In a few words...

- Second patent for stall-margin indicator: The federal government has awarded a second patent to the Board of Trustees of a firm called the stall-margin indicator, invented by Arthur W. Hoadley, associate professor of transportation technology, who is a pilot. The indicator tells a pilot how much "lift" remains before his plane will stall. Hoadley noted that small airplanes go into a stall, it could enter a spin from which it is difficult or impossible to recover. "Stalls leading to spins are the major cause of fatal accidents in small aircraft."

- John G. Kemeny, architect of the computer age who visited Western Feb. 17 and 18 to speak and receive an honorary degree as a WMU Foundation Fellow, stated, "In less than a generation, he predicted, "computer literacy will be as essential for survival in our society as being able to read and write is today."

- Kemeny was the co-inventor of the BASIC computer language and co-developer of computer time sharing. BASIC (Beginner's All-Symbolic Instruction Code) is probably the most widely used computer language in the world. Time-sharing, which permits the use of a single computer by more than one person at a time, enables computers to "talk" to each other.

- On Oct. 26, 1980, after the $20,000 for the development at the station, he noted, "WMUK-FM tops fund drive goal by $20,000."

- Western joins Tel Aviv University program: Western has become the first college or university in Michigan to establish an interinstitutional relationship that will enable its students to participate in Tel Aviv University's Overseas Student Program in Israel. In making the announcement, Norman C. Greenberg, dean of the College of General Studies and dean of international education and programs, said, "This linkage with Tel Aviv University makes it possible for our students not just to study about the Middle East, but to study in the Middle East."

- Miller named to council: James W. Miller, president emeritus of the University, was appointed by Gov. Blanchard to serve on a 28-member Financial Crisis Council to determine the true depth of the state's budget deficit and discover ways to eliminate it.

- Mother becomes grad student with just a little help: By Leslie Powell Gilreath

"The computer will invade every aspect of human life," said John G. Kemeny, architect of the computer age who visited Western Feb. 17 and 18 to speak and receive an honorary degree as a WMU Foundation Fellow. "In less than a generation," he predicted, "computer literacy will be as essential for survival in our society as being able to read and write is today."

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Deferral 'dishheartening,' Bernhard says

"It's disheartening and we won't learn the severity of it until we learn more specifics, such as the length of the deferment and the method of payback," said President John T. Bernhard, commenting on Gov. Blanchard's announcement that he was deferring Western's January, February, and March state appropriation checks. That amount to an estimated $12.3 million for WMU. The Blanchard announcement affects all of education, including grades K-12, plus local units of government.

"We're disappointed by the seemingly low priority being given to all levels of education by the new administration in Lansing, but these designated units provide a 'quick fix' to the state's immediate cash flow problems," said Bernhard. "We suspect that other units of state government will cover by subsequent actions. A tax increase may be unavoidable. "It would not be wise to panic at this time, but we may have to accelerate our planned 1983-84 budget cuts when more information from Lansing becomes available," Bernhard concluded.
Edwards, Ludlow elected to head Board of Trustees

Alfred L. Edwards, 62, of Ann Arbor, and Charles H. Ludlow, 59, of Kalamazoo, have been elected chairman and vice chairman, respectively, of the Board of Trustees.

Edwards is a professor of business administration and director of the Division of Research in the Graduate School of Business Administration at the University of Michigan. Ludlow is vice president and treasurer of The Upjohn Company.

All other Board officers were re-elected. They are Chauncey J. Brinn, secretary; Robert B. Wenguth, treasurer and assistant secretary, and Robert M. Beart, assistant treasurer. All are WMU administrators.

A native of Key West, Fla., Edwards received his bachelor's degree from Livingston College in North Carolina, a master's degree from the University of Michigan, and a Ph.D. degree from the University of Iowa. He has taught at Southern University in Baton Rouge, La., at Iowa, and at Michigan State University. Edwards was appointed to the Board in 1981; his term expires Dec. 31, 1988.

Ludlow served as an economics adviser to the University of Nigeria for two years and was a deputy assistant secretary in the U.S. Department of Agriculture for 10 years, beginning in 1963. In 1973-74 he was a special assistant to a commissioner of the U.S. Consumer Products Safety Commission.

Edwards assumed his present position at Michigan in 1974. He is a consultant to the social science division of the Rockefeller Foundation in New York. He also serves on the board of directors of the Security Bank Corp. in Southgate, Mich. He and his wife, Willie Mae, live in Ann Arbor. They have two grown children.

Ludlow is a graduate of Fremont High School and he received his B.S. magna cum laude in 1950 from Western. He was presented Western's Faculty Senate Award in 1964. He was first appointed to the WMU Board in 1967 and was re-appointed in 1970 and 1979. His present term expires Dec. 31, 1986.

He is a co-trustee of the Kellogg Foundation, Trustee and is a trustee and past president of the Kalamazoo YMCA board of directors. He has served as president of the Civic Fund, president of the Kalamazoo Accountants Association, treasurer and vice chairman of the Kalamazoo Science Foundation, trustee of Kalamazoo College, 1967 campaign chairman of the Kalamazoo Community Chest, and treasurer of both Senior Services Inc., and the local Girl Scout Council.

Ludlow joined The Upjohn Company in 1950 and held several positions, including manager of financial analysis, manager of data processing, and director of office and personnel. Before being elected treasurer in February 1964. He was elected to Upjohn's board of directors and a vice president in May 1965. He served in the U.S. Air Force in 1942-46. He and his wife, Marion, have three daughters and two sons.

"Wise counsel" appreciated, Edwards tells Kemp

"We appreciate the wise counsel, the independence of mind, the humor, and the basic integrity that you have lent to our deliberations and judgments," said Dr. Alfred L. Edwards, then vice chairman of the Board of Trustees, to J. Michael Kemp, as Kemp presided at his last Board meeting Dec. 17.

"These qualities," Edwards continued, "you have contributed not only to your fellow Board members, but also to the faculty, students, and staff of Western Michigan University." Kemp announced in October that he would not seek nor accept reappointment to the Board when his term expired Dec. 31. "On behalf of all of your colleagues, I want to recognize and thank you publicly for your eight years of dedicated, excellent service as a member of Western's Board of Trustees," Edwards continued. "Since your appointment, you have served on various Board committees, chaired the Budget and Finance Committee, carried out significant special assignments, and provided strong leadership as our vice chairman and then as our chairman," Edwards said. "To all of those responsibilities, you brought forthrightness, strength, intelligence, and genuine concern for the University."

A native of Battle Creek, Kemp was appointed to the Board in 1975. He served as vice chairman for two years and was elected chairman last January. He is managing partner of the Kalamazoo law firm of Howard and Howard. Active in a number of local organizations, he is a past chairman of the Kalamazoo County Republican Party.

In his letter of resignation to then Gov. Milliken, Kemp said: "Over the last eight years I have developed a deep affection for Western and a great respect for its faculty, staff, students, and administration. I have also enjoyed my association with my colleagues on the Board."
University coordinator of student recruitment activities named

Dr. Richard T. Burke, dean of the Division of Continuing Education since 1977, has assumed additional duties as University coordinator of student recruitment. For the additional assignment, Burke will work directly with Presiding John T. Berlinski.

"At a time when the University is faced with demographic change, shifting student goals, decline in enrollment, and severe fiscal constraints, it is imperative that recruitment of students becomes a central focus for all of us in the University," Bernhard said in announcing the appointment.

Richard T. Burke

Portions of this report reflect "recent recommendations from the Faculty Senate on the subjects of recruitment, admission, and retention," Bernhard continued. Burke will "provide overall coordination of all of the University's student recruitment activities from initial cultivation of interest in Western to convincing attendance in classes."

Burke's emphasis will be on student recruitment at the undergraduate level. Assisting Burke will be Dr. A. L. (Mike) Sebaly, associate dean of the College of Education, and the staff of the Office of Undergraduate Admissions and of the University Coordinating Council for Continuing Education in 1981-82 and as a member of the Kalamazoo County Board of Commissioners since 1979. He currently is the midwestern regional representative to the board of the National University Continuing Education Association.

Minority Mentoring program is a success

The Minority Mentoring program, now in its second year, retained as much as 90 percent of the freshmen in the program through their first year of college, according to Chris Ecklund, director of the project and assistant to the vice president for academic affairs.

When the program was begun in September 1981 with 50 student mentees and 30 mentors, Gordon observed that a "significant number of minority students leave the University in their first year." At that time she cited a University report noting that about two-thirds of the minority students who enter the University leave within the first two years.

"This program," Gordon said, "is intended to help the students adjust to college life through faculty-staff mentor interaction with them."

Gordon noted that there are 20 percent more students in the program this year than last. She said there are 60 faculty members and 26 administrators serving as mentors, with 49 of them in their second year in the program.

She said the minority students who left Western in 1981-82 were polled and it was determined that 70 percent of them left due to financial reasons, none left because they felt alone. Students joined the program throughout the year.

The Minority Mentoring program at Western is the only one for freshmen in the country, Gordon said.

Alumnus accurately predicts losses in off-year congressional elections

Dr. John R. Petrocik, a 1967 graduate who was on leave this past year from the University of California at Los Angeles to work with Market Opinion Research in Detroit, must have enjoyed the outcome of last fall's congressional elections.

In an article on off-year (non-presidential) congressional elections, Petrocik predicted that a "safe bet" would be a Republican loss of "about 25 seats" in Congress in 1982. He missed the mark by only one seat, for when the dust settled in November Republicans lost 26 seats in the Congress.

Petrocik based his prediction on an interpretation of "The Rule," an axiom among political scientists that says, in part, that party affiliation is the "tie-breaker" for voters who have missed the mark by only one seat, for when the dust settles in November Republicans lost 26 seats in the Congress.

Petrocik concluded his article in the University of California at Los Angeles. He earned his master's degree at Wayne State University and his doctorate in philosophy at the University of Chicago. Chicago.

Feirer discusses Michigan job future

Dr. John L. Feirer, chairman of the Department of Industrial Technology and Education, cites the need to prepare the necessary skilled personnel for new businesses and industries that must be created if Michigan's economy is to be revitalized.

Feirer spoke at WMU as a Distinguished Faculty Scholar in a presentation recently. His topic was "The Role of WMU in the Revitalization of Michigan's Economy."

He observed that "the time of thousands of unskilled and semiskilled workers employed in the auto industry is long gone. In the years since World War II, most American automobile companies are to survive, they will become primary designers and assemblers of autos."

Feirer stated that "we lack an adequate supply of engineers and skilled technologists, technicians, and workers. Western must assume the responsibility to help prepare these skilled personnel at all levels. The University should plan not for tomorrow but for the personnel needs of the 21st century."

He said the concept of "world cars," introduced wherever the parents' cars will continue. For example, he noted, "the engines may be made in Ger-

many, the transmissions in England, and other components in Spain, Brazil, or any other country where the costs are cheapest."

"Job opportunities in all the other manufacturing industries," Feirer said, "will continue to decline in the years ahead. It has been estimated that as many as 200,000 to 300,000 jobs that currently are lost in the auto industry will never be replaced. To increase productivity, the industry will use robots for mundane jobs as spray painting, welding, assembling, and routine manufacturing operations."

"As the seventh richest state in America," he warned, "Michigan cannot continue its old ways and still be a leader. He noted that "Michigan is to diversify its economy, it must be interested in all kinds of industries, from fruit preserves to flying platforms."

He cited education as having a vital role in the training and production of the skilled workers who will be needed for Michigan industries, old and newly created. The educational institutions must help develop ideas and new products as well as prepare qualified personnel to train and retain present workers, he noted.

Admissions Phone-a-thon -- Susan M. Pet- ter, right, a West Bloomfield junior majoring in public administration, was one of nine Western tour guides who took part in an admissions phone-a-thon during February.

She is shown with John C. Prince, admissions counselor, calling a newly admitted student and encouraging the student to continue with the enrollment process. Prince said all new students were contacted by one of the tour guides during the phone-a-thon.
Project EXCITE subject of UPI story in Detroit Free Press and other papers

Project EXCITE, the University's new campuswide computer emphasis, is the subject of a recent article by Ron Koehler of United Press International that appeared on the "Second Front Page" of the Dec. 27 Detroit Free Press and in a number of other newspapers around the state, including the Grand Rapids Press. The Free Press also recognized Western in an editorial Dec. 30.

