$271,650 grant from Kellogg Foundation received for 'Partners in Progress'

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$271,650 grant from Kellogg Foundation received for ‘Partners in Progress’

Western has been awarded a grant of $271,650 from the W. K. Kellogg Foundation of Battle Creek, Michigan, to develop and equip a unique computer simulation laboratory in the soon-to-be-constructed University Business Development Center.

The center is part of Western’s ‘Partners in Progress’ capital campaign, an effort between the University and local business to have the campus provide services and facilities that can bolster the region’s economic growth.

James H. Duncan, chairman and chief executive officer of the First American Bank Corp. of Kalamazoo, is general chairman of the ‘Partners in Progress’ campaign. He called the computer simulation laboratory “the heart of the total campaign.”

The Kellogg Foundation grant is included in the total of $4.2 million already achieved in gifts and pledges for the ‘Partners in Progress’ capital campaign. The campaign goal is $6.8 million for programs in all of the University’s academic colleges.

“This project provides an unusual opportunity to assist a highly reputable public institution strengthen and expand its regional public service program,” said Dr. Peter R. Ellis, program associate at the Kellogg Foundation, who participated in a news conference announcing the grant.

“The computer simulation laboratory program,” Ellis continued, “has the potential to benefit students, faculty members and leaders in the region’s business, industrial, human service and governmental sectors.”

Students, faculty members, local businesses and conferences will use the laboratory for exercises that simulate architectural problems and for teaching and learning new computer applications.

The laboratory also will be used to develop a data base for community human services information and to establish a patient-tracking system for the region’s medical clinical service programs.

Ellis said, “Considering Michigan’s current economic struggles, it is a timely effort that promises to play a catalytic role in the region’s economic development and to pay very visible dividends to the citizens of the region.”

The simulation laboratory will house freestanding microcomputers with access to the University’s educational computer located in Rood Hall.

“I need not say, we are extremely proud of this achievement and the recognition it represents for Western and its College of Business,” Bernhard said. “This action by the AACSB reflects most favorably on the quality of our students, our faculty and the curriculum of the College of Business.”

The AACSBS applies rigorous standards to the evaluation of students, faculty and curriculum of business programs across the country, it is not un-

Graduate business programs accredited

The graduate programs of the College of Business have been awarded full accreditation by the American Assembly of Collegiate Schools of Business (AACSB), making Western only the third university in the state with AACSB recognition of both its graduate and undergraduate business programs.

The undergraduate programs of the College of Business were accredited for the first time in 1970. The accreditation of programs is reviewed by AACSB every five years.

The reaccreditation of the undergraduate programs and the accreditation of the graduate programs were announced by Dr. John T. Bernhard, president of the University, at a meeting of the Board of Trustees.

Action on both programs came at the annual meeting of the AACSB in Philadelphia. With it, Western joins a select group of only 157 collegiate schools of business among more than 1,400 such schools in the nation to have both graduate and undergraduate programs accredited by AACSB.

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Orchids—Dr. Richard W. Pippen (right), chairperson of the Department of Biology, and Michelle Puttman, biology greenhouse technician, are shown checking over one of the 160 orchid plants valued at more than $5,400 that were recently donated to the University by Mr. and Mrs. Wilbur E. Slater of Vicksburg. The plants raised the total of orchids here to 300, valued at about $10,000, that have been received since last September, when Al Till of Saugatuck gave the development center 140 plants. The orchids are being used as a teaching tool and for future research, according to Pippen.
Feldpausch: a retrospective of an Alaskan canoe trip

By Jodee Shaw

"Our lifestyle became a matter of getting from one place to the next," said Beverly Feldpausch, a Kalamazoo senior, in describing a canoe trip with Pamela G. Torbico, Beverly Feldpausch, a Kalamazoo hood, from one place to the next," said

The trip got pretty depressing at times, she admitted. "I would think 'What am I doing here?' But a letter from home, Pam's wonderful sense of humor or just seeing the rainbow at the end of a storm would cheer me up."

"There were some very rough winds, and I would point my arm at them and say ' Drop me off and drove away,' " Feldpausch said. "If you got there early, you had to wait until 5 p.m. Everyone ate together and everyone ate the same thing, and it wasn't hamburgers and fries either," she said laughing. "The day we ate out it was meatloaf, and our bill came to $13 apiece."

Survival became an important factor for the women because there was no one to check up on them. They were completely reliant on each other. Both had been taught how to shoot a gun before they began their trip and Feldpausch said she would not have hesitated to use it. "If it was a choice between my going hungry and a bear eating my food, I'd have shot him."

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Feldpausch: a retrospective of an Alaskan canoe trip

Two out of the 288 prestigious John Simon Guggenheim Fellowship Awards given to scholars, scientists and artists throughout the U.S. and Canada this year went to Western faculty members.

Stuart Dybek, associate professor of English, and Ramon Zupko, associate professor of music, were named as members of the fellowships "on the basis of demonstrated accomplishment in the past and strong promise for the future." A Guggenheim provides funds for the winners to take the year off to study, travel and work on a creative project.

Dybek believes that he received the honor partly because of his latest book, "Childhood and Other Neighborhoods," which was published in January by the Viking Press. It is a series of short stories dealing with growing up in an ethnic neighborhood on the southwest side of Chicago.

In 1979 a collection of Dybek's poems, "Brass Knuckles," was published by the University of Pittsburgh Press. Many of his stories, poems and articles have been published in literary magazines.

In the coming year he will work on "at least a couple manuscripts": a novel he has been working on for a long time and a series of three novellas with the subject matter much the same as "Childhood and Other Neighborhoods."

Zupko said the fellowship means,"I will do quite a bit of writing between now and the spring of 1982." He will compose two new works and put the final touches to an orchestra piece in the next year. One will be a music and dance work that will premiere in the fall of 1982 as part of the dedication of the University's new Fine Arts Building.

He noted that "this work will be based on an American Indian legend written by James Highwater, a noted Indian writer of an award-winning book." Zupko said he often gets ideas with the subject matter much the same as "Childhood and Other Neighborhoods."
Electronic technology aids the education of blind and visually impaired students at Western thanks to a revenue-sharing grant recently received by the Handicapped Student Services Office (HSSO).

The Commission for the Blind of Michigan provided $34,967, according to Virginia E. Norton, director of HSSO, for buying special equipment to improve the ability of visually impaired students to study independently. The equipment is in a resource center located on the second floor of Waldo Library.

A desk top Kurzweil Reading Machine tops the list of items. It reads pages of books, magazines, letters and other printed matter and converts to Braille, a language used by the blind; a giant step forward in helping students who knows Braille can type materials in the machine on which someone who can read, equipped with earphones that allows the user to do mathematics, a typewriter that types in extra large print, and a two-volume large-print dictionary and a magnifier for use with the dictionary.

