WMU
The Western Michigan University Magazine

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Spotlight on the Fine Arts
Dear Friends,

It gives me great pleasure to inform you that Western Michigan University has been elected to membership in Phi Beta Kappa, the oldest and most widely recognized national academic honorary society in the United States. We are one of only 91 public universities in the nation—there are only three others in Michigan—to be so recognized.

While identified with the arts and sciences, our election to Phi Beta Kappa reflects WMU’s campuswide commitment to excellence. It caps a rigorous three-year process in which the society acknowledged the quality of our undergraduate teaching, noting that WMU is “acclaimed for the excellence of its programs in the liberal arts.” As the society’s announcement of our election states, the installation of the first new chapter in Michigan since 1980 places WMU in the top tier of liberal arts and sciences institutions.

The recognition doesn’t end there. The strides in quality that Phi Beta Kappa membership represents bring an increase in the value of your association with WMU. This accolade means, too, that we all can stand taller because others have seen in us what we have known to be true about ourselves all along.

Each of us in the University community—our faculty, staff, students, alumni and friends—can take great pride in this singular distinction. It truly sets us apart, and we are grateful to the Phi Beta Kappa faculty at WMU who worked so diligently to bring this honor to our University. They have helped us achieve a milestone that marks our future with even greater promise and possibility!

Very sincerely,

Diether Haenicke
President
On the cover

Spotlight on the Fine Arts

The College of Fine Arts celebrates its 25th anniversary this year. Four profiles showcase the excellence of the college, including one on Robert Maverick, B.S. '82. The rising Hollywood makeup and special effects artist returned to campus and pumped some blood into last fall's production of "Frankenstein."

Team Player

Veteran coach and administrator Kathy Beauregard takes the reins as the Broncos' athletic director.

The Pursuit of Wow

Jim Schmotter, dean of the Haworth College of Business, discusses his quest for the best.

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Phi Beta Kappa charter granted
This past September, WMU became one of only 91 public universities in the nation to be granted a charter for Phi Beta Kappa, the oldest and most widely recognized academic honor society in the country.

The University joins an elite group of 254 colleges and universities, out of some 3,600 U.S. institutions, that have Phi Beta Kappa chapters. It is the fourth public university in the state to have a chapter.

Haenicke tributes planned
Planning is under way for several events celebrating the presidency of Dr. Diether H. Haenicke, who leaves office July 31 after 13 years of service to return to the faculty. The first event, “WMU Salutes the Haenickes,” also will recognize the University's First Lady, Carol Haenicke.

The Board of Trustees has invited the University community and the general public to attend the celebration, which takes place March 16 in Miller Auditorium. The tribute will include performances by faculty, staff and students. Additional events are being planned for the spring and summer.

The search for Haenicke's successor is going well, said Trustee Richard G. Haworth, chairperson of the Presidential Search Advisory Committee.

WMU is boon to local economy
WMU is making a huge impact on the Kalamazoo economy, a report issued this past fall shows. In 1997, the University not only accounted for 8,462 jobs but pumped $494 million into the county's economy. The result of this economic infusion was an increase in personal income of $203 million and a boost in the gross regional product of $234 million.

The most recent total is nearly 50 percent greater than the $334 million figure that resulted from the first study in 1988. WMU itself spent nearly $268 million last year, including $80.6 million for construction and renovation, making it one of the county's largest builders. Student spending was calculated at well over $204 million while the visitors WMU attracts spent $21.7 million.

The study also revealed that the University does business with some 4,000 local firms each year.

Outstanding volunteers honored
The WMU Foundation presented awards to two exceptional University volunteers during its 1997 annual meeting.

Richard G. Carlson, B.B.A. '71, of Winnetka, Ill., received the Bill Brown Award for Exemplary Service and Leadership. Carlson has long been active in the WMU Foundation and the WMU Alumni Association, and has served multiple terms as head of the board of directors of both organizations. He is a partner in Deloitte & Touche, Chicago.

John Everts of Kalamazoo was named Volunteer of the Year. Everts was honored largely for his years of service to the Mike Gary Athletic Fund. He has twice served as chairperson of its annual fund-raising campaign. Now retired, Everts was vice president/senior business development officer for Old Kent Bank in Kalamazoo.
University rated one of the best

WMU is one of the 100 best college buys in the United States and has one of the 93 best scholarship programs, according to two new guide books that rate America's colleges and universities. Both books were published by John Culler & Sons of Camden, S.C. America's 100 Best College Buys profiles schools that are the highest rated academically but have the lowest total cost for the college year. America's Best College Scholarships profiles schools that offer merit-based scholarships that pay 50 percent or more of all college costs.

WMU, Greek organizations approve formal agreement

University officials and WMU's 21 social fraternities and 14 social sororities have spelled out their mutual accountabilities and responsibilities in a formal agreement. The statement of relationship, the first of its kind at a public university in Michigan, was ratified in November.

The agreement outlines ways WMU will help the Greek system provide positive alternative living and social opportunities; encourage academic success and leadership development; and foster spirit and pride in their alma mater. It also holds the fraternities and sororities to "the highest standards of conduct" in areas such as hazing, alcohol consumption and grade point averages of members.

Chinese educator recognized

Lü Bisong, president of Beijing New Asia University, was awarded an honorary doctor of humane letters degree during December's commencement ceremonies. Lü devoted most of his career to the Beijing University of Language and Culture (formerly the Beijing Language Institute), where he was a faculty member from 1964 to 1996 and president from 1982 to 1989.

He is one of the most prolific authors in the field of Chinese language teaching and has been instrumental in upgrading and strengthening the field throughout the world. WMU is figuring more prominently in Chinese language instruction, having created a Department of Asian and Middle Eastern Languages last year.

Twinning program launched

University officials have launched a "twinning" program with Christ College in Bangalore, India. The twinning concept allows students to take their first two years of WMU-designed courses at the partner college in their homeland and then transfer to WMU to complete their degree.

The Bangalore agreement involves two degree offerings, computer science and business administration. These programs are particularly appropriate to the Bangalore region, which is called the Silicon Valley of India.
A 25th anniversary is usually marked by things silver. In WMU's College of Fine Arts this year, the celebration is definitely multi-colored—from the sets for a special production in December of "Hansel and Gretel" to the pages of a brochure published to note the occasion.

On July 1, 1972, the WMU Board of Trustees officially established the College of Fine Arts. It was the first university division of its kind in the state and to this day remains unique in its offerings to students.

On the following pages, some colorful examples of the excellence demonstrated by the students and faculty members in the College of Fine Arts are spotlighted: a theatre alumnus who is making his mark in Hollywood; a graduate art student who has traveled around the world to explore a new medium; an undergraduate student who expresses herself through dance; and a retired music faculty member who is using his composing talents to help the college celebrate its anniversary.
Alumnus is a maverick at heart
Rising Hollywood makeup and special effects artist Robert Maverick left his heart on the WMU campus last fall—along with a few dozen other body parts.

Hearts, like the one he crafted to slither across the floor during an operating room transplant scene on television's *Chicago Hope*, are Maverick's stock in trade. But then, so are facial scars, wigs and troll masks. The 1982 theatre alumnus enjoys a growing reputation that has led to work on such major films as *Scream, Face/Off* and *Conspiracy Theory*.

Maverick took a two-week break from a schedule devoted to tasks such as transforming actor Harvey Keitel into a vampire for *From Dusk Till Dawn* and crafting ape masks and alien-infested bodies for *Mighty Joe Young* and *The X-Files Movie*. His mission was to return to his roots and give theatre students a peek at the technical wizardry that can make or break a production.

For the self-described “Renaissance makeup artist” who loves a challenge, the visit was also an opportunity to create an entire character and follow it through to completion. The creature in the October theatre department production of *Frankenstein* was masterminded by Maverick, who guided students through the same process used in Hollywood.

Face casting produced a detailed mold of the actor's features for development of customized “appliances” designed to give the appearance of scars, screws and staples. A bloody chest cavity and a heart to bring the creature to life completed the picture.

While working with Maverick, students got a high-energy blend of technical tips, behind-the-scenes Hollywood lore and confidence-building feedback. One afternoon session included recipe-like directions for baking a face mold—five hours at 185 degrees. A cautionary tale about a makeup artist who was sued for applying a mermaid tail with superglue was tossed out. Along the way, Maverick repeatedly fed students' dreams with his “anything is possible” philosophy.

“The best moment for me was when a student said, 'You're proof positive that there really is life after Western,'” reports Maverick, who grew up in Tecumseh, Mich., and discovered an instant attraction to his art when learning makeup design at WMU. “I was once where they are now. I tell them if they work hard and persevere, they can achieve the same kind of success.”
Maverick left Kalamazoo to return to his version of the real world—crafting troll masks for Siegfried and Roy's stage show and contract work on Eddie Murphy's Nutty Professor II.