Koehler's story was carried nationally by UPI and it has already appeared in city newspapers as far away as San Francisco and Honolulu.

"Students trying to ignore the computer revolution will find no place to hide at Western Michigan University, where computer literacy soon will become a prerequisite for graduation," Koehler wrote.

"It's here and it's not going to go away," Dr. James H. Powell, coordinator of Project EXCITE, said of computer literacy in the article. Powell compared the advent of the home computer to that of the hand-held calculator just a few years ago.

In its editorial, the Free Press declared that "students must speak the language of computers or be left behind."

The editorial continued: "For years, the University of Michigan has permitted doctoral candidates to offer fluency in a computer rather than a foreign language to meet degree requirements. Now Western Michigan University is planning not only to require every student to master basic computer functions before graduation, but to computerize virtually all educational activities, from writing term papers to linking up with libraries around the nation."

Koehler's story also served as the basis for a feature that was offered to the broadcast clients of UPI. Project EXCITE was first endorsed in editorials in the Western Herald, the WMU student newspaper, and in the Kalamazoo Gazette, when the project was announced last fall.

EXCITE stands for Expanding with Computers and Information Technology. Powell is chairman of the Department of Mathematics as well as coordinator of Project EXCITE.

New equipment aids student access to computer system

The Computer Center at WMU recently acquired 50 cathode ray tube (CRT) terminals and 10 terminals that produce printed copy but do not have the readout screen, all valued at $255,000. The units are housed in Rood Hall. In addition, a new VAX 11/780 computer, valued at $400,000, has also been obtained.

All of the new equipment is pointed to easing student access to the University's computerized information retrieval system.

Jack R. Meagher, Computer Center director, said some 70 percent of all students here use the WMU computer system for academics, a figure he indicated will be made higher by the new equipment and easier access to the system. He noted that WMU's DEC system 1099 primary computer, which can handle 175 jobs simultaneously, becomes "saturated" at the end of a semester, resulting in information processing being slow.

The VAX unit, which can handle 64 jobs at the same time, will enable 2,000 student account numbers to be taken off the DEC system 1099 unit, Meagher said, noting that there were 14,400 student computer account numbers in 1980-81. He said the new equipment will "become a vital aid to students and faculty-staff members" in becoming closely allied to Project EXCITE.

For many years, Western, too, has permitted computer literacy to be substituted for some foreign language requirements in some doctoral degrees, as is the case nationally.
Callan named University Professor

Dr. Edward Callan, professor of English who has been on the faculty here since 1957, was appointed to the rank of University Professor by the WMU Board of Trustees during its January meeting.

Designation as a University Professor is the highest academic status, denoting a faculty member of superior achievement and recognition that can be given to a faculty member at WMU. The individual is freed from formal assigned faculty responsibilities and is free to pursue research and scholarship. However, a University Professor may teach if he or she chooses.

Callan is only the fourth faculty member ever named to that prestigious faculty rank since 1965. The others are Dr. Elmer M. W. Travis, education; Dr. Charles T. Brown, communication arts; and Van Riper and Brown are emeriti members of the faculty. A widely recognized authority on the works of famed poets H. Auden and W. B. Yeats, Callan also is well-known for his book, "Alan Paton," about the South African novelist, originally published in 1969, and issued in a revised edition last December, as well as numerous articles on Paton.

Survey shows strong support for higher education

There is strong public support of higher education, according to a recent survey initiated by the Council for Advancement and Support of Education [CASE].

The project, the first comprehensive national survey of public attitudes toward higher education, was co-sponsored by 10 national education associations and conducted by Group Attitudes Corporation (GAC), a New York opinion research firm. GAC surveyed a stratified sample of 1,888 persons, aged 18 and over, representative of the U.S. population as a whole.

What follows are the GAC survey findings highlights as published in January's issue of CASE Currents. To receive the complete report, "American Attitudes Toward Higher Education," send $14 (includes postage and handling) to: CASE Publications Order Department, Box 298, Westlan dria, VA 22313.

The results were:

I. Americans clearly feel that opportunities for higher education should be extended, rather than restricted. Better than eight out of 10 think the opportunity to attend college should be made available to all qualified students.

II. A majority of Americans who have plans to help finance a college education for their children are concerned that they may not have sufficient funds to do so.

III. A substantial proportion of Americans are critical of a move to reduce federal aid for college students. Clear majorities favored continued federal support for needy students and institutions.

IV. Americans especially favor continued government support of academic research in medicine and the physical sciences.

V. A substantial proportion of Americans view aid to higher education as a priority item in the federal budget. A majority would not support major cuts in federal aid to higher education.

VI. Americans think that gifts and endowments should play larger roles in supporting independent and religious institutions of higher education, while federal and state governments should be more important sources of funds for public institutions.

VII. One-fourth (26.0 percent) of all Americans who have been to college claim they have made some sort of donation to the undergraduate school they attended.

VIII. A majority of Americans (72.5 percent) think the overall quality of higher education in the United States is good or excellent.

IX. Better than a third of all Americans (38.8 percent) believe the quality of higher education in the United States is improving, and a similar proportion (36.1 percent) think it is staying about the same. About one-fourth (23.6 percent) think the quality of collegiate education is getting worse.

X. Nine out of 10 Americans (90.2 percent) think the things a person learns in college are important for later life. However, it appears Americans define the importance and role of higher education in rather narrow terms.

XI. Americans view science-related and professional programs as the most important aspects of college curricula. Less importance is given to programs in arts, humanities, and remedial learning.

XII. Clear majorities of Americans agree that a college-educated person is more likely to be a community leader (71.5 percent) and more likely to be self-supporting (68.7 percent) than would be an individual who never went to college.

XIII. Paradoxically, although Americans appear to think most people go to college to obtain the education and vocational training necessary to get a job, at the same time, they believe a college education offers little guarantee of employment.

XIV. A majority of Americans believe three very important reasons why people choose not to go to college are (1) a college education is too expensive; (2) the quality of higher education in the United States is falling short of expectations; and (3) the cost of higher education is too high.

Merze Tate Center director named

Dr. James J. Bosco, director of the Center for Educational Research at Western, also has been named director of the Merze Tate Center for Research and Information Processing in the College of Education.

Bosco, a professor of education and professional development, has already assumed the new duties. The center will be located on the third floor of Sangren Hall. Remodeling currently is being planned, Bosco said, with completion expected next year.

Dr. John E. Sandberg, dean of the College of Education, said, "The Tate Center will be a fine addition to the research efforts of the college. Dr. Bosco's background and skills will contribute greatly to the computer and word-processing operations of the center."

The center was established in October 1981 with a $150,000 grant to the "Partners in Progress" capital campaign from Dr. Merze Tate, a Western alumnus who completed a 35-year teaching career with her 1977 retirement from the faculty of Howard University in Washington, D.C.

The facility will provide graduate students in the College of Education with research resources, including word-processing and computer terminals. Other research and information-processing tools will be provided, along with meeting and work space.

2,000,000 volume—Carl H. Sachtleben, director of the University Libraries, is shown holding the 2 millionth item acquired by the libraries—an exact reproduction of the "History of Kalamazoo County, Mich." originally published in 1880. The 582-page volume, with a 94-page index, will be placed in the Special Collections area of Walsworth Library among rare books and items difficult to replace. Acquisition of the volume was made possible by the Kalamazoo County Historical Society.
Kemeny, left, discussed Project EXCITE during a visit to the Computer Center as part of his two-day stay at Western. With him, from left, are James H. Powell, chairman of mathematics and director of Project EXCITE; Jack R. Meagher, director of the Computer Center; and Bruce Clarke, dean of the College of Arts and Sciences.

Kemeny comments (Continued from Page 1).

spend two whirlwind days at Western, speaking and visiting with faculty, students, faculty members, administrators, and representatives of the news media.

In an editorial Feb. 10, the Kalamazoo Gazette said: "A giant came to Kalamazoo this past week and WMU must still be basking in his praise. ... Before Kemeny applied his genius to it, the computer had been simply an exotic tool for scientists. (But such advances as BASIC and time sharing) converted the computer into the universal servant that is spawning the greatest technological revolution in history." In his conversation address, Kemeny declared: "Fully half of what we teach in science and mathematics courses, at the high school and at the college level, is archaic. If the computer has done nothing else, it has forced us to rethink what we teach, not only in science and mathematics but also in the humanities and social sciences." "Computer literacy is easier to achieve than verbal literacy," he said. "That means more students than ever can become literate in science and mathematics. The computer will bridge the gap between people and science and mathematics, removing illiteracy in the latter for most of us." Kemeny deplored the drain of good science and mathematics teachers to industry, which "has done virtually nothing to replace them." Even so, he said, the United States retains its leadership in high technology but it is in danger of losing it to other nations. "Within 20 years, persons without computer literacy will not be employable," he said. "Computerization is becoming so inexpensive and is so packaged so conveniently that almost anything manufactured will have a degree of intelligence, from automobiles to vacuum cleaners." Kemeny predicted that in the next 20 years people will have the same access to national data bases as they do to their local libraries. "Access to one will be just as important as access to another. But computers will not be fully useful to people until massive information networks are formed, representing national data bases." In his address Feb. 17 on "The Computer in Society," Kemeny said that when home computers become commonplace, "the way we live our lives will be drastically changed." He predicted that not only will future newspapers be displayed on a computer screen instead of paper, but computers will allow people to work outside of centralized offices, even at home. He observed that within a generation, "the information utilities will become the largest companies in the United States." The computer's greatest contribution, Kemeny said, is that it will permit people to solve increasingly complex social problems that heretofore have escaped remedy. "Life in our society has become incredibly complex. The computer will help us solve incredibly complex problems in ways we never thought possible." In addition to his two major addresses, Kemeny gave a colloquium lecture on higher mathematics, con-

Married my high school sweetheart. We had been playing educational leapfrog ever since. He finished his bachelor's degree, I finished mine. He earned his M.B.A., but I got bogged down with babies and writing Shakespeare to Spock and Ginott.

When we attended Bob's twentieth high school reunion, I suddenly took stock. What had I done in the last twenty years? I had had children, kept house, volunteered at the church, volunteered at the school, volunteered for cub scouts, volunteered for the Cancer Society. Whatever happened to the girl who loved studying and wanted to go to grad school? Whatever happened to all my plans? For twenty years, I had put them on hold—until the children were older, until we had more money, until we bought a house, until I get the closets cleaned. Anything had been a valid excuse. Somewhere during the night of the reunion, between the first gimlet and the last waltz, I resolved to go back to school. Home again, I investigated several programs and decided on Western Michigan University. I applied quickly, before I lost my nerve. Once I was accepted, I laid in a large supply of frozen pizza and present my family with the fait accompli. Mother is now a student. My husband replied, "I wondered when you'd get around to it." So, two weeks after I'd begun my classes, I was hurrying home to an emergency room. Nauseated with guilt and worry, I finally reached the hospital.

"Ah, the missing mother," the nurse greeted me. "Just fill out these financial forms and then you may see Mel on the phone," she said.

"Hi, Babe. Is Lissa OK?" I knew, too, had experienced the hell of uncertainty when he was greeted with an emergency message at his motel. "She's doing all right, but she needs surgery," I told him. "Do you want me to come home? Can I see her if you need me?"

"No, I can manage." I can manage. I can manage.

Friend Judy, who had brought Melissa to the hospital, sat in the dim lobby with me while we waited. We took turns buying awful coffee in paper cups from a machine. Judy kept trying to reassure me that there was no correlation between Melissa's accident and my going to school. I was hard to convince.

Two hours crept by before Ed came down in his green scrub suit. "Well, we were lucky. The bones didn't damage any nerves or blood vessels," he began. I was open-mouthed. "You mean it could have hurt herself just as easily as any of the times I watched from the bleachers, I fought for myself. My absence didn't really delay her treatment, did it? It wasn't my fault, was it?"

I stayed at the hospital most of the next week. One day, when I came home to fix dinner, the boys excitedly met me in the driveway. They chattered away, "A lady from the church brought supper. It's just a casserole, but she brought jello and pudding cake, too." And she left a note for me: "Les, hang in there."

Another friend called me to say, "They made her a waltz."

