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University still faces fiscal crisis, Bernhard declares in address

Despite a host of significant achievements over the past year, Western finds itself—financially—where it was a year ago, facing a fiscal crisis that is "both imminent and indefinite in duration."

That is the picture painted by Dr. John T. Bernhard, president of the University, in his "State of the University" address Sept. 29.

Bernhard made that reference to his "State of the University" address of last year in announcing that Western had planned for a 4-percent reduction in its current budget in anticipation of an across-the-board one.

"By cooperation and understanding, the University Priorities Project will succeed," Bernhard continued. "But the implementation will be difficult. Reallocation strategy will allow us to make substantial resource shifts from some departments that were doing well to dynamic, emergent, and developing possibilities. The challenge is ours as a University, and we must meet it frankly and courageously."

"With your cooperation and understanding, the University Priorities Project will succeed," Bernhard declared. "Of course, this means we must live within a very tight budget for 1981-82."

A day later, Gov. Milliken announced a 3-percent cut for all of higher education. Education will receive $1,315,956—"further eroding our ability to respond to society's most pressing needs,"—officials at the University said.

"While it obviously hurts us," they continued. "the ominous likelihood of another executive-order cut looming on the horizon is even more serious."

Tate establishes information center.

Thanks to the generosity of one of the University's outstanding alumni, Dr. Merze Tate of Washington, D.C., the University's ''Partners in Progress" capital campaign will receive $6.8 million for programs in undergraduate admissions, and graduate and facilities for research.

"We welcome this significant addition to the teaching and learning resources of the College of Education," said Dr. John E. Sandberg, dean of the College. "Dr. Tate's gift represents a special kind of generosity, as well as special insight into the needs of students, for which we are deeply grateful."

The center, to be located in the College of Education, will make services and facilities for advanced research available to faculty members and graduate students in the college.

"Western is delighted to have this significant support for a vital element of the 'Partners in Progress' campaign," said Dr. John T. Bernhard.

"We are proud to include Dr. Tate as one of our most distinguished graduates, and her generosity will continue to uphold Western's reputation for educational quality and innovative programs."

The "Partners in Progress" campaign, announced publicly about a year ago, seeks $6.8 million for programs in each of the University's academic colleges. Already more than $5 million in gifts and pledges has been received.

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The center is to be developed over the next three to five years as part of an organized approach to gift and tax planning by Dr. Tate, with the assistance of the Office of Planned Giving Services in the Office of Alumni Affairs and Development.

Dr. Tate is a teacher, a historian and a philanthropist whose higher education career began at Western with her graduation in 1927. She retired as a faculty member from Howard University in 1977 after 35 years of teaching there. She will be honored in November as the recipient of this year's Distinguished Alumnus Award of the American Association of State Colleges and Universities.

She is a charter member of the WMU Foundation Board of Directors. Dr. Tate is the first black woman to receive an advanced degree from Oxford University in England. She also

President John T. Bernhard

"These circumstances underline the significance of the University Priorities Project," Bernhard said. "It's the most important thing we're doing right now, and it's essential that it succeed." The project is a complex effort by the University to arrive at priorities for the more than 1,600 activities it undertakes regularly.

"With your cooperation and understanding, the University Priorities Project will succeed," Bernhard continued. "But the implementation will be difficult. Reallocation strategy will allow us to make substantial resource shifts from some departments that were doing well to dynamic, emergent, and developing possibilities. The challenge is ours as a University, and we must meet it frankly and courageously."

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The Western Michigan University Office of Public Service—WESTOPS—the first such office in Michigan, is open for business. And it even has its own toll-free telephone number: 1-800-442-7356.

That announcement was made by Dr. Elwood B. Ehre, vice president for academic affairs, and by Dr. Jack S. Wood, professor of biomedical sciences and director of WESTOPS.

It was also announced that Patricia M. Cayemberg, a Kalamazoo city commission,er at work on a master's degree in public administration, and Raymond C. Davis, a doctoral student in educational leadership have joined WESTOPS as graduate associate staff members.

"Western is already known for its many programs that develop technology and provide information for public use," Ehre said in announcing WESTOPS. "With WESTOPS, Western has taken steps to make those resources and others available to more people."

WESTOPS, Ehre emphasized, was created to help Western improve its ability to respond to the needs of the public for service, finding answers to questions and solutions to problems for business and industry, government, education and the general public.

"Public service represents an expanding horizon for Western," Ehre continued. "It is one special way that Western can become more important to more people."

Wood, a faculty member at Western since 1963, was named director of WESTOPS early this summer after Western's Faculty Senate last year had recommended such an office be established. Wood is a specialist in research and consultation in water management.

WESTOPS has already helped Western respond to more than 40 requests for information and assistance—from helping someone identify fossils in rocks to exploring the possibility of setting up a training program in a local industry.
Kalamazoo All-Business campaign sets $150,000 goal

A goal of $150,000 was announced for the Kalamazoo Area All-Business Campaign, a part of the University's 'Partners in Progress' campaign, according to Jerry L. Schwallier, chairman of the campaign.

Schwallier, senior vice president of the commercial loan division of the American National Bank, made the announcement at a breakfast for volunteers Sept. 1 in the Student Center.

He said more than 100 volunteers will attempt to contact more than 2,500 business and professional organizations during the campaign.

'I'm confident that we will meet or exceed our goal,' Schwallier said. 'We have a dedicated group of volunteers whose commitment to 'Partners in Progress,' to Western and to the community is outstanding.'

Also in attendance at the breakfast were Harold H. Holland, chairman of the American National Bank, and President John T. Bernhard. Holland is chairman of the major gifts division of the 'Partners in Progress' campaign.

'Seeing this large group this morning, I am more optimistic than ever that 'Partners in Progress' will make its goal, and that the all-business campaign will contribute significantly to that effort,' Schwallier added.

The campaign has a goal of $6.8 million for programs and equipment in each of the University's colleges, with emphasis in the College of Business. Dean Darrell G. Jones participated in the program.

'We're proud of Western, and we hope you're proud of us, too,' Dr. Bernhard told the volunteers. 'We appreciate your willingness to participate in this important effort. It is a reflection of the true partnership that exists between the community and Western.'

Richard B. Sanford, executive director of the Independent Business Associations, is vice chairman of the Kalamazoo Area All-Business Campaign.

Other volunteer leaders are Donald H. Cramer and Dale H. Wierenga, who head the accountants division of the campaign; Dr. Michael C. Fleck, Dr. James F. Holgriegre, Dr. Konrads V. Lubavs and Dr. Mel A. Whitehead the medical division.

All-Business Campaign—Joining in the kick-off of the Kalamazoo Area All-Business Campaign of 'Partners in Progress' are (from left) President Bernhard; Harold H. Holland, chairman of the major gifts division; Jerry L. Schwallier, chairman of the all-business campaign; and Dr. Darrell G. Jones, dean of the College of Business.


The insurance division is headed by Richard D. Breyck, Erwin H. (Butch) Doerschler, Andrew Lenderink, A. R. Lenderink Sr. and I. William Minor.


The real estate division is headed by William J. Maze Jr.

Clark Equipment gives $25,000 to campaign

The Clark Equipment Co. of Buchanan, Mich., has given $25,000 to the University's 'Partners in Progress' capital campaign.

'We're delighted to participate in Western's special efforts to provide increased opportunities for excellence in education for both on-campus students and continued service to the residents of Southwestern Michigan,' said Bert E. Phillips, chairman of the board and president of the Clark Equipment Co.

'Western is grateful to the Clark Equipment Co. for its gift. It will enhance our institution's already close relationship with business and industry in Michigan.'

Clark's consolidated worldwide sales for 1980 were more than $1.5 billion.

Correction

The name of the director of the Office of Instructional Development in the Division of Instructional Communications was incorrectly reported in the August issue of the Westerner. The director is Dr. Howard R. Poole Jr.

All-Business Campaign—Joining in the kick-off of the Kalamazoo Area All-Business Campaign of 'Partners in Progress' are (from left) President Bernhard; Harold H. Holland, chairman of the major gifts division; Jerry L. Schwallier, chairman of the all-business campaign; and Dr. Darrell G. Jones, dean of the College of Business.

Contract signed with AAUP

The University and the WMU chapter of the American Association of University Professors, the faculty union, signed a three-year contract in September calling for increases in compensation of 8 percent in each of the next two years and 8.5 percent in the third year.

Compensation includes salary and fringe benefits for 860 full-time and part-time members of the faculty who constitute the bargaining unit. The contract was approved by both the AAUP membership and the Board of Trustees.

Later in the month the University announced all clerical/technical, administrative/professional and police employees would also receive an 8 percent increase for 1981-82.

In a few words...

Fall Enrollment is 20,269

Enrollment for the fall semester, which began Sept. 2, is 20,269, a decrease of 42 students or 2 percent from last fall's total.

'This very modest decrease is the result of a decrease in the number of graduating high school seniors for this year, coupled with the lagging economy of the state,' said Registrar Dennis Boyle.

Design Center projects in show

The Society of Typographic Arts accepted two projects produced by the Design Center in the Department of Art for its annual show in Chicago in September. The highly competitive juried annual show is one of three major design exhibitions in the United States showcasing graphic design from all over the world.

Don't miss this!