“The development of this new Resource Center for the Blind is a giant step forward in helping students to achieve their educational and career goals,” Norton said.

### In a few words...

- **Spring Enrollment at 8,466**
  - Enrollment for the spring session, which began May 4, is 8,466, according to figures released by Registrar Dennis Boyle, a decrease of 241 students from last spring's total of 8,707.

### Science for Minority Citizens Program

Minority students in Kalamazoo, Benton Harbor and Three Rivers public schools will get help in preparing for science careers under a Science for Minority Citizens program this summer, funded by the Science for Citizens Center of Southwestern Michigan at Western.

Dr. Robert W. Kaufman, director of the center and also director of the Institute of Public Affairs here, said: "The program will be designed to add the problem of underrepresentation of minorities in science careers, too."

- **Schiffers wins aviation safety award**
  - Pat D. Schiffers, assistant professor of transportation technology, has been named "Outstanding Accident Prevention Counselor" of the Great Lakes Region of the Federal Aviation Administration (FAA).

- **Off to a Flying Start**
  - When he graduated April 25, Gregory J. Simon of Dixa expressed his appreciation to his mother in a manner she, and others in the commencement audience couldn't miss. He was a flight technology major, thus the special decoration on his mortarboard.

### WFU

The Westermer

Western Michigan University
Kalamazoo, Michigan

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- **James Jordan, Assistant Director, Alumni Relations**
- **Joyce Tenand, Records Supervisor**
WMU claims Reese Trophy, MAC all-sports crown

"It's a tremendous tribute to our athletes, coaches and administration, which have supported us over the years," said Acting Athletic Director Pat Clysdale in talking about Western Michigan University's winning of the 1981 Reese Trophy, symbolic of Mid-American Conference men's all-sports supremacy.

The Broncos edged Miami University, 71-70, to capture the school's second Reese Trophy and the first since 1962. Miami had won the eight previous all-sports crowns and edged WMU, 73-65, for the 1980 award. Clysdale went on to add special praise for the coaching staff, explaining that "we've had two athletic directors and two interim directors over the past three years, however, our coaches have performed as true professionals during these changeovers."

Slocum is selected as 1981 scholar-athlete

Tom Slocum, the "most valuable swimmer" of the last two Mid-American Conference championship meets, has been selected as Western's outstanding senior scholar-athlete for 1981.

A native of Fremont, Slocum carries 3.02 (4.0) abilities, and word actions are followed through with performance."

Besides swimming at Fremont High School, Slocum was also a member of a state Class B championship cross country team and placed fourth in individual medley and the 400 IM. His other WMU varsity records are for the 500 (4:31.8) and 1,000 (9:25.01) freestyle, the 200 backstroke (1:58.09) and a share of three relay standings.

"Tom had an outstanding career in terms of dual meet performance and championship meet leadership," remarked Coach Pete Lindsay. "It's quietly confident in terms of his own abilities, and word actions are followed through with performance."

Another key to the 1981 Reese Trophy was the school's first tennis title since 1976, winning its first Mid-American Conference title since 1965, and finishing fourth in the league meet, breaking its second highest season win total ever with a 20-9 dual mark.

Senior Winsor and junior Paul Walker took the No. 1 and No. 2 singles titles, and the team of Winsor and Scott Sauer capped by a first-ever invitation to play in the Midwest Association for Intercollegiate Athletics for Women (MAIAW).

Dear Alumni,

It is one thing for an alumnus to belong to the Alumni Association, to contribute to the total State University, to participate in Alumni Fund activities, to be seen at Miller Auditorium or to be a regular at football and basketball games. But it may be quite another matter to send your son or daughter to Western.

A note last week from an alumnus 25 years ago asking for some detailed information on academic programs ended with the note that his daughter “seemed to be leaning toward the Western,” whichever one that might be.

The peer pressures that seem to almost force students to choose another institution of higher learning are something that only a parent, or a high school teacher, can appreciate. The pressures exist, and they can cause real pain to the alumni parent who has a great affection for alma mater and who would like to see the progeny of that particular household follow. So often the choice is made almost out of ignorance as to what your child offers. Rather, the high school applicant is swept along in the tide of those who have chosen otherwise, or whose parents have chosen for them. Where do you stand in this?

Often the alumna arrives at this stage in parenting just a bit tired of arguing, cajoling and persuading and then finds herself or himself unprepared to say what it is about alma mater that would make a difference today. Deal- in travel programs, book blank cards cannot give one a winning hand, however, one may sugarcoat it. As your child enters high school the time is not too soon. Begin your move, to find out what it is that Western is today.

Have you brought your child, as a budding adult, to the campus to see what it looks like today? Western is vastly different than it was 25 years ago. Graduates of 10 to 15 years are surprised at the changes, changes for the better, that bring Western to the forefront in many ways. Those strong academic programs of your day are in all the cost of strength than they were then. Those legends of the faculty you may know have retired, but their places have been taken by younger minds with excellent backgrounds who feel an equal dedication to meeting the needs of the minds of newer genera-

Just as the technology in your home has changed, so the technology of the classroom has advanced. Western’s classrooms, libraries, laboratories and studios abound with the latest that technology can offer, but these tools are only as good as the people who direct their use. Western continues to hire and retain excellent faculty members and has maintained its long leadership in many areas while emerging in new areas of expertise.

The plusses in a Western Michigan education are many, and if you are not helping your child to fully learn what it is about alma mater that should be presented.

Note to earlier generations: higher education is expensive today, as it was in your day, and many, many students at Western today are finding oppor-

Scandinavia trip begins; others planned

A full contingent of Bronco travelers leaves the campus Monday, June 22, bound on a 15-day venture into Scandi-

Alumni Gatherings

Branch County

Branch County alumni will gather on campus Oct. 10 for the WMU/CMU football game in Madison. On Friday, Sept. 21, one bus will leave Marquette at 1 p.m. (Eastern time) and travel U.S. 41, with stops in Escanaba and Menominee. The second bus will leave Marquette at 2:30 p.m., with a rendezvous in Appleton for dinner and travel on together to Run-on-the-Park in Madison. An alumni brunch will be held prior to the game on Saturday for the Western alumni attend-

Total cost for bus trip, lodging, brunch and roundtrip game ticket is $87 per person or $145 per couple. Details will be mailed in early August.

Also, don’t forget the Aug. 5 gathering in Houghton when the Broncos will take on Michigan Tech in hockey. Details to be mailed.

Sorority Reunion

Members of four WMU sororities who no longer have active chapters on campus will be the guests of the Alumni Association for a coffee and homecoming morning. Sisters of Alpha Sigma Alpha, Sigma Kappa, Alpha Omicron Pi and Gamma Phi Beta will gather at 9:15 a.m. in the Student Center for a reunion. More details in the August Westerner.

