$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 and Economic 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.”

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.

Students, faculty members, local businesses and conferences will use the laboratory for exercises that simulate business 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.

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.

“Needless to 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. Dr. Darrell G. Jones, dean of the College of Business, said, “The accreditation of our graduate programs, for which we have worked long and hard, is both an honor and an acknowledgement of the excellence achieved by the faculty and students of the College of Business. It also reflects extremely well on the University as a whole.”

The AACSB applies rigorous standards to the evaluation of students, faculty and curriculum of business programs across the country, it is not unique.

(Continued on page 12)

Orchids—Dr. Richard W. Pippin (right), chairperson of the Department of Biology, and Michelle Patpart, 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 department 140 plants. The orchids are being used as a teaching tool and for future research, according to Pippin.
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 student who, last year, made a 1,400-mile canoe trip with Pamela G. Torbico, a graduate student from Howell, made a trip down Alaska's Yukon River to the Bering Sea last summer. They were the first women to paddle the length of the Yukon River in a canoe. The first leg of their journey began when they left Kalamazoo in a van on June 16 of last year. After 10 days and 3,000 miles of driving on the Alcan Highway, they arrived in Eagle, Alaska, where they sold their van to a local bar owner. He drove them to their starting point on the river near the Alaskan-Canadian boundary.

It was a scary feeling when he dropped us off and drove away," Feldpausch said. "Our only mode of transportation then was by canoe.

One of the first adjustments they had to make was getting used to the midnight sun. The sun never set in Alaska in the summer, thus it was breakfast at 3 a.m., dinner at 11 p.m. "But with storms coming and going, the midnight sun gave us some excellent sky shows," Feldpausch reported.

The women paddled between five and six miles a day, spending a total of 41 days on the river in what was described as "one of Alaska's rainiest summers." They would travel as many as four days without seeing anyone.

When they stopped at the villages along the way, the villagers always expected them because someone from the previous village had told ahead that they were coming. It was a chance for the local people to talk with the WMU students about life in Alaska and to get the gossip on the "lower 48." In the villages that had post offices, the women mailed letters and picked up food and packages they had sent ahead for themselves.

Once they even "dined out" at a local inn. "If you went to the local inn to eat you went at a specific time," Feldpausch explained. "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.

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 sometimes I put my arm around you and never really thought we wouldn't make it," Feldpausch said. "We were determined that we would do it even if we had to carry the canoe the last 10 miles.

The greatest impact of the trip for Feldpausch was when they were flying out of Alaska. "I hadn't realized what we'd undertaken," she said. "Actually seeing the size of the river was a great shock.

"The most recent previous recipient of a Guggenheim fellowship here was Curtis O.B. Curtis-Smith, associate professor of Music in 1978-79.

Two win Guggenheim fellowships

Two 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 Zurpko, associate professor of music, were among those who received 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 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 journals and 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.

Zurpko 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 Janame Highwater, a noted Indian writer of an award-winning book. Zurpko said he often gets ideas for musical compositions from poems and other written material.

He is working toward several composing deadlines, including one for a work for the Tanglewood Festival in August. "It was commissioned by a Boston Symphony Orchestra/Fromm Award.

The most recent previous recipient of a Guggenheim fellowship here was Curtis O.B. Curtis-Smith, associate professor of Music in 1978-79.

Feldpausch, a health education and physical education major here, is an exercise leader at the Cardiac Rehabilitation Institute at Kalamazoo's Borgess Medical Center.

She became interested in canoeing while watching canoe races, so she started training in 1975 and currently paddles between one and five hours a day. She has been a very successful racer, taking a first place in the 1979 Great National Canoe Race, a 15-day trip from Kansas to New Orleans. The Alaska trip came about because Feldpausch wanted to prove that two women could accomplish such a feat. "If I'd taken a trip like this with a man, people would have said, '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.

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Electronic technology aids the education of blind and visually impaired students at Western to thanks in 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 blind or 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 types up to 140 words per minute. It reads pages of books, magazines, letters and other printed matter and converts them into an audible synthetic voice. For those who are partially sighted, an enlarging imager reproduces a printed page into a much larger, more legible form than "large print" users can read.

Other devices are: Perkins Brailier, a machine on which someone who knows Braille can type materials in the special languages used by the blind; a Speech Print/Reading Tablet" equipped with earphones that allow 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.

Spring enrollment at 8,466

Enrollment for the spring session, which began May 4, is 8,466, according to Dr. Robert W. Kaufman, dean of enrollment and registration. It was 8,707 last spring's total of 8,707.

"The current spring enrollment has returned to about where it was in 1979, before a surge in registration and market wars to the spring roster in 1980. "Once again, the economy seems to be the most important factor," Kaufman said. "In some cases, students have found work to earn money to return to the campus later. In other cases, students simply have run out of resources to attend college for the time being."

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 spring, 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 Institution for Public Affairs here, said, "The program will be designed to address the problem of underrepresentation of minorities in science careers."

Dr. LeRoy R. Ray, Jr., director of Black Americana Studies, will direct the new project, and Martha Warfield of the Kalamazoo Valley Community College faculty will be program manager.

