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 of 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 possible executive-order reduction from Gov. William G. Milliken.

"My only hope is that our mandated cuts will not exceed 4 percent," 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 in the state. Western expects the reduction in its current budget to be $1,315,956—"further eroding our ability to respond to society's needs," officials at the University said.

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

President John T. Bernhard

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 $150,000 to establish the Merze Tate Center for Research Information Processing.

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, which was launched 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.

"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 graduate students, for which we are deeply grateful."

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 holds a PhD from the University of Chicago and an MA from Oxford University.

"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 a budget 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 compel us to make substantial resource shifts from some programs now going to dynamic, emergent and developing possibilities. The challenge is ours as a University, and we must meet it frankly and courageously."

Bernhard said he had told his audience in Shaw Theatre that he has informed Gov. Milliken of "my sincere fear that Western is nearing the strain of its fiscal barrel." Western sustained an actual reduction in its 1980-81 state appropriation of 6 percent, the first time Western received less than in the previous year since the Great Depression.

Bernhard noted what he called "a glimmer of hope" in the governor's Sept. 17 message on the state's education, in which Milliken endorsed the Michigan higher education system as "the key to the future."

"However, our problem is not fundamentally financial," Bernhard asserted. "It is fundamentally philosophical. Of course, we shall cope with our present fiscal crisis, but larger issues are at stake."

"A society buys what it really wants," he continued. "Right now our society appears confused about its priorities for the future. As educators, it is imperative that we take a more assertive role in informing our fellow citizens of the peril facing higher education."

"In that way, we shall help to forge a new consensus on future priorities—a consensus which will give our colleges and universities the support they desperately require. We must avoid a defensive posture whereby we try to minimize our injuries, but fail to prepare adequately for a challenging future."

"I maintain that we need to stand back, evaluate ourselves objectively, understand that educational policy is a day's world, and then concentrate our resources on those problems that we do well and which satisfy social demand."

Bernhard described the slight decline of 2 percent in enrollment this fall as "no real surprise" because of decreasing numbers of 18- to 22-year-old students.

"We must continue our efforts in recruitment of new students, without adulterating our standards," Bernhard declared, adding that the Office of Undergraduate Admissions would be recognized this year.

"In student recruitment, I am pleased to note that our Intellectual Skills Development Program and the Mentor Program are now underway," he continued. "And I expect them to become positive factors in our persistent effort to reduce student attrition."

In fundraising, Bernhard reported that the University's "Partners in Progress" capital campaign has passed the $5-million mark toward a goal of $6.8 million for programs across the campus, with emphasis in the College of Business.

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. Ehle, 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 commissioner 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," Ehle said in announcing WESTOPS. "With WESTOPS, Western has taken steps to make those resources and others available to more people."

WESTOPS, Ehle 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," Ehle continued. "It is one special way that Western can become more important to more people."

Well, 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.
A goal of $150,000 was announced for the Kalamazoo Area All-Business Campaign, a part of the University's "Partners in Progress" capital 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. Holtgrieve, Dr. Konrads V. Lenderink and Dr. Mel A. White head the medical division.


The insurance division is headed by Richard D. Bryce, 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.

The plans for a college education by Peerapat Booncharoen, a freshman from Bangkok, Thailand, might have had a serious setback if it had not been for the honesty of Thomas L. Herring, a freshman from Westland, Mich.

Booncharoen was using the washers in the basement of his residence hall, Draper Hall and failed to notice an envelope containing $390 that slipped out of his pocket and fell between the machines. He returned to his room unaware of his loss until four hours later.

In the meantime, Herring had come down to the laundry room and spotted the envelope.

"I just happened to see this envelope there," he said. "When I picked it up and looked inside the first thing I saw was a $100 bill!" By the time he had counted the nearly $400, he was on his way to turn the envelope over to residence hall director Robert F. Withee. Because there was no identification on the envelope, WMU police were notified, who held the money until a very grateful Booncharoen appeared, identified it and had it returned to him.

In a letter to Herring, Withee said, "I don't mind telling you that there are days when I get discouraged about the attitudes and actions of those we live with. I must say, however, that your actions cheered me up immensely.

"I want you to know that I admire your concern, honesty and integrity. I am extremely proud that you are a member of my 'residence hall community.'"

Because of their conflicting schedules, it wasn't until they posed for a picture that the two students had a chance to meet one another and for Booncharoen to personally thank Herring for his good deed.
A football stadium is for grunts and groans by behemoths fighting for a yard of territory, fleet-footed backs running through slivers of daylight in an opposing line of giants and quick quarterbacks firing passes into the secondary.