Alumni Association new life members

James A. Boyd, BA '56, and Sanderson Rooks Boyd, BA '55, Traverse City.

William C. Bearden, BS '76, Kalamazoo.

Jack H. Bell, BS '63, Benton Harbor.

James E. Blanchard, BS '40, Grand Rapids.

Lawrence E. Leaker, BA '55, GA '59, and Ruth Jennings Leaker, BS '44, Pontiac, Mich.

Thomas M. Maranzano, Jr., BA '79, Grove Porter.

Patricia E. Matthews, BS '77, St. Clair Shores.

James McKenney, Jr., BS '67, and Patricia Herron McKenney, BA '69, Ann Arbor, Mich.

Carroll A. Manner, BA '79, Kalamazoo.

Jack A. McBeth, BS '58, and Beatrice McBeth, TC '24, Kalamazoo.

Gwen Fostie—One of the best-known ar-

tists, poets and publishers in Michigan, Gwen Fostie (right) of Escanaba, an alumna of Western, spoke to Department of

Alumni Office at

Eck, BA '34, Kalamazoo.

William Naser, BA '76, Paw Paw.

William Schaefer, BS '50, Columbus, Ohio.

Troy Page, BS '69, Dallas, Texas.

William N. Page, BS '70, Dallas, Texas.

Gerald Page, BS '55, MA '73, and Lois Wilson Page, BS '51, Bradley Park.

William H. Bates, Jr., BS '59, Delhi, Fla.

Carrichiaris Dirk Bursen, MDT '74, Oxford.

Gary R. Byrly, BS '68, Dearborn.

William C. Schuberg, BS '37, Grand Rapids.

Ruth Estelle Studer, BA '35, Pebble Beach, Calif.

Nathan Toussaint, BA '50, Traverse City.

David W. Treder, BSA '79, and Linda King Treder, BS '80, St. Clair Shores.

John W. Van Eck, BS '33, MA '58, and Lucille Lyon Van Eck, BA '79, Kalamazoo.

Hackett Woodfill, MD, BA '56, Faunder, Calif.

Paul W. Wieg, BBA '68, Ann Arbor.

Philip H. Zwergel, BBA '79, and Karen Corey Zwergel, BA '80, St. Clair Shores.

Scandinavia trip begins; others planned

Flying from Detroit to Miami and

meeting the T.S.S. Tropicalia, the

world's newest cruise liner, on Feb. 27.

A late February cruise into the

Western Caribbean is also scheduled.

Time to spare?

The WMU Alumni Office is looking for alumni and friends in the Kalamazoo area who may have a few hours to spare from time to time.

We would be happy to have volunteers to assist with our records updating, mailings and preparation for major activities.

You can come when your schedules permit and be of great help to the alumni staff. Interested? Call the Alumni Office at 383-6160.

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Eck, BA '34, Kalamazoo.
The Seays help the institution they love...

Dr. Maurice F. Seay, professor emeritus of educational leadership, and his wife, C-Ruth, were interviewed for the Westerner while they took a visit to their farm outside Battle Creek by Joe B. Freeman. Also taking part in the interview was Dr. George Stroudspur, director of Planned Giving.

Westerner: It's been nine years since you retired from Western, Dr. Seay. What have you been doing in that time?

Seay: I can assure you, I haven't been loafing! And I haven't been playing golf. I suppose I could sum it up by saying I've been discovering our community again, and finding it to be fascinating, interesting, and much more real than I thought it was when I was a student.

Westerner: In what way?

Seay: Well, the different populations you meet when you get out into the community and join several organizations have quite different purposes. As an example, about six years ago I was named to the board of the Calhoun County Mental Health Society. This organization gets about $2 million a year to provide programs for the mentally ill of all ages.

My association with the staff and the board led me to an entirely new population. Oh, I had an idea they were out there. You get that way... sort of isolated in your own world. But they're great people, really great, and they have the qualities that characterize my farm, education, work and the values I find important in my life.

Westerner: Do you find you miss the excitement and challenges that you used to face in education?

Seay: Yes, I do miss the students in the classroom. You have to make an adjustment when you leave one world and go into another.

My newest interest is a board that's going to help you go to a visit for people with first-time felony convictions. So as a result of being on this board, I'm meeting the judicial community. I have a great respect for the judges.

Westerner: Even though you're an alumnus of another school, I know that you've maintained very close ties with Western since you left.

Seay: Very close. We've wanted to, and we encourage support from others.

Westerner: Were you one of the founders of the President's Club?

Seay: Yes, both C-Ruth and I are.

Westerner: You first came to Western in 1967. What changes have you seen in the University since then, or since your last visit here?

Seay: I've seen a growing cooperative relationship between the different units of the University. Instead of an isolated Department of Educational Leadership, we now have a department that relates with several other departments. This is in keeping with the philosophy of that department at one of the top colleges we went to Western in the first place. I've seen the cooperative relationships between the different disciplines increase.

I think Western is a University, and it's not a conglomeration of different disciplines.

Westerner: You've been involved in some phase of teaching and education during most of your working career. Do you think that the opportunities for good guidance in the education field are "poor," "fair" or "good" these days?

Seay: Recently, Dr. Harold Bole (Assistant educational leadership) asked me to come over and talk to one of his graduate classes. He asked me to discuss what I thought the opportunities were in education now, compared to other fields.

You see, I go back to 1924 through years of disturbance and prosperity and what-have-you. I told them that having gone through the Great Depression, when we had real economic problems, I experienced the breaking down of traditional walls in education in order to make it function by helping people, not only in reading, writing and arithmetic, but helping people to solve their problems... to live better.

I happened to be with TWA (Tennessee Valley Authority) then, and we took education out of the classroom and put it into the homes, put it into the construction site, where our goal was the power of helping people to live better, to solve their problems.

I told these students, "We're in a situation now where we've got a turn-around in our times. Like it or not, it's totally different."

We had a tremendous opportunity for education in the 30s to find out how it can function as a force to help people.

Westerner: I take it that you feel it's important to give your support to a public institution?

Seay: Definitely! Interestingly enough, I'm a product of private institutions. I went to a private academy and a private college, and I obtained my doctorate from a private university. But I've worked more in public institutions. I think it's certainly compatible to have both public and private institutions.

Westerner: What prompted you to think about making a provision in your will for WMU?

Seay: When we came to Western from Michigan State to live here on the farm near Battle Creek, we had in mind that we were going to an institution that we had become accustomed to because of our Foundation experiences.

When I was with the Kellogg Foundation (1954-64), the Foundation gave almost $10 million to help institutions design new programs for training educational administrators. We had some fine programs at some very fine institutions, such as the University of California, the University of Chicago, the University of Michigan, Michigan State and others. As a result of those grants I was close to all of them as a representative of the Foundation.