The Fourth WMU Activity Calendar for 1982 Available early fall—so that you may plan your 1982 WMU activities well in advance. Important all-university activities Alumni events Athletic programs Important holidays Simply make your 1981 tax-deductible gift now, and you will automatically receive your copy of this attractive student-designed calendar. Checks should be made payable and mailed to: WMU Foundation Western Michigan University Kalamazoo, Michigan 49008

P.S. Your calendar will mean a lot to you—as your support means a lot to Western.
A stadium is for touchdowns, not puddle-eyed fathers at commencement

The following article by Maury Vincent, Macomb Daily Editor, is reprinted with the permission of the Macomb Daily.

A football stadium is for touchdowns, not puddle-eyed fathers at commencement and friends, cheering on the broken only by clusters of cotton-puff stretching endlessly on the horizon, large, black-robed group across the campus.

Bronco gridders were running through slivers of daylight in October, practicing for the final weekend. Their football was not about to come—has ever prompted or will prompt such an exuberant outpouring of mutual admiration.

Glancing down at the sea of turned faces, bright and shining as the sun to our west, I spotted daughter Cynthia, hands to mouth, emitting what had to be one of the loudest whistles in the stadium.

That surprised me. I didn't know she could whistle. Remarkable what a college education will do for a kid.

I looked at Sylvia, who had been the guiding force in all of the positives and negatives of that process, at my son, who shared much of it with us, at our daughter-in-law, who is now as much one of the family as we could ever have hoped for, and at future son-in-law Steve, who officially joins the family next month. I tried to whistle back at Cynthia, but the lump in my throat got in the way. That's when my eyes puddled up.

The re-entry program updates skills and knowledge of OTs through a correspondence course format that may be sent anywhere and started at any time. Inquiries have come from Nigeria, Brazil and West Germany, as well as from the U.S.

Bronco Buddies at Work—Many of the more than 6,200 students who moved into the 19 residence halls at the start of school received help from a new volunteer organization called the Bronco Buddies. Shown from the left, in front, are John Beyer of South Bend, Ind., and Susi Potter of West Bloomfield, both sophomores and members of Bronco Buddies, and Margie Frost, a Melvindale freshman, tagging her suitcase. In the rear are Margie's parents, Mr. and Mrs. Donald Frost.
Mindpower: the real energy of society

"Mindpower." It means that the real energy of the nation and of the society is created by educated people and educational institutions," supporters of higher education say.

In Kalamazoo, "Mindpower" includes the four institutions - Kalamazoo College, Kalamazoo Valley Community College, Nazareth College and Western Michigan University - that constitute the Kalamazoo Consortium of higher education institutions.

In Michigan it means a complex system of public and private two-year, four-year and graduate institutions offering a host of services to citizens across the state.

"Mindpower" is being recognized in Kalamazoo, in Michigan and across the nation for the next year in a program developed by the Council for Advancement and Support of Education in Washington, D.C., and supported by America's colleges and universities.

Gov. William G. Milliken signed a proclamation making the week of Oct. 3 to 11 Michigan Mindpower Week as doing so, he stated: "Michigan Mindpower Week is the occasion for reaffirmation of the value of a college education to the individual and to society, for recognition of the contributions, the problems and the needs of colleges and universities as they try to respond to the priorities of society in the 1980s, and for the encouragement of continued public commitment to education in Michigan."

Dr. John E. Hopkins, president of Nazareth College and chairman of the Kalamazoo Council of College Presidents, which coordinates the consortium, said, "The human mind, when unleashed, is one of the strongest forces available to society. "Education holds the key to tapping the unrealized potential of the mind," he continued, "and through the educational process each human being becomes able to reach beyond himself or herself to serve others in human service agencies, business and industry, government, education and other professions."

"The power of the mind," he said, "is virtually limitless."

Dr. Dale B. Lake, president of KVCC, said, "Each and every institution of higher education in Kalamazoo has a different and distinct mission, and the Council of College Presidents - through inter-institutional cooperation and coordination - provides an opportunity for each institution to make its unique and special contributions to the community. The consortium demonstrates the effectiveness of sharing resources and offering joint programs to provide the best possible service for students and the community at large."

Dr. George N. Rainsford, president of Kalamazoo College, said: "Our higher education consortium is committed to the exploration and development of the mind, certainly our most precious resource. Within the greater Kalamazoo community, we have a unique opportunity to participate in both the mining and the refining of this greatest of energy resources."

Dr. John T. Bernhard, president of Western, said: "Through the consortium and other important channels, higher education institutions in Kalamazoo and elsewhere seek to achieve a new consensus for themselves and the public about what the priorities of higher education should be in the difficult years ahead."

With that new consensus, it may be possible to achieve not only more complete public understanding of the services and needs of higher education institutions, but also a full measure of support for their efforts.

The consortium was established May 7, 1973, with a statement that affirmed the value of diversity in American higher education and that committed the four local institutions of the consortium to explore and develop cooperation. Together the institutions serve more than 30,000 students each year.

In the founding statement, the four presidents said, "We believe this voluntary association of diverse institutions will serve as a model for other institutions and for educational and governmental agencies concerned with the planning and implementation of programs for higher education."

Board passes Mindpower resolution

The Board of Trustees passed a resolution at its September meeting supporting the designation of October 3-11 as Michigan Mindpower Week to reaffirm the value of a college education, to recognize the contributions, problems and needs of colleges and universities; and to encourage continued public commitment to education in Michigan.

The resolution was proposed by the Michigan Association of Governing Boards (MAGB). Trustee Robert D. Caine of Kalamazoo is MAGB vice chairman. Mindpower is a national communications campaign, sponsored by the Council for the Advancement and Support of Education, to celebrate and recognize the contributions of higher education to American society.

Western's Board resolution notes that the 1964 Michigan Citizens Committee on Higher Education determined that "the whole future of our state is intricably interwoven with the future of our higher education institutions," that "generations of Michigan citizens before us have believed so strongly in the value of higher learning that they have committed their support and resources to vital colleges and universities;" that "historically this investment in human capital has provided succeeding generations with benefits many times greater in value than the initial investment;" that "Michigan's investment in education has provided bountiful returns to Michiganders, enriching the quality of life by fulfilling the capacity of men and women to live creative, human, sensitive lives;" that "Michigan's colleges and universities are centers of experimentation, discovery and learning, where the creation of new knowledge has led to great advancements in the medical sciences, in agricultural production, in applied industrial technologies, in the conservation of our natural resources, in expanded access to educational services and in all other areas of human endeavor;" and that "it is a historical truth that Michigan's energy is mindpower."

Brinn, Beam assume posts with Board

Chauncey J. Brinn, assistant vice president for governmental relations at Western, has been appointed secretary to the Board of Trustees and assistant vice president for governmental relations in action by the Board.

In related action, Robert M. Beam, director of budgets and financial planning at Western, was elected assistant treasurer of the Board. Beam has been the University's budget officer since 1973.
Sports

Bronco football plays on cable television

Utilizing the ever-expanding cable television industry, Western took a bold step into the forefront of this field when it began the production of "Bronco Football-1981" for a 13-week run on 17 cable systems in the state in September.

The half-hour program is produced by the University’s Division of Instructional Communications (DIC) and features highlights of the Bronco football games, interviews with Coach Elliot Uzelac and players and various other features. John Johnson, WMU sports information assistant, hosts the program.

Western has marketed other programs on cable television public access and local organization channels in the past year. The final game of the 1980 Western Michigan College Hockey Classic was shown on seven systems around the state, and a men’s basketball game between the Broncos and Toledo was picked up by 12 outlets.

“We’re very interested in the potential exposure cable television gives the University in general, and the football team in particular,” said R. Mark Spink, an associate producer in DIC and producer of “Bronco Football-1981.” “We want to extend the awareness of the institution around the state, and the cable can be an effective means of achieving that end.”

The majority of the major systems in the southern half of the state, including six of the eight systems in the metropolitan Detroit market, will air “Bronco Football-1981.” The potential audience for the program in a single week would be nearly 350,000 homes and more than one million viewers.

"Bronco Football-1981"—John R. Johnson (left), sports information assistant in the Office of Information Services, interviews Head Football Coach Elliot Uzelac as part of Bronco Football-1981.

"The potential audience we can reach is easily as great with cable as we might reach with over-the-air television. Compared with the ability to reach the mass market, the mixture of specialized penetration," said Michael J. Matthews, WMU director of information services, whose office has been marketing and promoting the program.

"The time period we have obtained means of achieving that end.

The half-hour program is produced on WKZO-TV in Kalamazoo on noon Sundays. Western will also cooperate in the production of that program, providing the game action highlights. WKZO Sports Director Tom Taube hosts the program with Uzelac.

"Bronco Football-1981" will also supplement the airing of "WMU Bronco Hilites," which is in its second season on WKZO-TV in Kalamazoo at noon Sundays. Western will also cooperate in the production of that program, providing the game action highlights. WKZO Sports Director Tom Taube hosts the program with Uzelac.

