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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 Registrar Dennis Boyle. Total enrollment for the fall semester at Western is 18,542, a decrease of 423 students or 2.3 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 8.6 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 figures reflect the University’s growing international student population. International student enrollment rose 8.7 percent to 1,754 students, bringing the number of international students to more than 20,000.

The number of students entering through the sponsorship of either their family or WMU’s “Partners in Progress” capital campaign to honor the late Mr. Kirsch, founder of the Kirsch Company, Sturgis, MI, the world’s largest manufacturer of drapery hardware. Several members of the Kirsch family have made a major gift to WMU’s “Partners in Progress” capital campaign to honor the late Mr. Kirsch. “We are deeply grateful for this very generous gift and very pleased that Mr. Kirsch’s remarkable achievements in business will become a permanent record for countless students and others to see and appreciate,” said President John T. Bernhard recently.

The $4.6 million Fetzer Center auditorium was named in memory of the late C. W. Kirsch, 1867-1933, was an inventor, manufacturer, engineer, and humanitarian. His idea of a flat, adjustable curtain rod in 1907 revolutionized hardware business. The phenomenal success of his company has been attributed to his integrity, vision, and hard work. The company has continued to grow under the leadership of two succeeding generations.

Kirsch believed that his company could only be as successful as its dealers, and his commitment to fair dealing is best illustrated by Kirsch’s personal credo: “It is always possible to evolve a plan whereby everybody wins and no one loses . . . profit to all and loss to none.”

The 546 million Fetzer Center was dedicated November 2. “The 545 seat auditorium will provide a staging point for interaction between international business, governmental leaders, and the business community,” explained Darrell G. Jones, dean of the College of Business.

For more about the Fetzer Center dedication, turn to page 7.

Fetzer Center auditorium named for C. W. Kirsch

This is the award-winning Bronze Buddies program in action. Michelle Jacvis, center, a freshman from Ludington is being helped by Bronco Buddies during the move into the halls. The Volunteer upperclass students who return to campus two days early to help freshmen move into the halls.

Bronco Buddies help start the year right

The start of the 1983-84 academic year at Western Michigan University was made easier this year through the award-winning Bronco Buddies and the Bronco Bash programs.

The Bronco Buddies program, which has received national recognition, is designed to help new students adjust to residence hall and campus life during the four days before classes begin. The Bronco Buddies include over 200 volunteer upperclass students who return to campus two days early to receive special training. They wear special T-shirts and buttons, and are available at each residence hall to help freshmen move into the halls.

Bronco Buddies also conduct information sessions in the residence halls, designed to acquaint new students with campus life. There are tours of the campus and individual halls, and the Bronco Buddies sponsor recreation programs in each residence hall.

The Bronco Bash features games and information booths from more than forty student organizations. The highlight of the Bronco Bash is a street dance on the central mall of the campus.

Last year the Bronco Bash and Bronco Bash programs were named the national program of the year by the National Association of College and University Residence Halls and the Association of College and University Housing Officers-International.

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.
Warning against state centralization stressed in 'State of University' address

While issuing a warning that "centralization of higher education in Michigan could tear at 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, "noted in his annual 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 notion that that's the only way to improve efficiency, and order," Bernhard said. "But, as a battle-scared veteran of that education roller coaster, I can say 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," Bernhard said. 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 his 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 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 am a part of 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 open 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 retention, 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 leap ed into the vanguard of universities now training students for the computerized society."
- He noted that computer development is expensive, requiring "prudent controls," and that " faculty with the computer is an adjunct, a tool 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.

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 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."

John Bernhard

Richard Enslen

Administrative resignations announced

Dr. Robert A. Hannah, vice president for governmental relations at Western, has resigned to become president of Public Sector Consultants, Inc. (PSCI), 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 Vice 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. T. 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 us, 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 nor 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.

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.

John Sandberg

Robert Hannah

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.
Teaching awards
given

Five western faculty members were presented with Alumni Teaching Excellence Awards at the 1983 Academic Convocation for their "superior classroom teaching skills and professional expertise." They were: Mary Ann Bush, associate professor of occupational therapy, Elizabeth C. Giedeman, associate professor of languages and linguistics; Dr. Gilda M. Greenberg, professor of humanities and social science, Dr. A. D. Issa, professor of finance, and Dr. Ulda Smidchens, professor of educational leadership.