When we looked at the Western opportunity, we saw that Western was building its program on the results that had been discovered in these various grant programs.

Western's department of educational leadership is based upon the results of these projects more than at any other institution. It's a great philosophic base for all of education.

Later, as we got into the President's Club and into other relationships, we said, "This is the institution that we'd like to help—with whatever help we can give." That's why we decided to help Western through a clause in our will.

You're always influenced by people you know. We've learned to admire and like the leaders at Western. Jim Miller is a great man. Russ Seibert's also a great guy! And Jim Griggs! We could list others.

You know, you get into a relationship with people, and they become the institution, and you like to help people, and you find you can help people by helping the institution that they love. Does that make sense?

Westerner: Yes. Absolutely. Do you feel there are advantages to making a deferred gift to Western?

Seay: Well, it depends upon the circumstance. There are for us, and we're certainly not wealthy.

Our "cash flow" is such that we could not do substantially any subsequent giving. And we've realized... that having already done, through a will, what the institution really needs, we ought to have a will. Then, when we've left, we'll have the power to help the institution.

Each family, each person will have to work this out individually. Some plans are better for one than for others. A bequest in our wills looked like a good plan for us, and we appreciate the fact that Western planned the "Partners in Progress" campaign so that we could participate through a deferred gift.

Westerner: At the beginning of "Partners in Progress" we realized that there are many individuals who could make a substantial contribution to the future of the campaign. We know there are lots of people who would say, "I can't really give a large amount now, but through a planned or deferred gift I can play a meaningful role in Western's future." Deferred gifts are an ideal way to participate in this vital effort for everyone involved, including the donors.

Seay: I think that estate planning has become more common for various families, more so than it used to be. People just can't postpone planning for their estate. We are glad that it's done.

Mrs. Seay: Yes, we've been very pleased.

Westerner: How did you find out about opportunities in estate planning and deferred giving, as far as Western is concerned?

Mrs. Seay: We made a deferred gift before we knew that it would qualify us for the President's Club. Then when the President's Club was formed, we asked if what we had already done would qualify us. We think we made our first request because we saw that was the best way for us to handle our estate.

Seay: It solved a need for good graduate assistantships and to help the program in which we had a great interest. So really, you're right. We made this decision and just worked it out. We did talk to our attorney, however.

Mrs. Seay: He worded the bequest for us.

Westerner: Well, it sounds as if you had previously thought about your estate situation and what you wanted to accomplish with it.

Mrs. Seay: Yes, we made out wills in the early 60s; then we incorporated Western's deferred giving into our wills. And we had the unexpected pleasure, as we counted them up, to find out that we had done a better job of saving than we had realized.

Westerner: That helps.

Mrs. Seay: Land values had gone up in the meantime, too.

Seay: Of course. You see when you've got 77 acres that you bought when you weren't making so much, and you didn't have to pay as much to buy it, you realize all of a sudden what it would mean financially if you sold it, and you begin to think you had better plan your estate.

Westerner: One of the things that has interested me since I've been involved in estate planning and deferred giving is that over half the people in the state of Michigan die without ever having written a will. One of our prime objectives in the Financial Planning Forum and in articles in the Westerner is to remind people that they ought to have a will.

Seay: Yes, everyone really should have a will. We're glad we do, and we're pleased to be able to help Western and "Partners in Progress" in this fashion.
Bernhard shares his thoughts on unrestricted gifts

An unrestricted gift—also referred to as a gift for the “Area of Greatest Need”—is a very special gift to the University. Through unrestricted support, the donor permits university officials to allocate his/her gift where aid is most critically needed.

In the following interview President John T. Bernhard responds to questions regarding unrestricted giving and why these gifts are so necessary to maintain and develop University programs.

**Westerner: Why is unrestricted giving important?**

**Bernhard:** Unrestricted gifts are very important to any university because of the flexibility that this kind of support gives to changes in areas that are in need of aid and that are unable to obtain needed support from regular budget sources.

When a gift is earmarked, it normally limits where it can be put, and this type of support is very desirable. An unrestricted gift allows us to direct aid to worthwhile purposes.

**Westerner: Shouldn’t the State support the operating costs of a public institution?**

**Bernhard:** I agree wholeheartedly in principle, but the reality is that in recent years State support has declined relatively, not only for Western but for all other institutions in Michigan.

While we have experienced an increased number of dollars each year—with the exception of 1979—80—the relative position of State assistance to higher education has declined in comparison with allocations to social welfare and similar programs.

I don’t mean to suggest that these programs are not worthy of support, but I am suggesting that higher education has been held back primarily because of inflation and the needs of social programs. To compensate for the loss of real dollars, institutions of higher education must—if we are to maintain and improve our educational offerings—be concerned with raising funds from the private sector for both unrestricted and restricted purposes.

**Westerner: For what purposes have unrestricted gifts been used in the past?**

**Bernhard:** Unrestricted support at Western has been used for a variety of purposes, almost all of which are related to academic programs. One example of the use of unrestricted support would be the establishment of the Academic Program Development Fund, which is housed within the Office of the Vice President for Academic Affairs. The Academic Program Development Fund is used as seed money to help with a whole series of academic projects, i.e., the Master of Arts degree program in Social Work, the Office of the Rapidts was started with funds from the unrestricted area.

We are also able to support a number of smaller projects—for example, a student in the anthropology program recently made a request to do some important research in East Africa, and activities are examined thoroughly and the anticipated University budget compared to these needs.

The criteria used in determining the worthiness of a project to be funded from the unrestricted pool of support include: (1) the academic value of the program or project. Only those programs/projects with superior academic merit are funded. (2) Preference is normally given to—rather than to continuing—requests.

In keeping with the philosophy of using unrestricted support as ‘seed’ money for new and important programs/projects, we feel it is wise to fund any program on a continuing basis, for the unit receiving the support may come to view such support as a part of its regular operating budget. Once a funded program has been successful, we hope that the department or office will find other avenues of continued support.

**Westerner: Experts predict that these gifts will become increasingly important in the years ahead. What is your assessment of our University’s needs, relative to the need for unrestricted support, over the next few to five years?**

**Bernhard:** I see Western’s needs in the immediate future falling primarily into two major areas.

Academic programming will be one of our most critical areas. The Development Fund that I mentioned earlier could use much more support.

We must maintain great flexibility here in order to encourage and support new ideas and academic programs thus diversifying and enriching our offerings at Western Michigan University.

We recently created an Intellectual Skills Development Program, both for remediation and improvement of our students’ skills. The development and enrichment of the skills program will have high priority and will be an important area in need of assistance in the coming years. I also see need for support, beyond our regular budget, for faculty development. In the days ahead when we think about helping faculty and staff members meet new challenges and duties, additional sources of support will be very useful.