WMU BRONCO HILITES
Kalamazoo—WKZO-TV, Channel 12, Noon-LIVE!
BRONCO FOOTBALL—1981
Allen Park—Wayne Cablevision, Channel PA, Monday, 7:00 p.m.
Ann Arbor—Ann Arbor Cablevision, Channel 9, Wednesday, 7:30 p.m.
East Lansing—United Cable, Channel 11, Wednesday, 8:30 p.m.
Grand Rapids—General Electric Cablevision, Channel 10, Monday, 7:30 p.m.
Grosse Pointe—Grosse Pointe Cablevision, Channel 17, 7:30 p.m.
Holland—South Ottawa Cable, Channel 2, Tuesday, 7:00 p.m.
Jackson—Continental Cablevision, Channel 8, Tuesday and Thursday, 8:00 p.m.
Kalamazoo—Fulton Cablevision, Channel 12, Wednesday, 6:30 p.m.
Lansing—Continental Cablevision, Channel 11, Tuesday and Friday, 7:30 p.m.
Lincoln Park—United Cablevision, Channel 28, Thursday, 7:30 p.m.
Madison Heights—Continental Cablevision, Channel 42, Wednesday, 7:00 p.m.
Muskegon—Muskegon Cablevision, Channel 13, Thursday, 6:30 p.m.
Niles—Four Flags Cable Television, Channel 12A, Tuesday, 7:00 p.m.
Plymouth—Omnicom Cable, Channel 8, Wednesday, 7:00 p.m.
Roseville—Continental Cablevision, Channel 25, Thursday, 7:30 p.m.
Saginaw—Cos Cable, Channel 12, Wednesday, 7:00 p.m.
St. Clair Shores—Cos Cable, Channel 24, Tuesday, 11:00 a.m., Friday, 5:00 p.m.

Western’s football team battled early season injuries to defeat Kent State, 20-17, Marshall, 14-3, and Bowling Green, 21-7, while losing to Wisconsin, 21-10. Tailback Larry Capet (22), led Coach Elliot Uzelac’s offense with 484 yards and ranked second among MAC rushers. Split end Bob Phillips had 19 receptions including a school-tieing nine at Bowling Green.

Defensively, WMU led the Mid-American giving up 203.3 yards per game. The team had intercepted 10 passes, just three short of its entire 1980 total. Lee Garrett was picked as the league’s “player of the week” for an 18-tackle effort against Marshall while end Jim Mota had five tackles for losses in the BG game to match another school standard. Freshman Mike Prindle topped the loop punters with a 42-yard average.

Sports preview

MEN’S BASKETBALL
Look for Western to again contend for the Mid-American Conference basketball title. The 1980-81 Broncos had a 15-13 overall record and shared first place in the league at 10-6. In the process, Coach Les Wortheke’s club was only the third in MAC history to jump from last to first place in a two-year period.

Wortheke terms Russell “a potential Division I All-American and first-round NBA draft. He comes from a basketball family [Campa’s younger brother] and has both talent for and knowledge of the game. He has the charisma of a Magic Johnson or Isaiah Thomas.”

Forward Jasper McElroy was a second-team all-league pick after coming to Western from Jackson Community College. McElroy (6-5) averaged 16.9 points and hit .548 from the floor.

Also back is senior 6-8 center Mike Seberger, who is coming off his best year for scoring (6.2), rebounding (7.1) and field goal shooting (.504).

Wortheke must find replacements for point guard Todd Dietrich, the school’s career assist leader (391), and forward Melvin Maxwell, an 11.9 scorer as a senior. Also gone are key reserves Harold Triche and Mike Kabat. Guard Triche averaged 11.1 points and hit .531 from the floor. Kabat hit .508 and averaged 4.9 points.

Five backcourt candidates are being looked at to fill the roles held by Dietrich and Triche. They are lettermen Dedrick Elder, Dave Schluter or Tim Waun, plus freshmen Steve Drew or Cordell Eley. Eley was the "MVP" of the Huntington Invitational All-Star Classic while Drew was Cincin- nati’s “player of the year.”

WOMEN’S BASKETBALL
A youthful women’s basketball team will rely on depth and promising talent in 1981-82 while replacing four regulars from last year’s team, including all-time scoring and rebounding leader Pat Charity and career-assist champ Patti Rendine.

Charity, a forward, twice won honorable mention All-American listings, scored 1,542 points and pulled down 1,015 rebounds, while Rendine, a guard, had 542 career assists and ranked nationally in that category the past two seasons. Last year’s starting center, Mary Pryzgocek, and Laurie Junewick, a forward, are the other graduation losses.

Seven letterwinners are back from Coach Fran Ebert’s 18-13 squad of a year ago, a nucleus led by a corps of three frontliners—senior Kim Worden, junior Sheri Wegner and sophomore Judy Moen.

Worden, a 5-11 forward, has been a steady performer for three seasons and has the top scoring (10.1) and rebounding (6.2) averages among the returnees. Wegner, a 5-10 forward, (Continued on page 15)
Wonderling: not the traditional AD

How WMU's new athletic director views financial pressures, the future of intercollegiate athletics and his new job

On April 20, 1981, Tom H. Wonderling was introduced as Western's new director of intercollegiate athletics.

Wonderling made a rapid rise to his current position after successful stints as athletic director at California Polytechnic State University at Pomona and Florida International University. He was also a successful baseball coach at FIU and at Austin Peay State University, winning 301 games in ten years.

A 1967 graduate of Ottebein, Wonderling holds advanced degrees from Xavier and Bowling Green.

Wonderling holds a degree in business administration from Cal Poly and a Ph.D. in higher education from Florida International University. He has also successfully established good programs at Missouri and West Virginia.

Westerner: What are your impressions of Western since you've arrived?

Wonderling: I'm very impressed with the quality of people we have here. We have an excellent coaching staff and administrative staff, so I feel very good about the makeup of the athletic department and extremely positive about the philosophy and attitude of the University administration in supporting intercollegiate athletics. I'm very impressed with the internal components I have seen here.

Westerner: One of the initial comments you made when you were first introduced as the new athletic director was that Kalamazoo is a "sleeping giant." What did you mean by that?

Wonderling: One thing I see is the eagerness of the community to support Western Michigan University in its athletic activities, specifically, intercollegiate athletics. People here want to have an outstanding athletic program, and they want to identify with a winner. Several coaches who have been here for years have indicated to me that the city of Kalamazoo, the community, is at a crossroads right now. The next couple of years are going to be crucial in gaining community support for the University.

Westerner: If you had to make a list, what would you say are your primary goals as the new athletic director at this institution?

Wonderling: I would list five major goals.

First is to gain a firm grasp of fiscal responsibility. I think intercollegiate athletics has grown so rapidly that it has become a business, to the point where we need to become more accountable. Along with this accountability of fiscal responsibility comes credibility, and with that comes responsibility. I think that athletics today, more than ever, is a business and has to be run like one.

Therefore, we must constantly evaluate and assess our business management techniques.

The second point I would make is that we need to add solidarity to the ice hockey program. Ice hockey is still in its infancy stages here at the University, and people sometimes forget that. They expect miracles overnight. I think we've got one of the finest, if not the finest ice facilities in the country, and I think Glen Weller is doing a fine job of developing that program. But I think the success of the reorganized Central Collegiate Hockey Association, how well we compete against the new members and what impact those new members have on drawing people to our games are going to be key factors.

Third is the establishment of a minor capital outlay campaign to improve and refurbish facilities. Western has some of the finest facilities in the country. But I think the age of the facilities will dictate—will mandate—that we really need to establish a good program for refurbishing, improving and updating them.

Fourth is the concentration of efforts on promotions and marketing. If you're going to attract people to your big three—football, basketball and hockey—as an athletic administrator, you have to think like a consumer. You've got to think in terms of what the consumer wants and likes.

Finally comes additional fundraising efforts. At the heart of any program today is the private dollar. It's going to make the difference between adding a little bit of pizazz and class to your program and maintaining a mediocre program. I think Bill Doolittle has done an excellent job with the Mike Gary Fund, and, of course, we rank first in the Mid-American Conference in fundraising. That's a vital part of our program. It's not just a blood vessel, it's a major artery.

Westerner: Let's go back to your roots. You're a native of the Midwest. How did you view your move to Michigan?

Wonderling: Oh, I'm excited about it. I'm very prejudiced about the Midwest. Becoming a part of the Mid-American Conference is really exciting because of its sense of tradition.

This institution has a lot of tradition. I've worked at a number of young and new universities, and that was a great experience. But there's something you just can't replace, and tradition and heritage are tremendous in building a good athletic program and a good educational institution.

The little things make the difference... only by doing the little things are you going to separate a mediocre from an excellent program.

Westerner: One thing I've noticed is your keen attention to details. You like to take that extra step. How does that fit in?

Wonderling: Well, I like to be very thorough, but I think when you have a job of this magnitude, you cannot be a leader and an effective administrator and expect to do everything yourself. You have to pass your philosophy on to your subordinates. The little things make the difference, that's the key. Only by doing the little things are you going to separate a mediocre from an excellent program. Your reputation precedes you, so the little things must be done and staged in a first class way so that we can develop a positive image for our program.

Westerner: How do you perceive the functioning of intercollegiate athletics in the short term and in the years ahead?

Wonderling: It all centers on the economy. I'm quite concerned because I personally believe in a broad-based athletic program that will reach many people, but there are two constraints any athletic administrator has. One is budget and the other is facilities. In other words, do you have the facilities and do you have the budget to accommodate those sports and activities?

They're not satisfied with mediocrity, but want to constantly strive for betterment in the efficiency and effectiveness of our operation. Disagreement is healthy. It challenges us to reevaluate our point of view and to take a look at the way we approach an issue and handle our decision-making process. I think disagreement should be viewed as a relationship that will promote growth and development.

Westerner: Say this were 1961 instead of 1981, and you were projecting the role of an athletic director 20 years down the road. Why do you think the role of the athletic director has changed so drastically, from the older, more experienced coach to the new administrator, and what impact was that on your philosophy of athletics?

Wonderling: The reason it's moving this way is twofold. One is because of the electronic media, and the other is the impact of professional sports. I really think the impact of television has been so great that people no longer need to go out and support the local team.

