Fall new student enrollment up by 7.6 percent

The number of students entering Western for the first time this fall was 7.6 percent greater than the number that entered last fall, according to figures released by Registrant Dennis Boyle. Total enrollment for the fall semester at Western is 18,542, a decrease of 423 students or 2.2 percent from last fall's official figure of 18,965. However, entering students totaled 4,257, an increase of 299 students or 7.6 percent.

In addition, enrollment for the Division of Continuing Education increased 4.6 percent to 1,754 students, bringing the combined on-campus and off-campus enrollment to more than 20,000. Students entering the University for the first time are defined as freshmen, who increased 6.8 percent over last year, and transfer students, whose enrollment is up 8.7 percent.

"These gains are significant because they represent a coordinated effort by the entire University community—faculty members, staff, students, and alumni. Special appreciation must also be accorded to our Office of Undergraduate Admissions, which performed well above the call of duty." clearly," Burke said. "Western Michigan University continues to be perceived as an institution of high academic quality, an institution that can make a major contribution to the success of its graduates. That, in the broadest sense, is why our enrollment figures are so encouraging." Four residence halls re-opened

Western re-opened all four of its Goldsworth Valley II residence halls this fall because of increased demand by students on-campus housing. The decision to re-open LeFevre, Garneau, Harvey, and Eicher halls was made just before the semester began. Two units in the Valley II complex had been closed since last December, and two more were closed in April because of fewer student housing contracts. Valley I and III complexes remain open, and the University's three oldest residence halls, all on East Campus, remain closed.

Approximately 5,460 students occupy twenty-two residence halls this fall, an increase from last fall's semester high of 5,212.

"Obviously, we're pleased that more students have decided to live on campus," said Robert H. Peterson, manager of residence hall facilities. Peterson noted the offering of a variable meal plan and a meal pass, which entitles the user to eat at any cafeteria on campus, are among new options that have attracted students. According to Peterson, re-opening the residence halls was really only a matter of unlocking the doors. Since their closing, the halls have been used for conference housing.

International student enrollment rises

Sixty-two countries are represented in Western's fall semester enrollment of 995 international students, according to figures released by the Office of International Student Services (OISS). This total is up slightly from the 987 international students enrolled last year.

The top five countries represented at Western are Malaysia with 254 students, Indonesia with 97, Nigeria with 95, Saudi Arabia with 80, and Venezuela with 58.

The students pay for their education through the sponsorship of either their governments or their families. Their major areas of study are electrical and mechanical engineering, industrial education, business, and computer science.

Western's Office of International Student Services acts as a liaison between international students and their home country sponsors. It processes applications for admission, making sure students are academically, financially, and linguistically capable of attending Western. Once admitted, the office then acts as a 'home base' on campus for international students.
While issuing a warning that "centralization of higher education" in Michigan could threaten its "quality and uniqueness," President John T. Bernhard stated recently that Western faces a brighter future today than it did three years ago. "There are continuing pressures and problems," said Bernhard in his annual "State of the University" address, given September 21. "But our prospects are encouraging."

Bernhard, who also serves as chair of the Presidents Council of State Colleges and Universities, recalled his audience that Governor James J. Blanchard's Commission on the Future of Higher Education could lead to centralization.

"Centralization will be sold by many with the sound of "efficiency, and order," Bernhard said. "But, as a battle-scared veteran of that education, I am certain that instead of fulfilling those promises, centralization would threaten quality and uniqueness in Michigan higher education."

Members of the Presidents Council visited with Governor Blanchard in May to express concern that the commission not become "merely a device to set the stage for a new centralized bureaucracy in Lansing, aimed at total control of all the state colleges and universities."

"The Governor assured the presidents that this was not his intention and asked for ideas to be incorporated into the charge to the commission."

"The council responded with a document urging the commission to study the financial shortfall in higher education, determine how colleges and universities might assist in Michigan's economic development, and to recommend ways for strengthening coordination among the institutions. "The Governor included these points in his charge, and we trust that the commission will meet this challenge," Bernhard said.

In his address, Bernhard also touched on a variety of positive developments at Western, noting a "new enthusiasm on campus this year. We have struggled together in recent years through many adversities, but today we enjoy a positive atmosphere in which we can accomplish what we will."

"Bernhard made several announcements in his address. They included:

A University Coordinator for Student Retention will be established. This will be among the responsibilities of the new Assistant Vice President for Academic Affairs, who is soon to be named. A University Student Retention Committee will also be created.

A new Office of Evening Programs will be established by January 1984, to develop "a comprehensive program that will enable students to obtain degrees by evening courses alone, and to have timely access to courses heretofore denied them because of their daytime obligations of work or family."

In pointing to this fall's improved enrollment, Bernhard declared that "retention, as well as recruitment, is everyone's responsibility... Quality academic programs and a sensitive, caring faculty and staff will do more for Western's enrollment than any series of brochures, special mailings, or telephone calls. We will be judged by what we do, not by what we say."

Concerning Project EXCITE, Bernhard said, "Western has leaped into the vanguard of universities now training students for the computerized society." He noted that computer development is expensive, requiring "prudent controls," and that "facilities with the computer is an adjunct, a tool as this for our students, it is not a substitute for a balanced and quality education."

In conclusion, Bernhard pointed to "Partners in Progress," the University's first capital campaign, which to date has exceeded its goal with gifts and pledges of $8.5 million.

Warning against state centralization in 'State of University' address

John Bernhard

Political science has unique professors

A president... Students in Political Science 101 this fall have an instructor they will probably have only once in their college career-WMU President John T. Bernhard. This is the second year he has taught the introductory course. He has previously taught Honors College seminars.

Bernhard was a state senator in Utah for five years, and holds a Ph.D. in political science from UCLA, so he has plenty of practical experience to draw from when teaching this subject.

The class meets at 8:00 a.m., Monday through Wednesday. Bernhard says that's about the only time during the week that he can manage in his busy schedule as University president. But, he noted, "Teaching has always been a special thrill to me. It's the reason I got into higher education in the first place."

and a judge... U.S. District Court Judge Richard A. Enslen is also teaching in the Department of Political Science this fall. He is teaching "The Judicial Branch," a class focusing on constitutional law.

Judge Enslen's career has included private law practice, the directorship of the Peace Corps in Costa Rica, and two years as a state judge. He has been on the federal bench since 1979.

According to Enslen, communicating with college students is one way to function as a part of the world, rather than being removed from it in a courtroom. He says that teaching and his position as a federal judge balance well.

Administrative resignations announced

Robert Hannah

Dr. Robert A. Hannah, vice president for governmental relations at Western, has resigned to become president of Public Sector Consultants, Inc. (PSCJ), a Lansing-based firm. "This will be a challenging new adventure for Dr. Hannah and all of us at Western certainly wish him well," said President John T. Bernhard recently.

Hannah came to Western in 1970 as assistant to the President for academic affairs. He served as secretary to the Board of Trustees from 1973 to 1979, when he was named vice president for governmental relations. Hannah received his B.A. degree in history in 1964 from Yale University, an M.A. in education in 1965 from Harvard University, and his Ph.D. in history in 1969 from Michigan State University.