The second area in need of much support will be aid to our Physical Plant. The State of Michigan has always been reluctant to recognize—at any institution—the need for preventive maintenance. As a result, we have very serious needs that can be accommodated only through additional assistance. The Physical Plant needs include such items as: (1) repair of classroom and office buildings, both interior and exterior; (2) grounds work of all kinds; (3) repair of laboratories across campus; and (4) repair to many other institutional facilities campuswide.

Finally, in explaining the importance of unrestricted support to the University, it is necessary for us to recognize that higher education, by its nature, is a very "labor intensive" enterprise. The result is that a very high percentage of our budget must be allocated to faculty and staff salaries, the remaining 20 percent is left for utilities, supplies and services.

When you consider the tremendous inflation our economy has experienced, and the relative decline of State support, you can see why we are hard pressed, without private support, to continue to provide a high quality educational experience to our students today and to create new special programs and development and enrichment for the future.

I hope that the above explanation will prove enlightening to our alumni and friends as they consider their important gifts to Western in the years ahead. In the process of their consideration, I also hope they will respond to our critical need for unrestricted support.

Your gift for the “Area of Greatest Need” will go far in helping your University meet our commitments to students of today and tomorrow.

Unrestricted support comes in all sizes—from $25 to $100—to $500—and to significant pledges from members of the President’s Club. Many of Western’s alumni choose to split their gift or make several pledges—thus providing support to a special program and to the unrestricted fund. Donors working for matching gift companies have the additional pleasure of knowing their company will double, and in some cases, triple their gifts to the university/college of their choice.

Do consider an unrestricted gift in 1981. All that you need is a ‘something special’ that helps make Western special!

Please make your check payable to the WMU Foundation and mail it to the WMU Foundation, Western Michigan University, Kalamazoo, Michigan 49008.

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**President Bernhard**

Although we could not give full coverage to his research effort, we were able to give some support so that he could pursue his study. With unrestricted funds, we have also been able to assist a faculty member begin original research in prehistoric caves in India and to support meetings of the International Congress on Medieval Studies.

In all cases, unrestricted gifts are used for worthy projects that could not normally be funded by the regular budget and yet are deserving of support within our academic community.

**Westerner: How are needs identified and what criteria are used in making allocations?**

**Bernhard:** The President’s Cabinet is responsible for determining the need for, and allocation of, unrestricted support for special projects. The President’s Cabinet—composed of vice presidents from each area of the University—normally considers need for such support at the time the University budget is examined for the forthcoming year. College programs and faculty development are examined thoroughly and the anticipated University budget compared to these needs.

The criteria used in determining the worthiness of a project to be funded from the unrestricted pool of support include: (1) the academic value of the program or project. Only those programs/projects with superior academic merit are funded. (2) Preference is normally given to new—rather than to continuing—requests.

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Homecoming offers alumni... football, hockey and 'Annie,' too.

While most alma maters offer their graduates a Homecoming football game, WMU alumni this year will have an opportunity to take in the Bronco football game and/or the Bronco hockey team and/or a Broadway musical as well.

Friday, Oct. 23

• Noon
Plan to join Kalamazoo alumni at the Kalamazoo Hilton for the Downtown Coaches Luncheon. Coach Elliot Uzelac will preview Saturday's game. Cost is $5 per person.

• Afternoon
Tour the campus, visit professors, shop in the downtown Kalamazoo Mall.

• 7:30 p.m.
The Bronco hockey team opens its Central Collegiate Hockey Association season at Lawson Ice Arena vs. Miami University. Tickets are $4.50.

• 8 p.m.
Annie at Miller Auditorium. Tickets are $15, $12.50 and $10.

Buses will run from Kalamazoo Center to Lawson and Miller before and after both events. Don't get caught in the traffic and parking congestion... take a ride on the buses provided by the WMU Alumni Association.

Saturday, Oct. 24

• 9:30 a.m.
Homecoming Parade from downtown to the west campus.

• 11 a.m.
Homecoming luncheon will be served in Read Fieldhouse.

• 12:15 p.m.
Plan to bring the whole family. The menu includes a Burger King specialty sandwich, chips, beverages and those delicious Michigan apples. A luncheon and game package is offered for $9.50 to Association members and $10 for nonmembers.

• 1 p.m.
The Bronco football team will take on the Cardinals of Ball State University. Reserved tickets are $7.

• 4 p.m.
Annie at Miller Auditorium. Constituency activities.

• 7:30 p.m.
WMU hockey at Lawson Ice Arena.

• 9 p.m.
Buses will again be provided from the Kalamazoo Center to Lawson and Miller before and after both events.

• 10 p.m.
Afterglow
The Alumni Association will host a dance in the Kalamazoo Center ballroom. The versatile band, Pieces of Dreams, will play music from the 40s through the 80s for listening and dancing. A cash bar will be available. Cost is $2 per person. The Greenery Cafeteria will remain open in the Center until 2:30 a.m. for late night/early morning breakfasts.

Overnight accommodations are available through the Kalamazoo Center Hilton, which is offering WMU alumni a lodging package that consists of one night's room; dinner for two at Le Metropol in the center; wine, cheese and fruit upon arrival; and free parking—all for the low price of $54.95. A second night's lodging is available for $25. Children are free in the same room with parents. What a weekend... Plan to come back to campus. Plan to see old friends. Plan to have a grand time at Gold Rush '81. Reservations forms will appear in the August issue of the Westerner.
1958
Larry Judd, BS ’58, MBA ’69, is director of corporate purchasing at Kellogg’s of Battle Creek.

E. Victor Ziel, MA ’58, principal of Hillside High School, retires this summer after 28 years in the district where he also taught English and biology.

Donald Zuidweg, BBA ’58, group manager of office automation and corporate telecommunications with the Upjohn Company in Kalamazoo, which he joined in 1973.

1959
C. David Mohan, BBA ’59, was elected director of the United Way in Battle Creek.

Roger C. Boll, BBA ’59, taught English and biology.

C. David Mohan, BBA ’59, was elected executive vice president of the United Bank and Trust Company in Grand Rapids.

Thomas Conway, BA ’59, is conference leader for Aeroprop Co.’s industrial division sales training center in Jackson.

1960
Marguerite Petersen, BS ’60, retired from Townsend School in Kewferry after 25 years of teaching. She served as director for the Head Start program for eight years and was president of the KEA for a term.

1961
Dr. John O’Brien, MA ’61, has received his Ph.D. in education from U of Michigan.

Dr. David Hershey, MA ’61, director of admissions and records for the U of Texas, is now dean of student development for Illinois Institute of Technology in Chicago.

Richard Fonner, BBA ’61, is manager of Acctex Life & Casualty in Springfield, Mass. A member of the American Society of Certified Life Underwriters, he teaches a course in psychology.