Another factor is the state of the economy. The situation has tightened up so much that people are accounting more carefully for the use of their recreational dollars.

Wonderling: So let's attack the big question. As we face the inevitable cuts in the budget, what's going to happen to the overall scope of this athletic program?

Wonderling: In the short term, you're going to try and have people bite the bullet. You also have to implement or improve fundraising, promotions, or special events to find extra revenue. You've got to exhaust all possible methods before you cut programs. I think we have an obligation to the students, to the student-athletes and to our public and coaches to exhaust every method possible prior to making any program cuts. I think that's a last resort.
The other factor we forget about is the mobility in our society. Many years ago the family unit was very important. Now because of mobility and mass transportation, family members live on the other side of the country from each other. It’s easy to move from one place to another.

And there are too many distractions and diverse interests. More people are enjoying golf, more people are enjoying sailing, and they’re spending their money on other recreational interests rather than in support of their scholastic and intercollegiate athletic teams.

Westerner: And that’s obviously why promotion is so vital and why more schools are adding a person for that specific function. How do you view the promotions person in the intercollegiate athletic department?

Wonderling: The coordinator of athletic promotions has to be an individual who is creative, imaginative, willing to experiment and not afraid of making a mistake. You’ve got to be willing to implement new ideas. I see my work as a tremendous challenge, and I feel that you have to enjoy what you’re doing.

The purpose of the Bronco Athletic Association is not to be a fundraising group. The main purpose is to serve in an advisory capacity to the director of athletics concerning the relationship between the community and the university and, specifically, the athletic program.

I feel it’s a very positive force. It’s an opportunity for the athletic director to utilize their expertise and to listen and to take their advice from time to time on various subjects.

Westerner: Finally, in a nutshell, how does Tom Wonderling describe Tom Wonderling and the kind of job he wants to do here at Western?

Wonderling: Well, I’ve always been very enthusiastic about my job. I’ve never really had any hobbies or a lot of outside interests. My energies have always been centered around my job, both during and outside my working hours, and that takes a great deal of concentration. But I see my work as a tremendous challenge, and I feel that you have to enjoy what you’re doing. It has to be fun, it can’t be drudgery.

That’s the way I view the job here at Western. I see it as enjoyment, and I like to come to work every day. Some people think the athletic director’s role in general is kind of a pain. I think it’s a great challenge that presents tremendous opportunities.
Private support to Western is on the rise, Foundation reports

On Friday, October 23, the WMU Foundation will convene for its fifth annual meeting. The membership will receive a report proudly announcing that the Foundation's first major effort and the University's first capital campaign, "Partners in Progress," has raised more than $300,000, exceeding the $6.8-million goal. With several leadership gifts still in the formulation stage and the University's Board of Alumni still unsolicited, the chance for reaching the goal on schedule is excellent.

Giving to Western by alumni and friends has increased steadily, and in some cases, dramatically over the past several years. The growth has paralleled the increasing emphasis placed on development activity by the University. Beginning with the appointment of the first annual fund director, and subsequently a director of development, Western's administration moved in the direction of establishing a full-fledged development operation. A most significant step in this process was the creation of an independent foundation that was to function as an adjunct arm of development.

Chartered in December 1976, the WMU Foundation began with 18 board members and with Kalamazoo businessman Wm. John Upjohn as its president and Arthur Homer of Kalamazoo as vice president. Today the Foundation's membership has expanded to 110, including a board of directors that numbers 30. Bernard Weisberg, president and chairman of the board of Chatham Super Markets in Detroit, is the current Foundation president.

The Foundation, in cooperation with the University, officially launched the institution's first major capital campaign, "Partners in Progress," in 1979. The campaign, which focuses on the College of Business and a University Business Development Conference Center, has inaugurated a new era in the history of Western.

The University has established its case for private support through its reputation for excellence in a wide variety of programs, including such nationally recognized curricula as paper science and engineering, occupational therapy, special education, distributive education, librarianship and psychology.

While the annual fund has grown each year as Western graduates and friends have increased their capital contributions, the University's alumni have never before been asked to give substantially of their resources to the institution's educational objectives.

The current campaign has substantiated the findings of a well-known management firm which advised University and Foundation officials that Western was highly regarded for its academic programs and educational services among its constituencies and that its alumni and friends would support a campaign for justifiable needs.

Major support has come from alumni and friends, corporations and foundations, and faculty and staff. Corporate gifts have ranged from $5,000 to $750,000, foundation gifts have ranged from $5,000 to $655,000, and leadership gifts from individuals have ranged from $50,000 to $300,000. Faculty and staff have exceeded their goal by $100,000, now boasting a total to date of $300,000. Of particular significance is the undiminished annual giving, which has remained constant during the campaign. Donors have accepted the challenge by maintaining their annual giving and pledging new and larger gifts necessary to a capital drive. Campaign leaders are making every effort to reach the $6.8-million objective by the end of 1981. With rising building costs a major problem, solicitations for the conference center have been given first priority. Funds totaling $42 million is needed to develop the conference center. With rising building costs a major problem, the ground-breaking at the annual meeting Oct. 23. Actual construction is scheduled to begin in February 1982.

Alumni and friends are urged to make an additional investment in the University through their own personal participation. It has long been recognized that the truly great public universities in our country all receive strong support from their alumni and friends in the private sector. Supporting your university can rest comfortably in the framework of enlightened self-interest. As Western strives to maintain its place among the great public universities, every alumnus ultimately stands to benefit.

Inquiries concerning gifts to the campaign should be directed to: Office of Alumni Affairs and Development, "Partners in Progress" Capital Campaign, (616) 383-4972.

A partnership for the future: You and WMU

A gift of education is one of the most rewarding gifts one can make. Such gifts produce a twofold result: for the beneficiaries they make possible greater educational advancement, and for the benefactor they give the satisfaction that comes from helping to advance education. And current and projected reductions in the level of governmental funding for state-assisted colleges and universities make an even more persuasive case for participation of the private sector in the future of higher education.

The key reason for private gift support to any university relates to the quality of graduates as talented resources, the quality of the faculty and its ability to educate students effectively, the quality of research for improving our accumulated knowledge and the quality of the institution's ability to serve the public. Private gifts are necessary for those extra ingredients that determine excellence in higher education—in setting the standards, not just meeting them.

Western Michigan University, through its Foundation, recently embarked upon the "Progress," its first all-University private fund-raising effort. In addition to cash pledges made from a variety of corporations, foundations and individuals, "Partners in Progress" has been materially assisted in the successful solicitation of donors to the Planned Giving Services program. This use of deferred giving as a method for participation in "Partners in Progress" has found increasing favor with supporters of the University.

Simply stated, a deferred or planned gift allows a donor to make a gift of assets to "Partners in Progress" while retaining the income from those assets during the donor's lifetime. Deferred giving also allows donors to make certain provisions for themselves and their family and thereafter provide for a benefit to Western to further its programs of teaching, research and public service.

Planned gifts include trusts, bequests, life insurance and gifts of real property subject to a life estate. The following chart briefly summarizes the basic features of each type of gift:

**Charitable Remainder Annuity Trust**

Under a charitable remainder annuity trust a specified dollar amount (at least 5 percent of the fair market value of the assets placed in the trust) is paid to the beneficiary each year. Donors may name themselves or other beneficiaries, or they may name themselves beneficiary for life, and then another.

**Charitable Remainder Unitrust**

This agreement provides that a fixed percentage (not less than 5 percent) of the fair market value of trust assets, computed annually, is paid to the beneficiary each year. Under a unitrust the amount paid to the beneficiary each year varies while the amount paid under an annuity trust remains constant. Like the annuity trust, the donor may name himself, herself or other beneficiaries.

**Pooled Income Fund**

A pooled income fund is a trust into which two or more donors irrevocably transfer property, contributing the remainder interest to the Foundation.

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**Your Support Really Helps!**

Remember, unrestricted gifts are in greater need than ever. They are used to support essential projects that have received state legislated funds cannot be stretched to cover. Unrestricted gifts have a real impact on Western Michigan University and its 20,000 students.
Dear Alumni,

Western has never had an alumni directory, but one will be coming off the presses in early 1983. Unfortunately, the process of gathering information, verifying it and selling directories has hit a few snags along the way and ruffled the feathers of some alumni. We deeply regret that such occurrences have taken place, but by the very nature of such a venture some people will be offended.

In order to produce an alumni directory it was necessary to go outside the University, and in this case, outside the state of Michigan for the services required. There are several companies in the U.S. who produce such directories at no direct cost to the client, and we chose from among them College and University Press.

From our computer base the C&UP sought to gather data, by mail, of more than 75,000 living alumni. This search entailed sending a double card to all persons on the list. From there C&UP moved to a verification process that also involved taking orders for the directories.

One must remember that this is a commercial venture, providing a service for Western, and also designed to make a profit for the vendor. Telephone sales appeal are repugnant to many people, and some react more vigorously than others. But this is the only way in which the directories are merchandised.

Once the directory is published there will be none available for sale, thus it is a one-time only, pre-publication offer. The Alumni Office will not sell directories, nor are they available at any time to anyone except alumni.

This does not mean that directories will not come into the hands of businesses and be used for commercial purposes, as some alumni-businessmen will obviously use them, and others will move from alumni hands. But there is no way in which a business or a non-alumnus can directly purchase a directory.

It has been suggested that the Alumni Office might have handled the entire process itself. This was not economically feasible, would have required additional staff for editorial work and would have presented a production job outside the scope of the office. There would also have been a sizeable financial investment.