Scherff wins aviation safety award

Pat D. Scherff, assistant professor of transportation technology, has been named "Outstanding Accident Prevention Counselor" of the Great Lakes Region of the Federal Aviation Administration (FAA).

Scherff was given the award for "generously contributing time, ideas and expertise" to the aviation community in matters of "safe operation and maintenance of general aviation aircraft."

Schubert book on solar heating published


The book discusses the fundamentals of solar energy and its practical applications, which concentrates on residential space and hot water heating, although its principles apply to commercial and industrial applications as well.

The 321-page textbook contains 115 photographs and diagrams detailing every phase of design and four appendices including Solar Position and I nolation Values, Solar Radiation Maps, Degree-Days and Design Temperature and Typical Commercial Equipment.

Scherff has been at Western since 1969. He is project coordinator of the WMU Energy Learning Center, a house at 415 Kendall Ave. in Kalamazoo that has been modified with a number of energy-saving devices.

Danforth Foundation announces new award

Five Western faculty members and their spouses have been appointed to the associate program of the Danforth Foundation of St. Louis, Mo., a national educational, philanthropic organization.

They are: Dr. Stephanie A. Demetrakopoulos, assistant professor of English; Dr. George H. Demetrakopoulos, assistant to the dean, College of Arts and Sciences; Dr. Howard J. Dooley, associate professor of humanities; Carol Dooley, elementary teacher in the Kalamazoo Public Schools, and Dr. Robert L. Shaffer, associate professor of English. Ruth Shaffer, library clerk at the Kalamazoo Public Library, Dr. Michael S. Politis, chairman to associate professor of philosophy, and Mildred Pritchard, education and information coordinator cataloger at the Kalamazoo Institute of Arts.

Dahlberg honored for environmental book

Dr. Kenneth A. Dahlberg, associate professor of political science, has been awarded the Sprout Award for his 1979 book, "Beyond the Green Revolution: The Ecology and Politics of Global Agricultural Development," by the International Studies Association (ISA).

The award was given annually to the "best work dealing with international environmental issues."

Dahlberg, who has been here since 1966, has been active in the Environmental Studies Program.

Nine granted emeriti status

Nine University faculty members were granted retirement with emeriti status by the Board of Trustees during the winter semester this year they joined the faculty: John L. Bendik, professor of industrial education (1955); Charles T. Brown, distinguished university professor and professor of communication arts and sciences (1948); James A. Davenport, associate professor of educational leadership (1957); Lois L. Hamlin, associate professor of occupational therapy (1951); Gordon O. Johnson, associate professor of industrial technology and education (1960); Waldeimar E. Klammer, associate professor of instructional design and development (1962); Leonard V. Meretha, professor of music (1945); and Nancy L. Thomas, assistant professor of educational and professional development (1954).

Atlanta Observatory

A large gathering earlier this spring in Kanley Chapel heard a moving "Children of Atlanta: A University Observance," designed to show concern and unity at Western for the missing or slain children of Atlanta, Ga.

The event, widely covered by area news media, was sponsored by the Office of Minority Student Services and the Division of Student Services.

Medieval Scholars

Among the more than 1,400 scholars from around the world who attended the 16th International Congress on Medieval Studies at Western this spring was Steven Runciman, noted Scotish author of the history of the Crusades, who spoke at the first plenary session. Runciman noted that the "Crusades were disastrous to both branches of Christianity (East and West) and particularly to those presenting papers or chairing sessions were from outside the United States. The congress is considered the most important annual meeting of Medievalists in the world."
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 a 3.02 (4.0 scale) average in business and marketing studies. In 1981 he was also recognized as the MAC's "outstanding senior swimmer." This award is sponsored by the Miami University Men's Aquatic Club.

This past winter Slocum won the same three individual races, which included a record 4:06.95 clocking in the 400 IM. His other WMU varsity records are for the 500 (4:31.8) and 1,000 (9:25.01) freestyles, the 200 backstroke (1:58.0) 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. "He is quietly confident in terms of his own 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 standings.


Slocom claims Reese Trophy, MAC all-sports crown

"It's a tremendous tribute to our athletes, coaches and administration, which include our president and athletic director," 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 Western, 65-63, 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 changesover.

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MAC Reese Trophy—Pat Clysdale (left), Western Michigan University's acting athletic director, accepts the Reese Trophy from Fred Jacoby, commissioner of the Mid-American Conference. The Reese Trophy is symbolic of men's sports supremacy in the MAC. Western had last won the award in 1962 and ended Miami University's eight-year reign by a 71-70 margin in the nine sports conducted during 1980-81.

AIAW membership exchanged for NCAA

Beginning with the 1981-82 academic year, the University will conduct its women's athletics program under sponsorship of the National Collegiate Athletic Association (NCAA), thereby giving up membership in the Association for Intercollegiate Athletics for Women (IAAW).

The change stems from a desire to conduct the entire athletics program under one set of rules, said Pat Clysdale, acting athletic director. The NCAA reimburses member institutions for expenses incurred in championship competition while the AIAW does not.

Season update

BASEBALL

Western's 1981 baseball team matched the school's all-time win record with a 32-21-1 showing and then finished second in the Mid-American Conference at 14-3-1. The Broncos narrowly missed first place as Central Michigan had a .813 winning percentage and was first, while the team's lone loss came at 77-4 while the team's lone loss came at 77-4 while the team's lone loss came at 77-4.

