



# THE CELEBRATION

2020

**“As Spartans, you embody success, and your presence makes a profound impact on those around you.”**

-Dean Prabu David



## Dear Alumni and Friends,

On behalf of our alumni board, students, faculty and staff, we welcome you to The Celebration. Thank you for celebrating with us as we honor the achievements, commitment and passion of our College of Communication Arts and Sciences alumni.

Together, we are a community driven by the common goal of unleashing the full potential of each individual to cross the Red Cedar. Our land-grant mission and Spartan ideals are built on the pillars of individual strength, collective power and extraordinary impact.

To achieve these goals, we depend on our alumni to be advocates, ambassadors and supporters of the college. Your diversity in skills, experiences and insights is a remarkable benefit to students and faculty today. Many of you provide support for scholarships, create opportunities for internships, host field experience classes or offer valuable mentorship to students. With more than 55,000 alumni and 3,500 students, we have room for many more of you to get involved!

Our alumni make MSU a better place. As Spartans, you embody success, and your presence makes a profound impact on those around you. Leading by example, you illuminate the path to the future for those who will make an impact in the dynamic world of communication arts and sciences. We will work together to ensure students, faculty and staff have access to opportunities for individual success and collective understanding.

Your time, your support and your generosity make a difference. Now, we celebrate what all of us are and aspire to be as proud MSU Spartans. This program is for you. Celebrate and embrace your role in the greatness that is ComArtSci.

Go Green,

**PRABU DAVID**  
Dean, College of Communication Arts &  
Sciences

**JEFF GENTHNER**  
President, Alumni Advisory Board

## 2019-2020 ALUMNI BOARD

THROUGH JUNE 30, 2020

### PRESIDENT

Jeff Genthner  
B.A. Telecommunication '80

### VICE PRESIDENT

Brian O'Connor  
B.A. Telecommunication '91

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B.A. Journalism '86

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Karen Twigg May  
B.A. Journalism '93

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Anne Marie Schiller  
B.A. Advertising '84

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### MARY GREALY

B.A. Audiology & Speech Sciences '71

### WANDA HERNDON

B.A. Journalism '74; M.A. '79

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### JASON HILLMAN

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B.A. Communication/PR '08

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### BRIAN T. MURRAY

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### BARB PETEE

B.A. Journalism '84

### STEVE ROBBINS

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### LIZ ROSS

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### JEFF WHITE

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THANK YOU

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ALUMNI BOARD

## WKAR



# WELCOME TO THE CELEBRATION

**We recognize honorees with the following awards:**

## **STAFF IMPACT**

Recognizes a consistently outstanding ComArtSci support staff employee.

## **OUTSTANDING LEADERSHIP**

Recognizes an individual who embodies exceptional leadership in the College through community, culture, stewardship, accountability, and a vision of institutional excellence.

## **HONORARY ALUMNI**

Presented to individuals for their continued support and volunteer service to the college and the university.

## **RISING STAR**

Honors alumni who have graduated within the past 10 years and have shown a strong record of accomplishment and service to the college and community.

## **OUTSTANDING ALUMNI**

Recognizes alumni who have obtained the highest level of professional or academic achievement and demonstrated service to the college and community.

## **STAFF IMPACT**

# Kim Kersten Williams

Kim Kersten Williams works in the Dean's Office as an accounting specialist at MSU's College of Communication Arts and Sciences. As part of the Accounting and Research Team (ART), she handles travel reimbursements, purchase orders, operational statements and requisitions, fulfilling her role with a high degree of professionalism and positivity.

Williams works closely with the MSU School of Journalism and the Department of Media and Information, processing the largest volume of financial transactions of anyone in the ART office. She joined ComArtSci in 2000, and she possesses a wealth of institutional knowledge. She serves as a mentor to new faculty and staff, making complicated procedures easy for her colleagues. She finds this mentorship gratifying, and she has offered to develop a Staff Mentoring Policy to provide more support. She has served as a member of the MSU Travel Committee, and she attends training programs to enhance her skills. For 10 years, she also worked as the secretary to the chair of the Department of Telecommunication (now Media and Information.)