The question has also been raised as to whom we may be making our mailing list available. That answer is easy: no one. Once upon a time mailing lists were often sold by alumni offices to magazines and to other organizations, but it has been many years since a Western list was released in this way.

We do not answer phone queries for addresses of alumni and will most often only direct mail ourselves to alumni rather than providing addresses in answer to inquiries received by mail.

The Alumni Office is charged by the University with maintaining a mailing list of alumni. This list is available upon request to other units of the University. The usual request is for a small segment of the list, that is, the graduates of a specified academic area. The only mailing made to all alumni is the August mailing of the Westerner. The other five mailings each year of this tabloid are made only to members of the WMU Alumni Association and contributors to the University.

Thus, information about you as an alumnus of Western Michigan University is closely guarded. But once each year you will hear from us, and we hope you will keep us informed about yourself and your activities.

Sincerely,

[Signature]

Russ Strong

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**MEMBERSHIP APPLICATION**

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MEMBERSHIP APPLICATION

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**WESTERN MICHIGAN UNIVERSITY ALUMNI ASSOCIATION**

**Alumni gatherings**

- **Upper Peninsula and Wisconsin**
  - U.P. and Wisconsin alumni will gather Saturday, December 5, in Houghton for the Bronco hockey game against Michigan Tech. An 'overtime' reception will be held immediately following the game. Alumni and friends will have an opportunity to meet WMU team members and coaches, as well as be updated on current activities on campus. Details will be mailed in late October.

- **Kalamazoo**
  - The WMU Department of Theatre production of Bob Fosse's "Chicago" will open Wednesday, December 9, at 8:00 p.m. in Shaw Theatre. This performance is designated "sashes, as well as be updated on current activities on campus. WMU Alumni are invited to a post-theatre reception where they will have an opportunity to meet with cast members. For more information call 383-6160, the Alumni Office.

**Dinner program set for Detroit area**

A dinner program for alumni and friends in the greater metropolitan Detroit area is scheduled for Wednesday, November 18, at the Fairlane Manor in Dearborn.

- **W. Bruce Thomas**, executive vice president for accounting and finance for U.S. Steel and a '49 Western graduate, and John R. Edman, vice president of the financial staff of General Motors, will address the topic "How can industry function in a depressed economy and turn a profit?"

- Thomas will specifically speak on the decision-making function in an atmosphere of corporate diversity in this economy.

**Edman will discuss**

Edman will discuss the decision-making process in this economy as it is exacerbated by the expense of model changeover and needed capital investments.

A question and answer session will follow the presenters' remarks.

The dinner program will begin at 5:30 p.m. with a social hour (cash bar). A prime rib dinner will be served at 6:30 p.m. followed by the program.

**Cost:** $26.00 per person.

**Football team of ’41 to reunite**

Members of the 1941 football team, the last undefeated team in Western’s history, will reunite Saturday, Nov. 7. The reunion, hosted by the Division of Intercollegiate Athletics and the Alumni Association, will begin at 11:15 a.m. with a lunch at Schwartz’s Chalet. The team will then go to Waldo Stadium to be honored at halftime of the Bronco game against Toledo.

Members of the team who have not received information should contact the Alumni Office. Call (616) 383-6160.

**ABE Corner**

Congratulations to host chapter Nu Pi for a most successful Fall ICC meeting September 26. Xi chapter (Kalamazoo) will host a joint meeting with Delta Chapter Wednesday, October 28, at 7:30 p.m. at Friendship Village. A slide show entitled "This Old Thing—Past Fashions" will be narrated by Xi chapter president Joan Nuyen, who created the program.

This meeting will mark the 30th anniversary of Xi chapter, which was founded from its sister chapter, Delta. As have all ABE Chapters, Xi members have served the University well during their chapter’s tenure and have contributed annually to its short-term loan fund for WMU students.

**Alumni Association new life members**

Heather A. Burge, Ann Arbor.

Robert L. Cain and Diana Cummings Cain, Kalamazoo.

William D. and Judith Thaler Driestl, Battle Creek.

Peters, C. K. Graham-Moore, Columbus, Md.

Patricia A. Harsch, Plymouth.

Paul Ickes and Linda Richter Ickes, Kalamazoo.

Michael Livingston, Dowagiac.

Lisa Madrian, Grand Rapids.

William G. Phoenix, Aurora, Colo.

Kristen Pauly, Columbus, Ohio.

Ronald Porter, Jr., Denver.

Roy D. Raeth, Kalamazoo, Mich.

Mary L. Saurer, Chicago.

Stepha W. Strong, Flushing.

Donald L. and Diana Cummings Crie, Kalamazoo.

William D. and Judith Thaler Driestl, Battle Creek.


William G. Phoenix, Aurora, Colo.

Kristen Pauly, Columbus, Ohio.

Ronald Porter, Jr., Denver.

Roy D. Raeth, Kalamazoo, Mich.

Mary L. Saurer, Chicago.

Stepha W. Strong, Flushing.

Donald L. and Diana Cummings Crie, Kalamazoo.
1924

1931

1934
Ralph A. Plings, BA '34, is enjoying retirement in Rotonda West, Fla., after 44 years of winter weather in Marine City.

1939
Spencer Van Valkenburgh, BS '39, MA '55, retired last June after teaching for 42 years in Vicksburg. In 1978 he was named Kalamazoo County Education Association's "Teacher of the Year.

1940
Eleanor Johnson Pelong, BS '40, has been elected a Lappert kindergarten teacher. She and her sister, Mildred Johnson Royal, BS '42, are working on a new book to help teachers with young children.

1943
Ebba Ladd, BA '43, retired in June after teaching mathematics for 17 years at the Big Rapids high school. Her husband, a Ferris State professor, has also retired.

1946
Marcella Roeser Hassenger, BA '46, retired from teaching at White Pigeon in June, after nearly 34 years in classrooms.

1947
Mary A. Badgley, BS '47, began her teaching in Michigan and has now retired from the Dade County, Fla., schools.

1948
Vicor Wier, BS '48, retired as principal of the Coloma high school this spring and was cited as the dean of Berrien County principals. He first became a principal in Menomonee Falls in 1948 and first headed the Coloma school in 1954. Wier is currently chairman of the board of trustees of Lake Michigan College at Benton Harbor.

1949
Helen Lane Ashley, BS '49, retired from the Allegan public schools in June, where she had taught for the last 35 years. She began teaching in a one-room school for $70 a month.

1950
Robert O. Lashier, BS '50, MA '63, has retired as superintendent of schools at Burr Oak, intending to work on his small farm and to spend his winters in Florida. He previously taught in Fairview, Lawton, Middleville and Colon.

1951
Raymond (Jerry) Baker, BS '51, MA '57, retired in June as a teacher at Pioneer Middle School, Canton. He and his wife are moving to Englewood, Fla., where Jerry plans to enter real estate.

1952
William Dophit, BS '52, is on the program committee for the ASHA Northeast regional conference to be held in Philadelphia.

1953
Dr. Carl Shaler, BS '53, MS '56, is manager of educational affairs in the public affairs department at Dow Chemical Co., Midland.

1954
Dr. William J. Yanke, BS '54, MA '57, has been named editor of "Polygraph," the quarterly publication of the American Polygraph Association. Yanke retired in June as president of Northwestern Michigan College at Traverse City. He has had a long association with the Keeler Polygraph Institute in Chicago and the American Institute of Polygraph Technology and Applied Psychology in Dearborn.

1955
Dr. Konrad Y. Kauhava, BS '55, has been elected chairman of the board and president of Carl Walker and Associates, Inc., Kalamazoo, architects and engineers.

1956
Frederick W. Peyer, BM '56, has been named executive director of Flint Institute of Music. He had been managing director since 1974. Since 1977 Peyer has been a management consultant to the American Symphony Orchestra League and served for three years as a guest lecturer at Indiana University on arts management.

1957
Mildred Ruth Alexander, TC '40, BS '46, has retired as media director for the Holland chamber of commerce you may find her at Torch Lake.

1958
James A. Brouwer, BS '58, MA '59, EdS '80, is the new superintendent of schools at Harper Creek, leaving an assistant superintendent at Grand Rapids. He and his wife have five children.

1959
Virginia Keledjian Taylor, MA '59, has been appointed professor of mathematics at the University of Lowell, Mass. She earned her doctorate at Boston College and now lives in Bolton, Mass.

1960
Dr. Robert H. Ryder, BS '60, president of the University Aviation Association, is chairman of the aviation administration department at the University of Dubuque, Iowa. He started the program at Parsons College and moved it to Dubuque when Parsons closed. For the past three years he has been president of the Iowa Aerospace Education Council.

1961
Robert Haidak, BS '61, has been promoted to Southern California regional sales manager for Simpson Paper Co.

1962
Dr. Ronald Wykstra, BS '62, professor of economics at Colorado State University, Ft. Collins, isn't there this fall term and cannot be easily located. He is serving as a visiting professor for the University of Pittsburgh's "Semester at Sea" program. Ron and his wife, Nancy Hoyt, BS '58, have their children with them on an around-the-world trip.

1963
Dr. William G. Born, represented the University of Kansas, Lawrence, in August.

1964
Dr. Robert Ethridge, BA '62, MA '72, secretary to the WMU Board of Trustees for the past two years and a member of the WMU staff since 1969, has taken a post as coordinator of equal opportunity programs at Emory University, Atlanta, Ga. He had also been vice president of the Kalamazoo Board of Education.