My mother sends flowers to Melissa and encouragement to me: "Don't you even think of chicken. What kind of chicken are you?"

A year later, I'm still at it, piling up miles on my car and credits toward my degree. I'm halfway toward having my M.A. I also have a graduate assistant- ship, teaching freshman composition. My family is learning to cook, but they still like frozen pizza. Melissa is back in gymnastics. My husband refers to "my wife, the scholar!" with pride. I love what I'm doing. I get up every morning eager to tackle the day.

I often remember the stormy fall day when I brought Melissa home last year. She was in the hospital's required wheelchair. I pushed her up to the car, and she pointed up at the sky. "Hey look, Mom!" she yelled. "They made a rainbow for us. Maybe it's good luck."

It was true. A few early morning rays of sun poked through just enough to create a rainbow over the black clouds hanging above Lake Michigan. It looked like a slide projected on a screen. If she wanted to call it a good omen, I would, too.

When I lifted her into the car, she struggled me away, "I can do it myself with just a little help," she said.

So can I, kid. So can I.

Mother becomes grad student (Continued from Page 1).

Send it to us? You can even use a provision in your trust to pay a half of your bequest is important to our planning field, and if your attorney can add a provision in your will?

Did you know that when writing a new will? You can even use a provision in your trust to pay a half of your bequest is important to our planning field, and if your attorney can add a provision in your will?

Did you know that more than half of our never get around to making a will? Did you know that the 1981 Tax Act substantially changed the entire estate planning field, and if your will hasn't been reviewed recently you will need to do so now?

Did you know that when writing a new will (or updating an existing one) your attorney can easily add a clause in favor of WMU?

Did you know that there are estate tax advantages to making a bequest to WMU?

You can even use a provision in your will to set up a charitable trust to pay a life income to your surviving spouse.

Many of our alumni and friends have already made provisions for Western in their wills. If you have made such a provision (or are presently considering it), won't you please take a moment to fill out the information coupon and send it to us!

Advanced knowledge of your bequest is important to our long range planning, and we will respect your confidence and appreciate your assistance.

Western Michigan University Foundation

□ I have already made a provision for WMU in my estate plan.
□ I am considering a provision for WMU in my estate plan.

Name: __________________________
Address: _______________________
City: __________________________
State: __________________________
Zip: __________________________

□ I would like more information on making a provision for Western in my estate plan.

Mail to: Paul M. C. Knudstrup, Director Planned Giving Services WMU Foundation
Kalamazoo, Michigan 49008

Address: _______________________
City: __________________________
State: __________________________
Zip: __________________________

Telephone: (616) 383-8872
duced a question and answer session with faculty-staff members and students, discussed computer use in administration with Western administrator, and met with Computer Club members and other students.

Rayford lauds Italian printing industry.

Dr. Irwin W. Rayford, professor of industrial technology and education, who returned recently from an 11-day visit to Italy with six Western seniors to study the printing and printing-equipment industry there, said, "We saw equipment we did not know existed," while speaking in superlatives about those Italian industries.

He and the six printing-management and marketing students visited the cities of Milan, Verona, Piacenza, Turin and Casale in Northern Italy as part of an industry-education program sponsored by the Italian Trade Commission and the Italian Association of Printing, Converting and Paper Machinery Manufacturers.

The trip took Western's group to the largest commercial printer in Europe—Monodadori in Verona, which produces more than a million hardbound books a month for publishers around the world. The second largest, Ilte, in Turin, operates in a building Rayford said is "as large as four football fields."

The students who made the trip are Stephen J. Anzalone, St. Joseph; David A. Blais, Ann Arbor; David O'Hagan, Dearborn; Kay Perry and James VanderWal, Kalamazoo, and Cindy Kiesler, Abington, Ill.

The students are selected for the trip on the basis of papers they wrote dealing with some phase of printing.

Western and the Rochester Institute of Technology were the only U.S. institutions selected to participate in the program.

Bernhard stressed that the basic academic program of the University "will remain strong. No fundamental remaking of Western's curriculum will occur...the University will maintain a solid central core of the arts and sciences, a significant array of curricular options for our students, and a sizeable cluster of high-quality specialized professional programs."

Since 1979, Bernhard said, "redaction planning has been an annual activity and a daily fact of life...Due to the persistent deterioration of the state's financial condition, budget-reduction targets have increased and the alternatives available to meet them have decreased," he added.

In the five year period of 1979-83, WMU will make $10,097,536 in base-budget reductions and an additional $5,659,000 in one-time cuts, Bernhard pointed out. "The most wrenching feature of our current downsizing mode, of course, is the human factor. The very process of retrenchment unfortunately brings with it heightened anxiety, painful insecurity, loss of income and disruption of career plans. I deeply regret the iron necessity of moving in this direction, and I can per-

Kemeny couldn't resist the temptation to experiment with Western's new VAX 11/780 computer, installed to provide greater access to computing by students.

The Board supported his report and ratified his decision to implement Article 23 of the University's collective-bargaining agreement with its faculty union, the American Association of University Professors, and thereby initiate 13 possible layoffs in nine academic units.

"Reducing the size of the University is a very difficult process," said Trustee Charles H. Ludlow of Kalamazoo. "But I believe it is being done carefully and properly, as described in the President's report to the Board today."

A breakdown of the 172 positions is as follows: 100 academic, including 80 faculty and 20 non-faculty; and 72 non-academic. "The reduction in non-academic areas will occur from a combination of retirements, resignations and actual layoffs," Bernhard said. "The layoff of some non-academic personnel subject to different contractual guidelines has already begun."

Stafing levels to be reduced

President John T. Bernhard has reported to the Board of Trustees that academic and non-academic staffing levels for 1983-84 will be reduced by 172 positions—mostly through attrition and not layoffs.

Western Honor Fund

The Western Honor Fund was established in 1980 to help fulfill the many and varied giving aspirations of those who wish to make honorary gifts of immediate value to the community.

Western exists to serve. It is especially designed for those who would like to honor an alumnus or faculty member, to memorialize a friend or to commemorate an important occasion. A gift to the Honor Fund is counted as an unrestricted gift to the University.

During 1982 Honor Fund gifts were made in behalf of the following individuals:

Adrian, Eric & Jones, Eleanor
Cramer, Isabel & Kraft, France
Crommey, Allen W. & Paulson, Eugene
Dana & M. M.

Other on-going memorial and honor programs for which contributions were received during 1982 included:

George Bradley Physics Award
Horace L. Carter Reading Fellowship
Frank and Zone Elsworth Educational Scholarship

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"If the computer has done nothing else, it has forced us to rethink what we teach, not only in science and mathematics, but also in the humanities and social sciences," Kemeny noted.
Sports

NCAA makes MAC Division I-A

Football programs in the Mid-American Conference have again been accorded Division I-A status by the National Collegiate Athletic Association. Stadium size and average attendance are among the criteria used to determine an institution being either I-A or I-AA.

"It was tremendous, probably the greatest decision in the history of the Mid-American Conference," said Tom Wonderling, Western director of athletics, following the action of Jan. 11 in San Diego, Calif.

"If the MAC had remained in Division I-AA it would have hurt us in terms of recruiting and scheduling. Those institutions that had games scheduled with teams like Michigan State, Wisconsin or North Carolina might have had to cancel them."

Wonderling went on to state that "our institutions have done a splendid job in going out and creating positions for sports promotion directors and have worked with various corporations, alumni and interest groups to help sell tickets and gain greater support. Conference attendance grew approximately 26 percent this year. As a conference, we're going to have to look for possible expansion of some stadiums to average that just one out of every four years."

Basketball —The two honorary men's basketball coaches for the fan. 12 game that the Broncos lost to Miami were, from the right, Dr. Marilyn Schlack, president of Kalamazoo Valley Community College, and Dr. Arthur Tuas, D.V.M. of Kalamazoo, seen at the three point line. In the left head basketball coach Vern Payne, who must have spotted something he did not like. Behind him is Joe Haklin, an assistant coach.

Spring Previews

Baseball
Coach Fred Decker has just three returning regulars among eight position players who in the history of 1981 went 34-17, won the Mid-American Conference— West and had a 20-game winning streak, the latter figure being a school record.

Off that club, eight players were signed by pro teams, including juniors Ray Thoma, a second-team All-MAC shortstop, career home run leader Mark Gerard, and outfielders Osbe Hoskins and Dave Peterson.

Senior hurlers Buster Sundee and Jeff Kaiser were All-MAC picks as was designated hitter-pitcher Paul Schneider.

Senior Chumas (.338, 26 RBIs) returns at third after being drafted by Detroit. Other position players back are Chumas (.338), second; .367 hitting Marc Quince, who moves to first from the outfield, and catchers Roger Marquardt (.234) and Jim Markert (.256).

Footballer Cliff Reed, Craig Fields and converted pitcher Charlie Jackson are the likely outfielders.

The most experienced hurlers are Greg Brake [.3-1, 4.11] and Kris Kuhn [.2, 4.46]. The latter had a no-hitter against Michigan State.

Golf
Coach Merle Schlesser's 1982 team had a third place Mid-American Conference finish and went into fall practice without two of last year's top three performers, Ron Buermann, who graduated, and John Trivison, who transferred to Clemson.

However, the Broncos proceeded to give a good account of themselves in the fall, winning their own WMU-Moore Invitational and placing in the upper half of the Ohio State Fall Buckeye and the Butler National Intercollegiate at Oak Brook, Ill.

All-MAC pick Todd Demarest, who has been a top 10 league finisher for two straight years, leads the returnees. He was 22nd in a tough 90-man field at Butler National.

Other key vets are Brad Rosiar and Steve Ellsworth, who shared runner-up medal honors at the Bronco, and Mike Fagan. Freshman Chip Mann and Mike Eriksen also cracked the fall lineup.

Softball
All-Americans Bonni Kinne and Linda "Louie" Berndt are the key returnees off a 36-11 team that placed fifth at the NCAA Women's College World Series. Coach Fran Ebert has had three straight national top 10 finishes.

Pitcher Kinne was 17-2 and led the nation with a 0.15 earned runs average. She also hit .287 and saw action at first base. Kinne's career mound mark is .50-12 with a 0.27 ERA.

Second baseman Berndt has a .335 batting average, making career including .353 last year.

Other top returnees are rightfielder Leslie Bade, leftfielder Allison Cole (.282), third baseman Terri Sonon (.297) and hurler Beth Belleville (10.3).

Ebert will have to replace four-year starters in pitcher/slasher Kim Woodin, centerfielder Teri Gilger and catcher Roxanne "Rocky" Rubieski.

Men's Tennis
Coach Jack Vredevelt returns five regulars from a 1982 team that set a school win record during a 22-8 dual meet campaign and also finished third in the Mid-American Conference.

Dave Sommervell and Brian Herman were All-MAC picks as the latter was victorious in No. 2 singles play and runner-up at No. 3 doubles with Mike Woody. Woody was then the No. 5 singles champ. Herman also combined for 49 singles and doubles wins during the season, one shy of the school record.

Also back are Jeff Stassen and R. J. Dunkle, the finalists at No. 4 singles. In its only fall competition, the Broncos were second among six teams at the Ball State Invitational. Dunkle, Woody and Herman were winners at No. 2, No. 3 and No. 5 singles respectively.

Women's Tennis
First-year coach Betsy Kuhle inherits five letterwinners from last year's team which set a school record for victories in a 15-9 season, and went on to place third at the Mid-American. A pair of All-MAC performers return in juniors Sue Weigand and Nancy Martin. Weigand, WMU's all-time victory leader with 87, had a second place finish in No. 1 singles last spring enroute to a 2-16-11 record. Martin was 22-6 mark at No. 2, setting a school single-season record for singles play, and finished third in her flight at the MAC. In doubles, they combined for a 18-7 record.

However, freshman Amy Yeast of Galesburg emerged as the team's new No. 1 singles player during fall action.

Two other MAC placeholders return in senior Lynne Schendel and sophomore Janet Ray, who were each second in their respective flights. Schendel posted a 17-19 record at No. 3 last year, while Ray was 24-8 at No. 5. The other letterwinner returnee is Julie Hawthorne, who was 18-11 last year at No. 4.