Williams goes above and beyond in her work, volunteering her time and energy to support initiatives that build community among ComArtSci's faculty and staff. Known for her humor and friendly smile, she also adds pizzazz to special occasions. She has been instrumental in planning activities like Take Your Child to Work Day, and she has stepped up to lead the event in the spring.



**Accounting Specialist**

## OUTSTANDING LEADERSHIP

# Julie Hagopian

Julie Hagopian provides student-centered advising to empower, challenge and assist students in discovering and attaining their educational and career goals. She strives to prioritize inclusivity and empathy, and she works to find new ways to help students feel supported at ComArtSci.

Hagopian has held several roles in advising at MSU's College of Communication Arts and Sciences, where she now works as an academic advisor and new student orientation coordinator. She has served on many committees, including stints as the chair of the ComArtSci Internship Award Committee and the student outreach chair of the Mid-Michigan Creative Alliance, a chapter of the American Advertising Federation.

Her roles have included coordinating the ComArtSci Student Weekly, a newsletter sent to undergraduate students with academic, career, internship and student organization information. She has worked as an assistant teaching courses on job search strategies for communication fields, freshmen seminars and the Los Angeles Field Experience, where she coordinated 15 company and studio visits for students. In 2012, she developed the first MSU freshmen seminar focused on international students to help these students

transition to life in a new culture. Among her many achievements, she demonstrates a commitment to help all students succeed by making the most of their college experience.

Hagopian is an alumna of Michigan State University, where she earned a Bachelor of Arts in Marketing in 2007, and a Master of Arts in Student Affairs Administration in 2012.



**Academic Advisor**

## HONORARY ALUMNI

# Richard E. Wiley

In 1983, Richard E. Wiley co-founded Wiley Rein, L.L.P., a Washington, D.C. law firm with the largest communications practice in the United States. He is a former chairman, commissioner and general counsel for the Federal Communications Commission.

“Dick” Wiley has been profiled in The New York Times as “Telecommunications’ Ubiquitous Man of Influence”, the Los Angeles Times as the “The Sixth Commissioner”, The International Herald Tribune as the “Most Influential Media Lawyer in U.S.”, Toronto’s Globe and Mail as the “Father of HDTV”, and The American Lawyer for the “Brand Name of Communications Law.”

Wiley was awarded an Emmy for leading the development of digital television. His multitude of industry recognitions include the National Association of Broadcasters’ Distinguished Service Award, the North American Broadcasters Association’s International Achievement Award, the Library of American Broadcasting’s “Giants in Broadcasting,” the Broadcasters Foundation of America’s Excellence in Broadcasting Award, the Consumer Electronics Association’s Gold Medal and Hall of Fame, and Broadcasting & Cable

Magazine’s “100 Men of the Century.”

Wiley graduated with distinction from Northwestern University with B.S. and J.D. degrees. He holds a master of law (LL.M.) from Georgetown University.



**Chairman Emeritus, Wiley Rein L.L.P.**



# Jazmin Bailey

Known to most as an Emmy Award-winning news anchor for WESH 2 News Sunrise, Jazmin Bailey is also a best-selling author and dynamic speaker.

Each morning, Bailey greets Central Florida viewers on WESH 2 News Sunrise with her bright smile and the day's top headlines. She has covered some of the area's biggest stories including: The Pulse Nightclub shooting, a deadly gator attack at Walt Disney World and several destructive hurricanes. As a student at MSU, Bailey was a member of the Delta Zeta Chapter of Alpha Kappa Alpha Sorority, Inc., and co-founder of Successful Black Women: An organization that provides resources for African American women on campus.

After nearly a decade in television, Bailey remains passionate about supporting women. She now takes her storytelling outside of the newsroom and inspires young adults and girls with her personal life lessons.

Some of those lessons inspired Bailey's first book, *The Woman With The Oil*. The book sets the scene of her abusive marriage and catapults readers into jaw-dropping, emotional moments. *The Woman With The Oil* was the top-selling title in Amazon's divorce category during its release weekend in 2018.



**B.A. Journalism '11 | Morning Anchor, WESH 2 News**

# Kerry J. Byrnes

Kerry Byrnes worked 40 years as an applied social scientist supporting agricultural and rural development in Africa, Asia, and Latin America and the Caribbean.