Mervin Burtis, BBA ’62, was elected vice president of the Battle Creek Bank Corp., which he joined in 1964.

1962
Deonee Trumbell, BS ’62, who began her teaching career in a one-room schoolhouse 25 years ago, retired from Hastings Elementary schools last winter.

Norbert Sabo, BS ’62, was elected vice president for loan review for the First American Bank Corp. of Kalamazoo.

Arthur Koller, BS ’62, formerly a plant engineer, was promoted to manager of the Joplin Felix Mill of Tamko Asphalt Products in Joplin, Mo.

1963
Dr. James Bohland, BA ’63, is undergraduate program director for urban affairs at Virginia Tech in Blacksburg, Va. Sally Durkin Bohland, BA ’63, is a school social worker there.

David Borusch, BBA ’63, was promoted to vice president of operations for Detroit Bank Corp., which he joined in 1964.

Dale Phineus, BS ’63, was promoted to manager of environmental affairs for Great Northern Paper Company in Maine.

Norman Torrey, BS ’63, is manufacturing manager for the GM Guide Division in Anderson, Ind.

1964
Clifford Weber, BA ’64, was promoted to ad director for the Gay (Ind.) Post Tribune. He is also a board member of the Gay Center of Indiana Vocational Technical Institute.

Dr. Robert Brainards, BS ’64, professor and chairman of the psychosocial studies department at the University of Massachusetts, is one of several young American professionals to be chosen for the W. K. Kellogg Foundation’s National Fellowship Program.

1965
Tom Lackey, BS ’65, is market manager for Mining and Construction Services in the Dowell Division of Dow Chemical USA in Houston, Texas.

Donald Pyle, BS ’65, is a cabinetmaker in Honor after being a supervisor of production control at a printing plant and working toward an economics master’s degree. He tells his customers that if they’re looking for quality, “I can build you something that will last as long as you will.”

Michael Galinis, BS ’65, is a house education assistant at Edison Middle School in William H. Junior High School.

George Findling, BBA ’65, is Wyandotte Paint Products corporate controller after thirteen years with Chrysler and four years with GM.

Paul Trep, BS ’65, MA ’74, SA ’80, is a history teacher at Grand Haven High School and is pursuing a Specialization in Arts degree in American History. He has contributed to the Dictionary of Canadian Biography and is working on the History Book on Charles Langlade, a Michigan fur trader of the mid-1700s.

Helen Loen, BS ’65, a second grade teacher at Indian Lake School in Vicksburg, was named “1981 Teacher of the Year” by the Kalamazoo County Education Association.

1966
Gerald Barelfield, BBA ’66, is vice president of administrative services with the Canion Company in South Haven.

James Brady, BS ’66, after three years as a Canion Company U.S. attorney for 49 counties in western Michigan and the UP, returned to private law practice with Miller, Johnson, Smith and Cummiskey in Grand Rapids.

Gary Frynewerz, BBA ’66, is assistant vice president vice president with Merchants & Miners Bank in Calumet.

Robert Hennemuller, BS ’66, director of the Northwestern Michigan Area Agency on Aging, was re-elected secretary of the Area Agen-
cy of the Michigan Association of Aging.

Dr. Sheryl Hosley Shuddoll, BS ’66, is clinical director of the Great Plains Mental Health Center in Platte, Neb.

Roger Ellwood, BS ’66, was appointed deputy county manager for Ottawa County, Michigan, effective next year. He is assistant principal at Owosso High School for three years and will retire from the school after five years. He is a doctorate candidate in educational administration at U of Michigan.

1967
Dr. Robert Gordon, MA ’67, EDD ’76, assistant dean, director of academic advising and chairperson of the general studies division, was promoted to associate professor at Siena Heights College in Adrian where he has been since 1977.

Nancy Brown, BS ’67, MA ’78, is executive director of the YMCA in Kalamazoo.

Carl Hass, BBA ’67, is general sales manager for the Container Division of Sherwin-Williams in Oak Brook, Ill.


Larry Brownt, BBA ’67, MBA ’73, of Lawton, is manager of corporate long range financial planning and capital evaluation with the Upjohn Company.

1968
Donald Rankin, BS ’68, MA ’70, retired as the superintendent of schools in Kalamazoo after twenty-three years. He became a sales manager with the Beckley-Cardy Company.

Dr. Michael Walseux, MA ’68, is a professor of psychology at Jackson Community College.

Richard Alperin, BBA ’68, was selected for the first class of the John W. Olin Fellows in the West. Working on his doctorate in social work at Fordham U., he is a psychological counselor and faculty member at Ramapo College (N.J.) and a psychotherapist in private practice in Teaneck, N.J., and the Bronx, N.Y.

Mike Sabo, BS ’68, is the new manager of the Gibson Employees Federal Credit Union in Greenville.

Cindy Wischer, BS ’68, is owner, director and teacher of her own dance studio, Studio C, in Marshall.

1969
Daniel Praslow, BA ’69, MA ’72, principal of Lawton Middle School, was selected into the MSU Gamma Upsilon Chapter of Phi Delta Kappa.

Douglas Ream, BA ’69, supervisor of music in the Grand Rapids schools, is also a baritone soloist. He is with the St. Cecilia Music Society there and a member of the West Michigan Opera Association.

William Jackson, BA ’69, MBA ’71, was promoted to manager of product logistics for the domestic pharmaceutical marketing division of the Upjohn Company.

Gregory Zimmerman, BBA ’69, is supervisor of product and investment cost analysis/international operations/finance for American Motors in Southfield.

James Hollabaugh, BS ’69, was appointed president of the Western Trailer Sales, Inc., in Medina, Ohio.

Kenneth Woodside, BS ’69, is assistant operating manager for the Battle Creek office of Alto Steel Corp. of Jackson.

Aronchek, BBA ’69, is senior vice president of the consumer banking division of American National Bank in Kalamazoo.

Paul Wood, BBA ’69, MBA ’70, is marketing controller of the domestic pharmaceutical division of the Upjohn Company in Kalamazoo.

1970
Russell Blake, MBA ’70, is city manager of Pocomoke City, Md., and last year served as president of the Jaycees there. He and his wife, Lynn, became parents last summer with the birth of their daughter, Allison Lynn. Blake, BBA ’70, MBA ’70, is vice president of finance at Franklin College, Ind.

L. Cmr. Daniel Gabriel, Jr., BS ’70, is an officer in the Navy’s newest fighter attack unit, in California.

James Conn, BBA ’70, is manager of the Audit Department of Seidman & Seidman, CPA, in Austin, Texas.

J. Kirk Horton, BS ’70, MA ’77, is an educational consultant with Helen Keller International. He is stationed in Indonesia, where he helps establish model nonformal education programs.

David Bainbridge, BS ’70, joined the seven-person team of curators for South Bend’s Indiana Northern Historical Society.

