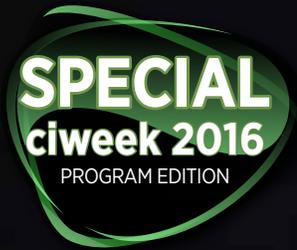




SPRING 2016

celebrate! innovation
magazin



FREE To Dream

THE POWER
of Dreaming Big

CHASING DREAMS
and the Nasty Side of Mother Nature

THE ART OF MAKEUP
and So Much More

DREAM
with Focus



COVER PHOTO:
JAMIE FOXX IN FULL ELECTRO MAKEUP
FOR *THE AMAZING SPIDERMAN 2*.

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JAMIE FOXX IN FULL ELECTRO MAKEUP FOR *THE AMAZING SPIDERMAN 2*. USED WITH PERMISSION.

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EDITOR'S NOTE

Iowans are used to dealing with stereotypes. After all, with Iowa's nickname like The Tall Corn State, it's not surprising the rest of the nation at times assumes we're simply an oasis of cornfields, tractors, and made-from-scratch Sunday dinners.

Of course, the reality is much more complicated. Right now (mid-January), Iowa is a hotbed of caucus activity as the nation prepares for this year's Presidential election. Candidates, staff, and media personnel are everywhere, along with the requisite sound bites and video clips. It's fascinating and a bit exhausting as candidates vie for their slice of the pie with dire warnings, guarantees of change, and everything in-between. I have to admit that in the midst of all the rhetoric and promises, I sometimes wonder, "Why not simply concentrate on getting things done, and leave the hyperbole by the wayside?" (Yes, I realize how naïve that sounds.)

The authors in this issue have shared their expertise regarding what it takes to accomplish change in both their personal and professional lives and work in demanding, sometimes life-threatening, fields. Consider Howard Berger, who works in the film and television industry as a professional makeup artist and co-owner of a makeup special effects company. Berger has worked on some of the biggest shows with some of the most prestigious names in Hollywood, and he shares what it takes to craft a successful career and business in a challenging and exciting industry. (Full disclosure: I am a devoted fan of both *Breaking Bad* and

The Walking Dead—to the point of an almost-creepy obsession—so I read his article "The Art of Makeup and So Much More" with great interest.)

It's hard to imagine a more exciting—make that terrifying—task than facing down some of nature's fiercest storms. Reed Timmer describes his work as a dedicated storm chaser who follows the nation's deadliest tornadoes, which makes my anxiety increase just thinking about it. A person probably needs pretty big dreams, and more than a little chutzpah, to chase twisters for fun.

If you too want to chase ambitious dreams, you can find advice and encouragement in this issue. Scott Siepker, the actor, writer, and producer also known as the Iowa Nice Guy, writes about what motivates him, his philosophy of dreaming big, and the power that comes from the pursuit of those dreams.

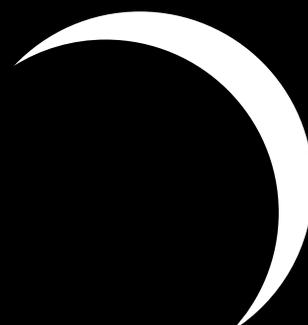
Of course, the process of dreaming big can be pretty intimidating, which Jason Kiesau addresses in "Dream with Focus." Kiesau outlines the obstacles we face and what to do about it. He notes, "I don't think we can eliminate insecurity, but I do think we can manage it; the consequences are too great if we don't." Dealing with challenges and embracing

diversity are central themes addressed by Jamin Hardenbrook, a DMACC student and writer, who reflects on his personal experiences, and unique point of view, in "Dreaming Reality."

Creativity, expertise, dreams, and ambition: all fitting topics to contemplate in this political season and at any time. If you live in central Iowa, or you plan to travel here in the early spring, you will have the chance to meet some of these authors and others while learning first-hand about their philosophies of creativity and innovation. You'll experience what it means to be "Free to Dream"—the theme of this year's ciWeek 7 at the DMACC West Campus. This free, interactive event will take place February 29 through March 3, 2016. I hope you will join us for a week of unique, thought-provoking, and motivational experiences.



BETH BAKER-BRODERSEN TEACHES ENGLISH AT THE DMACC WEST CAMPUS. SHE MAY BE REACHED AT BMBAKERBRODERSEN@DMACC.EDU.



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IOWA FILMMAKERS TEAM. USED WITH PERMISSION.



BY SCOTT SIEPKER

THE POWER OF DREAMING BIG

I am an actor living in Iowa. That statement often draws laughter, confusion, and scoffs. Why? Iowa is not known for its arts community, in general, or more specifically, its movie, television, or theater production. The acting industry is somewhat monolithic in casting actors who live in Los Angeles or New York City. This is just the way it has always been. In fact, I have been told by more than one “connected” individual that unless I move to the coasts, I do not exist to those markets.

My big dream is to prove that observation wrong. However, this dream requires a plan, one with four parts, which will require patience and hard work to pull off. Here's what I've learned along the way.

First, it's vitally important to accept that past actions remain in the past. I have made some terrible personal mistakes, which I have struggled to let go. But I can't change that, no matter what I do. It is time to learn from those experiences and move on. To quote Shakespeare (like every good actor), "What's past is prologue." In other words, the past is only the introduction to the present.

Second, at the heart of dreaming big is ambition. It's something I try to embrace every day. According to *Merriam-Webster*, ambition is the "desire to achieve a particular end." To have ambition, you must have both a desire to achieve and a specific end in mind. Most people call these goals; in acting work, "objective" is the word of choice, a tradition I will continue here.

Let's break this down. We all have objectives. Whether it's getting to work on time, running a mile in under 22 minutes, or avoiding detention this week—for the second time. "To be happy" is an objective most people possess, of course. It is the through-line of all other objectives. But to be happy, you must have effective objectives. So how do you compose an effective objective? (And I use the word compose with purpose.)

An objective needs to be specific. Maybe you want to be the President of the United States, or you want to be the lead evolutionary biologist at Cambridge. Or maybe you want to break Jack Nicklaus' major championship record. If so, the more specific you are as you work to achieve a goal, the better.



Harvey Penick, maybe the most notable teacher in golf, advocated a philosophy of "taking dead aim." Most golfers stand in the tee box with a driver in hand, look out at the green grass, and aim for the forty-yard-wide fairway. Instead, Penick instructed his students to pick out a

Nearly every pothole you come to on the road to your dream can be filled with a human relationship.

specific spot in the fairway, like a sprinkler head, and aim for that small mark.

The next step is to pick an objective you will enjoy achieving. For example, if you hate swimming, deciding you want to become the Magellan of the

breaststroke is not an effective objective for you. That may seem obvious, but so many of us pick goals that don't actually appeal to us because of pressure from society or families and friends.

Maybe you have a passion for cooking, and becoming a chef is something that interests you. Harvey Penick would tell you to take dead aim: Do you want to be a chef specializing in French cuisine, or the White House Chef, or a dessert guru? If you take dead aim, the path you need to go to achieve this objective will become much clearer.

To wrap it up: solid objectives have to be specific, and they have to be something you will enjoy achieving.

The second part of ambition is "desire." This seems like the easy part, right? Most of us want to be happy, so we desire to be so. Well, realizing that ambition can be tricky due to one thing that often stands in the way: hopelessness.

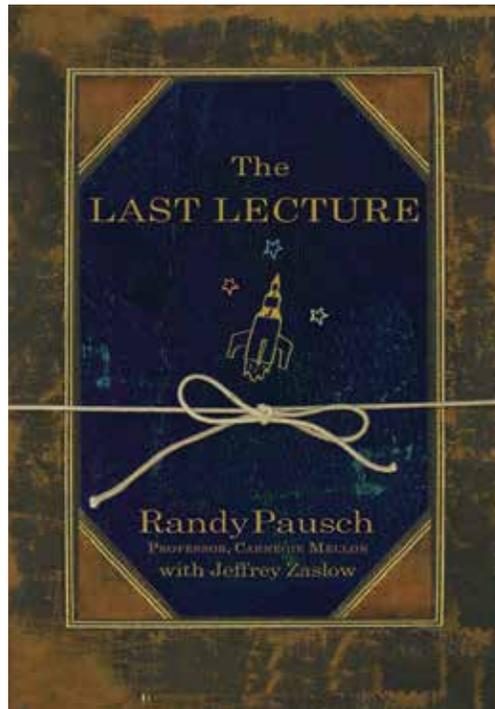
Hopelessness seemingly runs rampant in the majority of people over the age of 25. For many of us, the high school and college years were filled with dreams and aspirations. Then graduation rolls around and we find ourselves in the “real world.” Or, in the worst-case scenario, human beings grow up in situations where opportunity is as hard to come by as the food on their plates. “I have nothing to show for myself,” “I have nothing going for me,” or “There’s nothing I can do,” are proclamations we have all likely said as part of our own inner monologue.

Presumably, these attitudes lead nowhere. “Only nothing can come from nothing,” said the Greek philosopher Parmenides around 2,500 years ago. Well, if I could, I would tell my friend Parmenides and all who agree with him that they are wrong. No matter what the case, I can give you evidence that ANYTHING is possible, even from NOTHING. Because that is exactly how our very world came into being.

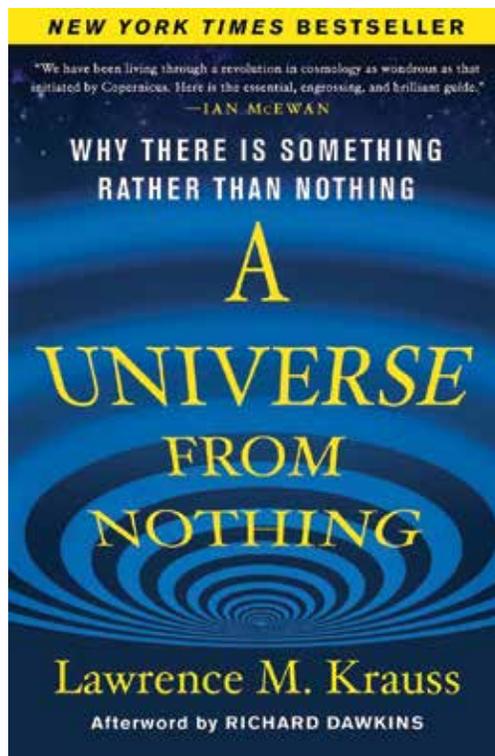
Flashback to 13.78 billion years ago. There was nothing. No galaxies, no stars, no life, no hydrogen—nothing. Then, with a very small and totally silent Big Bang, everything in the universe was created. From nothing came everything.

Now, this seems counter-intuitive. How does this happen? One explanation can be found in *A Universe from Nothing*, a book by Lawrence Krauss, Director of the Origins Project at Arizona State University. Krauss argues that empty space, or “nothing,” is unstable. The most compelling support for this theory appears when the laws of quantum mechanics, the laws of gravity, empty space, and time are combined. When those combine, particles will at some point be created. If you wait long enough, empty space will create a universe full of matter.