The artist, whose first professional thrill came from being listed as the makeup designer on a program for a student theatre production, is now often too busy to see his name flash across a theatre screen. He relies on friends and colleagues to tell him his name appeared in the final credits.

"The biggest thrill for me now is when someone in the industry, one of my peers, tells me I did a great job," he says.

The news has been very good

"Only leave a message if it's good news," says the voice greeting callers to Kristin Casaletto's phone number. It's an approach that works.

The past year's news for Casaletto, a master's degree student in WMU's Department of Art, has included word of a grant for foreign study from WMU President Diether H. Haenicke. The funds took her to Italy for a semester to study fresco painting in Florence. The trip led to more good news—a contract with the Grand Rapids Art Museum to use her new skills to paint a fresco for the museum's heralded winter exhibit on Renaissance art.

Casaletto normally works in oil on canvas. The museum project gave her a chance to break from her usual modern painting style and experiment with a traditional art form painted on wet plaster. The technique flourished in Renaissance Italy with works like Michelangelo's "Last Supper" gracing the walls of churches and palaces. The museum project also meant having her work—a reproduction of a classic fresco—seen by thousands of art patrons.

"It's a wonderful medium, but a physically punishing one," Casaletto says. The Grand Rapids native spent four months in a basement studio building her strength through a daily regimen of hefting 80-pound sand bags, mixing lime, applying plaster for three hours and spending another eight hours painting.

"I'd do it again in a minute," she says, "only next time, I'll hire a plasterer."

Casaletto, who already earned a master's degree in art history, worked at the National Gallery of Art and taught college classes before coming to WMU to earn a second master's degree in painting.
She will complete her studies later this year and is straightforward about her plans for the future. "I'm an artist. I'm going to keep painting."

**Stretch of determination**

Channon Bessant stands before a group of fidgeting high school students as she prepares to teach beginning jazz.

The WMU senior brings her leg flush against her ear in effortless flexibility.

"Come out of your comfort zone," she challenges the students, who awkwardly but excitedly follow her lead.

A double major in dance and history, Bessant is accustomed to being outside the comfort zone.

She became a dancer when she was 13, an age considered over-the-hill by many dance standards. As a student at the prestigious Detroit Renaissance High School for the academically gifted and talented, she developed a solid foundation in modern dance and, more specifically, in the African American dance techniques of pioneers such as Katherine Dunham and Martha Graham.

"If you have the passion, the body is very trainable," she says. "It's not about how long you dance, but how well you dance. A lot of people who have had that 10 years of training have had 10 years of bad training. I had four years of very good training."

This training prepared her to thrive at WMU, which she chose for its superior dance reputation and nurturing atmosphere. She has won numerous academic awards and has choreographed and performed unique dances inspired by the vastness of her culture that have won praise from her peers.

This past summer, she studied for three weeks at the Graham School in New York. During the fall, she taught dance to high school students in a special program on campus and at a local studio. Currently she is assisting Wendy L. Cornish, the Helen Frays Professor of Dance at WMU, on a project examining the contributions of African Americans to dance in the 20th century.

Despite her success, Bessant has no intention of becoming a performer or even settling into one career. Instead she'll likely teach dance and history. Her ultimate goal is to attend law school and become a juvenile judge.

"History has helped me learn about myself and other people and dance has helped me express that," she says.
On the cutting edge

Thirty years ago, Ramon Zupko learned about high-tech audio-visual techniques by watching rock groups produce gee-whiz effects with strobe lights and slide projectors.

Today, the trailblazing multi-media artist is still learning and still on the cutting edge. Zupko, professor emeritus of music, has bachelor's and master's degrees in composition from the Juilliard School of Music and went on to study at Columbia University and in Europe.

In 1971, he joined the faculty at WMU, where he taught composition and theory and helped pioneer electronic and computer composition. Zupko directed the Studio for Electronic and Computer Music and created the New Sounds Festival, which he directed until his retirement this past June.

"In the 1950s when I was at Juilliard, they didn't even know what electronic music was," Zupko says. "I had to train myself. We're always working with equipment and technology that didn't exist a few years ago."

That certainly was the case with Zupko's last composition for WMU, *The Nightingale*. His first opera, it will feature state-of-the-art computer animation as well as artists and performers from a variety of disciplines. The work will premiere on campus this April as part of the College of Fine Arts' 25th anniversary celebration.

It was commissioned by the college and Phi Mu Alpha Sinfonia, the professional music fraternity.

The opera is based on a Hans Christian Andersen fairy tale and took two years to complete. Zupko will conduct the musicians during the upcoming performances.

"I'm very happy to be easing out of academia this way—I don't think I could have handled going cold turkey," he says.

Zupko doesn't plan to go easy in retirement either. Although he's already created more than 100 works, from solo, chamber and orchestral compositions to complex multi-media spectacles, he'll be doing more composing.

"It's very hard being a teacher and composer and husband and father," Zupko says. "I had four jobs so I haven't had the chance to write as much as I would have liked. I want to leave something behind. I guess you could say I'm intense to the end."

STORIES BY RUTH STEVENS, CHERYL ROLAND, JULIE PAAVOLA, JEANNE BARON
IMAGES BY JOHN GILROY, JOHN LACKO, NEIL RANKIN
College of Arts and Sciences

New voices
Six promising poets are now published authors through the New Issues Press Poetry series, a national series sponsored by the College of Arts and Sciences and the Department of English. Launched in 1996, the series is dedicated to publishing the first books of new poets from Michigan and the United States.

The series includes a national and regional competition.

Marsha de la O, an elementary school teacher from Ventura, Calif., was the overall winner and received a $1,000 prize in addition to publication of her work, Black Hope. Other national writers selected for publication included Lance Larsen, Angela Sorby and Rebbeca Reynolds.

Chase Twichell, a well-known poet and professor of creative writing at Princeton University, judged the national component of the series.

In the regional round, Anthony Butts and David Dodd Lee were selected for publication. Butts and Lee are both Michigan natives and graduates of WMU’s master’s program in creative writing.

More than 670 manuscripts were entered in the latest competition and 1,000 entries are projected for 1998.

The series, edited by Herbert S. Scott, a poet and professor of English, has won praise from publishers, editors and writers throughout the country.

Leadership program offered
The Division of Continuing Education and the School of Public Affairs and Administration are offering a new Graduate Certificate Program in Nonprofit Leadership and Administration.

The 18-credit-hour program is intended to meet the educational needs of professional administrators working or planning to work in the public sector.

Classes for the program are taught on the main campus in Kalamazoo and at the University’s Kendall Center in Battle Creek. Courses take place during the evenings and weekends to accommodate the schedules of adult learners.

Improving faculty preparation
The Department of Communication is leading a project to ensure future faculty are better prepared for the classroom.

Funded by a grant from the National Communication Association, the initiative provides classroom-bound graduate students exposure to five different campus environments through on-site visits. The goal is to provide a wide range of insight into the teaching experience, a matter that can often be neglected as master’s and doctoral students immerse themselves in research.

WMU was one of a select group of universities that won NCA funding through the Planning Future Communication Faculty Program. The project is directed by Dr. Shirley A. Van Hoeven, professor of communication.

Road warrior
Dr. George D. Guthrie, a new associate professor of geology, barely had time to unpack and begin teaching last fall before it was time to grab his tuxedo and head for Chicago to accept the technical world’s version of an Oscar or a Pulitzer Prize.

Guthrie and his research associate, Dr. J. William Carey of Los Alamos National Laboratory in New Mexico, were selected as winners of the 1997 R&D 100 awards, which honor the inventors of the year’s 100 most technologically significant new products and processes.

The pair has perfected an inexpensive and easy-to-use chemical detection method that signals a condition that makes concrete roads, bridges, runways and dams deteriorate before their time. The test could save millions of dollars in state and federal funds by providing early warning tools to those monitoring the nation’s infrastructure.

Past winners of the international competition have included the inventors of the automated teller machine, the halogen lamp, the fax machine and the cancer-fighting drug Taxol.
College of Education

Boosting Special Olympics participation
The College of Education is leading a collaborative effort to increase participation in Special Olympics Unified Sports Leagues in Kalamazoo.

Funded by a $48,499 grant from Special Olympics International, the initiative will add soccer, floor hockey, volleyball and golf to the roster of Unified Sports activities.

Unified Sports is an innovative Special Olympics effort to match athletes with and without mental retardation into sports teams for training and competition. The goal is to provide mentally retarded athletes the opportunity to interact with non-mentally retarded athletes in hopes of building friendships as well as muscles.

Dr. Jody A. Brylinsky, WMU associate professor of health, physical education and recreation, will direct the project, which also includes a research component to gauge the success of these programs. Researchers will explore whether Unified Sports Leagues actually impact public attitudes, build friendships and improve the social and physical development of athletes with mental retardation.

Interior design wins top accreditation
WMU’s interior design program, part of the Department of Family and Consumer Sciences, has earned the highest accreditation level offered by a prestigious national agency.