His employers/clients included development organizations such as Michigan State University, International Fertilizer Development Center, the World Bank, U.S. Department of Agriculture, U.S. Agency for International Development, and various consulting firms. Byrnes has conducted hundreds of short-term assignments in developing countries and provided project design, evaluation, and oversight for research and training initiatives in fertilizer use/marketing; agricultural research, extension, and education; organizational management for sustainability; trade capacity building; and food security and food safety.

Byrnes has authored hundreds of technical reports and publications, including *Sistemas de Información y Comunicación de Mercadeo en la Zona de Influencia de Cali*; *Diffusion and Adoption of Innovations in Fertilizer-Related Agricultural Production Technology in Developing Countries*; *Water Users Associations in World Bank-Assisted Irrigation Projects in Pakistan*; *Farmer Organizations: Tapping Their Potential as Catalysts for Change in Small-Farmer Agricultural Systems*; and *"The Spirit Lives On: Communication Seminars as a Surprisingly Hardy, Valuable, and Promising Heritage of NPAC."*

He received several awards from USAID, including Meritorious Group Honor Awards, the Superior Group Award, and the Administrator's Outstanding Career Achievement Award upon retirement.

Byrnes also has a doctoral degree in sociology from Iowa State University. He was honored with the Okemos Education Foundation's Distinguished Alumni Award in 2018. He lives in Reston, Virginia with his wife, Sonia Byrnes. They have one son and one grandson.



**M.A. Communication '68; B. Sociology '67**

## Kenzie A. Cameron, Ph.D., MPH, FACH

Kenzie Cameron arrived at MSU in 1994 on a University Distinguished Fellowship, after spending 18 months working in Moscow, Russia. While working through culture shock, she valued being surrounded by faculty, staff, and students, who mentored, motivated, challenged, and supported her throughout her graduate studies and beyond.

After five years on the faculty at the University of Georgia, Cameron joined the Division of General Internal Medicine and Geriatrics, Department of Medicine at Northwestern University Feinberg School of Medicine in 2003. Cameron is a research professor in the Department of Medicine, with secondary appointments in the Departments of Medical Education, Preventive Medicine, and Medical Social Sciences. She has authored over 100 peer-reviewed publications with colleagues from communication, internal medicine, emergency medicine, medical education, hospital medicine, medical social sciences, obstetrics and gynecology, preventive medicine, and transplant, among others.

In 2016, she was honored with the Feinberg School of Medicine Mentor of the Year Award. Cameron seeks to honor her own mentors through

her passion for mentoring, and believes it is her responsibility to pay it forward.

Cameron is a native of State College, Pennsylvania, and earned both a Bachelor of Science and a Master of Public Health degree from Northwestern University. She lives in Chicago with her husband, Steve Dickerson, and their two cats, Cassie and Raven.



**Ph.D. Communication '98; M.A. Communication '96**

## Peter Collman

A senior technical writer for Broadcom Inc, Peter Collman works in the Czech Republic, producing technical documentation for mainframe global services and rich media content for customer and corporate needs.

Collman also has an undergraduate degree from Marshall University. He received several West Virginia Associated Press awards in the mid-1990s for small and large market radio news documentaries while working as the WDBM-FM station manager. He also won the 1998 Michigan Broadcasters Association award for Best Newscast with his production of a program called *Independent Today*.

From 1999 through 2011, Collman served as the community relations manager and injury prevention specialist for Shepherd Center Hospital in Atlanta, Georgia. He reached over 60,000 Atlanta youths with his message of avoiding spinal cord and brain trauma through safer behavior.

Collman was a member of the U.S. Wheelchair Fencing team from 1999 until 2006. He was on both U.S.A. World Championship squads in 2004 and 2006, and was named first alternate to the 2000 Paralympic Games in Sydney, Australia.

Today, Collman oversees podcasts on history and culture through Podcastnik, LLC Productions— a company he co-owns. In six years, he has secured 2.8 million downloads, with content released in three languages. As the producer and host of his YouTube channel Past Access, Collman travels the world in search of historic insight into battles, culture, and human achievement while providing tips for wheelchair disabled travelers.