But this seems to violate the law of energy conservation [a law of science that states energy cannot be created or destroyed—only changed from one



LAST LECTURE BOOK. USED WITH PERMISSION.



A UNIVERSE FROM NOTHING. USED WITH PERMISSION.

form into another or transferred from one object to another]. It doesn’t, however: gravity has both positive and negative energy. Because of this, Krauss says the universe creates particles with impunity. Cosmologists think this happens today near black holes and in empty space.

So, if everything can come from nothing, then as long as you have motor skills and brain activities, you can create something out of nothing.

Third, none of this would be possible without the talented people that surround me. If you are really committed to dreaming big, you will need help. Surround yourself with talented people and ask for help. Nearly every pothole you come to on the road to your dream

For many of us, the high school and college years were filled with dreams and aspirations. Then graduation rolls around and we find ourselves in the “real world.”

can be filled with a human relationship. My team has proven that big things can be done in Iowa with the release of our 2012 viral video “Iowa Nice.” Since then, we have continued to grow the brand into a national platform with a two-season run on ESPNU’s College Football Daily and the creation of topical videos. We appeal to outside markets while enjoying the support of each other and our fellow Iowans to create and launch that material.



ON THE SET OF MAROONED. USED WITH PERMISSION.

What about the nay-sayers? The people who say your dreams are too big? Well, Albert Einstein disputed the very idea of the origins of the universe described by Krauss and others, even though Einstein's formulas and calculations led to that conclusion. Einstein believed the universe was static and eternal, as he describes as the "Steady State."

If Einstein, possibly the smartest human since Newton, can be wrong about something so big and so important, people who say you can't do something because you aren't talented enough, you aren't smart enough, you are too old, or you live in the wrong part of the country can be wrong, too.

Finally, let's talk about obstacles. In his "Last Lecture" series, the late Carnegie Mellon professor Randy Pausch called obstacles brick walls. Pausch said that brick walls were there for a reason: to show everyone how badly you want something and to stop those people who don't want it as much. The walls are not there to keep you out; they are there to keep other people out.

*We all have objectives.
Whether it's getting to
work on time, running a
mile in under 22 minutes, or
avoiding detention this week
. . . for the second time.*

I've had to accept that there are few things in our lives we control. Of all the causes and effects in the universe, you only have control over your actions. You cannot control whether your boss likes you at work. You cannot control whether your teenage daughter will grow up to be an actress. You cannot control the driver who texts and crashes into your bumper. But you can control how you act at work, how you support and provide for your daughter, and how

you drive and react. You cannot control the obstacles that rise in front of you, but you can control your actions in the face of them.

By some small measure I have been successful, but I have a long way to go. Talking about "how to be successful" is not something I am very comfortable with. What I know is this: if you can clean your slate by letting go of the past, if you can compose a specific objective and go after it with passionate desire, if you can ask for help, and if you can focus on your own actions, then you can discover the secret power to dreaming big.

But here's the true secret: the power of dreaming big is not about achieving an objective. It is the pursuit of those objectives where the power lies. While it is wonderful to achieve your objectives, you must then set new objectives and let the power of dreaming big continue to positively affect your life. It's the pursuit that leads us to the one universal human objective: happiness.



SIEPKER TRIES TO FIGURE OUT HOW TO PUT THE WORLD ON A STRING. USED WITH PERMISSION.

And finally, if you learn nothing else from this article, realize this: It is NOT too late to go after your childhood dreams or your adulthood aspirations.



SIEPKER PLAYING "GUY" IN A WESTERN COMEDY SHORT.. USED WITH PERMISSION.

Scott Siepker is the host of the Emmy-nominated *Iowa Outdoors* on Iowa Public Television and an Adjunct Assistant Professor of Theatre Arts at Iowa State University, where he also received his Bachelor of Science in psychology. Scott has acted in dozens of plays, commercials and miscellaneous live events.

Siepker was the star of the Webby Honoree viral video "Iowa Nice," which was produced by the film company he is a founding member of, Iowa Filmmakers. With the follow-ups "Cyclone Nice and Hawkeye Nice," ESPN took note and Scott played the character of the "Iowa Nice Guy" on College Football Daily for two seasons.

SCOTT SIEPKER WILL PRESENT AT THE DMACC WEST CAMPUS ON WEDNESDAY, MARCH 2, AT 10:00AM, ON THE MAIN STAGE.

If you can clean your slate by letting go of the past, if you can compose a specific objective and go after it with passionate desire, if you can ask for help, and if you can focus on your own actions, then you can discover the secret power to dreaming big.



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TIMMER VIEWS A TORNADO IN THE DISTANCE. USED WITH PERMISSION.



BY DR. REED TIMMER

CHASING DREAMS

and the Nasty Side of Mother Nature

In the spring of 1999, I was a freshman meteorology student at the University of Oklahoma. I moved to Norman, Oklahoma, to study meteorology in the heart of Tornado Alley, which allowed me to live my dream of becoming a storm chaser. Just 16 years ago, storm chasing was vastly different in terms of technology, with paper maps, payphones, and our own eyes being the only resources available to find tornadoes in the field.



DOMINATOR 3 WITH CLOUD-TO-GROUND LIGHTNING ON THE ROAD IN TORNADO ALLEY. USED WITH PERMISSION.

The supercell we found looked like a massive UFO coming in for landing, with sculpted striations up and down a crisp, rotating updraft, or mesocyclone.

yards away were flattened. At the last second, the tornado veered to the left and spared all of us, aside from being spackled with mud and insulation from destroyed homes.

After leaving the overpass, we drove through Moore, Oklahoma and witnessed for the first time the dark side of these powerful forces of nature, with homes and businesses swept clean from their foundations, debris raining from the sky, and horses wandering aimlessly down the highway.

It is always a humbling, sad, and shocking experience as a chaser in pursuit of a storm to encounter a damage path. Forty people lost their lives in Oklahoma that day, with nearly 700 injured. Sixty-three tornadoes were spawned on that day alone, in a state that averaged 62 tornadoes annually from 1991–2010 (NOAA, NCDC; 2015). It is this loss of life and property from tornadoes that motivates storm chasers, who provide valuable, life-saving, severe weather reports to National Weather Service (NWS) meteorologists and news and social media.

Before the advent of present-day technologies, such as mobile Internet and smart phone radar applications, it was very difficult to know in real-time what was happening underneath the storms. Lacking a GPS feed and using only regular maps, it was easy to lose track of direction and our exact position relative to a potentially deadly tornado.

During the middle of finals that term, my classmates and I knew there were storms exploding all over southwest Oklahoma. After our calculus exam, using the dial-up Internet in the dorms, we learned a tornado watch had been issued for the area through that evening. Four of us packed into a soft-top Geo Tracker and set out to experience one of my first chases. Little did we know on May 3, 1999 we were about to come face-to-face with one of the strongest and most damaging tornadoes thus far experienced.

Our search became complicated immediately when our paper maps blew out of the window on the way to the storm. Payphones were too expensive for broke college students, and we had near-zero storm-chasing experience as a group. We were in luck nonetheless.

The supercell we found looked like a massive UFO coming in for landing, with sculpted striations up and down a crisp, rotating updraft, or mesocyclone. News helicopters hovered around the tornado, which meant we were dealing with something serious. Although my eyes were untrained at the time, I knew immediately this beast was spinning

like a top. Fifteen minutes later, we were underneath the supercell, and a bright white, elephant trunk-shaped tornado touched down in the field next to us.

Not once did any of us feel afraid, despite being within a half-mile of it (rated F3 northwest of Cyrill, OK; NOAA, 2015). That photogenic, strong tornado was the most beautiful thing I had ever seen.

After that one roped out, we became disoriented on a muddy farm road, and while battling to stay out of the ditch in our trusty Geo Tracker, lost visual of the storm. Once we emerged from the trees and passed under an overpass, we gained visual of a quarter-mile-wide tornado bearing down on our location, tearing up trees and red Oklahoma clay along the way. The violent motion at the tornado base was incredibly intimidating. Silence descended on us all.

Matt, the driver, immediately pulled over to the side of the road. All five of us instinctively abandoned the Geo and ran to the overpass. We saw families huddled high up in the girders, screaming in fear as the roar of the F5 increased; trees a few hundred

Experience and visual observation were especially critical to chasing storms before the advent of modern storm-chasing technology, and our lack of both nearly cost us our lives on that day. Storm chasers and spotters are intended to save lives in the path of these storms, and the last thing we ever want to do is become a victim instead and deplete valuable rescue resources. That near miss is still a motivating factor today to continue to grow and learn in the visual aspect of storm chasing. Even 17 years later, I see and learn something new on every single chase.

As recent as the early 2000s, HAM radio remained one of the only options for spotters to communicate storm reports in real-time from the field to NWS and emergency management personnel, and this was limited to licensed operators. I didn't purchase my first cell phone until 2003. I often had to visit the computer labs of small-town libraries or call "nowcasters" by payphone for radar updates to locate any tornadic storms within range but out-of-sight.

Silence descended on us all.

The exponential advancement of mobile data and camera technologies since then has not only made storm chasing safer and easier to learn but most importantly allowed for more efficient and effective storm reporting techniques. The rise of high-speed mobile Internet in even the most rural areas of Tornado Alley, along with advancements in live streaming video technology, have revolutionized and expanded severe weather reporting well beyond the HAM radio operator to include even citizen journalists.



DOMINATOR MOVING IN FOR INTERCEPT OF AN EF4 TORNADO IN EASTERN SOUTH DAKOTA ON JUNE 18, 2014. USED WITH PERMISSION



TORNADO TOUCHING DOWN IN FRONT OF STORM CHASERS IN NORTHWEST TEXAS

Since our involvement with Discovery Channel's *Storm Chasers* series in 2008–2011, we launched a live streaming video platform called TVNweather.com, with over 200 veteran storm chasers providing real-time reports year-round. Social media has made it possible for severe weather information to be shared non-linearly among people in the path

of these dangerous storms and has taken over as a leading channel for residents to receive life-saving warnings.

Rapid technological innovations within the storm-chasing industry have certainly not been limited to severe weather reporting. The sharing of warning information has led to some of the most remarkable scientific

discoveries of our time. Since the late 1990s, scientists such as Dr. Howie Bluestein and Dr. Joshua Wurman, through the University of Oklahoma, National Severe Storms Laboratory (NSSL), and other organizations have measured near-ground wind speed and more inside tornadoes using truck-mounted mobile Doppler radar. Building on the first Verification of the Origins of Rotation in Tornadoes Experiment, or VORTEX1, in the mid-1990s (which included 18 vehicles equipped with data-collecting sensors), the VORTEX2 project of 2009 broke records as the largest tornado research project in history. Funded by NOAA and the National Science Foundation, the project included the work of more than 100 scientists (NSSL, 2015). The VORTEX2 project collected groundbreaking data in and around both tornadic and non-tornadic supercells, using innovative technologies such as mobile dual-polarized and phased array radar, fixed and mobile “mesonet” instrument stations, and remote-controlled aerial vehicles to collect groundbreaking data (NSSL, 2015).