The Foundation for Interior Design Education Research granted the WMU program a six-year accreditation following a rigorous preparation period that evaluated interior design facilities, faculty qualifications and the level of competence shown by students in their work.

WMU joins 100 schools nationally, and four others in Michigan, for the honor.

Education alumni tackle issues
The WMU Alumni Association’s Education Society has launched an “Issues in Education” series to provide a forum for discussion on pivotal topics in the field of education.

Topics tackled this year have included behavioral challenges in the classroom and the future of the WMU College of Education. In March, panelists will lead a discussion on charter and for-profit schools.

The “Issues in Education Series” is part of the society’s larger initiative to strengthen alumni connections around the state and to get the group involved in serious issues affecting education. WMU is among the top two producers of professional educators in the nation.

Scholarly celebration
Ninety education majors received scholarships this fall during the College of Education’s annual awards reception. Among the recipients was Janice Plair-Brown, a mother of five and a returning non-traditional student who won a $1,000 award for academic achievement in elementary education.

Unlike many scholarship recipients, Plair-Brown had the chance to meet the person who made her award possible. Dr. Ruth E. Ellsworth, 91, a retired educator, received her teaching certificate from WMU in 1928 and her bachelor’s degree in 1930. In 1985, she established the Zora and Frank Ellsworth Scholarship in honor of her parents, both former teachers at WMU. Ellsworth Hall was named in honor of her father, who served for 22 years as the principal of the training school at Western State Teachers College (now WMU).

The scholarship is awarded each year to a junior or senior elementary education or Latin major in the college who has maintained a B average and demonstrated career purpose in education.
College of Engineering and Applied Sciences

The British are coming
WMU's School of Aviation has landed a $6 million contract with British Airways to train pilots at its new facilities at the W.K. Kellogg Airport.

BRITISH AIRWAYS

The agreement makes the London-based carrier the first major client for WMU's new International Pilot Training Centre, which was launched last fall when the school relocated from Kalamazoo to new, larger facilities in Battle Creek.

The contract will bring 32 to 48 beginning pilots to the facility each year for intensive instruction in European-style flight training. The initial group of 16 British Airways students arrives in March, with the second group to follow in May.

The contract marks the first time British Airways has contracted with a U.S. facility for new pilot training.

"This is a tremendous recognition for WMU from the international aviation community," says Joseph H. Dunlap, director of WMU's School of Aviation Sciences. "It tells U.S. airlines and others that what we are doing and trying to accomplish is unique and it sets a precedent for the future. At some point, we'd like U.S. airlines to come to us for the same type of training."

Aer Lingus, an Irish airline, has also signed a pilot training agreement with WMU. The one-year pact will bring 24 students to the training facility in 1998.

Putting science 'behind' their product
Students in the Department of Industrial and Manufacturing Engineering have been getting some valuable hands-on experience working with a Portage medical company.

In a project led by Dr. Tycho K. Fredericks, assistant professor of industrial and manufacturing engineering and co-director of the department's Human Performance Institute, students have been trying to determine whether a product developed and patented by MicroPulse is more effective at preventing bedsores than those already on the market.

Called the MicroPulse System, the product resembles high-tech bubble wrap packaging material attached to an electrical air pump. The pump inflates and deflates the air pocket cells in an alternating pattern every two minutes, allowing blood flow into areas beneath a person who is lying or sitting for a long period of time.

Fredericks and his students fine-tuned the research procedures, then tested the MicroPulse system against a gel pad and the standard foam pad, which are both typically found in hospital operating rooms.

Early results show the product could go a long way in preventing bedsores, an ailment that costs hospitals thousands of dollars each year.

Fredericks says the project presents a great opportunity for students to conduct meaningful scholarly research, while giving start-up companies like MicroPulse scientific feedback about their product, a process that can often be cost prohibitive to new firms.

Sky Broncos flying high
WMU's precision flying team, the Sky Broncos, captured first place in the National Intercollegiate Flying Association's regional competition for the fifth consecutive year.

Competing against six other college teams, the Sky Broncos placed first in both flight and ground events and took top pilot honors in the event held at Bowling Green State University last October.

WMU will now advance to the 1998 NIFA national competition, which will take place May 5-9 at Kansas State University.

The Sky Broncos won two of the four flying events and four of the five ground events that make up the competition.

Jennifer M. Richard, a WMU senior, earned top pilot honors, capturing first place in three ground events and placing second, fourth and sixth in flight events.
College News

College of Fine Arts

Joining the big leagues

Scott W. Thornburg, associate professor of music and an internationally known trumpet player, spent two months last semester playing with the American Brass Quintet, a group largely considered the top brass group in the world.

Thornburg was invited to join when one of the group members took a leave of absence and they needed a replacement.

"As far as I'm concerned, this group exists at the pinnacle of my profession," says Thornburg, who had occasionally played with the group during the eight years he freelanced as a trumpet player in New York City. "I've always been a huge fan and I really believe in what they're doing—it's been in some ways like a fairy tale."

During his tour, Thornburg played numerous concerts around the country, including the opening concert of the Chamber Music Society of Lincoln Center.

Lighting the way to the next millennium

Lou Rizzolo is known in art circles for spectacular works that incorporate everything from inflatable sculptures to floating images. But his latest project has drawn the attention of the Michigan Department of Natural Resources, computer experts and beachgoers throughout the state.

Rizzolo, professor of art, is leading the "Michigan Millennium Project," which will use old and new light technologies to illuminate the lakes surrounding Michigan.

Using laser lights installed in major lighthouses, searchlights and hundreds of volunteers with campfires every mile along the water's edge, Rizzolo and his team will outline Michigan with a synchronized and choreographed display of light that will be captured by satellite and aerial photography.

Three light centers also will be established at historical forts around Michigan. These centers will include 20-foot athanors with dragon-like heads and caldrons of light that will add to the display. The centers will be the site of major multi-cultural performances when the project culminates in July 1999. "This whole thing is about light being hope for the future," Rizzolo explains. "We want to bring all communities together to participate in a celebration that will look at the 21st century in a more hopeful way."

A Groov'tet homecoming

The acoustic jazz combo known as The Groov'tet returned to campus last fall for a series of concerts.

Formed in 1992 by four ambitious jazz studies students, the group includes pianist Xavier Davis, saxophonist John Wojciechowski, drummer Keith Hall, and bassist Matt Hughes.

Davis, Hall and Hughes are building their careers in New York City, while Wojciechowski is winning international praise from his home near Detroit, where he teaches jazz in the public schools.

Band members have had some impressive stints since graduating. Members have performed with Wynton Marsalis, Ray Charles, Betty Carter, the Moody Blues and Mannheim Steamroller.

"Individually and collectively they represent the best hope for the future of this music," says Thomas Knific, WMU associate professor of music, who taught the foursome.

www.wmich.edu/cfa/
Health is the ‘mane’ issue

A haircut, a manicure and a blood pressure screening? It may sound unusual, but that’s the regimen for a women’s health care initiative involving WMU, the Black Nurses Association and the Mane Attraction, a beauty salon in Kalamazoo.

The brainchild of Dr. Bernardine M. Lacey, director of the School of Nursing, the project is providing health services and health care information to women, with special attention to issues facing African Americans.

“The beauty shop has historically been a place for women to talk about their joys and sorrows and pains and sufferings and I think that still holds true today,” Lacey says. “Women share information with their beauticians because this is a place where they feel cared for. We’re just taking that concept a step further.”

The beauty salon health care initiative offers educational programs on breast self-exams, CPR training, reducing stress and healthy eating and cooking.

Area nurses or WMU nursing students provide many of the services.

The group also has won a $10,000 grant from the John E. Fetzer Institute of Kalamazoo to fund special workshops and the development of culturally sensitive health promotion materials.

Babies benefit from early tests

Newborn babies at Bronson Children’s Hospital in Kalamazoo are having their hearing tested as part of an early intervention project led by the Department of Speech Pathology and Audiology.

Called the Universal Infant Hearing Screening Program, the project utilizes new state-of-the-art technology to screen all babies, not just those at risk for hearing problems, before they’re discharged.

“It’s crucial to identify babies with hearing problems in the first few months of birth because all of the language acquisition occurs during the first two to three years of life,” says Dr. Bharti Katbamna, WMU associate professor of speech pathology and audiology who oversees and monitors the project.

National studies indicate that even babies without risk factors for hearing loss can have problems at a rate of three to four babies per 1,000 births.

More than 3,000 babies are screened each year by WMU experts and specialists at Bronson.

Compact Discs

Gold Company

20

This leading university vocal jazz ensemble celebrates its 20th anniversary with this CD that includes several arrangements by current and former WMU students.

GCII

Come On, Come Over

The debut CD of this student vocal jazz ensemble includes jazz, pop and funk tunes. More than half of the numbers are written and arranged by members of the group.