Winter Wrap-up

Men's Basketball
First-year Coach Vernon Payne's youthful club began with a 4-13 record as the four triumphs came by a combined total of 10 points. In Mid-American play, WMU had one-point home wins over Northern Illinois and Central Michigan, the latter the sixth straight for the Broncos in that series.

Sophomore guard Cordell Eley was averaging 19.5 points and had scored in double figures in all but two games. Soph forward Kelvin Oliver carried a 10.8 norm and freshman Mark Gorski of South Bend, Ind., and Anthony Jones, East Chicago, Ind., were both being employed in the starting lineup.

Women's Basketball
Western began the year with a 3-12 record as first-year coach Jim Hess was forced to juggle personnel to compensate for the loss of three point guards and candidates because of knee injuries.

Sophomore forward Vicky Musky was averaging 13.5 points, 6.1 rebounds and 3.6 assists while senior forward Sheri Wegner had a 12.7 scoring norm and was hitting .452 from the field.

Men's Gymnastics
One man does not a team make, as Western Michigan's men's gymnastics team is discovering. Despite the loss of all-around Alan Scharns for the season to mononucleosis, Coach Fred Orlofsky's 1982-83 squad is showing potential.

During a slow 1-4 start, WMU registered its second best team total ever (255.9) while shattering the school's 41.35 pommel horse mark with a 42.45 effort.

Junior all-around Jim LaHaie is the foundation for the young squad. LaHaie has posted season bests in the floor exercise and on horizontal bar, and Mark Ercseth's 9.25 on the horse set a new individual standard.

Freshman Dan Meyer and senior Jeff Robertson are two noteworthy specialists. Meyer was state pommel horse champ at Alpena, while Robertson's forte is vaulting, where he holds the best career average (9.12).

Women's Gymnastics
After compiling an impressive 4-1 dual meet record early in the 1982-83 season, Western Michigan's women's gymnastics team could not be forgiven for looking ahead to the Mid-American Conference meet on Mar. 19. Having claimed third at that event in 1982, the Broncos feel ready to claim the championship this time around.

Freshman Raeanne Smith of Wyoming has quickly become Coach Kathy Button's best all-rounder. Smith's 9.1 on the balance beam easily surpassed teammate Cheryl Gill's 8.6 record set in 1982, while her 34.25 in the AA tied Lisa Laslair's '82 mark. Following a slow start, senior Carmina Gill has started to exhibit her record-breaking form of last season. Carmina owns 10 WMU standards.

(Continued on Page 19)
The Deficit: A Monumental Challenge Faces Michigan

The Legislature of the State of Michigan faces a historic challenge. It has been urged by the Governor of the State to approve a tax package that would, in Mr. Blanchard's words, "rescue Michigan from the precipice of bankruptcy and bring her back onto the solid ground of financial responsibility." Michigan's colleges and universities, which, again in the Governor's words, "have already felt the cold steel of the knife," may feel cold steel again, as the Governor's proposal includes a $225 million reduction in the total State General Fund appropriation with $25 million earmarked for public colleges and universities, $2 million for community colleges, and $5 million for private colleges.

A devastating alternative

While no cuts are welcomed, should no tax package be approved, the alternative could be a $357 million cut this year for higher education. That sum is arrived at by simple division, as follows: the state budget deficit is estimated as high as $900 million, which is 20 percent of the entire $4.5 billion State General Fund. An across-the-board cut to all state services would take 20 percent of higher education's $785 million fiscal 1983 appropriation, i.e. $157 million.

Michigan's colleges and universities already have survived an avalanche of fiscal problems during the past two and one-half years in the form of five separate mid-term reductions in state appropriations. In 1981-82 alone, the reductions to state four-year colleges and universities were equivalent to the withdrawal of all tax support from five of the 15 state campuses having enrollments of 68,347 students.

"Adjustments" have been made

The response throughout the state system has been a series of on-campus adjustments, singular to the priorities of individual campuses but uniform in many ways: the phase-out of selected degree programs, elimination of faculty and staff positions, diversion of funds from maintenance to operations, hefty increases in tuition, and new initiatives to raise private funds.

"The school systems now limping toward bankruptcy and the universities lopping back their courses and programs are the building blocks for whatever future Michigan has.

"Look at your schools, look at the colleges and universities, look at the 17 percent of your neighbors who are unemployed, look at the lines at the soup kitchens and the mental health clinics and consider the impact on them of future budget cuts. In the debate over how to balance the budget, the question for Michigan is not only what we can afford to pay, but how much more we can really afford to cut." -- "In Our Opinion," The Detroit Free Press, January 30, 1983.

"The simple fact is that we are running out of time—and no one else can save us but ourselves. We cannot solve our problems through false budget forecasts. We cannot make temporary auto industry recoveries. We cannot make temporary budget adjustments. We cannot look Washington—with its $200 billion deficit—to rescue us.

"We can only look to ourselves and each other. We must stand up for Michigan and stand together for Michigan. For either we begin to build a future now and together or we will not have one."


Low revenue/high tuition

Over that decade, tuitions at Michigan colleges and universities have become among the highest in the land. That situation, notes University of Michigan President Harold T. Shapiro, "reflects a state policy to lower public investment in higher education has ranked 49th among all states. Only Illinois has invested less.

The Deficit: A Monumental Challenge Faces Michigan
WHAT VALUE HIGHER EDUCATION?

To the people? To the State?

What do the citizens of America want most from their colleges and universities? The answer: an opportunity to attend college.

According to a survey conducted last October by "American Attitudes Toward Higher Education," an overwhelming majority of Americans feel that the opportunity to attend college should be made to all qualified students. Eighty-four percent of Americans agree that all young people who have the ability and motivation necessary to profit from higher education should be given the chance to pursue a college education.*

The survey also found a majority of Americans believe that the major reason people choose not to attend college is not that they choose a technical education or prefer not to go, but that they can't afford it. And, when asked whether they themselves could afford a college education for their children, only a small minority (11.1 per cent) of those who hope to do so said "Yes." More than half are not sure they can, and the rest have some concerns.*

Education no priority

The national situation is aggravated in Michigan, and not solely due to inadequate state appropriations resulting from the serious economic recession of the last three years. The problem is more of a decade old, and partially, the fact that, even in the "good years," state policy makers have not treated education in general and higher education in particular as a priority item in the appropriations process.

More than a decade of declining tax support for higher education has made the cost of attending a public college or university today more than 50 per cent higher than the average of other states. Resident tuition at the University of Michigan is now one of the highest in public education. The cost to attend Michigan State and Wayne State are comparably higher than at similar institutions in the United States. And, in fiscal 1982, the rest of the system, had, in the aggregate, the sixth highest tuition rate among states.

Over 10 years ago, after building what had been considered with California one of the two outstanding systems in the nation, Michigan began to cut back the percentage of state tax revenue it spent for higher education. And tuition grew.

Last fall, the average annual resident tuition at a Michigan public college or university was $1,540. The national average was $979.

Michigan ranks 39th

In a system, the costs of college are shared by the state (through tax revenue) and the family and student (through tuition payments and loans). The more support from the state, the lower the tuition. In Michigan, the proportion of state support has been dropping precipitously and now, in fiscal 1983, (and before any further budget cuts), Michigan ranks 39th in per capita state appropriations for higher education and 40th in appropriations per $1,000 of personal income.

But 39th and 40th against whom? How well are those states funding higher education that are considered our toughest competitors for new industry and new business? How much is spent in California, with strong aerospace and computer industries already in place? How much in North Carolina, where an academic research triangle has become a focus for high technology industry? How much in the "Sun Belt," aggressively building its higher education system, often at the expense of Midwestern and Michigan faculties?

Other regions invest

The figures in the chart on this page illustrate the disparity. They denote per capita appropriations: the amount earmarked for higher education relative to the size of the population. California, even after Proposition 13, has budgeted over 60 per cent more per person for higher education than has Michigan. North Carolina, about the same; and Texas, an even larger sum. As the chart attests, the states that are leading the Sun Belt surge, as well as the one with the fastest growth rate in the Midwest (Minnesota), have been investing heavily in their colleges and universities.

For public higher education in 1983 the issue is not simply whether or not or how much to cut funds again, but whether the cumulative trend toward less tax support and more tuition burden finally will be reversed once the fiscal ship of state is back on course. For the State of Michigan as a whole in 1983 the issue is not simply preservation from fiscal bankruptcy. Bankruptcy, David Adams, the new president of Wayne State University, recently reminded us, "has many faces."

"Any society which will not pay the cost of training its future generations for productive work already has declared a form of economic bankruptcy, which is irreversible, and is only delayed for a moment."


HOW 12 KEY STATES SUPPORT HIGHER EDUCATION*

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<tr>
<th>State</th>
<th>Appropriation per Capita (1983)</th>
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<tr>
<td>California</td>
<td>$1,159.25</td>
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<td>Wisconsin</td>
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<tr>
<td>Virginia</td>
<td>$1,277.24</td>
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<tr>
<td>Minnesota</td>
<td>$1,135.59</td>
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<tr>
<td>New York</td>
<td>$1,116.00</td>
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For the current fiscal year, state governments have set appropriations for higher education at per capital levels as high as $356 (Alaska) and as low as $37.60 (New Hampshire). While other factors affect these figures, including relative demand for public assistance, per capita expenditure is one indicator of a state government’s priorities.

This year, if there were to be no further cuts in state appropriations, Michigan’s per capita spending would still be $20 below the national average and would rank 39th among the 50 states. In other words, with a population of over 9.2 million citizens, if higher education was funded at the national per capita rate, Michigan would increase its support by over $180 million. It would take over $380 million to catch up to California.

Some Questions and Answers About the State Economy

Most Michigan citizens are aware that the Michigan Legislature is considering one or more combinations of tax increases and spending reductions to deal with the State's operating deficit. The following series of questions and answers provides perspective--in capsule form--on the size of the problem and its impact on higher education.

Q. How large a deficit is expected in the State General Fund?

Dr. John X. Jamrich, President, The University of Michigan, January 9, 1983

"I understand the financial situation in the state. I understand that adjustments have to be made. We expect to have to make adjustments and to play a responsible part, but it's our obligation to remind the state that Michigan, despite everything, is still one of the richest states in the country. Despite severe unemployment and despite extraordinary hardship in certain areas of our population, per capita income in Michigan, even today, certainly places us among the richest states.

If we're having a fiscal crisis, it's not because we don't have the resources. It's because we're not willing to devote our resources to public service.

"The people of Michigan ought to understand that."

-- Dr. Harold T. Shapiro, President, The University of Michigan, January 9, 1983

Michigan Budget Trends

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<th>Unadjusted</th>
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<tr>
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<td><strong>1979</strong></td>
<td>$2.5</td>
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After a two-year decline in real dollars, the Michigan State General Fund could be back almost to where it was in fiscal 1980--about $4.5 billion. In fiscal 1979, it was $4.03 billion. However, adjusted for inflation using 1979 as a base year, the $4.5 billion today is "worth" less than $3 billion. And that's without a further cut.

"We're mortgaging the future, the things like electrical engineering and computer science. That is what northern California has done well, Massachusetts has done well, and their economies are booming along in those regions simply because they have invested well in those areas. We need genetic technology. It is going to be a revolution that sweeps this country in 20 years."

-- Dr. Dale Stein, President, Michigan Technological University, January 18, 1983

"When I first came to Michigan, it was clear that much of the intellectual resource, the brainpower, was resident in Michigan, but we didn't provide the nestng ground for it and it just left us.... If we don't provide the nestng ground, we're going to have the same problem 10 or 15 years from now wringing our hands and saying why didn't we do something to retain that intellectual resource."

-- Dr. John X. Jamrich, President, Northern Michigan University, January 31, 1983

"Michigan State University and the rest of higher education in Michigan already have endured major cutbacks, withdrawals and executive orders that jeopardize the quality of our academic programs and threaten the economic, social, and cultural future of the State. It is time for the State to seek permanent solutions to our fiscal crisis and avoid further damaging cuts to higher education. If the State takes such an approach, despite the difficult years that still lie ahead, we can view the future with a new sense of hope at Michigan State University."

-- Dr. M. Cecil Mackey, President, Michigan State University, February 11, 1983
CUTS + INFLATION = −$147 MILLION

On January 25, the leaders of Michigan's state college and university system urged the Governor to recommend a budget plan that would set "a level of tax necessary to avert any further erosion of support for colleges and universities."