A pioneer of extreme tornado research and a self-taught engineer, the late storm-chaser Tim Samaras developed aerodynamic ground-based sensors to record video and measure pressure data inside tornadoes. On June 24, 2003, Samaras measured an astounding 100 mb pressure fall inside an F4 tornado near Manchester, South Dakota during a direct hit on one of his probes. He is also famous for his invention of the “Kahuna,” the world’s fastest high-resolution camera for the research of lightning (National Geographic, TWISTEX.org).

The data collected by scientists such as Tim Samaras and those involved in the VORTEX field projects will bolster research projects for years to come. Who knows? In a few years



THE DOMINATOR AND DATA-COLLECTING INSTRUMENTS MOUNTED ON THE DEBRIS-RESISTANT ARMOR, WAITING FOR INTERCEPT OF A LARGE WEDGE TORNADO. USED WITH PERMISSION.

with the rapid advancement of drone technologies, humans may not be needed in storm chasing and severe weather reporting. The exponential

Storm chasers and spotters are intended to save lives in the path of these storms, and the last thing we ever want to do is become a victim instead and deplete valuable rescue resources.

potential for storm chasing technology makes this an exciting time to be a storm chaser.

My personal storm chasing goals, technology, and experience have also evolved substantially since the early

days. Over the last decade and a half, my team and I have chased nearly 1,000 tornadoes across the U.S., Canada, and even in the Pampas in Argentina, learning something new with every single chase. I drove six beater vehicles (worth no more than a few hundred dollars each) into the ground in the process, driving upwards of 50,000 miles every year in search of tornadoes, hurricanes, and winter storms. My dream through 2007 was simply to make ends meet through doing what I love—storm chasing—and to warn as many people in the path of these storms in the process.

In 2003, I launched a website called TornadoVideos.net to sell DVDs of my most extreme tornado videos. Then, after observing a small but strong tornado in Northwest Oklahoma in May 2007, I became obsessed with suction vortices, or relatively mini tornado-like structures that rotate within some

Just 16 years ago, storm chasing was vastly different in terms of technology, with paper maps, payphones, and our own eyes being the only resources available to find tornadoes in the field.

parent tornadoes as they interact with the friction of the Earth. Research from Dr. Brian Fiedler (2006) at the University of Oklahoma has shown theoretically that the wind speeds inside these suction vortices could exceed 400–500 mph with the strongest tornadoes, but these speeds have yet to be measured in nature with real instruments.

Motivated to better understand these multi-vortex tornadoes, my colleagues and I built a fleet of three armored tank-like storm-chasing vehicles in 2009. Our fleet, known as the Dominators, and our work were featured on Discovery Channel's television series, *Storm Chasers*, through 2011. The Dominators are custom-built to withstand the destructive winds of the strongest tornadoes, equipped with debris-resistant, aerodynamic armor that can hydraulically fasten to the ground. We tested Dominator 1 right behind the engine of a 747 jet at an airport in Michigan for the *Mythbusters* series, but we only learned that tornadoes can't be simulated at an airport.

After window blowouts, and even a little bloodshed inside the Dominators during tornado intercepts, we continued to innovate the design to maximize our safety in the name of science. The goal was to measure the wind speed and other meteorological data

of suction vortices from INSIDE the tornadoes, with instruments mounted all over the outside of the Dominators. The strongest wind speed measured at ground-level inside a tornado was 155.2 mph on June 5, 2009 in southeast Wyoming, as a rope tornado passed directly more than the Dominator. It felt like a freight train impacted the vehicle. We've intercepted over a dozen tornadoes directly, but our work continues to this day with a long, exciting road ahead.

Because of these and other pivotal innovations in mobile data technology, along with the increasing popularity of storm chasing over the last few decades (thanks in part to the hit movie *Twister* in 1997), it is extremely rare today for a tornado to go unseen and unreported. In fact, I was not surprised that a vast majority of tornadoes that touched down in Tornado Alley over the last few years were streamed live over the Internet and shared through social media. I always wonder how many more lives could have been saved from the F5 tornado on May 3, 1999, if we had the chasers and the technology we do today. We are often asked if the high number of storm chasers out on the roads during significant severe weather outbreaks causes problems or even safety concerns, but I say the benefits from having more trained eyes on these dangerous storms far exceed any negatives. Nearly a thousand tornadoes later, and 17 straight years of studying meteorology at OU, I'm still just as passionate about extreme weather and storm chasing. Dominate the storm.

Over the last decade and a half, my team and I have chased nearly 1000 tornadoes across the U.S., Canada, and even supercells in the Pampas in Argentina, learning something new with every single chase.

Having intercepted more than 250 tornadoes and a dozen powerful hurricanes during the last decade, Dr. Reed Timmer is well known as the most successful and extreme storm chaser in the world. Timmer is one of the few people in existence to document both an F5 tornado and the most devastating hurricane in U.S. history (Hurricane Katrina).

Timmer's "hands-on" experience with a vast assortment of hazardous weather and natural disasters, as well as his extensive education in the science of meteorology, have made him one of the world's most respected experts on severe weather forecasting, safety and survival. He is a strong advocate for extreme weather and disaster education, and conducts storm spotter seminars for the National Weather Service, emergency managers and the general public.

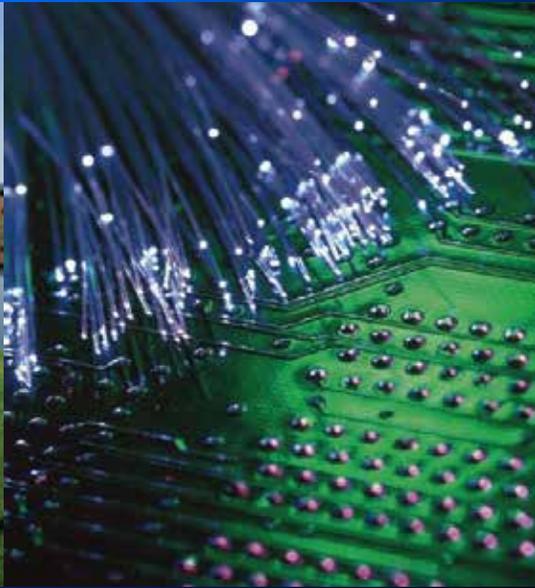
As a star of Discovery Channel's *Storm Chasers* in 2008, Timmer became the first person in history to capture high-definition video inside a tornado. The eight-episode series had a record 19 million viewers during the 2008 season and was one of the highest rated shows on Discovery Channel.

You may have also seen Timmer on Discovery Channel's *When Nature Strikes* in fall of 2008, which featured his intercept of Hurricane Ike on Galveston Island as a deadly 15-foot storm surge threatened their position on the sea wall. Timmer has also appeared on all major news networks, including *Good Morning America* with Diane Sawyer, CNN with Wolf Blitzer, CBS, NBC and The Weather Channel.

Reed holds a Ph.D. in Meteorology from the University of Oklahoma and is the CEO of Weather Fusion, LLC, and Extreme Tornado Tours, LLC, offering forensic meteorology and consulting services, extreme weather media and storm chasing tours. His tornado, hurricane and blizzard footage has been licensed to more than 100 production companies and television networks since 1997, and has been seen by hundreds of millions of people worldwide on television, Internet and mobile video devices.

DR. REED TIMMER WILL PRESENT AT THE DMACC WEST CAMPUS ON THURSDAY, MARCH 3 AT 10:00AM ON THE MAIN STAGE.

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BY HOWARD BERGER

THE ART OF MAKEUP

And So Much More

Growing up in the San Fernando Valley in Los Angeles, I seemed destined to land somewhere in the film business. My father worked in the industry; he owned a post-production sound recording and editing studio. My mother was a teacher and artist. It's no surprise I developed a love for film and art.



ON THE SET WITH THE KNB EFX CO-OWNER GREG NICOTERO WHEN THEY FIRST MET IN 1984 ON GEORGE A. ROMERO'S *DAY OF THE DEAD*. USED WITH PERMISSION.



THE FINAL DEMON FOR SETH ROGEN'S *THIS IS THE END*. USED WITH PERMISSION.

When I was young, I saw the original *Planet of the Apes* and was instantly hooked. I knew someone had to create all of those ape characters. Without the Internet or any real resources (although I was aided by issues of *Famous Monsters* magazine), I did the best research I could. I learned and worked non-stop to get to a point where I could create something that showed off my talents.

As luck would have it, my makeup heroes lived in LA. I idolized men like Stan Winston, who created the special makeup effects in the *Terminator* films, *Aliens*, and the *Jurassic Park* films, and seven-time Academy Award winner Rick Baker, who created special makeup in *An American Werewolf in London*, *Thriller*, and the *Men in Black* film series. These were the giants in the world of makeup, and I idolized these gentlemen beyond words.

I knew I had to meet them.

After months of stalking both, I had an opportunity to meet them separately

I wake up every morning thankful I get to do what I dreamed about as a kid.

when I was 12 years old. Armed with my photos and sculptures, I visited their makeup studios and asked all the questions I could. These two industry legends supplied a wealth of knowledge at my fingertips, and I took full advantage of my time with them.

At that point I knew exactly what I was going to do when I grew up. My path was forged. Nothing would stop me from achieving my dream.

In high school, I provided all the makeup for the school plays. The drama teacher chose shows that used my talents. My

budget was only about \$100, but hey, it was something (especially to a 16-year-old).

After graduating high school, I gathered my portfolio, knocked on Stan Winston's door, and was immediately hired. For the next five years I worked in various studios around Hollywood, gaining a solid reputation as someone who could do almost anything that was needed, because my skills were (and are) diversified. My employment lasted throughout entire projects, while others—who might only have been painters or sculptors—came and went.

In 1988, I decided to stop working for other people and started an effects company with two of my best friends, Greg Nicotero and Robert Kurtzman. Today I am the co-owner of KNB EFX Group.

For the past 34 years, I have learned every aspect of being a professional makeup artist. Having worked on more than 800 films and television series combined, I am well-versed in the art of special makeup



A VIEW OF THE MAIN STUDIO SPACE AT KNB EFX. USED WITH PERMISSION.