The awards were presented by Dr. Alan C. Coo, president of the WMU Alumni Association. Each award includes a $1,000 stipend. Recipients were selected by a committee of the Alumni Association from among nominations secured by a ballot of current juniors and seniors, academic department chairpersons, association members, and others.

Three receive Distinguished Alumni Awards at Homecoming

Three Western alumni received Distinguished Alumni Awards on October 15, at the second annual Distinguished Alumni Awards dinner, one of the closing events for Homecoming week. Banker James H. Duncan of Kalamazoo, realtor Willard A. Brown, Jr. of Chicago, and educator Alvin Loving of Flint were chosen this year, in a tradition dating back to 1963.

The awards were presented by Dr. Alan C. Coe of Warren, OH, president of the WMU Alumni Association.

Duncan, class of 1946, is currently chair and chief executive officer of First of America Bank Corporation, a holding company of twenty-eight banks. He has served as chair of "Partners in Progress," the University's first capital campaign, and is president of the WMU Foundation board of directors, which he joined in 1977.

Since 1980, Brown has been president and chief executive officer of Arthur Rubloff and Company, Chicago, one of the country's largest commercial real estate organizations. He joined Rubloff in 1955 after receiving his degree in business administration from Western in 1953 and serving two years in the U.S. Air Force. Brown's international real estate activities have included a wide range of responsibilities in general brokerage, development, real estate investment, consulting, and corporate planning.

Loving, a 1931 graduate, received an honorary doctorate from the University in 1964. He taught and served as assistant dean in the University of Michigan's School of Education for nine years until his retirement in 1973. In 1955-56, Loving served as a Fulbright Professor to India, where he worked with high school principals and the Ministry of Education. From 1960-62 he was the first dean of students at the University of Nigeria. In 1966-67, he returned to India as an exchange professor at Baroda.

Distinguished Faculty Scholars named at Convocation

Three faculty members were named Distinguished Faculty Scholars during the 1983 Academic Convocation held October 11 at Western. Trustee Maury E. Parfet presented Dr. Ernst A. Breisach, chairperson and professor in the Department of History, Dr. Thomas Houser, professor of chemistry, and Ramon Zupko, professor of music, with the award, the highest honor granted by the University to a faculty member.

The award includes a $1,500 honorarium and an invitation to give a formal scholarly address.

Breisach, who has taught at Western since 1957, has headed the history department since 1967. While he is a scholar in the Renaissance, he reaches beyond a single subject area—from his study, Introduction to Modern Existentialism, to his current book, Historiography: Ancient, Medieval, Modern.

Houser is widely recognized for his work in chemical kinetics and chemical thermodynamics. His research has focused on applied problems of interest to society. The author of many scientific reports and articles, Houser has been a faculty member at Western since 1964.

Zupko is a recognized composer of more than 100 works. He has received numerous awards, commissions, and performances for his music, including a Guggenheim Fellowship. A professor of composition in the School of Music, he also directs the Studio for Electronic Music and the New Music Ensemble.

Music fraternity recognized nationally

Western Michigan University's Delta Iota Chapter of Phi Mu Alpha Sinfonia, professional music fraternity, was recently designated by its national office as runner-up Chapter of the Decade for distinguished accomplishments from 1971-81. A special "Distinguished Honor Roll Mention" category was created by the National Executive Committee to separate Delta Iota from six other Honor Roll Mention chapters.

The significance of this honor is enhanced by the fact that Phi Mu Alpha Sinfonia is the largest professional fraternity in the United States. Phi Mu Alpha's primary purpose is to encourage and actively promote the highest standards of creativity, performance, education, and research in music in America. To achieve these goals, Delta Iota has been involved in a variety of projects and activities.

Delta Iota has recently become more visible as the male chorus which sings the National Anthem and Alma Mater at WMU's fall and winter commencement exercises. During the 60's, Sinfonia was instrumental in sparking WMU's jazz program, as the early bands were formed and directed by chapter members. Later, as the jazz bands matured and became official university ensembles under Robert "Bobby" Davidson, Phi Mu Alpha provided backing to see that the University Jazz Lab Band performed annually in Miller Auditorium with nationally recognized artists.

