout-Pout Fish in the Big Apple due out the fall, Deborah had a few pieces of advice for aspiring writers. The biggest? Be realistic, yet persistent. Rejected easily 180 times before The Pout-Pout Fish was chosen for publication, Deborah said that understanding her chances and being realistic about the market is something she’s glad to know when she began.

Deborah’s newest book, The Unbeatable, The Unsmirked, Billy Bragman is a delightful read for both children and parents and can be found in bookstores. Check out her website, www.deborahdiesen.com for more information on the Make a Splash! summer reading program and to find out where Deborah will be next for book signings and reading times.

75 Years of Criminal Justice at MSU

The 2010-2011 academic year will mark the 75th Anniversary of the School of Criminal Justice at MSU, celebrating the nation’s oldest continuous degree-granting program in criminal justice. Since 1935, the School has been a leader in criminal justice—with its pioneering research, undergraduate and graduate education, and collaboration with criminal justice agencies, private firms, and communities.

The yearly celebration will be set in motion this fall with the School’s fall Ball of Fame induction ceremony and will continue with local celebrations throughout the country. A 75th Anniversary symposium will be held at the MSU Henry Center on Friday, April 15, 2011, along with a celebration dinner. For more information, please contact Andy Curtis at arcelts@msu.edu or visit www.cj.msu.edu/anniversary/schedule.html.

Criminal Justice Launches First Anti-Counterfeiting Research Program

Michigan State University’s College of Social Science (CSS) has launched a comprehensive research and training program designed to address product counterfeiting— which the FBI has called the crime of the 21st century.

The counterfeiting of products—from pharmaceuticals to food add-ons to auto parts—accounts for hundreds of billions of dollars in global trade and has a major impact on health and safety, the economy, the environment, and national security.

Terrorist and other organized crime groups use proceeds from counterfeit goods to support their operations.

But there remains a lack of independent research on counterfeiting activities around the world, as well as evidence-based strategies to combat the crime.

That’s where MSU’s Anti-Counterfeiting and Product Protection Program (A-CAPPP) will come in, says Jeremy Wilson, program director and associate professor of criminal justice.

“By blending the different sciences and bringing something unique to the table, we’ve found a way to provide industry and government to help reduce counterfeiting and the negative impacts of counterfeiting. Our goal is to serve as an international hub for anti-counterfeiting,” said Wilson. The College of Social Science responded by initiating and supporting the interdisciplinary program that relies on researchers from a host of areas including criminal justice, food safety, international business, engineering, public health, and communications.

MSU already is conducting a wealth of activities that relate directly or indirectly to counterfeiting, working with such federal agencies as the Department of Homeland Security, Federal Bureau of Investigation, Department of Agriculture, Food and Drug Administration, and Customs and Border Protection.

One of the first major projects involves creating a database of product counterfeiting incidents in the United States dating back to 2008. This information could be used to help develop anti-counterfeiting strategies and train corporate and government officials to fight the crime.

A-CAPPP will target counterfeiting and product protection of all products in all regions around the globe. Specifically, the research and technology focus includes counterfeit food addins in China, and the protection of food, health, and consumer goods through the use of biosensors.

Another area of research being conducted by Wilson and John Benefield of MSU’s School of Criminal Justice is counterfeit pharmaceuticals in Africa. According to estimates, nearly one-third of all medicines sold in Africa are fake. Further, counterfeit drugs are attributed to nearly one-in eight of all childhood malaria related deaths.

Spick, associate director of A-CAPPP and assistant professor of criminal justice, says the global market for counterfeiting is surprisingly large—at an estimated $600 billion, it’s equivalent to the market for illegal drugs. Counterfeiting is not necessarily all luxury goods, high-end women’s clothing and accessories, and software. Corporate’ bottom lines are not the only thing damaged by the crime. Just about any product can be counterfeited—including dollar-store toothpaste and the logo products are often manufactured.

“Product counterfeiting is a risk to these exploited workers and a risk to the consumer,” Spick says. “The Western view is that our products are safe in general, but all of a sudden you’ve got melamine in pet food, Christmas tree lights that catch fire, lead paint on toys. This is clearly not a victimless crime.”

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Spring 2010  Page 3

Message from the Dean

I would like to wish our 2010 graduates the best as they join our community of alumni in May. We congratulate them on their success at Michigan State University and welcome them to the family of more than 150,000 alumni of the social, behavioral, and economic sciences at MSU.