Coach Fred Decker had three All-MAC first team selections in pitcher Jeff Kalser (6-3, 3.28 earned run average), outfielder Paul Schneider (.441) and shortstop Ray Thoma (.304).

GOLF

Western's golf team finished third in 1981 Mid-American Conference standings; the team's top showing since a second place in 1976. Freshman Todd Demarest was picked for the 10 league coaches on the All-MAC team and had rounds of 71-76-73-73-293 at the league meet, which earned him 10th place among individual performers. Meanwhile junior Ron Beurmann carded 73-76-73-73-291 to share seventh place.

Another freshman, John Trivison, led Coach Merle Schlosz's squad with a season average of 76.9. Demarest was next at 77.4 while the team's lone senior Bob Sauer had 77.5.

SOFTBALL

Continuing its domination of state softball circles with a fourth consecutive state championship and a second trip to the national finals, Western's softball team rolled to another record-setting season in 1981. Coach Fran Ebert's team finished its winningest season ever with a 39-13 record and was ranked as high as seventh nationally. A second-place regional finish was another school best, and at the AIAW Women's College World Series over Memorial Day weekend, the Broncos finished ninth.

Again the Broncos rode the strong arms of pitchers Bonnie Kinne and Kim Worden to the majority of their wins, but a third steady chucker emerged during the season in Beth Belleville. Belleville, a Kalamazoo sophomore, posted a 9-3 record in regular season play.

MEN'S TENNIS

Bronco men's tennis team enjoyed one of its most successful seasons during 1981, winning its first Mid-American Conference title since 1965, taking three individual championships and posting its second highest season win total ever with a 20-9 dual mark.

Senior Steve Winsor and junior Paul Walker took the No. 1 and No. 2 singles titles, and the team of Winsor and Scott Spoerl took the No. 1 doubles crown. They were also named to the All-MAC team, and Coach Jack Vredevelt was cited as the "coach of the year."

WOMEN'S TENNIS

Another record-setting season for Western's women's tennis team was capped by a first-ever invitation to play in the Midwest Association for Intercollegiate Athletics for Women Tournament.

The Broncos won the regional bid on the strength of a 16-7 mark, breaking the school record for victories of 12 set the previous year.

MEN'S TRACK

The Bronco's men's track team won all five dual meets, leaving it with a 69-3-1 record since 1965, and finished fourth in the Mid-American Conference championships.

Coach Jack Shaw was without the services of injured 1980 MAC 100-meter champ Michael Lockhart and freshman sprint-long jump standout James Williams as the Broncos sought to repeat as loop champions.

Junior Curt Walker capped steepleschase honors at the MAC affair with a clocking of 8:57.26 and also finished third in the 5,000-meter race (14:50.67). The other individual title was picked up by Carl Hamilton, who

(Continued on page 12)
Dear Alumni,

It is one thing for an alumnus to belong to the Alumni Association, to contribute to the Alumni Fund, to participate in Gary 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 alum who graduated 25 years ago asking for some detailed information on academic programs ended with the note that his daughter "seemed to be leaning toward U of M," 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 out of ignorance as to what your own school 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 alum arrives at this stage in parenting just a bit tired of arguing, cajoling and persuading and then finds himself or herself unprepared to say what it is about alma mater that would make a difference today. Deal-in travel program cannot give one a winning hand, however one may sugarcoat it. As your child enters high school, the time is near to 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 knew may 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 generations.

As 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 full learning options that await at Western, then you are not giving that child the broad range of opportunities 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 opportunities to provide their own room and board, their own spending money or the full package through a continuing, broad variety of work opportunities.

Time changes, but Western Michigan University retains its dedication to serving to the fullest those who have chosen otherwise, or whose parents have chosen for them.

— Russ Strong

Mike Gary Athletic Fund: first quarter report

The 1981 Mike Gary Athletic Fund Campaign is off and running with the greatest enthusiasm yet. $98,643.50 has been collected, this includes our office total of $20,300.00 and our chapter goal of $11,697.00. We have reached 40 percent of our our QUIN MILLION DOLLAR goal. We are at $3,07,000.00 ahead of last year at this time.

WMU Golf Outings
June 22 Grand Rapids
Forest Hills Golf Club
Dick Bazzle
(616) 456-4263

June 25 Hastings
Hastings Country Club
Leo Lang
(616) 948-8021

July 13 Detroit—West Bloomfield
Bay Pointe Country Club
John More
(313) 875-0555

July 27 Kalamazoo—"BRONCO" Elks Country Club
Paul Viglianti
(616) 383-1932

Other Important Dates
Sept. 12 Football at Kent State
Sept. 19 Football home against Marshall
Sept. 19 Gary Fund "Las Vegas Night!"
Oct. 4 Football home against Ball State—Homecoming

The Mike Gary Athletic Fund chapters were organized to help create an awareness of WMU athletics in the community, to act as a bird-dog for students and student athletes, to become involved in social activities and to participate in the area phonathons.

If you have questions about or would like to become involved in the Mike Gary Athletic Fund, please contact the Chapter Chairman in your area.