University Chorale

A Jubilant Song

This work features the University Chorale, Grand Chorus and WMU alumni in live performances of a variety of choral masterworks, folk songs and spirituals that span 1993 to 1996.

University Jazz Orchestra

Disposable Income

Nominated for a Grammy in 1997, this CD features big band and jazz compositions by WMU students and faculty.

Arnold Johnston

I’m Here! Songs of Jacques Brel newly translated and performed by Arnold Johnston

Johnston performs 19 songs by the man known as Europe’s Troubadour of the Century. They include some well-known Brel compositions and some never-before-translated works by the 20th century French songwriter.

All compact discs feature the work of WMU artists and can be purchased through the WMU Bookstore. Prices vary between $10 and $15, plus shipping and handling. Call 800-922-6794. All WMU rights reserved.
Class hits home run with students
Why do students wear or not wear licensed athletic apparel? Why do sports bars appeal to a young adult audience? Those are just a sample of the wide range of questions a group of business students tried to answer last fall as part of a course on sports marketing.

Taught by Dr. Edward J. Mayo, professor of marketing, the class challenged students to uncover new information about various aspects of the sports business. Topics ranged from promoting attendance at sports halls of fame to assessing the potential for a new championship golf course in West Michigan.

As an additional benefit, two prominent WMU alumni provided considerable hands-on advice for students in the class. Randy B. Brown, BBA '84, vice president with ESPN and an adjunct instructor in the Haworth College of Business, and Michael S. Dietz, BBA '83, senior director of marketing and stadium development with the Detroit Tigers, each worked with the students to provide suggestions and challenging questions during a four-hour visit last fall.

"The kids just loved it," Mayo says of the alumni advice. "All of the projects were better because of that kind of involvement."

Students completed poster boards and abstracts to illustrate the results of their research. These items were put on display within the college and were observed by faculty, administrators and the Kalamazoo area media.

Food for thought
Local business leaders are being invited to a new breakfast speaker series featuring the expertise of WMU faculty. The Dean's Breakfast Speaker Series, launched by Dr. James W. Schmotter, dean of the Haworth College of Business, is a means for faculty members to share their ideas about important issues of mutual interest with the local business community. "When Geraldo Calls: Basics of Crisis Communication" by Dr. Elizabeth A. Hoger, assistant professor of business information systems, marked the first presentation in October. Breakfast speakers will be scheduled twice in the fall and winter semesters.

New advice for accountancy
Thirteen business executives are offering more than their two cents worth as members of the new Department of Accountancy Advisory Council.

A mix of alumni and others with a strong interest in WMU's accountancy program, the group is providing the department with the perspective of professionals working in public accounting, industry, financial services and other businesses.

"They have already provided excellent advice relating to the accountancy department's mission and objectives, recruiting and retention of students, need for student internships and other aspects of our curriculum," said Dr. Jack M. Ruhl, chairperson of the department.

The council conducted its first meeting early last fall and is expected to meet twice a year.

So far, each alumni group has placed a great value on internships, group projects and other experiential learning. The college is beefing up such offerings as part of its new curriculum.
Lee Honors College

Historical year
Last fall, the Lee Honors College welcomed 356 freshmen—the largest entering class in its 35-year history.

Those admitted to the college excelled academically in their high schools and displayed commitment to their schools and local communities through an impressive list of co-curricular activities and volunteer service.

The 1997-98 freshman class averaged a high school grade point of 3.87 and a composite average aptitude score of 27 on the American College Test. The honors freshmen have won recognition as National Merit Finalists and recipients of awards from the American Chemical Society and Phi Beta Kappa.

As members of the Lee Honors College, students pursue traditional majors and minors, but have unique opportunities such as research projects, internships, volunteer work in the community and cultural and social activities. Students are also required to complete a senior thesis project that is typical of professional work in their major field.

Currently 1,176 undergraduates are enrolled in honors courses at WMU.

Course explores WMU past
From dating at WMU in the 1950s to the history of the speech pathology program, Lee Honors College students are exploring all aspects of the WMU heritage through a course that sends them back to the University's roots.

"Honors 490: Seminar in the WMU Archives," is centered around the University Archives and Regional History Collections located in East Hall. The course is designed to familiarize students with archival research techniques, while at the same time providing them the opportunity to conduct meaningful scholarship that can be referenced as the University approaches its centennial in 2003.

"This class gives students the skills they need to undertake research at other archives and manuscript repositories," says Sharon L. Carlson, acting director of University Archives and Regional History Collections, who co-teaches the seminar with colleague Suzanne Husband. "They acquire skills that will help in other courses at WMU, in graduate school and certainly in their life-long information seeking needs."

Several interesting projects have resulted since the course began three years ago, including a study of civil rights at WMU prior to Martin Luther King Jr.'s visit in 1963, a look at student life within the West Main Hill Neighborhood and a review of the inception of co-ed residence halls at the University.

Current projects include a study of the land at the Kalamazoo Psychiatric Hospital and WMU's influence on one student's life and career in the 1930s, as told by her diaries.

www.wmich.edu/honors/
The WMU Alumni Association proudly congratulates
Association member and WMU graduate

David Dombrowski, BBA '79
Executive Vice President and General Manager
1997 World Champion Florida Marlins

WMU Alumni Association
Western Michigan University
McKee Alumni Center
Kalamazoo, MI 49008-3854

To learn more about the WMU Alumni Association, visit us on the World Wide Web at www.wmich.edu/alumni.
Or give us a call at (616) 387-8777.
Alumni Relations

Archer scholarship created
WMU has created a scholarship in honor of Detroit Mayor Dennis W. Archer, B.S. '65. Initial funds for the scholarship came from a tribute dinner for Archer that took place this past October in Detroit.

The dinner raised more than $33,000 for the Mayor Dennis W. Archer Endowed Scholarship. A need-based scholarship, it will go to undergraduate students at WMU who intend to major in education, public administration or pre-law. Preference will be given to residents of Detroit or Wayne, Oakland or Macomb counties.

President Diether H. Haenicke and several prominent Detroit civic leaders made presentations during the dinner, including S. Martin Taylor, B.S. '64, vice president of corporate and public affairs at Detroit Edison, and Geneva J. Williams, a former WMU trustee and executive vice president and chief operating officer of United Way Community Services in Detroit.

Roy S. Roberts, B.B.A. '70, a former WMU trustee and vice president and general manager of the Pontiac GMC division of General Motors, served as master of ceremonies.

Brown back for groundbreaking
Willard A. (Bill) Brown, B.S. '53, returned to campus Nov. 8 to participate in groundbreaking ceremonies for the Bronco Alumni Football Center. He also witnessed a Bronco football victory over arch-rival Central Michigan University that day.

Brown, a football MVP in 1952, is co-chairperson of the campaign to raise $6.2 million in private gifts toward the $8.2 million addition to Waldo Stadium. More than 90 percent of the campaign total has been secured.

Teaching Excellence Award winners for 1997 announced
Dr. Jorge M. Febles, professor of foreign languages and literatures, and Dr. Katherine Joslin, professor of English, are the 1997 recipients of the WMU Alumni Association's Teaching Excellence Award.

Febles, a faculty member since 1980, and Joslin, who came to WMU in 1986, will be honored at the University's Academic Convocation this spring. They join 117 other faculty members who have received the award since 1966.

The award recognizes faculty members for their superior teaching skills. Recipients are selected from nominations submitted by alumni and students.

www.wmich.edu/alumni/
Don't hesitate to contact us when you have news to share in our Classnotes or Obituaries sections. For Classnotes, make sure to include your name (first, middle, last, maiden); address; degree(s); year(s) graduated and phone number. We'll publish your photos as space permits.

Write: Classnotes/Obituaries
WMU Magazine
1201 Oliver Street
Kalamazoo, MI 49008-9985

Fax: (616) 387-8770
E-mail: rosalie.nelsen@wmich.edu

1950-1964

Jackson H. Riling
BS '50, in July began serving his third term as a member of the Gaylord Community Schools Board of Education. Riling, a retired coach, is a member of the Michigan Coaches Association Hall of Fame.

Carol A. Reimann McTigue
BS '60, has retired after 31 years with the Lorain County Children's Services, Elyria, OH., as a social worker, supervisor and administrator.

Donald E. Mullens
BS '61, MA '65, was recently appointed assistant vice president for student affairs and dean of enrollment services at Ferris State University.

Dr. Stephen Mike Matyas Jr.
BS '62, was recently named an IBM Distinguished Engineer. Matyas, an internationally recognized leader in cryptography, joined IBM in 1967.

Elizabeth A. Salter Sargent
BA '62, in May was named Outstanding Mathematics Teacher for 1997 by the Greater Cleveland Council of Teachers of Mathematics. Sargent is mathematics chair, Greenbrier Junior High School, Parma, OH.

1965-1969

Beverly Collier

Don W. Hubble
BA '65, MBA '66, has retired as president and CEO of National Service Industries, Atlanta, GA.