In the 70's, Phi Mu Alpha backed the establishment of WMU's Cavalcade of Bands marching contest, a major event the chapter still co-sponsors with the Bronco Marching Band. In the 80's, the chapter so far has held an annual Music Marathon, raising hundreds of dollars to help send talented high school students to Western's annual summer music camp.

Western's School of Music has also been a significant benefactor of Delta Iota's philanthropy. Since 1970, Phi Mu Alpha has contributed over $12,000 to the music program in the form of unrestricted gifts, equipment purchases, and—the most significantly—the commissioning of new music.

Also well known to the fraternity's National Office, Delta Iota purchased and delivered a much-needed piano for the fraternity's national home in 1980. Responding to an urgent National Office need, the chapter also recently delivered a $1,500 check to help purchase a new postage meter.

Western is proud of the Delta Iota Chapter, and commends its members for their outstanding contribution to the welfare of music.
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 direction and impact of 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 gathering together more than thirty institutional 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 entities, professional organizations, 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 sub-committees 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.

Now, three years later, it actively offers new and exciting opportunities for cooperation within the college, and between the University and the community.

The Center operates under William Burian, dean of the College of Health and Human Services. It works independently with various units in the college, emphasizing programs and projects that are interdisciplinary in nature. These programs often include research, continuing education, clinical services, or community service. Most programs contain more than one of these elements. For example, a research project addressing community needs may involve both University personnel and professionals from the community.

According to Dr. Burian, "The Center for Human Services has proved to be one of the most effective means we have for linking the students, faculty, and staff of the college with service to the state of Michigan and local communities. The Center is a great success, and is already being used as a model by other universities in the nation."

The Center for Human Services is especially proud of the Kalamazoo Geriatrics Clinic. Created and administered by the Center, it is partially funded by the Kalamazoo Chapter of the March of Dimes Birth Defects Foundation. It is staffed by personnel from Bronson Methodist Hospital, Borgess Medical Center, Western faculty and staff, and personnel from the Genetics Program at Michigan State University. The Clinic is held monthly on campus at the University Health Center, and has already provided help for more than 150 clients.

Western's MULTICLINIC is also administered by the Center, although its beginnings actually predate the Center. Founded by faculty in 1972, it involves a televised diagnostic evaluation by experts in a variety of fields. Students are allowed to observe the televised exam and can then discuss the proceedings with faculty members.

Other areas of the Center have been equally successful. In just over three years, the Center has been responsible for bringing nearly $1 million to the University in grants and contracts. The Center is also administering Western's designation as the Midwest Regional Center for Allied Health Leadership. Western is proud of this new Center. It has great potential for helping the University become a major partner in the community's efforts to improve the quality of life for its citizens.

A special effort helps a dedicated student
It's been a long road, and not always an easy one, but on August 19, Eric 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 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.
Pre-employment program at Western

A program that provides job seeking skills for about 200 unemployed persons annually began its third year at Western. The program, 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 employed 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 $10,000 from the National Science Foundation.

Dr. Kenneth A. Dahlberg, professor of political science, is the principal investigator for the sixteen-month project, titled "Ethical and Value Choices in the Selection of National Agri-Cultural Research Goals." 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 recognized experts who will try to build a broadened base from which to evaluate agricultural and agricultural 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 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.

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 1/2) 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 (1933-34), 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.

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 this past July after previously serving as a principal at the elementary, junior high, and high school level.

WMU Athletic Hall of Fame inductees John Miller (left), Nelson Schrier (center), and Lew Lang were honored in ceremonies October 21-22.

Winter previews

Men's basketball

A year ago, first-year Coach Vernon Payne inherited a Western Michigan basketball team that had lost nearly 50 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.

"It might be more appropriate to call us 'the young colts' instead of the 'Broncos,' because we have more new faces than old ones in the program," mentioned Payne. "The good news is that we'll have seven or eight freshmen, but that's also the bad news since they haven't played before."

"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."