Sharon Graves, BBA ’70, has been studying Japanese flower arranging, IKEBANA, and has been teaching English in Sendai, Japan, since January 1980. She returns to the U.S. this summer.

R. Douglas Deaton, BS ’70, is head of the Visitors & Convention Bureau of Battle Creek.

Carol Lutz McKeant, BM ’70, is an accountant for a California construction company.

1971
Margo Williams, BBA ’71, is manager of survey administration with GM’s marketing staff.

Marcia Meyer, BA ’71, MSL ’78, is head of adult services with the Fortage Public Library. In 1975, she was the Lang Library in adult reference and children’s services.

Dennis Hill, BBA ’71, is vice president of the Midwest Bank in Jackson where he heads the commercial loan department.

1972
Daniel Hash, BS ’72, director for State Police in New York’s civil preparedness, was elected president of the 33-year-old State Michigan Civil Defense Directors Association.

Kathryn Spiegel, BBA ’72, CPA of Mar- shall, is cochair of Livestock Osteopathic Hospital.
Celebration there.

Cashier of Citizens Trust of the 1981 Blossomtime Corp., which he joined in 1975. He is a Pennsylvania

ment with the Marshall Iron

Door Drop-In Center, a youth counseling

vice president of Pacesetter Bank-Southwest the years.

female singer in what used to be an all-male

agency in Brighton.

Barry Benfield, BBA '74, of Battle Creek, is a

member of the National Association of Bank

has completed her first year at the National

She

is now working on a master's

degree at St. Louis University.

Joann Kulesza, BM '77, is working on a

music leader at the University of Cincinnati

Church and an organist at Trinity Lutheran Church.

Steve Brown, MM '77, has worked as a

major with the Chicago Lyric Opera and with the San Diego, Ft. Worth, New Orleans, and St. Louis Opera Companies. He lives in Murfreesboro, Tenn.

Jane Paulsen, BM '77, is keyboard

in Detroit.

Dr. J. John Whitley, BM '77, is professor of

at the Tennessee School of Medicine.

Emily Wood, BS '77, is a

member of the National Association of Music Teachers.

Mitchell, MA '77, is director of

for Detroit Osteopathic School.

Bert Collins, BS '78, of Plymouth Center for Human Development in Northville.

James Ferguson, BBA '72, is controller for the San Giorgio Macaroni Company in Lebanon. He joined Shaw's Bakery and Mr. Marky's Food Corp., which he joined in 1975. He is a CPA and is working on a MBA at the U. of Pennsylvania.

Patrick McCann, BBA '72, in manage-

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pany and a member of the Marshall javelin for six years, has been named general manager for the 1981 Michigan Week Celebration there.

Don Markle, BS '73, is a

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Jennifer Grandstaff, MA '72, teaches communications at Brighton High School in Brighton where she has been for 17 years.

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Barbara L. Williams, MA '77, is the 6th grade cheerleading coach there.

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Jennifer Grandstaff, MA '72, teaches communications at Brighton High School in Brighton where she has been for 17 years.
Rene Tegel, BM '79, is a graduate asso-
ciate at Dow Corning Corp. in Dallas, Texas.
She works primarily with youth programs.

Margaret Amerigo, BS '79, is a vocal teacher in the Mancelona Schools.

Carolyn Hutchinson, BS '79, is director of promotions for Grand Village Mall in Grand Rapids and is part of the management team there.

Cheryl Farber, BBA '80, is a sales rep for Dow Corning Corp. in Dallas, Texas. Wendy Lawson, BBA '79, was promoted to assistant manager of market development at First National Bank in Kalamazoo.

Gail Renise Berry, BBA '80, an accountant with Arthur Andersen & Co. in Grand Rapids, passed his CPA exam.

James Ciennik, B.A. '80, is a life underwriter for American Mutual Life Insurance Company in Southfield.

Carolyn Law, BS '80, is sales representative for Intermed USA, a food service management company.

Raymond Vierdonk, B.S. '80, is co-inventor of a patented device with Arthur Hudley, WMU assistant professor of transportation.

Martin Miller, BS '80, is a sales representative for the Ortho Pharmaceutical Corp. consumers products division in the Detroit area.

D. Lionel Ogles, BS '80, combined his hobby of bicycling with his profession of map making and published a series of bicycling maps, "Cycling in the Zoo-Bicycle Tours of Kalamazoo County." The packet of 10 maps were a popular project for graduation.

June Hartman, BS '80, is enrichment coordinator for Branch County Community Education. She is also teaching a mime class for children in grades 1-5.

Marlyn Price, BS '80, is chief of police for Dowagiac.

Marlaye Pinnoke, BBA '80, is marketing research assistant with the Kellogg Company in Battle Creek.

Carolee Newman, BS '80, is an accountant with Haworth Glen in Grosse Ile. Jennifer Kolbe, BS '80, is an interior designer and sales person for VanderVeld's Furniture Company in Muskegon Heights.

Patrick Hargrove, BS '80, is a teacher of the emotionally impaired with the Porter school, Muskegon, Ind.

Patrice Cook-Kincare, BS '80, is head of the women, infants and children program of the Pullman Health Center, a special supplemental food program sponsored by the Department of Agriculture's food and nutrition service.

Richard Gibson, MS '80, was among those receiving an award for "outstanding academic record" in the biomedical field at WMU. He was given the Distinguished Graduate Award. He is with the Upjohn Company in its Fertility Research Group.

Elizabeth Gillin, BS '80, and Gregory Krupa, BS '80, were married in Wyoming. He is with the Portage schools. They reside in Kalamazoo.


Peggy Bevins, BS '79, and Mark Pleva, BS '79, were wed May 2 in Watervliet. She is with Kalamazoo Plastic Surgery, and he is with the Witco Chemical Corp. They live in Kalamazoo.

Linda French, BS '79, and Michael Vite were married March 21 in Niles. She is an elementary teacher.

Elizabeth Glin, BS '67, and Gregory Krupa, BS '80, were married in Wyoming. He is a teacher in the Lorain (Ohio) Schools where she is principal of the middle school.

Barry Schmidke, BBA '80, and Carly Garlick were wed Feb. 26 in Three Rivers. He is with the Portage schools. They reside in Kalamazoo.

Terese Buck, BBA '80, and Richard Saarbell, BBA '80, were married Feb. 21 in Flint. They live in South Lyon.

Ashley Rottman, BS '80, married Timothy Summers April 4 in Kalamazoo. She is a substitute teacher.

Kelly Baxter, BS '80, married Tim Ryon May 2 in Kalamazoo where they live. She has a master's degree.

James Masterson, TC '23, died April 1 in Washington, D.C. He was a member of the National Archives and Records Administration. He was a researcher and archivist for the National Historical Publications Commission. He earned his master's and doctoral degrees in English from Harvard U. and taught at WMU and Hillsdale College before going to Washington in 1942. He published "Kan- sas Folklore" and a satirical, "Federal Prose, How to Write in and/or for Washington."