1965
Lorraine Russell, MA '62, was a member of the operations committee, ASHA Northeast regional conference, held in July in Philadelphia.

1966
Alan J. Loats, BS '63, is the new chief engineer, engine design and specifications, for Monroe Auto Equipment. From 1977 until this appointment he had been with Questor Corp., Dyersburg, Tenn.

Trimmer's flying high
Christopher T. Trimmer, a Livonia senior, left an impressive record at Western Michigan University when he graduated August 21.

Trimmer was the first student in a decade, and the third in the history of WMU, to be a certified air transport pilot. He logged more than 1,600 hours in the air, compared to the 250 to 300 hours of the typical flight technology student. He started his initial flying as a Sky Broncos flight instructor, as an intern in flight instruction in the Department of Transportation Technology and as a transportation pilot for the University. He received his private pilot's license at the age of 17. Since enrolling at WMU, he has been certified as a commercial pilot, a flight instructor, a ground instructor and a multi-engine air transport pilot.

He has earned ratings for instrument, multi-engine, flight instructor—instrument and flight instructor—multi-engine flying, and he has received his sea plane rating at Whitepine Lake near Ann Arbor.

In addition to this array of achievements, Trimmer has taught intensive courses to Glen Oaks Community College while maintaining a 3.55 grade point average (4.0 = A) at Western. After graduation he was commissioned as a second lieutenant in the U.S. Army and will attend Military Intelligence School.

While at WMU, he was a member of ROTC and a recipient of a four year ROTC scholarship. Upon his discharge in four years, he will resume career flying, but meanwhile, Trimmer will pursue his interest through military flying clubs.
1964
Nicholas Barbosa, BS '64, is now national planning manager for the Wall Street Journal at its plant in South Brunswick, N.J. Nick joined the Dow Jones organization in 1973, first gaining an M.S. in printing management from South Dakota State University in 1975. He and his family have moved to Cranbury, N.J.

James Leisentritt, MBA '64, has been named accountant of the year by Beta Alpha Psi, the national accounting honorary. He is a partner in the firm of Bristo, Leisentritt, Herkner & Co. of Battle Creek.

1965
Dennis W. Archer, BS '65, has been appointed chairman of the American Bar Association Special committee on pretrial legal services. He is a trial lawyer with the Detroit law firm of Charbon, Christensen, Gilbert and Archer. Archer is also a member of the ABA's 380-member house of delegates.

1966
Larry J. Moeller, BBA '66, resigned in June after serving for a year as superintendent of the Portage public schools.

Gary F. Brown, BA '66, has been appointed to the board of directors of the Kalamazoo Community College Foundation. Formerly alumni director and a development officer at WMU, Brown is now vice president of Laboratory Research Enterprises.

Dan Kelly, MA '66, is an associate professor in the Health Science Center, University of Texas.

1967
Dan D. Browne, BBA '67, MBA '75, is the new manager, corporate long range financial systems manager for Information Services at DeGraw & Company, Nashville, and 33 years in teaching. Her B.A. degree from the University of the Virgin Islands, and her J.D. degree in 1980 at Wayne State University.

Gary L. Lunnard, BS '70, has been elected to the board of directors of Monarch Bank & Trust. He has been practicing law in Monon since 1978, having graduated from the Indiana University law school.

Daniel C. O'Neill, MA '70, is the new supervisor in the Traverse City office of the state's vocational rehabilitation agency. He had formerly been with Hayes-Albin Corporation, Jack.

Ronald F. Fite, MA '69, Ed.S., has moved to Traverse City as assistant superintendent for personnel and administration with the schools there. He had previously been with Hayes-Albin Corporation.

Mike Beck, BS '69, was named product manager for lift truck attachments for the truck division of Clark Equipment Company.

Gene Darling, BS '69, MA '71, is trade and industry coordinator for the Grand Haven School District.

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1969
Richard Labeau, BBA '69, Monmouth County Prosecutor, has been re-elected president of the Monmouth County Bar Association.

Michael D. Meteger, BBA '69, is the new controller of Michigan Plastics Products, Co., Grand Haven, and Delkahl Molding Plastic Co., Butler, Ind. He was formerly manager of financial services for JBJ Corp. and lives in Jenison.

William J. Nancarrow, BBA '69, has been named vice president, industrial distribution group, and a member of the board of directors of Knapp & Co.

Gene Darling, BS '69, MA '71, is trade and industry coordinator for the Grand Haven School District.

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Richard Eason, BS '71, is directing a new home office of LubeCon Manufacturing, Inc., at Traverse City, moving from the superintendency at the Traverse City office of the company.

Dale Schroeder, BS '71, MBA '72, has been named senior financial principal at the 33-year-old school.

Pat R. Condy, MLS '72, is now an assistant professor of library science at the University of Iowa. He recently completed his doctorate at Indiana University.

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1971
Raymond J. Janisse, MA '71, was promoted to July vice president in the metropolitan loan division of Manufacturers National Bank of Detroit. He joined the bank upon graduating from Notre Dame.

Linda Krumrie Wise, BA '71, MA '73, is working with the Lakeshore Pre-School and Community Center in Door County.

Dr. Roger J. Volkema, BA '71, has been named Elem. vice president of marketing for The Chippewa Press, Inc., Port Huron, Michigan.

Richard B. Condit, BBA '71, has been elected chairman of American Bankers Association.

George J. Lefler, BBA '71, has been named executive vice president of the Van Buren Intermediate School District.

Michael Duggan, BS '71, is the new marketing manager for internal combustion engines in the factory in Cystic Fibrosis Foundation. In 1981 he was named assistant director of the American Bar Association, Chicago.

John Boll, BS '73, MA '71, has been named corporate assistant to the executive vice president of the American Bankers Association.

1972
William R. McKinstry, BS '72, MA '73, has been named executive director of the Iowa State University Cooperative Extension Service.

Bruce R. Koch, MBA '72, has been appointed vice president of marketing for The Herman Frankel Organization, West Bloomfield. He is in the building development business.

William C. Kereczman, BBA '70, has been appointed as a partner with Seidman and associates.

Thomas E. Banks, BS '66, is now a partner in the firm of Bristo, Leisentritt, Herkner & Co. of Battle Creek.

1973
Dr. Irene Sheller, MA '73, PhD '79, received the John A. Koval Award as the outstanding continuing education chairman for the West Kentucky Conference on Communication Disorders last April at Murray State University.

Carole Terry Koepe, BBA '73, received the Occupational Therapy Outstanding Achievement Award for 1981 from the Michigan OT Association in June. She is OT supervisor at Borgess Medical Center.

Thomas Price, BS '73, is executive director of the Greater Lansing Chapter, Cystic Fibrosis Foundation. In 1981 he was named director of the American Bar Association, Chicago.

Jerry E. Yates, BS '73, MA '73, led a national project to honor Vietnam veterans in early May at Summit Point, Va. Now living in Woodbridge, Va., Yates is director of communication and public relations for the Vietnam Veterans Foundation.

Carl Sweers, BBA '74, has been appointed to agency manager for State Farm Insurance in Lansing.

Dr. Alphonse Devlin, BS '72, MA '72, has been named elementary principal at the Decatur elementary principal at the Decatur school district.

Rev. David W. Schreuder, MA '72, is the new supervisor of the Traverse City office of the company.

Roger B. Conboy, BA '72, has been appointed chairman of the newly created Noble County Superior Court in Indiana. For the last six years he has been a practicing attorney in Peters, Ind., after graduating from the University of Toledo College of Law.

Timothy A. McAlpine, BBA '72, has joined the faculty at Valparaiso University as an assistant professor of public relations.

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Susan Schulz Russell, MA '76, is a new speech-language pathologist at the Fairfax Hospital, Falls Church, Va.

Judith Peterson, MPA '78, is the new purchasing director for Kalamazoo County. She had formerly been administrative assistant, planning director and personnel director for the city of Springfield.

Theresa M. Vlasta, BA '78, received her J.D. degree from George Washington University in June.

Lynette Bruner, BA '81, has become assistant librarian at Otsego.

John V. Welch, BBA '78, is the new coordinator of risk management at Providence Hospital, Southfield. He is the 1981-82 vice chairman of the hospital medical division of the Safety Council for Southeast Michigan and now lives in Livonia.

Susan Schlegel, BBA '81, has been named vice president for service operations for Jewel Food Stores.

Eckstein was a part-time clerk to company vice president in the modernization project for Jewel Food Stores. From part-time clerk to company vice president is the modernization project for Jewel Food Stores. From part-time clerk to company vice president is the modernization project for Jewel Food Stores.
Weddings

1967
Leroy L. DeNooyer, and Lynn Cottingham, Aug. 26 in Glen Burnie, Md. He is legal ad
dvisor to the Criminal Intelligence Division, U.S. Army, Ft. Meade, Md.

1968
Gary Nelson, MBA '66, and Kathryn Houser, May 23 in Lansing. They live in South
Pines, in Lansing. He is a budget employment specialist with Haworth, Inc., and
they live in Grand Haven.

1969
Ronald J. Marek, BA '69, MA '75, and Marsha C. Luhman, June 27 in Muskegon. He
teaches at St Cloud State University.

1970
Dale A. Working, BM '70, and Marcia Jean Holcom, June 20 in Otsego. She teaches at
Cedar Springs, and they live in Sand Lake.

1971
Karen Olson, BA '71, and Charles Bratman, Aug. 1 in Muskegon. They live at Crystal
Philip C. Schober, BA '71, BA '76, and Annamarie Keiser, BS '72, MA '76, in
Kalamazoo. Both are with the Portage Hospital.