"In recent years," they wrote, "Michigan's support for higher education has declined abruptly and now ranks among the lowest in the nation."

Elsewhere in this document, a decade long erosion has been addressed. Just since 1980, Michigan colleges and universities have suffered more than a 20 percent loss against inflation.

In actual dollars, since 1980 the system has accrued a loss against its appropriations of $118 million: more than enough to fund Ferris State, Lake Superior State, Grand Valley State, Saginaw Valley State, Eastern Michigan, and Oakland Universities this year.

Looking at the appropriations process in terms of purchasing power, by last September it would have taken $757.5 million to equal the $630 million 1980 appropriation. Instead, state colleges and universities were allotted $610 million, or $147 million less than would keep up with inflation.

"For the past four years, we have endured cuts that have seriously damaged this state's higher education system. Therefore, the Michigan Council of State Colleges and Universities unanimously endorses a budget plan which sets a level of tax increases necessary to avert any further erosion of support to our colleges and universities. To do otherwise would certainly impair our ability to produce the educated talent that an economic recovery demands."

Dr. John T. Bernhard, President, Western Michigan University, and Chair, Presidents Council of State Colleges and Universities

For reprints of this Special Report, contact Presidents Council of State Colleges and Universities, 306 Townends, Suite 450, Lansing, Michigan 48933, telephone 517/482-1563.

Dear Alumni,

The present status of memberships in the Western Michigan University Alumni Association is a matter of great concern to the board of directors of the Association. As only a part of the alumni work is funded by university appropriation it is necessary to supplement this by memberships.

At the directors' annual meeting they discussed the long term funding of the Association, and implemented a drive for annual memberships with a two-year payout to significantly increase the investment account of the Association. The income from such invested membership funds will then provide an annual stipend to be used for operations.

What is the motivation for you to act now?

Membership fees will be increased substantially, an action that was taken by the board to establish a two-year fund for an annual membership fee will go from $10 to $15, the individual life memberships from $150 to $250, and the family life membership from $180 to $300.

If you received by mail this copy of The Westerner, you are either a member of the Association or a contributor to the University. If the latter, we urge you to move now on your own membership in the Association. The necessary application appears at the bottom of this page.

But, if you are already a member we ask that you become an active agent in the current membership campaign, and that you enlist another member of your family, or a co-worker, or a friend, or a former classmate. Each year parents of graduating seniors are urged to provide memberships as gifts. If a child of yours has already graduated, a belated membership gift would be appropriate.

To take advantage of the current membership rates, act today: for yourself, or recruit another, or make a gift.

Western Michigan University, your alma mater, faces crises in the months ahead and it needs to have its friends gathered close around to lend strength as it may be needed in a variety of ways.

Western Michigan University needs you today!

[Signature]

Alumna heads Michigan AAUW

Susan Rickert Harris, MLS '74, is president of the 7,000-member Michigan division of the American Association of University Women. After four years in Valdosta, Ga., as a librarian, she moved to the Upper Peninsula and is now an instructional aide in the Delta-Schoolcraft college working with a variety of programs for special need students and occupation related activities for students.

Mrs. Harris is the Upper Peninsula representative to the School Program Services Advisory Council of the Michigan Department of Education and in 1979 was named "Young Careerist" by District 2 of the Business and Professional Women.

MEMBERSHIP APPLICATION

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- The Alumni Association office; dues to increase

A major membership campaign is now underway by the Alumni Association under the direction of Dewey Haner, BA '59, which is expected to significantly increase the numbers of alumni who make a commitment to a long term relationship with the University.

"It has been more than 10 years since the annual and life member dues of the Association have changed," says Haner. "The alumni directors have voted to increase the dues, hence the membership drive now to give many alumni an opportunity to become life members at a significantly lower rate.

Life memberships for an individual now are $150, and will go to $250. To increase the life memberships and to help establish a long term fund for the association which can assist in its annual operation, the Alumni directors have set the life memberships to two annual payments of $90 each, or one payment.

Family life memberships are $180, or two payments of $110 each. The family life will increase to $300.

"To take out a life membership now is a real bargain," says Haner. Phone campaigns have already been held in several Michigan areas, and a further mail campaign will be in the postal service shortly.

Reunions

- Class of '58 to celebrate Silver Anniversary

The WMU Alumni Association will host a silver anniversary reunion for the Class of 1958 Friday, Oct. 14, Homecoming eve. The reunion will be held in conjunction with the 1983 Homecoming festivities.

The class of '58 will have a special reunion dinner Oct. 14 and then join with other alumni Saturday, Oct. 15, for the numerous Homecoming activities being planned.

A reunion committee is being formed at this time to help the Alumni Office with reunion plans. Interested class members should contact Jamie Jeremy, assistant alumni director.

- '43 Reunion committee makes plans

The Class of 1943 will gather in Kalamazoo June 10 and 11 to celebrate the 40th anniversary of their graduation from what was then Western Michigan College of Education.

A committee comprised of Ernest and Margaret Ackley, Joyce [VanderWeele] Dasher, Robert Doerr, Mary [Jenkins] Hubert, William Kersten, Kathleen [Austin] Lucking, Patricia [Maier] Muth, Robert and Margaret (Mahoney) Oudensma, George Slaughter, William Steenrod, and Meyer Warshawsky has been working with the WMU Alumni Office on reunion plans.

The activities will begin Friday evening with a reunion dinner and program at the Kalamazoo Center Hilton. On Saturday morning, the class will assemble for a brunch at the University Student Center followed by a campus tour.

Overnight accommodations will be available in the residence halls.

Detailed information and a reservation form will be mailed to all class members in early April. Class members not receiving the initial mailing should contact the WMU Alumni Office.

Alumni Association new life members

Michael J. Denne, BBA '78, Chicago.
James A. Gambino, BA '70, New Baltimore.
Donald H. Heerey, BS '50, West Bloomfield.
Robert Hiller, BS '51, Islandhead Park, Ill.
Heddie Boudoir Ashland, BS '46, Bellefonte.
James L. Knut, MA '71, Beloit; and Rhonda VanderLaan (Knut), MA '79, Kalamazoo.
Dorothy M. McGee, BS '51, Holland.
Julie E. Murphy, BS '73, St. Clair.
Nane Marie Oudensma, BS '57, Rockford, Ill.
Anna E. Solmon, BSA '67, Antwerp, Belgium.
Cara L. Wheeler Traisman, TC '85, Traverse City.

Association membership campaign proceeds; dues to increase
Alumni tours in spring/summer planned

- England-Wales-Ireland tour scheduled for June and July
  By the time you read this, the alumni tour of England, Wales and Ireland, leaving Kalamazoo and Detroit on June 29, Russell A. Strong, director of alumni relations, will direct this travel experience, which follows similar trips to Scandinavia and Italy. The cost of the trip is $1,699 from Detroit, flying by scheduled airline to London’s Gatwick airport. From there the first overnight stop will be at Winchester. The group will go as far as Land’s End, and then double back into Southern Wales. Upon reaching the Irish Sea, the tourists will embark for Ireland, and will spend three nights in the Emerald Isle. Returning to Northern Wales, they will proceed towards Chester, then south through Coventry to Oxford. Not being provincial in their view of education, the next night will be spent in Cambridge, thence to London for two days and two nights. They will fly out of Gatwick July 14, arriving in Detroit the same day. Round trip bus connections will also be provided between the campus and Detroit’s Metro airport for those going from the western part of the state, director of alumni relations, will direct those going to Scandinavia and Italy.

- Japanese business/seminar set
  A late spring seminar on business and society in Japan is being planned jointly by the Office of International Education and Programs at Western and the L. Lee Stryker Center at Kalamazoo College.

  "This venture into Tokyo is designed to familiarize business men, teachers and students with the business methods and institutions of the Japanese," says Dr. Alfred K. Ho.

- Israel tour slated for May
  "Don’t just read about the Middle East; experience the Middle East," says Prof. Howard J. Dooley.

  Planned for two weeks in Tokyo, the basic components of the seminar will be a business lecture each day, followed by lectures on Japanese society. Field trips will be held four afternoons, and there will be one sightseeing tour each week to give the American visitors a better overview of Japan. The estimated cost is $3,650, and persons interested should contact Dr. Ho at 616-383-0944.

- Israel tour slated for May

  By the time you read this, the alumni tour of Israel, which will leave Kalamazoo May 1 and return on May 22. The program has been developed by the Office of International Education and Programs, and will combine education and travel. Participants will stay in the living and working environment of five different Israeli kibbutz communities. In Jerusalem they will stay in Notre Dame of Jerusalem. Field trips are planned through much of Israel and the territories administered by the State of Israel.

  The cost of the trip is $2,279 and further inquiries should be made to the Office of International Education and Programs, or to the faculty members conducting the tour.

Alumni Gatherings

- Frank Beckmann to speak at Detroit area Alumni Dinner
  On April 27, radio sports celebrity Frank Beckmann of WJR will be the featured speaker at the Detroit area alumni sponsored by the WMU Alumni Association.

  The dinner held in the coach house of the Botsford Inn on Grand River and 8 Mile. A social hour (cash bar) will be held at 6 p.m. and dinner served at 7:00 p.m.

  Joining Beckmann on the dinner program will be WMU football coach, Jack Harbaugh, and basketball, Vern Payne. Detroit area alumni will not want to miss this exciting evening with Frank Beckmann," says Dr. John Lore, former alumni director.

  Cost is $15 per person and tickets can be purchased by calling the WMU alumni office at 616-383-6160.

- Branch County. The annual spring dinner for Western graduates in Branch County will be held at the Coldwater Country Club beginning at 6:30 p.m. Details to be mailed in March. Jan and Bill Robinson will chair this year’s event.

Widow of alumnus is Alzheimer’s Disease ‘activist’

Edward M. Tingstad, a football player of some distinction while a student at Western Michigan during the early 1930’s, was always interested in athletics. At Northwestern High School, Detroit, he was captain of the baseball team and football team. He was named to membership on the all city baseball and football teams and the All-State football team in his senior year.

At Western Michigan he was captain of the football team in his junior year, president of the lettermen’s club and a member of the Student Council and the Athletic Board.

After his discharge from military service during World War II Tingstad moved to California and became a member of the staff of the Los Angeles Recreation and Parks Department and remained with that department until his retirement.

Ed Tingstad died July 26, 1982, in Los Angeles of Alzheimer’s Disease. It is estimated that there are currently some 200,000 victims of this progressive brain damaging condition in this country. It afflicts seven to 15 percent of those 65 and older and over and according to some is the fourth most common cause of death.

Alzheimer’s Disease was first identified in 1906 but is just now becoming known because of the great number in the aged population. Alzheimer’s Disease now becomes a matter of serious concern, as the middle 60’s is the age at which the disease becomes most virulent.

There is no known cause for Alzheimer’s Disease and hence there is no known effective treatment for it.

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1924
Loon D. Campbell, TC ’24, BS ’29, last Octo-
ber was elected to the athletic hall of fame of the State University of New York College at St. Peter’s in Albany. In May 1983, the college’s softball field was named in his honor. He was professor and chairman of the depart-
ment of physical education and sports from 1943 to 1968 at New Paltz. Cecil “Brick” Fowler, TC ’24, BA ’26, was honored Sept. 17, at Port Huron. He was coach there from 1928 until 1967, win-
ing two state championships in football, 11 regional championships in basketball. He was assistant coach from 1938 until retire-
ment, during which time a football stadium was built. He became a member of the Michigan High School Coaches’ Hall of Fame in 1957, received the Freedom Foun-
dation Award in 1961, was co-winner of the Charlie Forsyth award of the State of Michigan.

1931
B.Everard Blanchard, BS ’31, has been ap-
nointed vice president of The International College of the Commonwealth of Massachusetts. In November a national study made by Dr. Blanchard, “The Mental Health of College and University Professors Engaged in Teacher Education,” was published.

1932
Virginia Willis Guest Baid, BA ’32, is chairing the state high school journalism contest of the Michigan Women’s Press Club this year.