A football stadium is not for a pudding-eyed father at commencement — _groans by behemoths fighting for a yard of territory, fleet-footed backs running through slivers of daylight in an opposing line of giants and quick quarterbacks firing passes into the secondary._

A football stadium is for touchdowns, not puddly-eyed fathers at commencement — _groans by behemoths fighting for a yard of territory, fleet-footed backs running through slivers of daylight in an opposing line of giants and quick quarterbacks firing passes into the secondary._

But there I sat Friday afternoon, one of a couple thousand parents, relatives and friends, cheering on the graduates who now sat in one half of a couple thousand parents, relatives in the stands, those young people turned to us and gave a standing ovation, whooping and yelling and whistling as though we— _the ones who paid the tab for this—_ had scored the winning touchdown.

A football game—in the past or yet to come— _has ever prompted or will prompt such an exuberant outpouring of mutual admiration._

Glancing down at the sea of up-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.
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 doing so, he stated: "Michigan Mindpower Week is the occasion for reaffirmation of the value of education and 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.

"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. Rainbird, 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 1, 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 inextricably 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."

Chaucneey Brinn assume posts with Board

Chaunceey 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.
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.

"The potential audience we can reach is easily as great with cable as we might reach with over-the-air television with the help 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 with most systems is more desirable than highlights programs from most other schools, which sometimes air at odd hours."

"Bronco Football-1981" will also supplement the airing of "WMU Bronco Hilites," which is in its second season 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.

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-tying mind against Bowling Green. Defensively, WMU led the Mid-American giving up 200.3 yards per game. The team had intercepted 10 passes, just three short of its entire 1980 total. Les 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. (Photo by Frank J. Guglielmi, Western Herald)

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 Worhtke's club was only the third in MAC history to jump from last to first place in a two-year period.

Walker D. Russell, a 6-5 guard and former prep All-American, achieved All-MAC status after mid-year transfer eligibility. Russell averaged 16 points and 9.4 assists over 17 games.

Worhtke terms Russell "a potential Division I All-American and first-round NBA draft. He comes from a basketball family [Campy's younger brother] and has both talent for and knowledge of the game. He has the charisma of a Magic Johnson or Ishiah 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 center Mike Seberger, who is coming off his best year for scoring (6.2), rebounding (7.1) and field goal shooting (.504).

Worhtke 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 Schultor or Tim Waun, plus freshmen Steve Drew or Cordell Eley. Eley was the "MVP" of the Huntington Jr. All-Star Classic while Drew was Cincinnatti'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 champion Patti Rendine.

Charity, a forward, twice won honorable mention All-American listings, scored 1,542 points and pulled down 1,028 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 Przygocek, and Laurie Junewick, a forward, are the other graduation losses.

Seven lettermen 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 Moon.

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,
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 Otterbein, Wonderling holds advanced degrees from Xavier and Bowling Green.

Wonderling's businesslike approach to his job is evidenced by his success in promotions and fundraising at Cal Poly and FIU.

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

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 support of intercollegiate athletics. I'm very impressed with the internal components I have seen here.

Wonderling: Why would you make it a priority to add solidarity to the ice hockey program? What did you mean by that?

Wonderling: One thing I see is the eagerness of the community to support Western Michigan University 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.

Wonderling: What are your aims for the program?

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?

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.

Wonderling: Obviously, you're not afraid to speak your mind. In fact, didn't you say at some gathering this summer state that occasionally it's good for people to get involved in controversy?

Wonderling: What I made reference to was that I believe its very healthy to have diversification of ideas and thoughts and to surround yourself with people that are going to provide different, diverse ideas. These are people who are looking to improve.

Wonderling: The reason it's moving this way is that Kalamazoo is a 'sleeping giant.' What did you mean by that?

Wonderling: 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 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, come up with new things. The other key is to bring visibility to any kind of sporting event. You can do it without running a three-ring circus or a carnival—that's probably the biggest problem all of us have in terms of implementing marketing and promotions programs.

*Westerner:* One other important area is a liaison with the community, and the Bronco Athletic Association was formed a year ago as such a body. What do you see a community group like that doing for the overall program?

*Wonderling:* 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 $6.8 million, exceeding its goal.

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 development office.

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 Wealth, 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 University's educational objectives, has inaugurated a new era in the history of Western Michigan University.

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, and psychology.

While the annual fund has grown each year as Western graduates and friends have increased their capital gifts, the University's alumni have never before been asked to give substantially of their income to support the private sector in the future of higher education.

The key reason for private gift support to any university relates to quality—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.

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-supported 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 quality—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 advancement education—in setting the standards, not only meeting them.

Western Michigan University, through its Foundation, recently embarked upon a new, ongoing solicitation for the first all-University, private fundraising effort. In addition to cash pledges from a variety of corporations, foundations and individuals, "Partners in Progress" has been materially assisted in its efforts by the willingness of donors to the Planned Giving Services program. This use of deferred giving as a method for participating 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 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 list 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 the remainder beneficiary for life, and then another.