Battle Creek J vịl Dolezal
(616) 962-4716

Scandinavia trip begins; others planned

A full contingent of Bronco travelers leaves the campus Monday, June 22, bound on a 15-day voyage into Scandinavia, the revival of Western's alumnae group.

Forty-nine people will join Mr. and Mrs. Russell A. Strong for the odyssey through countries that include Norway, Denmark, and West Germany. Notices have been mailed to all group members.

A World Cruise, the first cruise for the travel group will visit such places as Iceland, London, Copenhagen, Paris, Madrid, Lisbon, and most European ports.

69,000,000

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, mailing 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 383-6100.

Gwen Frostic—One of the best-known artists, poets and publishers in Michigan, Gwen Frostic (right) of Menominee, an alumna of Western, spoke to Department of Management students during a recent visit. She is shown with Dr. Fred V. Hartenstein, chairperson of the department. She addressed other classes and attended a coffee in her honor. A charter member of the President's Club, she holds an honorary doctorate from the University.

Alumni Gatherings

Branch County
Branch County alumni will gather on campus Oct. 10 for the WMU/CMU football game in Madison. On Friday, Sept. 25 one bus will leave Marquette at 1 p.m. (Eastern) and travel U.S. 41, with stops in Escanaba and Menominee. The second bus will leave at 9:30 a.m. (Central time) departure. Buses will rendezvous in Appleton for dinner and travel on together to the Park in Madison. An alumni brunch will be held prior to the game on Saturday for those graduates attending the game.

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

Also, don't forget the Oct. 5 gathering in Houghton when the Bronco's 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 at the 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 Sandrena Reed Boyd, BA '55, Kalamazoo.

Kenneth E. Chestnut, MS, JD '56, Kalamazoo.

William W. Cervero, BBA '56, Kalamazoo.

St. John's College, Deland, Fla.

Sisters of the Augustinian Order, Milwaukee.

Petra G. Christie, RM '73, Grand Haven.


Dr. Dorothea Duren, BBA '81, St. Clair Shores.

James McKeever, BS '73, and Patricia Henney McKeever, BA '49, Ann Arbor, Texas.

Carmella A. Menzewic, BBA '79, Kalamazoo.

Jackie Mitich, BS '81, and Robert Detterich, Michigan City.

Gary E. Root, BBA '73, Dallas, Texas.

William-Nezne, BS '80, Dallas, Texas.

Michael H. Page, BS '75, MA '73, and Lou Wilson Page, BS '76, Battle Creek.

Thomas H. Bickers, BS '58, Alton, Ill.

William H. Bruton, Jr., BBA '77, Orlando, Fla.

Catherine Dill Brown, MFT '74, Detroit.

Gary D. Biggs, BS '69, Dearborn.

William C. Skogerboe, BA '77, Grand Rapids.

Ruth Butler-Stegler, PB '73, Palm Beach, Calif.

Nathan Turner, BM '77, Detroit.

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

John W. Yan Eck, BA '54, MA '68, and Linlee Lutz Yan Eck, BA '59, Kalamazoo.

Hackett B. Woodhall, MD, BA '56, Fontana, Calif.

Paul W. Way, BBA '69, and Ann Acheson.

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 half a day before a visit to their farm outside Battle Creek by Joe B. Freeman. Also taking part in the interview was Alwang, 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! I haven’t been play-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 teaching.

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 contact 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 be a visit-by-homehouse 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 retirement?

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 has relationships with several other departments. This is in keeping with the philosophy of that department, and one of their goals when they 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 conglomerate 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 growth in the education field are “poor,” “fair” or “good” these days?

Seay: Recently, Dr. Harold Bode [president of 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 breakdown of traditional walls in education in order to make it function by helping people, not only in writing, reading 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 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 experience.

When I was with the Kellogg Foundation [1954-64], the Foundation gave about $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 these grants I was close to all of them, being 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 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 wills.

You’re always influenced by people you know. We’ve learned to admire and like the leaders at Western. Jim Miller is a great one. Russ Seibert’s also a great guy! And Jim Cringles! 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: Yes, I do. I think when you’re not retired, you’re likely to neglect this kind of thing. When we retired, we began to think about our assets 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 changing areas that are in need of aid and that are unable to obtain needed support from regular budgetary sources.

When a gift is earmarked, it naturally limits where it can be put, and that is the problem. It is necessary for 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 for every gift to the University—the unrestricted gift is especially valuable because it gives us the freedom to direct aid to worthwhile purposes.

**Westerner:** 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 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 new—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 unwise 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 four to five years?

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

1. 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.

2. 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.

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 results have been dramatic. Last year 90 percent of the University budget was allocated to faculty and staff salaries; the remaining 10 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 continue our expanded program 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.

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

**Bernhard:** 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 gifts are important—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.

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 activities are examined thoroughly and the anticipated University budget compared to these needs.

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Finally, in explaining the importance of unrestricted support to the University, it is necessary for us to recognize— at any institution—the need for preventative 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 instructional facilities campuswide.

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"I give, devise and bequeath to the Western Michigan University Foundation . . ."

Ask your attorney to add this line to your will.

Your attorney will have to know that Western Michigan University Foundation at Kalamazoo, Michigan, is your legal name. We are a nonprofit educational organization incorporated under the laws of the State of Michigan, and bequests to us are deductible for federal estate tax purposes under the Internal Revenue Code.