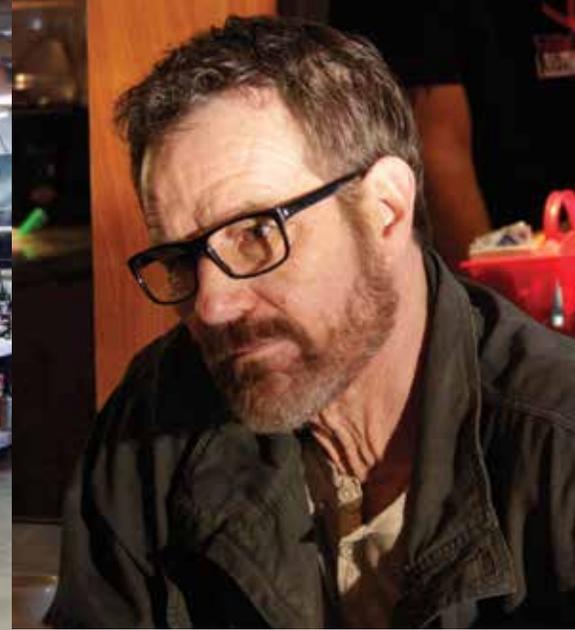
effects. I am a Makeup Department Head on all my shows, which means I run set crews with up to 60 artists (and I can apply a mean set of lashes).

I won an Oscar for my work in *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*, and I was nominated for an Academy Award for my work in *Hitchcock*. I won an Emmy Award for the first season of AMC's *The Walking Dead*, and the team at KNB that oversees the show continues to be nominated and win year-after-year. This is all very exciting and humbling, to say the least.

Located in Chatsworth, CA, the studio is the longest operating special makeup effects company in the industry—28 years and counting. We employ between 30 to 120 people, depending on the projects we have at the time. Our team is comprised of designers, sculptors, painters, fabricators, mechanics, mold makers, foam runners, seamers and patchers, wig makers, and silicone specialists.

Like me, each person in the studio grew up being a “Monster Kid.” They lived and breathed movies and monsters all their lives and have been able to turn this passion and hobby into a career. (If we all grew up in the same neighborhood, we would have had one heck of a Halloween!)

At KNB EFX, we hire the top specialists. The combination of all this skill and talent allows us to design and create everything in-house, and none of our work is outsourced. We're a one-stop shop, which film production companies like. Some of our team members have been with us for more than 20 years, and we have very little staff turnover. People enjoy the atmosphere we have created, which encourages everyone to be as free and creative as possible, whether we are creating zombies for *The Walking Dead* or mechanical swimming dolphins and sea turtles for the *Dolphin Tale* films.



AGING PROSTHETIC MAKEUP ON BRYAN CRANSTON FOR THE FINAL SEASON OF *BREAKING BAD*. USED WITH PERMISSION.



CLOSEUP OF THE HAG CREATURE FROM *PRINCE CASPIAN*. USED WITH PERMISSION.



A FULL CREATURE SUIT AND MECHANICAL HEAD FOR THE TV SERIES *MASTER OF HORROR*. USED WITH PERMISSION.



BERGER READIES ONE OF THE ASLAN PUPPETS FOR SET OF *THE CHRONICLES OF NARNIA*. USED WITH PERMISSION.



ONE OF THE HERO CENTAUR MADE UP FOR THE FILM *PRINCE CASPIAN*. USED WITH PERMISSION.

As Department Head, I am fully in charge and oversee every aspect of makeup in a production. This could be a simple corrective makeup as I have done for Mark Wahlberg and Kurt Russell, or a high-fashion glamour makeup on Jessica Lange or Gina Rodriguez. It could even be a full-body creature suit and mechanical head, as with the Minotaur in *The Chronicles of Narnia*, or the horrific hunters from another planet in *Predators*.

A very important aspect of heading a department is a knowledge of product and materials, a full-time job in itself. With all of this responsibility, being professional, respectful, accommodating and production-friendly runs the risk of falling to the wayside, but these aspects are essential to our reputation and working conditions on-set, in the trailer, and with our crew.

Back when studios had their own in-house makeup departments, there was a dress code. Men had to wear collared shirts, ties and a jacket; the makeup artist was respected and looked upon to solve problems that no other department could. Somewhere along

the line things changed, and we are now at times considered an annoyance and unnecessary. I really learned this lesson when I worked with Sir Anthony Hopkins on the film *Hitchcock*, where we transformed him into a picture-perfect portrait of the legendary director. I realized that we needed to show the respect to an actor who showed us so much respect. Since then, it has become very important to me to maintain the appearance and performance of always being professional and remain respectful as part of the artistic process.

When I begin a new project, I gather everyone in the makeup and hair department and let them all know we work together under one umbrella. I share with everyone our “My success is your success; my failure is your failure” working philosophy, and stress that everyone is playing for the same team. Further, I let them know we are here to best represent our art and craft and will work as hard as we can to accommodate the actors and production.

There are many different facets to what I do. Being an artist is an important part



BERGER AND MILA KUNIS AS THE WICKED WITCH FROM *OZ THE GREAT AND POWERFUL*. USED WITH PERMISSION.

of it, of course, but there's more to it. Diplomacy is important when it comes to interfacing with production, which is comprised of producers, accountants, supervisors, and of course, a director.

The director is, we hope, well-prepared and has a plan when he or she comes to the table. We do our best to understand the director's vision and do all we can to bring that dream to fruition.



MARK WAHLBERG FROM THE FILM *LONE SURVIVOR*. USED WITH PERMISSION.

These relationships are handled carefully with a little humor, to keep it light. I always say be serious about work, but don't be serious at work.

As someone with a career I love and years of experience, I am proud to have the chance to help those who are serious about entering the world of makeup. Each year, I receive hundreds of letters and emails asking the same questions. In response, I usually ask questions like, "Have you ever sculpted, painted, or drawn anything?" or "Have you ever applied makeup?" Most importantly, I ask them if they love movies, and, if this is something they are thinking about, do they know they truly want it? Usually, two out of ten respond, which is a quick way to weed out the ones who don't want to dig in and get their hands dirty. If you don't live and breathe makeup, this world is not for you.

I have enjoyed an amazing career working with filmmakers such as Quentin Tarantino, Robert Rodriguez, Sam Raimi, Peter Berg, and Martin Scorsese, to name a few. It has been a lifelong dream come true with a lot of



APPLYING THE PROSTHETIC MAKEUP TO ANTHONY HOPKINS FOR THE FILM *HITCHCOCK*. USED WITH PERMISSION.



SIR ANTHONY HOPKINS IN MAKEUP AS ALFRED HITCHCOCK. USED WITH PERMISSION.

hard work and a refusal to give up, no matter what. Positivity and enthusiasm drive me each day, and I am inspired by everything I see. It's an exciting time in filmmaking with new technology and advances. I hope future generations of makeup artists continue their positive involvement in the film industry and raise the bar. I wake up every morning thankful I get to do what I dreamed about as a kid.

In 1988, KNB EFX Group, Inc., was co-founded by Howard Berger and Gregory Nicotero, and over the past 27 years, they have become one of the most prolific Special Makeup Effects studios in Hollywood.

Specializing in character prosthetics, animatronics, creatures and replica animals, Berger has more than 800 feature film and television credits including *Inglorious Basterds*, *The Chronicles of Narnia Trilogy*, *Kill Bill 1 & 2*, *Splice*, *The Green Mile*, the Pacific, *Dolphin Tale 1 & 2*, and *The Grey* to name a few.

In 2006 Berger won the Academy Award for Best Makeup for *The Chronicles of Narnia: The Lion, The Witch and the Wardrobe*, as well as winning a British Academy Award for Best Achievement in Makeup for the film.

Berger won an Emmy with his team from KNB for Best Prosthetic Makeup for the AMC hit television series *The Walking Dead* and was Emmy nominated for his work on Bryan Cranston's prosthetic age makeup for the final season of *Breaking Bad*.

In 2012, Berger designed and created the portrait makeup of Alfred Hitchcock for Sir Anthony Hopkins for the FOX Searchlight feature *Hitchcock*, which earned him his second Academy Award Nomination. In 2013, Berger handled the special makeup for Jamie Foxx as Electro for *The Amazing Spiderman 2*.

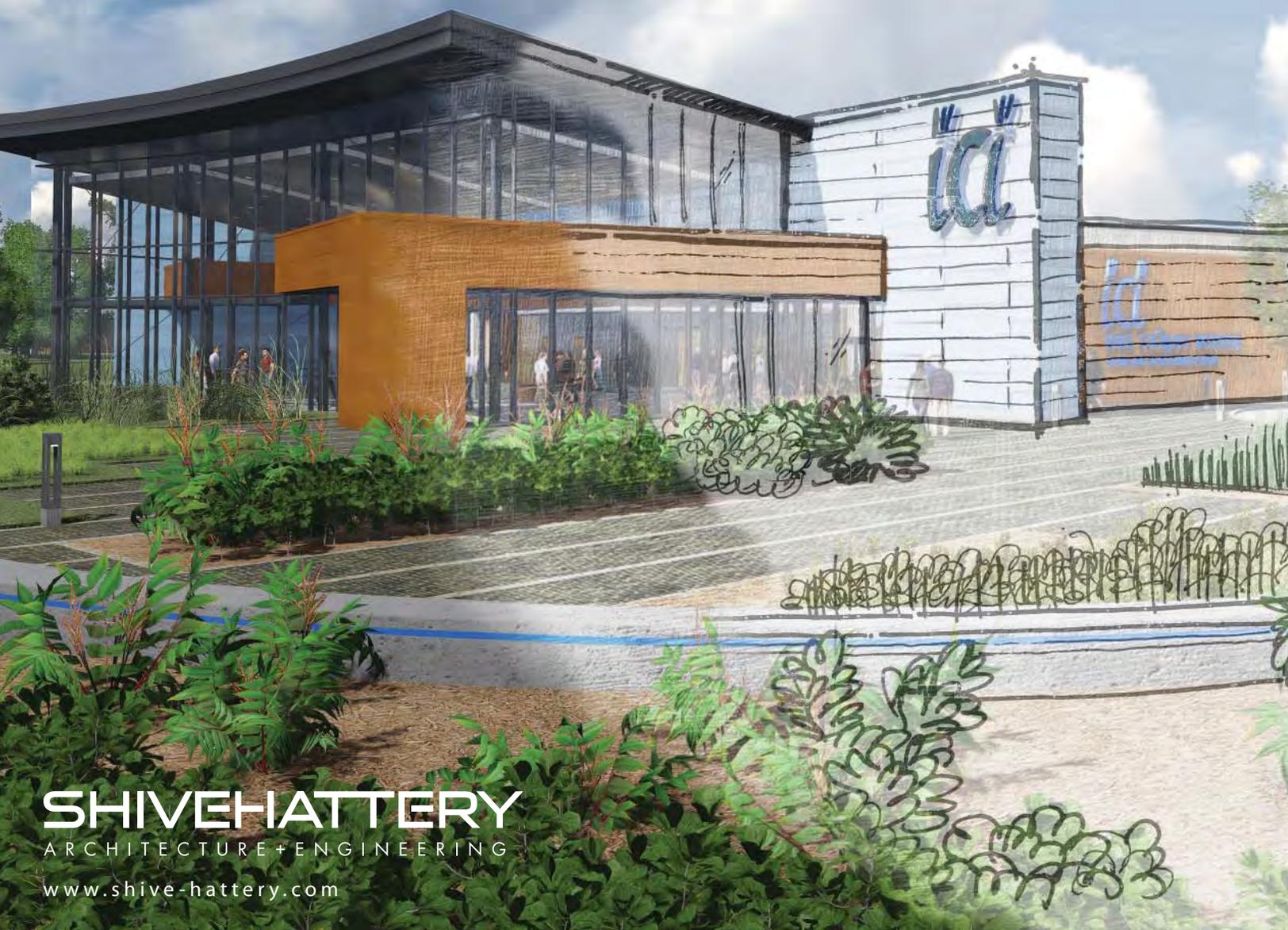
Lately, Berger has taken on the responsibilities as Makeup Department Head on films such as *The Gambler* starring Mark Wahlberg and John Goodman, *Ted 2* for Seth McFarlane and has begun *Deepwater Horizon* with Mark Wahlberg for Director Peter Berg.