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.

Please indicate title preference.

(Continued on page 15)
Dear Alumni

Western has never had an alumni directory, but one will be coming off the presses in early 1982. Unfortunately, the process of gathering information, verifying it and selling 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 which 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 directory.

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 appeals are repugnant to many people, and some react more vigorously than others. But this is the only way in which the directories are produced. 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.

Russ Strong

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 the decision-making process in this economy as it is exacerbated by the expense of model changeovers 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 is $26.00 per person.

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 "sash" and will be updated on current activities on campus. Details will be mailed in late October.

Alumni Association new life members

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1924
Wilma M. Reed, TC '24, a Grand Haven oc-
shown in a June and July show, “Three
Community Center Gallery.

1931
Dr. B. Everard Blanchard,
Viewpoints”

1934
Ralph A. Pfingst, BA '34, is enjoying retire-
ment in Rotonda West, Fla., after 44 years of
winter weather in Marine City.

1939
Spencer Van Valkenburgh, BS '39, MA '35,
last year after teaching for 42 years in
Kalamazoo. In 1978 he was named
Kalamazoo County Education Association’s
“Teacher of the Year”.

1940
Eleanor Johnson Pelong, BS '40, has retired
as a Lakeview 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
attending mathematics for 17 years at the Big
Rapids high school. Her husband, a Ferris
State professor, has also retired.

1946
Howard D. Linders, BA '46, has been
released from teaching at White Pigeon in June, after
nearly 34 years in classrooms.

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

1948
Victor Wier, BS '48, retired as principal of the
Coloma high school this spring and was
cited as the dean of Berrien County prin-
cipals. He first became a principal in Men-
don in 1948 and first headed the Coloma
school in 1954. Wier is currently chairman
of Principals for his service

1950
Robert L. Glazier, 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, Mid-
dowel and Colon.

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

1952
William Dopheide, BS '52, is on the pro-
gram 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. Yankee, BS '54, MA '57, has been named editor of “Polygraph,” the
quarterly publication of the American
Polygraph Association. Yankee retired in
June as president of Northwestern Michigan
College at Traverse City. He has had a long
association with the Keeler Polygraph In-
stitute in Chicago and the American In-
stitute of Polygraph Technology and Applied
Psychology in Dearborn.

1955
Dr. Konzod Y. Laubas, BS '55, has been
named chief of surgery at Bronson
Methodist Hospital, Kalamazoo, to serve a
two-year term. Dr. Laubas has a general
surgical practice.

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 manage-
ment consultant to the American Symphony
Orchestra League and served for three years as a
guest lecturer at Indiana University on arts management.

1957
James A. Brouwer, BS '57, MA '59, EdS '80,
is the new superintendent of schools at
Harper Creek, leaving an assistant
superintendency at Grand Rapids. He and his
wife have five children.

1958
Virginia Keledjian Taylor, MA '57, has been
promoted to professor of mathematics at the
University of Lowell, Mass. She earned her
doctorate at Boston College and now lives in
Boston, Mass.

Elinor Andrews, MS '57, retired in June as
business teacher at Dowagiac High
School. Retirement plans for her and her
husband include a home in Florida.

1959
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Harper Creek, leaving an assistant
superintendency at Grand Rapids. He and his
wife have five children.

1962
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.

1964
Dr. Ronald Wykstra, BS '64, 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 Hoye, BA '58, have their
children with them on an around-the-world trip.

1965
Robert H. Ryder, BS '65, president of the
University Aviation Association, is chair-
man of the aviation administration depart-
ment 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.

1966
Robert Haiduk, BS '66, has been pro-
moted to Southern California regional sales
manager for Simpson Paper Co.

1967
Dr. Donald H. R. Lubs, BS '67, is a general
physician in Dearborn.

1968
Ronald L. Sackett, assistant professor
of English at the University of Montevallo, Alabama, is serving in the capacity of
instructor—instrument and flight
instructor—multi-engine flying, and he
received his sea plane rating at
Whitmore Lake near Ann Arbor.

1969
In addition to this array of
achievements, Trimmer has taught
ground school at Glen Oaks Communi-
ty College while maintaining a 3.55
grade point average (4.0 = A) at
Western. After graduation he was com-
missioned as a second lieutenant in the U.S. Army and will attend Military
Intelligence School.

While at WMU, he was a member of the ROTC and the 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 producer of the art paper for the Wall Street Journal at its plant in South Brunswick, N.J. Nick joined the Dow Jones organization in 1963 with an M.S. in printing management from South Dakota State University in 1975. He and his family have moved to Cranbury, N.J.

James Leisenting, 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 Breisel, Leisenting, Herkner & Co. of Battle Creek.

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

Larry J. Moeller, BBA '66, resigned in June after 25 years of teaching.