Do you have questions about making a bequest? About adding a codicil to your will? Write to our Director of Planned Giving Services, Paul M.C. Knudstrup, Hillside A, Western Michigan University Foundation, Kalamazoo, Michigan 49008.

If you are kind enough to include Western Michigan University Foundation in your will, won't you let us know?
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.

A full weekend is planned for returning alumni.

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 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 Cafe will remain open in the Center until 2:30 a.m. for late nights/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 room 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 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.

MEMBERSHIP APPLICATION

NAME
(last) (first) (maiden) GRAD YEAR (last) (first) (maiden) GRAD YEAR
ADDRESS
CITY
STATE ZIP

□ Annual Membership $10 per year

□ Individual Life Membership $150 or $15 per year for 10 years or $32 per year for 5 years

□ Family Life Membership (husband & wife) $180 or $19 per year for 10 years or $38 per year for 5 years

□ Membership for Life $900

□ Membership for Two Lives $1200

□ Special close rates for new members, 67 or older $600

□ Check enclosed

□ Master Charge 

□ Visa

□ American Express

□ Payment of $_________________ is enclosed, or 

Acct. #

□ Inter Bank 

□ Exp. Date

□ Master Charge

□ Visa

□ American Express

□ Membership for Two Lives: $1200 67 or older

□ Certificate of Membership for New Members: $600

□ Check enclosed

□ Payment of $_________________ is enclosed, or 

Acct. #

□ Inter Bank 

□ Exp. Date

□ Master Charge

□ Visa

□ American Express

□ Signature

Please make check payable to W.M.U. Alumni Association

Alumninotes

1913 Raymond Adams, Jr., TC '13, is a research biologist with the Kalamazoo Nature Center.

1927 Pauline Ridley Kropshot, TC '27, BS '30, is enjoying an active retirement of substitute teaching, club memberships, reading, gardening and traveling. She taught in the elementary grades in Litchfield for 28 years until 1975. She would like to hear from WMU classmates of 1926-30.

1941 Karl Connor, BS '41, retired as superintendent of the Grant Schools after 30 years in education. After World War II he became a mathematics teacher in Diamonvale. He moved to Belding in 1953 where he was a teacher and counselor and then administrative assistant to the superintendent. In 1957 he became superintendent there for 16 years and then business manager at Glen Oaks Community College. He came to Grant in 1974.

Donald Strong, BS '41, retired executive vice president of Doubleday Bros. in Kalamazoo, was a director of the Kalamazoo Savings and Loan Association, and with its merger with First Federal Savings of Detroit, now serves on First Federal's board of directors.

1942Flyna Gilchrist Strong, BA '42, wrote an article in the April issue of "The Interpreter," a national publication of the United Methodist Church.

1945Donna Williams, BS '45, MA '78, a member of the Grand Valley Artists' Organization and an art teacher at Sparta High School, recently exhibited her paintings at the Grand Rapids Public Museum.

1946Floyd Penny, BS '46, has retired as manager of the Battle Creek Jacobson's where he started in 1960 after 13 years with Grant's.

1948Dr. Lucile Deckeer, BS '48, senior associate editor in the biochemistry department at Chemical Abstracts Service, received the "Technical Person of the Year Award" from the Columbus (Ohio) Technical Council. Edwin Leah, BS '48, is the new director of purchasing at WMU. He is membership chair of District 4 of the National Association of Purchasing Management and director and charter chairman of the Michigan Minority Purchasing Council.

1949Art Steward, BM '49, MA '57, a 31-year educator, retired from the Hastings schools last January where he was director of the band and assistant principal of the junior high.

1950Lois Hamlin, BS '50, retired from WMU after 29 years in occupational therapy. She was an associate professor. She has exhibited her paintings in Michigan and New York.

Dorothy Rothrock, TC '50, MA '65, is with the Kalamazoo Public Schools as principal of Continuing Education for Young Families.

John Mader, TC '50, BA '51, superintendent of the Battle Creek Schools, was honored by the Michigan Council for Exceptional Children for service and dedication to the education and service of handicapped youth.

William McCallum, BS '50, is executive vice president and secretary of Lafayette Bank and Trust in Lafayette, Ind.

1951David Robinson, TC '51, BA '51, is assistant admissions director for U of Michigan and a member of the Minority Affairs Commission.

1952Howard Peterson, BS '52, retired after 28 years with Anscoda Industries, a division of Atlantic-Richfield, in Muskegon. He was a division purchasing manager. In 1975 he was recognized by the National Association of Purchasing Management as a "certified purchasing manager."

Richard Barron, BA '52, executive director of sales with Michigan Bell and former director of alumni relations, represented WMU at the April 9 inauguration of the new president of Marygrove College.

1953Dr. Della Llorens, BS '53, chairperson of the occupational therapy department at the U of Florida, received national recognition from the American Occupational Therapy Association for her role in research. An active researcher for 20 years, her investigations focus on the impact of activity on behavior.

James Lucas, BBA '53, is director of treasurer's administrative services with the Upjohn Company in Kalamazoo, which he joined in 1951.

1955Robert Fitch, BS '55, is assistant vice president of HS Pickrel Company, a mortgage bank in Mesa, Ariz.