1972
Richard A. Donnelly, BA '72, MA '80, and Michael K. Millner, BBA '80, June 27 in
Hollyville. She is a blind rehabilitation teacher in Nen, Nev., and he is a ski
instructor.

Lynnette Morton, BS '72, MA '76, and Susan Langanroed, BS '77, MA '76, June 27 in
Niles. She is an orientation and mobility specialist, and he is an English teacher.
They live in Owosso.

David W. Thomas, BA '72, and Jean Ellen Hasty, Aug. 26 in Kalamazoo.

1973
Kenneth Knug, BA '73, and Tamara Szydlowski, BS '74, July 25 in Gaylord. He is with
Dimondale, Inc., and she is a sales specialist.

Christine Lovas, BM '73, and Frank R. Zesch, May 1 in Tecumseh. Both attend Northern
Baptist Theological Seminary, Lombard, Ill.

1974
John J. Kile, BS '74, and Muriel L. Davis, BA '75, May 20 in Muskegon. She teaches
at Muskegon Catholic Central.

Kathleen Anne Huyn, BA '73, and Patrick E. Traster, BS '74, in August in Kalamazoo.
She is a Battle Creek teacher consultant, and he is director of laboratory services,
Innate Research and Development Corp., Macomb.

Marvin F. Leyda, BA '73, and Glotia Jean Bennett, June 20 in Battle Creek. He is
manager, One Way Products, Kalamazoo.

Jan Marie Latulippe, BS '73, and Steven Davies, June 19 in Midland. She is a reading
counselor.

Thomas J. Weissmes, BS '73, and Karen J. Gotsaus, BM '74, in Kalamazoo. He is a
music teacher in Kalamazoo, and they live in Lebanon.

David E. Hicks, BS '73, and Christine M. Cary, BS '79, in Kalamazoo. He is director of
school services, and she is manager of Broadlands, Springfield, Ill.

Margaret Jo Visser, BS '73, MA '80, and Kent A. Spencer, in Kalamazoo.

1975
Joseph R. Reno, BS '74, and Deborah L. Wollis, in Kalamazoo. He is with Western
Reserve Financial Services, and they live in Belleville.

Nancy L. Braden, BA '74, and John A. McQuel, June 26 in Traverse City. They live in
North Carolina.

Evelyn H. Bremner, BS '74, and Robert L. VandenBrink, July 18 in Holland. She
breners Trompeter, Hopkins

Caryn Averill, BA '77, and John R. Rodger Peck, July 4 in St. Joseph. She is a Benton
Holland teacher.

Roger Skorupski, BBA '74, and Katherine Ziemke, May 16 at Sister Lakes. She is an
employment specialist with Haworth, Inc., Holland, and they live in Grand Haven.

Michael E. Yachnin, BS '75, and Carol Ann Perry, BA '80, May 23 in Kalamazoo.

Elaine DeLaure, BS '75, and Leonard Gross, May 30 in Portage. They live in
Kalamazoo.

James H. Muller, BA '75, and Mary Jean Kevlar, in Grand Rapids. He is a
machine shop foreman at the Veterans' Facilities, and they live in Portage.

Mark L. Raglin, BBA '75, and Suzanne Daniels, May 9 at Rockford. He is with
General Motors in Wyoming, and they live in Jenison.

Barry A. Blacktop, BBA '75, and Ann M. Remmick, May 2 in Temperance. He is a
clinical psychologist with Oceana County Mental Health Services.

Marcia Ann Salow, BS '75, and Gregory A. Hickey, June 27 in Traverse City. She is an
occupational therapist with the Northwest Michigan Child Guidance Clinic.

Marcia Ann Couch, BA '75, and David A. Brink, in Kalamazoo. She is with James
Rehder.

Dr. Frederick J. Leavitt, BS '75, and Julia A. Buckman, BS '77, June 14 in South
Haven. She practices dentistry in South Haven, and she is with the Kalamazoo
Community Health Dept.

Kenneth S. Carr, BA '75, and Elizabeth J. Masterson, Aug. 15 in St. Joseph. He is an
elementary teacher in Gardnerville, Nev., where they live.

1976
Gregg R. Pierce, BBA '76, and Jane M. Patera, in Battle Creek. He is a sales manager for
Web Parts Corp., Battle Creek.

Roxanne M. Farmer, BA '76, and Debra Ann Franze, BS '76, and Thomas E. Blume, June 27 in Kalamazoo.

Kristine Bowman, BA '76, and Roger Hendriksen, Jr., June 27 in Kalamazoo. They live in
Chelsea.

Debra Ann Franze, BS '76, and Thomas E. Blume, June 27 in Kalamazoo.

She teaches Spanish at Hackett High School.

Laura Beth Hinkley, BA '78, and Thomas E. Blume, June 27 in Kalamazoo. She is a
control engineer for Jones Div., Beloit Corp., Beloit, Colo., and they live in
Lenox.

Sue E. Tripp, MA '76 and Capt. W. Curry, July 25 in Holland. She is an elemen
tary kindergarten, Dept., of Defense, Erlangen, Germany.

Louis E. Sendelbach, BS '76, MA '78, and Robert F. Hudson, Aug. 22 in Midland. She is
a doctorate candidate at the University of Michigan, and they live in Oak Ridge.

Rosanne M. Anderge, BA '76, and Anthony P. Casey, June 27 in Muskegon. They live in
Evart, Colo.

1977
Patricia J. Field, BBA '77, and Dennis R. Adamski, BBA '78, in Hartford. Both are ac
consultants with Lakeview General Osteopathic Hospital and he with Bristol
Leisinger and Herkner, in Battle Creek.

Joseph R. Reno, BBA '74, and Zita Ann Zavaturo, June 27 in Portage, Mich. He is a
control engineer for Jones Div., Beloit Corp., Beloit, Colo., and they live in
Lenox.

Gary R. Flohr, BS '76, and Zita Ann Zavaturo, July 29 in Traverse City, Mich. They live in
Holland.

She is a systems analyst with Haworth-Holland and
they are working in the Gulf of Mexico. They are part of a 16-

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of Michigan.
Jane Tuxbury, BS '79, and Michael N. Smith, BS '80, Aug. 8 in Muskegon. They are the parents of two girls.

Marc S. Theop, BBA '79, and Margaretta Ewald, BBA '81, July 25 in Cadillac. He is a teacher-coach at Mattawan, and she is in the clothing business. They live in Kalamazoo.

James C. Thayer, BBA '79, and Linda M. Tigh, in Kalamazoo. He is an accountant for Ernst and Whinney.

Brooke Anne Stoner, BS '81, and Thomas N. Bellwood, Aug. 8 in Battle Creek. She is an artist and art teacher.

Daniel M. Colley, BS '79, and Susan A. Merrill, BBA '80, Aug. 5 in Vassar. He is employed by Kalamazoo Parks and Recreation and is president of an Arvern Corp. They live in Kalamazoo.

Brooke L. Lamm, BBA '79, and Jill A. Remkamp, BBA '80, is with Bristol-Myers Products.

Rosciane Pelhie, BS '80, and John L. Heye, III, July 12 in Clinton, N.Y. They live in Whitesboro, N.Y., where she teaches dance.

Peter J. Millizer, BBA '79, and Amanda L. Soule, BS '80, in Kalamazoo. He is with Wings Stadium.

David F. Debolt, BS '79, and Deborah J. DeShong, June 26 in Coopersville. He is an electrical engineer with United Technologies Cryo System.

Ivan Mia, BBA '79, and Eva Phillips, BA '80, June 12 in San Diego, Calif. They are the parents of two girls.

Shari Ann Brand, BS '80, and Thomas A. Robertson, June 27 in Big Rapids. They live in Coldwater. He is an engineering student at Vicksburg.

Robert B. Day, professor of mechanical engineering, died June 24 in Kalamazoo. A native of Hamilton, Ohio, he had earned degrees from the University of Cincinnati and California Institute of Technology. He completed his doctoral studies at the Colorado School of Mines. He had been a member of the Western faculty since 1959. He had married his wife, four sons and two grandsons.

Theodore P. Bank, II, an associate professor of social science, died June 24 in Kalamazoo. Born in Philadelphia and raised in Canton, Ohio, he completed his extended 38-year career.

Edward D. Gavney, BS '51, died Aug. 12 in Dearborn, Mich. He was a member of the faculty of the University of Michigan Medical School.

Fanny C. Lindsey, TC '10, died July 8 in Ormond Beach, Fla., where she had lived for many years. Born in Chicago, she attended the University of Chicago and the New York School of Fine and Applied Arts, which extended into a 38-year career. She was an associate professor of music at Ball State University.

F. Charles VanVranken, TC '12, died Oct. 18, 1979, at Freeland.

S. Forest Bowers, TC '15, died Sept. 1, 1980, in Minneapolis, Minn., where he had lived for many years. He earned his law degree from the University of Chicago. Surviving are his wife and two daughters.

Ferrell W. Anthony, BS '85, and Jennifer C. Wolfram, BS '80, July 25 in Kalamazoo. Both are teaching in Edwardsville, Ill.

Sterling E. Graham, III, BS '80, and Ellen F. Reeds, BS '91, July 25 at Cuill Lake. He is with Henserd Furniture Inc., Morganton, N.C.

Gerald Underhill, BS '80, and Julia Greb, BS '81, July 31 in Monroe. Both are teaching in Bowman, S.C.