For more information, visit www.dmacc.edu/ciweek

HOWARD BERGER WILL PRESENT AT THE DMACC WEST CAMPUS ON THURSDAY, MARCH 3 AT 11:30AM, ON THE MAIN STAGE.

At that point I knew exactly what I was going to do when I grew up. My path was forged. Nothing would stop me from achieving my dream.

GOURMET DESIGN from CONCEPT to CREATION





USED WITH PERMISSION.



BY JASON KIESAU

DREAM WITH FOCUS

Two and a half years ago, my then four-year-old son and I went on a bike ride around our neighborhood. He still used training wheels, and our only goal that day was to make it around the block once. About halfway through our route we came to a little hill, and without a second thought, we slowly started going down it. Apparently “slowly” wasn’t slow enough, because my son got scared, wasn’t able to lock his brakes, lost control, and fell over. That was the last bike ride we took that summer, and the experience stuck with him through the next summer.

He just looked at me and said, “Dad, I’m a little scared, but I believe in myself.”



USED WITH PERMISSION.

Fast forward two years. He had a renewed interest in riding his bike, this time without training wheels. One evening I asked him if he wanted to ride around the block, hoping his little crash would be a non-issue.

As we started our ride, everything was going smoothly. We came to the top of the little hill, and he stopped. I fully expected him to turn around or—at minimum—that I would need to give him a pep talk to get going. But neither of those things happened. He just looked at me and said, “Dad, I’m a little scared, but I believe in myself.” And then he rode down the hill.

It’s hard to put into words the pride I felt, and not just pride about his good attitude. It was much bigger than that. At six-years-old, he did something in that split second he will be challenged to do millions of times throughout his life, something that will determine his quality of life and whether he has what it takes to make his dreams a reality. He made the decision to ignore his fears and bad experiences and believe in himself, have confidence in his abilities, and do what he wanted to do.

*The more I learned,
the more I realized the
significant role confidence
plays in success*

The truth is moment-by-moment we are all challenged with the same decisions. Some of us make the choice to believe in ourselves, have confidence in our abilities, and, as a result, do what we want to do. Yet, often without even realizing it, many of us allow our fears and bad experiences to dictate our self-worth, self-confidence, and how we live our lives. That’s a tragedy; I wish I could snap my fingers and make everyone confident.

That’s my purpose today. I want to inspire confidence in everyone I work with, but it has been a long road getting here. Adversity in my early 20s forced me to rethink how I approached the world. At 23, I became obsessed with understanding why some people succeed yet some people don’t. The more I learned, the more it became clear that confidence plays a major role in success. In fact, confidence might be the greatest contributor to achieving success and fulfilling our dreams. You might be smart, talented, and hardworking, but if you lack confidence, your potential will be limited and your quality of life reduced. You may never achieve your dreams.

The more I learned, the more I realized the significant role confidence plays in success. I started wondering why people lack confidence. My conclusion: people lack confidence for a variety of reasons, but the simple answer is INSECURITY. Insecurity acts like a disease, but instead of killing people, it paralyzes them mentally and emotionally, preventing them from living the life they want to live.



THE CONFIDENT ROAD. USED WITH PERMISSION.



THE INSECURE ROAD. USED WITH PERMISSION.

INSECURITY IS THE DREAM KILLER

In my book, *FOCUSED—Your Future Starts Now!* I describe confidence and insecurity as two different roads going to the same destination.

THE CONFIDENT ROAD

The confident road is smooth and efficient. Imagine a beautiful day with perfect driving conditions. The cruise control is set, windows are down, and your favorite song plays on the radio. Your passengers are great company, and everyone you encounter is friendly. You reach your destination without problems because the directions are clear. You arrive feeling great, without a worry in the world.

THE INSECURE ROAD

The insecure road is not smooth or efficient. Sometimes the days are beautiful and conditions are perfect, but circumstances can quickly and violently change, leaving you looking for a ditch or an overpass for protection. Wind blows, the road seems bumpy and changes direction frequently, and signs are not always clear or accurate. The people

Wind blows, the road seems bumpy and changes direction frequently, and signs are not always clear or accurate.

you encounter are unfriendly and not helpful. Your passengers are “backseat drivers,” frequently criticizing and making you second guess where you’re headed. If you are lucky enough to reach your destination after such an uncomfortable ride, you do so feeling confused, anxious, stressed, and worn down.

WHAT IS INSECURITY?

In a 2013 *Psychology Today* article, William Berry describes insecurity as a form of anxiety. He writes: “When one is insecure about oneself, it is due to a preoccupation with not measuring up to one’s perception of others, or other uneasiness that causes self-doubt.”¹

At its core, insecurity is self-doubt or a lack of self-confidence that shows up in the form of thoughts and emotions that sabotage our efforts.

Insecurity may show up in our emotional experience in a number of ways. You may feel

Uncertain	Worried
Afraid	Anxious
Apprehensive	Cowardly
Depressed	Doubtful
Hesitant	Pessimistic
Sad	Touchy
Unassured	Uptight
Jealous	Questioning
Unsure	Unconfident
Scared	Controlling

Tony Robbins sums up insecurity as FEAR. He says fear is what stops us from moving forward. In his *Unleash the Power Within* workbook² he says, “There are two primary fears that all human beings share:

- 1) We’re not good enough.
- 2) We won’t be loved.”



USED WITH PERMISSION.

THE CONSEQUENCES OF INSECURITY

Insecurity doesn't just hold us back from reaching our potential or achieving our dreams. It can make for a pretty rough ride, taking a toll on our health and impacting our quality of life.

In 1943, Abraham Maslow outlined "A Theory of Human Motivation," known today as Maslow's Hierarchy of Needs.³ Maslow believed one of our most basic needs is the need to feel safe and secure physically and emotionally.

Growing up, I was much more insecure than confident. It wasn't until I was an adult in my early 20s that I became aware of my anxiousness and oversensitivity. When we don't have emotional security, managing our feelings and insecurities becomes our focus, which impacts our ability to focus on our actual goals.

WHY ARE WE INSECURE?

We experience insecurity for many reasons. Maybe we have faced bad experiences that we haven't been able

to shake. Perhaps we grew up around people who were unsupportive, or worse, abusive. Perhaps we're still spending time with those people. Maybe we set unrealistic expectations for ourselves that set us up for failure. All of these make sense, but the two most interesting explanations have little to do with individual history or attributes and more to do with human nature.

RELATIVE DEPRIVATION THEORY

In 2013, Malcolm Gladwell presented his thoughts on Relative Deprivation Theory at Google, and I recently came across the video on YouTube.⁴ According to Gladwell, it is human nature to compare and rank ourselves to others within the hierarchy of our immediate circle. We don't compare ourselves to the entire world; we compare and rank ourselves against others within groups we associate with. We don't even realize it's happening; we just do it.

Why is this important? Our confidence, motivation, and persistence will depend on where we rank ourselves in the group. For example, if we perceive the people in our social circles as

When we are intrinsically motivated and engaged we are more confident, live a higher quality of life, and put ourselves in a position to achieve our dreams.

more successful, we'll feel a lack of confidence. If we feel good about our rank, we will feel more confident, motivated, and more likely to succeed. Feeling bad about our rank drops our likelihood of success. Gladwell points out, "As human beings, we dramatically underestimate the costs of being at the bottom of a hierarchy."

NEGATIVITY BIAS

The TRACOM Group's program titled Adaptive Mindset for Resiliency teaches that we are hard-wired to focus on negative, unpleasant information as compared to positive information.⁵ In one study, researchers showed participants positive, negative, and neutral stimuli and found that electrical activity in the cerebral cortex was strongest in response to negative stimuli, indicating we are wired to focus on the negative.

The negativity bias is even evident in our language. For example, of the 558 emotion words in the U.S. English Dictionary, 62 percent of them are negative and only 38 percent of are positive. Of the most common words people use, 70 percent of them are negative. This means that we have a more complex and varied way of conceptualizing negative feelings compared to positive feelings.



USED WITH PERMISSION.

TRACOM Group continues:

This negativity bias has a strong influence over us. Even when we experience a lot of positive events in our day, one negative event can dramatically alter our mood. Negative events are more likely to draw our attention and have a stronger, more long-lasting impact on us. This negativity bias means we often feel overwhelmed by challenges, we see threats where none exist, and we fail to see opportunity in adversity. In short, the negativity bias keeps us from being as resilient as we can be.

MY REALIZATION

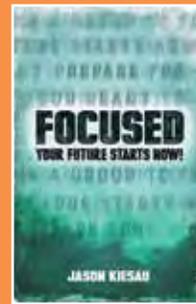
It kind of feels like the cards are stacked against us. Fear and bad experiences might be making me feel insecure; I am probably comparing myself to the most successful people around me; and my brain is hard-wired to focus on the negative. No wonder people can't achieve their dreams.

MANAGE YOUR INSECURITY, INCREASE YOUR CONFIDENCE, AND ACHIEVE YOUR DREAMS

I don't think we can eliminate insecurity, but I do think we can manage it; the consequences are too great if we don't. We first need to admit to them. If we choose to ignore them we are hurting ourselves and people around us.

My son was able to ride his bike down the hill because that was his focus. He wasn't focused on the crash. He wasn't focused on comparing himself to anyone else. And he wasn't focused on negativity or fear. He was focused on believing in himself and riding his bike.

My book *FOCUSED—Your Future Starts Now!* is all about focusing on the right things for the right reasons. I challenge readers to focus on their values, passions, and vision for how they want their life to be—not their insecurities. When we understand what is important to us and what we are passionate about, our focus becomes meaningful. When



Adversity in his early 20s made Jason Kiesau rethink his approach to the world and motivated him to study the characteristics of success. Within months of turning 24, he created his "By 30 Vision" and knew he wanted to spend his life teaching, training, coaching and speaking.