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

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

1966
Theodore B. Brown, BBA '67, MBA '75, is the new manager, corporate long range financial planning and capital evaluation, for The Upjohn Co. He had previously been manager, corporate budgeting.

Gladys Kirk, BS '67, retired in June from her Oceana County elementary classroom and is teaching evening classes.

Richard T. Cochran, BBA '67, is the new systems manager for information Services at Kent State University. Cochran had formerly been with Hayes-Albion Corp., Jackson.

Ronald D. France, BS '67, has opened a law office in Marcellus.

Karen Vanderhell Melson, BM '67, is now a psychology teacher in Gravois Minor School, having earned her J.D. degree in 1980 at Wayne State University, and is also a CPA. She and her husband and three children live in Grand Haven.

Raymond J. Janisse, BA '71, was promoted to assistant cashier at the Genesee Bank at Flint.

Gary L. Lemnard, BS '70, has been elected to the board of directors of Monson Bank & Trust. He has been practicing law in Monson since 1978, having graduated from the Detroit College of Law.

Daniel C. O'Neill, MA '70, is the new principal of the Traverse City City office of the state's vocational rehabilitation agency. He had been in the Wyoming office since 1977. O'Neill also had been a director of the Michigan Rehabilitation Association.

Bruce C. Koch, MBA '70, has been promoted to Detroit regional manager of the KitcheNaid division of Houbart Corp. Koch also runs his own business, Miller Duggan, BS '72, is the new marketing manager for internal combustion engines at Clark Equipment Co. Joseph A. Forner, BS '71, MA '74, is now assistant manager of the new S.S. Kresge Store in Port Huron.

1969
Richard Lallaeau, BBA '69, Monro County Prosecuting, has been re-elected president of the Monro County Bar Association.

Michael D. Mettger, BBA '69, is the new controller of Michigan Plastics Products Co., Grand Haven, and DeKalb Molded Plastic Co., Butler, Ind. He was formerly manager of financial services for JS 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 the Clark Equipment Co.

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

Ronald F. Fite, MA '69, EdS '75, has moved to Traverse City as assistant superintendent for personnel and administration with the schools there. He had previously been at Alpena.

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

John D. Lyon, BBA '69, has been promoted to senior vice president of Clark Equipment Credit Co. He is manager of diversified financial services. Lyon makes his home in Niles.

1970
Gary L. Lemnard, BS '70, has been elected to the board of directors of Monson Bank & Trust. He has been practicing law in Monson since 1978, having graduated from the Detroit College of Law.

Richard Easton, BS '72, is directing a new Master of Labcon Manufacturing Management at Camden.

James R. Sahler, MA '72, earned her J.D. degree in May from the Thomas M. Cooley Law School in Lansing.

Richard W. Schreuder, MA '72, has been named elementary principal at the Decatur community schools.

Roger B. Conboy, BA '72, has been appointed to assistant cashier at the Genesee Bank at Flint.

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

Linda Krumrie Wise, BA '70, MA '74, is working with the Lakeshore Community College in Stevensville.

Dr. Joseph F. Volkmann, BA '71, received his EdS degree from the University of Wisconsin this spring.

Robert E. Condit, BBA '71, has been admitted to the practice of law in Michigan, appearing in Berrien County Circuit Court.

Michael D. Metzger, BBA '69, is the new manager of the Oakland office of First Federal Savings of Kalamazoo.

Michael J. Ingrassia, BBA '71, has been appointed to the practice of law by the Benzie County Circuit Court.

1972
William B. McKinstry, BS '71, MA '74, is the new superintendent of schools at Alma, moving there from the superintendency at Fridley, Minn.

Dale Schreuder, BS '72, MA '74, has been named elementary principal at the Decatur schools.

Gladys Kirk, MA '73, is now the executive director of the Greater Michigan chapter, American Association of University Women. She and her husband have two children.

Richard LaBeau, BBA '69, Monroe County Co., Grand Haven, and DeKalb Molded Plastic Co., Butler, Ind. He was formerly manager of financial services for JS Corp. and lives in Jenison.

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Pat R. Condy, MSL '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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Richard W. Schreuder, MA '72, is the new pastor of the First Congregational Church of Kalamazoo. His ordination by the Reformed Church in America took place in late June after receiving his master of divinity degree in May from Western Theological Seminary, Holland.

Brennan Students, Walter '72, was appointed to assistant cashier at the Genesee Bank at Flint.

1973
Dr. Irene Shelter, BS '73, PhD '79, received the John A. Kowal Award as the outstanding continuing education university educator in Berrien and Cass Counties in 1980-81 and in July she was named administrative assistant for community education and public information of the Berrien schools, after having worked at the Berrien Springs schools. She makes her home in Edwardsburg with her husband and two children.