Morey A. Kays
BS '65, has retired as professor of industrial engineering technology after 23 years as a faculty member at Purdue University-Calumet.

Barbara Gallagher Haiduk
BS '66, was selected as Teacher of the Year for 1997-98 at Ridgeview Elementary School, Orange Park, FL.

James R. Kasenow
BA '66, retired in June 1997 after 31 years as a teacher for the Southgate Public Schools.

James R. McKinley
BS '66, has been named to the Entrepreneur Hall of Fame of the School of Business and Entrepreneurship at Nova Southeastern University in Fort Lauderdale. McKinley is president and owner of McKinley Financial Services Inc. in Pompano Beach, FL, the state's largest minority-owned insurance agency and the 1997 Minority Service Firm of the Year for the eight-state Atlanta region of the U.S. Department of Commerce's Minority Business Development Agency.

Robert L. Willett Jr.
MBA '66, is author of the book, One Day of the Civil War, American in Conflict, April 10, 1863. Willett's wife, Donna, MA '57, collaborated on the book. The Willets live in Cocoa Beach, FL.

Dr. James Ysseldyke
BA '66, received the Emma M. Birkmaier Professorship in Educational Leadership for 1997-2000. Ysseldyke is professor of educational psychology/director of the National Center for Educational Outcomes, University of Minnesota.

Dr. Julia A. Watson
BA '67, has accepted the position as director of the comparative literature program in the Division of Comparative Studies at Ohio State University.

William J. Denton
BS '67, group president, Newell Companies, Beloit, WI., in July was elected to the board of directors of the National Housewares Manufacturers Association, a trade association for the housewares industry.

Jeanne H. Carlson
BA '67, has accepted the position as director of the Comparative literature program in the division of Comparative Studies at Ohio State University.

Gail Goines Hietzker
BA '68, in August retired as vice president, educational services from Junior Achievement of Southeastern Michigan.

Douglas D. MacDonald
MBA '68, retired after 28 years with the U.S. Department of Labor, Wage-Hour Division, Orlando, FL. MacDonald is currently employed as a financial examiner/analyst, state comptroller's office, Orlando.

1970-1974

William L. Van DeBurg
BA '70, recently published a book entitled, Black Camelot. Van DeBurg is an instructor at the University of Wisconsin in Madison.

William L. Doetz
BBA '71, recently retired from the U.S. Army National Guard as director of Army personnel, Michigan National Guard.

James M. Graham
BA '71, MA '78, was recently appointed chairperson of the social science division at Carl Sandburg College, Galesburg, IL. Graham has been a member of the political science faculty since 1979.
Gerald S. Gutowski  
BA '73, has been named vice president, alliance and program management, at AAA Michigan, Dearborn.

John W. Kennedy  
BS '73, MBA '77, recently accepted the position of staff product manager, Micromedia Corporation, Santa Clara, a wholly owned subsidiary of GTE.

David J. Loechel  
BS '73, is the director-international sales for PAC International Inc., Arvada, CO.

Edward C. Rubbringer  
BS '73, is mathematics department chair for the Bad Axe Public Schools, Bad Axe.

Terri Moore Rubbringer  
BS '73, is curriculum coordinator for the North Huron Public Schools, Kinde.

Larry W. Roznowski  
BS '74, is vice president, general manager, Whiteco Outdoor Advertising, Paris, IL.

1975-1979

Kevin Barry  
BS '75, this spring will have two of his documentaries air on the A&E network. A John Wayne documentary that Barry wrote will air in March in a special edition of Biography. A&E also has named him to write, produce and direct a spring episode of The Unexplained that will be called “Saucer Seekers.”

Richard G. Anderson  
BBA '76, was recently designated a Chartered Property Underwriter by the American Institute for CPCU. Anderson is treasurer and controller of Healthcare Services Group, Jefferson City, MO.

Terry A. Thommes  
BFA '76, held an exhibition of sculpture in Castello Di Garonza, Monte San Savino, Tuscany, Italy. His work is represented in galleries in the United States and Italy. He maintains a studio in Big Pine Key, FL.

Irene Barkalow Padilla  
BA '77, MSL '81, is head librarian for Howard County, MD. Barkalow is president-elect of the Maryland Librarian’s Association.

Author driven to stay on track

It’s been a long road with plenty of twists and turns, but Lisa Lenzo is gaining some well-deserved recognition. Her first book, Within the Lighted City, won the University of Iowa’s 1997 John Simmons Short Fiction Award and has earned praise from well-known writers and a New York Times reviewer.

A collection of nine short stories, the book captures an intense period of personal and public upheaval in Detroit, where Lenzo grew up. Now, the up-and-coming author is working on her second book—a novel.

She says it will realistically depict disabled people and be humorous as well as serious. “Disabled people are a lot more than their disability,” she notes. “They have families, kids, jobs and lives like everybody else.”

Lenzo, a single mother from Fennville, figured out at age 18 that she wanted to be a writer. Although disillusioned at times, she kept writing for 22 years, steadfastly developing her talent. “I’d rather be a struggling writer than not be a writer at all,” she explains.

According to Lenzo, WMU’s master of fine arts in creative writing program helped keep her going. She discovered it after years of picking up credits at other schools. “I’m still grateful to that program,” Lenzo says. “It put me into high gear. The advice and encouragement of my teachers at WMU really made a difference.”

She says the whole atmosphere at WMU made a difference. Here, she could major in creative writing, surrounding herself with other people who had a passion for writing, and begin developing what has become a long-term support network.

“There were so many good writers—both teachers and students,” Lenzo says. “The teachers were role models. They were writing every day, getting published, and getting awards and grants. The students were teaching too.”

In a sense they still are. “I have four people who critique my work,” she says, “and they all went to WMU.”
Members for Life

We at the WMU Alumni Association would like to take this opportunity to welcome our newest life members. We thank you and commend you for your continued interest in your University through life membership in our association.

Yang John Auh
M.A. '64, Staten Island, NY

Thomas V. Bikisko II
B.S. '86, Grand Rapids, MI

Robert C. Cooper Jr.
B.S. '67, Baldwin, NY

Kathleen Morrison Corstange
B.A. '65, M.A. '75, Kalamazoo, MI

Brenda Mathews Davis
BBA '83, Battle Creek, MI

Robert C. Howe
B.S. '79, Dorr, MI

Suzanne Hess Howe
B.S. '79, Dorr, MI

Bonnie Torbitzky MacGrayne
Portage, MI

Paul R. MacGrayne
BBA '56, Portage, MI

Joan Sampson Mason
M.A. '78, M.A. '96, Virginia Beach, VA

Carol Reimann McTigue
B.S. '60, Stuart, FL

Jack Evan Pace
B.A. '58, M.A. '64, Poplar Bluff, MO

Ardon L. Schambers
BBA '67, M.B.A. '86, Caledonia, MI

Barbara Thiel Schambers
BBA '86, Caledonia, MI

Dale R. Sielski
B.S. '83, Hixson, TX

Michael V. Walker
B.A. '72, Lansing, MI

Classnotes

Alumni are listed under their preferred class year.
Municipalities mentioned are located in Michigan unless otherwise noted.
Names printed in brown denote membership in the WMU Alumni Association.

Mary Anne Kaercher Jaeger
BA '77, was recently named principal of Pittsfield Elementary School, Ann Arbor.

Nancy M. Sundstrom
BS '77, was recently named marketing director for the Downtown Development Authority for Traverse City.

Laurel Drury Fedo
BA '78, was elected president of the Minnesota Chamber of Commerce Executives for 1998. Since 1992, Fedo has served as president, CEO of the Hibbing Area Chamber of Commerce, Hibbing, MN.

Brian P. Akers
BA '79, MA '86, an instructor in the Department of Plant Biology at Southern Illinois University, Carbondale, IL., was recently recognized for outstanding teaching of basic courses at the university.

Robert W. Coffman
MBA '79, was recently named general manager of the Phoenix, AZ, branch of Inacom. A Fortune 500 company, Inacom is a technology distributor based in Omaha, NE.

Robert A. Parrish
BS '79, MS '97, is the president of Have a Ball Photo located in southwestern lower Michigan.

1980-1984

R. Joy (Russell) Nicholas
BBA '80, last December was promoted to director of applied technologies at the Food Marketing Institute, Washington, D.C., a nonprofit association of food retailers and wholesalers and their customers that engages in educational, research and public relations activities.

Dr. Hamid R. Parsaei
P.E., MS '80, has received the Institute of Industrial Engineers Fellow Award. Parsaei is professor of industrial engineering and director of the Manufacturing Research Group at the University of Louisville.

Duane S. Rocheleau
BBA '80, was recently named a senior vice president at The Northern Trust Co., Chicago. Rocheleau is also an instructor at the ABA School of Bank Investments and Fund Management.

Comdr. Todd A. Zecchin
BS '81, of Austin, TX, has been employed as a teacher for the last 15 years.