Kiesau is the author of *FOCUSED: Your Future Starts Now!*, and he travels the country working with leaders in the areas of self-management, relationship building, strategic thinking and creating high-performing teams.

Kiesau's purpose is to inspire confidence in everyone he works with, and he is passionate about helping them pursue and achieve meaningful results.

For more information, visit www.dmacc.edu/ciweek

- 1 Berry, W. (2015, July 10) Insecure? It Has Its Benefits. *Psychology Today*. Retrieved from www.psychologytoday.com/blog/the-second-noble-truth/201305/insecure-it-has-its-benefits
 - 2 Robbins, A. (2013). *Unleash the Power Within*. San Diego, CA: Robbins Research Institute, Inc.
 - 3 Maslow, A. (1943). "A Theory of Human Motivation, *Classics in the History of Psychology*. Retrieved December 20, 2014 from <http://psychclassics.yorku.ca/Maslow/motivation.htm>
 - 4 Gladwell, M. (2013). "Zeitgeist Americas 2013. Retrieved June 9, 2015 from <http://lybio.net/malcolm-gladwell-zeitgeist-americas-2013/science-technology/>
 - 5 The TRACOM Corporation. (2014) Adaptive Mindset for Resiliency Concepts Guide
- JASON KIESAU WILL PRESENT AT THE DMACC WEST CAMPUS ON THURSDAY, MARCH 3, AT 11:30AM, ON THE MAIN STAGE.

we align our goals and plans with what gives our lives meaning, we experience greater motivation and engagement. When we are intrinsically motivated and engaged we are more confident, live a higher quality of life, and put ourselves in a position to achieve our dreams.

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Student Spotlight

Writing



DREAMING REALITY

BY JAMIN MYCAL HARDENBROOK

If someone would have told me as an adolescent that someday I would be a sober, thirty-two-year-old father of four amazing children, married to an amazingly supportive and successful wife, and be a published author gaining traction in the literary community; it would have sounded like a dream. Yet I remind myself every day that time does not exist; anything is possible. The more I focus on shaping my thoughts and visions into positive goals, the more the world seems to bend in my favor. My thoughts shape my reality and the energy I give anything is the energy it has.

As a small child I had trouble sleeping. I would tell my mother that my pillow had a factory inside of it. Whenever I lay down, I could hear gears grinding, people shouting, and machinery whirring. The logical explanation of

these occurrences would be the four sets of tubes I had in my ears due to chronic ear infections. I now have thirty percent hearing loss in my left ear and a hole in my eardrum that scarred over. Throughout my childhood, other strange

things happened, however, that could not be blamed on chronic ear problems.

I saw things other people could not see or believe. Once, in the middle of the night, I witnessed a gnome-like creature walking

casually down the hallway outside of my bedroom. After I was sure he was gone, I ran to my parents' bedroom door and beat on it hard in a panic. When my father abruptly woke and turned his head to look, he slipped discs in his neck, which later required surgery.

Around the age of three, I told my parents I was a soldier in the French army in a past life and supplied a remarkably authentic-sounding name, which my father says gave him goosebumps. I have had the honor, since then, to randomly observe bizarre crypto-zoological creatures and fantastic spaceships, as well as see and hear voices others do not.

In the second grade, I began to exhibit symptoms of Tourette's Syndrome and Obsessive Compulsive Disorder. In fourth grade, my symptoms magnified. I had chronic and uncontrollable vocal, facial and body tics and twitches. Since then, I have seen more than ten therapists. I was prescribed antipsychotic and antidepressant medications for thirteen years, until I quit my medicines cold turkey and at age twenty-six stopped therapy.

I told everyone close to me about the dream. The next morning, my friend called me around five-thirty and excitedly told me that my exact dream became reality. The time, location, people involved, as well as subject matter, were accurate except for one major change. My friend was consciously aware of the event; therefore, he was able to change the outcome of what I had dreamed and his future.

It was constantly hard for me to focus in school. Extremely distracted is an understatement for my conduct and academic progress in all three of the high schools I attended. I felt doomed as a human and destined to be unsuccessful by society's standards. After four arrests and three drug treatment centers, a judge, one who had seen me too many



USED WITH PERMISSION.

times, told me if I obtained a high school equivalency degree she would take me off probation. I immediately knew she believed in me. She knew I could do better, so I did. In 2001, at age seventeen, I earned my G.E.D. from DMACC Urban Campus. I was taken off of probation and have not had a run-in with the law since. Recently I went back to further my education at DMACC West Campus and completed my Associate in Arts degree. I remain grateful to that judge. Her belief in me was indeed the catalyst for change in my life, and I began to sculpt a better, more hopeful future. I continued writing for myself and started sending my work to publications as well as entering writing contests. I now have been published four times and am currently working on my biggest project yet. My oldest friend, a remarkable artist, and I are collaborating on an impossible-to-ignore illustrated novel, the likes of which have never been seen.

I am certain I am an extraterrestrial werewolf with the reincarnated soul of a ninja. That kind of thinking contributes to reasons I have been stigmatized, diagnosed, and labeled as many different things. I actually love it. When I first met my wife she was my boss. The first time we talked on the phone I told her what she was in for. She must have thought I was a little nutty. Thankfully she took a chance on me and together we are raising four of the coolest humans I have ever had the honor of knowing.

I have had fun so far in life, sometimes perhaps too much fun. Yet the future looks bright, and I plan on hitting it like a comet to a speck of dust. After my friend and I finish and market our novel, I plan on building a time machine so I can fly a pterodactyl.

JAMIN MYCAL HARDENBROOK is a former student of the DMACC West Campus

CI
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**ciWeek 7
2016**

F R E E T O T H E P U B L I C



February 29 – March 4

DMACC West Campus

www.dmacc.edu/ciweek



WELCOME TO



WELCOME TO ciWEEK 7!

Just as the look and feel of the DMACC West Campus, and the people who work within its walls, have changed over 15 years, so has this event, now in its 7th year. The event began humbly as a simple idea consisting of just one keynote presenter and a bunch of concurrent sessions provided by DMACC faculty and staff. It has now evolved into one of central Iowa’s most anticipated annual events.

In that spirit of change, we listened to the participants and modified the approach to ciWeek. Taking a lesson from SXSW (South by Southwest Conference and Festival), we have expanded the focus of the week from just that of science and technology to include creativity and innovation in art, literature, and music.

The theme for ciWeek 7 is “Free to Dream” and features a 1960s vibe reminiscent of DMACC’s early days. Our speakers include an assortment of innovators from all walks of life including **Thomas Dolby**, a 1980s MTV icon who was instrumental during the transition from analog to digital music; **Homer Hickam**, a *NY Times* #1 bestselling author

whose personal story of dreaming for something bigger became the basis for the movie *October Sky*; **Kari Byron**, an artist and sculptor who used her talents as co-host on the popular television series, *Mythbusters*; **Howard Berger**, a makeup and visual effects artist who has won both Oscars and Emmys, by visually transforming people in hundreds of movies and television shows; **Dr. Reed Timmer**, a storm-chasing “fanatic” who combines both passion and science to improve our understanding of Mother Nature; **Emily Calandrelli**, an engineer and television host committed to opening doors for women and minorities into STEM fields; and **Scott Siepk**

our own *Iowa Nice Guy* who’s on a mission to eliminate the myth that anything creative in film and theater has to come from one of the coasts.

These people have all dreamed, worked hard, and transformed those dreams into reality. I hope their stories serve as an inspiration to everyone who hears them. History has shown time and again that it only takes one to make a difference in our world—and that one could be you.



DR. ANTHONY D. PAUSTIAN
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ciWEEK 2016 AT A GLANCE

All events held at Des Moines Area Community College West Campus, 5959 Grand Avenue, West Des Moines, Iowa.

MONDAY, FEBRUARY 29, 2016

Kick-off events

6:00pm

KEYNOTE SPEAKER: JASON KIESAU BIO ON PAGE 38
 > *Dreams in Focus*

TUESDAY, MARCH 1, 2016

Kick-off events

6:00pm

KEYNOTE SPEAKER: MITCH MATTHEWS BIO ON PAGE 38
 > *Permission and the Secret Science of Achieving Big Dreams*

WEDNESDAY, MARCH 2, 2016

8:45am FEATURED SPEAKER SESSIONS:

ROOM 118/119: JILL PRUETZ BIO ON PAGE 44

Savanna Chimpanzee Behavioral Ecology: Unique Behaviors Shaped by an Extreme Environment

Jill Pruetz highlights the behaviors exhibited by the Fongoli chimpanzee community living in southeastern Senegal, which are unique or rare compared to what we know from chimpanzees studied elsewhere. The Fongoli study group is the only chimpanzee group habituated to observer presence that lives in a savanna environment, and the pressures associated with such an environment have resulted in behaviors such as using tools to hunt other primates, thermoregulation via cave use and soaking in pools of water, and social behaviors that include male tolerance of female resource theft.

8:45am FEATURED SPEAKER SESSIONS:

AUDITORIUM: JAMES ELLWANGER BIO ON PAGE 44

An Artist's Journey: From the Southside to the Statehouse and Everywhere In Between

Finding the courage to step out of the corporate world in order to pursue a career in visual arts.

10:00am

KEYNOTE SPEAKER: SCOTT SIEPKER BIO ON PAGE 39
 > *Something from Nothing*

11:30am

KEYNOTE SPEAKER: KARI BYRON BIO ON PAGE 39
 > *An Unexpected Career and the Science of Taking Chances*

12:45pm

LUNCH BREAK

1:30pm

KEYNOTE SPEAKER: HOMER HICKAM BIO ON PAGE 40
 > *An Afternoon with a Dreamer*

4:30pm

INVITATION-ONLY SPEAKER RECEPTION

6:00pm

KEYNOTE SPEAKER: EMILY CALANDRELLI BIO ON PAGE 40
 > *Find Your Question*

THURSDAY, MARCH 3, 2016

8:45am FEATURED SPEAKER SESSIONS:

ROOM 118/119: TOM HENRICKSEN BIO ON PAGE 45

Cracking The Career Code

According to a recent Gallup poll, only 13 percent of people worldwide feel engaged at their work. This has led many people to give up on the idea that a career can be rewarding and fulfilling. In “Cracking the Career Code” we cover the three P’s that will help you find a career match: Passion, Perform and Profit. If you want a challenging and satisfying career, we can help you break your Career Code!

8:45am FEATURED SPEAKER SESSIONS:

AUDITORIUM: SARA STIBITZ BIO ON PAGE 45

Tapping Into the Dark Side of Creation

Pablo Picasso once said, “Every act of creation is first an act of destruction.” It can be a scary concept to embrace, but there are other ways of looking at it: a clearing of the way, the closing of one chapter and the opening of another. Just like fields must be razed to make way for new growth, life demands that we let go of what was, before we create what will be.