Dr. John E. Sandberg, dean of the College of Education since 1971, recently announced that he will resign as dean in June 1984 to serve as a tenured faculty member in the college. "I'm not angry at anyone and no one, more than usual, is angry with me," Sandberg said. "I have the support of the academic vice president and the central administration of the University."

"My decision," Sandberg stated, "is a matter that, in my judgement, the college will be better served with new leadership. I do not consider myself ineffective or ineffectual. Quite the contrary, I do feel that many times administrators stay beyond the time that they are effective and, I guess, I want to insure that that does not happen to me."

A national search has started for Sandberg's replacement.

"Dana's没 replied. Sandberg came to Western as dean after serving as deputy director of the Northwest Regional Educational Laboratory in Portland, OR, for five years. He earned bachelor's, master's, and Ph.D. degrees at Washington State University.
Teaching awards

Three receive Distinguished Alumni Awards at Homecoming

Distinguished Faculty Scholars named at Convocation

Music fraternity recognized nationally
Western—Concerned with people
The Center for Human Services—a link for total health

A couple whose infant died from a birth defect wants information on the likelihood of a recurrence with another pregnancy. Western helps them find out.

A youngster with complex physical and learning problems needs a comprehensive evaluation. Western provides it.

A middle-aged man, who has been institutionalized for many years, needs a day activity program when he returns to the Kalamazoo community. Again, Western offers a program.

These cases are a small sample from the scores of individuals who have been helped by the programs of WMU’s Center for Human Services. Many of its programs are new, and several are unique.

“We are pleased with the general divide in the concept of a Center concept, and are proud of the progress we have made in three short years,” noted Dr. Clyde Willis, director of the Center.

“We are well ahead of our original expectations and feel that the Center has already become an integral part of Western and the community.”

Although the Center was part of the original proposal which created the College of Health and Human Services in 1976, it was not funded until 1980.

A plan for cooperative human services

The percentage of older persons in our society will increase significantly in the years to come. . . . Daily physical examinations by computer will become a reality. . . . People will assume responsibility for their own well-being, with less tendency to rely on “the professional.” . . . A growing emphasis on health promotion will occur.

These are only a few of the well-researched and documented projections for the future of health care. The College of Health and Human Services is geared to help train health care professionals in institutions and agencies in southwest Michigan to sponsor a major, nine-county, regional conference series on the future of health and human services. Co-sponsors include city and county governments, United Ways, hospitals, relevant state departments, educational institutions, planning councils, regional agencies and commissions, and foundations.

The series, entitled “The Future of the Health and Human Services: A Regional Conference Series,” will span four years. It will consider issues that can have profound impact on health and human services in the 1980’s and 1990’s. Participating in the various events will be public and private policy makers, service providers, and educators, as well as consumers and other interested persons.

Major components of the series include a one-day leadership meeting for policy makers and organizational executives, a three-day convention in May, and biannual, one-day symposia on specific topics.

A council, broadly representative of the co-sponsorship, and specific subcommittees are planning the details for these events. The College of Health and Human Services is convening the series, while the Center for Human Services is serving as the coordinating unit.

A special effort helps a dedicated student

It’s been a long road, and not always an easy one, but on August 19, 1984, Zelder joined over 900 other graduates and received his bachelor of arts degree from Western. What made the road so long was that Zelder, twenty-seven, has what he describes as “serious neurological handicaps.” And he encourages others with similar problems to consider college as well.

“The helpfulness of countless people at WMU has been a very significant factor in my completion of a college degree,” Zelder said in a recent letter to President John T. Bernhard. “I never imagined that I would one day have a college degree.” Zelder graduated from Western with a major in history and a minor in economics.

Since the age of five, Zelder has had several neurological procedures and subsequent seizures were difficult to control, resulting in many falls and injuries. He said he walks awkwardly and has poor balance, but “people have supported me and have assisted me in doorways and on stairways. I write slowly, but professors have permitted me to tape their lectures and have given me extended time to write exams. I often talk haltingly, but students and professors have been patient when I have asked a question or made a comment in class.”

While at WMU, Zelder worked part-time in bibliographic services at Waldo Library, a job he has said has been meaningful to him: “I learned that I could meet the expectations of a job and earn a small income of my own.” He added that his supervisor, Marjorie Ho, “offered invaluable support, helping me to recognize my abilities while adapting the work to my current physical condition.”

Zelder said that he wondered at times if it would be worth the struggle to continue with his college classes, and at times it seemed impossible, especially at a point about three years ago when he severely injured himself in a fall. But he kept going, and says that it has been worth it all. As for his plans, Zelder said he would like to enroll in business courses and look for employment, but he has no specific job in mind.

At the close of the letter to Bernhard, Zelder said, “I would like to encourage others who might be hesitant about attending college because of medical problems such as mine, to consider enrolling. Western Michigan University has been wonderfully accommodating to my needs!”

Raymond Zelder (left), chairperson of the economics department, had a special reason to be proud of his son, Eric, this summer.
In a few words

- **Pre-employment program**
  - A year at Western.
  - Job seeking skills for about a year at Western.
  - Offered by the Department of Consumer Resources and Technology through a grant from the W. E. Upjohn Institute for Employment Research, is sponsored by the Private Industry Council of Kalamazoo.
  - The program is for Kalamazoo County residents who are unemployed and meet income criteria set by the program. There are ten three-week classes per year, with twenty persons in each class.
  - Coursework includes interviewing techniques, job seeking methods, and appropriate grooming tips, among other skills.

- **U.S. agriculture in a world setting**
  - The global setting of U.S. agriculture, in terms of world hunger, population growth, and increasingly costly resources, will be examined by a WMU political scientist with a grant of $100,000 from the National Science Foundation.
  - Dr. Kenneth A. Dahlberg, professor of political science, said, "The principal investigator for the project is a professor from the National Science Foundation."
  - The project is funded through NSF's program in ethics and values in science and technology. It will bring together a team of twelve nationally known experts who will try to build a broadened educational base from which to evaluate agricultural and cultural research.

- **Western produces Peace Corps volunteers**
  - Western is the fourth largest producer of Peace Corps volunteers among all colleges and universities in Michigan, according to a report recently published for the Peace Corps. Since the Corps' founding in 1961, 268 Western graduates have participated. Currently, seven Peace Corps volunteers name Western as their alma mater.

- **PA program receives grant**
  - The Physicians' Assistants program at Western has received a $46,265 seventeen-month grant from the Administration on Aging (AOA) to integrate gerontological/geriatric information into PA educational programs throughout the country. The AOA grant is one of only two if its kind in the United States this year.

- **ROTC wins awards**
  - The Association of the United States Army (AUSA) has announced that Western's Reserve Officer Training Corps (ROTC) program won two awards in recent national competition.
  - The awards were for Commendable Performance—Largest Company and Commendable Performance for the Best ROTC Unit to Assist the ROTC Unit. Competition was held among sixty-six AUSA-ROTC companies. The AUSA is a private non-profit educational group of the Army, and part of the ROTC program.

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**WMU Athletic Hall of Fame inducts four in recent ceremony—**

Guy Houston from the World War II era, 1930's athletes Nelson Schrier and John Miller, and 1940's basketball standout Lew Lang are the 1983 inductees into Western's Athletic Hall of Fame. The Hall of Fame was started in 1973 and now includes forty-eight members.