1934
Paul W. Briggs, BA ’34, has slowed down a bit since retiring as the longest tenured city superintendent of schools in the U.S., with 14 years at Cleveland, Ohio. Now living in Phoenix, Paul is a lecturer for the College of Education, Arizona State University, Tempe. He is also a member of the board of consultants to the National In-
stitute of Education, a member of the federal appeals board of the U.S. Office of Education, a member of the education commit-
tee of the Phoenix Chamber of Com-
merce, and serves on the ad-
ministrative board of the U.S. Office of Education.

1938
Dr. Donald C. Weaver, TC ’38, received the distinguished service award of the National Conference for Unity, Decem-
ber in Atlanta. He retired in January as professor of education and director of the Center for Community Leadership Training at WMU’s College of Education. Weaver served as president of the NCEA in 1972.

1940
Treville Hay Barber, TC ’40, BS ’43, retired last June after 32 years of teaching in Beaverton, Ore. She and her husband are now living at Sisters, Ore.

1943
Lawrence M. Peachy, BS ’43, MA ’54, was honored in September by educators in Cass and Berrien counties, following his resigna-
tion from the Berrien County Intermediate School District Board of Education. He had retired in 1975 after 43 years of service as a teacher and administrator in Berrien Coun-
ty.

1947
Walter A. Chojnowski, BS ’48, MA ’53, retired last November as office education consultant for the Wisconsin Board of Voca-
tional, Technical, and Adult Education, a position he had held for 22 years. The Rev. Richard Dunkelberger, BA ’47, is now executive director of Presbyterian Villages of Detroit, Inc., a senior citizens’ residence. He recently spoke at the First Presbyterian Church in Schoolcraft, and for 10 years served the First Presbyterian Church in Sturgis.

1949
Martha Wright Shurtle, BS ’49, received service awards for volunteer leadership last fall from both the Ingham County Medical Fair Facilitv and the Lansing YWCA. She is a past president of Zeta chapter, ABE. A freelance photographer, her works have been shown in area galleries, and a picture of her work is on a photographer appearance in the summer issue of “Evelyn’s Michigan Journal.”

1950
Dr. Robert A. Palmatier, BA ’50, MA ’55, chaired a session of the Michigan Linguistics Association annual meeting last fall. He is chair of the WMU department of languages and linguistics.

1951
Jerilee Denison Gregory, BS ’51, MA ’72, MS ’76, is the new president of the Tri-
County Council of Women in Educational Administration. She is a coordinator of reading programs in the Benton Harbor schools and their golden reunion.

1952
Celeste Hagg, BS ’52, began teaching at Leonidas as the only teacher in the school, and has now retired after 40 years in classrooms. A tree was planted at the school in her honor.

1953
William E. Wells, BS ’53, MA ’55, is the 1952-83 Arizona music educator of the year. A veteran for 20 years in Arizona, Wells is currently treasurer of the Arizona Music Educators Association.

1954
“The Harlem Renaissance,” a new book by Margaret Perry, BA ’54, has been published by the Garland Co., New York. It is an an-
notated bibliography and commentary. Margaret is now at Valparaiso University. Burgess Burnett, BS ’54, MA ’56, is currently president of the Utah Library Association, accepting that post after a year as president of the Utah Media Association. She is an assistant professor of instructional media at Utah State Univer-
sity, Logan.

1955
Patricia Hemphill Beile, BA ’55, MA ’55, E7D ’56, has been named adminis-
tive assistant in the department of library science at Ball State University, Muncie.

1956
Frederick W. Peyer, BM ’56, is the new di-
cutor of the concert theatre at C. W. Post Center of Long Island University, Green-
vale, N.Y. He had been managing director of Flint’s School of Music.

1958
Joel Lemmer, ’60

1959
William DeRigt, Jr., BS ’56, a senior field engineer for The Upjohn Company, has been presented with the W. E. Upjohn Award for his "involvement with both the design and construction of Upjohn facilities for over 34 years.

1962
James W. Karring, BBA ’60, with Arthur Young & Co., Detroit, has been elected to a three-year term as a director of the Michigan CPA’s. The new general plant manager of the Kellogg Co., plant in Lancaster, Pa., is Joel Lemmer, BS ’60. He had been in Omaha, Neb.

1963
R. Randolph Peterson, BS ’63, has become a member of the 1962 Detroit Operations Million Dollar Club for Detroit Diesel Allison. The award, which includes a $5,000 stipend, was for his work in 1981. His daugh-
ter, Michelle, is now a sophomore at Western.

Loretta Smith Church, BA ’62, MA ’70, earned her doctor of education degree last April at Western, studying in the field of educational leadership. William R. Cole, BBA ’62, has been elected president and chief executive officer of the First National Bank, Kalamazoo. He is currently a professor of economics and business, Kalamazoo College.

1965
Michael Higa, TC ’63, is one of four adult education teachers in Michigan to receive the outstanding educator of the year award of the Michigan Association for Public and Postsecondary Education. He teaches in the Portage-Comstock Adult high school.

Frank Buesing, BS ’63, is now sales manager for the office equipment division, Canon USA, with offices in Elk Grove, III. He is responsible for marketing electronic typewriters and computers in the Chicago area.
1964

Michael J. Hessel, BS '64, is now vice president/operations, Time Oil Co., Indianapolis.

William B. Fitzgerald, BA '64, and Gary L. Walker, BS '64, are two of the law firm of Fitzgerald, Hodgem, Kanal, Rush, Carlisle and King in Detroit. Fitzgerald has been active in Democratic politics.

Carole Edmunds, BA '64, MA '69, is now national president of the Association of Departments of English. She is chair of the English department at Kellogg Community College, Battle Creek.

1965

Dr. Decellus Johnson, BS '65, MA '69, has returned to Kalamazoo Family Health Center as a psychologist, where he had been since 1970. He also taught at the university and was chair of the hospitality committee for the 1982 convention of the American Speech & Hearing Association.

Milly Muehlauber, BS '65, was a teacher of the week last spring in the school district at Cedar Springs.

Richard F. Schulte, BS '65, was featured recently in the Hillsdale Daily News for his restoration work with a business building there. He operates a real estate and appraisal office in Hillsdale.

David M. Ridgway, BA '65, is the new president and chief executive officer of Muhlenberg Hospital, Plainfield, N.J. He has been there since 1970 and earned his master's degree at George Washington University.

Dr. Gary F. Petry, BA '65, MA '66, in September became executive director of the Illinois Youth Commission on Transportation Systems, an arm of the Illinois Department of Transportation. He was involved in transportation projects earlier in his career.

1966

Charles H. Townsend, BS '66, has been appointed general manager of the Heart Book/Business Publishing Group in New York. He had been vice president and chief executive officer of Commercial Circulation Distributors, another Hearst unit. He has set up an ad agency in Rowayton, Conn.

Robert D. Dittmar, BS '66, MA '68, has been appointed general manager of the Hearst Corporation's national advertising sales division at the Hearst building in New York.

1969

Dan L. Breen, BS '69, has been appointed sales manager, Eastern region, for the Pierce Products, a manufacturer of extender equipment.

Gladye Hicks Kendrick, BS '69, MS '74, was on the planning committee for the October convention of the Michigan Association of School Boards. She is the library/media specialist for the Fennville School District.

Donald P. Moul, BS '69, in September was named facility manager for Corner Glass, Inc., inoptional, W. Va.

Darleen Griffin Boris, BS '69, was teacher of the week in Cedar Springs' School beach school last June.

Samuel Sonnette, BS '69, is now national account manager/industry consultant for Michigan Bell in Kalamazoo.

Roy, Inc., Detroit, has appointed Michael A. Pinches, BS '69, MA '71, an account supervisor, working with Detroit Edison and WOXM-FM.

Douglas Flemming, BBA '69, is now a certified photographer according to the certification commission of the Professional Photographers of Michigan. He operates Feely Film Studio in Kalamazoo.

2017

Marsha K. Gentry, BBA '71, has been promoted to executive director of savings for Colonial Savings Association, Houston, Texas. She has been with them for five years.

Kathryn Marconi Brown, BS '71, has completed studies at the Harvard College of Law, San Francisco, and has joined a law firm in Oakland, Calif., as a litigation specialist.

Integro Corp. Property & Casualty W. Curtis, has appointed John D. Eddings '71, its vice president of marketing.

Kurt Nendof, BBA '71, has become operations officer of Bank Comerica, Kalamazoo, responsible for information systems/programming department.

William F. Smith, Jr., BBA '71, is now director of marketing for First American Bank of Chicago. He is also vice president of marketing.

Bruce Plakke, BBA '71, has authored an article for the Journal of Speech and Hearing Research. He lives in Cedar Falls, Iowa.

1972

Timothy W. Coyle, BBA '72, BMA '77, has joined a CPA partnership in Grand Rapids, Garver and Coyle. He had previously been with his firm for nine years, and now makes his home in Big Rapids where his wife, Patricia, BBA '72, is a teacher for the Marist Brothers International School.

Shari Lichtenstein, MA '73, has been promoted to market research assistant at the Detroit Free Press, now making her home in Grosse Pointe Farms.

2018

William P. Eichtenaad, RA '70, has been elected an assistant vice president of First National Bank of Kalamazoo. He is also vice president in charge of marketing for the American Institute of Banking for 1982-83.

Moving from Alma College to Ryder University, James F. Pritchett, BS '70, has been named associate director of admissions for the Indianapolis school.

David C. White, BBA '70, MBA '71, has been named officer-in-charge of the National division of Manufacturers National Bank of Detroit. He lives in Grosse Pointe Farms.
1973

Laureen Bowman, BA '73, MSL '75, received her doctor of education degree at Western last April in counseling and personnel education.

David J. Loechel, BS '73, is a second vice president in the international banking division at Ameristat.

Charles O. Houston III, BA '73, is a member of William Fitzgerald's law firm in Chicago.

Gary DeMar, BS '73, has been named vice president of the Chicago-based American National Bank of Chicago.

Jacqueline Jennings Stil, BS '75, has been promoted to retail and office manager for the Kalamazoo Center.

Mary Allen Doud, MSL '73, has been appointed head, adult loan division, Kalamazoo Public Library.

1974

Stephanie Ried, MA '74, and Brenda K. Hurst have both received recent paper acceptances in the area of speech and hearing.

Robert M. Bishop, MBA '81, has been appointed as its executive director at Benson.

CTS Corporation, Elkhart, Ind., has elected Thomas C. Eggebeen, MA '74, as assistant controller.

Linda Kees Valentine, BBA '74, is now corporate compensation manager for Hart Schaffner and Marx in Chicago.

CTS Corporation, Elkhart, Ind., has elected Thomas C. Eggebeen, MA '74, as assistant controller.

Kevin Powers, BBA '77, has become a paparazzi for the Chicago-based Chicago Tribune.

The oil paintings of the late pistol has been won by Ernst and Whitney, Grand Rapids.

Judith L. Leiger, MA '75, after teaching for two years in Chatham, Ontario, has become a member of the Canadian citizens' association.

James J. Haviland, MA '75, received his doctor of education degree from Western last April in educational leadership.

Sandra J. Edwards, MA '75, a member of Western's law school faculty, has completed a longitudinal study of twin infants, one of whom has Down's Syndrome. She and Shirley Sparks, with whom she produced the study, presented their last August to the north regional conference of the American Speech and Hearing Association in San Juan.

The Michigan Association of Health, Education, and Business Libraries has elected Thomas C. Eggebeen, MA '74, as assistant controller.

1975

Comerica Bank-Detroit has appointed Jean Batie Limin, BA '75, corporate service office supervisor.

Patrick M. Atkinson, BBS '75, is now regional sales manager for Manpower Temporary Services, Inc., responsible for sales and operations in Kalamazoo County.

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Craig J. Yatenka, BBA '75, is now associate media director for Kenyon & Eckhardt Advertising, Birmingham. He lives in Royal Oak.

Donald A. Stickler, Jr., BS '75, BS '76, has joined the staff of the American Chemical Society's Chemical Abstract Service at Columbus, Ohio. He had been life sciences librarian at Purdue University. Returning to his alma mater, Denise Twesthey Kelly, MA '74, is now a member of the counseling staff of the WMU Center for Women's Services.

Mary Kertov, MA '74, is now a doctoral candidate at the University of Wisconsin.