Elise Young Weaver, TC '56, BS '58, of Ravenna, died Feb. 10, 1980.

Albert Swens, BS '58, of Crestwood, Ky., died Feb. 27 at 77.

Mildred Fuhman, TC '28, of Delton, died April 24 at 79. During World War II she was with the Eaton Manufacturing Co. in Battle Creek and at the Kalamazoo Paper Co. for 18 years until her retirement in 1962.

Orrville Harford, BA '31, of Bad Axe, died March 14 at 74. He was a coach and principal at Port Hope High School before becoming manager of the Thumb Electric Cooperative. He retired in 1976. Orrville was involved in community service for many years and was past president of the Michigan Association of Rural Electric Cooperatives.

Minerva Maldey Bashara, BA '36, of Grand Rapids, died April 11 at 85. She taught in the Wyoming schools.

Forest Strat, BS, MA '61, of Oscego, died June 24 at 69.

Dr. John Cochran, BA '47, of Port Huron, died unexpectedly March 8 at 58. For the past 10 years he had been director of the district's elementary and secondary school program. He previously was deputy superintendent and superintendent of the Kalamazoo schools. He was active in the Kiwanis, Big Brothers and March of Dimes and was past vice president of the Kalamazoo County Council.

A. Kent Bach, BA '50, of Southfield, died April 24 at 50. He was a sales manager for claims of Michigan Mutual Insurance Co. He earned a law degree from the U. of Miami (Fla.) Law School.

Alma Carlson Peterson, BA '50, of Grand Rapids, died March 26 at 80.

James Price, BA '51, formerly of Parch- ment, died last winter in Menlo Park, Calif.

Charles Wilbur, BMus '56, of Kalamazoo, died May 1. He had taught music at the Spolin School of Theater Arts before performed with the Kalamazoo Symphony Orchestra for 25 years. He taught drums, percussion and organ and was an organist for the Elks and the Kiwanis Clubs.

Lawrence Wells, MA '58, died Dec. 3, 1979, at 50.

Ernest Stokes, BBA '50, of Portage died May 3 at 64. He was the manager of the Ponderosa Steak House in Battle Creek and formerly owned the Pizza Karo Restaurant on E. Main and in Plainwell. He also earned a B.A. in hotel and restaurant management from MSU.

Anna Saum, BS '50, of Kalamazoo, died Jan. 13, 1977.

In Livingston, Jr., MA '61, SED '69, of Jackson, died April 26 at 61.

Fern McDowell Peters, MA '61, of Munegu, died March 11 in Bradenton, Fla. She was 70.

Doris Coyle Campbell, BS '52, of Battle Creek, died March 6 after a three-year il-
ness. She was 66. She retired from the Bat-
tle Creek Schools where she had been an adult and night school teacher. Doris also taught English at Battle Creek Junior College and Kellogg Community College. In 1961 she was a member of a special commission on the teaching of non-native Americans and was recognized for her teaching of adults by the Michigan and National Associations of Public School Adult Education.

James Verburg, BS '76, of Wyoming, died Feb. 21, 1979. He was 28.
Coyne's third novel on bestseller list.

The following article is reprinted with the permission of the Kalamazoo Gazette.

John Coyne, MA '65, is a best-selling mystery/occult novelist, but the story he seems to enjoy most writing is his own success story. His suspense tales may strike terror in the hearts of men. More important, though, they strike gold in the pockets of his publishers.

After six of his fiction manuscripts were rejected by the publishing houses, Coyne discovered formula writing and formula success.

Coyne's third science fiction/occult chiller, "The Searing," is now on sale. Readers are promised a terrifying tale of a "series of bizarre and extraordinary events orchestrated into an apocalyptic conclusion."


His encore, a novelization of the Universal Pictures movie, "The Legacy" (which was anything but a box office legacy), sold 116,000 paperback copies and helped push up sales of "The Piercing," now in its fourth printing, to more than 1 million.

"Making a bestseller list makes my publishers very happy and they perceive it to be a commodity that pays off as a writer. But it's a very fleeting game, and at the moment, I'm a minor bestseller," says Coyne.

If Coyne knows success, it must also be said that he knows humiliation. He

is as modest and candid now as he was before he knew where his next contract was coming from. He professes no urgent statement that impels him toward his typewriter. He writes, he maintains, simply to satisfy the greatest common denominator of the reading public.

A membership for Mom

Prior to December and April commencements, the Alumni Association sends a membership form to the parents of graduating seniors as a perfect idea for a graduation gift. In April, Scott and Courteney Conley of Grand Blanc sent in a completed form for Wanda—their mom—when she graduated. It proved to be the perfect gift for children to give as well.

Fitzgerald heads Michigan Association for Media in Education.

Ruth Fitzgerald, MSL '68, was president of the Michigan Association for Media in Education for 1980, one of a line of WMU alumni or faculty who have served this organization. Prof. Archie Watson is the current vice president.

In 1979 Mary Ann Paulin, BA '60, MSL '65, EdS '71, was the vice president, and in 1978 Patricia Slocum, MSL '67, was president.

Other officers included Rolland Billings, EdS '69, president in 1977; Prof. Marilyn Miller, president in 1976; Addie Kingsinger, MSL '69, president in 1975; and Burton Brooks, MSL '68, president in 1974.

This media association was formed in 1974 by a merger of the Michigan Association of School Librarians and the Michigan Audio Visual Association.

Andrie honored by Montana

Dr. Eugene Andrie, '40, retired as a professor of music at the University of Montana, recently received honors from both the university and the State of Montana.

The first honor was the Robert T. Pantzer award of the University, given to a person "who has contributed substantially to the university, making it a more open and humane learning environment and fostering academic inquiry and expression."

Later came the performing arts award in the 1981 Governor's Awards for the Arts. The Governor of Montana cited Andrie as one who has "sent young performers out into the concert world, and into other classrooms and studies as teachers—all touched by his warmth, sincerity and humanity, as well as by his musical artistry."

After Naval service in World War II, Andrie joined the Montana faculty in 1946 and continued teaching until retirement in 1976.

During his years there he organized the Missoula Symphony and the Helena Symphony, serving as conductor for both, and also organized and played first violin in the Montana Chamber Symphony.

"I look back with greater respect for such teachers as Harper Mayhew, George Amos and Drs. Seibert, Brown, Slusser and Smith," he writes, 'and for the insight into the arts I gained from Miss Siedschlag.' While in Kalamazoo he played with the Kalamazoo Symphony and organized the Kalamazoo Youth Symphony.

He and his wife Lorraine live from June through October at Phillipsburg, Mont., and from November through May at Harbor, Ore.