Houston, who was born in Oklahoma and raised in Grand Rapids, lettered twice each in football (1917, 1919), basketball (1918, 1920), and track (1918, 1920). He held a record touchdown reception in football, was a top-flight guard on the 1920 cage squad, and ran a 10.4 100-yard dash in track. He devoted his career to high school athletics and, in 1963, became the first high school coach inducted into the Michigan Sports Hall of Fame. He died in 1972 at the age of seventy-five.

Schrier, a Kalamazoo native, lettered in track from 1930-32. He captured Michigan collegiate high jump titles six straight times, both indoors and outdoors, and was sixth at the 1931 national intercollegiate meet. He set Western's record in this event (6-11 3/4) and the low hurdles. In 1937, Schrier returned to Western as head athletic groundskeeper, a position he held until his retirement in 1969.

Miller was raised in Fremont, OH. He lettered in football (1932-33-34), basketball (1933-34-35), and track (1935), and was the school's outstanding "senior scholar athlete." A football halfback and three-time scoring leader, Miller also was guard on the basketball team. He was named by "Buck" Read as one of the twelve best players at Western.

Miller began his career as a high school football and basketball coach. In 1944, he became director of physical education for Owosso public schools, and a year later became city recreation director. In 1967, he was inducted into the Michigan Coaches Hall of Fame.

Lew Lang lettered in basketball four times (1943-44, 1946-47) and once in football (1942). Like Miller, he was one of the top twelve players coached by "Buck" Read.

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**Winter previews**

**Men's basketball**

A year ago, first-year Coach Vernon Payne inherited a Western Michigan basketball team that had lost over 70 percent of its scoring and 82 percent of its rebounding. The Broncos then proceeded to go 5-23 with a 3-15 mark in the Mid-American Conference. In looking ahead to 1983-84, a relative lack of experience will again be a factor.

However, we've improved our height and size from last year while at the same time not sacrificing any speed and quickness," said Payne. "This fits in with what we'll try to install as a fast break attack." Another Kalamazoo native, Lang served thirty-six years as a teacher, coach, and administrator in the Hastings school system. He retired as assistant superintendent of the Hastings Public School system last July after previously serving as a principal at the elementary, junior high, and high school level.

**Broncos' chances of establishing a consistent lineup.**

There are five veterans returning. But, the biggest change on the Bronco squad this season will be all the new names on the roster, seven to be exact. Hess will have one junior college transfer and seven incoming freshmen adding new blood to his 1983-84 attack. With the mixture of veterans and new talent, Hess hopes to develop a team that will have the speed to play a style which will use the whole court.

**Hockey**

For Bill Wilkinson and the Broncos hockey team, 1982-83 was a year to learn a new system. A lot of young players saved ice time enroute to an 11-23-2 season. In 1983-84, the game plan for the second year coach and his young squad is to push the program into high gear.

The Broncos lose five lettermen from last year's squad but return fifteen, including their top three scorers. The big loss will be in captain and team MVP Bob Bailey.

The word in the Bronco hockey circles for 1983-84 is "to score a lot more goals and to play better team defense." The Broncos must improve on their offensive production as they were outscored last season, 417 to 302, and on their goals against average, which was 4.28 as compared to the opponents 3.22 mark.

**Wesley now associate cage coach**

Walt Wesley, who joined the Western basketball staff in 1980, has been elevated from assistant to associate coach, according to head coach Vernon Payne.

"Walt has done an outstanding job in the areas of floor coaching, recruiting, and public relations, and this promotion makes him second-in-command in our program," commented Payne, who is in his second year of guiding the Bronco cage fortunes.

Wesley is a former two-time All-American at the University of Kansas and ten-year performer in the National Basketball Association with the Cincinnati Royals, Chicago Bulls, Cleveland Cavaliers, Milwaukee Bucks, Baltimore Bullets, and Los Angeles Lakers.
New scholarship programs begun

Three new scholarship programs will be offered to incoming Western students, starting with the 1984-85 academic year. They are the Community College Graduates Scholarship Program, the Academic Achievers Award, and the Medallion Scholarship Program. All three will recognize superior academic achievement.

Ten Community College Graduates Scholarships of $1,500 per academic year, renewable for one year, will be awarded annually to Michigan residents transferring with an associate degree from a Michigan community college. To be eligible, applicants must have a 3.75 grade point average in transferable courses. An Academic Achievers Award of $500 will be given, for the freshman year only, to Michigan residents graduating from a Michigan high school who have a grade point average of 3.5 or better, as computed by their high school. There is no limit to the number of these awards.

The previously announced Medallion Scholarship will be the University's most prestigious award for entering freshmen. The award is for $5,000 annually and is renewable for three years, for a total of $20,000. The number of Medallion Scholarships available will depend upon the involvement of private donors.

Support Common Market, ambassador says

The Common Market may be in severe financial trouble by the end of the year, and the United States should be particularly concerned about its survival, the ambassador from the Netherlands told an audience at Western on October 4.

"The future of the European Economic Community (Common Market) should be a worldwide concern," said Jan Hendrick Lubbers, who has been the diplomatic emissary of the Kingdom of the Netherlands to the U.S. for more than three years.

"American administrators today are perhaps insufficiently aware that the financial failure of the Common Market could lead to its disintegration," he said.

Board approves budget of $78.3 million

At their September meeting, the Board of Trustees approved a 1983-84 General Fund operating budget of $78,301,600—a decrease of $4,095,800 or 5.5 percent over last year's figure of $82,397,400. The budget carries with it a deficit of $96,000.

As I have said before, it is painful for us to recommend a deficit," said Robert B. Wetnight, vice president for finance. "And we would not recommend it if we could not see our way clear to balance the budget a year from now, for our 1984-85 fiscal year." The continued deficit is the result of a $1.8 million executive-order budget cut that came from Governor James J. Blanchard in April.

"We are not looking at faculty layoffs as part of our proposed budget-reduction efforts," Wetnight said, "although it may mean that some vacant faculty positions will not be filled." The 1983-84 budget includes state appropriations of $50,765,300, an increase of $4,424,600, and tuition and fees revenue of $26,346,300, an increase of $1,195,200. In addition to those increases, the administration achieved budget reductions of $4.8 million this year, in response to the Board's resolution of October 15, 1982, calling for budget reductions.

Within the budget, $1.9 million is being set aside for new or expanding educational endeavors. Nearly half of the $1.9 million is being allocated to the academic computer area, due primarily to student reaction to Project EXCITE (the University's campus-wide emphasis on the computer). A smaller portion will be directed toward the upgrading of administrative data processing.

Fetzer receives advertising award

John E. Fetzer, owner of the Fetzer broadcasting company in Kalamazoo, and former owner of the Detroit Tigers baseball team, has been given the Aid to Advertising Education Award, presented by Western's Ad Club Chapter of the American Advertising Federation (AAF). The award is the highest that can be given by a college chapter of AAF. It is an opportunity for students to show their appreciation to advertising professionals or organizations for providing outstanding support to the chapter during the academic year.