Charles G. (Chip) Riddle III
BSE '81, has been named director of engineering and maintenance at Pomona Valley Hospital Medical Center, Pomona, CA.

David C. Ingall
BA '82, was recently appointed division manager, Nafziger's Ice Cream Co., Napoleon, OH.

Rosemary Calhoun Takacs
MS '82, is a CPA, chief systems control division, U.S. Mint, San Francisco, CA.

Paul J. Pietrzak
BBA '83, was recently named finance manager, marketing and sales systems customer services, for the Ford Motor Co., Dearborn.

Betty Truitt Clark
BM '84, has been promoted to director of a psycho-social rehabilitation program for North Central Community Health, Cadillac.
1985-1989

Todd A. Backus
BBA '85, was recently promoted to property manager for TrizecHahn Office Properties, Houston, TX.

Rosemarie L. Allaire
BS '86, is the owner of Rosemarie Allaire Lighting Design, Dana Point, CA. Allaire is an architectural lighting design consultant.

Gregg M. Nannini
BA '86, is editor of the poetry journal Kangaroos and Beans and author of a book of poetry entitled Pathways. He has also been included in Who's Who in Poetry, 1993/94, and been selected by the Detroit Metro Times as one of Michigan's best emerging writers.

Julie Shroyer
BSW '87, was recently named deputy director, congressional affairs, for the American Psychiatric Association, Washington, DC.

Joanna Noble Stelloh
BA '89, has been named development coordinator for United Way of Greater Battle Creek. Stelloh is also owner of Pretty Darn Good Catering, Battle Creek.

1990-1997

Donald R. Dismuke
BBA 90, in November was elected mayor of Plymouth. The youngest ever to be so elected, Dismuke is international tax manager of Ernst & Young, Detroit.

Thomas J. Brown
BS '92, director, alumni and church relations at Church Divinity School of the Pacific, Berkeley, CA, was ordained a deacon in the Episcopal Church in June and to the priesthood in January.

Cindy M. Lewis
BBA '93, recently joined the firm of Progressive Architecture Engineering Planning, Grand Rapids, as an end user support coordinator.

Deanna K. Medendorp
BBA '95, was recently promoted to audit senior, Price Waterhouse LLP, Detroit.

Back to school
Marc Friedman, B.S. '82, and 350 villagers inaugurate a school Friedman's nonprofit organization recently helped build in Pereheni, Nepal.

Building bridges with schools

Since graduating from WMU in marketing in 1982, Marc Friedman has found success in two very different careers. First, he rose through the ranks of Rye, N.Y-based Elcan Technologies, from salesperson to chief operating officer.

Then in 1991 he began to pursue as a volunteer the occupation he says he "truly loves." That's when he and two partners co-founded the not-for-profit Building with Books program. In early 1997, Friedman left Elcan to run the program full time.

Headquartered in Stamford, Conn., Building with Books enhances education for and builds bridges between American high school students and children in developing countries. Case in point: Students at Lumen Christi High School in Jackson, Mich., have adopted and helped fund schools in Bolivia, Brazil, Nepal and Malawi built by the program.

The U.S. students participate in fund-raising projects through an after-school club and discuss videotape of "their" village in class. The program currently involves nine mostly inner-city high schools across the United States and has built 14 schoolhouses in developing countries.

Inspired by a British group that built a school in Nepal, Friedman and partners, Jim and Dave Ziolkowski, founded Building with Books because they believed such a program could "really make a difference," Friedman says. Though each of the three worked full time, each also became a full-time volunteer.

"Our first fund-raiser was at a bar," Friedman remembers with a laugh. "We showed slides, served beer and cookies, and charged $5 a person." The program, supported by corporations, foundations and individuals, expects to build eight schools in Bolivia, Mali and Nepal in 1998.

Though Friedman's outlook is now decidedly philanthropic, his day-to-day tasks are similar to those involved in a growing business: raising money, answering to a board and developing a budget that keeps expenses to under 2 percent.

"My business background continues to serve me well," he says. "I'm just so happy that I can be involved in something I really believe in."
1915-1924

**Ethel McDorman Lull**  
TC '21, Aug. 24, 1997, in Berrien Center.

**Grace Austin Dalrymple**  
TC '23, November 1996, in Sarasota, FL.

**Rosamond Schaeffer Bartholomew**  
TC '24, July 14, 1997, in Mattawan.

1925-1929

**Vida Coyle Blood**  

**Clara Wheeler Tessman**  
TC '25, April 5, 1997, in Traverse City.

**Bernadine M. Sanders**  

**Lleva L. Perry Stanlake**  

**Alma Server Vost**  

1930-1934

**Dorothy A. Busman Flower**  
TC '27, BS '30, Sept. 27, 1997, in Bradenton, FL.

**Hester Ellen Scott**  

**Harold D. Wolfe**  
BS '30, May 24, 1997, in Jackson.

**Georganna McWethey Landenberger**  

**Naida Burdick Ypma**  
BA '31, June 26, 1997, in Charlevoix.

**Harold H. Althoff**  
BS '33, July 26, 1997, in Pompano Beach, FL.

David C. Sjoberg  
BA '33, July 16, 1997, in Montgomery, OH.

Vivian Chase Todd  
BA '33, June 30, 1997, in Bowling Green, KY.

Robert B. Boyce  
BS '34, Aug. 29, 1997, in Ionia.

Alice B. Calkins  
TC '34, July 1, 1997, in Plainwell.

Catherine Hudson Donohue  
BA '34, June 18, 1997, in Kalamazoo.

1935-1939

**Edna M. Brumm Smith**  

**Jacob Alexander Solin**  
BA '35, June 19, 1997, in Sun City, AZ.

**Mildred T. Doll**  
BA '36, April 8, 1997, in Venice, FL.

**William H. Gebhard**  

**Edward A. Husbeck Sr.**  
BS '39, April 10, 1997, in Okemos.

1940-1944

**June Thomas Slider**  
BS '41, April 29, 1997, in Webberville.

**Robert A. Embs.**  
BS '42, Sept. 27, 1997, in Kalamazoo.

**Frank W. Hale Jr.**  
BS '42, MS '67, July 14, 1997, in Florida.

**Edward J. Schneider**  

**Betty Trowbridge Appeldoorn**  

**Stella M. Pangburn**  
TC '24, BS '44, June 3, 1997, in Grand Rapids.

1945-1949

**Edmund J. Gunter**  
BS '46, June 17, 1997, in San Dimas, CA.

**Ernest Hendricks**  
BA '46, July 7, 1997, in Mexico Beach, FL.

**Bernard Jack Lee**  

**Harold Frank Barr**  
TC '48, May 18, 1997, in Middleton.

**Irma M. Bradley**  
BA '49, May 10, 1997, in Battle Creek.

1950-1954

**Daniel E. Chapman**  
BA '50, May 22, 1997, in Elkhart, IN.

**William P. Coleman**  

**Beverly Wies Krueger**  
BS '50, June 3, 1997, in West Branch.

**Roswell E. Oberman**  

**Stanley P. Olszewski**  
BS '50, May 29, 1997, in Zephyrhills, FL.

**Robert S. Casey**  
BS '51, MA '54, MA '69, June 20, 1997, in Hastings.

**Marjorie Dixon Waldron**  
TC '31, BS '51, MA '59, April 3, 1997, in Coldwater.

**Alice Hanson Burma**  

**Marion Betty Yetter Moyer**  

**Mary Wolf Waldo**  
BS '53, April 28, 1997, in Cadillcar.

**Marian DeLing Wheeler**  
BS '53, April 16, 1997, in Ludington.

**Suzanne Rogers Ferzacca**  
BS '54, April 17, 1997, in University City, MO.

**Kent E. Johns**  
BS '54, April 29, 1997, in Cadillcar.

**Louise Selser Mateer**  
BA '54, Aug. 19, 1997, in Glendale, AZ.
1955-1959

Donna L. Burnett Carter
TC '55, April 26, 1997, in Coloma.

Eva Carpenter Churchill
TC '28, BS '55, May 29, 1997, in Glenallen, MO.

Charles E. Johnston

Dr. William A. Wichers

Geraldine Herpolsheimer Moore

Theodore T. Haag Jr.
BS '58, Oct. 27, 1996, in Kalamazoo.

Lloyd E. Mallett
TC '27, BA '60, May 7, 1997, in De Land, FL.

Nellie Joy Smith
BA '60, June 21, 1997, in Kalamazoo.

Ray L. Warren

Bertha C. Clark Wilkinson
TC '30, BS '61, March 17, 1997, in Minneapolis, MN.

George N. Kitchen

Angela Miller Lowry
BA '62, June 11, 1997, in Traverse City.

Miles H. Ken

Sam Shumacher
BS '64, April 29, 1997, in East Lansing.

1960-1964

1965-1969

Robert A. Benjamin
BS '65, April 21, 1997, in Crossville, TN.