SI Miller, BA '55, MA '58, was appointed superintendent of the Bridgman Schools after serving for seven years as Dowagiac's assistant superintendent.

1957Donna Olney, MA '57, social worker, retired teacher and corresponding secretary of the Graham County Republican Women [Artz is listed in the 1981 edition of Who's Who in American Politics, Volume 91-92]. After teaching for 39 years, 28 in Morenci and has held various state offices in Delta Kappa Gamma and the Arizona Education Association.
Larry Judd, BS '58, MBA '69, is director of community relations for national purchasing with Kellogg's of Battle Creek.

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

Donald Zaidweg, BBA '58, is group manager of office automation and corporate telecommunications with the Upjohn Company in Kalamazoo, where he joined in 1979.

C. David Mohan, BBA '59, was elected executive vice president of the Union Bank and Trust Company in Grand Rapids. Thomas Conway, BA '59, is conference leader for Aeroquip Corp.'s industrial marketing sales training center in Jackson.

Margaret Petersen, BS '60, retired from Townsend School in Kentwood 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.

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 Fenner, BBA '61, is manager of Accta Life & Casualty in Springfield, Mass. A member of the American Society of Certified Life Underwriters, he teaches a CLU class at Western New England College.

Roy Stone, BS '61, was appointed director of sales and marketing for TFE Industries, a division of Dayco Corp.

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

Marcia Meyer, BA '62, was elected vice president for loan review for the First American Bank Corp. of Kalamazoo. Amanda Koller, BS '62, formerly a plant engineer, was promoted to manager of the Joplin Mills of Tamko Asphalt Products in Joplin, Mo.

Dr. James Bohland, BA '63, is undergraduate program director for urban affairs at Virginia Tech in Blacksburg, Va. Sally Darken Bohland, BA '65, is a school social worker there.

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

Dale Plenice, 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.

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

Dr. Robert Brunlinsky, BS '64, professor and chairman of the psychosocial studies department at the University of Massachusetts, is one of 10 young American professionals to be chosen for the W. K. Kellogg Foundation's National Fellowship Program.


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Margaret Petersen, BS '60, retired from Townsend School in Kentwood 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.

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 Fenner, BBA '61, is manager of Accta Life & Casualty in Springfield, Mass. A member of the American Society of Certified Life Underwriters, he teaches a CLU class at Western New England College.

Roy Stone, BS '61, was appointed director of sales and marketing for TFE Industries, a division of Dayco Corp.

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

Marcia Meyer, BA '62, was elected vice president for loan review for the First American Bank Corp. of Kalamazoo. Amanda Koller, BS '62, formerly a plant engineer, was promoted to manager of the Joplin Mills of Tamko Asphalt Products in Joplin, Mo.

Dr. James Bohland, BA '63, is undergraduate program director for urban affairs at Virginia Tech in Blacksburg, Va. Sally Darken Bohland, BA '65, is a school social worker there.

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

Dale Plenice, 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.

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

Dr. Robert Brunlinsky, BS '64, professor and chairman of the psychosocial studies department at the University of Massachusetts, is one of 10 young American professionals to be chosen for the W. K. Kellogg Foundation's National Fellowship Program.

Richard Algerin, BBA '68, was selected for the All-Ontario Team of Who's Who in Business in the East. Working on his doctorate in social work at University of Toronto, he is a psychologcal 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 Saba, BBA '68, is the new manager of the Gibson Employees Federal Credit Union in Greenwich.

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James Ferguson, BBA '72, is controller for the San Giorgio Macaroni Company in Lebanon, Pa., where he joined in 1978. He is a CPA and is working on an MBA at the U of Pennsylvania.

Patrick McCann, BBA '72, in management with the Marshall Iron & Metal Company and a member of the Marshall Jaycees for six years, has been named general manager for the 1981 Michigan Week Celebration there.

Dan Malker, BSA '73, is now a patrolman with the Sturgis Police Dept.

M. Peter McPherson, MBA '72, is administrative manager of the Agency for International Development (AID) for President Reagan. He was acting White House counsel and the general counsel to the President's Transition Team.

Gordon Schreiber, BBA '72, is a chairman of the 1981 Blossomtime Youth Parade Committee in Three Rivers. He is a real estate appraiser and personal bankruptcy auditor with Berrien County.

Nonnie F. Grandstaff, MA '72, teaches communications at Springfield High School in Battle Creek where she has been for 17 years.

1973

Roger Bonga, BS '73, MA '77, is personnel officer for Citizens Trust & Savings Bank in South Haven, where he has been since 1975. He is a member of the Marshall Jaycees and was chairman of the Grand Staff Committee in Three Rivers. He is a real estate appraiser in the Marshall area.

Helen L. Stearns, BS '73, MA '77, is director of building services for Grand Haven High School. She was vice president of Pacesetter Bank-Southwest Corp. for 10 years.

Paul Villavicencio, BA '73, is a student on the Thunderbird Campus of the American Graduate School of International Management in Scottsdale, Ariz.

Kerry Sikkers, BS '73, of Holland, was graduated cum laude from Calvin College in Lansing. As a student she was treasurer of the Student Bar Association and a member of the Scholastic Review Board. She was also a substitute teacher and a junior law clerk.