Michael J. Bradford, BS '80, and MaryBeth VanKuiken, in Kalamazoo. He is a computer systems engineer for Kalamazoo, Mich.

Jeffrey D. Powell, BS '80, and Suzanne M. Waskiewicz, BBA '81, in Kalamazoo, Aug. 8. He is a teaching fellow at the University of Kansas, Lawrence.

William Steen, BBA '80, and Iulia Grabinski, July 10 in Muskegon. He is with pharmacists Marwick & Mitchell in San Antonio, Texas.

Jill Lachman, BBA '81, and Joseph Gorcezi, BBA '80, June 27 in Benton Harbor. He is a sales representative with Dow Corning, Cadillac.

Marjorie Jean Garrett Moore, BA '80, has married and is living in New Hartford, N.Y. Susan M. Schultz, BBA '80, and Ray T. Colonius, BBA '80, They live in Monroe, Mich., and are with Erie State Bank. Susan is a grants manager, department of internal medicine, U-M Medical School, Ann Arbor.

Beth Ann Howey, BS '80, and James H. Ormond, BS '80, are the parents of two children and they live in Trenton.

Christine E. Mossner, BS '80, and James F. McGuinness, BBA '80, May 2 in Fennville. They live in Grand Rapids, where he is with Meccan Trucking.

Evelyn Wil Harrower, TC '21, was killed in an auto accident in Mt. Dora, Fla., Sept. 1980.

R. Ray VanVranken, TC '21, died Feb. 13, 1979, at Hudson.

Lola Taylor LaCroce, TC '23, BS '31, died June 25 in Monroe. She retired from teaching in 1947, lived in Florida until 1979, and returned to Michigan. She leaves one son, two grandchildren and four great-grandchildren.

Esther L. Hoag, BS '52, died May 11, 1979, in Glendora, Calif. Born in Grand Rapids in 1929, where she attended the university, she married Gerald R. Ford. Beukema leaves a brother and a sister.

Bruce Brouwer, TC '24, BA '30, died Aug. 10 in Lewes, Md. Her home was in Georgetown, Del. She taught in Grand Haven schools until 1931 and joined the art faculty at Towson State College, Baltimore, retiring there in 1966. After that she taught one school again until 1964 and then was a substitute teacher for many years.

Mildred Gilbert Whipple, TC '25, BS '52, died Aug. 3 at Big Rapids. She taught in Grand Rapids, Muskegon and Big Rapids until retirement in 1967. She leaves her hus-

Alice Jardine Christensen, TC '26, died July 28, 1980, in Muskegon.

June A. Meeler Rice, TC '26, BS '61, died June 9 in Grand Rapids. A retired teacher, she had taught in a number of schools and communities and had made her home in Rockford. She leaves a daughter and three grandchildren.

Ruth L. Johnson, LC '28, BA '32, a longtime teacher for 31 years, died July 20. She retired in 1965.

Cora Kemsta Bears, TC '28, Aug. 28, died Aug. 29, 1979, in Battle Creek.

Irene Ray Babcock, TC '29, Aug. 1 in Kalamazoo. She had taught at Comstock for 22 years, retiring in 1976. She leaves her husband Merton, two children and five grandchildren.

Ruth Caswell Chadwick, TC '30, BS '33, died Aug. 27 in Massena. She was a resident of Ladoga, where she retired as a teacher in 1976. She also taught in Wyantotte and the town of Johnstown, and leaves her husband and her children.

Bela M. McCormick, BS '31, May 28. She had lived and taught in Fennville for many years, and was recently living in Holland.

Edward F. Barka, BS '32, city recreation director in Wyandotte for 37 years, died July 21. He was an innovator in sports for the playgrounds and various publications, as well as in professional journals. He was a former president of the Michigan Recreation Association and the Michigan Amateur Baseball Association. Yack leaves his wife, two children and four grandchildren.

Bryan M. Van Vranken, BS '32, died May 30 in Glendora, Calif. He leaves his wife and two children.

Richard E. Riedel, BS '32, former assistant principal at Creston High School, Grand Rapids, died July 20 and was a former church organist. He leaves his wife, Jean Rothlisberger, BS '42, a son, three daughters and a grandson.

Emma Sanford, TC '43, BS '48, May 24 1979, in Kalamazoo. She leaves her husband, one son, nine grandchildren, and seven great-grandchildren.

Harold R. Johns, BA '48, July 17 in Kalamazoo where he had been the first principal of Parchment High School until his retirement in 1977. He was a past president of the Michigan Association of School Principals. Before going to Parchment in 1959 he taught in Pinconning, Constantine and Fennville and was an active member of the Annette Swanson, BA '49, a son and a daughter.

Richard L. Parmater, BA '51, Aug. 12 in Kalamazoo. He operated the Little Professor Book Store on Stadium Drive. He leaves his wife, a son, two daughters and four grandchildren.


Daniel P. Sullivan, BA '60, died July 15 in Portage. He was also a graduate of the Indiana University Law School. He leaves his wife and two sons.

Clyde C. Benson, MA '65, Jan. 17, 1979, in Sturgis.

Eugene C. Haskell, BS '60, May 19 in an automobile accident at Burr Oak. He was with the Burr Oak Tool and Gauge Co., and leaves his parents.

Berthold M. Price, MA '69, EB '79, Aug. 2 1979, in Kalamazoo. He was an active member of the Michigan Recreation Association and the Michigan Amateur Baseball Association. Yack leaves his wife, two children and four grandchildren.

Donald W. Dolan, BS '72, was killed May 11, 1979, when his plane crashed in the Sierra Nevada mountains near Glenwood, Calif. He had been living in Wheat Ridge, Colo., while completing his doctoral degree in communication at the University of Denver. He leaves his wife and one daughter.
averaged 7.8 points and 5.3 rebounds per outing a year ago, while Moon, Renee Murphy and sophomore Jackie Berndt and sophomore Leslie Bade.

In addition to the tax benefits, such gifts provide a means of making a sizeable gift through the Foundation at a relatively low cost. A paid-up life insurance policy gift entitles the donor to a federal income tax deduction for the value of the policy at the time the gift is made. If the policy is not paid up, the donor is entitled to a tax deduction for the value of the policy, and future premiums are deductible.

Real Property Subject to a Life Estate A donor may transfer real residential or a farm to the Foundation while retaining the right (and spouse's right) to remain there for a lifetime. The donor is entitled to a federal income tax deduction for the fair market value of the property transferred, minus the value of the retained life interest. In addition, the donor escapes a capital gains tax on the appreciation and the estate is entitled to a charitable tax deduction. As with the charitable trust, the advantages of such a transfer vary according to the circumstances of each situation, and the Foundation and donor's attorney or tax consultant should be consulted before a transfer of real property.

Wills and Bequests A will is a written document controlling the disposition of an individual's property at his or her death. A bequest is a direction contained in a will and disposes of some or all of the property controlled by the will. A bequest to the Foundation is an important and flexible type of giving. Bequests may be used to give cash, securities, life insurance proceeds and real or personal property. Any of the trusts previously discussed may be established through a bequest. The bequest may be unrestricted or may be restricted to specific "Partners in Progress" campaign programs. Bequests often establish lasting memorials in honor of the donor or members of his or her family. Also, a carefully planned and drafted will can preserve a maximum amount of an estate for the surviving members of one's family and other beneficiaries.

Bequests received by the Foundation are administered in accordance with the expressed wishes of the donor. Unrestricted bequests to "Partners in Progress" are used to fulfill the needs of the campaign and the University at the time the bequest matures. Planning your gift A donor's prime motive for contributing to the Western Michigan University Foundation and the "Partners in Progress" campaign is to further WMU—not to save taxes. But once you decide to contribute, you will want to plan your gift to obtain maximum tax and financial benefits. The government's encouragement of charitable gifts via the charitable deduction reduces the actual cost of the gift and enables a generous donor to make a larger gift than originally thought possible.

The tax and financial consequences of giving to the Foundation and to "Partners in Progress" depends upon your particular circumstances. We would like to give you additional information about charitable gifts and discuss these ideas with you and your advisers.

For more information and confidential assistance in determining how you can participate in "Partners in Progress," please call or write: Paul Knudstrup, Director, Planned Giving Services, University Foundation, Western Michigan University, Kalamazoo, Michigan 49008. (616) 383-4972.
Mental health services offered

New counseling and psychological services offered free to the public in the Kalamazoo area by the Department of Counseling and Personnel at Western are expected to help up to 300 persons this year, according to Dr. Avner Stern, assistant professor of counseling and personnel and coordinator of the program.

He noted that 65 clients have been served since the middle of the winter semester when the program was getting started.

"The program is a training component for advanced graduate students in the department," he observed, "and it provides a needed mental health resource for community residents of any age."

"The service includes individual and group counseling/psychotherapy for problems of a personal/social, educational or vocational nature, specialized group training such as stress and conflict management; and selected psychological, vocational and educational assessment.

Advanced graduate trainees in doctoral and master's degree programs at WMU provide the service under the direct supervision of faculty licensed psychologists and professional counselors, said Stern.

"Social service agencies in Kalamazoo, because of budget and staff limitations, usually cannot match a client with a counselor who has the expertise in the client's particular needs," Stern said. "We invariably do this as a matter of course."

Special service may be provided by departmental faculty who possess skills in marital, family, vocational and adolescent counseling, in psychological assessment and individual psychotherapy, he said.

Stern added "I anticipate that an increasing number of Kalamazoo social agencies, schools, organizations and industries will come to view the service we provide as a viable mental health resource."