In making the presentation, Edward W. Gaskin, Ad Club president, said, "For almost two decades your company has worked closely with our advertising and marketing students to aid in our educational program. In your continued efforts to upgrade the advertising profession, you have supplied us with speakers, materials, advice, and tours of your facilities. And you have employed our students. Most recently you have contributed financially to the new John E. Fetzer Business Development Center. The WMU Ad Club is proud to recognize you with this award as a way of saying 'thanks a million.'"
The Dedication of the John E. Fetzer Business Development Center

"What a glorious day!"

With those words President John T. Bernhard characterized the November 2 dedication of the John E. Fetzer Business Development Center, the University's new $4.6 million facility for programs in management and executive development that is the heart of Western's successful $8.5 million "Partners in Progress" capital campaign.

"It's a thrill to be in this wonderful auditorium, to which the Kirsch family contributed so generously," Bernhard said, speaking of the 250 seat C. W. Kirsch Auditorium. It is named for the late founder of the world's largest drapery-hardware manufacturer from Sturgis.

"Above all else, I want to express the gratitude of the University and its Foundation to all of our friends, well-wishers, alumni, faculty, staff, and students—to all who have been loyal supporters, and who have been so devoted to the betterment of the University and its programs in the future.

"We make special acknowledgement, of course, to Mr. John Fetzer, without whose interest and generosity this building would have been impossible," Bernhard said of Fetzer, the Kalamazoo broadcasting pioneer and baseball entrepreneur who gave Western $1 million toward the center.

Fetzer was present in the audience at the dedication.

"Here is to be a contact point between business and education for mutual and material benefit, to advance understanding through an exchange of ideas and differing points of view," Fetzer said at a dinner that evening in his honor. "The University, through the Business Research and Service Institute headquartered at the center, will serve as never before to bring these two working forces of our society together in appropriate fashion."

"I'm sure the University is proud of this new facility," Fetzer concluded, "and I, as a businessman of long standing, am equally proud that the University has seen fit to add my name to this new center."

"Just as Mr. Fetzer helped break new ground in the communications field and on the baseball diamond, Western Michigan University—through this new facility—is helping chart a new course for Michigan's system of higher education," said Governor James J. Blanchard—"I can't think of a better symbol than the John E. Fetzer Business Development Center for the partnership of business and education in Michigan that is "vital to the economic development of our state."

John E. Fetzer celebrated the dedication of the Fetzer Center as part of the audience that gave him a standing ovation when he was introduced from the platform.

(Continued on page 10)

An overflow audience in the C. W. Kirsch Auditorium participated in dedication ceremonies for the John E. Fetzer Business Development Center on November 2. More than 500 persons attended the event, which was carried throughout the Center on closed-circuit television coordinated by the Division of Instructional Communications. The event was broadcast live by WKZO Radio.
The Facility

The John E. Fetzer Business Development Center is regarded as one of the most comprehensive facilities for management and executive development programs in the Midwest. The center, with more than 40,000 square feet, is the headquarters for the Business Research and Service Institute, a part of the College of Business. The institute has offered consulting, training, and research services to public and private organizations since 1965, serving as a force for economic development in the region and the state.

"The Fetzer Center, with its computer-age and space-age technology, is one of the foremost conference centers in the Midwest, offering unique facilities to clients in business, industry, education, and government," said Ronald C. DeYoung, executive director of the Fetzer Center.

DeYoung, who has been at Western since 1970, is assistant dean of the College of Business and director of the Business Research and Service Institute.

"With its computer simulation laboratory, powered by a VAX 11/750 super minicomputer, and its spectacular C. W. Kirsch Auditorium with United Nations-style seating, translation carrels, and multi-media capabilities, the Fetzer Center is without doubt one of the finest facilities of its kind in the Midwest," DeYoung said.

"Using brick, limestone, and oak, we tried to design a warm and functional building that would be set apart both from its campus environment and from the traditional business setting," said Donald Riha, principal designer with architects Ellis/Naeyaert/Genheimer Associates Inc. of Troy, MI.

The sleek, modern building has, as its exterior design concept, horizontal bands of limestone that are carried out in colored strips through sections of glass that constitute the main entrance, the rear windows, and the side stairwells.

"A large exhibit area and lounge constitute the central focus of the building," Riha continued. "Our design allows the exhibit area and the banquet rooms to focus on an outdoor plaza and, over it, to a view of the campus beyond a beautiful stand of trees."

The central lounge serves as the location of the John E. Fetzer Permanent Exhibit, sectioned off by panels of glass at the northeast side of the lounge area. It features memorabilia of Fetzer's two remarkable careers as owner of the Fetzer Broadcasting Co. and as former owner of the Detroit Tigers baseball club, as well as of his public service.

The exhibit was compiled with the assistance of Larry B. Massie, former assistant director of the WMU Archives and a well-known regional historian.

The computer simulation laboratory will permit seminar and conference participants to experiment with alternative solutions to real-world problems in their fields," said David R. Miller, manager of the laboratory. "Ours is a 'user-friendly' system that is ideally suited to the clientele of the center."

In addition to the laboratory and the 250 seat auditorium, the center has food service facilities for more than 300.

A small lecture hall, lined in wood, will accommodate 63. Four flexible-sized conference and seminar rooms on the first floor, and three more on the second floor, are readily accessible off of broad central hallways. Two executive suites share a common lounge and four more guest rooms are located nearby.

"People will know immediately that they are guests at a unique facility," said DeYoung. "They will be treated not just as clients, but as guests and they will find, besides comfortable and conducive surroundings, some of the strongest programs for management and executive development in the state."

Those programs will be enhanced by the use of space-age satellite communications, DeYoung explained.

"Using a satellite 'dish,' the center enables clients to participate in such live interactive programs as BIZNET, a regularly scheduled series of timely seminars produced by the U.S. Chamber of Commerce."
The Permanent Exhibit

What do Adolph Hitler's telephone, a World Series trophy, and a radio microphone have in common? One man: John E. Fetzer, Kalamazoo broadcasting pioneer and baseball entrepreneur.

The telephone, the trophy, and the microphone are included in a permanent exhibit in the John E. Fetzer Business Development Center at Western Michigan University (WMU). The John E. Fetzer Permanent Exhibit has been developed in cooperation with Larry B. Massie, regional historian and former assistant director of the WMU Archives.

According to Massie, the display tells the story of Fetzer's life through text, historic photographs, and artifacts. "The exhibit provides an environment in which to contemplate the past and to plan the future," he said. Asked recently what accounted for his remarkable combination of careers, Fetzer, 82, said: "We've been hard at it for a long time."

Located on the main floor of the Fetzer Center, the exhibit is the focal point of the central lobby. It is a thirty-foot hallway, sectioned off by glass panels at the northeast side of the lounge. The hallway ends in a triangular-shaped office which also contains memorabilia, including the desk from Fetzer's first WKZO office in Kalamazoo's historic Burdick Hotel.

Along the hallway are twenty-eight enlarged historic photographs, with eight placards describing Fetzer's two remarkable careers as owner of the Fetzer Broadcasting Co. and former owner of the Detroit Tigers baseball club, as well as of his extensive record of public service.

About fifty artifacts are included in the exhibit, which is open for public viewing whenever the building is open. Massie worked eighteen months on the project, visiting Tiger Stadium in Detroit and the archives of WKZO in Kalamazoo. He talked with individuals who remembered the early years, he checked historical records, and he interviewed Fetzer several times.