Women's basketball

If the Western women's basketball team can stay away from the nagging injuries and bad luck that plagued them a year ago, then Bronco followers should have a lot to cheer about in 1983-84. Under first year coach Jim Hess, WMU had a 3-23 record while battling injuries that hindered the 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 Bronco hockey team, 1982-83 was a year to learn a new system. A lot of young players saw 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 put 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," mentioned 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 begin

Three new scholarship programs will be offered to incoming Western Award, and the Medallion Scholarship academic year. They are the Community and the Medallion Scholarship. All three will recognize students, starting with the 1984-85 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 Scholarship 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 said. The Netherlands is one of ten nations members of the EEC, to which Lubbers has been a representative. He talked at Western on "Transatlantic Relationships," in a speech sponsored by the Office of International Education and Programs of Trustees approved a 1983-84 General Fund operating budget 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 reduced staffing. 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 to reduced staffing. 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 reduced staffing.

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 to reduced staffing. 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 reduced staffing.

Futcher receives advertising award

John E., owner of the Futcher broadcasting company in Kalamazoo, and former owner of the Detroit Tigers baseball team, has been given the aid in 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. Futcher Business Development Center. The WMU Ad Club is proud to recognize you with this award as a way of saying 'thanks a million.'"
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 acknowledgment, 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.”

Speakers at the dinner in the Fetzer Center also included Gene F. Jankowski, president of the CBS Broadcast Group, and Bowie Kuhn, commissioner of Major League Baseball. Both men praised Fetzer for his remarkable careers, and for his public service and generosity, that have spanned eight decades of achievement.

“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."
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. 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 WKOZO 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 WKOZO 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.

Masse said it was a challenge to convey as much information in such a 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 Taltinger, 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 Lancaster County, PA. One of the items displayed is a wooden drop-leaf table made by Fetzer ancestors.

In 1834, Fetzer's great-grandfather traveled in a covered wagon west to Gree County, OH. His paternal great-grandfather came in 1832 from Germany to Philadelphia and then to Zanesville, OH.

By the 1880s, John Adam Fetzer and Della Frances Winger, John E. Fetzer's parents, had made their way further 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.

Rible 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. Rible, 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.

(Continued on page 10)

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 semiabstract 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. of Northbrook, IL, 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 Kaysor, director; Larry Brathwaite, 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.
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, Hamilton, Harriett Martindale, Carol Card, and Harry DeMaio, plus State Representatives Mary Brown, Donald Gilmer, James Middaugh, and Paul Waternom.

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 presided 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 Genheimer, president of Ellis/Naeyaert/Genheimer 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 Grosse Pointe, Robert D. Caine of Kalamazoo, Charles H. Ludlow of Kalamazoo, Maury E. Parfet of Kalamazoo, Carol Waszkwicz of Kalamazoo, Gayl F. Wierse of Portage, and Geneva Jones of Kalamazoo.

Also introduced were Trustees Emeriti Alfred Connable of Kalamazoo, Mildred Johnson of Muskegon, and Philip Wattenberg 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 Oxender 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 WZMC. 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 student, Rhea Maude Yeager, in 1926. After graduation in 1927, he continued his radio counseling, traveled to 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.

By the mid-1930s, Fetzer's saleman-
ship, fiscal responsibility, and per-
severance began paying off, and WKZO was named a vital West Michigan in-
stitution. WKZO joined the CBS radio network in 1940.

In 1953, 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-
luminating 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 Code Review Board of the National Association of Radio and Television Broadcasters.

The 1950s brought continued ex-
pansion with the formation of the organi-
zation of other broadcasting stations: WJEF in Grand Rapids in 1951, a pioneer FM station; KOLM-TV in Lincoln, NE, in 1953; WJFW 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 exhibit contained 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."
1927
Herbert B. Quigley, TC '27, and his wife celebrated their sixtieth wedding anniversary June 12. They now live in Hastings.

1931
Kenneth, BS '31, and Alice Barnum Barnhill, BS '31, celebrated their fiftieth wedding anniversary July 31 in Canton at the home of their son, Kenneth, Jr., BA '65. Also involved was Richard D., BBA '58, and the elder Barnhills' daughter. Both of the Barnhills enjoyed long careers in education, and for some time he was director of the MEC Association at St. Marys Lake. They have six grandchildren and four great-grandchildren. Their winters are spent at Lake Worth, FL.

Gladys L. Maxwell, TC '31, BS '57, was selected as Elk Rapids' Citizen of the Year in June. "She thinks she's twenty-four, not eighty-four," says one friend. A teacher for forty-four years, Ms. Maxwell spent twenty-eight of those years teaching music in Traverse City.

1935
Evelyn Johnson Vukin, BA '35, retired a year after retiring teaching English at Holland high school for twenty-seven years.