**B.A. Telecommunication '98**

## Coleen M. King

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Coleen King is the president and founder of King Media, a full-service marketing, advertising, public relations and digital media agency. For more than 21 years, she has helped clients move the needle with research-based strategies, and has won 26 national and international awards for her work.

King started her career with Avery Knodel, a prestigious national firm in Chicago, where she negotiated with the nation's largest ad agencies on behalf of American Dairy, Kellogg, Sears, Unilever and Procter & Gamble. Next, she blazed an impressive trail as the first female sales representative at WLNS, Lansing's CBS affiliate. She quickly became the top-performing regional sales manager within the then male-dominated field.

She founded King Media in 1999, and her agency now has offices in East Lansing, Grand Rapids and St. Joseph. During the Great Recession, which shuttered so many small companies, King's tireless work ethic and business acumen kept King Media

afloat. While she was recently honored globally as the PR News Boutique Firm of the Year, she remains rooted in her commitment to work that makes a positive difference throughout Michigan.

King lives in East Lansing with her husband, Chris King '73 and their adorable-yet-naughty pug, Lucky.



## Roger L. Martin, APR

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Roger Martin is president and partner at Martin Waymire, a full-service public relations and digital communications consulting firm in Lansing.

Through nearly four decades as a journalist and public relations executive, Martin has been recognized as one of Michigan's best communicators.

After earning his bachelor's degree he taught MSU undergraduate and graduate writing and reporting classes for about a decade. While a reporter and political bureau chief at The Detroit News, he won many awards for journalism excellence, including being named Michigan's Best Reporter, and being nominated three times for a Pulitzer Prize.

Martin started a new career in public relations after leaving The News in 1991, and has won numerous local, regional, and national awards for PR excellence. Martin Waymire staffers have won four Silver Anvils—the nation's top public relations award—including a 2019 Silver Anvil for a successful statewide ballot campaign to end partisan gerrymandering in Michigan. His campaigns have won "Best of Show" at least

five times in the past dozen years in the Central Michigan PRSA Pace Awards contest. He was also named "Pacemaker of the Year" by CMPRSA in 2001.

Roger and his wife, Lynne, live in Mason, where they raised three daughters. One is an alumna of the Eli Broad College of Business, and their youngest is a junior at MSU.





## David Thuma

David Thuma leads brand management, advertising, data/analytics management, and line of business marketing across PNC Financial Services Group.

Before being named to his current position in January 2016, he served as senior vice president of Integrated Line of Business Marketing for five years. In this role, he led marketing efforts for all PNC businesses with an emphasis on customer acquisition and cross-sell strategies. Thuma joined PNC in 2011.

His broad marketing experience includes roles as executive director of product and field marketing for Morgan Stanley's Global Wealth Management Group in New York, and vice president for Fidelity Investments' Direct Marketing and Integrated Marketing divisions in Boston. Early in his career, Thuma held account management roles with several advertising and marketing agencies servicing consumer packaged goods, business-to-business, retail, technology and financial service firms. He also holds an MBA from Wayne State University.

Thuma currently serves on the Board of Directors for the United Way of Southwestern Pennsylvania where he leads the marketing committee efforts. He also serves as a board member for WQED Public Television in Pittsburgh.



**B.A. Advertising '83**

# PAST HONOREES

## Faculty Impact

Robert A. Albers  
Franklin J. Boster, Ph.D.  
Andrew D. Corner  
Lucinda D. Davenport, Ph.D.  
Allison Eden  
Joanne C. Gerstner  
Karl Gude  
Bree E. Holtz, Ph.D.  
Stephen R. Lacy  
Thomas A. Muth, Sr., Ph.D.  
Amol S. Pavangadkar  
Gary A. Reid  
Sandi Walker Smith, Ph.D.