Jim Gould, BS '75, is the Cincinnati Region's distribution manager for Toyota Motor Co.

Rod Morrison, BBA '75, of Kalamazoo, is director of Target Marketing in Kalamazoo.

1976

Tony Dobson, BS '76, a visually impaired student, played in the Traverse City Pipeline Orchestra in the International Ski for Light Event in Saratoga Springs, N.Y., Feb. 8-15. He is vice president of Traverse City Ski for Light organization and is an advocate counselor for students with special needs at Northwestern Michigan College.

David Smallcombe, BBA '76, a jeweler and metalsmith from Kalamazoo, is a new member of The Third Rail, a cooperative arts gallery in Marshall.

Phyllis Culp, BS '76, is the new women's basketball coach at Hillsdale College. At WMU she played basketball as a freshman and won that state championships three out of four years. She made it to the final cut for the 1976 Women's Olympic Basketball Team and has played in several AAU tournaments as she is now working on a master's degree at WMU.

Chuck Chwachtach, BBA '76, is a police officer for Union City.

Kathryn Jarvis, BS '76, is art director of the Huron Daily Tribune at New Boston, Mich.

1977

William Arim, BBA '77, was promoted to national sales manager of American Ben & Jerry's, the company is headquartered in Burlington, Vt.

Michael Brady, MBA '77, was promoted to vice president of Union Bank & Trust Co. in Grand Rapids, which he joined in 1975.

Joseph Skocelas, BBA '77, was admitted to the Michigan Bar after completing his law degree from the Detroit College of Law. He is an associate prosecuting attorney in Kalamazoo County.

Angela Pauola, BBA '77, of New Buffalo, was admitted to the State Bar after graduating from Valparaiso U. in Indiana. Last year she was a legal intern for the Berrien County Prosecutor's office and will be assistant prosecutor for Kalamazoo County.

Dennis Davis, BS '77, U.S.C.G. master chief petty officer, received an award from Ladies Auxiliary of the VFV for saving of the life of a one-year-old girl in May 1979, while serving as officer-in-charge at the Alpena Coast Guard Station.

Pamela Husha, BS '77, who received a master's degree in library science at WMU, is a music/curriculum librarian at Mission Memorial Church.

Julie Pierson Bordonaro, RM '77, is a music/recreation therapist at the Gowanda Psychiatric Center in Helmuth, N.Y. She is a member of AMTA, RM '75, which she joined in 1975, which helps therapists maintain and safety tests medical and dental equipment. He has added the sale and service of computers.

Dr. Frank Jeremy, BS '75, EdD '78, has published an article on training supervisors and union officials in the Feb.-March issue of Employee Assistance SAP Digest and a manuscript "Personnel Management" in the Hardbound Looseleaf Series.

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1978

Donna Towers, BA '78, MSW '80, is the director of the Isabella County Women's Aid Center in Mt. Pleasant.

Samuel Engardio, BS '78, joined the Kapnick Agency in Agency in Brighton. He is also active in the Crosswells Opera House.

Bennie Fisher, BS '78, was promoted to international sales representative for General Tobacco of Michigan.

Paula Williams, BS '78, is her third season as a member of the New Vic Theatre Company in Kalamazoo. She also works in retail sales at Hudson's in Detroit.

Robert Blackford, BS '78, is music therapist at the Care Center for the Mentally Retarded in Saginaw.

Michele DeLong Holt, BS '78, teaches elementary music in Pensacola, where she also performs with the symphony.

Michelle Wisdom Long, BS '78, is music therapist at the Tennesee School for the Blind in Donelson, Tenn.

Diane Weiss Michelson, BS '78, is vocal music director at Anchor Bay High School when she also teaches eighth grade reading.

William Nichols, BS '78, is choral director at Greenwich High School. He and his wife, also grad students at MSU.

Marian Simpson, BS '78, is elementary music consultant for the Grand Rapids Schools.

Marie Jager Smallodon, BS '78, is a teaching artist for the National Endowment for the Arts in Kalamazoo.

Frank Gihson, BBA '79, is a music consultant for the Grand Rapids Ballet.
Skylight continuing education at Martin Community was graduated from the Navy's Aviation In-band director at First National Bank in Kalamazoo. Rapids and is part of the management team of Rockford's Krause Memorial branch of federated, wholesale agricultural Shepherd, MSL '78, is director of promotions for Grand Village Mall in Grand Rapids, passed his CPA exam. James Ciennik, BM '80, is a life underwriter for American Mutual Life Insurance Company in Southfield. Bryan Carter, BM '80, is regional sales representative for Interstate Union Corp., a food service management company. Raymond Vannorsdall, BSE '80, is a vice president of a patented device with Arthur Hudley, WMU assistant professor of transportation. The device is a stall-margin indicator for small airplanes, which tells the pilot how much lift there is left before the plane stalls and goes into a spin. Martin Miller, BS '80, is a sales representative for the Ortho Pharmaceutical Corp. consumers products division in the Detroit area. Daniel Sole, 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 will be available for $3.95. June Hartman, BS '80, is enrichment coordinator for Branch County Community Edu. She also is teaching a mime class for children in grades 1-5. Faith Markwell, BS '80, is chief of police for Dowagiac. Mark Pellegrino, BSE '80, is marketing research assistant with the Kellogg Company in Battle Creek. Catherine Herman, BM '80, is an accountant with Hawthorn Glen in Grosse Ile. Patricia Hargrove, BS '80, is a teacher of the emotionally impaired with the Porter school in Portage, 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 an "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.