William J. Pearson, BA '73, has been appointed to the practice of law in Lansing, appearing in Berrien County Circuit Court. He is now practicing in St. Joseph.

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

Cap. Richard A. Kolf, MA '73, graduated from the Naval Postgraduate School, Monterey, Calif., in June with a M.S. degree in information systems. He has been transferred to headquarters, U.S. Marine Corps, Washington, D.C., working in the manpower section.

Larry Eckhardt, BS '73, now working in England, has become director of admissions at the New England College British campus in Cranleigh, England. He will be in this post for about two years.

Ronald L. Reinert, MA '73, has announced his candidacy for the Michigan House Representatives in 1982 as a Republican. He is a Comstock school teacher.

Dr. Gerald E. Smith, MD '73, is the new assistant superintendent of schools in Dowagiac. He was the state's first black administrator in that system. Smith has been assistant to the chancellor for instruction, New York City public schools.

1974
Carl Sweers, BBA '74, has been promoted to agency manager for State Farm Insurance in Lansing.

David G. Huls, BS '74, has been admitted to the practice of law by the Benton County Circuit Court.

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1968
Bertha Smith, BS '68, has retired after teaching for more than 26 years in Oceana County.

Thomas E. Banks, BS '68, has been promoted to vice president of Frost National Bank, San Antonio, Texas. He is a planning analyst for its mortgage services support.

Winfred Arent, BS '68, retired in June after 24 years of elementary teaching at Comal.

Richard Baldwin, MA '68, has been elected to the board of directors of the Alexander Graham Bell Association for the Deaf. He is a special education consultant for the Michigan Department of Education.
Susan Schulz Russell, MA '76, is now a speech-language clinician 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.

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

Lyneta Bruner, BA '76, MSL '81, has become assistant librarian at Otsego.

Thomas Rowley, MA '78, has become speech pathologist for the Powell, Wyo., public schools.

Paul Gortick, BA '78, is the new principal of St. Joseph School in Kalamazoo. He lives in Richland with his wife and son.

Ens. Mark W. Stevenson, BBA '78, has been commissioned by the U.S. Navy after completing Officer Candidate School at Newport, R.I.

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

Delores M. Knox Eagleson, BBA '78, is now a certified public accountant and works for Brian Leeser & Co. in Baton Rouge, La. She has also been active in several community organizations.

Dr. Betsy W. Brabb, BBA '76, received her M.L.S. degree from the University of Illinois-Chicago Circle. She has become children's librarian and assistant to the director, Van Buren County Library, Decatur.

Doreen J. Schwabauer, BBA '76, has joined the faculty of the University of Michigan in May. He is now interning at General Hospital, Ann Arbor.

Lorraine Gerrish Scott, BS '75, last year was the director of the University of Minnesota Theatre production "Serenading Louie."

Jeffrey E. Patton, BS '75, MSW '78, has been appointed as assistant social worker at the Family Health Center, Inc., Kalamazoo.

Debra L. Pauler, BA '75, finished her master's degree in reading instruction at Michigan State this spring and is now a reading specialist for the Kalamazoo Area High School, Freedom, Wis.

Denise Allen Trainer, BS '75, is the first woman to ever receive a doctorate from the Institute of Paper Chemistry, Appleton, Wis. She is with American Enka, Neenah Technical Center, and has married a daughter.

Dr. William S. Boehm, BS '75, has opened a new office, W. S. Boehm, D.D.S., having graduated from the University of Detroit Dental School.

Robert F. Brown, BA '76, has returned to Winchester, Mo., to continue work with the Defense Mapping Agency Aerospace Center. He earned an M.A. degree in computer-assisted cartography at Ohio State University.

Greg A. Agens, BBA '76, has been promoted to audit manager at the Battle Creek office of Price, Waterhouse & Co.

Rev. Kenneth L. Christler, BA '76, was ordained in June by the United Methodist Church and assigned to Seymour Lake Church in Ortonville. His divinity degree is from the Western Theological Seminary, Wilmore, Ky.

Tom Burger, BS '76, had two of his younger brothers competing for him when his Reading High track team finished fourth in the Class D state championships.

Kathryn Buett, BS '76, has a number of pen and ink drawings displayed in art shows.

Dr. Betty W. Brabb, BS '75, received her doctor of osteopathy degree in May from the University of Health Sciences-College of Osteopathic Medicine, Kansas City, Mo. She is now interning at Normandy Osteopathic Hospitals, St. Louis, Mo., as his husband, Dr. Tyrus R. Perking.

Eleni L. Williams, BS '76, was ordained as a deacon in the United Methodist Church in June at Adrian College.

Evel Seare, BS '76, was ordained by the United Methodist Church in January at Albion College. She is pastor of the Lee and Springport Methodist churches.