1944
Harriet M. Klein, TC '44, retired last spring after twenty-five years of teaching at Ionia.

1946
Ann Radwanski McCullough, BS '46, retired in June after teaching vocational education for thirty-six years. She was the first woman to be a state vocational education director and one of the first members of the Vocational Education Directors' Association. She lives at Lake Ann and Oak.

Richard and Joan Jenkins Skyles, BS '46, have retired from teaching in the Jonesville, WI, elementary schools.

1947
Lewis Lang, BS '47, MA '54, retired in June as director of instruction for the Hastings schools. Each summer he runs the Bronte golf outing in Hastings.

1949
Richard, BS '49, and Shirley Frederick Brown, BS '48, have both retired from teaching in Southfield. Living there since 1953, Brown founded the Southfield Junior Symphonic Orchestra.

Marjorie Hickman Rodgers, BS '49, writes "Hoppin's Happenings" for the Wayland Globe newspaper. She is also secretary for the Hopkins Library Board.

Margaret Orlieh, BS '49, has been named guidance counselor of the year by the Highland Personnel and Guidance Association, the first such annual award. She has been a guidance counselor for the Schoolcraft Barracks Education Center. She is listed in Who's Who of American Women and is the new editor in the edition of Who's Who in the West. By the time this is printed she will have transferred to Tripler Army Medical Center.

Duane L. Roberts, BA '49, LL'D '82, has received the humanitarian award of the Metropolitan Kalamos Boo Branch, NAACP.

Virgil W. Weedale, BBA '49, BS '62, in August received the second annual research and development award of the International Association of Printing House Craftsmen for his development work with electro-photographic toners. He is a principal scientist of the International in Mount Prospect, IL. Virg was president of the WMU Alumni Association, 1961-63.

1950
Dr. Katherine G. Butler, BA '50, MA '53, Ed '61, has been appointed director of research, a new position in the School of Education at Syracuse University, where she has worked since 1979. In 1980 she received a WMU Distinguished Alumna Award.

Robert A. Early, BA '50, has been invited to join the American Society of Real Estate Counselors. He has been a member of the Kalamosoo Board of Realtors since 1947, and is a past president of that organization. He is also a member of the Kalamosoo County Chamber of Commerce.

Bud J. Norris, BS '50, MA '53, former alumnus director, has been named vice chairman of Upjohn HealthCare Services. He had been president of that division of the Upjohn Company since 1977.

1951
Geraldine Randall Boyd, BA '51, has been appointed dean of students at the Detroit College of Business-Flint. Her husband, Robert Boyd, BS '52, has retired after twenty-seven years in education. Since 1951 he had been an assistant superintendent, elementary principal, and teacher in the Carman-Ainsworth district. He was a member of the WMU Alumnae Association board of directors in 1960.

1952
Yale M. Brandt, BS '52, has been promoted to general manager of the Flexible Packaging division of Reynolds Metals Co., Richmond, VA. He is a director of the Greater Richmond Chamber of Commerce.

Lucille McCabe Ford, BS '52, Ed '64, has been promoted to trustee operations of the ATM Corporation, Cleveland, OH. At one time she was a principal in the Shaker Heights schools and has also worked as a textbook publisher.

Mary Jackson McDowell, TC '52, earned her MA degree at Eastern Michigan University in August. She teaches at Haston Junior High in Dearborn.

1953
Richard E. Wragg, BS '53, MA '59, became superintendent of schools at Bronson on July 1. He had been superintendent at Montague for seven years.

1954
Patricia Ryan Hackett, BS '54, became senior citizen coordinator for the city of Dearborn on August 16.

1955
Sterling L. Breed, BS '55, MA '58, has been elected to the board of the National League for Nursing for a four-year term. He is a former president of the WMU Alumnae Association and will be a director for one more year.

Harold R. Hain, MS '55, retired this summer as principal of the junior high school at Grinnell, IA.

Kenneth D. VanderCook, BS '55, is owner of Electronic Door Gate & Granda, Grand Rapids.

1956
Donald L. Burton, BBA '56, was appointed senior vice president and chief lending officer of Grand Rapids Mutual Federal Savings & Loan Association in June. He has been president of First National Bank of Grand Rapids for the past six years.