1980

Leonard Allman, MM '80, is brass instructor at Grand Rapids Educational Park and has spent two years as last instructor at the Alaska Fine Arts Camp. Mary Honish, BSE '80, are both seeking their master's degrees in vocal performance at U of M. Melanie Brown, BM '80, is band director at Clarkston High School. Colleen Peches, BM '80, is a graduate student in vocal performance at North Texas State. Jeffrey Powell, BM '80, is a member of Musicians Enterprises, a dinner theater in Indian Harbour Beach, Fla. Cynthia Swan, BM '80, works in the 6-12 band programs at Detour Village and Drummond Island. Gail Colleen Bostjanuk, BM '80, is a secretary in WMU's Office of Professional Fianciers Education. Tommy Nikakula, EDD '80, of Salisbury, Zimbabwe, is educational director in the Trans-Africa Division, of the General Conference of the Seventh Day Adventists responsible for school and college research in seven countries in southern Africa. William "Buzz" Wright, TC '80, received the Donald W. Culver, a 1944 graduate her contributions as a laboratory technician of Product Control, is a computer operator at the Upjohn Company. They live in Portage. Jennifer Chappeeka, BS '71, and Adela Godina were married Feb. 20 in Saginaw. Patricia Chilton, BS '72, and Dennis Sneath, BS '79, were married May 23 at St. Matthew's Church in Battle Creek. They live in Battle Creek. Patricia Hargrove, BS '80, is a teacher of the emotionally impaired with the Porter school in Portage, 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 an "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.

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James Warren, BS '67, married Jennifer Swegle, Feb. 14 on Moline, Ill. They are both engineers at Dow Corning Corp. Michael Chapa, BS '71, and Adela Godina were married Feb. 20 in Saginaw. Patricia Chilton, BS '72, and Dennis Sneath, BS '79, were married May 23 at St. Matthew's Church in Battle Creek. They live in Battle Creek. Patricia Hargrove, BS '80, is a teacher of the emotionally impaired with the Porter school in Portage, 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 an "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.

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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 Piercing," is now on sale. Readers are promised a terrifying tale of a "series of bizarre and extraordinary events orchestrated into an apocalyptic conclusion."

His first novel, "His encore," a novelization of the Universal Pictures movie, "The Legacy" (which was anything but a box office legacy), sold 1 million 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 a writer differently. It says you're 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 Courtney 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 to their mothers.

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 Paulun, 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 out of a merger of the Kalamazoo Symphony and the Michigan Association for School Librarians and the Michigan Audio Visual Association.

Accreditation

(Continued from page 1)

common for accreditation to be denied or deferred, Jones explained.

More than 800 students are active in graduate programs in the College of Business. The programs include the comprehensive Master of Business Administration degree as well as the more specialized Master of Science degree programs in the Department of Accountancy, Business Education and Administrative Services, General Business, Management and Marketing.

At the undergraduate level, more than 5,700 students are currently enrolled with majors in the College of Business, making Western the fourth largest undergraduate program in the nation. When combined with the graduate program, Western has the 12th largest business school in the country.

College of Business graduates number nearly 15,000 since the college was established in 1952. Of them, an estimated 6,000 graduates remain in the Southwest Michigan region. The first graduate degree candidates were graduated in 1964.

Honored Guest—Earlier this spring Laura V. Shaw (second from right), was honored on her 90th birthday at a special guest at a performance of Shakespeare's "A Midsummer Night's Dream" and at a reception afterward. Miss Shaw, after whom the University Theatre is named, retired as chairman of the Department of Theatre in 1953. With her here are (from left) Andrew Young, a freshman from Escanaba, Mich.; Dr. Daniel J. Fleischhacker, acting chairman of the theatre department, and Dr. John T. Bernhard, president of the University. Young, who had a role in the play, was still in costume. Many former students, faculty members and friends attended the event.

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. Panzner 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 Maybec, 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.

Season update

(Continued from page 4)


Second place MAC finishes went to high jumper David Elliott (6-10), Tim Sheppard, with a record 47.78 clocking for 400 meters, and decathlete Mike Bishop (7,050).

WOMEN'S TRACK

A fifth place finish at the first ever Mid-American Conference championships capped the 1981 outdoor track season for the Bronco women's team, which was guided by first-year coach Debbie Hunt.

On Kanley Track WMU broke a handful of school records at the league meet and had four all-conference performers, a group led by distance specialist Darcy Tomlinson. The Bryan, Ohio, native captured titles at the MAC in the 1,500 and 3,000-meter run, and anchored a 3,200-meter relay that won in a school record time of 9:30.4.

MAC Championship Tennis Team—Front (left to right): Joe Murray, Jeff Stassen, Co-Capt. Steve Winsor and Paul Walker. Back: Co-Capt. Scott Spoel, Dave Sommerville, Mark Swanson, Dan Kasson and Coach Jack Vredevelt.