Candie Briggs, BS '76, gave a May seminar at Sturges on the development of listening skills. She is with the New Directions Counseling Center in Battle Creek.

Craig Runyon, BBA '76, owns the Niles Exterminating Co.

Janet Wilson, BS '75, MSL '77, has been appointed information specialist and project officer for the General Administration for the Journalink Project of the Sigma Data Computing Corp., Rockville, Md.

Eckstein is a rare jewel. He is the one person the Forgotten People are grateful to have in their midst. He is the type of person who makes a difference in the world. He is a true friend and a true leader.

From part-time clerk to company vice president is the modern-day success story of Frank O. Eckstein, a 1968 graduate of Western. He has just been named vice president of service operations for Jewel Food Stores.

Eckstein was a part-time clerk in 1963 when he was sponsored by Jewel. He began working in the WMU distributive education program, during which time he took classes for a semester and then worked for a semester full-time in various store operations. As an undergraduate he served as recording and corresponding secretary for Sigma Phi Omega honorary food distribution fraternity here.

In 1968 he was awarded his B.S. degree in food distribution. After graduating, Eckstein served three years in the U.S. Army before returning to Chicago, where he was made a store manager in 1971. Since then, he has been resident supervisor, service operating manager, district supervisor, and district manager, and in 1980 he was named director of service operations. During that period, Eckstein earned an M.S. degree in management from Lake Forest College.

"Frank is a very talented person who is working for an excellent company. His position is a celebration of his hard work and dedication."
Weddings

1967
Leno L. DeNooyer, and Lynn Cottingham, Ronald J. Marek, BA '69, MA '75, and Margaret Jo VandenBrink, July 18 in Holland. She is a consultant in marketing, and they live in Denver.

1968
Gary Nelson, MBA '68, and Kathryn Houser, May 23 in Lansing. He is a sales representative, State of Michigan.

1969
Ronald J. Marek, BA '71, and Susan L. Roach, May 26 in Traverse City. They are employed by the City of Traverse City, and they live in Traverse City.

1970
Sue A. Smith, BA '70, and Richard L. Church, MA '79, and Ruth Elizabeth Smith, May 11 in Kalamazoo. They are employed by Computer Sciences Corporation, and they live in Kalamazoo.

1971
Karen Olson, BA '71, and Charles Bratman, Aug. 1 in Muskegon. They live at Crystal Beach, and they are employed by the Muskegon County Bank.

1972
William D. Lash, Jr., BA '72, and Celia S. Gentry, Aug. 11 in Kalamazoo. They are employed by the Michigan Department of Social Services, and they live in Battle Creek.

1973
Kenneth Krug, BA '73, and Tamara Szymezek, BS '73, July 4 in Gaylord. They are employed by the Michigan Department of Conservation, and they live in Gaylord.

1974
Joseph R. Reno, BA '74, and Deborah L. Wollersheim, in Kalamazoo. They are employed by the Michigan Department of Natural Resources, and they live in Kalamazoo.

1975
Michael E. Yachnin, BS '75, and Carol Ann Perry, BA '70, and Ann M. Riebe, May 31 in Portage. They are employed by the Kalamazoo County Health Department, and they live in Portage.

1976
Mary Ann Salow, BS '76, and Gregory A. Hickey, June 27 in Traverse City. They are employed by the Michigan Department of Natural Resources, and they live in Traverse City.

1977
Debra Lynn Thompson, BS '78, and Granville G. Lee, July 25 in Portage. She is a national sales manager, and they live in Battle Creek.

1978
Jack F. Kurtz, BA '79, and Sherri L. Holthof, in Kalamazoo. She is employed by the Kalamazoo Gazette, and they live in Kalamazoo.

1979
Karen L. Anderson, BA '79, and Mark A. Galloway, BA '81, Aug. 1 in Battle Creek. She is a sales representative, and they live in Battle Creek.

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Karen L. Anderson, BA '79, and Mark A. Galloway, BA '81, Aug. 1 in Battle Creek. She is a sales representative, and they live in Battle Creek.
William Steen, BBA '80, and Iulia Grabinski, July 10 in Muskegon. He is with Petroleums of Michigan and Mitchell in San Antonio, Texas.

Jill Lachman, BBA '81, and Joseph Gorzelanski, BBA '83, June 27 in Benton Harbor. She is a sales representative with Dow Corn Plant in Fort Wayne, Ind.

Marjorie Jean Garrett Moore, BA '80, and Joseph G. Gorzelanski, BBA '81, June 27 in Benton Harbor. She is a teaching fellow at the University of Michigan.

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

Rita Rupp, Basheen, TC '21, died Feb. 13, 1979, at Hudson.

Lola Taylor LaCrosse, TC '23, BS '31, died June 25 in Montrose. She retired from teaching in 1947, lived in Florida until 1970, and returned to Michigan. She leaves one son, two grandchildren and four great-grandchildren.