Duncan A. Clarkson, BA '56, has taken a position as a senior admissions officer for the University of Michigan, representing that institution in southwestern Michigan, northern Indiana, and Chicago. He has been WMU director of admissions since 1975.

Robert L. Irwin, BBA '56, has been appointed vice president of real estate and property development for Ontwa Silica Co., Ottawa, IL.

1957
Dr. Richard Fox, BS '57, MA '65, has become director of planning-service programs for People Community Hospital Authority, Belleville. For the past ten years he has been at St. Louis University and earned his doctorate in economics at West Virginia University.

D. Thomas Smith, BBA '57, is the new manager of the computer production division, Photo industral Equipment, Kalamosoo.

Robert D. Warner, BBA '57, in October became senior vice president of Ford Motor Credit Co. He had been a vice president since September, and now his family is living in Sheffield, England.

1958
William A. Foster, BS '58, has been named branch manager for forest products research and development by Dow Chemical USA. He has been with Dow since 1965 and lives in Midland.

Thomas A. Wagasky, BBA '58, has been appointed vice president in charge of the mortgage department for Old Kent Bank in Muskegon. He was formerly with an Old Kent subsidiary in Grand Rapids.

1959
Barbara Gaines, BS '59, MA '80, has become principal of Ludington High School, having been moved into the assistant principal's post last spring.

Benjamin S. Spayde, BS '59, MA '60, has retired from the Whitehall schools after thirty-eight years of teaching in Oceana and Muskegon Counties.

1960
Meade Gougeon, BBA '60, and his two brothers are into something new in Bay City—wood! Finding better ways to test and develop high-tech wood products is their interest, and they have produced a device that has gained national attention. Their unique designs and woodworking skills have attracted the attention of NASA, and currently they are building a 400-foot wood blade for a General Electric wind turbine planned in Hawaii. The three Gougeon brothers and their skills were the subject of a Detroit Free Press feature July 25.

Edna Burnister Montgomery, BA '60, and her husband observed their golden wedding anniversary August 12 at their home in Shelby. They were married in a double wedding with close friends en route to the World's Fair in Chicago in 1933, and observed their fiftieth anniversary in a celebration with the same couple. Mrs. Montgomery worked for the department of social services in Hart and also was a teacher in Shelby, retiring in 1973.

1961
Cmdr. Gordon E. Garthe, BS '61, has retired from the chaplain corps of the U.S. Navy and has been appointed chaplain to the corps of cadets at The Citadel, Charleston, SC. He originally was a Naval aviator before continuing his theological studies. Garthe is currently working on his doctoral degree.

On July 1 Dr. Edward E. Sullivan, BS '61, became chairman of the educational department at the University of Michigan-Flint, a three-year appointment. He joined UM-F in 1966.

Dr. Barbara Copland Wood, BA '61, has been appointed assistant director of the sylvania State University Returning Adult Student Center. She was formerly with the King of Prussia Center.

1962
Martin R. Anderson, BBA '62, MBA '75, has been elected first vice president of First Wisconsin Trust Co., Milwaukee. He joined First Wisconsin in 1977 as vice president of the bank's mortgage department.

Dr. Stephen M. Matyas, Jr., BS '62, Ph. D. '74, is a co-author of a book selected as "the most outstanding technology book of 1983" by the American Association of Publishers.

"Cryptography-A New Dimension in Computer Data Security is the title of the work, published by John Wiley & Sons. Matyas has been with IBM since leaving the Navy in 1965.

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 device in 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 in Europe, and this project may be the first of its kind in Michigan.

Alumni Association new life members

Judith Belisle, BA '80, Plymouth
Donald L. Flatt, BS '67, MA '68, Portage
Ronald L. Knish, BS '67, Kalamazoo
Robert Warner, BS '57, Saginaw
Donald Sheldon, BA '66, and Martine Whitman Whitman, BS '66, Saline
D. Sam Spayde, BS '66, BA '67, Dowagiac
R. T. Meade Gougeon, BBA '60, Grand Rapids
Joseph J. Tylutki, BS '68, Dowagiac
Brian K. Varano, BS '80, Hickory, NC
Robert Woodside, BS '70, MSL '73, Dowagiac
Grand Rapids phonathon best ever!