"One of the most demanding aspects of this project was choosing, from among a large number of artifacts, those that would tell the story of John Fetzer the best," said Massie.

Massi said it was a challenge to convey so much information in such limited space. "It's difficult to tell about these amazing careers that span eight decades in just thirty feet and on eight placards," he said. Massie worked closely with Guy Tallinger, art director at Fetzer Broadcasting.

The exhibit begins with Fetzer's early years. Fetzer is descended from pioneers who came from Switzerland in 1718 to Ohio, from Germany to Philadelphia and then to Zanesville, OH.

By the 1880s, John Adam Fetzer and his half-sister, Harriet, and her husband, Frederick Ribble, had made their way farther west to Indiana. Fetzer was born on March 25, 1901, in Decatur, IN. In 1912, he moved to West Lafayette, IN, to live with his half-sister, Harriet, and her husband, Frederick Ribble.

Ribble was a devoted fan of the Detroit Tigers, a club that joined the newly organized American League in 1900 and acquired star player Ty Cobb in 1905.

Ribble, a dispatcher on the Wabash Railroad, relayed Cobb's exploits over the telegraph, and through his influence it was not long before Fetzer became a devoted Tiger fan himself. Another exhibit item is Fetzer's glove from his early years of playing sandlot baseball.

In addition to heightening his interest in baseball, Ribble taught Fetzer the Morse Code, how to work the telegraph sounder, and introduced him to wireless radio.

As a teenager, Fetzer experimented with his own amateur station, using hand-made equipment, including a loud speaker fashioned from an old Packard horn.

After graduating from West Lafayette High School in 1921, Fetzer enrolled in Purdue University's electrical engineering program. His Purdue pennant is among the memorabilia in the display.

The Art Works on Display

Cooperation between the artistic and business communities is demonstrated in the display of major works of art in and around the new John E. Fetzer Business Development Center.

"The art being displayed has been generously loaned by corporations, artists, and collectors," said Joseph V. Deluca, professor of art, and art coordinator for the Fetzer Center. "We are deeply grateful to the individuals and organizations who have supported this initial exhibition, and we hope it is but the beginning of a long and lasting cooperative venture between the artistic and business communities.

DeLuca said the idea of exhibiting artistic works in the Fetzer Center was conceived by Darrell G. Jones, dean of the College of Business.

"Darrell Jones is very supportive of this project, and he has cooperated fully with the artists and me to make this an important artistic event as part of the dedication of the Fetzer Business Development Center."

DeLuca has been working with artists, corporations, and collectors since last winter to acquire pieces to be exhibited throughout the center. About 125 works were selected for showing, and 65 to 75 pieces were to be installed for the opening. Sixteen collectors have participated, and ninety-one artists are represented.

Media represented include bronze sculpture, drawings, paintings, prints, wall hangings, and wall construction. The art is displayed throughout the building, from the large banquet hall to the executive suites.

Artwork is also displayed outside the building. Currently, a sculpture on loan from the Kalamazoo Institute of Arts, "The Passing of Colored Volume, 1968," is being shown on the patio. The red painted-aluminum piece is by American artist Jerald Jacquard.

"The sculpture provides an interesting aesthetic introduction to the building," said DeLuca.

He said that most of the art is contemporary in nature, and much of it is semi-abstract or abstract in interpretation. Deluca specifically chose this type of art work to complement the sleek, modern building. "The contemporary work is in keeping with the modern design of the building, and with the management and executive development practices of the College of Business," he explained.

Except for works from the permanent collections of the International Minerals and Chemical Corp. and the Kalamazoo Institute of Arts, most of the two and three dimensional works are for sale. Inquiries regarding purchase may be made at the Fetzer Center.

DeLuca said that the Fetzer Center plans to purchase some works, so that eventually all the art displayed will be part of the WMU Permanent Collection.

Each exhibition will be on display from September to June, with pieces being immediately replaced if they are sold. In June, unsold pieces will be returned to the artists or collectors.

Deluca will work through the summer to redesign the show, acquire new art, and plan a 1984 fall exhibit.

The public may view the display whenever the center is open.

Participating collectors are the Battle Creek Art Center, Ann Concannon, director; International Mineral and Chemical Corp., Northbrook, IL, Richard Lenon, chairman of the board, and Paul Faberson, vice president, communications; Kalamazoo Institute of Arts, Thomas Kayser, director; Larry Breathwaite, Penny David, Joseph and Mitzi Deluca, J. Michael Keenan, James W. and Jane Miller, Jani Mohr, Herb and Shirley Scott, and Frank and Priscilla Wolf, all of Kalamazoo; and the WMU Department of Art Print Collection.

Joseph V. De Luca, left, professor of art and art coordinator for the Fetzer Business Development Center, hangs one of the 125 pieces of art selected for showing in the display of major works. Helping him is Gregory A. Green, student project assistant, a senior from Wyoming, MI. The untitled work is a circular acrylic painting with wood support by Dwayne Louder, former WMU associate professor of art, who now lives in Virginia.
Members of the platform party in dedication ceremonies at the John E. Fetzer Business Development Center were, from left, Alfred L. Edwards, chairman of the Board of Trustees; James H. Dun- can, chairman of "Partners in Progress" and immediate past president of the WMU Foundation; Governor James J. Blanchard; President Bernhard; State Senator Robert A. Welborn of Kalamazoo; Mayor W. Vander Veen, president; M. W. Vander Veen Construction Co. of Kalamazoo; J. Edward Gentheimer, president, Ellis/Vaayern/Gentheimer Associates Inc.; architects, Troy, and Paul L. Maier, professor of history, who is a Lutheran minister.

Larry B. Massie, regional historian and former assistant director of the WMU Archives, poses with some of the artifacts that are included in the John E. Fetzer Permanent Exhibit.

Governor James J. Blanchard during dedication ceremonies.

"The Fetzer Center stands as a highly visible symbol of the new partnership between business and education in Michigan," Blanchard continued. "It is a partnership that I believe is vital to the future economic development of our state and the diversification of Michigan's economy. I can't think of a better symbol of this partnership than this, the John E. Fetzer Business Development Center."

State Senator Robert A. Welborn of Kalamazoo, expressing greetings from the Legislature, presented a Senate concurrent resolution commemorating the dedication, saluting Fetzer, and acknowledging the private support that made it possible. Co-sponsors of the resolution included Senators Welborn, Harrison Cropsey, Philip Wartner, and Harry DeMasco, plus State Representatives Mary Brown, Donald Gilmer, James Middaugh, and Paul Wartner.

James H. Duncan, immediate past president of the WMU Foundation and chairman of the "Partners in Progress" capital campaign, thanked the many friends of the University who "have made private support a significant part of Western's reach for excellence." Duncan often has praised faculty members, staff members, and emeriti for their significant contribution to "Partners in Progress."

Alfred L. Edwards, chairman of the Board of Trustees, who president at the dedication, accepted the building from Duncan after comments by Marvin W. Vander Veen, president of the M. W. Vander Veen Construction Co. of Kalamazoo, general contractors, and by J. Edward Gentheimer, president of Ellis/Vaayern/Gentheimer Associates Inc., architects. "We feel that a public university is commissioned to serve, and serve we will," President Bernhard concluded. "And now we can't help but perform outstanding service with such a remarkable facility as this. The name Fetzer will be emblazoned on this building forever, a reminder of what the American way of life can be, and how it can yield such outstanding results."