Rev. Robert F. Galitz
MA '66, May 9, 1997, in Waukesha, WI.

Edward (Bud) Leonard

Marcie Bauknecht Ainsworth
BS '67, Sept. 10, 1997, in Royal Oak.

John Pryor Rummel

1970-1974

Barbara Brignall Roberts
BS '70, Sept. 15, 1997, in Kalamazoo.

Carroll Nash Sanders
BS '70, MA '78, Aug. 24, 1997, in Allegan.

Richard A. Carlstrom

Philip W. Weygand
BS '71, June 20, 1997, in Dundee.

Joyce Greene Rabbers
MA '72, July 7, 1997, in Three Rivers.

Doris Diehl Stagg
BA '73, MA '81, June 14, 1997, in Marshall.

Joy E. Court
BS '74, Jan. 17, 1997, in Dallas, TX.

Willie Sonny Webster

1975-1979

Richard A. McKenzie
MA '76, Feb. 9, 1997, in Battle Creek.

Mark S. Sutton
BA '76, MSL '79, Aug. 6, 1996, in Ithaca, NY.

Bruce L. Vanderwater
BBA '77, April 29, 1997, in Battle Creek.

James K. Cantlon
BS '78, June 1, 1997, in Peachtree City, GA.

Richard L. Nasby
BBA '78, Sept. 22, 1997, in Loveland, CO.

1980-1989

Emmanuel Agyemang Badu
BA '82, MA '85, August 14, 1997, in East Lansing.

Mildred Post Child
BA '85, Sept. 6, 1997, in Coloma.

Patricia Peterman
BA '85, MA '87, Oct. 1, 1997, in Ann Arbor.

Richard E. Doyle Jr.
BS '86, May 5, 1997, in West Bloomfield Township.

Lawrence L. Laske
BS '86, March 13, 1997, in Longview, WA.

Dena Yancich
BS '87, May 13, 1996, in Watervliet.

Mark A. Hayes

Patricia Sickle Smith
BS '88, June 24, 1997, in Kalamazoo.

1990-1997

Frank T. Gillespie
MA '91, April 1, 1997, in St. Joseph.
Broncos 'most improved' team in NCAA Division I-A football

Gary Darnell's 1997 Bronco football team was the most improved of any in Division I-A of the National Collegiate Athletic Association. Darnell took the team from a 2-9 record in 1996 to 8-3, including a win over in-state rival Central Michigan University, in 1997.

Running back Robert Sanford was named Mid-American Conference Freshman of the Year, the second year a WMU student-athlete received the honor. In all, WMU team members earned all-MAC honors in four sports: football, volleyball, women's soccer and men's cross country. Team members in two women's sports and three men's sports earned All-MAC academic honors.

Internship named for Beauregard

A graduate internship in athletic administration has been established in honor of WMU's recently appointed athletic director, Kathy B. Beauregard. An anonymous donor created the two-year internship with a gift of $30,000 to the WMU Foundation.

It will provide hands-on experience and leadership opportunities for graduate students and will cover all aspects of athletic administration. The focus will be on all women's sports. A national advisory committee will be established to oversee the internship and raise additional funds for the endowment.

Beauregard came to WMU in 1979 as head women's gymnastics coach and, in nine seasons, produced two Mid-American Conference championship teams and was twice selected as MAC "coach of the year." She was named associate athletic director in 1988, senior associate director in 1993 and athletic director in September 1997.

Athletic Hall of Fame inducts six

A highly successful two-sport coach and five athletes who competed in three separate decades comprise the six-member class of 1997 inductees for WMU's Athletic Hall of Fame.

The Athletic Hall of Fame was established in 1973. Since then, 126 WMU-affiliated players, coaches and administrators have been inducted into the prestigious organization.

Gymnastics coach hired

Terry L. Casperson, B.S. '90, has been named interim head coach of the women's gymnastics team. Casperson, who replaces Brigitte L. Laketa, had served as the women's competitive team coach for the Greater Kalamazoo World of Gymnastics Club.

A Bronco letter-winner in 1987-88, she was nominated for state "female coach of the year" honors at the 1997 State Congress. Casperson has been coaching or teaching gymnastics since 1986 and been involved in judging since 1989.

1998 'W' Club honorees selected

Willard A. (Bill) Brown, a 1950s football standout, and Betsy Kuhle, women's tennis coach, are the 1998 Alumni "W" Club "man and woman of the year."

Brown, B.S. '53, lettered as a halfback in 1950-51 and was the team's most valuable player as a senior. He lettered in 1950, 1951 and 1952. He retired in 1996 as chairman and CEO of Rubloff Inc. of Chicago.

Kuhle, MBA '87, is in her 16th year directing the women's tennis program. She has a 247-132 dual meet record and a MAC mark of 74-15. She was the MAC and ITA-Volvo Midwest "coach of the year" in 1990 and won the league award in 1985 and 1997.

www.wmich.edu/athletics/
Tickets on sale now at the Miller Auditorium Ticket Office and TicketsPLUS locations or call Miller Auditorium at 800-228-9858

Winter Schedule 1998

New York City Opera
"The Daughter of the Regiment"
Tuesday, March 10

Georgian State Dance Company
Friday, March 13

"Romeo and Juliet"
Tuesday, March 17

"Damn Yankees"
Friday, March 20 - Sunday, March 22

Charlie Chaplin Film Festival
Sunday, March 29

Group discounts available by calling (616) 387-2312

Miller Auditorium
Western Michigan University
When Kathy Beauregard first stepped on that beam in a Kalamazoo gymnastics gym at age 8, little did she realize that her interest in sports would lead to a much bigger balancing act as head of the major university athletics program in her hometown.

Beauregard, who was named the University's director of intercollegiate athletics this past fall, is drawing upon her 18 years of experience as a coach and administrator at WMU to juggle the myriad of demands that come with the job of running a National Collegiate Athletic Association Division 1 program.

Rather than launching a national search for a new athletic director when Jim Weaver left for Virginia Tech in September, WMU President Diether H. Farbacher decided immediately that Beauregard was the one for the job. Her appointment and its promise of continuity and stability for WMU athletics has been greeted enthusiastically by the University and Kalamazoo communities.

"The reception has been overwhelming," Beauregard says. "People are saying that I'm making them believe in the Broncos again. They know I'm not going to be here today and out the door tomorrow. They know I'm making them believe in the Broncos again. They know I'm not going to be here today and out the door tomorrow. They know I'm making them believe in the Broncos again. They know I'm not going to be here today and out the door tomorrow. They know I'm making them believe in the Broncos again. They know I'm not going to be here today and out the door tomorrow. They know..."

Beauregard says, "I believe my established position in the community and the way I've gone about my business in the past have been easily accepted," she continues. "There's some trust there. I bleed brown and gold, and people see and believe in that too."

While Beauregard's first professional association with WMU started in 1979 when she was named head women's gymnastics coach, her ties to the University go back much farther. She's the daughter of two community and the way I've gone about my business and people see and believe in that...

Within her first two years on the job, she also earned her master's degree in athletic administration from WMU. By 1988, she was ready for a new challenge. She left her coaching post to become associate athletic director. Five years later, she was promoted to senior associate director. Her new appointment to the top athletics job at WMU makes her a bit of a pioneer, she admits.

"I'm the most proud about the fact that I'm the director of intercollegiate athletics and not that I'm a woman director of athletics here at Western," she says. "There are 986 colleges and universities in the NCAA and 19 women athletic directors. Only seven are at institutions that sponsor the sport of football. Three are in the MAC (at Northern Illinois and Ball State) and all are women who had previous years of experience at the institution."

Beauregard's experience includes just about all phases of athletic administration, from supervising revenue sports to ensuring compliance with NCAA rules and overseeing academic services and student-athlete welfare to handling marketing and communications.

"I've had opportunities in every aspect," she says, "which helps me relate to the current staff doing those jobs. It also gives me a true idea of what it takes to get them done and get them done right."

These days, getting the job done right at WMU is synonymous with the phrase "taking the Broncos to the next level." What exactly does that mean? "We have an obligation in the athletic department to improve our standing in the Mid-American

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Jim Schmotter likes to use the title of a Tom Peters book, *The Pursuit of Wow!*, to describe his aspirations for the Haworth College of Business.

"I would really like us to be the place where the students say, 'Wow, I got the kind of educational experience here that I couldn't get anywhere else,' and the employers say, 'Wow, these Western students are prepared in a way that is really unique,' and the faculty say, 'Wow, this is a really great place to be because of the quality of my colleagues and the exciting stuff we're doing,'" says Schmotter, who became the college's dean this past July.

You'd expect a business dean to be up on the latest from America's well-known management guru. But Schmotter is just as apt to throw out an example from his doctoral dissertation on Congregational ministers in the 18th century to illustrate a point about the importance of meeting constituents' needs. Or he'll draw upon his experiences selling snowplows to township and county officials in the Catskills to comment on moral and ethical issues in business.