## Honorary

Bobbie N. Arnold  
Richard C. Bush  
Beverly Hall Burns  
Lauren Ciesa  
K.C. Crain  
D. Stevens McVoy  
Nancy E. Peters  
Cornelius J. Shine  
Jeff & Marianne Silver  
Loretta R. Sklar  
David & Sara Taft  
George H. Thomas

## Rising Star

Traci E. Carpenter  
Kelley L. Carter  
Jon D. Erickson  
Asia Gholston  
Jemele J. Hill  
Erica Hughes  
Jason R. James  
Chelsey D. Kantor  
Andrew P. MacMillan  
Brian T. Murray  
Nedra Pickler  
Sri W. Sukotjo  
Fahad K. Sultan  
Derek N. Wallbank, Jr.

## Outstanding Alumni

### 2019

Patricia Anstett  
Jemele Hill  
Anne Marie Lasher  
Kirk Mayes  
Gary Dean Pascoe  
Scott S. Weiss

### 2018

Andrea Brimmer  
R. Matt Davis  
Jeffrey Lambert  
Laura Lawson  
Jeffrey C. Rachor  
Kristy Schena  
Laurence B. Stone

### 2017

Haz Alwattar  
Lois Bernstein  
Kathy Foltner  
Rackeline Hoff  
Amy McGraw  
Jeff Sinelli  
Tim Staudt

### 2016

Cary Benson  
David Buller  
Mary Klein Buller  
Michael Irvine  
Linda C. Stone, MD

### 2015

Nicholas D. Becharas  
Geoff Johns  
Angela R. Massenberg  
Diane Neal  
Dale Petroskey

### 2014

Susan Dalebout  
Rick Gosselin  
Mary R. Greal  
Stephen Schram  
Mike Sheldon  
Ken Winter

### 2013

Thomas Culligan  
Chris D'Arienzo  
Patricia Dorn  
M.L. Elrick  
Jeff Genthner  
Anne Marie Schiller

### 2012

Crawford Del Prete  
Fred Jacobs  
Larry Lee  
Glen Marrichi  
Ed Scott  
Elizabeth Uyenco Shatto

### 2011

Hoekyun Ahn  
Sherry Harmon  
Alyssa Harvey  
George Katsarelas  
Carole Lick  
J. Christopher Preuss

### 2010

Phil Bertolini  
James Gaudino  
Nancy R. Kaufman  
Stan Stein  
Tim Whaley

### 2009

Merri Jo Bales  
Chris Hansen  
Mark Hollis  
Jan S. Lewin  
David A. Weitzner

### 2008

Jim Dunbar  
Molly Fletcher  
Lynn Henning  
Richard Liblong  
Rhoda Weiss

### 2007

Debra Bowen  
Susan Burzynski Bullard  
Judith Winter  
Hyun-Oh Yoo

### 2006

Susan Jacoby  
Jana O'Brien  
Michael Olman  
Gretchen Whitmer  
Kim Wilcox

### 2005

Susan Goldberg  
Richard Golden  
Hirotaka Nakasone  
Richard Newberg  
Dusty Rhodes

### 2004

James Alexander, III  
Michael Budman  
Gregory Harrison  
William McEwen  
Robin Stone

## 2003

Don Gonyea  
Carole Leigh Hutton  
Leonard LaPointe  
Susan Packard  
David Williams

## 2002

Patrick Cyccone  
Eric S. Pianin  
Barbara Roberts Mason  
Jan Daniel Starr  
Gilbert L. Whiteman

## 2001

Wanda Herndon  
Byron Reeves  
Michael Vogel  
W. Scott Westerman, III  
Margaret Lorrain Wynn-Dancy

## 2000

Li-Rong Lilly Cheng  
Ann Corwell  
David T. Hayhow  
Anthony Hopp  
Jack Wakshlag

## 1999

Brenda DeHorn  
Peter Gent  
Gary Topolewski  
W. Edward Wendover  
Reverend Karen Woodson  
Morrow

## 1998

Karen F. Brown-Dunlap  
C. Leslie Charles  
Brian F. Fontes  
Robert D. Moulton  
James A. Taylor

## 1997

W. Clark Bunting  
Michael Burgoon  
Felipe Korzenny  
Dawn Riley  
John Stafford

## 1996

Brian L. Hawkins  
Craig Murray  
Tim O'Brien  
Daniel R. Schumaier  
Richard C. Ward