Introduced during the dedication were Trustees Fred W. Adams of Crosse Pointe, Robert D. Caine of Kalamazoo, Charles H. Ludlow of Kalamazoo, Maury E. Parfet of Kalamazoo, Carol Wastlawiczewicz of Kalamazoo, Gayl F. Werme of Portage, and Geneve Jones Duncan after comments by Marvin W. Vander Veen.

Also introduced were Trustees Emeriti Alfred Connable of Kalamazoo, Mildred Johnson of Muskegon, and Philip Wartner-son of Ada as well as President Emeritus James W. Miller of Kalamazoo. Trustee emeritus J. Michael Kemp of Kalamazoo presided at the dinner.

Legislators introduced included Senator Harmon Cropsey of Decatur and Representatives Mary Brown of Kalamazoo, Donald Gilmer of Augusta, Paul Wartner of Portage, and Glenn Ox- ender of Sturgis, as well as Caroline Ham, mayor of Kalamazoo.

The Exhibit (continued from page 9)

However, opportunities in the rapidly expanding radio industry soon called Fetzer into consulting work, and he built radio stations for clients throughout the Midwest. He enrolled in Emmanuel Mis- sionary College (later Andrews Universi- ty) in Berrien Springs, MI, in 1923. By this time, battery-powered radio receivers had become a common fixture in American homes. Fetzer constructed a small broadcasting station, BAZ, in his dormitory room, and in 1923 he con- structed the first commercial station in Southwest Michigan, KFGZ, which later became WEMC. The original microphone with which Fetzer began his career is featured in the display. While pursuing his studies, he man- aged WEMC and also married a fellow student, Rhea Maude Yeager, in 1926. After graduation in 1927, he continued his radio training, consulted to researchers in Europe to study broadcasting, and took graduate courses at the University of Michigan.

With the Great Depression in 1929, Fetzer learned that his college had run out of money to operate the station he had built. So he purchased WEMC and moved it to Kalamazoo, in 1931. The renamed WKZO began broadcasting from the seventh floor of the Burdick Hotel. It was the mid-1930s. Fetzer's salesmanship, fiscal responsibility, and perseverance began paying off, and WKZO was keeping a vital West Michigan in- stitution. WKZO joined the CBS radio network in 1940.

In 1940, in the Fetzer Center exhibit is a chime box used to sound out station breaks, daily broadcasting reports from 1932, and microphones from the 1930s and 1940s. Historic photographs il- lustrating early radio equipment in use are positioned near the actual artifact.

During World War II, Fetzer left his growing radio station to serve as National Radio Censor, heading the agency that kept security information off the air waves. Just before the war's end, General Dwight D. Eisenhower sent Fetzer to Berlin to begin rehabilitating the German broadcasting system. It was there, while exploring Adolf Hitler's headquarters when the war ended, that Fetzer picked up the receiver of Hitler's telephone and took it with him as a souvenir.

Back in the United States, Fetzer returned to Michigan to found WJEF in 1945 in Grand Rapids. But television was beginning to compete with radio, and Fetzer took up the challenge by launch- ing WKZO-TV from the Burdick Hotel in 1950. In 1952, Fetzer became the first chairman of the Television Commission Review Board of the National Association of Radio and Television Broadcasters.

The 1950s brought continued expan- sion with the formation of separate divi- sion of other broadcasting stations: WJEF in Grand Rapids in 1951, a pioneer FM station; KOLM-TV in Lincoln, NE, in 1953; WTVT in Cadillac; and the Fetzer Music Corp. in 1958. That year, Fetzer's rapidly growing organization moved to modern facilities at Broadcast House at 590 West Maple in Kalamazoo.

The 1960s witnessed even greater growth as other stations joined the Fetzer roster: WTVT-FM Cadillac and KGIN in Grand Island, NE, in 1961; and KM5G-TV in Sioux City, IA, in 1969, the first UHF Fetzer station. Fetzer pioneered another novel venture in 1965—Fetzer Cablevision, Kalamazoo's first "earth station," capable of receiving satellite transmissions, was in- stalled in 1979.

As he carved out his broadcasting career, Fetzer maintained his interest in baseball and the Tigers. In 1956, the Briggs family decided to sell the Tigers. To protect his broadcast rights, Fetzer organized a syndicate that purchased the team.

As one-third owner, he became the first chairman of the Tigers' board of directors. In 1960 he purchased another one-third ownership and assumed the presidency of the organization. Then in 1962 he bought the remaining interests to become one of only two sole owners in Major League Baseball.

In 1968, Fetzer's Tigers defeated the St. Louis Cardinals to become World Series champions. The exhibit includes the large World Series trophy and a souvenier bat. It also includes stadium seats from the Tigers' Navin Field, constructed in 1912.

Fetzer served baseball in various other capacities, including chair of the board of directors of the American League; as a member of the pension committee of baseball; and as a member of the Baseball Commissioner's executive council. Fetzer's contributions to the sport were recognized in 1981 when he re- ceived the prestigious August A. Busch, Jr. Award for Meritorious Service. Fetzer also has been awarded several honorary degrees: from WMU in 1958, Kalamazoo College in 1972, and Andrews University in 1980; from Elizabethtown College (1972) and the Lawrence Institute of Technology (1979).

The exhibit contains a selection of Fetzer's numerous awards and trophies. Today, John E. Fetzer remains the leader of a diverse empire. Although he recently sold the Tigers, he remains on its board and his interests remain in broad- casting, film production, oil wells, Arizona land development, mining rights, and manufacturing. He and his wife, Rhea, live in Kalamazoo.

"The exhibit demonstrates that Mr. Fetzer started with little beyond a dream and, through hard work, perseverance, and belief in fiscal responsibility, he built a multi-million dollar empire," said Massie, "It's a bonafide Horatio Alger story."
Something new under the sun.

Plans are underway to construct a monumental sundial on Western's campus. The dial will be located at the end of VandeGiesen Road, between Kanley Chapel and Wood Hall. The Roman numerals for the hours will be imbedded in a horizontal concrete ring twenty to twenty-five feet in diameter. The gnomon or pointer will be set into a foundation inside the ring. A sodded berm and a surrounding walkway will complete the unit.

The project was initiated, and is being coordinated, by Dr. Haym Kruglak, emeritus professor of physics. The departments of physics, geography, geology, and natural science have enthusiastically endorsed the proposal. The sundial will be used as a teaching tool in a number of courses. It will also be an esthetic improvement to the campus, and will serve as a campus landmark.

The cost of development and construction will come from private gifts. There are large sundials on other campuses in the U.S., and several are planned for the other publicly supported schools in Michigan.

Alumni Association new life members

Judith Belisle, BA '60, Plymouth
Donald L. Flatt, BS '62, MA '68, Portage
Ronald L. Krokow, BS '67, Kelamazo
Donald L. Roberts, BBA '69, S.A.A., Saginaw
Donald Shelton, BA '66, and Martine
Whitman Shelleon, BA '66, Saline
D. Sam Span, BS '62, M.A., Chicago
Mary Blandford Spayde, BS '55, Grand Rapids
Joseph J. Tykocinski, MPA '72, Dearborn Heights
Brian K. Varano, BS '81, Hickory, NC
Robert Woodruff, BA '70, M.C.L. '73, Dowagiac
in 1974, and is currently in its cryptography competency section at Kingston, NY.