Schmotter came to WMU from Lehigh University, where he had served as dean and professor of management in the College of Business and Economics for five years. From 1979 to 1992, he was assistant dean and then associate dean of the Johnson Graduate School of Management at Cornell University. He began his academic career in the field of business in 1976 as administrator of the Department of Economics at the State University of New York at Binghamton.

That background is complemented by a firm grounding in the liberal arts. Schmotter earned his bachelor's degree in history from Muskingum College and his master's and doctoral degrees in history from Northwestern University.

"I think, all in all, my original training in the liberal arts has served me well," he says. "It's helped me learn how to communicate and frame problems. I believe the job of being a dean is not a technical job. It's really a job where you're motivating people, where you're listening to issues, problems and priorities they have, where you're communicating a lot, where you're trying to build a team."

Schmotter already has implemented several programs to show he means business. At the academic year opening all-college meeting, he punctuated his address with videos and music ranging from Frank Sinatra's "High Hopes" to the Pointer Sisters' "I'm So Excited." He's instituted a weekly e-mail newsletter that covers college issues, events and achievements.

He's kept the ball rolling on a new business advisory council that was formed the year before he came, initiated monthly pizza lunches with students and instigated focus groups to get feedback from alumni and corporate constituents.

"We have a number of ambitious goals and I think we can achieve them," Schmotter says. "A lot of that will have to do with defining our own future and with partnering.

"Undergraduate education is our top priority," he continues. "Our stated goal is to deliver the best undergraduate business program in Michigan and the surrounding states by the year 2006. That's a very ambitious—some would say ridiculous—goal. But if you don't reach, you're not going to get there."

His plans include incorporating an "experiential component" into the curriculum that would require all business students to have an internship, study-abroad or directed-research experience by the time they graduate.

On the graduate level, Schmotter believes the college needs to better define its niche.

"Our challenges are to determine what markets we're going to be in and how we're going to deliver the MBA," he says. "We have to do a better job of marketing ourselves in some areas like Grand Rapids. We're perceived as a quality provider in those markets, and we have to make sure that we capitalize on that."

Other plans include expanding internationalization efforts and serving alumni and important business constituents more actively through executive or continuing education programs. A business alumni society also is in the works.

Using such devices as e-mail, pizza lunches, focus groups, advisory councils

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The Pursuit of Wow
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and an alumni society to gather input on ideas is one of Schmotter's standard operating procedures.

"We have to make sure that we're interacting with our constituents and our stakeholders so that we know what's on their minds," says Schmotter, who once opted to live in a residence hall at Lehigh for a year because he wanted more direct, personal interaction with undergraduates.

He says one reason he was drawn to WMU in the first place was its emphasis on forging partnerships.

"The creed of this college is 'Partners for Business, Knowledge and Leadership,'" he says. "It makes a lot of sense to me because I think business schools can't make it by themselves any more. The days when we were these dispensers of all knowledge and wisdom about business are gone. We're buffeted by the same winds of change that business is. We have to have a much more firm footing in the world of practice."

Schmotter's approach to achieving these ambitious goals has been formed over the course of his career, first as a historian, then as an academic "drop-out" selling snowplows and finally as a business dean who calls himself an "applied humanist." He speaks of using history to learn from past mistakes and of reaching across the boundaries of academic disciplines and between the worlds of the classroom and business.

"I believe living organisms respond well to light and fresh air," he says in describing his management style. "I try to be as open as possible. I tend not to call people when I can go visit them in their office. I believe in dealing with things up front, and I believe in being prepared. I also think it's important to thank people."

After only a few months on the job, Schmotter is already up-to-speed and forging ahead in "The Pursuit of Wow!"

"I had high expectations when I came here," he says. "So far, those expectations have been exceeded. I've had more good ideas presented to me in a few months here than I had in years in past jobs. That really speaks volumes about what we might be able to accomplish!"

Team Player
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Conference and the Central Collegiate Hockey Association," she says. "We have talked to our coaches about our expectations—to step it up a notch where we finish. But we also want to keep it balanced. We want to be able to do it with student-athletes we want representing us both athletically and academically."

Strategies for helping the coaches achieve this goal include improving facilities so that the environment is more attractive to recruits and fans alike. Lawson Ice Arena already has new seating and work is under way on an $8.2 million expansion of Waldo Stadium.

The Division of Intercollegiate Athletics also will be looking for new sources of revenue to pump back into its programs, Beauregard says. That was one reason the Broncos' home hockey game against Michigan was moved to Van Andel Arena in Grand Rapids in December. The game provided a golden opportunity to fill the larger arena with 6,700 fans instead of 4,000 fans at Lawson.

Other priorities Beauregard has for the near future include re-evaluating the division's gender equity plan, working through a year-long NCAA certification that began this fall and developing a long-term strategic facility plan.

While all this sounds like a pretty big agenda, Beauregard seems perfectly at ease with it.

"The nice thing has been that I don't have a learning curve," she says. "I've been involved for many years in helping to set the course for where we're going. We just have to continue to move forward."

Community involvement will be prominent in her plans, Beauregard says.

"We need this community and this community needs us," she says. "We need to do it together."

The program is already off to a good start, with the football team finishing second in the MAC's Western Conference and earning the distinction of the most improved Division I squad in the country this past fall as well as with the men's basketball team handing Michigan its first home opener loss since 1970. On the academic side, student-athletes set a record high with a 2.89 grade point average last year. A total of 83 student-athletes earned a 3.5 or better, including the distinction of the most improved student-athlete.

Beauregard believes the approach she takes to her job will be a key to achieving even more.

"I'm a team oriented person," she says. "I understand what it takes to get it done and I can't do it by myself. I need help from our total staff."

"I'm a very upbeat person," she continues. "People say I'm kind of an infectious, enthusiastic person. I just spoke at Rotary and received positive comments. I told them that it's so easy to talk about something I really believe in. This is something I really believe in."
Laundry 101

by Craig McCool
Sophomore English major

I'm seriously considering going Amish. I'm not sure if one can convert (I've yet to research it), but what attracts me to the faith is the clothing—all black and white. That must be some simple laundry.

As a college student here at WMU, laundry is one of my worst enemies—now that I know how to do it. It had been a bit daunting before I learned these simple steps:

1. Dump some dirty clothes in a washer. It doesn't matter what color the clothes are. Just dump them in.
2. Make sure the machine is filling with water. Hot or cold? Do these settings mean outside temperature? Who knows? I don't care.
3. Add soap of some kind. Laundry detergent is best if available. If not, substitute dish soap, Endust, Windex. Whatever.
4. When the machine is done with its cycle, transfer the clothes with the dryer.
5. Add fabric softener. This is extremely optional.
6. When your clothes are dry, or nearly dry, or you are out of quarters, place them in a laundry basket and set them in the middle of your room.
7. Pick a new outfit at random from the basket each day, or at least every other day, until it is empty. Begin again at step one.

Ignorance was bliss, you see. As a freshman last year, I was perfectly happy with this system. But the other weekend I was really low on change. So I went home to do my laundry because the washing machine at home doesn't have a quarter slot like all the ones here. I walked into the door, lugging a huge bag of laundry over my shoulder and demanding a home-cooked meal.

Determined to show my parents how capable I was, I began doing my own laundry according to my old reliable system—and to prove how fantastically I had been getting along in the real world. My dad was standing there, watching.

"What are you doing," he asked, apparently amazed at the resourcefulness of his son.

"Laundry," I answered him proudly.
"Do we have any Windex?"
"You're not going to sort that?" he asked—as if he were a laundry expert.
"You really shouldn't wash blue jeans with your whites. The detergent is in one of those cupboards up there."

Sort? Sort what? I'd never heard of that. Besides, I'd never known my father to be an authority on housekeeping. His idea of cleaning was to create an "illusion of clean." We had done this many times, straightening the house just seconds before mom came home from work.

She saw dirt and messes where we saw nothing. Mom could spot tiny specks of dirt from across the room that Dad and I would have needed an electron microscope to detect. Needless to say, I was not about to heed Dad's advice.

That's where Mom stepped in. My mother—"laundry queen of the Midwest"—began to show me how to sort my clothes. I watched as she explained her art. "Whites, lights and darks each get their own pile," she said.

It was all getting very complicated. Luckily, Mom's motherly instincts kicked in and before I knew it, all my clothes were clean and folded, and I had not lifted a finger.

Im now here I am back at school. My hamper was once again overflowing and my inevitable laundry is down in the washing machine. Three washing machines, to be exact—whites, lights and darks. If you'll excuse me, I've got to run down and add the Windex.
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Last fall's installation of *Standing Room Only*, part of WMU's 1997-99 Sculpture Tour, kicked off an ongoing series of activities celebrating the 25th anniversary of the College of Fine Arts. The piece was created by Patrick Dougherty of Chapel Hill, N.C.