Twenty-five Grand Rapids alumni volunteers received enthusiastic response to their calls for pledges to help meet Western's 80th Anniversary $80,000 goal. The response was the all-time record for this annual alumni phonathon effort. Over $6,000 in pledges were raised during the evenings of September 26 and 27.

Serving on the 1983 Phonathon Committee were Allen C. Emmons ('65), John W. Kennedy ('73), George Rabick ('67), William R. Waring ('63), Rod Obermiller ('68), and Tom Mitchell ('78).

Callers included: Judith Biener ('61), James Bleeker ('81), Barbara Blenkner ('75), Bartholomew Cook ('75), Mary Jo Curtis ('75), Barbara De Moor ('78), Daniel DeRyte ('79), Lynn Druel ('83), Cathy DeYoung ('82), Jerry Engle ('64), Karen Fisher, Jack Frick ('73), Leonard Hoffius ('64), Jose Infante ('74), Susan King ('83), Gib Logan ('69), Lawrence Martinson ('72), Thomas Mitchell ('78), Larry Pinckney ('73), and Uriah (Bar).

Congratulations! Seat up our support!
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, is married, and 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.
Western hosted more than 2,000 high school and community college students and their guests at its annual Brown and Gold Day on Saturday, September 15. Many Michigan high schools, as well as many in Indiana and Illinois, were invited to the event. The annual event represents an opportunity for Western to meet students and parents, and provide information about programs and admissions requirements. Students also obtained counseling from representatives of the University's undergraduate admissions office.

John C. Christensen, BM '82, and Amy Lantinga, BM '83, live in Ludington. He is with Eastern Ocean, Inc., and she is a substitute teacher. They live in Oak Park, Michigan. They have two children, Edward B. Heath, August 2 in Midland, and Elizabeth L. Heath, August 3 in Kalamazoo. He is with Michigan Bell Telephone Co. and they live in Ann Arbor.

Charles C. Danforth, BBA '82, and Dawn Moore, BS '83, live in Three Rivers. He is with Fortune 500 Company, and they live in Three Rivers.

Romelle L. Francis, MA '83, and Charles C. Danforth, BBA '82, and Dawn Moore, BS '83, live in Three Rivers. She is with Fortune 500 Company, and they live in Three Rivers.

John A. Gogarty, BA '83, and Susan M. Scanlon, BS '83, live in Detroit. He is a sales engineer, and they live in Detroit.

James E. Clevenger, BA '61, died June 24 in Ann Arbor. He was a wealthy benefactor, and he was a member of the Western University. He leaves his wife, Mardell, MA '67; two daughters, Joanne Storm, MS '83, and Suzanne Storm, PhD '83; and four grandchildren.

Janice Barendreght Rigney Forbush, TC '31, died January 25 in Grand Rapids. She was a daughter of the late James B. Rigney and Janice B. Rigney; and she was a graduate of the University of Michigan. She leaves three children, and she leaves her husband.

Thelma Nelson Seay, BS '30, died August 3 in Kalamazoo. She was a daughter of the late Thelma Nelson and Dr. John Seay; and she was a graduate of the University of Michigan. She leaves her husband, her children, and her grandchildren.

David E. Cook, BBA '83, and Catherine Carter, MS '83, live in Detroit. He is with Forbes-Cohen Co., and she is with Meijers. They live in Detroit.

Jim Graybill, BS '63, died June 6 in Kalamazoo. He was a graduate of Eastern Michigan University. He leaves his wife, a son, and four grandchildren.

Dale W. Waters, August 6 in Detroit.

She was a daughter of the late Mary and Joseph Graybill; and she was a graduate of the University of Michigan. She leaves her husband, her children, and her grandchildren.

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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 stocks 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 sizable 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 $3,500 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 date of gift.

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.

The '83 Homecoming king and queen, Gail M. Lancaster, Warren, and Thomas W. Kidwell, Troy, and their court were introduced to returning alumni at half-time. They were preceded onto the field by eleven former Homecoming queens who were invited back for Homecoming by the WMU Alumni Association.

Burnham halls captured the Gold Pride award for their entry in the traditional parade.

Alumni reminisced with one another at the annual Alumni luncheon held in the Gary Center.

Bronco spirit is very much alive among Western students, as they ably demonstrated at the traditional "Yell Like Hell" pep rally and spirit banner contest held Thursday of Homecoming week.

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!