Lyn Gilbert Goldman, PhD '75, is present director of the Michigan Speech Pathologists in Clinical Practice.

Claudia Wood Judson, BS '75, MA '76, has become marketing manager of packing products for the KVP Group, service division, James River Corp.

William J. Williams, MA '74, received his doctor of philosophy degree from Western in science education.

Dr. Wayne A. Wiegand, MSL '74, was the recipient of the Jesse Wordin prize of the Library History roundtable, American Library Association. His essay was entitled, "Birth of a profession: the American Public Libraries, 1914-17."

Eva Your, MSL '75, is in West Springfield, Mass., as supervisor for the single parent and family life services department of Our Lady of the Providence Children's Center. She is recognized by the Academy for Cer- tificate in Social Work.

Patricia B. Jackson, BBA '74, is now tax manager for Goodman, deMink, and Ceruti, Kalamazoo.

1976

Larry E. Blanchard, BBA '76, has been appointed vice president and auditor at the American National Holding Company, Kalamazoo. He had been with Cooper's & Lybrand, South Bend, Ind., for the previous five years.

Seidman & Seidman has promoted Robert L. Abramowitz, MSA '76, to tax manager of its Kalamazoo office.

Richard B. Benedict, MSA '76, has received his doctor of education degree in April from Western. His field is educational leadership.

Michal VandeMeulen, MA '76, has joined the Legislative Office in Lansing as a science information specialist. He co-authored two studies during the current year, "Ground Water and Transition Landfills," and one on the Navy's ELF communication system.

Joseph E. Schmidt, BBA '76, is now assistant controller of Harper-Grace Hospitals in Detroit.

1977

Mary Ann Haws Johnson, BS '77, MA '79, is now office supervisor in the WMU business library.

James M. Walsh, MSL '77, has headed west to become the head of the American National Bank of Chicago.

James H. Burns, MSL '77, has joined Straka, Jaracca & Co., Utica, vice president of management consulting services. He lives in Grove Point.

Mike M. Betz, BS '77, has become "access facilitator" for the city of Kalamazoo's cable television operation. He had been a cable TV producer for WMU TV.

Janice Dax, BS '77, has been named an assistant vice president, responsible for adult medicine services at Bronson Methodist Hospital, Kalamazoo.

Michael T. Mueller, MBA '80, has been named a trust investment officer at Comerica Bank, Kalamazoo.

Lorraine Karau, BS '81, is now promotion manager for the Detroit area as a promotion sales representative for Smith Kline & French laboratories.

William S. Preston, BBA '79, MA '81, is now sales manager for the Gustin-Bacon division, Aerotrace Corp., in Los Angeles, covering California and Arizona.

Robert A. Taggart, BBA '79, has been promoted to regional sales manager for American National Bank, Kalamazoo.

Rick A. Smallmond, BBA '78, has been named a mortgage officer for First National Bank of Kalamazoo.

Dr. John A. Vollen, BS '80, completed the regional sales manager for DeGroot Office Machines, Kalamazoo, responsible for American National Bank, Kalamazoo.

Jacqueline Jennings Stil, BS '75, has been promoted to retail and office manager for the Kalamazoo Center.

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Patricia B. Jackson, BBA '74, is now tax manager for Goodman, deMink, and Ceruti, Kalamazoo.

1978

Raymond Paczczowski, BBA '78, is now regional sales manager for DeGroot Office Machines, Kalamazoo, responsible for Calhoun County.

Esther Aikins, BS '78, MA '82, has been named assistant vice president for obstetrical services at Bronson Methodist Hospital, Kalamazoo.

Richard A. Smallmond, BBA '78, has been named a mortgage officer for First National Bank of Kalamazoo.

Dr. John A. Vollen, BS '80, completed the medical studies at Wayne State University in June. He is now in a three-year residency in family practice at St. John's Hospital, Detroit.

Dr. William K. Redman, MD '78, PhD '81, has joined the faculty at Western Michigan University as an assistant professor of psychology.

Ron Semaan, BBA '78, is president of the Wayne State University Law School student board and editor of the Law School newsletter.

Toochie Ross & Co., Chicago, has named Michael A. Denzel, BBA '78, supervisor in its tax department.

1979

Carolyn Roe, BBA '79, has been assigned to the Detroit area as a promotions sales representative for Smith Kline & French laboratories.

William S. Preston, BBA '79, MA '81, is now sales manager for the Gustin-Bacon division, Aerotrace Corp., in Los Angeles, covering California and Arizona.

Robert C. Taggart, BBA '79, has been promoted to regional sales manager for American National Bank, Kalamazoo.

Linda Bell-McAllister, MSL '79, has become coordinator of clinical education, Department of Speech and Hearing, University of Queensland, Australia.

Robert C. Howe, BS '79, is now assistant retail marketing supervisor for McMahon & McDonald, Grand Rapids, food wholesalers.

Lisa Tessonn, BBA '79, is now an account executive for Maxwell Advertising, Kalamazoo.

David M. Thomas, BBA '79, has joined the law firm of William Fitzgerald in Detroit's First Federal Building.

1980

Michael L. Mueller, MBA '80, has been named a trust investment officer at Comerica Bank, Kalamazoo.

Lorenzo Karau, BS '81, is now promotions manager for the Westmain Mall, Kalamazoo.

Lee F. Marks, BS '81, has been commissioned as an ensign in the Naval Reserve after completing ground school at the Naval Aviation School, Pensacola, Fla.

Mary A. Warner, MSW '81, is now graduate assistant at Muskegon Community College.

Pat Charity, BS '81, has returned to the campus to be assistant women's basketball coach.

Becky Nickell, BS '81, is administrative aide to the committee on tourist industry relations of the Michigan House of Representatives.

The Michigan Association of Substance Abuse Coordinators has named John Nowakowski, BS '81, as its executive director.
1982
Margaret L. Kurtz, MSW '82, is now a counselor at Alfred University in New York.
Sherry Miller, BFA '82, has joined Kor
nick Lindsey, a Chicago design and market
firm, as a designer.
In September, Jeannie O'Rourke, BS '82, joined the staff of the Good Shepherd Home, and Rehabilitation Hospital, Allentown, Pa., as an occupational therapist.
Patrick R. Moore, BBA '82, has become business manager of the Harper Creek schools at Battle Creek, and the state's youngest school business manager.
Scott Hodges, BS '83, is a dental student at the University of Michigan.
Kathleen Neidhart, BS '82, is a graduate assistant in speech pathology at Wayne State University, Detroit.
Kwame Plaskars, JSW '82, received a $200 scholarship from the Paw Paw chapter of AAUW to continue her graduate studies at WMU.
Heather Ann Cowan, BS '82, is now an assistant manager trainer for K-Mart Ap
peal of Jackson.
Douglas Roosa, BBA '82, is now with Cooper & Lybrand, Detroit.
Lauren Kay Smith, BA '82, received a graduate assistantship in the WMU School of Librarianship.
Galen Anderson, BS '82, is a safety con
sultant for the Michigan Department of Labor at Lansing.
Patricia Weis, MSL '83, has become assistant director and reference and children's services librarian at the Richland Library, Fremont, Ohio.
Theresa Tiger, MSL '82, is now assistant children's librarian for the Kanawha County Library, Charleston, W. Va.
Jim Jump, BBA '82, is now selling office copiers for Laster Business Products in Beaumont, Texas, and has found time to qualify for the Boston Marathon near April.
Janalee Reinecke-Lytk, MOT '82, has been named rehabilitative services manager at Bronson Methodist Hospital, Kalamazoo.
Terry Karl, BS '82, is now General Dynamics, Fort Worth, Texas, and living in Dallas.
Janet Fink Haeger, BS '82, has been named secretarial services marketing co
ordinator for Upjohn Healthcare Services, and has also conducted a workshop on job stress at the University.
Michael Hubbell, MSL '82, has been ap
pointed librarian for the University of San Francisco Chronicle.
Dr. Jinha Hong, MSL '82, is now professor of library science and head of the media section of the Chamber School.
E. Walker, Josephine M. Van Voorthuysen, MSL '82, has become assistant director of the University of Michigan, Ann Arbor.
Van '82, is now with General Electric, Fairfield, Conn. He is a safety engineer for General Electric Company.
Michael Marks, BBA '81, and Dennis E. Smith, BS '79, are living in Portage.
Theresa Tower, MSL '82, is now assistant children's librarian for the Kanawha County Library, Charleston, W. Va.
William G. Kenz, BBA '79, and Sandra V. Adams, BS '80, are living in Kalamazoo.
LaVerne Handrick, Dec. 7 in Kalamazoo. She is with Atmosphere, Inc.
William G. Kenz, BBA '79, and Sandra Vong, BS '80, are living in Battle Creek.
They live in Grand Rapids.
LaVerne Handrick, Dec. 7 in Kalamazoo. She is with Atmosphere, Inc.
Peggy Christophaer, BS '79, and Rick F. Johnson, BS '79, are living in Kalamazoo.
They are living in Portage.
Sarah E. Malbry, RA '80, is an insurance agent for Physicians Mutual, Des Moines, Iowa.
She is with Physicians Mutual, Des Moines, Iowa.
They live in Kalamazoo.
Jeffrey T. Kowalski, M.B. '81, and Michael F. Livezey, BBA '82, are living in Paw Paw.
They are with Menasha Corp., Coloma, and they live in Paw Paw.
Mark A. Triecksta, BS '81, and Barbara Wyzykowski, Dec. 26 in Kalamazoo. They are living in Portage.
Stephen C. Gudzial, BS '81, and Carol Lesman, Dec. 11 in Kalamazoo. He is with Goodyear Tire Co.
1982
Laurie Thompson, BS '82, and Donald Montgomery, BS '82, Aug. 14 in Saline. They are both WMU graduate students in psychology.
Martha J. Hodgson, BS '82, and Gregory Archie, Oct. 9 in Kalamazoo. She is employed at the Total Living Center and Creative Services.
Mark J. Griffin, BBA '82, and Joyce Tiller, Oct. 16 in Kalamazoo. They live in Lansing. He is with Motor Wheel Corp., Lansing.
Yvonne M. Criswell, BS '82, and Charles V. Matreal, Sept. 25 in Kalamazoo Memorial Chapel. She is a department manager at Stecklec. They live in Portage.
Blair K. Zordell, BS '82, and Kristinne Gawkowski, BBA '82, are living in Kalamazoo.
She is a chemist at the Donald C. Cook Nuclear Plant and they live in Hartford.
Gretchen L. Hein, BBA '82, and Timothy L. Ellis, BS '82, in Madison, Wis., May 8. She is with Merck & Co., Rahway, N. J., and he is a flight test engineer with General Dynamics Corp. They live in New Jersey.
William B. Brock, Jr., BS '82, and Kimberly K. Hintze, BS '82, in Traverse City.
She is a computer programmer for Citizens Ins
urance Co., and they live in Muskegon.
Kimberly K. Smook, BBA '82, and John L. Brunnee, Sept. 11 in Martin. She is in sales
for Beecher, Peck & Lewis, and they live in Kalamazoo.

Sandra K. Vos, BA '82, and Ronald J. Shively, Nov. 27 in Kalamazoo. She is an accountant for SirsiDirect, Cranall, Vos and Lewis, PC.

Dr. Lee Riposta, BA '82, and Mark DeGoege, Oct. 23 in Grand Rapids. Both work for Meier's and they live in Portage.

Deaths

Dr. Lee O. Baker, professor emeritus of agriculture, died Dec. 17 after a long illness. He had first joined the faculty in 1954, and chaired the department from 1959 until retiring last fall. Dr. Baker was a graduate of the University of Wisconsin and Michigan State University. In 1975 he received a teaching excellence award. Baker was also active in community and professional organizations. He leaves his wife and two daughters. A scholarship fund has been established in Dr. Baker's name.

Agnes E. Anderson, TC '14, an assistant professor emeritus of business, died Dec. 20 in Marquette, where she had made her home since retirement in 1946. She died also of Ferris State College and the University of Tennessee.

Conant Brown Johnson, TC '15, died Nov. 16 in Kalamazoo where she had lived her last years. She was a graduate of Kalamazoo City and Kalamazoo College. Mrs. Johnson leaves two children, Johnnie Johnson Clapp, '46, and William C. Johnson, '50, six grandchildren and one great-grandson.