## 1995

Benjamin Burns  
Arthur Einstein Jr.  
Lon Emerick  
John L. Hogan  
Thomas Veenendall

## 1994

Terry Braverman  
R. Randolph Hippler  
Thomas A. Riordan  
Gary W. Selnow  
Jayne Zenaty Spittler

## 1993

Judith Brown-King  
Mary E. Diez  
Gary Gumpert  
William R. Jenkins  
D. Brickford Rider

## 1992

Leland K. Bassett  
William Kulsea  
Louis M. Shultz  
Robert Screen  
Debra Townsend

## 1990

Yoshihiro Akutsu  
Gene Jankowski  
Patricia Larkins Hicks  
Richard Sirvaitis

## 1989

Leo V. Deal  
Brenda Dervin  
Joel Higgins  
James H. McCartney

## 1988

Ellis N. "Ned" Brandt  
William H. Haas  
Charles Shemely

## 1987

David C. Bender  
William M. Fulkerson  
Keith W. Mielke  
Janet Nelson

## 1986

Thomas W. Jobson  
Don E. Schultz

## 1985

Alfred R. Bransdorfer  
Kay A. Koplovitz  
Frank Price  
Roy K. Sedge

## 1984

Lawrence T. Frymire  
Ivan L. Preston  
Donald W. Wilson

## 1983

Bonita L. Perry  
Susan Spencer  
Nicholas Vista

## 1982

Luis R. Beltran  
Tanya K. Hart  
Patrick L. McNew  
Rosa E. Morales

## 1981

Carole M. Eberly  
Frank Price  
Roy K. Sedge  
Frances Lee Thornton

## 1980

Leonard R. Barnes  
Marion Corwell Shertzer  
Chosei K. Kabira  
Doris I. Proctor  
Gordon A. Sabine

## 1979

Edward D. Deeb  
Thomas M. Giocco  
Robert A. Lyons  
Richard L. Milliman  
Larry L. Pontius

## 1978

Edmund C. Arnold  
Cassandra Book  
Rod L. Burton  
Dorothy E. Dryer  
James R. Osborn

## 1977

Louis T. Hagopian

## 1976

Barbara E. Bryant  
Marvin R. Chauvin  
George Johnston  
Myra L. MacPherson  
Martha Sarno  
George C. Weeks

## 1975

Gerald F. Johnson  
Ronald F. Karle  
John A. Meyers  
John S. Pingel

## 1974

Francis C. Byrnes  
Stephen L. Byrnes  
Donald J. Hoenshell  
Dennis Lewin  
James H. Quello  
Sol Rundbaken

## 1973

Don Harold Ball  
Katharine G. Butler  
Richard D. Estell

## 1972

Edward J. Hardick  
Sheldon Moyer  
Judith L. Nicholas

# Get Involved

Alumni engagement is an excellent way for you to support your alma mater while maintaining contact with students, faculty, staff and fellow alumni. We have a robust menu of opportunities, offering a level of involvement that is meaningful for you and fits with your schedule. Email [casalum@msu.edu](mailto:casalum@msu.edu) to learn more.

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**MICHIGAN STATE UNIVERSITY | College of Communication Arts & Sciences**

<sup>1</sup> Cardholders will earn the following cash back rewards: 3% on groceries; 2% on gas, travel and universities (when making tuition payments to MSU using a credit card, a service fee of 2.2% will be charged by the university); and 1% on all other purchases for every one U.S. dollar in eligible net purchases made on their Visa Signature Credit Cards, rounded to the nearest whole dollar. Cash back is not earned on tax payments, any unauthorized charges or transactions, cash advances, convenience checks, balance transfers, or fees of any kind. Account must be in good standing to redeem cash back. Returns result in the loss of cash back equal to amount returned. Negative cash back will be given if returns or credits exceed purchases. Certain restrictions, limitations, and exclusions apply. <sup>2</sup> Certain restrictions and limitations apply. Go to [visa.com/signaturefood](https://visa.com/signaturefood) for full details. <sup>3</sup> Visit [msufcu.org/visasignature](https://msufcu.org/visasignature) for full terms and conditions.