While students completed papers, applied for jobs or graduate school, and prepared for graduation or summer projects, faculty in the College continued their work in the classroom. Our scholars received prestigious national fellowships and grant awards, published outstanding work, and remained engaged in contributing solutions to the world’s most challenging problems. Although each scholar noted below deserves a full story, space restricts us from giving each a full story. Each one deserves a full story.

The National Science Foundation (NSF) awarded $1.5 million to a team of international researchers led by Julie Winder (Geography), in recognition of the National Science Foundation's (NSF) commitment to global climate change. The $1.5 million provides Ph.D. students with the opportunity to gain first-hand experience working on global environmental projects. Maria V. Baka (Geography), along with Carlos Figueroa and Mark Robinson (both from Education), recently were awarded $2.5 million from the U.S. Department of Education for support of educational programs in/chart). At our March meeting, the CSSAA Board approved new election procedures. Beginning in June, 2010, board members will be limited to two consecutive five-year terms, allowing more alumni the chance to serve. Interested in serving on the Board, find out more about the CSSAA, and the College of Social Science at the Annual Meeting on May 22, 2010 from 9:00 a.m. to 3:30 p.m. at the Wharton Center (RSP to Visit Ecosystems at nikkiemms.com). Another way to help students at your alma mater is by mentoring current students online. Join Spartan LINKS, the LinkedIn group provides an informal venue for students to get career advice from alumni in their desired fields. We have now an MSU Social Science Facebook page for our alumni, students, and friends! Click on www.facebook.com/ resourcesandbecome a fan to get updates and information about the College, hear about upcoming events, and communicate with fellow alumni and students.

Christian Mason-Monroe

President, College of Social Science Alumni Association

Cherie Robinson (Assistant Professor, Political Science) was recognized at the West African Studies Association (WASA) meeting for her paper, “Female Suicide in Senegal: A Political Science Approach.” At the 2010 Social Science Alumni Awards Convocation, Jane L. Waller (Economics), along with Deborah Taylor (Education), received the John Moore Social Sciences Award. This LinkedIn group provides an informal venue for students and alumni to get career advice from alumni in their desired fields.

Social Science Alumni Association (CSSAA) Update

Please join me in congratulating our 2010 graduates in addition to celebrating our newest alumni at the college’s commencement on May 8, 2010. We also will present two awards: Brigadier General James Anderson, Ph.D., Family and Child Ecology ‘92, will receive the Social Science Outstanding Alumnus Award for his work with Michigan State University alumni and their families. John Meerroman (Assistant Professor, Social Work) will receive the Social Science Outstanding Teaching Award for his commitment to quality teaching. At our March meeting, the CSSAA Board approved new election procedures. Beginning in June, 2010, board members will be limited to two consecutive five-year terms, allowing more alumni the chance to serve. Interested in serving on the Board, find out more about the CSSAA, and the College of Social Science at the Annual Meeting on May 22, 2010 from 9:00 a.m. to 3:30 p.m. at the Wharton Center (RSP to Visit Ecosystems at nikkiemms.com). Another way to help students at your alma mater is by mentoring current students online. Join Spartan LINKS, the LinkedIn group provides an informal venue for students to get career advice from alumni in their desired fields. We have now an MSU Social Science Facebook page for our alumni, students, and friends! Click on www.facebook.com/resources and become a fan to get updates and information about the College, hear about upcoming events, and communicate with fellow alumni and students.

We’re excited about the opportunity provided by this anonymous gift,” said MSU Provost Kim Wilcox. “The donor’s generosity is inspiring. We hope to begin, in time, to inspire others to help the university required support to deserving undergraduate students as they prepare for the future.”

To contribute to the College of Social Science’s Social Science Scholarship Challenge (AID0001) and increase the impact of scholarships ease the financial burden for students who otherwise might not have been able to afford the opportunity. William Fitzpatrick (Senior, International Relations) came to MSU after four years in military service and noted that he would have been unable to continue his education without the scholarship. “I feel very fortunate to be a student at MSU because of all the opportunities that have been available to me. I’ve been afforded the opportunity to work hard, to learn, to conduct research and present it at conferences, to travel, to meet interesting people, and even to run in the process of applying to graduate school!”

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