Sometimes, we have no control over life’s changing circumstances and we find ourselves with our lives in shambles, ripe for rebuilding. Other times, we’re stuck in our old paradigms and frameworks. So how do we break out? Whether it’s an entire reinvention of our lives or learning to destroy creative blocks, we all need a dose of healthy destruction once in a while, whatever that looks like to us individually.

10:00am

KEYNOTE SPEAKER: DR. REED TIMMER BIO ON PAGE 41

> *The Science of Intercepting Tornadoes*

11:30am

KEYNOTE SPEAKER: HOWARD BERGER BIO ON PAGE 41

> *The Wonderful World of Monsters in Movies*

12:45pm

LUNCH BREAK

1:30pm

KEYNOTE SPEAKER: THOMAS DOLBY BIO ON PAGE 42

> *Unlocking the Genius Within.*

FRIDAY, MARCH 4, 2016

High School Day

9:00am OPENING

DR. ANTHONY PAUSTIAN

9:15am

KEYNOTE SPEAKER: DR. REED TIMMER BIO ON PAGE 41

> *The Science of Intercepting Tornadoes*

10:30am

CONCURRENT SESSIONS

12:00pm

CLOSING

12:30pm

LUNCH AND DISMISSAL



JASON KIESAU

AUTHOR & CONFIDENCE BUILDER

MAIN STAGE | MONDAY, FEBRUARY 29 | 6:00PM

Dreams in Focus

Adversity in his early 20s made Jason Kiesau rethink his approach to the world and motivated him to study the characteristics of success. Within months of turning 24, he created his “By 30 Vision” and knew he wanted to spend his life teaching, training, coaching and speaking.

Kiesau is the author of *FOCUSED: Your Future Starts Now!*, and he travels the country working with leaders in the areas of self-management, relationship building, strategic thinking and creating high-performing teams.

Kiesau’s purpose is to inspire confidence in everyone he works with, and he is passionate about helping them pursue and achieve meaningful results.



MITCH MATTHEWS

DREAM COACH AND BEST-SELLING AUTHOR

MAIN STAGE | TUESDAY, MARCH 1 | 6:00PM

Permission and the Secret Science of Achieving Big Dreams

Mitch Matthews is a keynote speaker, success coach and best-selling author of *Ignite*. He speaks to student, corporate, nonprofit and association audiences around the world on the power of “DREAM. THINK. DO.”

In 2006, Matthews started something he called the “BIG Dream Gathering.” It’s a simple concept that has helped launch thousands of dreams! He’s become a well-respected thought leader on coaching and workplace mentoring, and his coach-training program has been utilized around the globe.

You can listen to Matthews on his popular weekly podcast on iTunes called “DREAM. THINK. DO.” There he inspires people around the world to dream bigger, think better and do more.



SCOTT SIEPKER

ACTOR, ENTREPRENEUR AND “THE IOWA NICE GUY”

MAIN STAGE | WEDNESDAY, MARCH 2 | 10:00AM

Something from Nothing

Scott Siepker is the host of the Emmy-nominated *Iowa Outdoors* on Iowa Public Television and teaches acting at Drake University. Siepker got his acting start on stage at Iowa State University, where he also received his Bachelor of Science in psychology. Siepker has gone on to act in dozens of plays, commercials and miscellaneous live events.

Siepker was the star of the Webby Honoree viral video “Iowa Nice,” which was produced by the film company he is a founding member of, Iowa Filmmakers. With the follow-ups “Cyclone Nice” and “Hawkeye Nice,” ESPN took note and Siepker played the character of the “Iowa Nice Guy” on College Football Daily for two seasons.



KARI BYRON

SCULPTOR AND CO-HOST OF DISCOVERY CHANNEL’S HIT SERIES, *MYTHBUSTERS*

MAIN STAGE | WEDNESDAY, MARCH 2 | 11:30AM

An Unexpected Career and the Science of Taking Chances

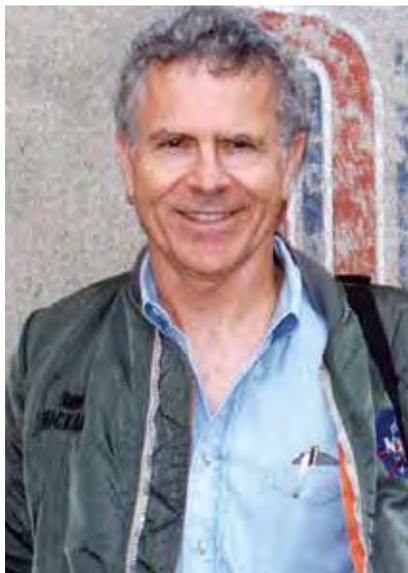
Kari Byron is an artist and sculptor by trade, which are extremely important aspects of her life. Using her preferred sculpting materials of polymer clay, wood, metals and a variety of found objects, Kari tries to create some form of art on a daily basis.

Over the past decade, Byron has become a strong presence in the world of reality-based television. She is best known for hosting Discovery Channel’s flagship show *MythBusters* where she got her start. In regard to how a background in art has been applied to her work on *MythBusters*, Byron states, “For me, having a background in art has helped me become someone who really likes science because I started to approach art in a very *MythBusters* way. I really like just getting my hands dirty, and I never realized how much I was going to like science until I started approaching it like art.”

Since then she has gone on to host and produce shows spanning several networks including *Head Rush* on the Science Channel; hosted the White House Science Fair with

President Barak Obama; become a spokesperson for American Express Everyday Genius series, and appeared around the world speaking on the role of STEM in entertainment.

Currently she is developing projects that include a greatly anticipated tech show with Steve Wozniak, reality-based science shows, and an animated series.



HOMER HICKAM

NY TIMES #1 BEST-SELLING AUTHOR AND THE STORY BEHIND THE MOVIE *OCTOBER SKY*

MAIN STAGE | WEDNESDAY, MARCH 2 | 1:30PM

An Afternoon with a Dreamer

Homer H. Hickam, Jr. has been a writer since 1969 after his return from Vietnam where he served as a First Lieutenant, earning both the Army Commendation and Bronze Star medals. At first, he mostly wrote about the battle against the U-boats along the American east coast during World War II. This resulted in his first book, *Torpedo Junction*, a military history best-seller published in 1989 by the Naval Institute Press.

In 1998, Delacorte Press published Hickam's second book, *Rocket Boys: A Memoir*, the story of his life in the small town of Coalwood, West Virginia. Among its many honors, it was selected by *The New York Times* as one of its "Great Books of 1998." It was also nominated by the National Book Critics Circle as Best Biography of 1998. In February 1999, Universal Studios released its critically acclaimed film *October Sky*, based on *Rocket Boys*. Delacorte subsequently released a mass market paperback of *Rocket*

Boys, retitled *October Sky*. *October Sky* which reached *The New York Times* #1 position on their best-seller list.

Hickam has since written a number of other novels and memoirs including *Back to the Moon* (1999); *The Coalwood Way* (2000); *Sky of Stone* (2001), which is currently under development as a television movie; *The Keeper's Son* (2003); *The Ambassador's Son* (2005); *The Far Reaches* (2007) and *Red Helmet* (2008).

While working on his writing career, Hickam was employed as an aerospace engineer for the National Aeronautics and Space Administration at Marshall Space Flight Center. During his NASA career, Hickam worked in spacecraft design and crew training. His specialties at NASA included training astronauts on science payloads, and extravehicular activities (EVA). He also trained astronaut crews for many Spacelab and Space Shuttle missions, including the Hubble Space Telescope deployment mission, the first two Hubble repair missions, Spacelab-J (the first Japanese astronauts), and the Solar Max repair mission. Prior to his retirement in 1998, Hickam was the Payload Training Manager for the International Space Station Program.



EMILY CALANDRELLI

AERONAUTICS ENGINEER AND HOST OF FOX'S SERIES *XPLORATION OUTER SPACE*

MAIN STAGE | WEDNESDAY, MARCH 2 | 6:00PM

Find Your Question

Emily Calandrelli is currently the producer and host of FOX's *Xploration Outer Space*. After graduating from West Virginia University with a degree in mechanical aerospace engineering, she went on to receive a double Master's degree from the Massachusetts Institute of Technology (MIT) in Aeronautics & Astronautics and Technology & Policy.

She has broad experience with technology policy, writing, outreach, NASA, commercial space, contest development, social ventures, traveling and entrepreneurship. Emily is poised to be the voice of the future in STEM-related programming, especially as it is targeted to young women and minorities.



DR. REED TIMMER

TORNADO CHASER AND STAR OF DISCOVERY CHANNEL'S HIT SERIES, *STORM CHASERS*

MAIN STAGE | THURSDAY, MARCH 3 | 10:00AM

The Science of Intercepting Tornadoes

Having intercepted more than 250 tornadoes and a dozen powerful hurricanes during the last decade, Reed Timmer is well known as the most successful and extreme storm chaser in the world. Reed is one of the few people in existence to document both an F5 tornado and the most devastating hurricane in U.S. history (Hurricane Katrina).

Timmer's hands-on experience with a vast assortment of hazardous weather and natural disasters, as well as his extensive education in the science of meteorology, have made him one of the world's most respected experts on severe weather forecasting, safety and survival. Timmer is a strong advocate for extreme weather and disaster education, and conducts storm spotter seminars for the National Weather Service, emergency managers and the general public.

As a star of Discovery Channel's *Storm Chasers* in 2008, Timmer became the first person in history to capture high definition video inside a tornado. The eight-episode series had a record 19 million viewers during the 2008 season and was one of the highest-rated shows on Discovery Channel.

You may have also seen Timmer on Discovery Channel's *When Nature Strikes* in the fall of 2008, which featured his intercept of Hurricane Ike on Galveston Island as a deadly 15-foot storm surge threatened their position on the sea wall. Timmer has also appeared on all major news networks, including *Good Morning America* with Diane Sawyer, CNN with Wolf Blitzer, CBS, NBC and The Weather Channel.

Timmer holds a Ph.D. in Meteorology from the University of Oklahoma and is the CEO of Weather Fusion, LLC, and Extreme Tornado Tours, LLC, which offers forensic meteorology and consulting services, extreme weather media and storm chasing tours. His tornado, hurricane and blizzard footage has been licensed to more than 100 production companies and television networks since 1997 and seen by hundreds of millions of people worldwide on television, Internet and mobile video devices.



HOWARD BERGER

OSCAR & EMMY AWARD-WINNING VISUAL EFFECTS AND MAKEUP ARTIST FOR SHOWS SUCH AS *BREAKING BAD*

MAIN STAGE | THURSDAY, MARCH 3 | 11:30AM

The Wonderful World of Monsters in Movies

In 1988, KNB EFX Group, Inc., was co-founded by Howard Berger and Gregory Nicotero, and over the past 27 years, they have become one of the most prolific Special Makeup Effects studios in Hollywood.