Lester E. Orcutt, TC '23, died May 28. He had retired in 1959 after 36 years of teaching at High School in Great Falls, Mont. He is survived by his wife, three sons and 10 grandchildren.

Benjamin J. Beemsta, BA '24, 26, great-grandson of superintendent of schools in Grand Rapids from 1949 to 1964, died July 15 after a long illness. He was a teaching fellow at the University of Michigan's College of Education in 1975-76. He leaves his father, a brother, two sisters, a grandson and a great-grandson.

Nancie L. Thomas, assistant professor emeritus of education and community development, died Aug. 26 in Kalamazoo. She had retired this year after 27 years on the faculty.

She was a teaching fellow at the University of Wisconsin-Milwaukee in 1975-76. She leaves her husband, four sons and two grandchildren.

Theodore P. Bank, II, an associate professor of sociology, died June 24 in Kalamazoo. Born in Philadelphia, Pa., he was a native of the University of Michigan. He leaves his wife and three children.

Brian M. Minster, 32, a research fellow in computer science at the University of Michigan, died Aug. 10 in Lewes, Del. His mother was in Georgetown, Del. She taught in Grand Rapids for 16 years and then joined the faculty at Towson State College, Baltimore, retiring there in 1966. After that she taught in a summer school in 1966 and then was a substitute teacher for many years. She leaves her husband, three sons and two grandchildren.

Alice Jardine Christensen, TC '26, died June 27, 1980, in Muskegon. Married to Arthur Rice, BA '26, BS '61, she died June 9 in Grand Rapids. She was a teaching fellow at the University of Michigan. She leaves her husband, two sons and one granddaughter.

Ruth L. Johnson, LC '28, BA '32, a supervisor of special education in Big Rapids, died July 20. She retired in 1965.

Cora Kemsta Bears, BS '28, Aug. 29, 1980, in Grand Rapids. An institute for children, she was a native of the University of Michigan. She leaves her husband, two sons and one granddaughter.

Ruth C. Todd, BA '33, died Aug. 29, 1980, in New York City. She was a native of the University of Kansas. She leaves her husband and two children.

Bela M. McCormick, BS '31, May 28. She was a teaching fellow in Kalamazoo for many years. She was a well known author and teacher in Holland.

Patricia J. Kohler, BA '32, a teaching fellow in the University of Michigan. She leaves her husband and two sons.

Josephine Crispin, 80, died May 30 in Glendale, Calif. He leaves his wife and two children.

William D. Dodan, BS '72, was killed May 11, 1979, when his plane crashed in the Sierra Nevada mountains near Calvada, Calif. He was a native of Kalamazoo. He leaves his wife and two children.

Janet M. Sauter, BS '77, July 26. She was a native of the University of Michigan. She leaves her husband and two children.

Randall D. Pesonen, BA '78, MA '79, was killed in an auto accident near Alburnett July 29, 1980. He was a native of Kalamazoo. He leaves his wife and two children.

Roger A. Jones, BS '78, died June 10 in Saratoga, Fla. After a teaching career in Michigan he became a land developer in Florida and later in California. He leaves his wife and two children.

Lester A. Johnson, BS '25, died March 23 in Pasadenas, Calif. He was a native of Kalamazoo. He leaves his wife and two children.

James A. Keiper, BS '38, died June 17 at Battle Creek where she and her husband, two sons and two grandchildren.

Lester H. Danson, BA '36, died Aug. 2 in Grand Rapids. He was a native of Kalamazoo. He leaves his wife and two children.

Eugene H. Kaskin, BS '60, died May 24 in Grand Rapids after heart surgery. He was a native of Kalamazoo. He leaves his wife and two children.

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

William H. Powell, BS '80, and Suzanne M. Waskiewicz, BBA '81, in Kalamazoo. She was a native of Allegan, Mich. She has been a teaching fellow at the University of Kansas. She leaves her wife and one daughter.
averaged 7.8 points and 5.3 rebounds per outing a year ago, while Moon, a four-letter winner, scored 14.2 points and 7.2 rebounds.

Others to be counted on at center are sophomore Carol Lantagne and junior Tracy Hazen, the latter having missed most of last year with a foot injury. Also back at forward are junior Renee Murphy and sophomore Jackie Stil.

Probable replacements for Rendine at point guard are junior Linda "Louie" Berndt and sophomore Leslie Bade.

"We improved its defensive performance the past year by lowering its goals-against-average by 0.54, and also show a lower GAA, and senior Jim Doyle, a three-time letterwinner, are both back. Freshman netminder Glenn Healy, regarded as one of the top collegiate prospects to play in Ontario last year, will challenge Abbott and Doyle for playing time." Offensive might is provided by the duo of All-American candidates Ross Fitzpatrick and Bob Scurfeld, both seniors. Fitzpatrick, a left wing and a first-team all-CCHA choice and team "most valuable" in 1981, had 28 goals and 41 assists for a school record 71 points, and he should become WMU's all-time scoring leader in 1981-82.