1963
Mary Jo Volpert Clark, BA '63, in August became co-director of Leadership Wayne County, Inc., in Richmond, IN, where she now lives. She is also a speech consultant for the Institute for Executive Growth at Earlham College.

Ronald C. Cowden, BA '63, has moved his administrative skills from Manatee High School in the principalship of the Garden City High School. He lives in Livonia.

Ronald N. Gillespie, BA '63, MA '67, last spring was named "counselor of the year" by the Jackson Area Personnel and Guidance Council on Criminal Justice, and earned his bachelor's degree in December from Grand Rapids Community College, where he teaches in the sociology department.

James Baugh, BS '64, MA '68, became co-director of Leadership Wayne County, Inc., in Richmond, IN, where she now lives. She is executive director of the Wisconsin Housing Authority in the town of La Crosse, WI. She has been executive director of the National Bar Association since 1963 as president of the National Bar Association.

Dennis W. Archer, BS '65, has taken up this year as president of the National Bar Association. He was elected to the State Bar of Michigan, and last year received a distinguished alumus award from the University of Michigan.

Thomas A. Beckman, BS '65, is now area sales manager in Tulsa, OK, for Dowell's Fluid Service. A Dowell chemical division, Dowell provides services to the oil and gas industry.

Jerry L. Calkins, BBA '65, was promoted recently to Marion Sleeping Bear, Inc., in Kankakee, IL, to vice president-sales and marketing services. He joined the company in Detroit on graduation and now lives in Overland Park, KS.

David Himes, BS '65, is the new program administrator for the West Oakland branch of the YMCA of Metropolitan Detroit.

Anthony F. Mentens, BS '65, has been promoted to senior regional sales manager for the converter sales department, fine paper division, Union Camp Corp. He works from New England to Maryland and West Virginia. Mentensena joined Union Camp in 1968 and now lives in Hampton, NJ.

Peter T. Moe, BA '65, MBA '73, has been promoted to vice president by First of America Bank-Michigan. He is manager of the commercial loan analysis department at Battle Creek, and lives in Kalamazoo.

Joan Rusch Randall, BS '65, MA '67, retired in July as the executive assistant to the Comptroller.

1966
Gary P. Brown, BA '66, MA '68, in August became executive director of development and executive director of the KVCC Foundation for Kalamazoo Valley Community College. He resigned as a KVCC trustee to take the post, and also left his job as vice president of marketing/director of operations at Research Laboratory Enterprises, Inc., Kalamazoo. Brown was formerly director of alumni relations, and then director of corporate/foundation relations, for WMU. He had been a vice president of marketing/director of operations of the Kalamazoo City School.

Sheldon Melvedy, BS '66, has received considerable attention and thereby achieved the position of assistant professor for teaching methods in reading in the Chippewa schools.

Penny Zemke, BS '66, is general manager of the Red Lobster Restaurant in Garland, TX. In August she was presented the Bill Darden Founder's Award for outstanding performance during the past year. She has been in Garland since 1981.

Capt. Deborah Overton Davis, BS '67, has been promoted by the captain of the U.S. Air Force, and is currently executive support officer for the 6510th Test Wing at Edwards AFB, CA. She has recently received the Air Force Commendation Medal for her work.

John R. Edwards, BS '67, has been elected chairman of the board of the Samaritan Counseling Center of South Central Michigan. He is a disability plans administrator for the Kegel Co.

Saundra Hale, BA '67, MA '78, is the new principal of the Howard W. Armstrong School.

Richard Jacobson, BS '67, MA '72, has been promoted to superintendent of the News School.

Elaine Gardner Nelson, MA '67, retired in June after thirty years of teaching. She taught for the last fourteen years at the Twin Rivers elementary school of the Plainwell school system.

Joseph O. Nunn, BBA '67, MBA '68, has been promoted to senior regional sales manager in the midwest region for the select industries at Dow Corning Corp., Schiller Park, IL.

The Rev. Jasper G. Pennington, BA '67, MS '68, is the new rector of St. Luke's Episcopal Church, Ypsilanti. He is mid-
1977

Martin D. Hunter, BS '77, and Tentri Andrews, BBA '81, August 20 in Kalamazoo. He is with the Otsego schools and she with William F. Marris, CPA. They live in Kalamazoo.

Jeff Maddock, BBA '77, and Tracy Smith, May 13 in Portage. They live in New Orleans.


1978

Nancy L. Berg, BA '78, and Chris Kellor, August 13 in Battle Creek. She is with K-Mart, Marshall, and they live in Battle Creek.

Deborah Bradke, BS '78, MA '80, and Lance Alrick, June 16 in Patchen. She is a registered dietitian for Lakeview General Hospital, Battle Creek, and they live in Kalamazoo.

Marilyn Debl, BBA '78, and Daniel J. Boyd, BA '82, June 11 in Kalamazoo.

Linda L. Griesbach, BS '78, and J. Michael Sopher, August 20 in Kalamazoo. They are living in Muncie, Indiana.

Katherine S. Keefe, BA '78, and James B. Hayden, June 18 in Niles. They live in Chicago.

Daniel L. Esperance, BS '78, and Jennifer Sherman, BA '78, in Kalamazoo. They both teach for the U.S. Department of Defense in Ramberg, West Germany.

Cheryl A. Blaick, BS '78, and John R. Blaick, June 25 in Valparaiso, IN. She is a teacher for the Porter County Special Education Cooperative, and they live in Valparaiso.

Pamela Ann Mueller, BS '78, and Thomas Costello, BA '78, June 30 in Monroe. She is employed by Toledos Hospital and he is with the Monroe County Sheriff's department.

Bill R. Remnev, BS '78, and Marshe Waller, MS '81, in Kalamazoo. He is the president of Micro Software and Service, Inc., Kalamazoo.

Brenda Scaglione, BS '78, and Richard Gallant, April 29. They live in Farmington Hills.

Nancy Jo Taylor, BBA '78, and Peter Lent, BS '81, June 24 in Kalamazoo. She is a senior auditor for Michigan National Corp. He works for the City of Kalamazoo and is a WMU graduate student in accounting.

Patricia E. Thomas, BS '78, and John Dellaert, June 18 in Grand Rapids. They both are with Amway Corp., and they live in Kalamazoo.

Patrick A. Thomas, BS '78, and John Dellaert, June 18 in Grand Rapids. They both are with Amway Corp., and they live in Kalamazoo.

Susan Wendi, BS '78, and James H. Bredy, June 18 in Bishop, CA.

Western grad named University of Guam president

Dr. Jose Q. Cruz, Ed.D '81, is the new president of the University of Guam. He earned his doctorate at Western in educational leadership. He is also an alumnus of the University of Guam. Cruz, who is thirty-seven, was named president July 6. He was the unanimous choice of the university's board of regents and was also the choice of the governor of Guam.