John H. Plough, TC '15, BA '42, assistant professor professor of mathematics in the Men's College, died Dec. 13 in Amberst, Ohio, after a lingering illness. He was a member of the faculty from 1941 until retirement in 1966. Plough leaves his wife, three sons, including James, BA '47, 10 grandchildren and 23 great-grandchildren. Another son, Duane, BA '42, died in 1962.

Marin Heslick Underwood, TC '21, BA '33, died Nov. 19 in Kalamazoo. She leaves two children, 14 grandchildren and several great-grandchildren, as well as a sister, Berret Heslick, assistant comptroller of the University from 1916 to 1961, now of Ft. Lauderdale, Fla. Mrs. Underwood taught in the Kalamazoo schools for 35 years, retiring in 1967.

Donald G. Paterson, TC '25, BA '47, died Nov. 23 in Kalamazoo. He was a Kalamazoo teacher and principal. He leaves his wife, three children, 12 grandchildren and 12 great-grandchildren.

Mable Hana Shaw, TC '26, died July 26 in Jackson.

Dr. Martelle Cushman, TC '28, BA '32, a nationally prominent educator, died Nov. 28 in his home in Port Charlotte, Fla. He had earned his M.A. degree at the University of Michigan and his Ph.D. at Cornell University. Dr. Cushman was an international president of the Sigma Kappa Alpha at one time. He served as dean of education at the University of North Dakota and dean of higher education at Southern Illinois University. The WMU Alumni Association honored him in 1976 with its Distinguished Alumni designation. Dr. Cushman leaves his wife, Florence.

Brooke Cushman, BA '71, has 13 children, six grandchildren, two brothers and three sisters.

Maline M. Flowers, BS '31, MA '61, died Nov. 12 in Sturgis. He was a former director of Colon for 20 years, retiring in 1970 after 38 years of teaching. He leaves his wife, one daughter and three grandchildren.

Ruth Goodrich Pin, BA '32, died Nov. 19 in Battle Creek. She retired from the Calhoun County Board of Social Services as a caseworker in 1972. She leaves a daughter, Janet Goodrich Conwell, BS '61, MA '81, two stepchildren, 13 grandchildren and 11 great-grandchildren.

Ivan S. Wickham, BS '32, died Aug. 28 at his West Olive home. He was a retired Grand Haven teacher, and leaves his wife, one daughter and three grandchildren.

Ruth Bowman Voight, BA '33, April 31 in Red Oak. She leaves her husband, two children and four grandchildren. Mrs. Voight last taught in Royal Oak as a substitute teacher. For many years Voight was a leader in the March of Dimes. He leaves his wife, six children and nine grandchildren.

Aline A. Lynch, BS '43, died Dec. 1 in Bay City. With a master's degree from the University of Michigan, she taught in Swartz Creek and Bay City, from 1952 to 1966. The Bay City Junior College honored her in 1961 until retirement in 1974 was chairman of the business division at Delta College.

Dr. David C. Bailey, BA '51, a professor of history at Michigan State University, died Nov. 19 in Lansing. He had published one book on Latin American history, and was a corresponding author of a second volume. He taught in Michigan schools, North Carolina State University, and since 1972 at Michigan State. Dr. Bailey's M.A. degree came from Notre Dame and his doctorate from MSU.

Martha Kilgore Loughead, BS '53, a prominent educator and one of the first women's basketball players, died Jan. 12 in Bethesda, Md. She was a Marine Corps pilot and test pilot in 1927, and later had been an engineering consultant. She was a student at Western in 1951-52, leaving to enter service. He leaves his wife and daughter.

Yvonne Goble Chick, BS '63, MA '66, died Nov. 24 in Kalamazoo. She had taught in East Lansing and Mattawan, and for the last 25 years was a physical education teacher and coach at the Kalamazoo schools. A sister survives.

David A. Baker, BS '64, died Dec. 7 in Kalamazoo. He was an agent with Great West Life Insurance Co. He leaves his wife, four children and a grandchild.

James N. Sleep, BS '77, MS '82, and the grandson of a prominent West Michigan's biology department, Dr. Leroy H. Harvey (1908-1928), died Jan. 8 after a long illness. He had been an instructor in WMU's computer science department, and as a partial fulfillment of his master's thesis developed a program for the Waldorf Library book collection that includes all titles since 1977. He leaves his mother, Carol; Harvey Sleep, BA '39, and a brother, Harvey Hall, a North Valley residence hall, was named for Dr. Harvey.

Cynthia Lee Hanford, BS '80, was killed Dec. 2 when she was hit by a truck while crossing US-12 in New Buffalo in a heavy rainstorm. She was 28 years old and a senior at St. Mary of the Lake School in New Buffalo. She leaves her parents, three brothers and two sisters.

Winter Wrap-up (Continued from Page 8)

Hockey

Bill Wilkinson's Bronco hockey team entered the 'dog days' of the regular season, the Central Collegiate Hockey Association season with its eye still firmly fixed on a berth in the league's postseason playoffs.

Heading into a home-and-home series Jan. 28-29 with Notre Dame, the Broncos have been led by Veteran captain Bob Bailey paces the American Conference championships

Women's Swimming

After seven meets the WMU women's swimming team shows great promise as they head towards the Mid-American Conference championships at Northern Illinois in late February. Coach Pete Lindsay's 3-4 swimmers are aiming to improve upon last season's ninth-place MAC Standing. The team's strong suit may be the distance and middle distance events. Heading the Bronco contingent in those areas are ALL-MAC cross country performers Melanie Decker, Chris Sharp and Kayla Skelly. Decker was also the conference 10,000-meter champion last spring.

Men's Track

The season started off on a very satisfying note for Coach Jack Shaw's WMU men's track team.

In the first meet of the season, junior Maria Shoup has been perhaps the top performer. At the WMU Invitational, she won the 200-meter hurdles with a new season second time of 26.2 at the Michigan Relays, she took first place in the five-event pentathlon, scoring a record 3,506 points.

Sprint performers Tony Ellett and Ray Hunt have 14 letterwinners returning for Coach Lindsay's 3-4 swimmers in the three-meter springboard with 253.55 points.

Survey

(Continued from Page 5)

sive (69.8 percent); [2] there are alternatives that would enable the WMU women 's track team opened the indoor season with a second place showing at their own invitational meet. Coach Debbie Hunt has 14 letterwinners returning from last year's team which finished fourth at the Mid-American Conference meet.

Hunt feels she has quality performers in every event. The team's strongest suit may be the distance and middle distance events. Heading the Bronco contingent in those areas are ALL-MAC cross country performers Melanie Decker, Chris Sharp and Kayla Skelly. Decker was also the conference 10,000-meter champion last spring.

In the team's first meet, sophomore Maria Shoup has been perhaps the top performer. At the WMU Invitational, she won the 200-meter hurdles with a new season second time of 26.2 at the Michigan Relays, she took first place in the five-event pentathlon, scoring a record 3,506 points.

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Survey

(Continued from Page 5)

sionally testify to the anguish of recommend- ing decisions that adversely affect the lives of many," he continued.

"The best that can be done in our circumstances—and it will be—is to keep the University open to all native and solutions to our complex problem that recognize and respond to our obligation to be humane.

Bernhard's report was in response to a resolution by the Board of Trustees Oct. 15 that directed the administration to consider curtailing, modifying or eliminating some programs, services, offerings or instruction, and, accordingly, to reduce the number of faculty and other positions.3 The Board cited Western's loss of about 1,700 students over the past two years as reasons for its resolution.
By Frank R. Jamison

There is a revolution brewing in America, the likes of which we haven’t seen since those erstwhile Indians gave King George a salty cup of tea. No, on second thought, it may make that historic evening look like child’s play. The tranium over taxes has only affected a few thousand colonials, but the changes currently brewing will touch the lives of hundreds of millions in the U.S. and Canada, and eventually urbanites all over the world. And talk about a surprise—this little intruder has already crept into your home and has quietly hidden in the living room, den, and likely even the kids’ bedroom!

If it were only a simple case of a prowler or thief, we’d know what to expect. But this culprit looks so innocent. It enters, informs, makes us laugh and even tells us what happened around the world while we slept. The “intruder” is cable television. And the reason we are so blasé about the growing danger of this, or that, or this, is the master antenna system by which we have received improved signals of nearby television stations, automated news, weather and stock quotations.

In more recent times we have watched cable services grow in direct proportion to the ability of space technology to place more “hundreds” in the sky. It seems only the natural thing to catch a few falling electrons.

But wait a minute, there are other things to happen on some cable systems! First there’s talk of 50, 100, even 200 and more channels of service in communities that are now beginning to plan cable systems. Cable operators that have provided those old-fashioned master antenna systems for years are now being asked by local government, representing citizen interests, to make some promises about expanding their systems to keep up with available technology and programming.

This whole business of cable TV is about as complicated as any issue that our society has been confronted with in a long time.

But let’s imagine for a moment being able to receive 50 to 100 channels of video service in your home! “I already have about as many M*A*S*H and Sesame Street reruns as I can take,” you say. “How do those cable guys expect to make it with more of that stuff?” Well, the truth is that there will likely be a little more of that sort of programming coming to your screen through the importation of distant broadcast stations, but the really smart cable marketers are thinking along different lines. They’re going to present a whole line of video products, the likes of which we’ve never even considered.

The name of the game is specialized programming. Video games, recipes, 24-hour-a-day sports, 24-hour-a-day news (on that scale we could even hope for the occasional happy bit of information), religious services, Spanish language programs, a cultural network, a kids network . . . well, you get the idea.

But that’s only the beginning. The cable can read the water meter in your basement, or activate an intrusion alarm while you’re on vacation, or interact with a little transmitter on your lapel that will send an emergency alert signal to a paramedic service. It will further combine the already merging technologies of computers, video and operators that are for cable in your town. Translate this into an ordinance and send every cable company in sight a request-for-proposal (or RFP) based on that ordinance. Then sit back and watch the paper flow in. You will be surprised to fill closets with it, and you will get some surprising and stimulating offers! Now it’s time to get real expert help, someone to separate the blue sky from the practical possibilities. Tap the winning bidder with the golden key to your city and step back because the flurry of cable activity will be fast and furious. Simple process? Well, maybe. But don’t hurry it.

Those who think seriously about the growth of cable know that it is destined to be more than a master antenna system. If well anticipated, it will be a community resource of ever-expanding importance. The key to the realization of that future is found in good community and corporate planning now.

This feature was adopted from a May 1982 article appearing in the Science for Citizens Center Newsletter. The author is Manager of Television Services and Professor of Instructional Communications at WMU. Jamison was co-founder of the Kalama- zoo Committee for Cable Televisi- on. A member of the National Federation of Local Cable Programmers, he was recently elected to the board of directors and as a vice president of the newly formed Michigan chapter of the NCLCP. He recently sat on the Cable Television Advisory Committee for the City of Portage, Michigan. He holds three university degrees in media and is researching that subject.

In his studies, Potter has included the idea of “perceived reality” because “no one really knows what reality is. It’s something that is defined by each of us in his or her own way, so that’s why I call it perceived reality,” he says.

Potter observes that one way to deal with the problem is through education about perception and reality.

“Some people who watch TV perceive what they see is highly realistic, while others watch the same program and say, ‘No, that’s just fiction—that never would happen to me.’ That’s very unrealistic. So you have different people watching TV and what makes them different is how much reality they see on the show,” Potter observes.

He says there are three types of per- ceivers of reality on TV. The first type does not believe what is seen. The second type watch because they believe some characters are like their own friends. The third type is what Potter refers to as being in the “magic window” category, persons who literally believe everything they see on TV. The higher perception of reality a viewer has, he affirms, the more likely that person will be affected by media messages, including violent ones. He says, “It doesn’t really matter what is on television, it’s how people accept or reject the program that counts. People who are ‘high’ perceivers of reality, whether they are two or 80 years old, are just as susceptible to media messages.

“And people who are ‘low’ per- ceivers of reality tend to discount the messages. They’re invulnerable to them. I think what needs to be done is not regulation of the family hour, because it’s not just the children who are overly affected. When the children are in bed and the parents are watching TV, some parents can be very upset by what is shown. It’s not just age—it’s the psychological trait of perceived reality.”