"Center Scurfeld had 21-27-48 totals to rank second on the team, despite missing eight games with a knee injury. This pair will be matched with junior right winger Bob Bailey (8-4-12 in 15 games) to form the Broncos' top line.

"Offensive returning high scoring wingers are senior Dave Berthelsen (16-25-41) and Damn Scurfield, younger plenty of action at center. Other rookies expected to provide depth are forwards Lance Johnston, Deno Pellegrino and Paul Reifenberger and defensemen Scott Gagalis and Gary Orhn.

"WESTOPS-Shown after a news conference in which WESTOPS was announced are (from left) Dr. Elwood B. Riddle, Dr. Jack S. Wood, Patricia M. Cayemberg, and Raymond C. Davis, graduate students and graduate associate staff members of WESTOPS.

"WESTOPS (continued from page 1) ________ _

"WESTOPS is intended to coordinate and facilitate the varied public service activities of the University, and not to replace them," Wood explained. "We hope to serve as the point of contact and initial response mechanism for public agencies as well as individuals who are primarily in southwest Michigan on behalf of WMU departments, centers and institutes."

WESTOPS is an "'the ground floor' of such services in the nation. The concept began about 10 years ago with PENNATP at Pennsylvania State University and is now being developed in about a dozen states. WESTOPS is the first such effort by a single institution in Michigan."

"What we're saying," he continued, "is that we'll help people find answers and solutions, wherever we have to look. When you call WESTOPS, you're calling one heck of a big information and technology pool."

Wood said most services would be free. "If costs arise, efforts will be made to keep them low," he said. "Even the first call to WESTOPS is free," he added, referring to the toll-free telephone number. The number in Kalamazoo is 383-0077.

Cayemberg, in her fourth term as a member of the Kalamazoo City Commission, serves as the assistant director of WESTOPS. Her primary duties for WESTOPS will be in liaison to local government agencies that seek assistance.

Davis, whose doctoral degree will specialize in higher education, has taught both in the U.S. and U.S. Army, and has a master's degree in educational administration.

Wood explained. "Since the concept began about five years at the Battle Creek Academy. His duties will be to serve as liaison within the University for WESTOPS and to manage internal data collection and retrieval.

Partnership for the future (Continued from page 8)

The property conveyed is commingled with other property transferred into the fund, and each donor retains an annual income interest based on the proportionate share of assets contributed to the total fund.

The property transferred to any of these trusts will be valued at its fair market value at the time of transfer. Such a transfer does not give rise to capital gains tax liability. The donor is entitled to a federal income tax deduction in the amount of the fair market value of the property at the time of the transfer, less the value of their life interest. Also, by transferring the property to a charitable remainder trust, a donor may realize a saving in estate and inheritance taxes.

In addition to the tax benefits, such trust arrangements can often increase the income yield through reinvestment of trust assets, and the trustee may immediately shift income beneficiaries, avoiding delays due to estate administration. Also, the income beneficiaries are not faced with the responsibilities of managing the investments from which they derive income, and the trusts offer an excellent way to give and receive at the same time.

Gifts to the Foundation through these life income trusts are extremely flexible and may be very effective in individual planning situations. Because the benefits vary, depending upon each donor's circumstances, it is important that charitable trust arrangements be discussed with the Foundation and the donor's attorney and tax consultant before the gift is made.

LIFE INSURANCE

Gifts of life insurance 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 net present value of the policy, and future premiums are deductible.

REAL PROPERTY SUBJECT TO A LIFE ESTATE

A donor may transfer real or personal property to a family 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 established through a bequest. The will 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.

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 Knutka, 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, Stern noted.

"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."

Attitude is a key to job safety

Having the right attitude toward safety requirements is a key element in avoiding on-the-job accidents and injury, according to two safety specialists at Western. Dr. Frank S. Scott and Robert M. Wygant, both faculty members in the Department of Industrial Engineering, made the observation after viewing construction and general safety training seminars for physical plant employees, residence hall custodians and food service workers at Western as part of another state labor department grant of $29,974.

He said that their research discovered six categories which cause virtually all construction accidents and injuries: over-exertion (25 percent of the total); falling from an elevated position, being struck by an object, a bodily reaction to a sudden unexpected physical situation or loss of balance, falling onto the same level; and falling against or colliding with an object.

This summer Scott and Wygant conducted construction and general safety training seminars for 550 WMU physical plant employees, residence hall custodians and food service workers at Western as part of another state labor department grant of $29,974.