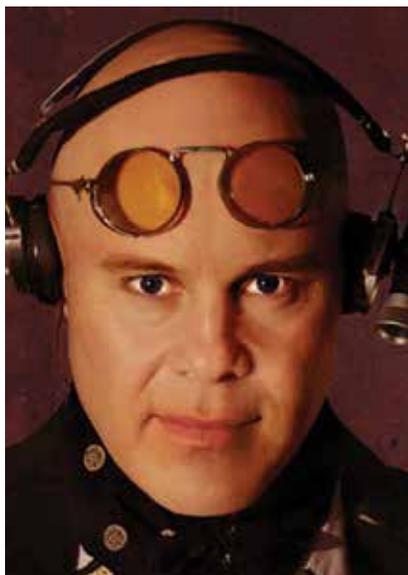
Specializing in character prosthetics, animatronics, creatures and replica animals, Howard has more than 800 feature film and television credits, including *Inglorious Basterds*, *The Chronicles of Narnia Trilogy*, *Kill Bill 1 & 2*, *Splice*, *The Green Mile*, *The Pacific*, *Dolphin Tale 1 & 2*, and *The Grey* to name a few.

In 2006 Berger won the Academy Award for Best Makeup for *The Chronicles of Narnia: The Lion, The Witch and the Wardrobe* and a British Academy Award for Best Achievement in Makeup for the film.

Berger won an Emmy Award with his team from KNB for Best Prosthetic Makeup for the AMC hit television series *The Walking Dead* and was Emmy-nominated for his work on Bryan Cranston's prosthetic age makeup for the final season of *Breaking Bad*.

In 2012, Berger designed and created the portrait makeup of Alfred Hitchcock for Sir Anthony Hopkins for the FOX Searchlight feature *Hitchcock*, which earned him his second Academy Award nomination. In 2013, Berger handled the Special Makeup for Jamie Foxx as Electro for *The Amazing Spiderman 2*.

Lately, Berger has taken on the responsibilities as Makeup Department Head on films such as *The Gambler* starring Mark Wahlberg and John Goodman, and *Ted 2* for Seth McFarlane and has begun *Deepwater Horizon* with Mark Wahlberg for Director Peter Berg.



THOMAS DOLBY

DIGITAL INNOVATOR AND MUSICAL ARTIST KNOWN FOR SUCH HITS *AS SHE BLINDED ME WITH SCIENCE AND HYPERACTIVE*

MAIN STAGE | THURSDAY, MARCH 3 | 1:30PM

Unlocking the Genius Within

The list of breakthrough innovations in Thomas Dolby's 35-year career is continuous. As an early MTV icon, he blazed a trail for electronic music with his imaginative videos. He co-wrote and produced the first-ever platinum-selling rap 12" single "Magic's Wand" by Whodini; his synth playing and production graced the recordings of Foreigner, Def Leppard, George Clinton and Joni Mitchell, earning five Grammy nominations. He appeared live with Stevie Wonder and Herbie Hancock, with David Bowie at Live Aid, and with Roger Waters at The Wall in Berlin. And his self-penned *She Blinded Me With Science* became a Top 5 Billboard hit, going on to become an evergreen geek anthem that still pops up in *Grand Theft Auto*, *The Big Bang Theory* and *Breaking Bad*.

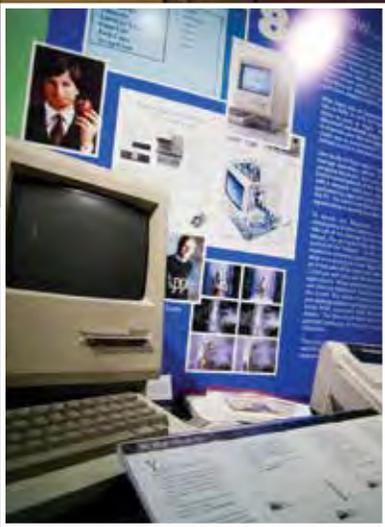
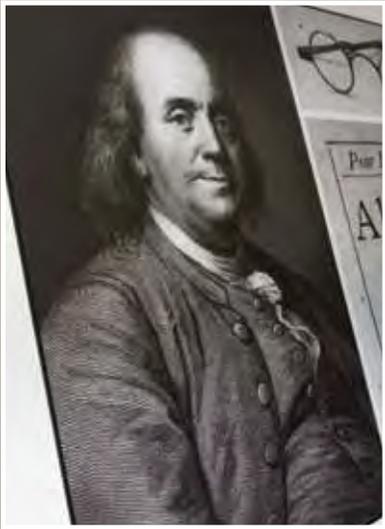
Dolby has created original music for feature films produced by George Lucas, Steven Spielberg and Ken Russell; he has appeared on *Saturday Night Live*, with The Muppets, and on numerous TV shows from *Soul Train* to *The Late Show*.

Sought after as a consultant for tech startups and research companies, Dolby seemed to have a hand in every emerging entertainment platform, from laser disks and computer games to interactive TV, virtual reality installations and location-based entertainment. His name is on multiple U.S. patents, and he has worked as an investment advisor for top venture capital firms. During the early Silicon Valley internet explosion, Dolby founded high-tech startup Beatnik, Inc., and co-created the code that enabled interactive audio in Java. When mobile phones began to play polyphonic ringtones, it was via his BAE technology, which Beatnik licensed to phone manufacturers to be embedded in more than two billion cellular phones and devices.

Between adding music to the mix as in-house Music Director of every TED Conference from 2001 through 2012, Dolby taught himself to be a digital filmmaker, and in 2013 he won multiple awards for his groundbreaking film, *The Invisible Lighthouse*, which chronicles the closure of a 250-year-old lighthouse visible from his coastal home in Suffolk, UK.

Since fall of 2014, Dolby has held the post of Professor of the Arts at Johns Hopkins University in Baltimore, Maryland. He is currently finishing his first book, *The Speed Of Sound*, to be published by Macmillan/Flatiron.

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DR. JILL PRUETZ

BIOLOGICAL ANTHROPOLOGIST AND A PRIMATOLOGIST WITH A PH.D. IN ANTHROPOLOGY

WEDNESDAY, MARCH 2 | 8:45AM | ROOM 118/119

*Savanna Chimpanzee Behavioral Ecology:
Unique Behaviors Shaped by an Extreme Environment*

Jill Pruetz's research focuses on the behavioral ecology of wild primates, and she currently focuses on chimpanzees, which she also incorporates into models to shed light on the behavior of early hominins (members of our own lineage). For her Ph.D. research, she conducted a behavioral study of the vervet and patas monkeys living in the Laikipia Plateau in Kenya.

Pruetz has also conducted field research on wild primates in Peru and Costa Rica and taught field schools in Costa Rica, Panama, and Nicaragua. Her research focus is currently on chimpanzees living in a savanna habitat in Senegal, West Africa. She has studied the Fongoli chimpanzee community in Senegal for the past 14 years. She was chosen as an Emerging Explorer by the National Geographic Society in 2008, and she

held the Walvoord Professorship of Liberal Arts & Sciences at Iowa State University from 2010 to 2015. To assist in the conservation of chimpanzees in Senegal and to aid in providing for the welfare of local people that live alongside them, Pruetz founded the Neighbor Ape nonprofit organization in 2008.



JAMES ELLWANGER

BIOLOGICAL ANTHROPOLOGIST AND A PRIMATOLOGIST WITH A PH.D. IN ANTHROPOLOGY

WEDNESDAY, MARCH 2 | 8:45AM | AUDITORIUM

*An Artist's Journey: From the Southside to the
Statehouse and Everywhere In Between*

James Ellwanger is a American artist from Des Moines, Iowa. He began his art career in the late 1990s after many years of working in more traditional professional fields. Ellwanger is known for large-scale installations including public, private and corporate works. He is currently exploring technology-driven, interactive mediums. In addition to creating art work, he also holds patents for a variety of modern furniture designs.



TOM HENRICKSEN

SPEAKER AND CAREER COACH

THURSDAY, MARCH 3 | 8:45AM | ROOM 118/119

Cracking The Career Code

Tom Henricksen is a speaker and career coach who leads others to turn their dreams into plans. Throughout Henricksen's career, he has learned firsthand how hard it can be to find a good career match. As a result of his trials, he's created a simple process designed to help find a career that inspires passion, encourages optimal performance and results in profit.



SARA STIBITZ

FREELANCE WRITER AND EDITOR

THURSDAY, MARCH 3 | 8:45AM | AUDITORIUM

Tapping into the Dark Side of Creation

Sara Stibitz is a chronic re-inventor of herself and her life. Stibitz began her professional career in the legal field as a mediator and investigator. After quitting to travel in South America, she became a full-time professional writer and editor, who has written for the *Harvard Business Review*, *thurstymag.com*, *The Des Moines Register*, *Yogalowa*, *myWaukee*, and other publications. She has now transitioned into helping entrepreneurs with project management and product development while she builds her own business. Stibitz practices the art of healthy destruction in her life and in her career, getting to the heart of what works and what doesn't. She is now based in Boulder, Colorado, and is an avid traveler, voracious reader, practicing yogi, and life-long learner.



ACTOR AND DIRECTOR LEVAR BURTON OF STAR TREK FAME SPEAKS WITH DR. TONY PAUSTIAN DURING CIWEEK 6.



STEVE WOZNIAK, CO-FOUNDER OF APPLE, SPEAKS DURING CIWEEK 3.

If you can dream it, you can do it.
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ciWeek (Celebrate! Innovation™ Week) provides central Iowans an opportunity to engage with people (some famous, all inspired) who dream, create and accomplish. It's a thought-provoking and interactive week hosted each year at DMACC's West Des Moines Campus, where people of all ages listen, absorb and engage. It's a local cross between TED Talks and the famous SXSW event held each year in Austin, Texas.

The most meaningful approach to storytelling is interaction with the people who are the stories: current, living creators of new ideas and developers of the latest innovations. You will see firsthand how inspiration affected the lives of these speakers and compelled them to greatness.

For more information, visit

www.dmacc.edu/ciweek

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CAPT. GENE CERNAV, THE LAST MAN TO WALK ON THE MOON, SPEAKS AT CIWEEK 5.



DAYMOND JOHN, SHARK ON ABC'S SHARK TANK, SPEAKS AT CIWEEK 4.



Twice annually, as part of the Celebrate! Innovation Exhibition, the West Campus publishes *ciMagazine*. The magazine provides insightful pieces written by a variety of people who are involved in activities that make the world a better place. Whether it's a piece written by one of our ciWeek speakers or a local thought leader, *ciMagazine* will provide readers with an inspiring view of the world.

To begin receiving the magazine or to view back issues please visit www.dmacc.edu/ci.



Join us for ciWeek 8
February 27-March 3, 2017





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