Cruz has been special assistant to Governor Ricardo J. Bordallo, in charge of appointments to boards and commissions. He was also an instructor in public administration and management courses, and was the research director for the university's College of Business and Administration.

The University of Guam is a land grant and sea grant institution with about 3,500 students.
Have you met the Challenge of '83?

If you have, thanks so much for helping Western meet the $80,000 goal of our 80th Anniversary Challenges! If you haven't, please take a moment now to help your University receive this marvelous gift with the Challenge! A group of dedicated alumni and friends have pledged $80,000 to Western in honor of the University's 80th Anniversary. Receipt of their generous pledge depends upon you and other interested alumni and friends to make up the additional needed $58,000 in increased tax-deductible gifts to WMU totaling $80,000 in 1983. Thus, each dollar you give counts twice as much in 1983.

With the Challenge! How do you meet the Challenge?

Your participation can boost in-dollar private support for Western $160,000 in this anniversary year. Whatever the size of your gift, we need you to help meet this goal as part of your University's anniversary celebration. Clip the coupon on page 16 and mail your anniversary challenge gift today!

Brother, Benton Harbor, and they live in Steuben, Michigan.

Kami Welborn, BS '83, and Douglas E. Smoker, BS '83, July 9 in Kalamazoo. They are a married couple with two children.

Elaine Winkworth, BS '83, and Michael Morlan, August 20 in Kalamazoo. She is a behavior analyst with PRIDE, and he is a computer services manager. They live in Kalamazoo.

Janice K. Bale, BS '83, and Joseph Piegos, June 22 in Fenestra at Galesburg. She is a sales manager for Fleet, and he is a CPA. They live in Kentwood.

Lori Corgnaro, BS '83, and Gerald Pearson, BS '83, May 21 in Spring Lake. They live in Kalamazoo.

Julie Carpenter, BS '83, and Michael Bredlin, March 26 in Muskegon. David E. Cook, BS '83, and Catherine Williams, July 9 in Springfield. She is a legal assistant, and he is a CPA. They live in Kalamazoo.

Karen Gross, BS '83, and Nathan Marley, March 12 in Brooklyn. Mary Kay Fenwick, BS '83, and Gordon W. Shepard, April 12 in Three Rivers. Erlin Flynn, BBA '83, and John R. Carr, Jr., July 28 in Harmony. She is a legal secretary, and he is a supervisor of finance. They live in Kalamazoo.

Thomas M. Hines, BS '83, and Catherine Carter, June 25 in Grosse Pointe. He is an account manager for Crescent Co., and she is a sales representative for Beloit Manhattan Inc., Clarks Summit. They live in Kalamazoo.

Thomas H., BS '82, and Judy Moyer, August 12 in Petoskey. He is an interior designer and they live in East Lansing.

Jeffery Lasseline, BBA '82, and Heidi Degraw, March 28 in Battle Creek. He is with Resource Data Corp., and she is a manager. They live in Ann Arbor.

Michael M. Henry, BBA '82, and Patricia Zider, May 18 in Columbus, OH. She works as an in-...
Year end tax strategies

As the end of 1983 rapidly approaches, many of our benefactors think of year end tax and charitable gift planning strategies. Planning enables you to do more for more people, and that can add to your joy in giving.

There are many different ways to support the work of your University. Each type of gift has certain advantages, depending upon your own financial situation. Here are five ways you might consider giving, and the tax implications of each plan.

Give Cash Mr. Johnson owns only a few shares of stock and little real estate. He gives in the way most feasible for him—cash. This most popular way to give yields a tax deduction of up to 50 percent of his adjusted gross income.

Give Stocks As the article on this page details, Mr. Simpson can avoid capital gains taxes with a gift of long-term appreciated securities, and can deduct the fair market value of the stocks. He can use this deduction for up to 30 percent of his adjusted gross income. If Simpson’s stock has declined in value, he could sell the stock and donate the proceeds as a cash gift. In this way he would have a capital loss on his federal taxes, as well as a charitable income tax deduction.

Give Life Insurance Policies Mr. MacMillan bought a life insurance policy when his children were young, naming them as beneficiaries. His children are now grown and financially independent. Now, having no real need for the policy, Mr. MacMillan decides to give it to Western by simply changing the owner and beneficiary to the Western Michigan University Foundation.

In another case, Ms. Williams wants to make a meaningful gift to Western, but lacks current resources to do so. Instead, she takes out a whole life insurance policy naming WMU as owner and beneficiary. The eventual proceeds of the policy will come to Western to create a scholarship fund in Ms. Williams’ name. As she pays the premiums, she receives a current tax deduction for the annual premium amount and creates a sizeable future gift to her university.

You may also assign an existing policy’s cash value as an immediate current gift, or you can assign policy dividends to WMU to make an annual gift which could continue for life.

Give Real Estate Mr. and Mrs. Vortkamp want to see their home go to Western in their estate. They decide to give their home now but retain the right to live there for the rest of their lives. This plan, called a “life estate contract,” gives them an income tax deduction now, but lets them continue full enjoyment of their home for the balance of their lives.

Give and Receive Life Income Mrs. Marks has always wanted to do something significant for her University but is concerned about her future financial needs, especially since she is nearing retirement age. After discussing the matter with a Foundation representative and her attorney, she decides to set up a life income plan.

Cash in on Bull Market with stock gift

The recent runup in stock market prices—the “bull market of 1982/83”—has, for those of us who bought stock prior to the end of 1982, created some outstanding opportunities for making tax leveraged gifts to Western Michigan University.

I.R.S. regulations encourage the contribution of appreciated securities, especially those which are “long-term” or have been owned for more than twelve months. For example, in October of 1982 Mr. Simpson bought 100 shares of stock in ABC corporation for $15 per share, or $1500. ABC stock has increased in value to $40 per share and Simpson’s 100 shares are now worth $4,000. If he sold the stock he would have a $1,500 taxable capital gain. However, if Simpson contributes the stock to Western, he receives a charitable income tax deduction for the full fair market value of $4,000. This deduction could be taken for up to 30 percent of Simpson’s adjusted gross income, and qualifies for the five year carryover rules.

Donating appreciated stock is a fairly easy gift to make. You have several options in making this type of gift:

1) Send the unsigned certificate in an envelope and a signed stock power form in a separate envelope to the WMU Foundation at the address listed below. The date of the gift is the postmark date.

2) Send the certificate together with a signed stock power form by certified mail to the WMU Foundation. Postmark date is gift date.

3) Hand deliver the signed stock power and certificate to a representative of the Foundation. Date of gift is delivery date.

4) Instruct your broker in writing to transfer the stock to Western by wire transfer, and ask him or her to call the Foundation office for further instructions.
Recapturing Homecoming 1983

Western Michigan University alumni and friends returned to campus for Homecoming to "recapture 80 yesteryears," the theme for this year's celebration acknowledging Western's eightieth birthday.

Remember how beautiful campus is in the fall... That is what greeted alumni as they returned to renew acquaintances with former classmates and professors.

A six yard touchdown run by Bronco quarterback Steve Hoffman put Western in the lead in the first half of the Homecoming game. Alumni enjoyed a hard fought game, but sadly saw the Broncos lose to Bowling Green, 23-20.

Don't miss Homecoming '84
October 6
Be There!